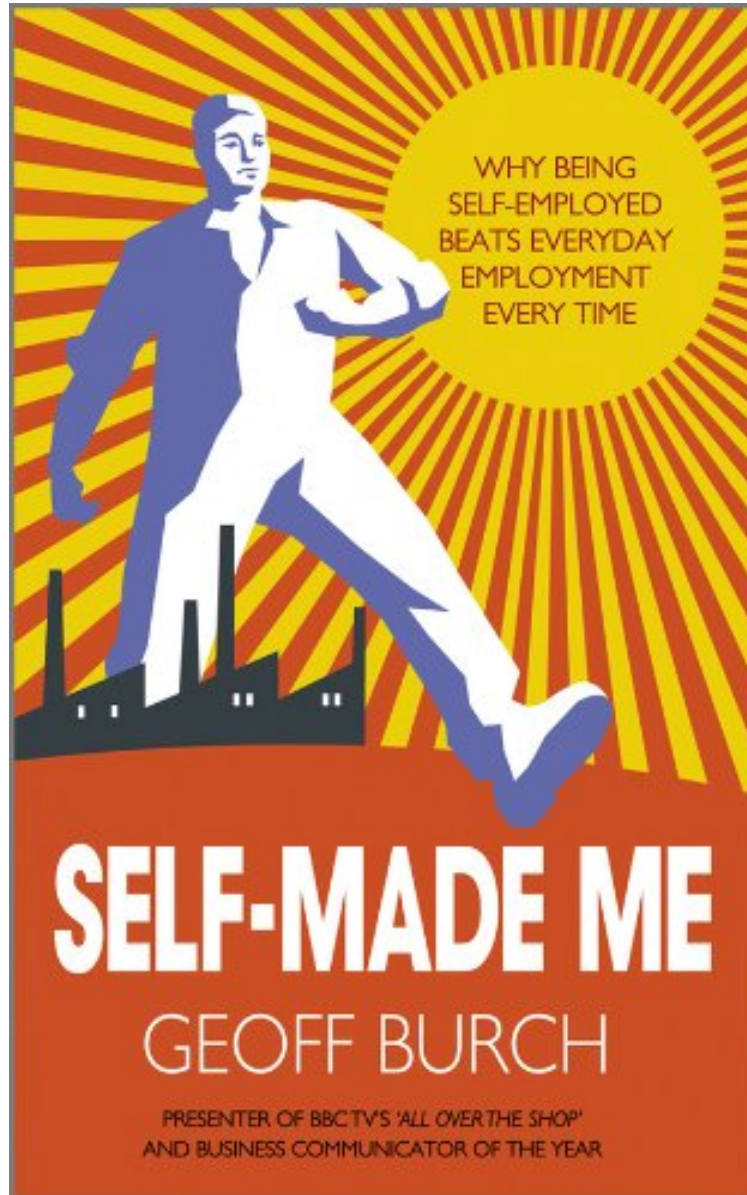


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Self Made Me: Why Being Self-Employed beats Everyday Employment

Geoff Burch

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0 of 0 people found the following review helpful. Give it a miss, or give it to a friend that lacks common sense.By

Chris This is not a great book. It's probably not a good book either. Average at best. Average would be a stretch. I'm not particularly sure of the purpose of this book. It didn't really help. I was going to give it one star - but it does have one thing going for it. There is a lot of common sense business stuff in here - if you're your own boss, you need to treat your customers well, and if you don't want to lose all your money don't go and spend it all on a fancy fit out and stock that may not sell, and stuff like that. Pretty common sense stuff, but I had a friend that pretty much did both of those things and more - and met with an untimely failure. For people that have even an inkling of common sense when it comes to business, this book doesn't really have anything to offer. If you don't really have any idea, it probably won't help much. Even in terms of being motivating, it wasn't. I'm really motivated and fire art the moment - often reading business and self-help books helps to keep me on fire, or to motivate me more. This book however, was far too vague, and far too casual with its ill attempts at humour, that I found it demotivating if anything. 2 of 3 people found the following review helpful. Great Idea, Not Well Executed (written) By Daylight Reviews Some authors (Seth Godin, John Maxwell, Guy Kawasaki) know what they are talking about and write well. Geoff Burch may know what he's talking about -- have experience -- but Self-Made Me just doesn't communicate it very well. The book fails to pull me in and has little practical advice that I can see really putting to use. The practical advice that is there feels like it applies to very specific situations and isn't so flexible. I suggest you read Linchpin, by Seth Godin, instead. Much better philosophy, better written and Linchpin is a book you can return to repeatedly as you and your company grow. Self-Made Me just fell flat for me. 0 of 0 people found the following review helpful. Hard Facts vs. Smoke By Getting Down to Business Geoff Burch isn't a cheerleader and doesn't blow smoke. Self-employment is not an easy or exciting path. Burch takes a complex, hard, and boring subject making it both practical and useful including his valuable insights. In his writing you will find the hard facts, sometimes boring, not smoke-and-mirrors. If you want a great guide to starting a business read "Self-Made Me". If you want a more entertaining book then read "The Way of the Dog" also written by Geoff Burch.

Stop working for the man -- break free and make sure you're getting paid what you're worth Stop slogging away 9 -- 5 for a set salary (plus the overtime you inevitably do and don't get any credit for). Abandon the day job and go it alone. Start doing what you want to do, when you want to do it. There are currently 4 million self-employed people in the UK -- be one of them, join them, set yourself free. It's not about becoming an entrepreneurial whiz-kid, it's about working the way you want to work, on the things you want to work on, and in the location you want to do it from. Remember, you don't have to sit in an office to get a job done. Self-Made Me shows you how to work how and where you want and earn exactly what you're worth -- not what an employer wants to get away with giving you. Be your own boss and increase your value. It's never been easier to be self-employed than it is today, with increased communications, mobile working and outsourcing This straight-forward and engaging guide will help you make being self-employed a success Shows you how to get paid what you are actually worth, and how to work as hard or as little required to create the lifestyle you choose Self Made Me is for a new breed of people, and will show you how to make self-employment work for you.

informative and entertaining I can't recommend Self Made Me enough. (Edge, May 2012) From the Back Cover Do you choose your own hours? Do you earn more if you're more effective? Do you earn what you're truly worth? We do. Welcome to the World of self-employment. By making an active life choice to go it alone, you will be able to reap the hidden riches of self-employment. We invite you to enjoy the freedom and benefits that come from doing things your own way. Team up with others when necessary, or fly solo when that's more effective. It's up to you. Employment has had its day. There is a new way. Do you really need to be managed? Do you really need to sit in the same place each day? The deal has been broken -- employment no longer offers job security and fancy benefits. Recession and austerity has put an end to that. So why let somebody else reap the rewards of your hard work? Becoming self-employed has never been easier than it is today, with the web, mobile working and endless outsourcing options. If you're wondering whether a flexible and rewarding self-employed lifestyle could be for you -- then here's your answer. Self-Made Me shows you the tricks, the techniques, the must-dos, the never-dos, the secrets and the pitfalls of becoming a self-made you.