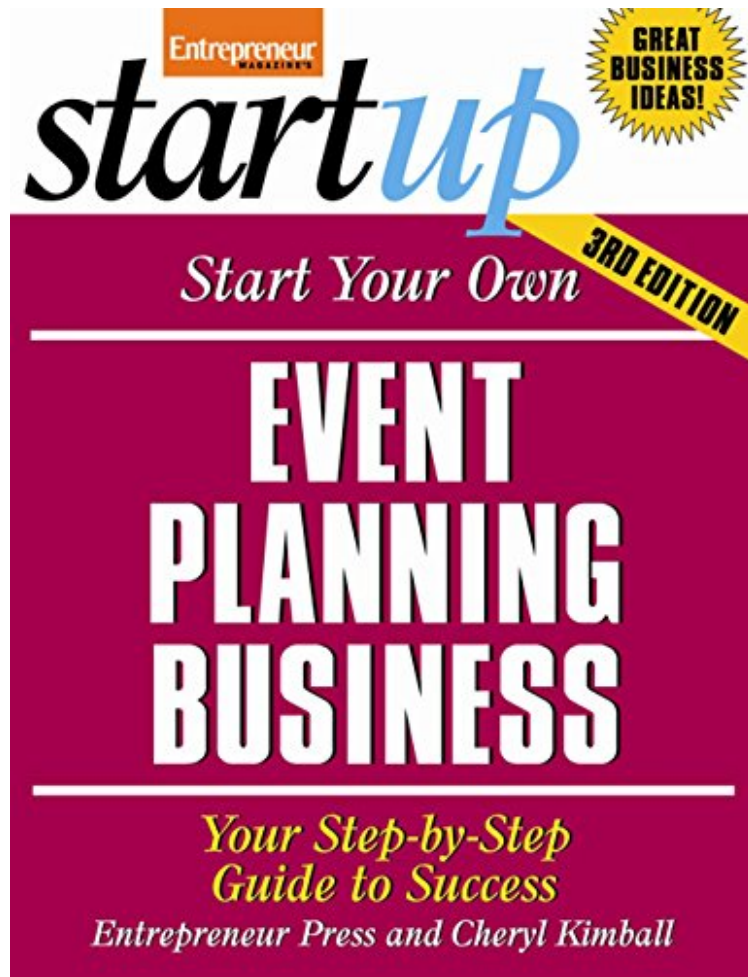


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Start Your Own Event Planning Business: Your Step-By-Step Guide to Success (StartUp Series)

Entrepreneur Press

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#207193 in Books 2011-08-01 Original language: English PDF # 1 9.00 x .60 x 7.201, .76 #File Name: 159918415X224 pages | File size: 40.Mb

Entrepreneur Press : Start Your Own Event Planning Business: Your Step-By-Step Guide to Success (StartUp Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Start Your Own Event Planning Business: Your Step-By-Step Guide to Success (StartUp Series):

21 of 22 people found the following review helpful. Very Basic with the Occasional InsightBy GigiI'm planning to launch an event design business in 2014, so I've read lots of articles, taken a few classes, and used several business planning books. I was particularly excited about this book because it seemed so specific to what I'm doing. I read straight through the entire book in a day. Many times I found the advice to be so basic and watered down that it was useless. The chapter on writing a business plan was so rudimentary it would more helpful as a sentence that reads, "To

write a business plan consult a book on writing business plans." Oddly, the chapter gives extremely specific numbers regarding the plan saying something like it should take 300 hours to write and be 25 pages long, which I find a little bizarre given that the book is geared toward a wide audience and that the length and time spent on a business plan will depend on the size and type of business as well as the type of funding that will be sought, if any. I've already taken on a number of expenses mentioned in the book, and found that every single dollar estimate given was completely inaccurate. My purchases have been small so far, so I'm not sure how accurate the larger dollar figures are. The worksheets included in the book are sparse and extremely basic. I think they're a good start or exercise for someone who is just beginning to research the topic, but they're not actually functional. In terms of writing style, I felt like the chapter introductions and conclusions were awkward and sometimes abrupt. There are no summaries at the end of each chapter, even in the form of a single sentence. Many times I hadn't realized that the chapter had ended until I saw the headline that a new one was beginning. I also found the book repetitive in many places. At times I felt that the same idea was bullet pointed 2 or 3 times in a single list with little variation in wording. I found these same repetitive bullet points presented over and over throughout the book as new ideas. The other problem I have with the book is that it seems outdated in places. It's almost like the editors just added a few updated details to bring it up to date, but neglected to take out or update any outdated information. The number of times using the phone book or a pager is mentioned is concerning. What I did find extremely helpful and insightful about this book was the information given on insurance, proposals and agreements, pricing, and cash flow. This information is very specific to the industry, and I felt it helped answer some of the lingering questions I've not been able to get answered with more general business planning books. The book is geared toward a very general audience that includes stay-at-home moms interested in throwing children's birthday parties as a source of supplemental income to jet-setting corporate event planners, and everything in between. I think it's definitely a good place to start, and a good resource to keep on hand, but if you're serious about starting your own business you'll have to use more in-depth resources for things like writing a business plan.

4 of 4 people found the following review helpful. Understandable Simplicity By David B. Snook There are some parts of the book that are almost laughably simplistic, but then I have a great deal of experience in the Event industry. There are a great number of wonderful tips, checklists, and easy-to-understand resources and guideposts throughout that made this book worth the price.

0 of 0 people found the following review helpful. Lots of great pointers and help to get started By Customer Lots of great pointers and help to get started. I already knew much of the book, and the business is everchanging, but this is a great start for anyone!

This up-to-date primer on one of today's hottest businesses walks readers step by step through the process of developing an event planning business, featuring more resources, new trends, new online tools and new interviews with fresh advice from successful event planners. Covering hot new trends in the industry, including the rise in first birthday celebrations, environmentally friendly parties, small-plate catering and more, this startup guide provides entrepreneurs with everything they need to take their event business from concept to reality. Aspiring event planners gain expert advice on logistical startup issues such as finding a location, selecting attorneys and other professionals, writing a solid contract, locating reliable vendors, buying adequate insurance, hiring quality employees and more. Plus, they'll learn success strategies for both full- and part-time event planners. New anecdotes from successful event planners, fresh dollar-stretching ideas, a brand new chapter on social media and more industry resources make this book a must-have for anyone entering this fast-paced, high-demand field.

About the Author The Start Your Own Series from Entrepreneur Press presents the business essentials for starting and running more than 55 of today's hottest businesses and delivers the best practices from successful entrepreneurs. Entrepreneur Press is a leading small to mid-sized business trade publisher, provides aspiring, emerging, and growing entrepreneurs with actionable solutions to every business challenge ultimately, leading them from business idea to business success.