



Go It Alone!: The Secret to Building a Successful Business on Your Own

By Bruce Judson

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There is an epidemic of unhappiness in the American workplace. A full 70 percent of workers in the United States report that they are disengaged from their jobs. When asked, "Do you have the opportunity to do what you do best every day?" only 20 percent of nearly 2 million employees said yes. It is no wonder that 56 percent of all Americans dream of starting their own business. So why don't they do so? Because starting one's own business is seen as difficult, expensive, and risky.

In this extraordinary book, successful *Go It Alone!* entrepreneur Bruce Judson explains that the conventional wisdom about starting your own business is stunningly wrong. Using the leverage of technology -- e-mail, the World Wide Web, and the remarkable array of off-the-shelf business services now available -- it is dramatically easier to start your own business. Magnified by these new services, it is also possible to create, for the first time, a highly focused business.

Bruce Judson shows you the practical steps that will allow nearly any individual to create a business, often using job skills that seem to require an entire corporation for support. It is no longer necessary to spend time on the tasks that don't add value. It is now possible to stay small but reap big profits. Go-it-alone businesses allow the individual the freedom to concentrate on their greatest skills. After reading this book, your motto will be "Do What You Do Best, Let Others Do the Rest."

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Editorial Review

From Publishers Weekly

This engaging, if optimistic, primer insists that you don't need much capital, or much risk-taking, to start a business. Indeed, according to Yale School of Management professor Judson, author of *Netmarketing* and himself the founder of several allegedly successful small firms, the time has never been better for startups. With the Internet now offering every business service under the sun through online companies, solo entrepreneurs can—and must—outsource almost every aspect of their business and concentrate on leveraging their "unique skills." Judson lays out a number of useful rules of thumb (chief among them: don't give up your day job until your business is profitable) illustrated by case studies of successful businesses, from which readers can glean enlightening tips on marketing, fee structures and customer management. Less helpful are his recommendations for figuring out what an entrepreneur's unique skills actually are, as he relies on fuzzy introspective koans like "Find Your Source of Personal Energy." Interspersed is much motivational material on taking the first step, finding a way around obstacles, following your passion and facing down your fear. The book is not a step-by-step how-to, and its assurance that readers can beat the daunting odds against small business start-up success by avoiding typical mistakes is rather rose-colored, but those determined to take the plunge will find a good deal of easily digestible food for thought. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

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Using the success of his own two start-up companies as formulas for success, Judson offers sound, cogent advice for budding entrepreneurs. A well-known marketer himself, Judson explains how "going it alone" is different from being a typical small-business owner, the key being that the former is able to garner bigger profits despite a lack of resources, whereas the latter's revenue is tied to her own billed hours. So much potential exists, Judson argues, because in today's economy so many aspects of running a business can be outsourced, leaving the business owner to concentrate exclusively on what she does best. No great idea at the ready? Not to worry, Judson says, as he offers tips for finding a niche in an area where a person might prosper. Rounding out this handy, readable how-to are case studies that examine both successes and failures of go-it-aloners nationwide. An added bonus is a Web site that will feature discussions with the author, other resources, and updated case studies. Highly recommended for general business collections. *Mary Frances Wilkens*
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Review

"Judson offers sound, cogent advice for budding entrepreneurs...handy, readable how-to...Highly recommended for general business collections." -- *Booklist*

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