



BOOM!

7 disciplines to control, grow and add impact to your business

EMMA WIMHURST

BOOM! is Emma Wimhurst's straight-talking 'tool-kit' for business owners.

Her 7 Business Disciplines provide dynamic strategies for success based on personal experience.

ABOUT THE AUTHOR

Emma Wimhurst is founder of www.EMPwr.co.uk mentoring consultancy and co founder of www.connekt2.co.uk radio station. She began her highly successful cosmetics business, Diva, in 2000 and sold it a substantial profit in 2004. She is a successful entrepreneur and business owner, motivational speaker, business mentor, broadcaster and media contributor.

In autumn 2009 Emma is presenting at the Everywoman National Conference, Start Ups Live and the WOW Conference (organised by Jo Cameron). She was one of 15 'big shots' featured on BBC TV's *Beat the Boss* fronted by Saira Khan (August 2009).

She is an ambassador for www.makeyourmark.org.uk and a regular presenter for Jonathan Jay's Success Track and The Coaching Academy. Emma has been a presenter for Women Unlimited, Enterprise Connection and Enterprising Women.

Emma's media profile continues to grow. She has been featured in the *Daily Mail* and *Good Housekeeping* and has been profiled in *Raw Business*, *Better Business*, *Franchise World*, *South West Business Insider* and *Ambition*. She writes regularly for *Start Your Business* magazine, *Customer Strategy*, *The Business*, www.cmypitch.com and is a featured expert on www.success.tv, www.startuptube.co.uk. Interviews have been featured on www.workingmums.co.uk, www.mumsclub.co.uk and www.motherswhowork.co.uk.

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SALES HANDLES

- The publication of *BOOM!* will be supported by an extensive PR campaign, managed by Sue Blake PR and includes TV, radio, conference and speaking assignments.
- A self-made millionaire, business owner and working mother, Emma Wimhurst has built several successful businesses from scratch. *BOOM!* is based on her own successful approach to building and managing a £multi-million enterprise.
- Incorporates advice and lessons from businesses that have been helped via EMPwr Mentoring.
- Produced in full colour to high production standards and with supporting e-resources, *BOOM!* is an introduction to BOOM!preneurship – Emma Wimhurst's unique approach to building an extraordinary business.

ABOUT *BOOM! 7 disciplines to control, grow and add impact to your business*

BOOM!preneurs are entrepreneurs who want to be the best. Emma Wimhurst's 7 business disciplines are for every business owner who wants help in growing, re-focusing or starting-up a business.

- **Part 1: THE BOOM! MINDSET** offers business lessons from Emma's business story and explains why passion, attitude and honesty are vital ingredients for self-motivation and success.
- **Part 2: THE BOOM! SOLUTION** describes 7 essential business disciplines to help a business grow and profit: *business strategy, business planning, marketing management, practical finance, teambuilding, customer commitment and personal development.* Based on Emma's own winning approach they have helped hundreds of business owners to hone their business strategy for success.
- **Part 3: THE BOOM! BUSINESS TOOL-BOX** provides 9 principles for producing an effective business plan. Throughout the book, business lessons and stories are combined with practical common sense.

MARKET DESCRIPTION

BOOM! Has been written for all business owners and would-be entrepreneurs of SMEs and other business ventures.

- SMEs make up 58% of the private sector workforce and are the primary job creators in the UK. BOOM! has been written for all SME business owners who want to control and grow a better business.
- Nearly 50% of SMEs are at risk of losing their homes if their business goes under. This book will help business owners to get cashflow back on track.
- SMEs are struggling in the wake of the recession. BOOM! Provides practical advice for a grounded approach to business management.
- Business mentoring is recognised as being of great practical benefit to SME owners. Emma Wimhurst's constructive advice is based on many years practical experience as a business owner and mentor.

COMPETING TITLES

The New Business Road Test, John Mullins, ISBN 978-0273708056 (FT/Prentice Hall) £24.99

Getting Things Done, David Allen, ISBN 978-0749922641 (Piatkus) £10.99

The Small Business Start-up Workbook, Cheryl Rickman, ISBN 978-1845280383 (How To Books) £12.99

Spare Room Start-Up, Emma Jones, ISBN 978-1905641680 (Harriman House) £12.99

Millionaire Mumpreneurs, Mel McGee, ISBN 978-1906659615 (Harriman House) £12.99 NYP

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