



Small Business Start-Up Kit for California, The (Small Business Start Up Kit for California)

By Peri Pakroo

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The only California-specific book on all the business basics you need to know

Want to start your own California business? Don't know where to begin? Start here.

The Small Business Start-Up Kit for California shows you how to set up a small business in the Golden State quickly and easily. It clearly explains the fees, forms, and bureaucratic technicalities you'll encounter and shows you how to efficiently get your business up and running in California. Find out how to:

- choose between an LLC and other business structures
- write an effective business plan
- pick a winning business name and protect it
- get needed California licenses and permits
- hire and manage staff in compliance with California laws
- comply with legal and tax issues affecting home businesses
- price, bid, and bill your projects
- manage finances and taxes
- start a website for your business, and

- market your business effectively, online and off.

The 11th edition is completely updated, with the latest federal and state legal and tax rules affecting California small businesses, and use of social media to promote your brand and drive website traffic.

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Small Business Start-Up Kit for California, The (Small Business Start Up Kit for California) By Peri Pakroo Bibliography

- Rank: #662454 in eBooks
- Published on: 2016-02-04
- Released on: 2016-02-04
- Format: Kindle eBook



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"Excellent advice ... for would-be small-business owners, and heeding it can help you avoid many early mistakes." Los Angeles Times

"An excellent resource for beginners.... written specifically for entrepreneurs who want to start their own business in California." startupjournal.com

"A good-to-have, step-by-step to starting a business in California: forms, licenses, business plan, taxes and more." San Francisco Examiner

About the Author

Peri Pakroo (www.peripakroo.com) is a business author and coach, specializing in creative and smart strategies for self-employment and small business. She has started, participated in, and consulted with start-up businesses for more than 20 years. She is the founder, publisher, and editor of Pyragraph (www.pyragraph.com), an online career magazine for artists, musicians, designers, filmmakers, writers, and other creative workers worldwide. Peri received her law degree from the University of New Mexico School of Law. She is the author of *The Women's Small Business Start-Up Kit*, *The Small Business Start-Up Kit* (national and California editions) and *Starting & Building a Nonprofit* (all from Nolo) and has been featured in numerous national publications including *Entrepreneur*, *Real Simple*, *Investors Business Daily*, and *BusinessWeek*.

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