Navigate through todays data driven business with

**The**

**New Entrepreneur**

**A Guide to Modern Business**

Break the Learning Curve and Dominate

**J. Isaac Perez**

**Big players have had their fun for too long.** Data driven business platforms have ushered in a new era of opportunity & competition. Small businesses continue to grow at unprecedented rates. Unicorn companies are sprouting left and right. Modern platforms open new markets at a global scale.

It’s obvious, **new entrepreneurs are winning the battle against big business**. How do they do it?

Entrepreneurs are leveraging resources like never before. Cloud technologies have eliminated economies of scale, giving smaller players a fair playing field. New learning mediums provide ambitious tycoons with access to free knowledge. Inexpensive software give small businesses unprecedented automation previously exclusive to large corporations. Scalable business processes eliminate waste and optimize productivity. Instant communication and social media open the door to real-time customer interaction and relationship nurturing.

Opportunities are ever present. **Don’t get left behind!**

What’s inside the Book?

* Helpful resources for entrepreneurs including links to grants, SBA programs, and funding avenues
* Insight into lesser known leverages for boosting success like D&B credit scores, BBB ratings, and 8(a) business advantage programs
* An introduction to business structures including filing tips, form examples, & important links
* An overview of financial statements including the Balance Sheet, Income Statement, & Statement of Cash Flows
* Modern software suggestions for automated transactions & streamlined business procedures
* Proven sales and marketing practices including elevator pitches, sales channels, and conversion rate optimization
* Process improvement techniques including Lean Principles, Six Sigma, & Value Stream Mapping

Its time you grabbed the bull by the horn and started doing business the modern way.