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**SHOESTRING VENTURE:
THE STARTUP BIBLE**

By Richard Hooker & Steve Monas

**A Complete Guide to Starting and Growing Your Own Business On A
Shoestring Budget**

“This is a must have book for those who want to create an internet business. There is a steep learning curve and this book provides the steps to climb that curve. It is highly recommended for novices and experts alike as a handy reference book for doing business on the internet.”

- **Elizabeth Pepper (Writer's Business Academy)**

“If I had a chance to name this book, I would have called it, "The Cheat Sheet for Business." It has everything a person needs to start a small business, or needs a handy reference to do things the right way in his business.”

- **Ranojay Ghosal**

“The text is exceptionally informative. The writers take virtually every area of concern in a start-up and go to great lengths to explain it in detail—plus give specific references to the sources of additional information. The authors have succeeded in providing a one-volume guide that will provide the majority of answers to any new entrepreneur's questions about business.

This reviewer is very impressed.

— **iUniverse**

Shoestring Venture: The Startup Bible (iUniverse; January 1st 2009; \$34.95/softcover; 978-0-595-50651-4), the first book from the *Shoestring Venture Series*, from authors Richard Hooker and Steve Monas is the first complete resource for entrepreneurs and business owners for the Internet age; providing both the information and resources necessary to start a business or operate an existing venture based on a shoestring or limited budget. No book has ever provided complete resources for the shoestring entrepreneur or home-based business that seeks to exploit the global resources and money-saving tools offered by the Internet and information technology.

Hooker & Monas take readers on a journey of discovery on how to become a successful entrepreneur and thrive in your own business, even when faced with economic challenges and limited budgets. From financing, product development, employee relations, to marketing, readers will learn all the necessary components of business success in real, practical, takeaway knowledge.

“A book of this magnitude has never been so important! Layoffs and underemployment, along with the manifest failure of traditional manufacturing and retail models is pushing more people into becoming solopreneurs or entrepreneurs,” said Hooker. “This is the era for people to not just start their own business but start a business doing what they normally would have received a paycheck for. Never in the history of the world have so many resources at so low a cost been so easily accessible for an entrepreneur who only needs a computer, a connection to the Internet, and the moxie to make it work”

- MORE -

The authors argue that feel-good, self-help business books may be bestsellers, but ultimately provide little help in starting or running a business. *Shoestring Venture: The Startup Bible* doesn't go for flash but instead provides concrete solutions to all the challenges large and small that every entrepreneur and small business owner has to confront; challenges that eat up time and resources but make the difference between success and failure.

Shoestring Venture: The Startup Bible manages to successfully answer in a single volume most questions that new entrepreneurs bring to a new business. While entrepreneurs have whole libraries of books competing for their attention, few cover the subject as exhaustively, practically, and timelessly as this reference guide.

Among other things, readers will learn:

- How to start and/or operate a business efficiently & successfully on a constrained budget
- How to become a formidable player in the global business world by finding and managing off-shore and outsource vendors in a practical way
- How to capitalize on the Internet and information technology by running a virtual organization from a desktop or laptop computer.

"We are entering a century for small business," said Monas. "Individuals, bootstrap entrepreneurs, and small businesses all have the tools to build powerful start-up organizations, from financing, to product development, to marketing, without ever really having to walk out the front door. Using the assets of global communications and data networks, individuals and small businesses can staff an entire organization with every human resource and skill needed at rock-bottom prices."

That's what *Shoestring Venture* is all about: giving entrepreneurs and small business owners the tools they need to start a new business or take their current business several levels higher by exploiting the resources our interconnected world offers.

Topics include:

- Starting a business
- Finding investors
- Managing finances & taxes
- Getting the right hardware
- Software on a budget
- Outsourcing back office
- Product development from idea to distribution
- Outsourcing IT
- Making a Web site *work*
- Marketing & promotions

- MORE -

About the Authors

Richard Hooker heads up a Los Angeles marketing and advertising agency that specializes in start-ups and turnarounds. Having completed doctoral work at Stanford University and an MBA at USC, Mr. Hooker spent eight years teaching first at Stanford and then Washington State University before moving on to become creative director and marketing strategist at a Los Angeles marketing communications firm. As an international consultant, Mr. Hooker has worked with one-person start-ups to Fortune 500 firms from Russia to Japan, and across the U.S.

Steve Monas is a Web and Business Development Strategist, having devised and operated several highly successful start-ups in the publishing, video, music and film industries over the past 15 years. Monas uses his marketing and ecommerce expertise serving as a marketing consultant for such institutions and businesses as Pepperdine University; partnering with the Graziado School of Business & Management's business program, Soyo Group, Lip Ink, and Laser Eye Center. As an established author, Monas has published *YourSpace* and *Chemistry and Numbers*.

About the Book

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For more information about **SHOESTRING VENTURE: THE STARTUP BIBLE**,
please visit: www.shoestringventure.com

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