

SCIENCE NEWS

AUGUST 2, 1980
VOL. 118, NO. 5



Psychedelic Botany

The perfect inflation hedge: your own business

Who will survive the inflation of the 1980's?

To answer that question, let's look first at who *won't* survive:

The salaried worker whose weekly paycheck can't keep up with skyrocketing prices. The retired person on a fixed income. Those whose assets are in savings accounts, stocks, bonds or other investments that may deliver a 5% return—when inflation is 10%, 15% or several hundred percent. (Make no mistake: it can happen here.)

Those who survive inflation will be the *self-sufficient*: the entrepreneurs, the private investors, the successful freelancers and consultants. In short, the *self-employed business person* who has an independent source of income.

Of course, everyone is affected by inflation. But the small business owner is *least* affected. In fact, with good planning, he can even *benefit* from it!

That's why we call a small, privately owned business *the perfect inflation hedge*.

Announcing the first book on business as an inflation hedge.

A business as an inflation hedge? Sure, it's a new idea. So new that almost nothing has been written about it. Until now.

Now there's *How to Win the Battle Against Inflation With a Small Business* by Murray Miller and Franz Serdahely. This information-packed volume, just published by Enterprise, is the *first* and *only* book on the subject. It's filled with practical ideas and concrete strategies to help you launch your own small business as a hedge against the crippling inflation of the 1980's.

Your tremendous edge as a small business owner in an inflationary decade.

With a business of your own, you're not tied to a fixed income when prices are soaring. You're free to raise your *own* prices if necessary—so your customers or clients help you cushion some of the shock.

Your overhead is low. You have few employees—or none at all. When you need help, you hire it—by contracting with others for specific services.

“Privately owned businesses, headed by their entrepreneur/owners, will not only cope with inflation, but may even become profitable. This is a prediction supported by many economists, bankers, and members of the business community. Price flexibility, and the ability to ‘maneuver’ in any type of business condition gives the small operator a decided advantage during inflationary times.”

—from Chapter 14 of
How to Win the Battle Against Inflation With a Small Business

As a salaried worker—no matter *how* good your pay and benefits—you're always at the mercy of a single employer. You can be dismissed at any time. As long as you work for someone else, you have no control over your financial future.

But as a self-employed business person, you *do* have control. And because you have *many* customers or clients, the loss of one usually isn't a problem. The loss of a salaried job, on the other hand, is almost always a catastrophe.

The two key terms to remember are *flexibility* and *freedom*. They will be the watchwords of the '80's. As a salaried worker, you have *neither*. As a small business owner you have *both*.

It's easier than you think!

But isn't it difficult to launch a business? Doesn't it require lots of capital?

Not necessarily. You can start on a part-time basis. Many successful businesses began during the founder's spare time. Try “moonlighting” as an entrepreneur. Get your feet wet. When things start to pick up, you'll feel confident enough to quit and begin managing your new business full time.

As for money, *How to Win the Battle Against Inflation With a Small Business* will show you numerous businesses that can be started *without a penny of investment!* Many others require only a minimum of start-up capital.

Dozens of *one-person enterprises* are outlined. And scores of *new* areas never reported on before in any book or article.

You'll learn which industries are virtually “inflation-proof.” The best parts of the United States for new ventures. How to spot opportunities all around you. And why *you* possess an enormous competitive advantage—even against multi-billion dollar corporations!

You'll discover how to raise capital... the right legal structure for your new company... how a partner can help you... small business tax-cutting techniques... and much more.

Do you know your chief keys to success in the uncertain '80's? *Your own skills, hobbies, knowledge and experience.* In this book, you'll find out how to analyze your background, your interests, your abilities—to discover which business you're best qualified to enter—and succeed in.

To bring its advice to life, *How to Win the Battle Against Inflation With a Small Business* is filled with dozens of actual case histories of successful entrepreneurs:

The Chicago executive who has a thriving business selling wood from old barns... The Philadelphia housewife whose toy “party plan” selling idea became a \$12 million enterprise... The accountant who turned a tiny rural grocery into a bustling supermarket... The construction worker who converted an abandoned service station into a fully rented office complex... The retired Air Force officer whose apple orchard now brings him \$2.3 million in annual gross revenue. And many others.

No-risk guarantee.

How to Win the Battle Against Inflation With a Small Business is hard-bound, oversized format, 275 pages, and fully indexed. It contains an extensive directory of books, magazines, newsletters, agencies and organizations that can give you additional help—with complete addresses for each source.

You're protected by our *unconditional money-back guarantee*. Keep the book for 60 days. If you're unhappy with it for any reason, just send it back for a full refund. No questions asked.

To receive your copy, simply write the words “Inflation Book” on a sheet of paper, along with your name and address. Enclose your payment of \$14.95. There is no sales tax, and the price is fully tax-deductible.

Mail to Enterprise Publishing, Inc., Dept. SC-08C 725 Market Street, Wilmington, Delaware 19801.

Inflation creates millions of losers—and a handful of winners. Which would you like to be? This book can help put you in the winner's circle. Order today.