

Your Idea, Inc.: 12 Steps to Building a Million Dollar Business - Starting Today!

Sandy Abrams

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Sandy Abrams : Your Idea, Inc.: 12 Steps to Building a Million Dollar Business - Starting Today! before purchasing it in order to gage whether or not it would be worth my time, and all praised Your Idea, Inc.: 12 Steps to Building a Million Dollar Business - Starting Today!:

5 of 5 people found the following review helpful. A Great Step by Step Guide for anyone who has an idea!! (and we all do)!By Pamela G. CurrieMy friends and I are often chatting about an "idea", but it never seems to go beyond our

conversations. Primarily because we don't know what the next step would be and I guess it is a bit intimidating to take that leap of faith of becoming an entrepreneur. Well, this book helps you break through that barrier. The author, Sandy Abrams, is inspiring and helps you to realize that anyone who has an idea has the ability. This book helps you to start taking action and provides you with a step by step guide on how to execute and bring that dormant idea to life. The author, Sandy Abrams has such a conversational, inspirational writing style that makes this book an easy and enjoyable read and of equal importance, she provides exercises and action steps to start putting that idea into motion. Don't wait and take the first step... buy this book and start taking action steps so you can witness your "Idea" turn into "Tangible Results and Success". 1 of 1 people found the following review helpful. Want to Build a Million Dollar Business? Start with this Book! By D. Dobin Finally - a guide to building a business from a woman who made it on her own. As an entrepreneur without an MBA, I face a number of challenges: How do I develop my product without an engineering/design background? How can I convincingly portray my start-up as an established, professionally run organization when it's headquartered in my guest bedroom? How do I set up a company without incurring thousands of dollars in legal fees? How do I navigate a trade show when I have no prior experience as a vendor? Sandy Abrams addresses these questions and more in her wonderful book. Your Idea, Inc. provides aspiring tycoons with the information they need to take their million dollar idea from fantasy to reality. If you have ever flirted with the idea of making it big on your own, I strongly recommend you purchase this book. It has proven to be an invaluable resource for me. Like Sandy says in her book...no MBA...no problem. Thank you, Sandy Abrams! P.S. The word of mouth on this book is amazing...I just tried to order another copy for a friend and it is almost out of stock! 2 of 2 people found the following review helpful. Thank You for a Wonderful Book! By S. Eller I bought YOUR IDEA, INC from last week. As a field sales rep, I consider my territory my "own business" and I am always looking for ways to grow my business, find new customers and think outside the box. YOUR IDEA, INC contains so many motivational stories and great business tips. I started using the concept of an "elevator pitch" when I prepare for sales call and know my time is limited, on recent tough day in the field, I read one of Ms. Abrams, "If they can do it, so can you" stories and it motivated me to keep going. Lastly, Step 12 on maintaining life balance, helps me keep my priorities straight. After reading YOUR IDEA, INC, I know that if I do ever start my own business one day, I have a perfect step-by-step guide, that will lead me to success. Thank you Ms. Abrams for writing an easy to read, practical and inspirational book.

Burt's Bees . . . Crocs . . . MySpace . . . Every time a new story about how some nobody from nowhere got rich producing some clever new product in his garage, you may think, Why can I do that? Well, anyone can; the trick is to take those good ideas and build them into great products that can succeed in the marketplace. In this book, you will get the 12-step plan you need to make your new product or service a profitable reality. You will learn important skills for success, including how to: Refine their idea to attract a target audience Research the competition Find the right manufacturer Create appropriate brand messaging Build buzz online and beyond Work trade shows and conventions Written by a woman with no formal business experience who turned her own idea into a million-dollar company, this book is the pragmatic yet inspiring guide every aspiring entrepreneur is looking for.

From Publishers Weekly Founder and CEO of Moisture Jamz Moisture Gloves, Abrams started with a business idea and little else. She went in search of a comprehensive guide she could understand without having an M.B.A. that would teach the basics in a step-by-step fashion, but could find nothing. Undaunted, she learned the ins and outs of starting a business on the fly and wrote the book herself. The result is a positive playbook for turning a great idea into a workable business model. There's a wealth of information, presented simply but comprehensively, covering such essentials as intellectual property, LLCs, overseas manufacturing, software, paperwork and credit cards, as well as larger subjects such as marketing, Internet sales, Mom and Pop stores vs. big chains, customer service and work/life balance. Thoughtful pop-ins of Biz Brainstorms and Million-Dollar Tips insert additional advice along the way. Abrams cheers No MBA; no money; no problem! and provides a welcome, refreshing pep talk for budding entrepreneurs. (Dec.) Copyright © 2005; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Founder and CEO of Moisture Jamz Moisture Gloves, Abrams started with a business idea