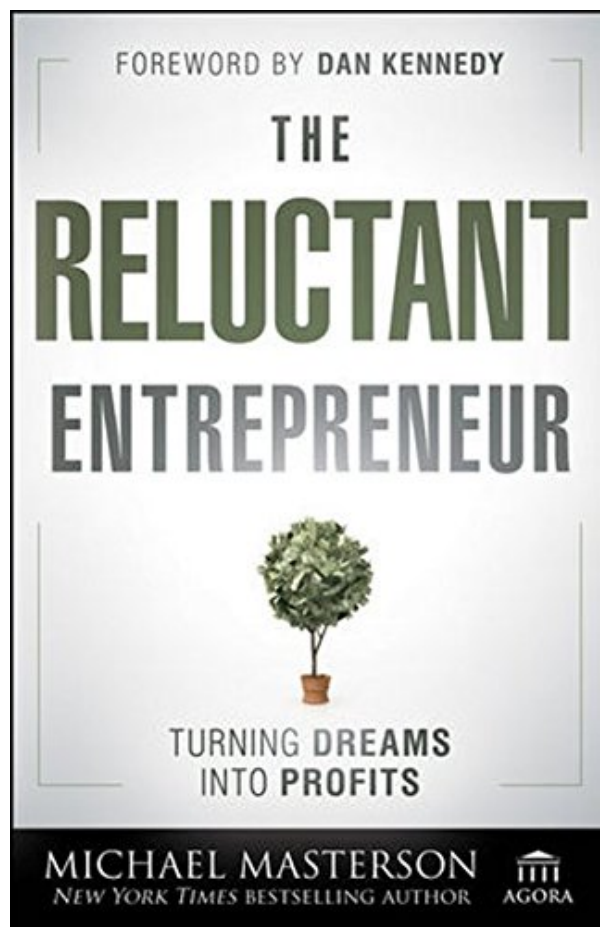


**THE RELUCTANT ENTREPRENEUR:
TURNING DREAMS INTO PROFITS BY
MICHAEL MASTERSON**



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FOREWORD BY DAN KENNEDY

THE
RELUCTANT
ENTREPRENEUR



TURNING DREAMS
INTO PROFITS

MICHAEL MASTERSON
NEW YORK TIMES BESTSELLING AUTHOR



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Intelligent strategies for starting and growing a small business with minimal personal financial risk

A comprehensive guide for entrepreneurs from one of the most successful business creators in recent years, *The Reluctant Entrepreneur: Turning Dreams into Profits* addresses the fears and misconceptions that many people have about starting their own businesses, walking prospective owners through the necessary decisions they need to make before even putting a business plan in place.

Presenting solid, reliable strategies based on author Michael Masterson's own successful practices, and debunking some common illusions entrepreneurs have about their businesses, the book is a vital resource for anyone looking to avoid the pitfalls that threaten fledgling companies.

- Packed with insights from an entrepreneur who has launched and sold dozens of business, presented in a lively and conversational style
- Some 600,000 new businesses are launched each year and with an uncertain economy, more and more people are looking for a stream of income separate from their 9 to 5 job
- Filled with highly applicable advice that budding and professional entrepreneurs can start using immediately

Essential reading for small business owners and both first time and established entrepreneurs, *The Reluctant Entrepreneur* presents the smart strategies on starting and growing a small business that can make launching your own company a cinch.

- Sales Rank: #239936 in Books
- Published on: 2012-06-26
- Original language: English
- Number of items: 1
- Dimensions: 8.80" h x .75" w x 5.80" l, .70 pounds
- Binding: Hardcover
- 192 pages

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Most helpful customer reviews

13 of 14 people found the following review helpful.

USP Nugget

By kevin conroy

The Reluctant Entrepreneur-

I try to take away one big idea...this seems elementary, but most of us miss it when it comes to our own business.

Here it is!

USP - Best promotional copy focuses on one Big Idea and One Big Promise

Entire Process Looks Like This:

Make a list of every feature of your product you can think of

You make a separate list of every possible benefit those features can provide

Identify a rising trend in your market- a trend that is just beginning

Ask yourself "Which of my product benefits could tie into that trend?" Turn those benefits into potential USP's

Pick the strongest ones-the USPs that are most likely to resonate with prospects

For each of those USPs you come up with a Big Idea

For each of those Big Ideas, create one or several headlines that express a Big Promise

Make a list of all the possible specific claims you can make that are related to the Big Promise

For every claim, you make sure you have proof to back it up.

Write at least 2 versions of your promotion-each version expressing a different Big Idea and you test them

Take the version that works best and roll it out

Once you have a profitable promotion going, you immediately get started on your next test. There is always something to tweak to get better response.

Direct Response Selling:

You make promises

Demonstrate benefits

Make specific claims and prove those claims

Make an irresistible offer

Guarantee satisfaction

Anything else is completely unnecessary.

16 of 19 people found the following review helpful.

Michael Masterson IS a Guru

By bob3660

As a professionally-trained copywriter, I've studied under this guy and his credibility is above and beyond reproach. UNFORTUNATELY, I found this particular book of his to be pretty dry and boring - it was NOT a "page-turner" for me even though there's a lot of great info within the pages of this particular book.

It's worth the investment though because this guy IS at the top of his game and there is much to be learned from him!

5 of 5 people found the following review helpful.

Great book for entrepreneurs from beginners to experienced

By clifford L. marshall

Michael Masterson has hit on all cylinders when he wrote this book. If you ever wondered whether you had to be all in and sacrifice everything to be an entrepreneur and succeed this book will give you a different perspective.

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