



# The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business

By Emira Mears, Lauren Bacon

Download now

Read Online ➔

## The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon

Female entrepreneurs are a growing force to be reckoned with. Each year, more and more women take the initiative and start their own business ventures—at twice the rate of men. Women continue to reshape the business world with innovative models, both large and small. So why is there a lack of clear-cut, expert advice aimed at this dynamic female audience?

In *The Boss of You*, Emira Mears and Lauren Bacon, founders of Raised Eyebrow Web Studios Inc. and co-editors of the well-known webzine Soapboxgirls, set out to answer this question. As intelligent entrepreneurs and straightforward writers, Emira and Lauren offer insight into beginning—and sustaining—small businesses from the female perspective. Peppered with stories from women who have been there, from cautionary tales to success stories, *The Boss of You* provides readers with real advice and career options that will allow them to live their values and achieve their own version of work-life balance.

Whether you are an established professional or an entrepreneurial newbie, *The Boss of You* is the definitive guidebook for starting, maintaining, and enjoying your own business.

↓ [Download The Boss of You: Everything A Woman Needs to Know ...pdf](#)

📖 [Read Online The Boss of You: Everything A Woman Needs to Know ...pdf](#)

# The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business

By Emira Mears, Lauren Bacon

## **The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business** By Emira Mears, Lauren Bacon

Female entrepreneurs are a growing force to be reckoned with. Each year, more and more women take the initiative and start their own business ventures—at twice the rate of men. Women continue to reshape the business world with innovative models, both large and small. So why is there a lack of clear-cut, expert advice aimed at this dynamic female audience?

In *The Boss of You*, Emira Mears and Lauren Bacon, founders of Raised Eyebrow Web Studios Inc. and co-editors of the well-known webzine Soapboxgirls, set out to answer this question. As intelligent entrepreneurs and straightforward writers, Emira and Lauren offer insight into beginning—and sustaining—small businesses from the female perspective. Peppered with stories from women who have been there, from cautionary tales to success stories, *The Boss of You* provides readers with real advice and career options that will allow them to live their values and achieve their own version of work-life balance.

Whether you are an established professional or an entrepreneurial newbie, *The Boss of You* is the definitive guidebook for starting, maintaining, and enjoying your own business.

## **The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business** By Emira Mears, Lauren Bacon Bibliography

- Sales Rank: #769902 in Books
- Brand: Brand: Seal Press
- Published on: 2008-04-15
- Original language: English
- Number of items: 1
- Dimensions: 8.25" h x .75" w x 5.63" l, .88 pounds
- Binding: Paperback
- 312 pages

 [Download The Boss of You: Everything A Woman Needs to Know ...pdf](#)

 [Read Online The Boss of You: Everything A Woman Needs to Kno ...pdf](#)

## **Download and Read Free Online The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon**

---

### **Editorial Review**

From Publishers Weekly

Female entrepreneurs start businesses at twice the rate of their male counterparts, and in this book they will find a practical compendium of everything there is to know about launching and sustaining a small business. Mears and Bacon emphasize building an individualized business plan and developing a firm foundation by establishing clear goals, frankly evaluating your skills and refining answers to the Big Questions: what are you really selling? Who is your target audience? How should you best package your business's public image? The authors cover the fundamentals of crafting a mission statement, developing branding, handling finances and legal issues, hiring good employees and expanding your business with admirable clarity, bolstered by success stories, helpful exercises and sample budgets. Women with dreams of owning their own businesses and looking for a place to start will find much to aid them—and much to enjoy—in this thoughtful guide. (May)

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From [Booklist](#)

Web design partners and strategists and now coauthors Mears and Bacon make sure that the rational side is well-prepared before venturing into a new business, with lots of straightforward talk. Take finances: there's not only a laundry list of all the money angles to consider but also a sample budget to help a wannabe manufacturer figure out the cost of goods sold. They'll walk you through a naming session, complete with defining mission, personality, and target audience. And possibly overwhelm you with marketing and business-building ideas, including PR, advertising, collateral, and networking. Sidebars expand in a lively fashion on some of the hottest trends, like blogging and business coaches. Then, there's the quieter and realistic side, handling "the ease with which we find ourselves sacrificing our own basic needs in the quest to succeed." --Barbara Jacobs

Review

[T]his is a handy guide that feels less like slogging through a tome of entrepreneurial jargon & more like chatting with a knowledgeable friend over afternoon tea. --BUST magazine

Web design partners and strategists and now coauthors Mears and Bacon make sure that the rational side is well-prepared before venturing into a new business, with lots of straightforward talk. --Booklist

"On bad days, when the boss demands the impossible or the office politics are particularly toxic, it's comforting to think you could just walk away. Start your own business, stop being an employee. Be your own boss. It may be a fantasy that might fade on better days, but if the idea of working for yourself is more than a vague concept, two Vancouver entrepreneurs want to help you make it real. Lauren Bacon and Emira Mears launched their Web site design and development company eight years ago, and have just published a guide to assist other women who dream of having their own business. *The Boss of You* (Seal Press, \$15.95), is an engaging book that mixes business basics, worksheets to help hone an idea, as well as personal stories from Ms. Bacon, Ms. Mears and other entrepreneurs across the country and the United States." -- *Financial Post Business*, June 30, 2008

Canadian entrepreneurs Mears and Bacon offer their personal experiences in setting up their web-design company, as well as real-life scenarios from dozens of other women in start-up ventures. After helping readers define the vision for their business and understand why they need to be their own boss, this practical

guide follows the stages of a start-up and offers down-to-earth advice backed up with real-life scenarios. --  
*Library Journal, March 15, 2008*

Female entrepreneurs start businesses at twice the rate of their male counterparts, and in this book they will find a practical compendium of everything there is to know about launching and sustaining a small business. Mears and Bacon emphasize building an individualized business plan and developing a firm foundation by establishing clear goals, frankly evaluating your skills and refining answers to the "Big Questions": what are you really selling? Who is your target audience? How should you best package your business's public image? The authors cover the fundamentals of crafting a mission statement, developing branding, handling finances and legal issues, hiring good employees and expanding your business with admirable clarity, bolstered by success stories, helpful exercises and sample budgets. Women with dreams of owning their own businesses and looking for a place to start will find much to aid them--and much to enjoy--in this thoughtful guide. --  
*Publishers Weekly, March 3, 2008*

Who should read it: First-time women entrepreneurs who like the idea of starting small and working with people they know.

Why this book stands out: Few business books have the courage to go for the humble angle that this one does. Before creating their startup, Raised Eyebrow Web Studio, authors Mears and Bacon noticed that every business book "seemed to assume that every businessperson was pushing for big growth, plenty of staff and massive profits." The authors, however, took a different approach. "We knew that we wanted to start out small (just the two of us), work with people we loved and grow at a sustainable rate over time while still being paid what we were worth."

Because it doesn't give the mainstream "grow big and fast" message on business, the book offers unconventional advice on running a business where every aspect of it is close to your heart. --  
*Entrepreneur.com, March 04, 2008*

The ultimate Bible for female entrepreneurs, this book covers everything from creating a marketing plan and hiring employees to handling legal issues and firing a friend. Plus, it's written in a quirky, light-hearted tone that is a joy to read. --WOW! Women on Writing, November/December 2008

## **Users Review**

### **From reader reviews:**

#### **Eric Sanders:**

Reading a guide can be one of a lot of exercise that everyone in the world likes. Do you like reading book so. There are a lot of reasons why people like it. First reading a book will give you a lot of new information. When you read a publication you will get new information due to the fact book is one of many ways to share the information or perhaps their idea. Second, studying a book will make an individual more imaginative. When you looking at a book especially fiction book the author will bring you to definitely imagine the story how the people do it anything. Third, you are able to share your knowledge to other people. When you read this The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business, it is possible to tells your family, friends in addition to soon about yours publication. Your knowledge can inspire average, make them reading a publication.

**John Augustine:**

The publication with title The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business has lot of information that you can discover it. You can get a lot of benefit after read this book. This particular book exist new expertise the information that exist in this reserve represented the condition of the world at this point. That is important to yo7u to understand how the improvement of the world. This book will bring you inside new era of the syndication. You can read the e-book with your smart phone, so you can read the item anywhere you want.

**John Ashcraft:**

People live in this new moment of lifestyle always attempt to and must have the extra time or they will get great deal of stress from both day to day life and work. So , once we ask do people have free time, we will say absolutely sure. People is human not a robot. Then we request again, what kind of activity are there when the spare time coming to you of course your answer may unlimited right. Then ever try this one, reading ebooks. It can be your alternative throughout spending your spare time, often the book you have read will be The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business.

**Charles Simpson:**

You may get this The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business by go to the bookstore or Mall. Just viewing or reviewing it could possibly to be your solve challenge if you get difficulties to your knowledge. Kinds of this reserve are various. Not only through written or printed but in addition can you enjoy this book by simply e-book. In the modern era including now, you just looking from your mobile phone and searching what your problem. Right now, choose your current ways to get more information about your reserve. It is most important to arrange yourself to make your knowledge are still upgrade. Let's try to choose correct ways for you.

**Download and Read Online The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon #WMZA8DTS216**

# **Read The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon for online ebook**

The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon books to read online.

## **Online The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon ebook PDF download**

**The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon Doc**

**The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon Mobipocket**

**The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon EPub**

**WMZA8DTS216: The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business By Emira Mears, Lauren Bacon**