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Chapter 2: Critical Survival Strategies \*

1. Pick yourself up, dust yourself off, and keep going.
2. Learn to deal with your emotions.
3. Find a physical way to deal with on-going stress.
4. Believe in what you are doing.
5. Be flexible.
6. Rely on people you trust outside the business.
7. Have a team inside the business.
8. Make a list.
9. Write in a journal.
10. Go with your gut.
11. Make the tough decision.
12. Find a spiritual.
13. An angel may appear.
14. Surround yourself with positivity.
15. Patience.

Chapter 3: Realities of Partners \*

Chapter 4: The Seven Great Myths of Owning A Business \*

Myth #1: The product is so good it sells itself.

Myth #2: Start your own business to get rich fast.

Myth #3: The perfect partnership: I have the concept and the bank has the money.

Myth #4: I'll give the customer a discount and make it up on the next sale.

Myth #5: If my competition can sell it for that price, so can I.

Myth #6: My employees are my friends.

Myth #7: I will have more free time and I won't have to answer to anybody.

Chapter 5: Words of Wisdom \*

Acknowledgements

About the Author