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The Conquer Kit: A Creative Business Planner For Women Entrepreneurs



Synopsis

The Conquer Kit is a canvas for your dreams and goals. You are invited to sketch, scribble, collage, and write all over these pages, all while developing an airtight business plan with proven strategies for success. Author and entrepreneur Natalie MacNeil guides you to tap into your creative genius, build a strong foundation with the four pillars that hold up every thriving business, create heart-centric product and marketing plans, put together your A-team, envision the bigger picture, map your next steps, and ultimately bring your dream business to life. So what are you waiting for? Dive in. Explore. Envision. Create. CONQUER.

Book Information

Paperback: 224 pages

Publisher: TarcherPerigee (December 29, 2015)

Language: English

ISBN-10: 0399175776

ISBN-13: 978-0399175770

Product Dimensions: 7.4 x 0.6 x 9.1 inches

Shipping Weight: 15.5 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars Â Â See all reviews Â (42 customer reviews)

Best Sellers Rank: #18,135 in Books (See Top 100 in Books) #34 in Â Books > Business & Money > Women & Business #238 in Â Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

I am so on the fence with this book. It came out today and I have been looking forward to purchasing it. I drove an hour and a half to get it. At the store, they had their single copy held for me behind the counter of a huge line so I didn't get a chance to look through it first. I wanted this to be an awesome book and I hate even giving it 3 stars. Personally I would give it one star because I've been selling on Etsy for a year now, worked in retail for over a decade and have worked for myself for almost 5. I was really hoping for more of a challenge and not an idea jogger for startups with some financial paperwork samples. I felt it was very watered down. I gave it 3 stars because I feel that new businesses could probably learn a lot from it and it could be a 5 star book for them, so I went middle of the road. I also am 100% online and handmade so the book didn't really fit what I was looking for and said lot doesn't pertain to my operations. I did like that it helps you build a team and which Financial paperwork you should use. That being said, it wasn't detailed enough. In my

personal opinion, the planning was way too geared toward startups and the advice was not very detailed. It would start an interesting piece of advice and it would just end. The quiz was okay but the answers didn't really fit my personality so they were hard to answer. If you like meditating and are trying to start a business, I would recommend it. If you are lost in your business and need a creative jolt, I would recommend it. If you've been in business and know the basic ropes, I wouldn't recommend it.

I got this book today and I have already completed all but one of the Step 1 exercises. I have been in business for a little while but at times can feel distracted, and disconnected with my core values and purpose. This book is laid out in a clear, easy to follow way. Although I have been in business for a while, I found this book to be very useful. It can have some basic information that may not be new to some entrepreneurs. Although this is an amazing book for startups, I also see it as an opportunity in an existing business to reconnect with mindset, goals and change course as needed. New Year is a great time to set intentions and goals, and review where you are and want to be - and this book leads you through this journey with ease. There is enough flexibility in this book to be as creative as you like (i.e. markers and stickers!), or just to stick with the basic info. What I love about this book: I loved the clearly laid out steps, with time estimates for completion, and the examples in the steps. The text is enough to be effective without going into long, drawn out ideas and concepts that lose my attention.

this is more for someone who is thinking about starting a business and needs inspiration as to what kind of business. It is not really for people who already have a business up and running. the book goes over a lot of how to create a concept and how to figure out your target. If you are already a designer and are selling products you are kind of way above the level this book is for.

I thought I was a pretty good planner, but this book blows me away! I brought it on a recent business trip and I got so much planning done. Everything is thoughtfully presented, clearly explained, and truly inspirational. I have clarity for my business, and it's all wrapped up in one place.

Like many self-help books, it is full of useful things and things not so in touch; for example, the book gives a half-day to organize a space in your home. Now, I'm a Flylady lover and a CHAOS person (can't have anyone over syndrome), so a half-day would come nowhere near my requirements - Flylady gives months to organize. Overall though, I quite liked it. It was easy to follow, laid out well,

easy on the eyes and designed to write in it (hopefully in pencil, in case you need to edit yourself).this book was a contest win

I like the approach to this book. It is a fantastic starting point for someone in business planning stage or looking to better specialize an entrepreneur or solopreneur run company. It works for people developing products or services. I felt a few points seemed a little too millennial geared/trendy (like the Conquerer quiz about work/leadership style). As someone who's focus is on talent/career development, I know many women will not directly identify with a particular "style" as described - so I don't see this being a book that sticks around as another female's business bible. But overall, its thought provoking, well organized, and fun to work on! I really liked some of the inclusions, like words of intention, pillars of success, etc. There are some great tools in here for someone looking to get started who doesn't know the first thing about business (profit/loss statements, financial tracking, going to market, finding a name).

This book is a wonderful help with business planning - whether you're just beginning, or are checking in for a new year or a new quarter. Great worksheets, solid ideas, but not a bunch of writing just to look important (and bore you to tears).

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