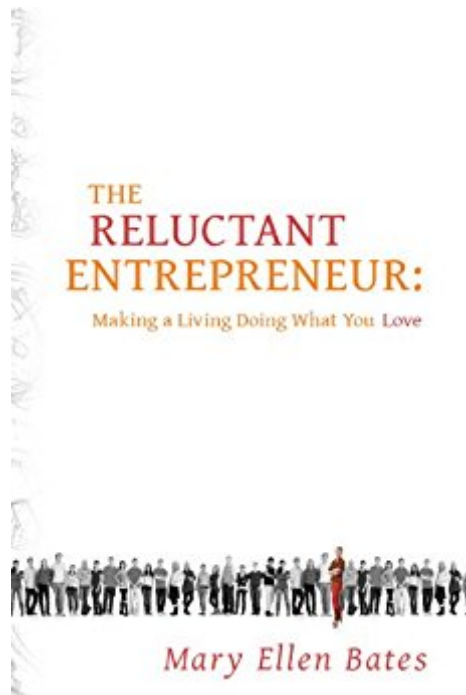


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# The Reluctant Entrepreneur: Making A Living Doing What You Love



## Synopsis

Are you a reluctant entrepreneur? You're someone who has a professional skill—a therapist, app developer, technical writer, event planner, or even cat wrangler. You love what you do. You don't want to work for someone else. And the thought of running a business makes your blood run cold. Yep, you're a reluctant entrepreneur! Mary Ellen Bates is a no-longer-reluctant entrepreneur who, in her 20+ years of self-employment, has discovered that it's possible to run a profitable business and have fun at the same time. In *The Reluctant Entrepreneur*, she shares her approach for making a living doing what you love for people who value what you do.

## Book Information

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## Customer Reviews

There is a glut of books on the market targeting new-starts and small businesses. Sifting through the descriptions to determine their usefulness is no easy task. Worse yet is the fact that most are focused on the needs of product-oriented businesses, leaving those of us who primarily provide services feeling underserved and dissatisfied all too often. When I was gearing up to start my document research business, I predictably combed libraries and bookstores looking for that magic

bullet of a book that would put me on the path to success at launch and in the early years of building my business. Those efforts led me to a short list of useful sourcesâ€”among them a wonderful book entitled "Building & Running a Successful Research Business: A Guide for the Independent Information Professional" by Mary Ellen Bates. Since that book directly and concretely addressed my needs and provided me with ample guidance to accomplish my goals, I figured my quest was over. And then along came "The Reluctant Entrepreneur: Making a Living Doing What You Love," another title by Mary Ellen Bates. As with her earlier publication, Bates hits the business book trifecta by providing inspiration, strategies, and tools for launching a new-start and building upon it. But "The Reluctant Entrepreneur" doesn't simply rehash content from her earlier work. Instead, it presents her latest insights and approaches to entrepreneurship distilled from a professional life that embraces a marketplace fraught with change and teeming with new opportunities.

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