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## Start Your Own Retail Business and More: Brick-and-Mortar Stores bull; Online bull; Mail Order bull; Kiosks (StartUp Series)

Ciree Linsenmann

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like you, to stop dreaming and start selling. Whether you're interested in opening a storefront, online shop, or portable kiosk, this detailed guide will help you decide if retail is right for you. Supported by practicing entrepreneurs and experts, you will understand what it takes to open a business, common mistakes to avoid, and how to keep your retail enterprise running successfully. Learn how to: Choose the right retail niche Spot and capitalize on consumer trends Select merchandise that flies off the shelves Set prices that maximize profits Promote your business, products, and gain loyal customers using Pinterest, Facebook, and other social media and online marketing tools Hire a staff that will help you succeed Plus, gain priceless tips, tricks, and insight from successful retailers who share hard-won advice and cautionary notes. Everything you need to open and run your store is in your hands—get started today!

From the Back Cover **OPEN THE STORE OF YOUR DREAMS: START YOUR OWN RETAIL BUSINESS** Retail is one of the fastest-growing—and fastest-changing—segments of the economy. Apps, pop-up shops, and online shopping have made it easier to reach, interact with, sell to, and gain loyal customers. Making this the perfect time for eager entrepreneurs, like you, to stop dreaming and start selling. Whether you're interested in opening a storefront, online shop, or portable kiosk, this detailed guide will help you decide if retail is right for you. Supported by practicing entrepreneurs and experts, you will understand what it takes to open a business, common mistakes to avoid, and how to keep your retail enterprise running successfully. Learn how to: Choose the right retail niche Spot and capitalize on consumer trends Select merchandise that flies off the shelves Set prices that maximize profits Promote your business, products, and gain loyal customers using Pinterest, Facebook, and other social media and online marketing tools Hire a staff that will help you succeed Plus, gain priceless tips, tricks, and insight from successful retailers who share hard-won advice and cautionary notes. Everything you need to open and run your store is in your hands—get started today!