Index

```
accounting, 95–96, 109
advertising, 77–86
advice, 21–36
backup, 127-129
banks, 117
barter, 98
Bill Gates, 163
billing
   collection, 102
   flat plus parts, 60–61
   hourly, 60
   milestone, 60
books, 24-34
borrowing, 16-17, 37-38, 122-123
building, see business->space
burned, getting, 37–45
business
   first steps in starting, 16–20, 73–87
   forms of, 91–95
     corporation, 92–95
     sole partnership, 92
     sole proprietorship, 91
   paperwork, 90-91
   shutdown, 55–56, 151–162
     time, 158
   space, 120-122
   startup
     inexpensive, 53–54
     quick, 55
   what kind of, 74–76
```

```
business cards, 77
business opportunities, 38–39
cars, see driving
cash, 100–101
cheap startup, see business->startup
computer programmers, see developers
computers, 125–135
continuous improvement, 116
contracts, 41–44, 62–63
convenience store, 22
copyrights and patents, 66
   signing over, 44
corporation, see also business->forms of->corporation
credit, 100–101
customers, 13–14, 26, 46, 60, 91, 99–100, 111, 156, 159
   asking for money, 97
   coming to your house, 59, 76, 119
   dating, 70
   defective, 99–100
   losing, 107
   unsolicited contact, 78
Death of a Salesman, 46
Dell Computer, 164
developers, 126
discipline, 13-14
disclaimer, ii, 1–2
disclaimers, 70–71
discouraged worker, 4
DNS, see domain names
domain names, 129–130
driving, 71
employees, 68–69, 112–116
   dating, 70
equipment, 86, 96
estimates, 59–61
evaluating an offered job, 151–152, 156–158
evaluating your current business, 152–153
evaluating yourself, 154
experience, 44, 52–53
```

```
franchises, 22, 39-40
gas station, 23
government authorities, 117–120
health insurance, 13, 41, 137–150
   Affordable Care Act, 137–139
   discount cards, 148-149
   exclusionary period, 142
   limited benefit plans, 142, 148
   Medicare, 140
   minimum residence time, 142
   minimum uninsured time, 143
   other countries, 144–145
   research materials, 143
   solutions, 139–147
   sucker bets, 147-149
   unlicensed providers, 147
   waiting lists, 143
Hewlett Packard, 163
HTML, 133
ice cream shop, 22–23
image, 4-5
indemnification, 42-43
insurance, 71, 95
inventory, 86, 96
ISP independence, see webhost independence
job
   evaluating a, 151–152, 156–158
   getting a, 15
K.I.S.S Principle, 130–135
lawsuit, see litigation
libel, 65–66
   veggie, 66
litigation, 61–62, 65–72
loans, see borrowing
location, 59
margin, 56–57
```

```
Mark Spencer, 164
marketing, see sales
Mattel, 164
Medicare, see health insurance->Medicare
mental processes
   manipulating, 106–108
Michael Dell, 164
Microsoft, 164
MLM, see multilevel marketing
multilevel marketing, 38–39
naysayers, 11–15
NDA, see nondisclosure
network marketing, see multilevel marketing
noncompete, 43
nondisclosure, 43-44
office, see also business->space
OSHA, 120
partnership, see business->forms of->sole partnership
Paul Allen, 163
payments, 12
Paypal, 131-132
pricing, 97–99
profit margin, see margin
programmers, see developers
quick startup, see business->startup
Rapid Learning, 105
rapid learning, 34
Recession Relief Package, 106
Ross Perot, 164
safety, 67–68
sales, 12, 46–50, 97–103, 108–109, 111–112
satisfy customers, 159
SBA, 34-36
SCORE, 35–36
selling, see sales
sexual harassment, 70
shutting down your business, see business->shutdown
```

```
slander, 65-66
Small Business Association, see SBA
software developers, see developers
sole proprietorship, see business->forms of->sole proprietorship
spreadsheets, 132–133
starting up your business, see business->startup
Steve's Stereo Repair, 17–19
substance abuse, 71
taxes, 118-119
   sales, 88-90
Theory of Constraints, 106
Third Faze Clothing, 8–10
Thriving in Tough Times, 31
Toastmasters, 49
transition strategies, 76–77
troubleshooting, 32–33, 105–106
veggie libel, see libel->veggie
Web 2.0, 134–135
webhost independence, 129-130
Willy Loman, 46
zoning, 119-120
```