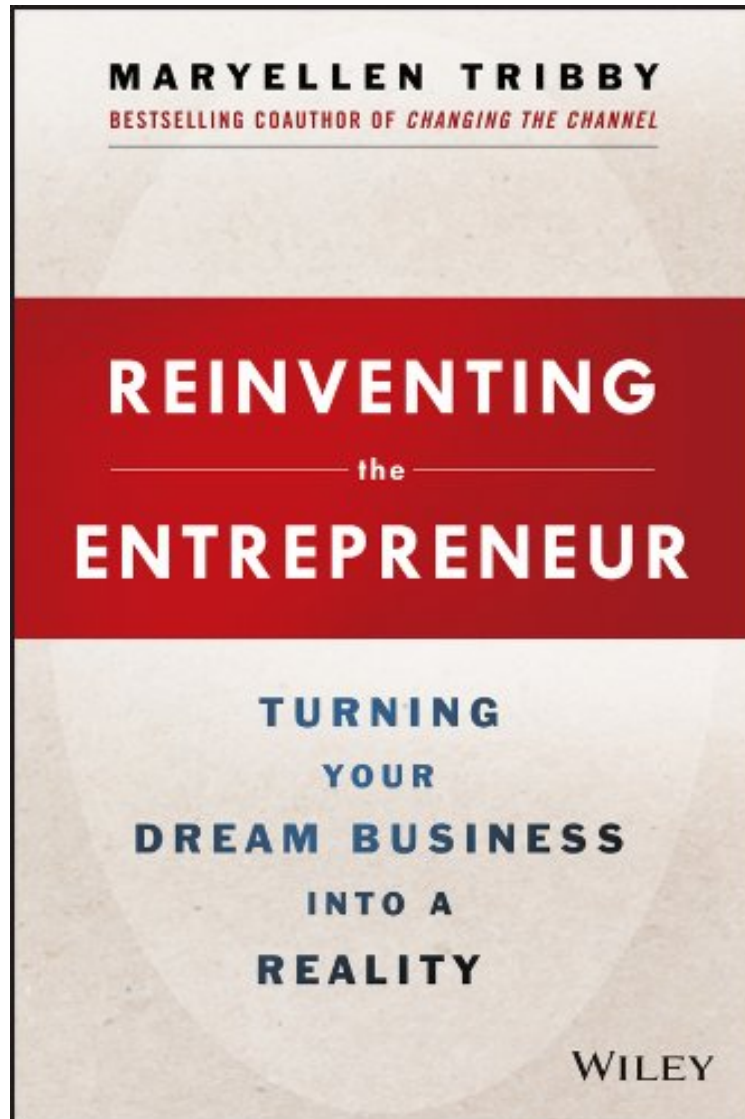


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Reinventing the Entrepreneur: Turning Your Dream Business into a Reality

MaryEllen Tribby

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4 of 4 people found the following review helpful. An Entrepreneur's DreamBy C. A. GrayI have owned my share of small businesses over the years. I even grew up in the printing/publishing industry (family-owned business). MaryEllen Tribby takes her years of newsletter/publishing expertise and synthesizes it down to provide a complete

guide on how to get your online publishing company up and running in no time. In a matter of days you can be publishing your own inbox magazine in an area you enjoy. I was impressed with the amount of details the author goes into to help guide the reader. If you have never run a business before you will still need to learn the basic of entrepreneurialism but there are plenty of resources for that. This book provides a unique and effective way to be self-employed either part-time or full-time, from anywhere in the world. All you need is an Internet connection. I have recommended this book to many of my business friends and purchased several copies as gifts for those who need a little nudge in going in the right direction. I highly recommend this book. 0 of 0 people found the following review helpful. Excellent Book By Mr. Chad J. Mitchell I'll preface this by saying you need to be looking to do newsletters or inbox magazines, but if you are, this is definitely the book you want. Step-by-step, easy to follow instructions written with the novice in mind. 0 of 0 people found the following review helpful. Reinventing The Entrepreneur By Louis J. Wasser In a book chock full of uncommon wisdom and insight, the author's most significant comment early on is "when you marry your passion and your purpose, the profits will follow." Throughout its chapters, Mary Ellen Tribby shows the reader how to make such a marriage work. It's not possible to follow the steps she methodically lays out, and not come up with a topic to write about. Once readers discover their special topic, they'll also learn how to distinguish between topics and markets. The discipline for making this distinction is in itself worth the price of the book since most novices are unable to determine how their special topic (ultimately their product) fits into the world's largest retail store (the Internet) with all its overwhelming choices. But make no mistake. Although it's simply written and presumes no previous reader knowledge, Reinventing the Entrepreneur is not just for beginners. Seasoned Internet entrepreneurs will find a goldmine of information here. What sets this book far above other books on the subject is its author's vast corporate marketing experience. So many entrepreneur-authors found their successes by happenstance. When you read their books, you'll encounter a formula that worked for one particular person with one particular product line at one particular time. Tribby, on the other hand, delivers insights gained from her monumental marketing successes at firms like Times Mirror Magazines, Forbes, Weiss Research and Early To Rise. As you read her book, you can sense the presence of a world class specialist in areas like branding and testing, and content development. If you're going to start an Internet business and have time to read only one book, Reinventing the Entrepreneur is the one you need to buy. Follow its guidelines, and you'll be off and running. Louis J. Wasser, Direct marketing copywriter

Introducing a million-dollar business model that you can do from home, on the road, or in your spare time Mary Ellen Tribby, founder of Working Moms Only, has created and perfected a business model that is 500% more profitable than blogging, that you can do from home, from an office, or from anywhere in the world, that's easy to learn, and extremely profitable. With it, Mary Ellen has made millions through her various own businesses and her clients, and now you can too. It's called The Inbox Magazine (The iMag for short) and regardless of the size of your staff; from one to one hundred; or whether you spend ten or forty hours a week working at it, this revolutionary approach to running a business is your ticket to success and financial independence. Makes Mary Ellen Tribby's extraordinarily successful business strategies available to the public in a book for the first time. If you're already in business, it arms you with proven techniques for boosting your bottom line by an order of magnitude; in no time. If you're a novice entrepreneur, it delivers powerful tools for getting your business off the ground and running full throttle; right away. The perfect tool for the time, the Inbox Magazine is what you need to create a huge impact with the minimum investment of time, energy, and money.

From the Inside Flap Mary Ellen Tribby is an entrepreneur, CEO, international speaker, top business consultant, an expert marketing strategist, a bestselling author, a wife and mother of three. As if that weren't enough, she's also a woman with a calling, and that's to help others live lives of passion, purpose, and financial independence. And in this powerful new book, she arms you with the tools for doing just that. Reinventing the Entrepreneur is not another feel-good motivational book full of big promises and vague ideas. It is a nuts-and-bolts guide to building a business around what you feel passionate about and that provides you with the money and time to live the life you want and deserve. At its heart is an extraordinarily successful business model called The Inbox Magazine ("iMag," for short). An approach custom-tailored to the times, iMag lets you create a huge impact with a minimal investment of time, energy, and money. It can be done from home, on the road, or anywhere in the world; including your patio or favorite coffee shop. And it's amazingly easy to learn! Writing in her trademark friendly, down-to-earth style, Mary Ellen walks you through all the steps of starting, running, and growing a successful iMag enterprise, including: Brainstorming million-dollar business ideas Researching the market and finding your ideal niche (or niches) Sizing up the competition; and knowing what you can offer that they can't Finding the perfect name for your business and designing a killer website Marketing your iMag and building an online following on social media Creating content that sings; and keeps them coming back for more Selling advertising space and partnering with other entrepreneurs Measuring your success and growing your business If you're a first-time entrepreneur, you'll find everything you need to hone your Big Idea (or Ideas) and get your business off the ground and running full throttle; right away! If you're already in business, you'll learn proven techniques for boosting your bottom line by an order of

magnitudemdash;in no time. Inspired by MaryEllen Tribby's own success story, and the success stories of the thousands of people around the world whom she has helped realize their dreams, Reinventing the Entrepreneur is your ticket to finding success and financial independence in a business you love.From the Back CoverPraise for MaryEllen Tribby "Wow! This is an incredibly helpful book that shows you how to start and build a successful business in our highly competitive marketplace." mdash;BRIAN TRACY, author of Now . . . Build a Great Business! "Many people say they want to run their own business. But few people truly understand how the entrepreneurial mind works and what it takes to succeed in today's uncertain economy. MaryEllen Tribby shares her secrets to success in Reinventing the Entrepreneur." mdash;MARCI SHIMOFF, New York Times bestselling author of Happy for No Reason "If I ever have to start over from scratch, this book is going to be in my back pocket. It is the perfect step-by-step guide for the first-time Internet entrepreneur." mdash;MICHAEL MASTERSON, New York Times bestselling author "Reinventing the Entrepreneur is like having the smartest business marketing mind in the U.S. as your personal chauffeur. Where most stop at the 'what' and the 'why,' MaryEllen Tribby breaks it down into bite-sized, simple-to-follow action steps and delivers the 'how' of your success on a silver platter. This is the only book you'll ever need to create raving fans and loyal customers in the new marketplace." mdash;GARY W. GOLDSTEIN, Film Producer, Pretty Woman "We all can recall chance meetings that we never forget and are richer for them. That's how I think about my first encounter with MaryEllen Tribby that occurred completely by accident while I was attending a conference for thought leaders in Los Angeles. I knew immediately she was NOT one of those pretend experts who try to teach, but have never 'accomplished' anything on their own. Since then, she has been a trusted friend and great resource that I have had the good fortune to tap into. And now, you're getting the same opportunity to access MaryEllen Tribby's amazing business growth brain through her new book: Reinventing the Entrepreneur. I can attest that this book is like having MaryEllen as a personal mentor to guide you to getting your business(es) up and running or take them to the next step to economic profits." mdash;BILL GLAZER, founder of Glazer-Kennedy Insider's Circle; bestselling author, marketing strategist, BillGlazerConsulting.org "If you're ready to grow your business and achieve higher levels of success, then read and absorb the strategies in this brilliant book by my friend MaryEllen Tribby!" mdash;JAMES MALINCHAK, Featured on ABC's Hit TV Show, Secret Millionaire; The World's #1 Big Money Speakerreg; Trainer; founder, www.BigMoneySpeaker.comAbout the AuthorMaryEllen Tribby is the founder and CEO of Met Edge Media. She is well known for launching iMags such as WorkingMomsOnly.com, the world's leading Inbox Magazine and website for the empowerment of the working mom as well as The CEO's Edge, where entrepreneurs learn how to build a stronger business. Prior to founding Met Edge Media, MaryEllen was publisher and CEO of Early To Rise where she was responsible for growing the business from \$8 million in sales to \$26 million in just 15 months. Before that, she served as president of Weiss Research where she led the company to \$67 million in sales from \$11 million in just 12 months. Earlier in her career, she ran divisions at Forbes, Times Mirror Magazines, and Crain's New York Business, where she learned from some of the best business mentors in the world. Today MaryEllen is a highly sought- after international business consultant, speaker, and author. She resides in South Florida with her husband of 17 years, their three beautiful children, and their nutty boxer, Coco. You can find out more about MaryEllen at MaryEllenTribby.com and ReinventingTheEntrepreneur.com