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# How To Start A Small Business On A Shoestring With NO COMPETITORS: You're Never Too Old To Follow Your Dreams!



## Synopsis

This is a transcript of an audio that was recorded in Western Washington in 2016. It was for a small seminar with the title, "How to start a small business with no competitors." The attendees came from as far away as New Jersey, Georgia, and Guadalajara, Mexico. "The presenter is JJ Luna, author of How to be Invisible, first published in 2000 by Saint Martin's Press and still in print 16 years later. Luna's fame as a businessman comes from having started 12 successful businesses in a row, each on a shoestring and none requiring employees, business licenses, or retail locations. All were in a niche with no competitors.

## Book Information

File Size: 3733 KB

Print Length: 35 pages

Simultaneous Device Usage: Unlimited

Publisher: Canary Islands Press (September 30, 2016)

Publication Date: September 30, 2016

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B01LYP23K1

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #204,563 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #240

in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Home-Based #250 in Kindle Store > Kindle Short Reads > One hour (33-43 pages) > Business & Money #276 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Small Business

## Customer Reviews

JJ Luna has again written a small book that gets your thought process working. He may not tell you what business to start or exactly how to do it, but gives you the encouragement to do something. That something is what kick starts your own business idea to make money from something you know. I have always learned something from his books. An easy book to understand and read.

As always, Jack delivers a quick read chock-full of good, real-world advice. Worth multiple readings to catch all the bits, and worth considerable meditation to develop plans using the examples he gives.

Today, there are so many books written on "How To Do..." and appear to be "curations" (the current buzzword for cobbling stuff together). Mr Luna speaks from personal experience and with sufficient detail to give credibility to his methods as well as an action plan, of sorts, for each. A quick, enjoyable and useful read in keeping with other titles of his that I have enjoyed. If "reality TV" hadn't distorted the core meaning of the word "reality", I would use it as a descriptor for what Mr Luna achieves with his books, including this one. So, if you enjoy actionable, successful how to's and want them in a quick, simple format (I hate fluff) Mr Luna is the guide for you.

Like all of mister Luna's publications, this small book is insightful and contains valuable information, especially the list of 10 desirable features to keep in mind when choosing your small business. JJ keeps the reader entertained with personal anecdotes that illustrate his points. I am very glad I bought this ebook

I have learned much from Mr. Luna and implemented a lot of what I've learned from him. The only reason I gave 4 instead of 5 is I think he could have put more details in about his vast business experiences. A book a little bit longer would have been even better, but it is very informative.

Very well written with a lot of good information. Jack Always puts together life experiences as a guide for anyone wanting to start their own business. I would recommend this informative book to any aspiring future business owner. I love Jack's International entrepreneurial bohemian lifestyle!!!

Mr Luna delivers once again! I also enjoy and appreciate the direct and to the point style. This book delivers timeless foundational precepts of success in any business enterprise. I have many of Mr Luna's books and they have all been worth both the time and money. Thanks Mr Luna

Short book with examples of creative business ideas. I read his book 17 years ago about privacy, a small author.

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