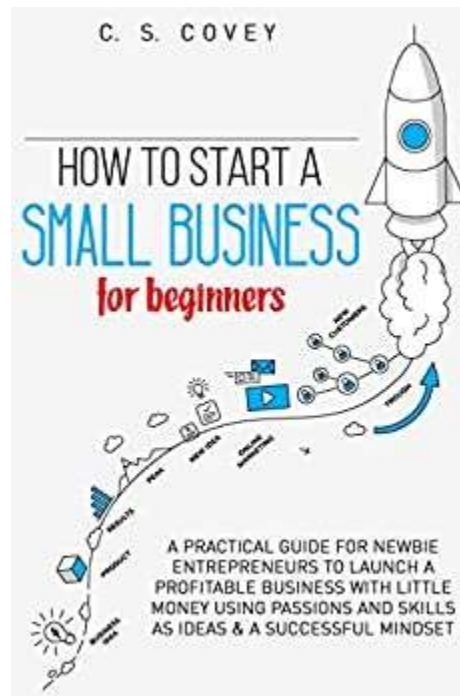


**Introducing a Book:**

*How to Start a Small Business – for Beginners*

**By C. S. Covey**

**Kindle Edition**



Courtesy:

[https://www.amazon.com/gp/product/B08GG5TY33?pf\\_rd\\_r=PV03S33ZPRZ6NA34SNVX&pf\\_rd\\_p=9d9090dd-8b99-4ac3-b4a9-90a1db2ef53b&pd\\_rd\\_r=229db958-2716-4136-b9fc-8474905732d3&pd\\_rd\\_w=rPIU&pd\\_rd\\_wg=AS6rT&ref=pf\\_rd\\_gw\\_unk](https://www.amazon.com/gp/product/B08GG5TY33?pf_rd_r=PV03S33ZPRZ6NA34SNVX&pf_rd_p=9d9090dd-8b99-4ac3-b4a9-90a1db2ef53b&pd_rd_r=229db958-2716-4136-b9fc-8474905732d3&pd_rd_w=rPIU&pd_rd_wg=AS6rT&ref=pf_rd_gw_unk)

This is an interesting, useful, and practical guide for “newbies” to start a profitable business. The focus is not on investing lots of money but on the “passions and skills as ideas and a successful mindset”. A good number of our business administration students and research scholars come from business families. Many graduates seek employment in companies and corporations. With encouragement from the teachers, future business administrators should try to start their own small business to gain hands on experience and, in addition, earn their own money and profit.

*How to Start a Small Business – for Beginners* contains two parts. Part 1 is given the title **Right Mindset**. Part 2 is given the title **Repeatable Path**.

Part 1 has 11 chapters. The titles given to these chapters give us some insight into the contents of the materials presented and discussed in the chapters.

Introduction

### **Part 1 Right Mindset**

Chapter 1 Looking Like A Winner

Chapter 2 Feeling Like A Winner

Chapter 3 What Is Your Dream Life?

Chapter 4 Work for It

Chapter 5 Having Discipline

Chapter 6 Keeping A Schedule

Chapter 7 Attitude Is Everything

Chapter 8 Your Surroundings

Chapter 9 How to Speak Like a Winner

Chapter 10 Failure Is Necessary

Chapter 11 Never Stop

### **Part 2 Repeatable Path**

Chapter 12 Turning An Idea Into A Service

Chapter 13 Where to Start

Chapter 14 The Logistics

Chapter 15 Budgeting

Chapter 16 Avoid Debt

Chapter 17 Be Self Reliant

Chapter 18 Responding to a Change of Plans

Chapter 19 Research

Chapter 20 Being Patient

Chapter 21 Plan Ahead

Chapter 22 Keeping Your Assets Safe

Chapter 23 Make a Real Plan

Conclusion

Why is failure necessary? The author's philosophy is made clear in this statement in chapter 10: "... failure is necessary in order to become a Winner. Everyone is going to fail at something at one point in their life. How they react to that failure is what defines them."

"Ideas are plentiful, like pebbles on a lake shore or sand on the beach. ... Winners take their ideas and turn them into opportunities" (Part 2: Repeatable Path).

Another strong recommendation is that the enterprising businessperson should avoid debt (Chapter 16). "The best way to save money is to give yourself an 'allowance' every month and pay cash for everything that you purchase. When I began to plan my own business, and I needed finance it, this is exactly what I did." Small businesses will benefit a lot from this advice. At the same time, the usual practice with small businesses is to receive the commodities, sell them and pay the bill to the supplier. When they are able to sell their commodities thus received, they really are in trouble. Excessive ordering of goods is something beginning and enterprising businesspersons should avoid. But this would require careful analysis of the market. We get many pieces of such advice from the author.

This is a fascinating book for all who wish to start their own business. It is easy to understand and follow the arguments, suggestions, examples, and discussions presented by the author. When we go through the titles of the chapters, we are mentally prepared to read all the chapters and gain a lot from such reading.

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