



One Simple Idea for Startups and Entrepreneurs: Live Your Dreams and Create Your Own Profitable Company

Stephen Key

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From award-winning entrepreneur, inventor, and business owner Stephen Key comes the highly anticipated follow-up to his best seller *One Simple Idea*.

How many times have you seen a product and thought, "I know how to make that better?" Or not seen a product and thought, "How is it that no one has invented this yet?" And when haven't you thought, "I need to be my own boss?"

You're thinking the right things. Now, the next step is to take action - and that's exactly what *One Simple Idea for Startups and Entrepreneurs* is all about.

Stephen Key, one of the world's leading experts on getting business ideas off the ground, revealed in his groundbreaking book *One Simple Idea* just how simple it is to make a fortune by selling or "renting" your great ideas.

Now, he helps you live the entrepreneurial dream by delivering a proven, straightforward process for starting, growing, and running a business - without the need for an MBA or millions of dollars in funding. As an inventor and successful business owner, Key brings a unique and fully rounded perspective to the subject, teaching you how to:

- Develop, test, and protect your idea
- Plan and launch your business
- Manufacture, package, market, sell, and distribute your product
- Manage and grow your business
- Prepare for and implement your endgame

Key draws on his own experience as a billion-dollar inventor to offer how-to's and other takeaways you can use to get off the ground and into the black. Case studies, tips, and advice from other successful entrepreneurs underscore key principles to make it easier than ever for you to achieve your business and life dreams.

You don't need millions of dollars or a business, engineering, or manufacturing background to develop, produce, and sell your own product idea. All you need is one simple idea - and the passion to make it happen.

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