

the Entrepreneur's Survival Guide



Tips and tricks to help you
start and build your company

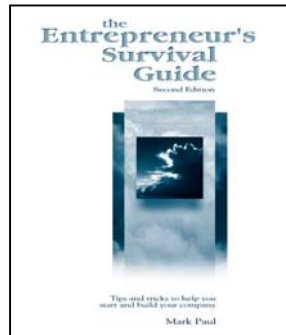
Mark Paul

The Open-source version of The Entrepreneur's Survival Guide is no longer available. Thank you for your understanding.

If you would like to purchase this book, please go to www.synergy-usa.com/newproducts.html.

Products to help you grow your company

(Available at: www.synergy-usa.com/newproducts.html)

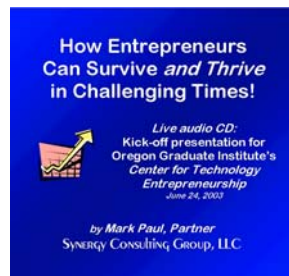
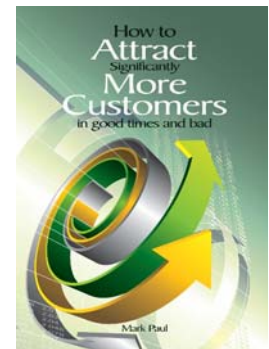


The Entrepreneur's Survival Guide: Book

Are looking or build your company? Do you want to increase revenue? Do you need your marketing to improve its return on investment? Are you trying to improve your leadership, decision-making, and personal effectiveness? If you want to build your company and avoid costly mistakes, buy The Entrepreneur's Survival Guide. Others say it best: "Ignore at your peril." "Must read." "Will save entrepreneurs time." "Lightning in a bottle." "I intend to apply it all."

How to Attract More Customers... in good times & bad: Book & Audio CD

Do you have all the customers you need? Are you looking for cost-effective ways to attract more "A" customers? Have you tried trade shows, advertisements, newsletters, direct mail, PR, telesales, brochures, and dozens of other ways...without the success you would like? Are your sales & marketing efforts both consistent and producing results / ROI you want? Learn how you can turbo-charge your marketing and sales efforts, without paying a fortune!

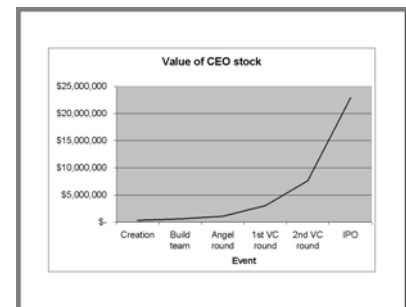


How Entrepreneurs can Survive & Thrive in Challenging Times! This live audio CD captures Mark Paul's kick-off presentation for Oregon Graduate Institute's Center for Technology Entrepreneurship, and includes examples and encouragement for entrepreneurs.

Funding / growth Spreadsheet / Template: Excel Spreadsheet

Entrepreneurs ask me all the time: "How much of the company should I 'sell,' for how much money?" And: "How can I maintain my equity as more investors capitalize the company?"

This spreadsheet template answers those questions, and more. It is highlighted in the Entrepreneur's Survival Guide, but the actual template provides you an interactive way to "plug & chug" your own numbers! That way, you can integrate your management organization (and the options you'll need to share), and have it tie directly into the main spreadsheet!



How to Value-price Your Products & Services: Streaming Video Presentation or Audio CD

Is your current pricing leaving money on the table? Are competitors pressuring you to lower your price? If you could raise your prices and actually sell more, would that be of value to you?

How do you currently price products? Do you try to beat your competitors' prices, even though you have a superior solution? Do you add a mark-up, based on costs? Do you talk to a few customers and ask what they would be willing to pay? None of these give you a true understanding of what the market will really bear! If you are open to a different perspective on pricing your products, this product are for you. If you would like to know if the market values your solution less than what it will cost you (so you can stop before starting!), then this product is for you!