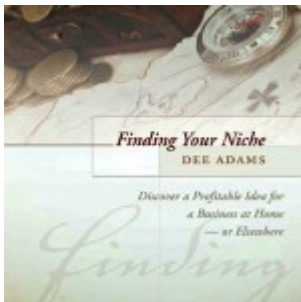


# Midwest Book Review: Praise for Finding Your Niche



The Midwest Book Review is a respected industry source for small press publications writes publishing pioneer Marilyn Ross. Reviews from the organization are posted with Cengage Learning, Gale interactive CD-ROM series for academic corporate and public library systems.

## [The Review](#)

### **Small Press BookWatch: October 2011**

The Business Shelf

*Finding Your Niche: Discover a Profitable Idea for a Business at Home— Or Elsewhere* lives up to its title with practical advice for starting up one's own business. From assessing one's own

skills

and finding profitable ideas suitable for business, to marketing tips

for startups, warnings against common pitfalls, learning to devise a

business plan, and more.

*Finding Your Niche* is a solid and invaluable resource for any would-be entrepreneur, especially since it's wisdom is couched in plain terms accessible to readers of all backgrounds.

"People won't buy what they don't understand. Develop your explanations beforehand and test them out on students, family or friends to measure comprehension before trying to sell your ideas."

Highly recommended especially in today's tough economic times when more and more people need to look into self-employment as a career path!

## **References**

Free Book Brochure

<https://nichecreativity.com/book-free-downloads-kindle-lessons-2/>

## **Book Excerpt**

*Book Excerpt*

Midwest Book Review

<http://www.midwestbookreview.com/sbw/index.htm>

Cengage

<http://sites.cengage.com/SiteDirectory/>