



# The Business Success Factory

*Nicola Cairncross*

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## **The Business Success Factory** Nicola Cairncross

We are not taught to be entrepreneurs at school, but, due to these uncertain economic times, many people are starting their own businesses. The failure rate is high and self-taught entrepreneur Nicola Cairncross knows why. Traditional advice for start-ups usually centres around writing a business plan, whether to incorporate or not, how to order your business cards - all pretty useless when you are just getting going! Nicola believes that becoming a successful entrepreneur involves '3 Key Business Success Secrets' which include mastering... \* Your Business Mind \* Your Business Marketing \* Your Business Money ...and this book will help you do just that! Drawing from her own experience of many business failures and two notable successes, Nicola leaves no stone unturned for the aspiring entrepreneur. 'The Business Success Factory' brings Nicola's inspirational, practical, down to earth style, much praised in her wealth creation book 'The Money Gym' to the business of becoming a successful entrepreneur. If you want to start a lean, agile, extra-profitable business that suits your skills, strengths and lifestyle aspirations, you really can't ignore this book.

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