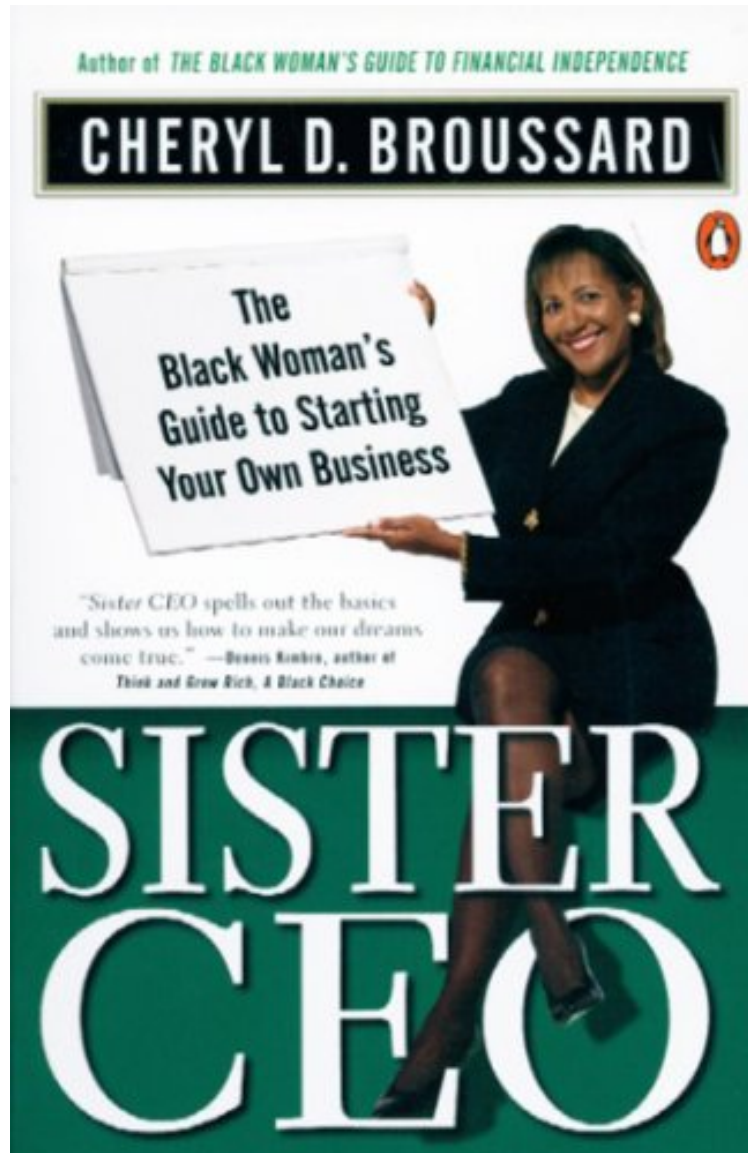


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Sister Ceo: The Black Woman's Guide to Starting Your Own Business

Cheryl D. Broussard

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be used as a step by step manual/format for starting your own business. I especially like the "sister CEO" examples of other successful black women's business strategies. The book provides a wealth of information on suggested websites, companies, organizations, associations and other contacts for all types of business start ups. If you purchase, I would suggest you also purchase a spiral notebook to use as you read the book and perform the exercises listed. 0 of 0 people found the following review helpful. This book inspired me in so many ways. It ...By Fanny Minnitt, AuthorThis book inspired me in so many ways. It is a must have if you are in business. I want all of this woman's books. 1 of 1 people found the following review helpful. A Must ReadBy BeautyIf you are planning to start your own business, I definitely recommend that you use this book as your guide. She didn't leave out any aspect of entrepreneurship. Some of the things listed in this book, I had no knowledge of. It will be by my side throughout my endeavor. Go Sister CEO!!

In this idea-packed, can-do handbook on entrepreneurship, successfully self-employed businesswoman Cheryl Broussard shows you how to take control of your destiny by taking control of your work. Sister CEO arms the would-be entrepreneur with all the basics—from finding the right niche and overcoming emotional barriers to raising start-up funds, handling publicity, and learning salesmanship. You'll find profiles of other African American women who've succeeded on their own terms, and scores of ideas for services and products that can be made or marketed out of the home. With your existing knowledge, a strategic plan, commitment, confidence, and above all, action, you can claim for yourself the job title "Sister CEO." Upscale magazine declared Broussard's bestselling first book, *The Black Woman's Guide to Financial Independence*, "A must-read for anyone who wants to develop an economic base and for anyone who understands that knowledge in action is the ultimate form of power." Sister CEO is an equally essential guide.