

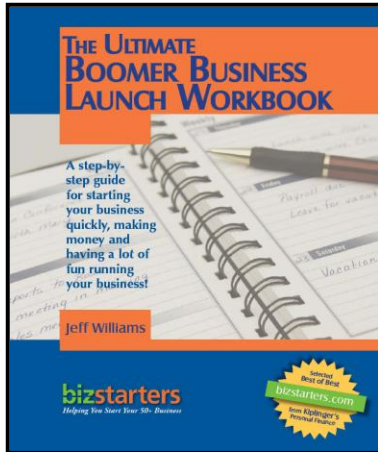
A Special Promotional Premium

“If you are thinking of starting your own business, you MUST get this guide. It is the best start-up guide I have seen.”

Reba Collins, *Internet Marketing Boomer*

The Ultimate Boomer Business Launch Workbook

By Jeff Williams



If You Want To Talk To Entrepreneurial Boomers...

Get their attention with this step-by-step guide which shows them how they can turn a well-developed work skill or much-enjoyed leisure interest into a great new life as the owner of their own business.

You want to talk to successful men and women who are eager to have fun and gain reward in a business of their own, but *without risking their retirement savings or without having to invest a lot of their time to get up and running.*

This guide shows them how to do it...in no time!

ISBN 978-0-9818540-6-9 \$29.95
163 pages – b&W text paperback
7 ¼" x 9 ½"

The twenty-five, step-by-step planning modules **reveal dozens of insider tips** and techniques, such as:

- How to make your home-based business look bigger and more established.
- How to get an eye-catching business identity for less than \$70.
- How to automatically send attention-getting promotional messages.
- How to use simple math to project your profit for the next year.
- How to use discount deals and slightly used equipment to save big money.
- How to keep your business books...in only one hour per month.
- How to work with expert online service providers...and save money too.
- How to really set up a relationship with your local bank.
- How to use free resources to find new customers...and much more.

The Ultimate Boomer Business Launch Workbook...

***Connects You to People Eager To Launch a Business
And Then Use Your Company's Services To Make It Very Profitable***

- The Guide is priced to create a very attractive self-liquidating promotional offer.
- The Guide makes an attention-getting membership premium.
- The Guide can be easily combined with one of your services in a combination.
- The Guide's a very affordable workshop or course guide.

The street-smart, action-oriented, keep-your-overhead-low planning process presented in ***The Ultimate Boomer Business Launch Workbook*** is drawn from the first-hand experience of Jeff Williams gained through coaching new Boomer entrepreneurs over the past twenty-one years...more than 4,000 to-date. He is tuned in to the unique "lifestyle" approach that Boomers bring to owning a business. And because he is a 50+ Boomer himself, he clearly understands the need to reduce financial risk and heighten financial reward when getting into business in the third stage of life.

This is the first business start-up workbook to combine complete planning modules with step-by-step instructions on how get important organizational tasks, such as logo design and legal registration, completed by online service providers, thereby saving the reader hundreds of dollars and many days of effort.

About Jeff Williams

- ✓ CEO and Chief Coach for Bizstarters.com, selected by the editors of Kiplinger's Personal Finance magazine as "The Best Entrepreneurial Guide For People Over 50".
- ✓ Host of the *Boomer Business Hour* on the sbradio Internet radio network.
- ✓ His articles and *Boomerpreneur* blog on running a business after 50 are widely republished on top business websites, such as fortune.com and businessweek.com.
- ✓ Serves as Boomer Business expert for RetirementRevised.com, SBTV.com and What'sNext.com. Facilitates the Boomer business Q&A Forum on Boomster.com.

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To order, visit www.ultimateboomerbizguides.com or call Jeff Williams at 877-232-0744.