

# Bootstrapping 101: Tips To Build Your Business With Limited Cash And Free Outside Help - Bob Reiss

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Entrepreneurs with Limited Cash Learn How to Start and Grow Their Business Many unemployed Americans are discarding their resumes to pursue their dream of owning their own business. Many existing entrepreneurs are struggling to make ends meet in the current economic downturn. Bob Reiss has written Bootstrapping 101 to help these wannabe and existing small business owners improve their odds of success. He shows entrepreneurs how to grow their business with less money than they thought they needed and steers them to free quality advice. His tips are based on practical experience in the trenches. Topics covered in the book include: Cash Free Ideas on Barter, Publicity, Advertising, Internet, Selling, Outsourcing, Networking, Factors Acquiring and Keeping Customers Places to Find Free, Quality help Maximizing Profits through Correct Pricing Creating and Understanding a Cash Flow Statement Non-traditional Ways to Get Money Key Factors for Entrepreneurial Success BOB REISS has been involved in 16 start-up companies. He is a graduate of Columbia University and Harvard Business School. His company R&R/Valdawn was named to the INC 500 list of America's fastest growing companies three years in a row. Two of his companies have been the subjects of Harvard Business School cases. One of the cases is included in this book to show real life Bootstrapping. He is a frequent speaker to Entrepreneurship classes at many of the major business schools. He has written an earlier book on Entrepreneurship called Low Risk High Reward.

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