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## Venture Mom: From Idea to Income in Just 12 Weeks

*Holly Hurd*

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**Holly Hurd : Venture Mom: From Idea to Income in Just 12 Weeks** before purchasing it in order to gage whether or not it would be worth my time, and all praised Venture Mom: From Idea to Income in Just 12 Weeks:

0 of 0 people found the following review helpful. This book was easy to read and followBy CustomerThis book was easy to read and follow. It lays out a very simple and orderly plan to get your business started. I got a lot of helpful hints and great suggestions from it. I think it would be really helpful for anyone looking to start a small business whether you know what you want to do or not. The profiles were inspiring to read and there were many helpful resources.0 of 0 people found the following review helpful. Five StarsBy KayGreat book!0 of 0 people found the following review helpful. Three StarsBy Calvin TanSimple first step guide.

You can take care of kids and take care of business. Many mothers today are jumping into the entrepreneurial ring, transforming simple ideas into profitable ventures. And in the process, they're creating flexible jobs for themselves—all without start-up capital, business plans, or even babysitters. Venture Mom recounts inspiring stories from women who have channeled their passions into money-making products and services, from designer onesies to gluten-free cookies. They're thriving in the whirlwind of motherhood and entrepreneurship. Venture Mom helps anyone get started. It strips away the mystery of launching a business and unlocks a fast, easy formula. No time for market research? No budget for promotion? In 12 steps, each achievable in a week, the book simplifies the start-up process and shares: Tips and techniques for honing a concept, doing just enough research, and finding the perfect name Five factors that improve the odds of success Free resources for logos, web design, and branding Strategies for leveraging email, blogging, and social media And much more Whether the goal is adding to the family finances or building a major enterprise, Venture Mom delivers the tools you need to make your business dream a reality.

“Hurd includes inspirational and instructive examples of mompreneurs who achieved success with a simple business plan and minimal startup funds.” --Success Magazine “The book takes you step-by-step, week-by-week into the world of startup. For less than 20 bucks, you’re essentially getting a crash course in entrepreneurship.” --Web.com “Although the book focuses on moms, the advice can be applied to any individual who needs or wants to ‘bootstrap’ or ‘hack’ their way into entrepreneurship.” --Small Business Trends “...good introduction to the concept of micro businesses...demonstrates what is achievable with passion, commitment and focus and provides a formula that has yielded good results for others.” --Coach's Casebook “Holly Hurd has written a book to inspire moms to turn their passions and interests into business ventures.” --Darien Times “Mom power is what entrepreneur Hurd extols...the very logical methodology Hurd prescribes will certainly prompt more moms (and dads) to consider launching a business.” --Booklist From the Back Cover Millions of mothers are eager to ditch their jobs—but they’re not so eager to give up the income. The solution? Setting out on their own and finding the satisfaction they’ve longed for. You can, too. Venture Mom makes starting a business remarkably easy. You don’t need a complicated plan or start-up capital. Designer onesies, kids’ classes, home organization, cupcakes, tutoring—anything can be turned into a profitable business in just 12 steps, each achievable in a single week. Stories, examples, guidelines, and more will help you: Choose a great idea • test to make sure it will work • brainstorm a name • design a logo • figure out the best price • create a website • and post, tweet, pin, and blog like a pro. Long-time entrepreneur Holly Hurd shares her personal advice on how to break past fears that may hold you back, and shows how running your own business can bring joy and balance to your life. Ready to leave the pressure-cooker work world behind? Or bring more fulfillment to your stay-at-home world? Venture Mom turns your dreams of starting a business into reality. Advance Praise for Venture Mom “Hurd offers an easy, step-by-step guide to turning your passion—be it gardening, writing, cooking, or anything—into a viable, money-making business.” —Samantha Walravens, author of TORN: True Stories of Kids, Career the Conflict of Modern Motherhood “In a user-friendly format, Holly takes you step-by-step through the process of developing your idea, pricing it right, bringing it to market, and everything in between. Blend-ing support and guidance with years of business know-how, Venture Mom is seriously more practical than business school.” —Leslie Josel, Founder, Order Out of Chaos “Holly Hurd offers the real-world stories of women just like me—and soon, you—who have taken our talents and our chutzpah from the kitchen table to the bank—and guidance on how to get there. May this book help kindle many more brilliant sparks.” —Lynda Fassa, Founder, Green Babies, Inc., Better World Goods Holly Hurd is Founder and CEO of the online marketplace VentureMom.com. A mother of three, she is a lifelong entrepreneur whose projects range from financial products to home decor. Connect with Holly at: [www.venturemom.com](http://www.venturemom.com) Twitter @VentureMom Facebook: VentureMom Pinterest: @venturemomhh About the Author HOLLY HURD is founder and CEO of the online marketplace VentureMom.com. A mother of three, she is a lifelong entrepreneur whose projects range from financial products to home decor.