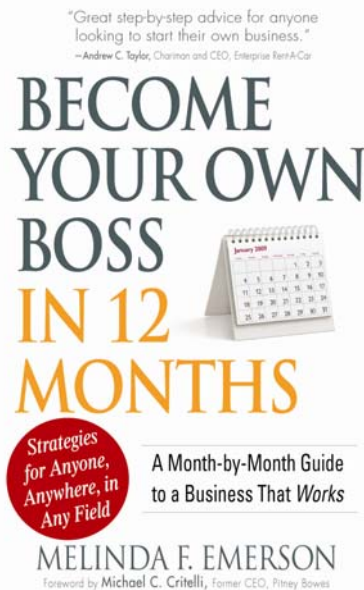


For Immediate Release

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## New Business Book Lays Out Realistic Time Frame to Start a Business



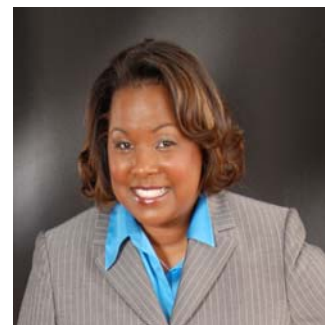
Philadelphia, PA January 5, 2010 -- *Become Your Own Boss in 12 Months: A Month-by-Month Guide to a Business That Works* (Adams Media, March 2010) is not about writing a business plan, it's about planning a successful small business. The author, Melinda Emerson says, "Owning a business is not a get-rich-quick scheme; there are no fast-food solutions." *Become Your Own Boss in 12 Months* presents a realistic, month-by-month planning guide to start a sustainable and profitable small business. *Become Your Own Boss in 12 Months* walks you step-by-step through the Emerson Planning System, which will reduce an entrepreneur's learning curve. Each month readers can accomplish a milestone, including how to:

- Month 1:** Develop a Life Plan
- Month 3:** Set a One-Year Budget
- Month 5:** Visualize Your Business
- Month 9:** Build Your Marketing Strategy
- Month 11:** Launch Your Business

Whether newly unemployed or sick of corporate America, those longing to start a small business, *can* follow their dreams. They supply the energy, the idea, the elbow grease—and *Become Your Own Boss in 12 Months* supplies the plan.

### About the Author:

**Melinda F. Emerson**, known to many as Twitter's "@smallbizlady," is a seasoned entrepreneur who has spent the last ten years of her career as a professional speaker and small business coach. Her areas of expertise include small business start-up, business development and social media marketing. She is also the founder and CEO of Quintessence Multimedia, an award-winning strategic communications and digital media company. Her clients have included Johnson & Johnson, Verizon, Enterprise Rent-A-Car and Comcast. Emerson was named one of the Top 50 Women in Business in Pennsylvania, one of Top 30 Leaders of the Future by *Ebony* magazine and the National Association of Women Business Owners gave her the Woman of Distinction Award. She lives in Drexel Hill, Pennsylvania.



**Format:** Paperback  
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**Pages:** 272

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