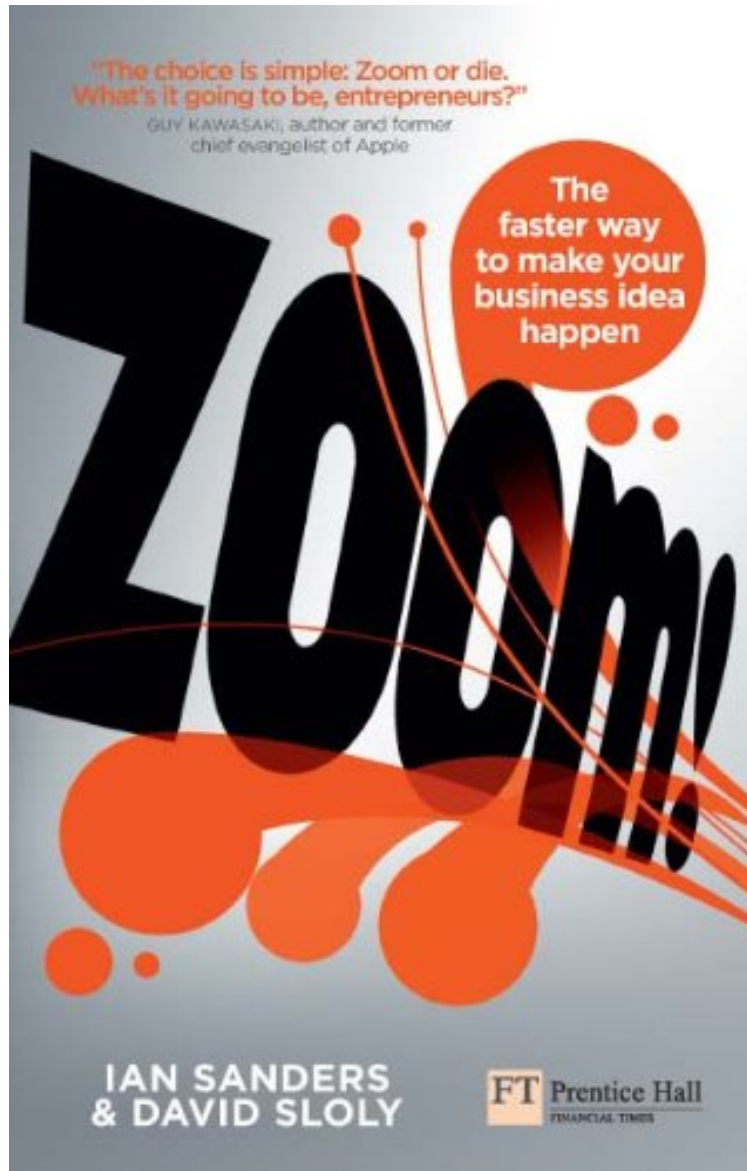


[Library ebook] Zoom!: The faster way to make your business idea happen (Financial Times Series)

Zoom!: The faster way to make your business idea happen (Financial Times Series)

Ian Sanders, David Sloly
audiobook / *ebooks / Download PDF / ePub / DOC



[Download](#)

[Read Online](#)

#2297731 in eBooks 2012-09-26 2012-09-26 File Name: B00A8EZP2Q | File size: 62.Mb

Ian Sanders, David Sloly : Zoom!: The faster way to make your business idea happen (Financial Times Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Zoom!: The faster way to make your business idea happen (Financial Times Series):

3 of 3 people found the following review helpful. Great book about the new way of doing business.By John

Bardos This is the second book I have read by Ian Sanders, the first was Juggle [ASIN:1906465371 Juggle!: Rethink work, reclaim your life]]. I loved Juggle because of the forward thinking ideas, great presentation and concise format. There was a wealth of information with numerous examples and case studies, without the filler fluff that often gets in the way of a good business book. Zoom follows this tradition. Ian Sanders, along with co-author David Sloly deliver a great book about the new ways of doing business. Building on the ideas of "Unplan your Business" ([...]s), Sanders and Sloly create a manifesto for entrepreneurial action. If your business ideas are stuck in analysis paralysis, this is book for you. It is a great kick in the pants to get you to take action towards building your entrepreneurial venture. The authors guide you through finding an idea you are passionate about, discovering a unique selling proposition to make your business stand out, communicating your story, launching your business with a bang and more. Critical, but often boring, topics like project management are simplified with clever metaphors like "salami steps," breaking up your tasks into small slices. Over all it is essential reading for every current or aspiring entrepreneur. If you are serious about getting your business idea off the ground, read this book.

1 of 1 people found the following review helpful. The Faster Way To Make Your Business Idea Happen By Shawn Graham Lots of people have lots of great ideas but most never act on them. Instead, they spend all of their time creating detailed multi-year strategic plans, trying to account for every possible doomsday scenario. They become so fixated on "business planning" that they forget about "business doing." And opportunities quickly pass them by. In Zoom: The Faster Way to Make Your Business Idea Happen, authors Ian Sanders and David Sloly focus on one simple thing--helping you move your business from idea to action as quickly as humanly possible. That means forgetting about mundane details (ex. spending countless hours worry about what font you should use on your website), avoiding unnecessary distractions (ex. watching a Mad Men 24-hour marathon on TV), being able to make important business decisions in under 60 seconds (see font example above). In Zoom, Sanders and Sloly provide a guide to help you launch a business in as little as 60 days. The biggest takeaway from the book is for entrepreneurs to focus on action. If you're going to be successful, you can't be afraid to make decisions or to experiment. You need to find a way to free up as much time as possible for "doing."

1 of 1 people found the following review helpful. Ian Sanders breaks business down step by step so that I can take action and implement right away. By Espree I've been impressed by Ian's work for years. He has a talent of taking a huge complex subject matter and breaking it down piece by piece so it's digestible and easy for me to take action on. I find a ton of business books speak in concept so that though the story they share may be inspiring it doesn't exactly help my business life progress in any way. Zoom gave me the tools to achieve my goals and understand each next step.

Included in the Independent's 'Top Ten Business Start Up Books'; 2012 Short, punchy and practical, this book is packed with powerful tools, techniques and ideas that will get you ready to launch your business in just 60 days. With useful advice on everything you need to make your business happen, from marketing, to logo design, accounts, registration, e-commerce and everything else in-between.

This is the book to give you a kick up the behind and make you turn your idea into a business now! It is well written, powerful and motivating. It demystifies the business process, and helps you get into the right state of mind to overcome your fear. Zoom is the complete opposite of every school of business thought; this book is designed for here and now, the modern world where technology has lowered the barriers for entry. One of a kind and well worth reading! Start your Business Magazine "...an attractive read, set out in a coherent format: from coming up with an idea, seeing it take shape through to turning it into a business.... Valuable to those who want to learn about a different approach to launching a business, it will be especially useful to those who have great ideas but are unsure how to progress. Between them Sanders and Sloly have a wealth of experience in start-ups and it shows." Director "Easy and interesting to read Zoom! is broken up with case studies which include Leon restaurants and Moo; the chapters are set out to lead you from catching the right idea to launch day in a thought provoking way. If you have ideas for a business but get overwhelmed with all the facets and where to go next then have a look out for this book. It has sensible, practical advice that will help you to focus on what you need to do and not get distracted." Skin Blister Blog From the Back Cover MAKE YOUR BUSINESS IDEA HAPPEN - FASTER Do you want to launch your business and get results quickly? Do you worry you may run out of time, energy and money before your cash flow is up and running? Does it seem that the conventional start-up process is slowing things down? If so, what you need is a faster way to launch your business. And that's what Zoom! gives you. It's packed with the powerful tools, techniques and ideas that will get you ready to launch your business in just 60 days. Whatever your business idea, Zoom! will help you make it a revenue-generating reality in the quickest possible time. About the Author Ian Sanders very much a doer helping businesses and entrepreneurs make their ideas happen. Ian launched his own business in 2000 specialising in the creative industry where he's helped launch ideas in TV, radio, advertising, design, software and technology. Starting out in BBC local radio whilst a teenager, after university Ian worked in music television before joining the Unique Broadcasting Company where he headed up special projects alongside being MD of Unique Facilities. Ian is passionate about ideas, creativity, business and storytelling; he's contributed to BNET.com Monocle magazine and spoken at South by

South West Interactive in Austin, Texas London's Royal College of Art. He's also author of "Leap! Ditch Your Job, Start Your Own Business Set Yourself Free" and "Juggle! Rethink Work, Reclaim Your Life". Ian lives in Leigh-on-Sea with his wife and two sons, finding the coast a great place to incubate ideas. You'll usually find him in a coffee shop, brainstorming over an espresso. www.iansanders.com
twitter @iansanders
Having spent nearly two years training as a journalist with the BBC, David Sloly was promptly fired on completion of his course for humiliating a politician. The story spread quickly through the industry and David became highly sought after and was quickly snapped up by the UK's first independent radio production company. It is there that he learnt the art of creating content that people valued. His skill at capturing the imagination of an audience was used to great effect in creating award-winning content for Radio, TV and advertising. Some of the brands that he generated original ideas for include Smirnoff, Google and Sony. Some of the channels he worked for include MTV, the BBC (briefly) and Kiss100. David is also a psychotherapist and hypnotherapist which gives him great insight into the human mind. He is particularly interested in behavioural economics, now he couples this with business and marketing with great effect. So, if an employer tries to fire him again, he simply hypnotises them into a state where they drastically increase his salary.