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So you've thought about starting a business, but how do you get started? We've broken it down into 7 simple steps.

This book includes all the advice you need, from working out the objectives and vision of your company and defining your USPs, to writing a business plan and developing the sales and marketing strategy. Follow our simple steps and learn everything you need for a successful start up. Before long you'll be watching your hard work pay off and doing something you love.

About the author

Together with running Alex Ritchie Consulting; Alex Ritchie is co-founder and director of Venn Street, which has been project managing the Global Entrepreneurship Week campaign. Alex is an advisory board member for Astia, a not-for-profit organization that propels women's participation in business, and a UK advisory board member of Finca, providing financial services to the world's lowest-income entrepreneurs. Natalie Campbell is founder and director of A Very Good Company, an agency that works to drive social change in communities around the world. Having started her first business at 19, by 21 she was juggling a degree and starting up a Morgan De Toi retail franchise. Natalie has used her experience to champion global entrepreneurship development and is a business commentator for the BBC.

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