

## Ever think about starting your own business?

Bill Partridge does, especially when he's laid off by the company he's been with for 14 years. Facing a long unemployment, he decides to go into business for himself. He starts a contracting company selling radiant heating and soon encounters the "two-by-four rule" — everything costs twice as much and takes four times longer than expected. He's running out of time and money when he makes an important discovery — he can sell his systems over the Internet. He re-invents his business and finds success selling to customers all over the country.

Bill becomes one of the growing number of Internet entrepreneurs who are using the web to create new kinds of businesses and re-invent old ones. These *Interpreneurs* are quietly opening new markets and offering products and services in ways that were never before possible.

Bill's story is fiction but it realistically depicts the start-up experience and how a traditional business can be transformed using the Internet. It also serves as a "how to" guide for aspiring Interpreneurs, describing the steps and pointing out some of the pitfalls. The book includes lessons at the end of each chapter and a website ([www.NewInterpreneur.com](http://www.NewInterpreneur.com)) where readers can find more start-up tips, planning tools and other helpful information.

*About the Author:* Tom Eckmann is a seasoned entrepreneur who is well versed in both new and old economy businesses. He has started and sold several successful companies and helped dozens of other entrepreneurs start and grow theirs. In this book he provides a first-hand look at the start-up experience and describes many lessons he's learned.

***Over half a million people start a new business each year. Find out how to be a new Interpreneur!***

ISBN 0-9759836-6-0

Bar Code

\$19.95