

[PDF] Attract And Feed A Hungry Crowd: How Thinking Like A Chef Can Help You Build A Solid Business

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Books Details:

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Author :

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Description:

Review "Hungry Crowd" is like an appetizer for entrepreneurship. It's succulent, satisfying, and yet just small enough to leave you hungry for more. - Jon Morrow

"...Hungry Crowd is filled with fun metaphors, analogies and wisdom that create a recipe for building a successful solopreneur business...inspires right-brain 'thinking' as well as innovation." -

"Too many business books these days are 300-page snoozefests that leave the reader drowning in details, more confused than they were when they cracked the front cover. Tea's book isn't like that; it's interesting, engaging, and short enough that you can spend most of your time actually doing something. There's no such thing as a manual for entrepreneurship, but there is a handbook to get you started and moving in the right direction, and this is it!"

- Danny Iny, Firepole Marketing and co-author of Engagement from Scratch!

With a pinch of attitude and a gallon of clarity, Tea breaks down the core thoughts of what you need to do in order to get noticed, stay consistent and do your best work. She breaks down relatively obscure ideas (like 'tell a story with your business') into actionable steps with heaps of inspiration and a few case studies along the way. It's a quick read, well worth the money and the hour you'll need to digest it. The lessons learned will give you a week's worth of work - exactly the sort of style and elegance in delivery that I've come to expect from Tea. - Nick Armstrong, WTF Marketing

From the Author Twenty-some odd years after my first attempt at entrepreneurship (and several years in the corporate marketing world), I sit before you a published author. Self-published, yes. But officially published, nonetheless.

I'm also working on my third small business. And after teaching the basics of marketing to literally hundreds of other small biz owners, I think I've got a handle on this this time.

There are tons of gory details in between all of the starts and stops. Some of which, you probably experienced too -- a weird economy, clients who disappeared owing thousands and the trials and triumphs of figuring out how to have a life, be true to your vision and make real change in the world. As a writer and gastronaut with 20 years of marketing expertise, it was only natural that I should start my latest company, The Word Chef. I'm currently coaching and teaching solopreneurs around the world how to think bigger about their business dreams and how to implement strategically. I'm also the founder of the Tastiest Small Biz Brand Awards and speak nationally on business and online marketing strategies.

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