

FOR IMMEDIATE RELEASE

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“It’s getting tougher to find – or keep – a job in this recession. Fed up with job hunting, some people are turning to job creating and starting their own businesses.” Jonnelle Marte, WSJ 2/1/09

**A book for new entrepreneurs – THE SUCCESSFUL HOME BUSINESS GUIDE:
Practical Advice For Starting And Operating A Productive And Profitable Home-
Based Business by Will Limkemann**

“This is much more than a one-time read – it’s an entrepreneur’s map and a guide to turning your dream into a successful business and prosperous life.” – Roxanne Kaufman, president *Prolaureate*

CLEVELAND OHIO – April 3, 2009 – Drawing on three decades of running several home-based businesses and advising other small business owners on how to profitably run theirs, author Will Limkemann has laid out, in *The Successful Home Business Guide*, practical advice about everything a small business owner should know. This new book from Doubleware Publications, starts with why and how to start a business, and ends with why and how to end a business.

In researching the book, Mr. Limkemann found that home-based entrepreneurs are the backbone of small businesses. The United States Census Bureau numbers reveal that over 20 million businesses, representing over fifty percent of all businesses, are home-based, and contribute over \$300 billion to the economy. A recent survey of home-based businesses conducted by Cleveland-based Council of Smaller Enterprises (COSE) showed that 79 percent of the surveyed companies had annual gross sales of greater than \$50,000.

“Inspiring success, innovation, and quality”

The COSE survey found that home-based businesses create jobs beyond just employing the owner. Almost one-half had at least one employee, and 17 percent employed three or more workers. The survey revealed that most home-business owners are dedicated people who enjoy the benefits of working from their homes and want to continue to do so, dispelling the myth that running a home-based business is a stopgap measure until one finds a “real” corporate job.

With growing unemployment and retirees needing to supplement diminishing pensions, more people than ever are contemplating starting businesses in their homes. *The Successful Home Business Guide* will help a budding entrepreneur determine whether he or she has what it takes to work for themselves. If they do, the book will shepherd them through the process of starting the business and help them profitably manage and run the business from their homes. Topics include: financing; pricing; marketing and sales; budgeting; customer service; hiring and firing; balancing work and family life; time management; and much more.

The author, Will Limkemann, is a professional small business advisor and consultant, is currently running three businesses from his home, and serves on several boards including the COSE Home Business Advisory board.

The book is available from the publisher at www.doublewarepub.com, Amazon.com, and select book stores.

Note: This press release is available as a Microsoft Word file at

www.doublewarepub.com/pressroom