



Business Start-up Success Made Simple

By Brian Tracy

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Business Start-up Success Made Simple By Brian Tracy

Every year 2,000,000 men and women start a business - and so can you!

Brian Tracy, one of the top business teachers, trainers and authors in the world today, shows you how, starting with little or nothing...You Can Achieve Financial Independence!

In this practical, proven 12 lecture program, you'll learn these priceless lessons to set you on the road to business success:

1. The Keys to Entrepreneurial Success
2. Selecting the Right Product or Service
3. Planning for Profitability
4. Marketing, Selling and Customer Service
5. Winning the Hearts and Minds of Customers
6. Selling Your Way to the Top
7. Closing the Sale
8. Becoming a Master Negotiator
9. Financing Your Business
10. All Business is People Business
11. Improving Your Personal Productivity
12. Increasing Your Profits/Balancing Your Work and Personal Life

These lectures have also been included in *Business Success Made Simple* by Brian Tracy

Plus: PDF Workbook with Notes and Application Exercises for each lesson! On page 1 of the workbook PDF, click the link to receive over \$100 worth of bonus materials

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Editorial Review

About the Author

One of the world's most widely known business speakers and a leading authority on the development of human potential and personal effectiveness, Brian Tracy addresses more than 250,000 people each year in corporations large and small, all over the world, on the subjects of strategy, management, personnel selection, hiring, firing, and motivating people. He has worked in 22 different businesses, often starting at the bottom and moving up to the executive suite. He is the founder of Brian Tracy International and is the author of numerous bestselling books and has produced more than 300 audio and video programs.

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