

**Title:** How to Start and Operate Your Own Bed-and-Breakfast: Down-To-Earth Advice from an Award-Winning B&B Owner

**Author:** **Martha Watson Murphy** is the owner of Murphy's B&B in Narragansett, Rhode Island. She teaches a seminar based on the book at Brown University's Learning Community.

**Book Description:** Down to earth advice from an award-winning B&B owner. Illustrated with charming line drawings and lightened by real-life anecdotes, this is an easily accessible guide to an ever growing small-business niche.

**Publisher:** Owl Books; 1st ed edition (May 15, 1994)

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**Title:** From Vines to Wines: The Complete Guide to Growing Grapes and Making Your Own Wine

**Author:** Jeff Cox

**Book Description:** Create you own backyard winery!

From breaking ground to savoring the finished product, Jeff Cox's From Vines to Wines is the most complete and up-to-date guide to growing flawless grapes and making extraordinary wine.

Wine connoisseurs, gardeners, and home winemakers will find the latest techniques in this fully revised and updated edition. With thorough, illustrated instructions, you'll learn how to:

- Choose and prepare a vineyard site
- Construct sturdy and effective trellising systems
- Plant, prune, and harvest the perfect grapes for your climate
- Press, ferment, age and bottle your own wine
- Judge wine for clarity, color, aroma, body, and taste

**Publisher:** Storey Publishing, LLC; 3rd edition (January 3, 1999)

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**Title:** How to Make Money Growing Plants, Trees and Flowers: A Guide to Profitable Earth-friendly Ventures

**Author:** Dr. Francis Jozwik has operated a successful nursery and greenhouse for over 30 years. He has grown and sold millions of plants. After earning a Ph.D. in Botany and Plant Science, he lectured at major American universities and was a research scientist in the U.S. and Australia. He has been recognized by Marqui's Who's Who in The World for his contributions as a scientist, teacher and businessman from 1991-2000.

**Book Description:** Jozwik doesn't focus on the specifics of growing plants for a profit; his objective is to provide the beginner with a concise overview of the field. He starts off with an introduction to the horticulture industry, discussing the basics of production, marketing, and horticultural services. Jozwik explains the fundamentals of growing woody ornamentals both outdoors and in greenhouses, and of growing perennial plants outdoors. He also discusses the retail horticulture business (flower and plant stores) and specialty businesses, such as greenhouse vegetable production, herb production and marketing, mail-order horticulture, interior and exterior landscaping, plant-care services, and turf and tree care. The book's final section focuses on developing a plan, selling at a profit, financing a new business, and--if all goes well--coping with success. *George Cohen*

**Publisher:** High Sierra Books; New, 21st edition (April 1, 2000)

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**Title:** Start Your Own Lawn Care Business (Entrepreneur Magazine's Start Up)

**Author:** Eileen Figure Sandlin

**Book Description:** This book will tell you everything you need to know to get started in the lawn care business.

**Publisher:** Entrepreneur Press; 31 edition (December 1, 2003)

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**Title:** Start & Run A Landscaping Business

**Author:** Joel LaRusic

**Book Description:**

- \* Make a living with your own landscaping business
- \* Work in the great outdoors
- \* Be your own boss
- \* Make money all year round, wherever you live

If you like working outdoors and enjoy nature, you can start your own profitable landscaping business. This book is perfect for anyone who wants to start from scratch, or for anyone who already works in the landscaping business but would like to strike out on his or her own.

Start & Run a Landscaping Business will get you started in the fascinating business of horticulture and landscaping and will prove essential in helping you to shorten the learning curve you have ahead of you.

You don't need to know anything about horticulture just yet. This book will give you the basics of horticulture and landscaping, and the basics of running a business in easy-to-understand terms. Written by a landscaping expert with a decade of experience, the book includes an insider's tricks of the trade. It demonstrates how you can set up your own business and how you can keep it running profitably.

A bonus CD-ROM is included with forms and worksheets to help you get your business running. Forms can be printed out as many times as needed or even

customized to suit your needs. All forms and worksheets are included in both PDF and MS Word formats for use on a Windows-based PC.

This book also covers snow shoveling and plowing, for landscapers who live in colder climates. The book outlines how you can make money all year round, even when it snows!

**Publisher:** Self-Counsel Press; Bk&CD-Rom edition (April 2005)

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**Title:** How to Start a Home-Based Landscaping Business, 5th (Home-Based Business Series)

**Author:** Owen Dell

**Book Description:** "I highly recommend reading the . . . How to [Start] a Home-Based Business series. Each book in the series acts as your personal guide to starting and running a home-based business."

"I highly recommend reading the . . . How to [Start] a Home-Based Business series. Each book in the series acts as your personal guide to starting and running a home-based business."

-Steve Rubel, Mac Home Journal

**Publisher:** Globe Pequot; 5.00 edition (December 1, 2005)

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**Title:** The Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers (Gardener's Supply Books)

**Author:** Lynn Byczynski and Robin Wimbiscus

**Book Description:** Acre-for-acre, flowers are the most profitable--as well as the most beautiful--crop on the farm. In The Flower Farmer expert flower grower Lynn Byczynski provides a complete introduction to raising a cornucopia of cut flowers for home use and for sale to retail customers, florists, and other markets. The book offers detailed, manageable plans for flower growing on a scale ranging from a backyard border to a half-acre commercial garden. It will appeal to a broad spectrum of readers, including: \* Home gardeners who want growing tips from professionals, so that they can enjoy an abundance of flowers year-round in fresh and dried bouquets; \* Passionate gardeners and small-scale growers who want to raise and sell cut flowers in season for additional income; \* Small commercial farmers who want to increase farm revenue or even make a living from selling field-grown, specialty cut flowers. The Flower Farmer provides a clear, realistic look at both the benefits and the challenges of growing flowers organically for local markets. Chapters include information on: \* The best varieties of cut flowers--an A-Z list of more than one hundred recommended annuals and perennials, spotlighting the cultivars that are grown by professional flower farmers; \* How to cut, store, and preserve flowers for long-lasting beauty; \* How to dry flowers for crafting or for a dried-flower business; \* Flower-arranging basics from a designer's perspective; \*

Extending the season with woody shrubs and trees; \* Marketing options for commercial growers, including sales at farmer's markets, supermarkets, florists, and wholesalers. Sprinkled throughout are profiles of successful flower farmers--from Vermont to California, Texas to Wisconsin--each of them providing a unique perspective proving that growing flowers can be as profitable as it is satisfying.

**Publisher:** Chelsea Green Publishing (June 1997)

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**Title:** Start Your Own Cleaning Service

**Author:** Jacquelyn Lynn

**Book Description:** If it can be cleaned, chances are people will pay you to clean it. Houses, carpet, upholstery, windows ... the list goes on and on. A vast majority of dual-income families use cleaning services, which means your market is huge. Startup is easy and requires little initial investment.

This revised and updated second edition includes everything you need to know to start three of the most in-demand cleaning businesses--residential maid service, commercial janitorial service and carpet/upholstery cleaning--including:

- Current statistics and trend forecasts that keep you ahead of the curve
- The ins and outs of finding customers
- New ideas for hiring and training employees
- What equipment and supplies you'll need (and where to find them)
- How to use technology to make your business competitive
- Up-to-date legal, tax and insurance requirements
- How to avoid common pitfalls
- Surefire tips for growing your business

It also contains answers to frequently asked questions, an appendix of additional resources, and checklists to guide you through each step of the startup process. Start on the path to success today.

**Publisher:** Entrepreneur Press; 1 edition (July 28, 2006)

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**Title:** Start and Run a Home Cleaning Business

**Author:** Susan Bewsey

**Book Description:** Home cleaning is one of the fastest-growing service businesses in North America. A good cleaning service brings comfort and order into people's lives. In today's busy world, these are highly sought commodities.

A home cleaning service might start out small, but it has the potential to grow to be a multi-million dollar business with branch offices and franchises. Your business can grow to the point where you need to lease office space, hire staff, purchase a fleet of vehicles, and develop your own products and customized services. With the help of this book, you can get your business up and running, and survive that essential first year. This book answers questions such as —

- Do I have what it takes to run my own business? - What are the legal requirements for running a business like mine? - How do I find and keep clients? - How much should I charge? - What equipment do I need? - What other services can I offer? - How do I hire and train staff? - How does commercial cleaning differ from home cleaning?

Recently updated, this edition comes with numerous forms to get you started and keep you organized, now all included on cd-rom.

**Publisher:** Self-Counsel Press; 2nd Bk&Cdr edition (January 13, 2003)

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**Title:** How to Start a Home-Based Antiques Business, 4th (Home-Based Business Series)

**Author:** Bob Brooke

**Book Description:** Learn how to set up and run a successful home-based antiques business, including locating antiques, pricing, marketing, and staying profitable. Worksheets and checklists help entrepreneurs get organized and achieve their goals.

**Publisher:** Globe Pequot; 4.00 edition (January 1, 2005)

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**Title:** The Everything Home-Based Business Book

**Author:** Jack Savage

**Book Description:** Be your own boss and work at home! If you've always wanted to generate your own income, this primer for entrepreneurship will help you get your ideas off the ground. You'll learn how to reconfigure your living space to support your office, save money choosing the right computer, phone, and fax systems, and find seed-money to get your new business started. Filled with tips for marketing, sales, finance and bookkeeping, this savvy guide will help you choose the home-based business that's right for you and enjoy the success you've always dreamed of.

**Publisher:** Adams Media Corporation (2000)

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**Title:** Home-Based Business For Dummies

**Author:** Paul Edwards, Sarah Edwards, and Peter Economy

**Book Description:** "...full of encouragement and information to help you through all the stages of setting up your own home-based business."

**Publisher:** For Dummies; 2 edition (February 25, 2005)

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**Title:** A Farmer's Guide to the Bottom Line

**Author:** Charles Walters

**Book Description:** For more than 30 years, Charles Walters, founder of *Acres U.S.A.*, has been promoting sustainable agriculture while calling attention to the pitfalls and tragedies of the "bigger is better" mentality that has gripped conventional farming for the past 50 years. It is precisely this mentality that has led to the unprecedented growth of the corporate farm while insuring the loss of America's family farms.

This book is the culmination of Walters' lifetime of experience, written in his honest, straight-ahead style, outlining how the small farmer-entrepreneur can find his way to a profitable bottom line. The book provides how-to information on each step from planning to implementation of business practices for the eco-friendly farm and includes examples of people who are making a living, and a profit, by demanding a fair price for their labor.

**Publisher:** Acres USA (December 1, 2001)

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**Title:** The New American Farmer: Profiles of Agricultural Innovation

**Author:** no real author, different authors wrote different profiles

**Book Description:** USDA's SARE (Sustainable Agriculture Research and Education) Program has published a collection of profiles detailing sustainable agriculture practices on forty-eight farms across the United States. The book goes beyond simply profiling the practices of these farmers to discuss the effect that the sustainable practices have on broader financial, community, and environmental goals. SARE's aim in publishing the book is to show representative samples of what they call the "New American Farmer", farmers who are farming using sustainable practices and making it work.

**Publisher:** Sustainable Agriculture Network (July 8, 2005)

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**Title:** Business Plan in a Day: Get It Done Right, Get It Done Fast!

**Author:** Rhonda Abrams and Julie Vallone

**Book Description:** Entrepreneurs often need business plans — fast. Investors, banks, and planning departments regularly request them, and corporate employees often need to present such plans to their managers. What these people need is a guide to developing a high-quality business plan quickly — in short, one that cuts to the chase without cutting key corners. Enter *Business Plan in a Day*, an easy-to-use, easy-to-understand resource that offers solid advice from a recognized leader in the field. Drawing on the author's nearly 20 years of experience in developing, reviewing, and consulting about business plans, this standout book makes the process simple, without oversimplifying it. Instead, it uses a clear and concise approach, providing illustrations and worksheets to walk readers through the process, and ultimately enabling them to put together a plan — a quality one, no less — in a day.

**Publisher:** Planning Shop (October 2005)

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**Title:** The One Page Business Plan for the Creative Entrepreneur

**Author:** James T., Jr. Horan

**Book Description:** "*The One Page Business Plan* is an easy-to-use process that helps you capture your vision and translate it into concrete results. Jim has truly streamlined a tiresome, complicated chore. With a return to simple values, simple truths, planning can be fun and creative. A little chicken soup for busy minds and tired souls!"

**Publisher:** The One Page Business Plan Company; Book & CD edition (March 10, 2004)

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**Title:** Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses (Sustainable Agriculture Network Handbook Series, ... Agriculture Network Handbook Series, Bk. 6)

**Author:** Sustainable Agricultural Network

**Book Description:** Innovative farmers and ranchers know that alternative crops and value-added products give them an edge in the marketplace. Effective planning is crucial to the long-term profitability of any new venture. Building a Sustainable Business brings the business planning process alive to help alternative and sustainable agriculture entrepreneurs transform farm-grown inspiration into profitable enterprises.

The step-by-step strategies help you develop a detailed, lender-ready business plan or map out ways to take advantage of new opportunities, such as:

- Organic farming
- Agri-tourism
- On-farm processing
- Alternative crops
- Direct marketing
- Adding value

Much more than a planning document, Building a Sustainable Business follows dairy farmers Dave and Florence Minar through a major transition on their Minnesota farm. The Minars' experiences and excerpts from their sample worksheets lend a real-life perspective, illustrating how they and five other farm families set goals, researched alternatives, determined potential markets and evaluated financing options. Blank worksheets in the book help you create and organize your own plan.

Your business plan will demonstrate that you have fully researched your idea, mapped out production and marketing strategies, and that you know how to sell your product.

**Publisher:** Minnesota Institute for Sustainable Agriculture (April 2003)

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**Title:** Making Your Small Farm Profitable: Apply 25 Guiding Principles/Develop New Crops & New Markets/Maximize Net Profits Per Acre

**Author:** Ron Macher

**Book Description:** This practical, step-by-step guide to operating a small farm in the new millennium examines 20 alternative farming enterprises. Readers will learn how to target niche markets and sustain a farm's biological and economic health.

**Publisher:** Storey Publishing, LLC (January 10, 1999)

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**Title:** Successful Small-Scale Farming: An Organic Approach (Down-To-Earth Book)

**Author:** Karl Schwenke

**Book Description:** This inspiring handbook contains everything small-farm owners need to know, from buying land to organic growing methods and selling cash crops.

**Publisher:** Storey Publishing, LLC; 2nd edition (January 4, 1991)

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**Title:** Five Acres and Independence

**Author:** Maurice G. Kains

**Book Description:** Great back-to-the-land classic explains basics of self-sufficient farming. The one book to get. 95 illus.

**Publisher:** Dover Publications; Rev. and E edition

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**Title:** Rural Tourism And Sustainable Business (Aspects of Tourism, 26)

**Author:** Derek R. Hall

**Book Description:** This is a structured, edited book of nineteen chapters which provides, from an inter-disciplinary perspective, latest thinking on, and practical case study exemplification of rural tourism and sustainable business development from Europe, North America, Australasia, the Middle East and Japan.

**Publisher:** Multilingual Matters Limited (May 30, 2005)

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**Title:** The New Farmers' Market : Farm-Fresh Ideas for Producers, Managers & Communities

**Author:** Vance Corum, Marcie Rosenzweig, and Eric Gibson

**Book Description:** As concerned citizens recognize that the vibrancy of urban centers goes hand-in-hand with the vitality of the surrounding rural areas, a farmers' market renaissance is beginning throughout the country. Helping to increase local market success for both farmers and customers, this book serves as a three-part guide to marketing, being a resource for farmers or market gardeners selling their produce at farmers' markets; for city planners or market managers in starting and building a market; and for community activists and city planners trying to foster appreciation for farmland while reinvigorating economic and social vitality in urban areas. Appendices cover insurance, customer surveys, farmers' market profitability, and benefits of farmers' markets.

**Publisher:** New World Publishing (October 1, 2005)

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**Title:** Dynamic Farmers' Marketing: A Guide to Successfully Selling Your Farmers' Market Products

**Author:** Jeff W. Ishee

**Book Description:** ". . . an essential book. Tells producers, vendors, and market organizers how to have a successful and dynamic farmers' market."

**Publisher:** Bittersweet Farmstead; 1st ed edition (July 1, 1997)

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**Title:** Main Streets Of Tomorrow: Growing And Financing Rural Entrepreneurs

**Author:** Center for the Study of Rural America

**Book Description:** Rural America is on the frontier of a new economy. Entrepreneurs are crucial to claiming that frontier, as enormous changes sweep through other traditional rural industries like agriculture and manufacturing.

While rural America has a long and proud heritage of entrepreneurship, its future is not guaranteed. Economic development in rural places often has depended on a host of subsidies. The huge sums that are spent on industrial recruitment are but one example of how current policies overlook entrepreneurs.

How can public policy help make rural America a more entrepreneurial place? What steps are needed to spur new businesses and then nurture them into strong, growing companies? Main Streets of Tomorrow: Growing and Financing Rural Entrepreneurs brought together rural leaders and experts from throughout the nation to answer these questions. The conference was hosted by the Bank's Center for the Study of Rural America in Kansas City on April 28-29, 2003.

Conference participants agreed that entrepreneurship is the new focal point for rural development. While programs aimed at business innovation are neither easy nor a quick fix, they do hold great promise in helping rural regions unlock new economic potential. We trust that these proceedings will help to inform the unfolding dialogue on growing more businesses on Main Street.

**Publisher:** Books for Business (June 30, 2004)

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**Title:** Alpha Dogs: How Your Small Business can become a Leader of the Pack

**Author:** Donna Fenn

**Book Description:** Fenn, a widely acclaimed reporter, takes us inside the reality of small businesses by showcasing eight successful entrepreneurs who share their stories and strategies. These entrepreneurs have been in business more than 10 years, report sales under \$100 million in low-tech industries, and are highly regarded by their peers as well as their employees. Included in the author's review are Chris Zane, whose commitment to customer service has made his company one of the biggest bicycle dealers in the U.S.; Norman Mayne, who has kept his family-owned grocery stores thriving by maximizing the effectiveness of his employees; and Trish Karter, who by skillfully building a brand identity has catapulted her commercial bakery from local markets into national distribution. Common qualities shared by all of these leaders include forging strong community connections; building strong, direct relationships with customers; and using new technology creatively. The author concludes, "They are innovators, creative thinkers, mavericks one and all." This book offers valuable insight for current and aspiring entrepreneurs. *Mary Whaley*  
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**Publisher:** Collins (November 29, 2005)

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**Title:** The 7 Irrefutable Rules of Small Business Growth

**Author:** Steven S. Little

**Book Description:** Starting a small business and making it a success isn't easy. In fact, most small business owners don't get rich and many fail. This book presents the straight truth on small business success. It doesn't offer cure-alls for every small business. Instead, it outlines real, effective principles for continued small business growth and success. Written by business growth expert Steven Little, *The 7 Irrefutable Rules of Small Business Growth* skips empty small business positivism in exchange for real-world, practical solutions. If you're a small business owner or an entrepreneur just starting out, you'll find answers to all your most important questions on topics such as technology, business plans, hiring, and much more.

**Publisher:** John Wiley & Sons (February 22, 2005)

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**Title:** Business Plans For Dummies

**Author:** Paul Tiffany and Steven D. Peterson

**Book Description:** This guide by Paul Tiffany, a management consultant and business-school professor, and Steven D. Peterson, a software designer and entrepreneur, is, quite frankly, the best work that you'll find on this subject. What makes this 354-pager a standout is that it urges business owners to write plans that are not only informative but captivating. Five stars!

**Publisher:** For Dummies; 2 edition (December 31, 2004)

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**Title:** Business Plans Kit For Dummies (For Dummies (Business & Personal Finance))

**Author:** Steven D. Peterson, Peter E. Jaret, and Barbara Findlay Schenck

**Book Description:** With checklists, forms, and unbeatable resources to help you succeed

The painless way to create a winning business plan!

If you're an entrepreneur with big ideas but no plan, this friendly guide is for you. Updated and revised to better meet your business needs, this business plan companion covers it all — from funding your operations to targeting your customers to honing your business vision.

Discover how to

- Identify your company's mission
- Size up your customers and check out the competition
- Adjust your plan to fit your needs
- Obtain funding
- Forecast and budget

**Publisher:** For Dummies; 2 edition (September 30, 2005)

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**Title:** Pastured Poultry Profits

**Author:** Joel Salatin

**Book Description:** A couple working six months per year for 50 hours per week on 20 acres can net \$25,000-\$30,000 per year with an investment equivalent to the price of one new medium-sized tractor. Seldom has agriculture held out such a plum. In a day when main-line farm experts predict the continued demise of the family farm, the pastured poultry opportunity shines like a beacon in the night, guiding the way to a brighter future.

**Publisher:** Polyface; Reissue edition (July 1996)

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**Title:** Salad Bar Beef

**Author:** Joel Salatin

**Book Description:** This book, along with Pastured Poultry Profits, lays out the details of what Joel Salatin has learned about successful small scale farming. It will teach you how to make money raising beef on pasture enclosed in paddocks by portable fencing that is moved frequently. It will teach you about what's wrong with

grain-fed beef, the benefits of pasture, choosing a breed, laying out and moving paddocks, calving, weaning, processing, common problems, marketing, and more.

**Publisher:** Polyface; 1st ed edition (July 1996)

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**Title:** You Can Farm: The Entrepreneur's Guide to Start & Succeed in a Farming Enterprise

**Author:** Joel F. Salatin

**Book Description:** This is the book is for anyone who has ever dreamed of being a farmer. Practical and optimistic, You Can Farm gives prospective farmers a clear, step-by-step approach to turn their vision of a farm into a marketable reality. Illuminating both the pitfalls and the promise of farming, Salatin shows how you can make a living, and even a profit, by working the land. This readable guide is packed with advice that takes into account the whole farm, from getting along with neighbors to deep bedding livestock.

**Publisher:** Polyface; [1st ed.] edition (June 1998)

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**Title:** Family Friendly Farming: A Multi-Generational Home-Based Business Testament

**Author:** Joel F. Salatin

**Book Description:** Saving the landscape, rebuilding entrepreneurial rural families, and protecting nutritious food are the themes of this timeless treatise-hence the word "testament." Delving into the soul of the Salatin family's nationally acclaimed Polyface Farm, author Joel Salatin offers Family Friendly Farming as the key to dealing with resource issues, food policy, and social fabric. With humor and personal stories, he opens his family and farm convictions for all to see, share, and enjoy. Written from his unabashed "Christian libertarian environmentalist capitalist" perspective, his ideas are guaranteed to encourage and challenge virtually every "ism" in the culture. It will captivate anyone passionate about healing the land, healing families, and healing the food supply. For several decades young people have been leaving the family farm. The ones left behind are now responsible for society's greatest resources: clean land and clean food. Anyone dedicated to preserving these resources will find in these pages a nongovernmental, self-empowerment approach to environmentalism and food safety. The heart of this book is aimed toward parents tired of their Dilbert cubicle at the end of the expressway who want to reconnect with their children through a pastoral lifestyle. It's written for anyone who yearns to grow old working with and being adored by value-sharing grandchildren and honored by passionate, productive adult children. Family Friendly Farming can make any family business more viable and any family more functional. The ten-chapter section on how to get the kids to love the farm is an invaluable addition to any collection of child-rearing manuals. Salatin moves from the family team-building section into a practical discussion on how to increase income per acre and create new, white-collar salaries without buying more land, equipment, or buildings. He deals with the unique

and thorny issues surrounding any family business by using his own multi-generational family farm experience as his base for insight and wisdom.

**Publisher:** Polyface; 1st ed edition (September 2001)

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**Title:** Holy Cows And Hog Heaven: The Food Buyer's Guide To Farm Friendly Food

**Author:** Joel Salatin

**Book Description:** Holy Cows and Hog Heaven is written by an honest-to-goodness-dirt-under-the-fingernails, optimistic clean good farmer. His goal is to: \* Empower food buyers to pursue positive alternatives to the industrialized food system. \* Bring clean food farmers and their patrons into a teamwork relationship. \* Marry the best of western technology with the soul of eastern ethics. \* Educate food buyers about productions. \* Create a food system that enhances nature's ecology for future generations.

Holy Cows and Hog Heaven has an overriding objective of encouraging every food buyer to embrace the notion that menus are a conscious decision, creating the next generation's world one bite at a time.

**Publisher:** Polyface (February 19, 2005)

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**Title:** What Business Should I Start: Seven Steps to Discovering the Ideal Business for You

**Author:** Rhonda Abrams

**Book Description:** Millions of Americans want to start their own business but don't know what business to start. America's foremost small-business advice guru Rhonda Abrams offers readers seven steps to identifying the right business for them, from determining one's entrepreneurial type with the "What is your e-Type?" self-test to exploring the wide range of business options with 23 in-depth analyses and over 400 at-a-glance ideas. The book is packed with worksheets, resources, and insights from the author's rich experience in this field. Abrams's engaging, upbeat style offers inspiration as well as a step-by-step plan to help would-be entrepreneurs find the business of their dreams.

**Publisher:** Planning Shop (June 2004)

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**Title:** Energizing Entrepreneurs: Charting a Course for Rural Communities

**Author:** Deborah Markley, Don Macke, and Vicki Luther

**Book Description:** The insights shared in the book are drawn from the experience of rural communities that are in the process of reassessing their economic development approaches and planning strategically for their future.

Packed with insightful tips and advice from experts with years of experience in the field, Energizing Entrepreneurs is a "must have" for anyone working to create supportive environments for entrepreneurs, new sources of wealth and sustaining economic betterment.

**Publisher:** Heartland Center for Leadership Development (September 1, 2005)

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**Title:** Start Your Own Computer Business: Building a Successful PC Repair and Service Business by Supporting Customers and Managing Money

**Author:** Morris Rosenthal

**Book Description:** From buying and selling PC hardware to product development and selling services, this book offers a realistic picture of making it on one's own. The book mixes practical advice and cautions with real-world anecdotes of successes and failures

**Publisher:** Foner Books (October 2002)

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**Title:** Backyard Market Gardening: The Entrepreneur's Guide to Selling What You Grow (Good Earth)

**Author:** Andrew W. Lee

**Book Description:** Discover how easy and profitable it is to grow and sell vegetables, fruits, flowers, herbs and small livestock from your own backyard market garden. Learn how to:

- Earn top dollar, with minimum effort and maximum profits.
- Improve your garden soil for super yields and superb flavor.
- Buy or build tools that speed your work and increase profits.
- Enjoy a guaranteed salary from community supported agriculture or a membership garden.

**Publisher:** Good Earth Publications (August 1992)

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**Title:** Markup & Profit: A Contractor's Guide

**Author:** Michael C. Stone

**Book Description from the Author:** I wrote this book after spending almost twenty years watching friends and acquaintances in the construction business work daylight to dusk, seven days a week and still go broke. Good, hardworking, honest to a fault, men and women who are the salt of the earth, that could not make a business work. As they went broke, their lives, their families came apart. It is a hard

thing to do, watching your friends fail. I asked myself over and over, why? What are these people doing wrong? Why is it so difficult to survive in this business?

I set out to find the answer. My book thoroughly outlines the main reason that "contractors" go broke, and gives specific reasons. I then developed simple, easy to use principles and mathematical formulas to teach those in the construction business how to make a profit.

Lack of profit in almost all cases comes from not charging enough for the work that is done. In short, the Markup for the given company is too low. We turn that around by showing a time tested formula on how to develop the correct markup, and we have included a number of problems for the reader to assure their thorough understanding of the math and the principles involved.

We discuss other reasons for construction company business failures. This includes improper use of additional work orders, no Operating Capitol Reserve Account, and failure to make adjustments for unbudgeted expenses.

We also talk about related items. We cover contracts, proper number of employees, sales and a smattering of similar issues that are seldom addressed by other books in the industry.

This book took nearly three years to write. Prior to that, I did approximately 15 years of research. My book is easy to understand by non-accountants, and I know it will exceed your expectations.

**Publisher:** Craftsman Book Company; Bk&CD Rom edition (January 1999)

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**Title:** How to Make Big Money Mowing Small Lawns

**Author:** Robert A. Welcome

**Book Description:** This is a complete guide!

It shows the easiest way to get customers...

how to pick and choose the best jobs....

how to set prices...

how to make the most income per hour of work...

how to keep a simple schedule... everything you need to know to grow your business.

Mowing lawns is an excellent way to earn money. When done on a part-time basis, there are no tight schedules. Grass can be cut at your own convenience, without interfering with other activities.

Only a minimum investment is required to get started.

**Publisher:** Noble Publishing Associates; 2nd edition (September 1997)

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**Title:** Starting & Running Your Own Horse Business

**Author:** Mary Ashby McDonald

**Book Description:**

- Cost-Saving Ideas
- Stable Management Techniques
- Money-Making Tips
- Boarding & Breeding Information
- Recordkeeping Forms

**Publisher:** Storey Publishing

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**Title:** Profitable Child Care – How to Start & Run A Successful Business

**Author:** Nan Lee Howkins and Heidi Kane Rosenholtz

**Book Description:** Within this book you will find sound information and practical advice on:

- selecting a site, understanding zoning, building and fire codes
- writing a business plan
- hiring and managing staff
- marketing and advertising
- avoiding the ten most common mistakes in the industry
- and much, much more

**Publisher:** Facts on File, Inc.