



# **Start On Purpose: Everything You Need to Know and Do to Startup With Strength**

*Susan Schreter*

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Everyone says that starting a business is “hard.” Well, it can be hard for everyone else, but it doesn’t have to be for you. When you Start On Purpose, important decisions will come easier, first customers will come faster, board members and funding sources will want to support you, and your dreams of leading a successful company will become more real. More opportunities will open up to your business because you will know where to find them and how to pursue them with confidence. Start On Purpose really works. This empowering book is based on venture finance expert Susan Schreter’s research on the most common issues, misunderstandings, surprises, regrets, and legal gotchas that confront high-tech and low-tech entrepreneurs during their first years in business –essentially everything that makes starting a business so hard and frustrating. Start On Purpose is written for ambitious innovators who want to know more, achieve more and earn more than the average new business owner. With Start On Purpose’s comprehensive action step format, you’ll know what to do first, second and third on a broad range of issues that matter to startups: business structure selection, fast revenue generation, product pricing, business model testing, branding, promotions, partnership agreements, stock issuances, trademarks and patents, legal issues, employee management, licensing, taxes and more. Start On Purpose will help you master the fine points of finance, talking to investors, and managing cash. You’ll learn about the 4 Milestones of Financial Safety, how to make your great business idea more lucrative, 3 Characteristics of Super Valuable Companies, and how to manage your business so that it can grow to be worth two, four or ten times what you put into it. You’ll also learn how to stand up for your better judgment even when you may be pressured to do otherwise. Start On Purpose book features: - Over 300 easy-to-implement action steps - Convenient workbook size for easy reference - “Extra Financial Empowerment” to increase your financial know-how - “Extra Startup Intelligence” to help you avoid common beginner’s mistakes - Bonus FAQs

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