



Business Resource Center

LIBRARY CATALOG

**Our Resources
Your Success**

~ Business Information to help you Succeed ~

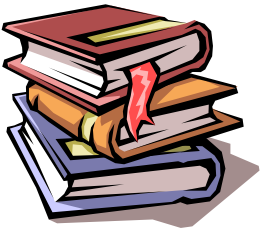
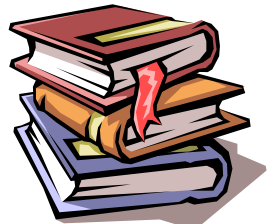


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GETTING BUSINESS STARTED

TITLE / DESCRIPTION

BOOK NUMBER

Open Your California Business in 24 Hours

1026 B

This book gives you a step-by-step outline of how to set up a small business in the Golden State quickly and easily. It points out the hurdles, fees and forms along the way. This book uses clear language, which is readable and straight to the point.

Includes CD-ROM

How to Really Start Your Own Business

1044 B

This book will show you where the best new-business ideas really come from, two essential techniques for determining if customers like your idea and much more.

Business Start-Up Kit

1045 B

This kit is the easiest way to form a business it includes: all the legal forms, stock certificates, "S" versus "C" elections, business registration forms, sales and income tax deposit forms, and more.

Starting and Operating a Business in California

1049 B

This step-by-step operating manual from the successful business library gives you all you need to start and operate a business in California. This book gives; tax and law explanations, worksheets, checklist, official forms, pre-addressed postcards for requesting additional materials, addresses and phone numbers of helpful sources and more.

Starting & Running Your Home Based Business

1050 B

This guide represents hundreds of hours of interviews and research performed by our expert business staff. Inside you will find practical, step-by-step advice that clearly outlines basic components of developing a successful business.

Starting Your Own Business

1051 B

This guide represents hundreds of hours of interviews and research performed by our expert business staff. Inside you will find practical, step-by-step advice that clearly outlines basic components of developing a successful business

The Indian Business Owner's Guide

1057 B

This guide helps you develop a marketing plan, perform a preliminary feasibility study, prepare a business plan and secure financing.

Small Business Entrepreneurship

1058 B

This book is published by Sierra Economic Development District and has a step-by-step explanation of their program.

Starting & Operating a Business in California

1089 B

This book is useful if you are an owner or manager of a small business, consult with small business as an attorney or accountant, and/or dreaming of leaving your job and becoming your own boss. Inside you will find all details on business basics from start-up to running and more.

Roadmap to Entrepreneurial Success

1059 (a) B

This book paves the way for business planning. Through text, example, worksheets, sample forms and case studies, the user is guided through the process of constructing an effective and up-to-date business plan. This book provides in-depth information on subjects usually not covered in business planning texts.

Roadmap to Entrepreneurial Success

1059 (b) B

This book paves the way for business planning. Through text, example, worksheets, sample forms and case studies, the user is guided through the process of constructing an effective and up-to-date business plan. This book provides in-depth information on subjects usually not covered in business planning texts.

Roadmap to Entrepreneurial Success

1059 (c) B

This book paves the way for business planning. Through text, example, worksheets, sample forms and case studies, the user is guided through the process of constructing an effective and up-to-date business plan. This book provides in-depth information on subjects usually not covered in business planning texts.

How to Buy a Business

1071 B

This book guides you through the small business marketplace and shows how to locate the right business at the right time for the right price. You'll be equipped with everything you need to know from the technical aspects to management issues, including the following: finding and evaluating candidates for acquisition; determining future and current value; choosing the best form of business ownership and more.

Which Business? Help in Selecting Your New Venture

1076 B

The book profiles companies in 24 business areas, reviewing how each got their start and the problem and successes that they have experienced. Some of the business fields explored are: Agriculture & environmental services and products; Business equipment and services; computer services and products and several more fields.

Location, Location, Location

1078 B

How to Select the Best Site for your Business

This book clearly explains how to: spot the essential characteristic of the best location; understand why and how people move from one point to another and how this movement affects your retail business; use the concept of the analogue store to successfully project your store's sales and more important information.

Franchise Bible

1086 B

How to Buy a Franchise ~or~ Franchise your Own Business

This book will help you determine whether you would make suitable franchisor or franchisee; evaluate the advantages and disadvantages of the franchise market system, understand the legal terms and documents associated with franchising; consider expanding your current business by franchising or alternative methods and more.

INDUSTRY HOW TO BOOKS

TITLE / DESCRIPTION

BOOK NUMBER

How to Start a Food Service

1029 B

This guide is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do.

How to Start a Gift Basket Service

1030 B

This guide is designed to help you navigate your own journey to business ownership. This guide will tell you things you don't know and remind you of the things you do. This guide will tell you the ins and outs of the gift basket business.

How to Become an Internet Entrepreneur

1031 B

This guide is designed to help you navigate your own journey to business ownership. This guide will tell you things you don't know and remind you of the things you do. This book will tell you the ins and outs of an Internet business.

How to Start a Computer Consulting Business

1032 B

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell you the ins and outs of the Computer consulting industry.

How to Start an Apparel Business

1033 B

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell you the ins and outs of the Apparel Business.

How to Start an Automobile Detailing Business

1034 B

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell you the ins and outs of the automobile detailing business.

How to Start a Bar or Tavern

1035 B

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell you the ins and outs of the Bar and Tavern industry.

How to Start a Bed and Breakfast

1036 B

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell the you the ins and outs of the Bed and Breakfast business.

How to Start a Business Support Service **1037 B**

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell the you the ins and outs of a Support Service.

How to Start a Desktop Publishing Business **1038 B**

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell the you the ins and outs of the Desktop Publishing Business.

How to Start a Craft Business **1039 B**

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell the you the ins and outs of a Craft business.

How to Start a Herb Farm **1040 B**

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell the you the ins and outs of a Herb Farm

How to Start a Hair Salon **1041 B**

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell the you the ins and outs of a Hair Salon.

How to Start a Childcare Center **1042 B**

This book is designed to help you navigate your own journey to business ownership. This book will tell you things you don't know and remind you of the things you do. This book will tell the you the ins and outs of a Childcare center.

How to Become a Consultant **1048 B**

This book offers key guidelines and valuable tips on how to become a consultant. This book will tell you things you don't know and remind you of the things you do. This book tells you the ins and outs of a consultant business.

The Home-Based Entrepreneur **1079 B**

Starting a home-based business: advantages and disadvantages of the home office; steps to starting a business; recordkeeping and cash flow; cost and pricing your product or service; extensive resource guide and much more.

The Home-Based Entrepreneur **1047 B**

The author covers all the issues of starting a home-based business. In addition, they talk about the advantages and disadvantages of the home office and steps to start a business. This book also discusses zoning, licensing, labor laws, record keeping, and cash flow, costing and pricing your product, tax advantages, advertising and extensive resource guides.

TAX, LAW AND LICENSING

<u>TITLE / DESCRIPTION</u>	<u>BOOK NUMBER</u>
Human Resource Essentials ~ An Employer's Guide to Labor Law Basics <i>This is a guide to the basics of hiring employees, the basics of developing policies, the basics of providing benefits, the basics of ensuring workplace safety, the basics of preventing discrimination and harassment in the workplace and more basics.</i>	1072 B
How to Form Your Own California Corporation <i>This book lays out everything you need to know about California corporation laws and regulations. It clearly explains why and when to incorporate, what you need to know about corporate taxations, and much more.</i>	1000 B Floppy Included
From Your Own Limited Liability Company <i>Limited Liability is the newest and most flexible way of doing business. With the LLC you get the informality and tax benefits of a partnership and the personal protection from business debts of a corporation.</i>	1001 B Floppy included
Nolo's Quick LLC All You Need To Know About Limited Liability Companies <i>This book demonstrates who should and shouldn't form a LLC. It tells how to operate an LLC easily, how to keep your tax status simple at the start and much more.</i>	1002 B
Patent It Yourself <i>Patent it yourself takes you step-by-step through the entire patent process, providing scrupulously up-to-date information and instructions on how to patent.</i>	1003 B
Tax Savvy For Small Business <i>This book translates tax codes into plain English for the small business owner.</i>	1004 B
Getting Permission How to License & Clear Copyrighted Materials Online & Off <i>Getting Permission reveals how to get permission to use copyrighted material. This book tackles the permission process head on and tells whom you should ask, as well as how much you should expect to pay.</i>	1005 B Floppy included
Form Your Own Limited Liability Company <i>This book gives you step-by-step instructions and all the forms you need to set up an LLC in any state, without the expense of hiring an attorney.</i>	1006 B Floppy included

Legal Guide for Starting and Running a Small Business ~ Vol. 1 **1007 B**

This book clearly explains the practical and legal information you need to: raise start-up money, chose between a sole proprietorship and partnership LLC or corporation, get licenses and permits, buy or sell a business or franchise and much more.

Legal Guide for Starting and Running a Small Business ~Vol. 2 **1008 B**

A Companion to Legal Guide for Starting and Running a Small Business Vol. 1, Vol. 2 includes the most important legal forms you'll need to run a successful business. It also contains the thorough explanatory information and line-by-line instruction necessary to be sure you're doing an excellent job.
Floppy included

The Employer's Legal Handbook **1009 B**

This is the most complete guide to your legal rights and responsibilities. The Employer's Legal Handbook shows you how to comply with the most recent workplace laws and regulations, run a safe and fair workplace and avoid lawsuits.

Avoid Employee Lawsuits **1010 B**

Living and working in the Lawsuit Era requires employers to closely examine and re-evaluate their hiring, firing and workplace policies, or risk getting slapped with a notice to appear in court. This book is the easy-to-use reference guide you need.

Nolo's California Quick Corp **1011 B**

This book provides all the tear-out forms and step-by-step instructions you need to form a corporation at low cost and with a minimum of time and effort. It explains how to; choose and reserve a corporate name, prepare and file Articles of Incorporation and more.

California Labor Law Digest ~ Vol. 1 **1012 B**

This book clarifies these complex laws by using lay terms and providing step-by-step instructions on how to comply most efficiently. The program covers such topics as labor and employment law, workers compensation, unemployment insurance, hiring independent contractors, Cal/OSHA and environmental compliance.

California Labor Law Digest ~ Vol. 2 **1013 B**

This book explains the complex laws in lay terms and provides step-by-step instructions on how to comply most efficiently. The program covers such topics as labor and employment law, workers compensation, unemployment insurance, hiring independent contractors, Cal/OSHA and environmental compliance.
2 Floppies included

2001 California Labor Law Digest ~ Vol. 1 **1014 B**

This book can help you comply with the complex web of California and federal labor laws, Cal/OSHA and environmental regulations that have an impact on your business.

2001 California Labor Law Digest ~ Vol. 2 **1015 B**

This book can assist you in compiling with the complex web of California and federal labor laws, Cal/OSHA and environmental regulations that have an impact on your business.

The Partnership Book**1017 B**

This book shows how to make a great partnership. It also tells about what documentation and paper work is needed to make a partnership.

Includes Floppy**How to Create a Buy-Sell Agreement****1027 B**

This unique business book carefully explains how to create a buy-sell agreement, providing the necessary tax and legal information you need each step of the way. It shows you how to avoid estate taxes with a buy-sell agreement.

Includes Floppy**Domain Names How to Choose & Protect a Great Name for Your Website****1028 B**

Domain Names is the legal guide for the online world, written in plain English. This book shows how to check the availability of your domain name and claim it and much more.

Consultant & Independent Contractor Agreements**1043 B**

This book will give you all the plain English instructions and easy-to-use forms you need to get the legalities straight, stay out of trouble and get the job done.

Includes CD-ROM**The Complete Small Business Legal Guide
How to Understand Legal Issues and Protect Your Small Business, Complete with Forms****1085 B**

This book is packed with dozens of valuable checklists, sample forms and agreements. Within there is coverage of business related issues including: how to save time and reduce your legal fees, legal and tax implications of types of business ownership, insurance benefits, tips on recordkeeping, trademark protection, reducing credit risk, and more.

How to Form Your Own "S" Corporation & Avoid Double Taxation**1087 B**

This book explains in detail how you can apply for "S" corporation status for either a new or existing small business. There is information on how to incorporate, the basic requirements for applying for "S" corporation status, the exact deadline for filing and how to protect your "S" corporation, its greatest threat – a shareholder selling shares to an unqualified shareholder and much more.

Everybody's Guide to Small Claims Court**1090 B**

This book gives you step-by-step information on how to bring or defend your case with maximum success. Learn how to decide if you have a case, mediate a settlement, write your demand letter, file and serve papers, argue before the judge, collect your money when you win, and more.

Legal Expense Defense**1092 B****How to Control Your Business Legal Costs and Problems**

This book is a comprehensive, step-by-step legal guide you will find addresses the needs of small business owners. Within you will learn how to: take charge of your legal costs and make business decisions; prevent business problems from growing into legal problems; avoid costly litigation and court details by using alternative dispute resolution (ADR) techniques, and much more.

Trademark: How to Name a Business and Product

1094 B

This book will explain the ins-and-outs of trademark law and show you how to: find out if someone is already using the name you want to use – hire someone to search for you, or conduct your search yourself in the Patent and Trademark Depository Library or online; protect your trademark by registering it with the U.S. Patent and Trademark Office; understand what trade dress is and how it can be protected; handle trademark disputes out of court and more.

Give ‘em the Pickle

1098 B

Looking for a way to inspire & motivate your team, this book offers solutions. Great companies and successful employees do four things that work . Read the book and find out what those four things are. (video & training booklet available)

Growing Grapes In El Dorado, The Magic of the Mountains

1099 B

This booklet explains the various outstanding agricultural conditions that exist in our county that makes this an exceptional area for growing grapes.

PLANNING GUIDES

TITLE / DESCRIPTION

BOOK NUMBER

How to Write a Winning Business Plan

1046 B

This book offers key guidelines and valuable tips on how to gear your business plan to the people who control cash. Featuring the original business plans from three highly successful businesses plans that raised millions in upfront financing and more.

Creating a Successful Business Plan

1053 B

This book is a step-by-step guide to building your business plan.

The Service Business Planning Guide

1054 B

This book is a complete handbook for creating a winning business plan for any service company.

Strategic Planning For the Small Business

1055 B

This book talks about the two key purposes of having a business plan: to help you manage limited resources in order to maximize income, and to help you obtain capital financing.

California Career Planning Guide 2003-2004

1056 B

This guide encourages you to be flexible, open minded and able to see opportunities whether they are planned for or not. This means to plan to change your plans. This book reminds you to remember change is constant.

How to Really Create a Successful Business Plan

1060 B

This book shows how to write a successful business plan that can benefit your business. The book is written in basic English and is easy to understand.

The Service Business Planning Guide

1077 B

This book is designed to help you start or grow a business in several top industries with information on developing every type of your business plan step-by-step, as well as a resource directory.

The Restaurant Planning Guide

1081 B

This book gives authoritative, advice on how to parley a strong business plan into a food service success story. Some of the information covered in the book is how to control cost; establish menu prices; staffing and scheduling; Niche marketing for restaurants and more.

FINANCES

TITLE / DESCRIPTION

BOOK NUMBER

Financing Your Small Business

1052 B

This book is a step-by-step guide to financing your small business. It gives you ideas on where to borrow the money from.

The Credit Repair Kit

1073 B

This book tells you how to order a copy of your credit report, understand what it says about you, and correct credit record errors. It also provides a step-by-step process for rebuilding your credit after financial difficulty and easy-to-understand explanations about important new changes in the federal credit reporting law and more.

How to Collect Debts & Still Keep Your Customers

1074 B

This is a down-to-earth book. You'll be ready to: manage your business with cash flow as the #1 priority; figure out why you have bad debts – and how to avoid them; turn time into your weapon, not your enemy; succeed at “dialing for dollars” even if you have very limited resources; help your customers find the money they need to pay you and much more.

Keeping the Books

1080 B

This book is a comprehensive but user-friendly guide to maintaining all the records necessary for a small business. It quickly enables those who know nothing about recordkeeping to develop a complete system that is 100% retrievable and verifiable. Included within this book are setting up of all general records, developing budget and projections, cash flow, and more.

Borrowing from Your Business

1075 B

This book includes complete guidelines on how to select a bank and banker, answer the lender's seven most important questions, understand the pressures on the banking industry, be better prepared than everyone else, get a loan renewed and more.

MANAGEMENT

TITLE / DESCRIPTION	BOOK NUMBER
Wage Slave No More <i>This book answers questions like: What business form offers the most tax benefits? What should I charge for my services? How do I make sure I'm paid for my work? In addition, this book has a complete legal and practical handbook for designers, programmers, proofreaders, sales reps, consultants and more.</i>	1016 B
Firing Without Fear <i>This book discusses the steps you can take before deciding to give someone a pink slip, the scenarios leading up to termination, and how to fire an employee in a fair and evenhanded manner. Firing Without Fear also explains the laws the myths and the realities of firing.</i>	1018 B
Managing Your Small Business <i>This publication has been developed with the intent to provide an accurate portrayal of the general information required to manage a business.</i>	1019 B
301 Great Management Ideas <i>This book encapsulates inexpensive ways to be smarter in the marketplace.</i>	1020 B
Brand Leadership <i>Erich Joachimsthaler describes how the emerging paradigm of strategic brand leadership is replacing the classic, tactically oriented brand management system pioneered by Procter & Gamble.</i>	1021 B
People: Managing Your Most Important Asset <i>This book is a clear guide how to not only manage your employees but also your boss and co-workers. There are also chapters on administrative skills and listening techniques.</i>	1023 B
California Hiring and Termination Guide <i>This guide is a practical, hands-on easy-to-use guide to make hiring and firing as simple as possible.</i>	1024 B
Nobody Moved Your Cheese <i>Nobody Moved Your Cheese book discusses how you should stop listening to the expert and trust your gut instincts. Nobody knows what's right for you except you.</i>	1025 B
A Company Policy & Personnel Workbook <i>This book can save many costly hours in creating company policies. Within this book there are over 65 pre-written model policies and alternates to choose from to use verbatim or modify to suit your specific business. Among the items are equal opportunity, sexual harassment, smoking, childcare, vacation, holidays, overtime, position description, dress codes, and many more.</i>	1084 B

Rightful Termination**1088 B****Defensive Strategies for Hiring and Firing in the Lawsuit-Happy 90's**

This book shows you: how to set up a paper trail that will defuse discrimination claims and other common complaints; how to interview and test job applicants, weed out potential trouble, how to use performance reviews and management techniques to solve work place problems before they go critical; how to avoid workers' compensation hassles, and much more.

The Business Environmental Handbook**1082 B**

This book details a step-by-step how any size business can create a cost-effective, comprehensive environmental plan. Reading this book you will discover how to cut your energy costs by up to 10% with an hour's worth of work; avoid fines, legal battles and bad publicity; increase you revenue by recycling and more.

People Investment**1083 B****How to Make Your Hiring Decisions Pay Off for Everyone**

This book will have some answers on how to determine staffing needs and develop a plan; start a personnel program and establish company policies; explore alternatives such as leasing employees and hiring temps; write accurate job description; orient, train and build a working team; avoid legal problems when you hire fire or discipline employees, and more.

The Personnel Planning Guide:**1091 B****Successful Management of your Most Important Asset**

This book is a complete, practical guide to planning, motivating and maintaining a productive workforce. This guide provides a humane yet business-like approach to managing people, including sections on: legal obligation; planning; compensation and benefits; recruiting and training; motivation; handling problem employees, and more.

MARKETING

TITLE / DESCRIPTION

BOOK NUMBER

Marketing Without Advertising

1061 B

The author outlines high-impact, low-cost marketing strategies to: encourage customers to spread the good word about your business, attract new customers and gain their trust; improve your business appearance and accessibility and more.

Successful Sales & Marketing

1062 B

This book gives a step-by-step guide to successful sales and marketing strategies.

Bringing Your Product to Market

1063 B

This book gives a step-by-step guide.

Tips & Tactics for Marketing on the Internet

1064 B

This book teaches how to put the Web to work for your business. This book gives a hands on guide to: why the web's the place to be, what's the Tab-and the Return, setting up your web site, the ABCs of online promotions, five essentials for any site, tracking visitors to your site.

301 Great Ideas for Do-It-Yourself Marketing

1065 B

This book draws from the pages of Inc. Technology, the magazine for growing companies. The book offers inexpensive, innovative ways generated them, these ideas work and include: techniques for improving sales, marketing ideas using new technology, inventive ways to outperform the competition, and much more.

How to Really Create a Successful Marketing

1066 B

This book explains: how target the right market, stay current with the competition, communicate with your market, develop-execute-your budget, link your marketing plan to your Business plans, and maximize your marketing efforts.

DIRECTORY AND GUIDES

TITLE / DESCRIPTION	BOOK NUMBER
Occupational Outlook & Training Directory	1022 B
<i>This book has A-Z occupation listing with specifics for each occupation. This book also lists the training facilities and schools in the Sacramento area.</i>	
Directory of Manufacturers' Sales Agencies (1999-2000)	1093 B
<i>Within you will find an agent online instantly get word of how agents and manufacturers are dealing with today's business challenges, share your knowledge and strengthen your profession.</i>	
Best Practices in Supporting Women's Entrepreneurship in the United States:	1095 B
A Compendium of Public & Private Sector Organizations & Initiatives	
<i>This is a directory of organizations and initiatives for business women detailing their description, type, mission, history, contact information and more.</i>	
The Small Business Financial Resource Guide	1096 B
Sources of Assistance for Small and Growing Companies	
<i>This is a directory of resources for small business to plan and find financial success and more.</i>	
Procurement Opportunities Guide	1097 B
An Entrepreneur's Guide to Selling to Government & Corporations	
<i>This is a guide to selling to the federal government, state government, large corporations, foreign government and international organizations.</i>	

ENCYCLOPEDIA/REPORTS

TITLE / DESCRIPTION	BOOK NUMBER
Small Business Encyclopedia ~ Vol. 1	1067 B
Small Business Encyclopedia ~ Vol. 2	1068 B
Small Business Encyclopedia ~ Vol. 3	1069 B
A Nation of Opportunity ~ Building America's 21st Century Workforce	1070 B
<i>This report echoes the message that every American worker needs to acquire a higher level of education.</i>	

VIDEOS

TITLE / DESCRIPTION

VIDEO NUMBER

Nobody Moved Your Cheese

2000 V

This video discusses how you should stop listening to the expert and trust your gut instincts. Nobody knows what's right for you except you.

16 minutes

Fish! Catch the Energy, Release the Potential

2001 V

Imagine a workplace where everyone chooses to bring energy, passion and a positive attitude with them each day. An environment in which people are truly connected to their work, to their colleagues and to their customers. Fish! is a tool to help you lead people toward creating that environment.

17 minutes

Who Moved My Cheese

2002 V

This was created by Dr. Spencer Johnson to help him deal with a difficult change in his life. It shows how to take a changing situation seriously but not take yourself so seriously.

13 minutes

Get What You Want in Attitude

2003 V

This video includes information on; choices and attitudes, breathing patterns, claiming responsibility, power talk, taking action, sense of humor, clear communication, healthy relationships, loving life, and 9 skills learned from surviving a DC Plane Crash.

45 minute, includes booklet.

Get What You Want In Business

2004 V

This video includes information on; how to enhance your job skills, how to make your work place work for you, how to become an effective public speaker and how to develop proper business etiquette.

20 minutes, includes booklet.

Get What You Want In Customer Service

2005 V

This video includes information on; Elements of customer service, effective body language, clear voice quality, descriptive words, proper telephone etiquette, dynamic first impressions, powerful team building, stress management skills, impactful complaint handling.

40 minutes, includes booklet.

Get What You Want In Speaking

2006 V

This video includes information on; Dynamic Presentation Techniques, effective body language, persuasive voice quality, impact and power words, 25-point checklist for preparation and delivery, 4 creative ways to open your speech, and 5 call-to-action ways to close your speech.

35 minutes, includes booklet.

Smart Solutions for Managing Your Time

2007 V

In this video you will meet time management expert Susan Freeman who will present you with proven, step-by-step strategies for making your time more rewarding and profitable. You'll learn to think of your time as an investment; it is not how you spend it, but how you invest it that counts.

40 minutes

How to Succeed In a Home Business

2008 V

This video will evaluate a home-based business and show you how to get started. The video also illustrates how to get started, how to manage your company's image, maximize income, and more.

70 minutes

Raising Capital ~ How to Finance Your Business

2009 V

This video shows where you should turn to finance your company's future growth. It also tells you how to approach a lender and what questions to ask. This video with 8 top business leaders offering answers, advice and insight on financing your business.

90 minutes

So HELP Me (Employee edition)

2010 V

What do customers value most in customer service? Solving their problems. This video illustrates realistic customer service problems that can frustrate both customer and employees. The video provides solutions to these problems that satisfy everyone: the customer, the organization and the employee.

16 minutes, includes training leader's guide booklet.

Whale Done! ~ The Power of Positive Relationship

2011 V

What does training killer whales have to do with training humans? More than you may think! In this inspirational training program. Ken Blanchard teaches viewer a technique that actually increases employee effectiveness at work, and it's a technique used by the whale trainers of SeaWorld!

21 minutes

Give em the Pickle ~ A great customer service program

2012 V

This video provides a fun, motivating look at the most important thing we can do in business, take care of our customers. Our job is to make customers happy and the best way to do that is by giving out the pickle, those special or extra things that can be done to make your customers happy! Watch and learn and laugh

18 minutes, includes training leader's guide booklet.

Lead the Field by Earl Nightingale

6 audio cassettes

3007 A

The "Program of Presidents" because so many top executives have incorporated Earl's guidance and wisdom into their management philosophies, listen to this landmark program and learn from the simplicity and timelessness of Earl's words and ideas.

- *Double your mental capability*
- *Recognize and easily overcome the biggest stumbling block to high achievement*
- *Dramatically improve your luck by changing one simple thing*
- *Make success unavoidable with an easy 3-minute-a-day exercise*

The Art of Exceptional Living

by Jim Rohn

6 audio cassettes

3008 A

The can't-miss guide that shows you how to begin living life according to your own rules. Catch up on your success and attain all you want and need. Let success expert Jim Rohn teach you how to master the art of living exceptionally well!

This is a step by step guide for anyone who wants to connect with others. To get ahead in business or in life, you need confidence, poise, and effective communication skills...and this audio will give you the personal power you need.

Jim will teach you the importance of self-education, developing new skills, and how to start your own personal success library filled with information that will make you more knowledgeable as well as more employable.

How to Master your Time

by Brian Tracy

6 audio cassettes

3009 A

You'll discover that "the quality of your life is largely determined by the quality of your time management."

Unlike many programs on time management, this program has no charts, no forms, no daily schedules. Tracy believes in them but knows you are quite capable of developing them for yourself. His purpose in this program is to teach you the philosophy of time management, to help you internalize it, and to help you develop a belief system that will make your every moment more efficient.

Thinking Big: "The Keys to Personal Power & Maximum Performance"

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In this audio series, world-famous success expert Brian Tracy will take you beyond the limits of everyday thought, where you will tap into the vast resources of your mind and unlock unlimited potential.

Success is an inside job. It's a state of mind. It begins with you and is soon reflected in the world around you. By thinking big, you become a bigger person. By dreaming big dreams, you become a leader. By making plans to accomplish your goals, you take control of your life. And by practicing the ideas taught in Thinking Big, you can and will become unstoppable.

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The New Dynamics of Goal Setting will put you on track toward achieving your success, it will help you remain flexible and focused no matter how your career changes, no matter what obstacles or opportunities may confront you.

The secret, according to success-expert Denis Waitley, is to create your own patterns out of the chaos—to fit each new circumstance into your plan for achieving your ultimate goals. By learning to expect the unexpected, your goals become more attainable.

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