

books

for independent professionals

Many books for IPs stay relevant for a long time, so our library includes classics as well as new releases. This is just a sampling taken from our full collection of summaries and reviews, which you'll find at — where else — 1099.com/books. Now turn off that damn TV!

Shameless Marketing

Guerrilla Marketing for the Home-Based Business by Jay Conrad Levinson

Levinson, author of several *Guerrilla*-line business books, asserts that a home-based business does not need to market itself like a big company would, and probably shouldn't. *Guerrilla Marketing* describes "proven methods" of marketing home-based businesses and explains how to use them. *Paperback, 240 pages, 1995, Houghton Mifflin Company, \$13.00*

The Brand You 50 by Tom Peters

It's time for all of us to turn ourselves into brand names, Peters says. Why? Because the white collar job as currently configured is doomed, and distinctions between employees and independent professionals are blurring. Although his style can be annoying, Peters has many shrewd ideas about self-branding. He suggests teaching a course at a community college, writing op-ed pieces for the local newspaper, and making presentations at workshops. *Hardcover, 205 pages, 1999, Knopf, \$15.95*

Selling the Invisible: A Field Guide to Modern Marketing by Harry Beckwith

According to Beckwith, founder of a Minneapolis advertising agency, many business owners have not yet adapted their marketing strategies to the service-orientation of the new economy. In particular, he says, business owners haven't understood the importance of relationships. The book is filled with bite-size points written in a confident and irreverent style. One example: "Say PM Deliver AM." *Hardcover, 252 pages, 1997, Warner Books, \$19.95*

Bringing Home the Business: The 30 Truths Every Home Business Owner Must Know by Kim T. Gordon

This book doesn't help you choose office furniture or create a corporate structure — it zeroes in on how home businesses can attract and keep customers. Writing tightly in a brass-tacks style, the author advises on 30 areas, including how to create an image, select a niche, develop prospect lists, and write effective sales letters. *Paperback, 256 pages, 2000, Perigee Books, \$13.95*

AMA Complete Guide to Small Business Advertising by Joe Vitale

The aim of Vitale's book is to teach people how to write better advertisements, "the kind that bring in orders." Vitale gives tips for writing copy, testimonials, open letters, advertorials, and guarantees. "The chapter on 30 ways to write a headline is probably worth gold," says Vitale modestly. *Hardcover, 220 pages, 1994, NTC Business Books, \$29.95*

Home-Court Advantage

The Work-at-Home Mom's Guide to Home Business by Cheryl Demas

When do husbands truly start supporting their wives' home businesses? The moment the wife starts to make money, says the author of this chatty and amusing book. Demas takes mothers through the home-office way of life in a supportive guidebook that stresses relationships as much as it does business. It's not just about how to choose a business, but how to get your family to work with you. *Paperback, 240 pages, 2000, Hazen Publishing, \$14.95*

Working from Home: Everything You Need to Know About Living and Working Under the Same Roof

by Paul and Sarah Edwards

The fifth edition — revised and expanded — of this comprehensive work is now 664 pages, and is beginning to look like an encyclopedia. Although the authors write in clear and intelligent prose, their observations and guidance are decidedly general. One observation they offer is this: the most frequent bad habit of people who work at home is that they spend too much time in front of the refrigerator. *Paperback, 664 pages, 1999, Jeremy P. Tarcher, \$18.95*

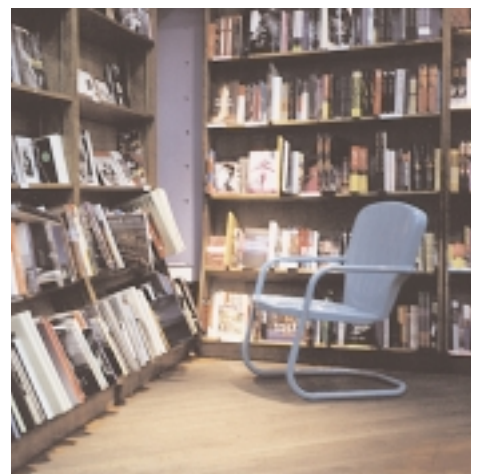
The Home Office Solution: How to Balance Your Professional and Personal Lives While Working at Home

by Alice Bredin with Kirsten M. Lagatree

Handling psychological and time-management aspects of working at home are the paramount concerns of the authors, who offer advice on the burdens of isolation, stress, burnout, family and relationship problems, procrastination, and depression. *Paperback, 224 pages, 1998, John Wiley & Sons, \$14.95*

Organizing Your Home Office for Success: Expert Strategies That Can Work for You by Lisa A. Kanarek

Kanarek writes about how to work from home *and* have a life. She wants order,



Hey you — shouldn't you be sitting in that chair?
And we thought you were an intellectual!

efficiency, and a clutter-free environment — but not just by lining up pencils from longest to shortest. Home offices, she says, have to be geared to the personality and style of the individual. The book includes material on streamlining paperwork and setting up a personalized filing system. *Paperback, 232 pages, 1998, Blakely Press, \$14.95*

Practical Home Office Solutions

by Marilyn Zelinsky

This book provides serious advice on why you should not move a desk into a corner of the bedroom or just drop your papers on the diningroom table and call it your home office. Zelinsky cites the importance of appearances — as well as eyestrain, back pain, and carpal tunnel syndrome — as arguments for proper office planning, the theme of her book. She fleshes out the theme by consulting with design professionals and ergonomic specialists as well as their customers. Zelinsky also fills in the reader on such details as the price of furniture, with every alternative from unassembled plastic units to expensive “computer armoires” that look like antiques when closed. And yes, there is a chapter on feng shui. *Paperback, 350 pages, 1998, McGraw-Hill Professional Publishing, \$24.95*

The Kitchen Sink

Working Solo: The Real Guide to Freedom and Financial Success with Your Own Business *by Terri Lonier*

In *Working Solo*, Lonier, a consultant to independent professionals since 1981, guides the inexperienced IP through the processes of choosing and structuring a business, raising capital without bank loans, getting and keeping clients, managing time, keeping financial records, filing taxes, and finding insurance. This edition includes a section about Limited Liability Corporations (LLCs). *Paperback, 354 pages, 1998, John Wiley & Sons, \$14.95*

Guide to Self-Employment: A Round-Up of Career Alternatives Ranging from Consulting and Professional Temping to Starting or Buying a Business

by David Lord

Written for those who want to work for themselves but don't know what they want to do or if they would be good at it, Lord's book addresses the advantages and disadvantages of professional independence and describes the options for those who want to try it. The book also includes several quizzes designed to help readers determine whether they can work effectively on their own. *Paperback, 266 pages, 1996, John Wiley & Sons, \$12.95*

We Are All Self-Employed: The New Social Contract for Working in a Changed World *by Cliff Hakim*

Hakim promotes an “attitude of self-employment,” whatever your work status. According to the author, you don't really have much choice about whether or not you should foster the self-employed attitude, since in the current business environment you are de facto an IP — employable as long as you provide value, expendable when you do not. *Hardcover, 230 pages, 1994, Berrett-Koehler Publishers, \$24.95*

Spare Room Tycoon: The Seventy Lessons of Sane Self-Employment

by James Chan

What it's really like to go it on your own is explored in this supportive and folksy book. The author offers an inside look at how to find peace, satisfaction, and fulfillment as an independent professional. *Hardcover, 256 pages, 2000, Nicholas Brealey Publishing, \$22.00*

The New Pioneers: The Men and Women Who Are Transforming the Workplace and Marketplace

by Thomas Petzinger Jr.

The New Pioneers chronicles the unsung new leaders in small and medium-sized businesses who are leading an “irreversible revolution against a century of dehumanizing corporate values and practices.” Petzinger says these vanguards

of change are creating a robust and rewarding new economy through millions of uncoordinated reforms and leaving the lumbering corporate dinosaurs behind. *Hardcover, 302 pages, 1999, Simon & Schuster, \$25.00*

Legal Mumbo-Jumbo

The Contract and Fee-Setting Guide for Consultants and Professionals

by Howard L. Shenson

Shenson presents detailed strategies for conducting a consulting practice. He shows how to calculate overhead and considers the pros and cons of various systems of fee-setting, including daily and per-project rates; describes how to structure a proposal for maximum marketing effect; and suggests when and how to use letters of agreement, letters of engagement, and formal contracts. The closing section covers reports — what kind of reports to write and when to issue them — with emphasis on the structure and delivery of the final draft. Contains sample contracts and forms. *Paperback, 263 pages, 1990, John Wiley & Sons, \$29.95*

The Copyright Handbook: How to Protect and Use Written Works

by Stephen Fishman

Fishman covers how copyright is created and protected, copyright limitations and transfers of ownership, and what copyright infringement is all about. There are chapters on copyright registration, copyright notice, and how to deal with errors and omissions. Fishman also wades into the issues of derivative works and compilations, works for hire, and jointly authored works. He even tackles the confusion of copyrights in the world of electronic publishing. The appendix contains a variety of sample forms, blank forms, and a PC-formatted disk of the same material. *Paperback, 400 pages, 1997, Nolo Press, \$29.95* **1099**