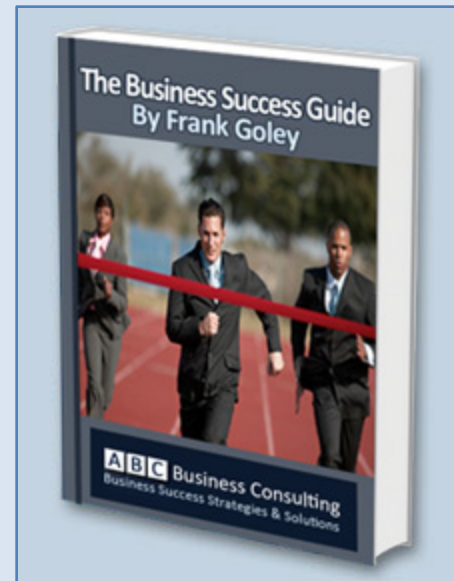


## The Business Success Guide

By Frank Goley, ABC Business Consulting, [www.BusinessConsultingABC.com](http://www.BusinessConsultingABC.com)

The 220+ page Business Success Guide goes into great depth and detail on a variety of subjects vital to a business's success. The Business Success Guide is written by Frank Goley, business consultant, who has many years experience in starting, building, growing and turning around small and medium size companies.

[The Business Success Guide](#) has over 30 in-depth chapters on the important knowledge and experience areas necessary to start, build, expand, or turn around a business successfully. These experienced packed chapters are Action Orientated, Step-by-Step, Business Success Tools, Processes, Analyses and Systems a Business Owner, Executive, Manager or Entrepreneur can use Today to succeed.



Learn from the real world successes and mistakes of an experienced Entrepreneur, [Business Consultant](#), and Business Owner. Apply out-of-the-box solutions to gain Competitive Advantage in your markets, no matter the economic conditions and challenges. This isn't some "theoretical" book, but rather tried-and-tested action strategies to apply to your business for certain success.

The Business Success Guide is very detailed, yet simple to follow and implement. The book has the following sections and chapters:

### **I. Section One: Business Planning**

- A. Effective Business Planning
- B. How to Develop an Effective Executive Summary
- C. Strategic Planning for Business Success
- D. Developing a Winning Marketing Plan

### **II. Section Two: Business Management**

- A. What Does a Good Business Consultant Do?
- B. Leadership: The CEO
- C. Compensation Planning
- D. Managing and Running a Successful Family Business



- E. Is Franchising Right for You?
- F. Business Turnaround Strategies & Leadership

### **III. Section Three: Business Growth**

- A. Small Business Innovation
- B. Business Success & Failure
- C. Strategies for Managing Business Growth
- D. Business Recession Tactics
- E. Basic Internet Strategies
- F. Internet Marketing Strategies
- G. Search Engine Optimization Strategies
- H. Business Marketing Strategies

### **IV. Section Four: Financial Management**

- A. Cash Flow Management
- B. Maximizing Profits in Your Business
- C. The Importance of the Balance Sheet
- D. Managing Financial Data for Success
- E. Breakeven Analysis

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- A. Financing a Small Business
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**Frank Goley** is a Business Consultant for ABC Business Consulting. He writes [The Business Success Blog](#), [The Business Success Newsletter](#), [Business Success Articles](#), and he is author of two e-books: [The Business Success Guide](#) and [The Business Plan Guide and Workbook](#).

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