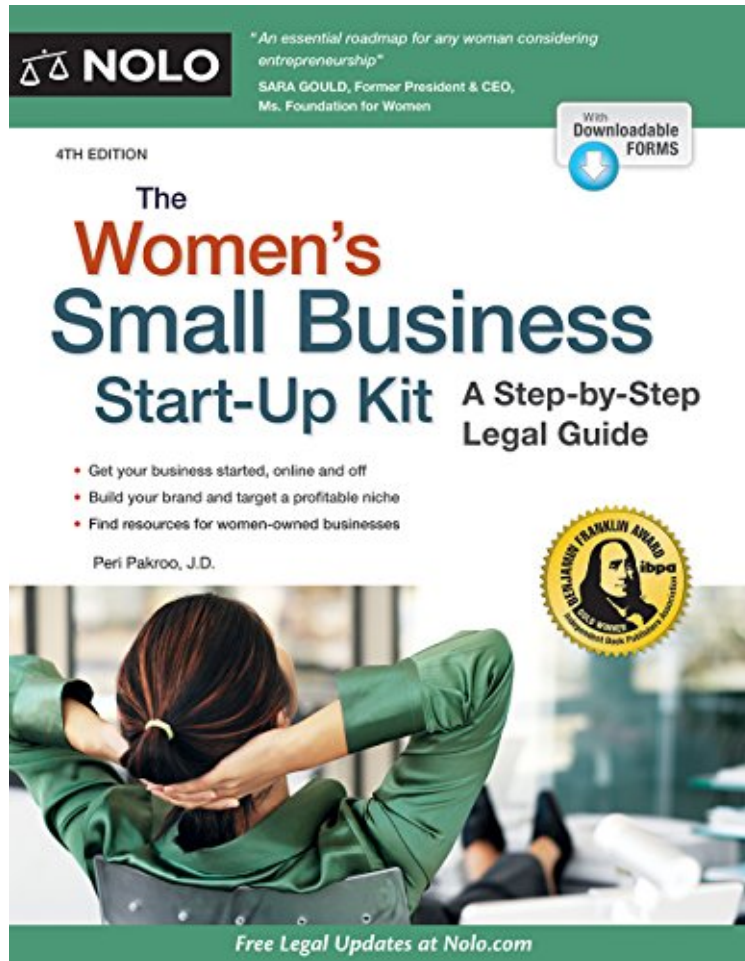


# Women's Small Business Start-Up Kit, The: A Step-by-Step Legal Guide

Peri Pakroo

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The Women's Small Business Start-Up Kit, written by the author of the bestselling *The Small Business Start-Up Kit*, gives you the practical and legal information you need to kickstart a successful enterprise; whether you're an arty creative type, an independent consultant, or a Fortune 500-seeker. In addition to a breakdown of the common issues and concerns facing women entrepreneurs of every stripe, you'll find information and guidance on: choosing and developing the right business to live the life you want drafting an effective business plan programs that give government contracting preferences to women-owned businesses understanding and choosing a legal structure clearing the bureaucratic start-up hurdles taking your business online financial management and tax basics for small businesses balancing work, children, and family relationships hiring and managing employees *The Women's Small Business Start-Up Kit* retains its focus on women's business-related issues without devolving into stereotypes and never loses sight of the legal rules and fundamentals of starting and running your business. All forms are available through a special link on [Nolo.com](http://Nolo.com) GOLD winner, IBPA 2015 Benjamin Franklin Award, Business Career category.

"GOLD Winner of the 27th Annual Benjamin Franklin Award; in the Business Career category". Independent Book Publishers Association "This no-nonsense guide is an essential road map for any woman considering entrepreneurship. It's packed with how-to information and real-life examples that will help save significant time and money in getting a venture started. Highly recommended." Sara Gould, Former President and CEO, Ms. Foundation for Women "What a great, practical and readable resource! This is not your typical 'motivational' business start-up book, but a detailed guide to all the steps of actually getting started, including specific tips and resources for women entrepreneurs. Peri's book clearly details all the nuts and bolts of starting a business so often lacking in how-to books. A must-read before you launch." Lindsey Johnson, Former National Director, SBA Office of Women's Business Ownership "Don't even think about starting a business without reading this book. Approachable, easy to understand and totally straightforward, Peri has done a service to all future entrepreneurs by giving solid advice to set you up for sustainable success." Amy Swift Crosby, Founder, Smarty, A Resource for Entrepreneurial Women "This is a detailed resource for business. Instead of reading it like a regular book, go through the table of contents and find the areas where you need the most help. Read through and then take notes of what you remembered in that chapter. You'll be feeling well-versed and confident in business in no time!" Lisa Fetterman, Co-Founder of Nomiku, Kickstarter-funded cookware company "Pakroo, a business author and coach who specializes in strategies for self-employment and small business, offers a legal resource for women wanting to start a small business. She explains how to choose a business, target a profitable market with the right business idea, make the financial transition to self-employment, draft a business plan, understand and choose a legal structure, choose a business location, deal with start-up requirements and hurdles, create marketing, conduct and market the business online, keep books and manage finances, understand taxes, build a business and hire employees and other workers, and work with lawyers and accountants. Forms, worksheets, and calculators are provided, as are quotes from women entrepreneurs sharing their advice. This edition has been updated with new legal and tax rules and strategies for using social media to promote a brand and drive website traffic." Eithne O'Leyne, Editor, ProtoView About the Author Peri Pakroo ([www.peripakroo.com](http://www.peripakroo.com)) is a business author and coach, specializing in creative and smart strategies for self-employment and small business. She has started, participated in, and consulted with start-up businesses for more than 20 years. She is the founder, publisher, and editor of Pyragraph ([www.pyragraph.com](http://www.pyragraph.com)), an online career magazine for artists, musicians, designers, filmmakers, writers, and other creative workers worldwide. Peri received her law degree from the University of New Mexico School of Law. She is the author of *The Women's Small Business Start-Up Kit*, *The Small Business Start-Up Kit* (national and California editions) and *Starting Building a Nonprofit* (all from Nolo) and has been featured in numerous national publications including *Entrepreneur*, *Real Simple*, *Investors Business Daily*, and *BusinessWeek*.