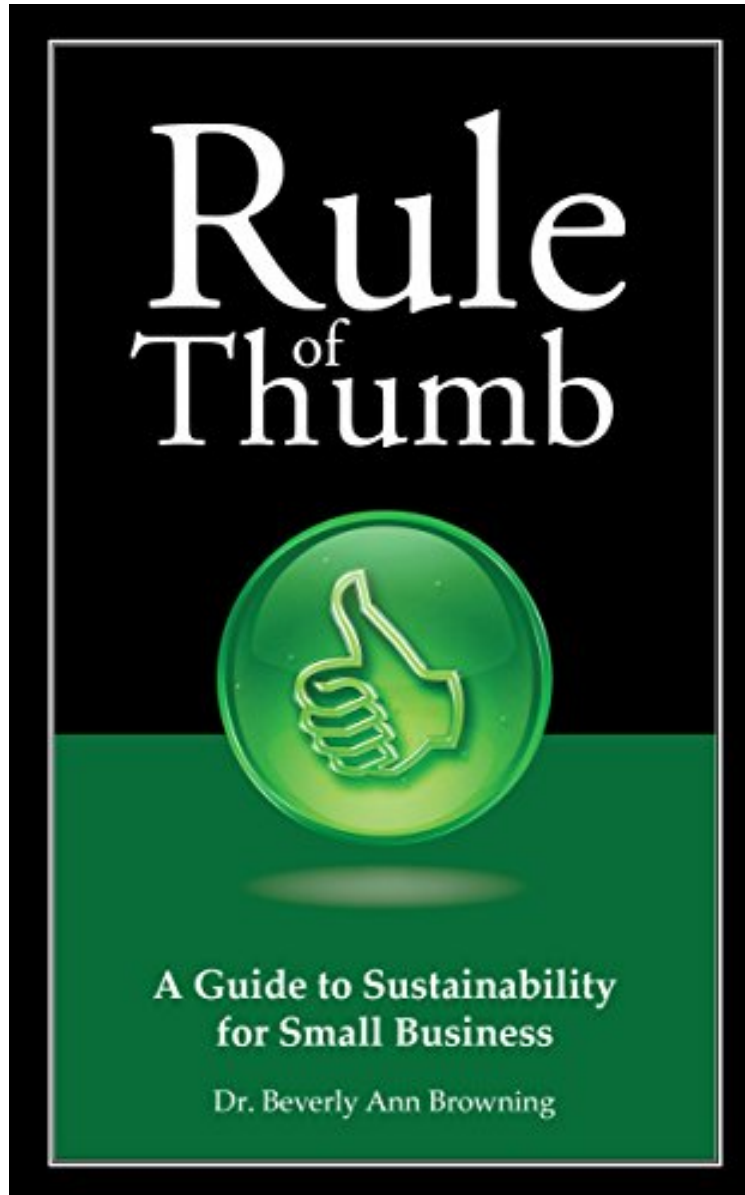


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Rule of Thumb: A Guide to Sustainability for Small Business

Dr. Beverly Browning
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OmahaScribeWhether you are considering going into business for yourself, have already begun the process of a small business start-up, or are in the early stages of making your business grow, *A Guide to Sustainability for Small Business* by Dr. Beverly Ann Browning, is a must read. One in a series of the "Rule of Thumb" business guides, this compact book will assist your small business to develop, grow, operate more efficiently, and sustain itself through the inevitable "ups and downs" of the business cycle. Offering basic information in plain language, Dr. Browning challenges the reader to adopt a sustainability mind-set. Clear elements of a workable strategy include forming a personal vision, welcoming sacrifice, learning to take risks, creating something out of nothing, and drawing up a sustainability roadmap. Operating goals are presented in areas of business diversification, social media marketing, product branding, effective networking, use of contract bidding to increase revenues, funding through grants and other financial resources, and facing emerging service and product demands. Dr. Browning also presents an element which many small businesses lack and risk sustainability for the long-term. Business succession is a critical component of your business planning. Who will take over when you cannot? Succession planning experts can work with you to carry out estate planning, transitioning ownership, and determine tax advantages. Undertaking these steps can greatly ease your mind about the future. *A Guide to Sustainability for Small Business* belongs on a prominent shelf in your business library. Refer to it readily and often for basic information, strategizing, and inspiration as your business grows and develops. 0 of 0 people found the following review helpful. Great book! By Melissa Anderson This is a great book with lots of marketing strategies. I would recommend it to anyone who is in business for themselves. Or does consultant/contractor work. Great tips for both situations!

Real world and commonly understood examples and experiences help the reader identify strengths which underscore a healthy marketing business plan and mistakes to avoid. Rules of Thumb throughout create easy to remember and apply fundamental principles and guideposts along the marketing journey.

About the Author Dr. Beverly A. Browning (Dr. Bev) has been consulting in the areas of grant writing, contract bid responses, and organizational development for nearly four decades. She has assisted municipal clients and workshop participants throughout the United States in receiving grant awards of more than \$350 million. Dr. Bev is the author of 40 grants-related publications, including *Grant Writing For Dummies*, *Grant Writing for Educators*, *How to Become a Grant Writing Consultant*, *Faith-Based Grants: Aligning Your Church to Receive Abundance*, *Perfect Phrases for Writing Grant Proposals*, *Rule of Thumb: A Guide to Small Business Sustainability* (WriteLife, 2012), and *Perfect Phrases for Fundraising* (2012). She is an online expert-level instructor for ed2go.com and udemy.com. Dr. Browning is a current member of the Grant Professionals Association. She is the Vice President for Grants Professional Services at eCivis Inc.