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Managing Your Personal Finance teaches you how to manage your money and savings. Keeping technical jargon to a minimum, the authors have articulated a wide range of topics on complex financial issues into simple and easy-to-understand ways for those keen on making their savings work for them from the beginning of their career to retirement. Follow young David's journey through a series of letters from his father as he learns how to manage his financial resources. You'll learn how to set financial goals, use financial tools, and how to plan for your future. The authors have made complex and difficult financial ideas easy to grasp and apply for the layman. There are many useful lessons to be learnt that might just answer some of your financial questions and will spark your interest on how to begin handling your personal finance wisely. From estimating your start-up costs and finding clients to cooking for special needs and staying profitable, this book takes you through every aspect of setting up and running a thriving home-based personal chef business. Whether you're just starting to learn the trade or are an experienced chef looking to be your own boss, each chapter will guide you on how to build your own successful personal chef business. Build Your Business and Your Financial Future As a solopreneur, you can reinvent the way you work with much more freedom, fun, and financial security. There's never been a better time to earn more money by starting a full- or part-time solo venture. But being your own boss can be a challenge or feel scary when you don't have a roadmap. In Money-Smart Solopreneur, Laura D. Adams answers questions every aspiring and new entrepreneur has about creating a business and building a secure financial future. It's a complete guide for what to do, critical mistakes to avoid, and how to start a solo business without taking too much risk. You'll get answers to these common questions: Can I get started without any filings or paperwork? Do I need a business bank account? How can I budget and reach goals with an irregular income? What business entity is best? When should I incorporate? How do I protect my intellectual property? When do I need an accountant? How can I figure out how much to charge clients? What tax deadlines am I required to meet? Do I need a business license? When should I leave my day job? Which tools are worth paying for? No matter if you're a freelancer, independent contractor, or side-hustler in the on-demand economy, you'll get essential knowledge, tools, and inspiration to live a successful solopreneur life. Laura D. Adams demystifies how to start and build any solo or small business. She covers legal, financial, and tax issues you must know to stay out of trouble. Her upbeat tone and approach for managing variable income, using an automatic money system, and creating a self-employed benefits package are just a few gems you'll discover. Laura's smart tips and chapter exercises include refreshing strategies for earning more, managing the unexpected, and reaching financial goals. You'll come away empowered to build your full- or part-time solo business and create long-lasting financial security. After reading Money-Smart Solopreneur, you'll be able to: Earn full- or part-time self-employed income with confidence. Refine your business and brand vision. Evaluate the pros and cons of working as a solopreneur. Create a strategy to exit a day job by building a business on the side. Turbocharge your productivity using pro tips. Create a financial safety net and leapfrog to the life you want. Organize and legally protect your business using simple techniques. Set higher rates, create better proposals, and negotiate wisely. Save money by operating a home-based business. Set up an automatic money system to achieve goals and build wealth. Strengthen your leadership skills and achieve success at work and at home with advice from a proven business leader In Start with a Win: Tools and Lessons to Create Personal and Business Success, CEO of RE/MAX Holdings Adam Contos delivers a powerful exploration of how leaders process information and lead boldly, especially (or even) during times of crisis. Packed with the practical lessons he learned as the leader of one of the most recognized real estate brands in the world, the book shows you how leaders recognize emotion, chaos, and fear and transform those negatives into opportunity. Whether you lead a team of one—yourself—ten, or 10,000 and up, you'll also find actionable advice on: How to develop effective leadership skills by seeking out situations that require you to practice leading Avoiding the experience of becoming overwhelmed by relying on time-tested frameworks to organize your thinking during stressful situations Overcoming fear and self-doubt by recognizing that your doubts are only as powerful as you think they are Perfect for executives, managers, and other business leaders, Start with a Win is an indispensable resource for entrepreneurs seeking to clarify and accomplish their goals. #1 NEW YORK TIMES BESTSELLER • Brené Brown has taught us what it means to dare greatly, rise strong, and brave the wilderness. Now, based on new research conducted with leaders, change makers, and culture shifters, she's showing us how to put those ideas into practice so we can step up and lead. Don't miss the five-part HBO Max docuseries Brené Brown: Atlas of the Heart! NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Leadership is not about titles, status, and wielding power. A leader is anyone who takes responsibility for recognizing the potential in people and ideas, and has the courage to develop that potential. When we dare to lead, we don't pretend to have the right answers; we stay curious and ask the right questions. We don't see power as finite and hoard it; we know that power becomes infinite when we share it with others. We don't avoid difficult conversations and situations; we lean into vulnerability when it's necessary to do good work. But daring leadership in a culture defined by scarcity, fear, and uncertainty requires skill-building around traits that are deeply and uniquely human. The irony is that we're choosing not to invest in developing the hearts and minds of leaders at the exact same time as we're scrambling to figure out what we have to offer that machines and AI can't do better and faster. What can we do better? Empathy, connection, and courage, to start. Four-time #1 New York Times bestselling author Brené Brown has spent the past two decades studying the emotions and experiences that give meaning to our lives, and the past seven years working with transformative leaders and teams spanning the globe. She found that leaders in organizations ranging from small entrepreneurial startups and family-owned businesses to nonprofits, civic organizations, and Fortune 50 companies all ask the same question: How do you cultivate braver, more daring leaders, and how do you embed the value of courage in your culture? In this new book, Brown uses research, stories, and examples to answer these questions in the no-BS style that millions of readers have come to expect and love. Brown writes, "One of the most important findings of my career is that daring leadership is a collection of four skill sets that are 100 percent teachable, observable, and measurable. It's learning and unlearning that requires brave work, tough conversations, and showing up with your whole heart. Easy? No. Because choosing courage over comfort is not always our default. Worth it? Always. We want to be brave with our lives and our work. It's why we're here." Whether you've read Daring Greatly and Rising Strong or you're new to Brené Brown's work, this book is for anyone who wants to step up and into brave leadership. Revised edition of a classic text long out of print--a moral analysis of making, keeping, and breaking personal commitments. In this groundbreaking book, Dr. Farley explores how commitments, rooted in the story of God's love, are acts of free choice and love that yield a claim. Farley's reflections are also rooted in the concrete experiences of people who

strive to be faithful to what they have claimed to love: "My concern is to name something that I think is, after all, common to all of our lives an experience, a reality, perhaps a problem, a challenge, something that is sometimes a source of joy, sometimes a cause of tragedy." In eight short chapters Farley explores the nature and meaning of commitment as it is played out in our lives, addressing love, fidelity, a sense of obligation, and covenant. She also reflects on whether each commitment must be kept, and what we should do if, despite our best efforts, our commitments break down. "A brilliant study, in the literal sense that it brings needed light and clarity to a great deal of our everyday experience of sorting out, changing, reaffirming, attempting to prioritize, and wrestling with the constantly varying demands of our many freely chosen commitments." Anne E. Patrick (of the original edition) Of the original edition, Paul Wadell wrote, "Personal Commitments is a superb book that cannot be recommended too highly. Though richly researched and tightly argued, its style and method make it accessible to anyone wishing to explore the commitments we make and the wholeness we seek when we make them." Another reviewer wrote "Personal Commitments is far more than a book on the ethics of commitment and obligation; rather, it is a searching account of love in both the personal and social relationships that form human life. Turn Your Can-Do Attitude Into Cash Are you a pro at multi-tasking? Do you thrive on deadlines and love a good challenge? Could you find satisfaction in lending others a hand? If so, you're in high demand in the booming personal concierge industry. Offering easy startup and low overhead, a personal concierge helps clients with everyday tasks from organizing to shopping. Led by our experts, learn how to successfully establish your business, develop your service list, build a client base, and even, expand. Plus, uncover the secrets of practicing entrepreneurs, gaining priceless insight, advice, and tricks on managing common and difficult requests. Learn how to: Make the right contacts to find great business and individual clients Identify and develop your service niche Choose what services to offer Set fees and collect payment Build vendor relationships Cost-effectively promote and advertise your service Build loyalty and referrals among your clients Hire help And more Sample forms, additional resources, checklists and work sheets guide you through every step of the startup process. You have what it takes to be an in-demand personal concierge—let us help you get started and succeed! If you are looking for a home-based business that requires minimal investment and no specialized skills or specific educational background, then working as a personal concierge or handling a business that offers personal concierge services is a good business option to explore for you. Although, this business sounds like a simple to start business, you need to pay heed to the fact that ultimately it is a business and it will involve legal and financial transactions. Therefore, it is a requirement on your part to fulfill all the eligibility and operational requirements set by the state and zone. This book will teach you all the things that you need to know to get started and grow as a business of potential for success. ACSM's Resources for the Personal Trainer provides a broad introduction to the field of personal training, covering both basic science topics and practical application. It was originally designed to help people prepare for the ACSM Personal Training Certification Exam. It continues to serve that function, but the market for it has expanded to practitioners in the field looking for an additional resource, as well as in an academic setting where the book is a core text for personal training programs. The bestselling book that the New York Times hailed as "a highly readable and substantial guide to the grown-up realms of money and business," Get a Financial Life is a must-read for anyone in their twenties and thirties (or beyond) who wants to understand the basics of personal finance. If you've been meaning to get your finances in shape but have no idea where to start, this is your playbook. Get a Financial Life busts open the system, teaching tricks for becoming master of your own money universe. No matter what's happening in the economy, all the guidance you need is right here. You'll learn how to: • Pay off your credit cards and student loans and live debt free • Start saving, even if you're living paycheck to paycheck • Take advantage of the latest tax rules and save a bundle • Find smart investments while still supporting socially responsible companies • Come up with a down payment and buy a home, even in a tough economy • Afford grad school • Protect yourself from identity theft And you'll discover why a 401(k) is your best friend—in boom times and even if the market is tanking. From tracking your spending to finding deals on insurance to navigating the new world of homebuying, this easy-to-understand, comprehensive guide provides an up-to-date road map of the world of personal finance. Whether you earn \$30,000 or \$300,000, are single or married, are drowning in debt or just looking for ways to keep your savings secure in uncertain times, you'll find the answers you need in Get a Financial Life. "A daring book....A life's worth of smart financial advice" (Newsweek). This reference is packed with knowledge for anyone looking to improve health and fitness through exercise. Written by Tanya Wyatt, a multi-qualified fitness practitioner, this title includes information on assessing your health and fitness, building good habits, exercising effectively and demystifying the gym. Today, money is a taboo topic. And for us millennials, we just avoid it all together. We're constantly marred with being too young and too dumb, to understand personal finance. But what if, instead, we embraced those epithets and learned how to be Young, Dumb, and Not Broke?! In this financial guide, you will learn a wide range of topics from how to invest in your first retirement account to checking your credit score. The compilation of this knowledge will put you ahead of most and in turn, remove the stress of money all together. Young, Dumb, and Not Broke?! offers solutions and tips no matter your financial situation. In the end, it's all about how you take the knowledge and set it up for success. The universally acclaimed debut novel. "Extraordinary . . . a spare, futuristic fable about a brand-new mother navigating a flooded world."—Vogue.com Pre-empted by publishers around the world within days of the 2016 London Book Fair, *The End We Start From* heralds the arrival of Megan Hunter, a dazzling and unique literary talent. Hunter's debut is a searing original, a modern-day parable of rebirth and renewal, of maternal bonds, and the instinct to survive and thrive in the absence of all that's familiar. As London is submerged below flood waters, a woman gives birth to her first child, Z. Days later, she and her baby are forced to leave their home in search of safety. They head north through a newly dangerous country seeking refuge from place to place, shelter to shelter, to a desolate island and back again. The story traces fear and wonder, as the baby's small fists grasp at the first colors he sees, as he grows and stretches, thriving and content against all the odds. Written with poise and poeticism, *The End We Start From* is an indelible and elemental first book—a lyrical vision of the strangeness and beauty of new motherhood, and a portentous tale of endurance in the face of ungovernable change. "Strange and powerful, and very apt for these uncertain times. I was moved, terrified, uplifted—sometimes all three at once. It takes skill to manage that, and Hunter has a poet's understanding of how to make each word count."—Tracy Chevalier, New York Times bestselling author of *The Girl with a Pearl Earring* Getting Started with CNC is the definitive introduction to working with affordable desktop and benchtop CNCs, written by the creator of the popular open hardware CNC, the Shapeoko. Accessible 3D printing introduced the masses to computer-controlled additive fabrication. But the flip side of that is subtractive fabrication: instead of adding material to create a shape like a 3D printer does, a CNC starts with a solid piece of material and takes away from it. Although inexpensive 3D printers can make great things with plastic, a CNC can carve highly durable pieces out of a block of aluminum, wood, and other materials. This book covers the fundamentals of designing for--and working with--affordable (\$500-\$3000) CNCs. Studying in college or business school and wondering what it takes to land your dream job? Early in your career and wondering how to set yourself up for success? Feeling off-track after just a couple of years of working and wondering how to find an opportunity that fits you better? If you find yourself nodding to any of these questions, then this is the book for you. Brand New Start teaches you that a lot of success at the start of your career hinges on how well you understand, articulate and present the most important brand you can work on. You. Combining the wisdom and experience of a CEO gained over two and a half decades in the corporate world with the accessible and engaging storytelling of a bestselling novelist, Brand New Start is a unique book. It will make you reflect, smile, rethink some things you've taken for granted, and ultimately equip you with practical advice on how to build a more authentic, more compelling and more differentiated personal brand as a cornerstone of your career success. Find satisfaction and financial success with a new career in coaching Getting Started in Personal and Executive Coaching offers a go-to reference designed to help every mental health professional build, manage, and sustain a thriving coaching practice. Packed with hundreds of proven strategies and techniques, this nuts-and-bolts guide covers all aspects of the coaching business with step-by-step instructions and real-world illustrations that prepare you for every phase of starting your own coaching business. This single, reliable book offers straightforward advice and tools for running a successful practice, including: * Seven tools for making a great first impression * Fifteen strategies for landing ten paying clients * Seven secrets of highly successful coaches * Ten marketing mistakes to avoid Complete with sample business and marketing plans and worksheets for setting rates and managing revenue, Getting Started in Personal and Executive Coaching identifies the fifteen biggest moneymaking markets to target and offers valuable recommendations for financing that get the most impact and mileage from every budget. Quick "Action Steps" for applying ideas and techniques make this book useful right away. Get started in coaching today! The inspirational bestseller

that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. START WITH WHY asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

THE ULTIMATE BEGINNER'S GUIDE TO TAKING CONTROL OF YOUR FINANCES INCLUDES FILLABLE SIMPLIFIED BUDGET SPREADSHEET AND OTHER ESSENTIAL DIGITAL ASSETS Are you tired of feeling stressed out and overwhelmed when you think about your finances? Have you gotten frustrated with personal finance advice from “experts” that doesn't feel like it speaks to your unique financial situation? No matter where you are in your financial journey Personal Finance QuickStart Guide covers everything you need to know to make a positive financial change in your life. At a time when 80% of US workers live paycheck to paycheck and as many as 40% of Americans can't afford a surprise \$400 expense it has never been more important to take control of your financial wellbeing. In Personal Finance QuickStart Guide author, podcaster, and financial advisor Morgen B. Rochard CFA, CFP®, RLP® pulls back the personal finance curtain to present personal finance wisdom that is so simple anyone can start putting it to use today. Morgen has distilled a career's worth of experience in the financial world into an uncommonly helpful guide to the common money problems we all face. Filled with personal stories told in her straightforward and candid style, this book is the missing ingredient for anyone who wants to take control of their finances and live their most fulfilled life. It doesn't matter where you are on your financial journey, how much experience you have, or how much money you have in the bank—you can make the financial changes needed to build the fulfilling life you deserve with the time-tested and proven personal finance wisdom enclosed in this book. Personal Finance QuickStart Guide Is Perfect For: - Millennials who feel like they never got a handle on their finances and want to catch up - Young adults who want to build a good financial foundation for the future - Working professionals who are thinking about retirement - Anyone looking to make a financial change in their life and build wealth Personal Finance QuickStart Guide Covers: - How to think about money and craft your own positive money mindset - Repairing your credit score to increase your buying power and provide more freedom in your life - The difference between good and bad debt and how to pay down and manage debt - Financial goal setting with actionable steps to accomplish your goals - How to prepare for retirement and secure your own financially independent future Personal Finance QuickStart Guide Will Teach You: - How to build a positive money mindset, analyze your own money habits, and secure your own financial freedom for good times and bad - How to effectively manage and pay down debt, the difference between good and bad debt, and how to raise your credit score (and keep it high) - How to translate your dreams into a financial reality without restrictive budgeting or beating yourself up over daily spending - The best way to prepare for major life events like home buying, weddings, and sending kids off to college - Yes, you need to invest—how to put your money to work for you without assuming a mountain of risk or learning complicated charts - How to prepare for retirement the smart way, what to do if you come into money, how to reduce your tax burden and more—your entire personal finance journey is in these pages! *LIFETIME ACCESS TO FREE PERSONAL FINANCE DIGITAL ASSETS* Easy to use Simplified Budget Spreadsheet - 1 Page Personal Finance Plan - Effective Goal Setting Workbook - Additional visual aids, infographics and more! From marketing and sales to budgets, staffing, and clientele issues, The Business of Personal Training walks you through the business-based side of personal training while teaching you the valuable skills you'll need to start, build, and grow your business. All businesses need money, cash or equity to grow. Learn the step-by-step method to start a business credit file and build business credit. Study and learn the companies that are best known to give business credit and will give it to you too. The business credit will be granted whether you have personal credit or not. An EIN and an address is all that is needed. Grow your business by using business credit and saving your cash reserve. Start now to start and build a business line of credit. Note: A short section to rebuild personal credit is detailed as an extra report at the end of the book. If you would like to rebuild your personal credit. Personal training is an exciting industry to be in right now! Starting a personal training business can offer a satisfying combination of financial reward, a flexible schedule, and a career where you can make a profound difference in the lives of others. As skilled personal trainer, having good business knowledge and judgment can be the first step to earning a substantial income. In this revised guide, our experts teach you the nuts and bolts of starting a business, including everything from writing a business plan to finding a profitable niche. From boutique studios to partnerships with schools and private trainers, this book will help get you started on the right foot. From hip workouts to hipless waistlines, from toned muscles to tight trainers, from the singles' scene to the boxing ring, The Buzz on Exercise & Fitness blends exercise tips and fitness facts with stories from every hardbody who's ever buffed their bod at the gym. Illustrations. Start With Why has led millions of readers to rethink everything they do - in their personal lives, their careers and their organizations. Now Find Your Why picks up where Start With Why left off. It shows you how to apply Simon Sinek's powerful insights so that you can find more inspiration at work -- and in turn inspire those around you. I believe fulfillment is a right and not a privilege. We are all entitled to wake up in the morning inspired to go to work, feel safe when we're there and return home fulfilled at the end of the day. Achieving that fulfillment starts with understanding exactly WHY we do what we do. As Start With Why has spread around the world, countless readers have asked me the same question: How can I apply Start With Why to my career, team, company or nonprofit? Along with two of my colleagues, Peter Docker and David Mead, I created this hands-on, step-by-step guide to help you find your WHY. With detailed exercises, illustrations, and action steps for every stage of the process, Find Your Why can help you address many important concerns, including: * What if my WHY sounds just like my competitor's? * Can I have more than one WHY? * If my work doesn't match my WHY, what should I do? * What if my team can't agree on our WHY? Whether you've just started your first job, are leading a team, or are CEO of your own company, the exercises in this book will help guide you on a path to long-term success and fulfillment, for both you and your colleagues. Thank you for joining us as we work together to build a world in which more people start with WHY. Inspire on! -- Simon Humanizing business while providing a framework for individual and business transformation. The Personal Agility System is a simple framework for aligning what you do with "What Really Matters". The core framework consists of six powerful questions to orient your activities while applying the core tools of Personal Agility including the Forces Map, Priorities Map, Breadcrumb Trail, Alignment Compass, and Stakeholder Canvas. These concepts are laid out clearly with an approach that is actionable for every reader. This book invites deeper thinking and scales from the individual to the largest organizations in the world. This book provides a simple framework for making sense of your environment and figuring out how to navigate in a complex world. We invite readers to think about what really matters and provide tools and actionable guidance to take a step back and look at what is preventing them from achieving those things at both an individual and organizational level. This book explains how to apply agility to any context and documents the positive transformations that can be achieved. We share real case studies about results that people and organizations have gotten by applying the Personal Agility System. Our cases range from individuals reinventing their careers to corporate leaders achieving their goals faster than they thought possible. We give evidence that for the unemployed and people experiencing extreme life challenges, Personal Agility has the potential to move the needle on quality of life today. Personal Agility goes beyond just process and efficiency and helps people find greater meaning, purpose, and fulfillment in life by asking "What really matters?" and providing a simple framework for helping people identify and limit the number of initiatives in progress and helps visualize their progress toward creating the results they want in life and in business. The Personal Agility System invites people to create a way to a better life, living on purpose, with meaning, and with more fulfillment. When applied in a business context, greater success can be achieved in organizations. Every financial decision we make impacts our lives. Introduction to Personal Finance: Beginning Your Financial Journey is designed to help students avoid early financial mistakes and provide tools needed to secure a strong foundation for the future. Using engaging visuals and a modular approach, instructors can easily customize their course to topics that matter

most to their students. This course empowers students to define their personal values and make smart financial decisions that help them achieve their goals. This book is "the most comprehensive and authoritative resource for you as a personal trainer, whether you are a newcomer to the field or have a well-established business. The book is truly a complete resource - it's full of information about working with clients and designing programs, and it's a practical guide to all aspects of the personal training business. [It] will help you in all aspects of your profession: learn applicable information on fitness testing and assessment ; identify your clients' goals and create fitness tests specifically for them ; learn how to develop cardiovascular, strength and flexibility training programs ; properly train and help special populations ; understand the business side of personal training, including marketing yourself as a trainer, getting and retaining clients, and learning time management ; learn how to expand your business." - back cover. The Business of Personal Training in Health Clubs is a complete up-to-date business and action plan that any manager or owner can use as a step-by-step model to start, grow, and maintain a successful and profitable personal training program. This proven method has been tested and refined in hundreds of health clubs and gyms around the United States over the past two decades. The result has been this book. Inside, you'll learn critical essentials to starting and rapidly growing a personal training business. Tap into over 20 years of personal training and health club industry expertise as you embark on the most game-changing journey your personal training business will ever encounter. If your personal financial knowledge is limited, you're probably not at fault. Personal Finance 101 isn't offered in our schools - not in high school and not even in the best colleges and graduate programs. It should be. (Of course, if it were, I wouldn't be able to write fun and useful books such as this - or maybe they'd use this book in the course!) People keep making the same common financial mistakes over and over - procrastinating and lack of planning, wasteful spending, falling prey to financial salespeople and pitches, failing to do sufficient research before making important financial decisions, and so on. This book can keep you from falling into the same traps and get you going on the best paths. As unfair as it may seem, numerous pitfalls await you when you seek help for your financial problems. The world is filled with biased and bad financial advice. As a practicing financial counselor and now as a writer, I constantly see and hear about the consequences of poor advice. Of course, every profession has bad apples, but too many of the people calling themselves "financial planners" have conflicts of interest and an inadequate competence level. All too often, financial advice ignores the big picture and focuses narrowly on investing. Because money is not an end in itself but a part of your whole life, this book helps connect your financial goals and challenges to the rest of your life. You need a broad understanding of personal finance to include all areas of your financial life: spending, taxes, saving and investing, insurance, and planning for major goals like education, buying a home, and retirement.... You want to know the best places to go for your circumstances, so this book contains specific, tried-and-proven recommendations. I also suggest where to turn next if you need more information and help. Do you want to start your own business but you're too afraid or nervous to try? Do you dread financial risk and failure? Do you fear rejection? Stop worrying right now, because *The Path to Freedom: Starting a Business for the Reluctant Entrepreneur* gives you everything you need to start a successful side business! Do you know the difference between success and failure? It is KNOWLEDGE. The majority of start-up businesses fail because of a lack of skill, planning, and strategy. You should have a vision. You should work hard to create a product that will break the market. But that's not enough! To run a business successfully, you have to know the basics. There's no skipping the legwork if you want to make it. Whether you're starting a side-hustle or looking to plant a seed that will grow into an international giant, *The Path to Freedom: Starting a Business for the Reluctant Entrepreneur* shows you how to: START A SMALL BUSINESS or side-hustle while working a full-time job Craft a market-friendly product Run books and numbers like they're second nature Hire the right talent and expertise GAIN FINANCIAL STABILITY by knowing when and how to take your side-hustle to a full-time job Maintain a steady income and manage personal and business finances Budget for optimum lifestyle and sustainable growth Invest for optimum returns DEFINE SUCCESS and learn how to set achievable goals Master strategic marketing to make your presence known GROW ON ALL LEVELS, both personally and in business And so much more! This book won't cloud your judgment with fake motivational quotes. It won't tell you to risk it all because your dream is worth it. It won't tell you to mantra your way to success. *The Path to Freedom: Starting a Business for the Reluctant Entrepreneur* shows you how to fulfil your dream by being a practical realist. Here's how to open your own genealogy, family history journalism, or personal history business. This includes a genealogy course template and instruction on how to start and operate a home-based business working with personal and oral histories, genealogy, family history, and life story writing. You also learn how to interview people, what questions to ask, and how to put together a business and/or a course or book on any aspect of genealogy around the world, journalism, writing, personal history, and life story writing. Start your own course using the genealogy course template to inspire you to develop your own specialties and niche areas. Work with almost any ethnic group, and create businesses ranging from DNA-driven genealogy reporting services to family history, memoirs writing, or personal history videography services. Use social history to find information such as female ancestors' maiden names that had not been recorded using hidden and niche areas of information, including ethnic, religious, and institutional sources such as widows' military pension applications. Develop genealogy and personal history classes anywhere. You'll make history. To start, first you need to create a course syllabus-either to teach beginners genealogy or to train professionals in other fields to use personal history techniques to find hidden information, or organize information for the reports you generate for your clients or family. You'll learn how to write social history by using genealogy journalism resources, find hidden records, and market your own course or write your book or report in many different areas of personal history and genealogy journalism. Make family tree charts. Start your own business, club, franchise, or course. Developed by the National Academy of Sports Medicine (NASM), this book is designed to help people prepare for the NASM Certified Personal Trainer (CPT) Certification exam or learn the basic principles of personal training using NASM's Optimum Performance Training (OPT) model. The OPT model presents NASM's protocols for building stabilization, strength, and power. More than 600 full-color illustrations and photographs demonstrate concepts and techniques. Exercise color coding maps each exercise movement to a specific phase on the OPT model. Exercise boxes demonstrate core exercises and detail the necessary preparation and movement. Other features include research notes, memory joggers, safety tips, and review questions. Making money from exercise may seem like a pipe dream to many, but in fact physical fitness is fast becoming one of America's hottest new professional fields. Here, a successful personal trainer gives expert advice on every aspect of setting up and running a home-based personal trainer business. Readers will learn how to get started, develop a service manual, screen clients, serve customers, learn from the competition, and set up a home office—as well as how to use the Internet to develop one's business. * Turn your fitness passion to profit * Get trained and certified * Set your own schedule * Establish long-term client relationships * Become the trainer everybody wants! Strongarm your way into the fitness industry Interested in becoming a personal trainer? *Becoming a Personal Trainer For Dummies* is, obviously, the book you need. Even if you know nothing about this career path and industry, this book will guide you through the basics and take you all the way through certification and getting your first job. We're here to enlighten you on what's involved in a personal training career and teach you everything you need to know to become certified. This updated edition covers current information on topics like social media, wearable technology, outdoor and virtual training, and newer workouts like CrossFit, Active Aging, and more. Learn what it's like to be a personal trainer and discover if this career is for you Distinguish the different types of personal training Get the latest on wearable technology and other tricks of the trade Know what to expect when getting your certification and searching for jobs or clients Authored by a longtime fit pro who knows personal training inside and out, *Becoming a Personal Trainer For Dummies* shares expert insights in a fun, digestible way. Effective fitness instruction and training programme design require an exercise specialist trainer to combine professional experience with strategies underpinned by scientific evidence. This is the first comprehensive fitness instruction and training programme design resource to explore the evidence-base of effective programme design, drawing on cutting-edge scientific research to identify optimum training methods and dispel some common myths around fitness training. Putting clients' training goals at the centre of the process by focusing on their most common objectives - such as improving general health, enhancing cardiorespiratory fitness, decreasing body fat and increasing muscle mass - this book helps the reader develop a better understanding of the physiological principles at the core of successful programme design. Simple to navigate and full of helpful features - including applied case studies, example training programmes and guides to further reading - it covers a variety of key topics such as: pre-exercise health screening lifestyle and fitness assessment nutrition cardiorespiratory (endurance), resistance and core training recovery from exercise. An essential text for fitness instructors, personal trainers and

sport and exercise students, this book provides an invaluable resource for fitness courses, exercise science degree programmes and continued professional development for exercise professionals. As people become more aware of the importance of living a healthy lifestyle, personal trainers are in high demand. This popular guide covers the nuts and bolts of starting a personal training business, including everything from establishing a business plan to getting certified to finding a profitable niche. The scoop on the latest health and wellness trends keep new trainers on the cutting edge in a rapidly changing and expanding market. Plus, it offers value-added services such as nutrition consultation, massage, online consultation and wellness coaching. Tips from professional trainers provide insight on building solid client relationships, avoiding burnout, implementing powerful marketing plans, what to expect during day-to-day operations and how to hire new trainers. Entrepreneur Press is a leading small to midsized business trade publisher, provides aspiring, emerging, and growing entrepreneurs with actionable solutions to every business challenge—ultimately, leading them from business idea to business success. If you're looking to confidently manage your money, *The Snowman's Guide to Personal Finance* is an excellent choice. Whether you're just starting out or you already have a financial plan, this book will provide actionable ways to improve your current situation. You'll also be able to revisit topics in the future as your life evolves. My goal is to help you spend your money stress-free and enjoy your life today. All while ensuring you can continue your lifestyle in the future. We'll cover actionable steps to: Save money for the future - Automate your savings plan - Rethink your expenses - Repay debt Put your savings to work - Manage your risk - Understand how to invest your savings - Lower your taxes Protect yourself from the unexpected - Set aside money for emergencies - Understand your insurance needs - Know when to write a will Find satisfaction and financial success with a new career in coaching *Getting Started in Personal and Executive Coaching* offers a go-to reference designed to help every mental health professional build, manage, and sustain a thriving coaching practice. Packed with hundreds of proven strategies and techniques, this nuts-and-bolts guide covers all aspects of the coaching business with step-by-step instructions and real-world illustrations that prepare you for every phase of starting your own coaching business. This single, reliable book offers straightforward advice and tools for running a successful practice, including: * Seven tools for making a great first impression * Fifteen strategies for landing ten paying clients * Seven secrets of highly successful coaches * Ten marketing mistakes to avoid Complete with sample business and marketing plans and worksheets for setting rates and managing revenue, *Getting Started in Personal and Executive Coaching* identifies the fifteen biggest moneymaking markets to target and offers valuable recommendations for financing that get the most impact and mileage from every budget. Quick "Action Steps" for applying ideas and techniques make this book useful right away. Get started in coaching today! Now in a revised, expanded, and upgraded edition, *Ignite the Fire* is the highly practical approach to personal training already relied on by thousands of trainers Worldwide. Repeatedly called one of the "best books for personal trainers", it provides a clear road map teaching you how to become a personal trainer, to getting a personal trainer certification, to building your career from the bottom up so you can build a clientele, your reputation, and income. --

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