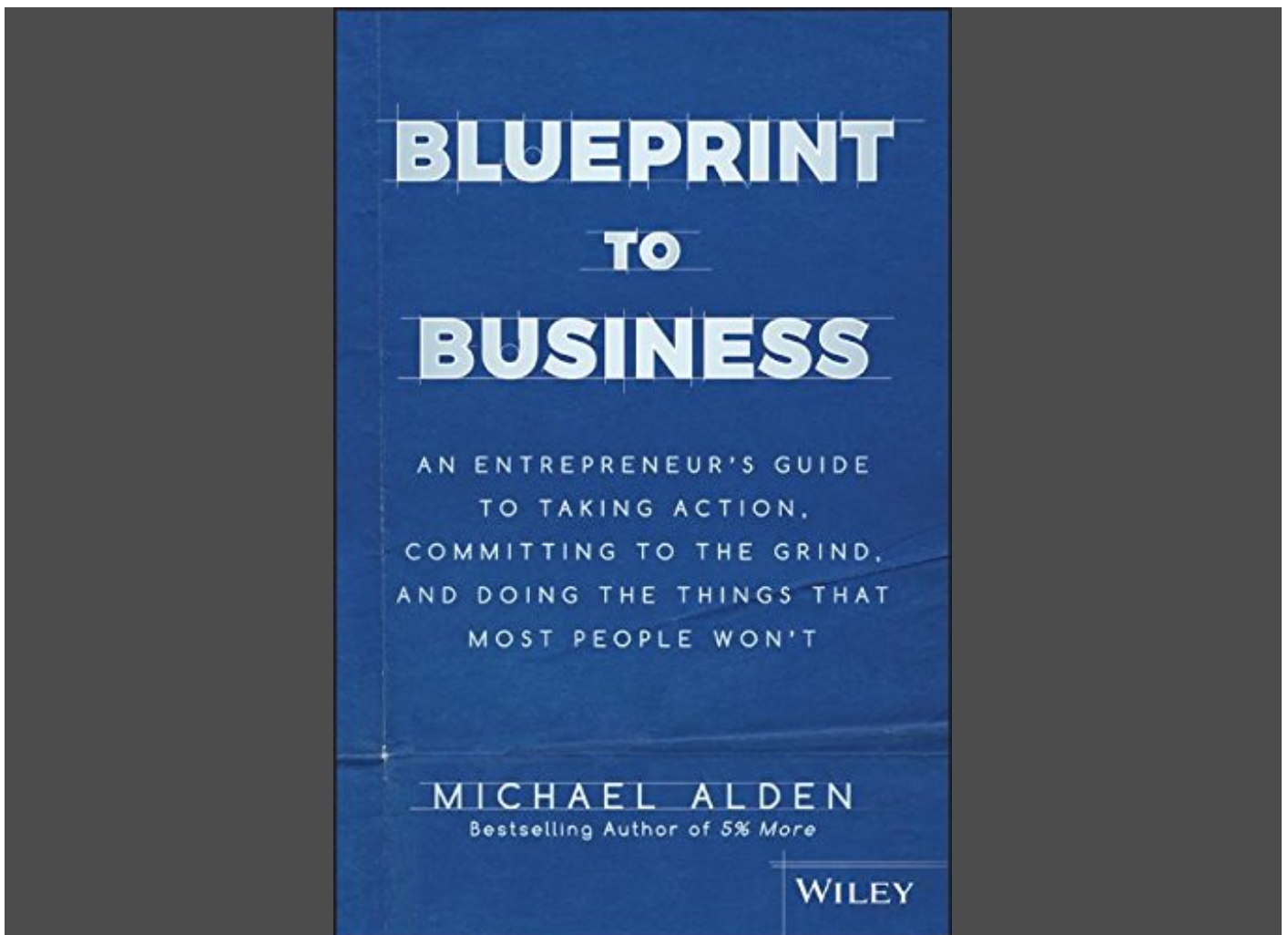


PDF | Blueprint to Business: An  
Entrepreneur's Guide to Taking  
Action, Committing to the Grind, And  
Doing the Things That Most People  
Won't

by Michael Alden



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### Essential reading for any would-be entrepreneur

*Blueprint to Business* is the ultimate guide to becoming a successful entrepreneur. Bestselling author and CEO Mike Alden puts aside the rainbows and sunshine, gets real about what it takes to 'make it,' and gives you the real-world guidance you need to hear. Through anecdotes and advice, he shares his experiences along with those of other top founders and entrepreneurs to give you a realistic picture of what it takes to build a business. It's a bit of tough love, a healthy dose of reality, and a tremendously motivating guide to striking out on your own; from motivation and commitment to business licenses and the IRS, this guide is your personal handbook for the biggest adventure of your career.

So you want to start a business: how much are you willing to commit in terms of time, money, and energy? How do you plan to bring in customers? What will set you apart from the crowd? What will convince clients to come to you rather than your competitor with an established track record? These questions must be answered before you even begin planning—and then, you have to make that canyon-sized leap from planning to *doing*. This book guides you through the early stages with practical advice from a real-world perspective.

- Turn 'dreams' into goals, and goals into reality
- Discover just what it takes to build a successful business
- Dig into the paperwork and legal/regulatory requirements
- Adjust your expectations to reflect your abilities and willingness to commit

Starting a business could be the best thing you've ever done—or it could be the worst. Mitigate the risk by setting yourself up for success from the very beginning with the invaluable advice in *Blueprint to Business*.

### **Praise for *Blueprint to Business***

"I've had the opportunity to work directly with Michael Alden on his children's book. His business know how and ability to get things done is unparalleled."

—Naren Aryal, CEO Mascot Books.

"As an entrepreneur and author myself, I would recommend *Blueprint to Business* to anyone who is in business or looking to start a company. Michael Alden's no nonsense approach is much needed for anyone who wants the real truth about the life of an entrepreneur."

—Ken Kupchik, author of *The Sales Survival Handbook Cold Calls, Commissions, and Caffeine Addiction* *The Real Truth About Life in Sales*

"Michael Alden's story is truly inspirational. He has seen some extremely difficult times and has overcome extraordinary odds along his journey. He harnessed what he learned even as a young child to achieve great business success. The lessons in *Blueprint to Business* not only help those in business but it is for anyone who wants more out of life."

—June Archer, author of *YES! Every day can be a good day: The Keys to success that lead to an Amazing life*

"As a young entrepreneur, I have found that truly successful people help and teach others. Michael Alden has taken the time to help me with my business and my book. His experience is undeniable and I would recommend *Blueprint to Business* to any entrepreneur who wants to learn from someone who has done great things and continues to."

—Casey Adams, social media influencer and author of *Rise of The Young: How To Turn Your Negative Situation Into A Positive Outcome, and Build A Successful Personal Brand*

"Being an entrepreneur has its challenges. Michael Alden shares his business experiences to help others succeed. His advice and enthusiasm is directed towards teaching and leading through example. If you are looking to succeed in business this book is a must read!"

—Christopher J. Wirth, entrepreneur, speaker, trainer, coach and host of the No Quit Living Podcast

"I've known Mike for over ten years. I have had the opportunity to work very closely with him on dozens of transactions. His ability to get things done and work through obstacles is second to none. When most people would give up, Mike figures out a way to get things done."

—Jim Shriner, television personality and author of *Live Disease Free Naturally*.



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