

19.13: Introduction to Steps to Starting a Business

What you'll learn to do: describe the steps to starting a business

In this section, we move from introspection and the nature of entrepreneurship to the specific steps involved in starting a business. Reducing the process to a list of steps is deceptive; it can take from a month to a year to get started and the work involved will test both your grit and your rigor. As Walt Disney said: “The way to get started is to quit talking and begin doing.”

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