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SUSAN URQUHART-BROWN (Oakland, CA) started her own company, *Careersteps123*, in 1995. As a business coach and mentor, she has encouraged thousands of people to build the business of their dreams. From 1998 to 2001, Susan wrote "Going Solo" for *The San Francisco Chronicle*, an advice column for entrepreneurs.

Meet the Author!

Discussion and Book Signing

Thursday, May 22

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A successful entrepreneur reveals how to reap the unlimited rewards of being one's own boss.

The Accidental Entrepreneur

50 Things I Wish Someone Had Told Me About Starting a Business

Susan Urquhart-Brown

Like many business owners, Susan-Urquhart Brown never expected to end up as an entrepreneur. Launching her own business spoke to her passions, but she soon realized there was much more to being a successful owner than she ever expected. In **The Accidental Entrepreneur**, she takes all the mystery out of going solo. For those who are just beginning to consider starting a venture as well as those who want to take their organization to the next level, she offers advice on what works and what doesn't. With hard-won wisdom and empathy, she shows readers:

- the 8 questions everyone should ask up front
- the top 10 traits of the successful entrepreneur
- how to obtain a license and seller's permit
- the best way to create a business plan
- 10 simple ways to get referrals
- the 6 secrets of marketing a business
- smart tips for investing and finance
- ways to avoid burnout
- how to avoid the 7 biggest pitfalls in business

Starting one's own business should be exciting, not scary. This is the one book that will show readers how to create a successful and fulfilling venture they can be proud of.

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