

# YOUR OWN BUSINESS!

The simple, complete audio-visual home study course you follow step-by-step to success

-and to avoid \$1000's in costly mistakes!

"How To Start and Manage Your Own Business" tells you...and shows you...step-by-step how to get started...what to do... how to do it...where to do it and how much to do it. The hour or two a day you spend on this realistic, no-nonsense course will truly prepare you for the real business world — the tough world of small business — a world in which 80% of the businesses fail!

NO WASTED WORDS. In simple everyday language, you learn step-by-step how to achieve your financial goals. The Van Den Bergs assume you know practically nothing of the insider secrets that can make your business successful - while so many others are failing every day. So-leaving nothing to chance - these highly paid business consultants have created a practical and warmly personal course that not only tells you what to do - it tells you what not to do!

TAKE A LOOK AT THESE VITAL SUBJECTS. How much do you know about each of them? (Each cassette is matched with its own Workbook. No notes to take — just follow right along!).

- 1."The Power of Commitment" A little-known but simple rule that is so powerful it's been the basis for success in all areas of achievement. If you don't know this rule — you're almost sure to fail!
- 2."Where To Begin"—How to develop a business plan that will guarantee success. You'll learn how to use your skills—and that of others—to make sure you're always headed in

the right direction in marketing, raising money, product knowledge, pricing, etc.

- 3."Should You Start or Buy a Business"—advantages of buying an existing business, why start a business?, why consider a franchise?, how much to pay for a business, where to find it, what to look for when buying one, legal considerations.
- 4."How To Find a Product and Price It"—How to find the right product that you can sell at the right price to make the most money! Plus—how to avoid unprofitable products that could ruin you.
- 5."How To Raise Money" How to get other people to finance your business—banks, government agencies, small business administration, private investors, etc.

6."Tax-Saving Angles"—How you can use the same tax-saving techniques that work for big business. Earn up to \$100,000 a year and pay practically nothing in taxes.

7."Analyzing Financial Statements" — 15 tried-and-proven rules you must know in order to avoid financial pitfalls that trap most small businessmen — and let you take advantage of opportunities as they arise.

8."Marketing Strategies"—Exactly how to obtain free publicity and advertising, a unique method of selling to retailers, plus 5 unique ways of selling a personal service.

When you enter a business, you're going to learn how to run it—One way or the other! The hard way is to make all the costly mistakes as you go

along. The easy way (the one that saves you from these fatal mistakes) is yours just, by returning the coupon below! We can't guarantee success — but we do guarantee that this course will both delight you and give you the vital knowledge you must have to become a success in your own business. Send today!

#### The Authors

ARNOLD VAN DEN BERG is a highly successful small-business management consultant and manages portfolios ranging into the millions of dollars. He lectures at several universities, speaks at business conferences throughout the nation, and appears on numerous broadcast interview programs.

EGON VAN DEN BERG, MBA, CPA, is an independent businessman specializing in small-business consulting as well as maintaining a notably successful accounting and tax practice.

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