

Entrepreneur--page 1

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For immediate release

NEW NYC SEMINAR SHOWS "ORDINARY PEOPLE" HOW TO BECOME SUCCESSFUL
ENTREPRENEURS--WITHOUT SPENDING BIG MONEY OR TAKING BIG RISKS.

NEW YORK, NY, October 30th--Computer whiz-kids, chocolate-
chip-cookie bakers, and other young hot-shot millionaire success
stories have become media darlings. But what if you're a regular
guy or gal, not looking to make a million but just wanting to
make a go of a modest small business of your own?

Take heart. Two local entrepreneurs--Gary Blake and Bob Bly,
coauthors of the new book OUT ON YOUR OWN: FROM CORPORATE TO
SELF-EMPLOYMENT (New York: John Wiley & Sons)--have created a new
one-day seminar on BECOMING AN ENTREPRENEUR.

The seminar teaches would-be entrepreneurs that you don't
have to be a Ted Turner or a Victor Kiam to start your own
business. Anybody can do it--and succeed--without a lot of money,
without being a genius, and without taking big risks.

Says Bly, "Although I always disliked corporate life, I was
the person people would have voted 'Least Likely to Take a Risk.'
But by following a few simple principles, I successfully made the
transition from a 9-to-5 job to self-employment. I didn't have
any money in the bank or a great new product. Yet I quadrupled my
corporate salary within 3 years."

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Adds Blake, 42, director of the Communication Workshop, a management consulting firm, "It's traumatic to leave the world of weekly paychecks; we know because we've done it. Our seminar on BECOMING AN ENTREPRENEUR helps people progress from just dreaming about quitting to realistically assessing their options, making plans, and then acting on those plans."

The first BECOMING AN ENTREPRENEUR seminar, which costs \$85 per participant, will be presented in midtown Manhattan on January 24, 1987. The seminar is aimed at people who are not satisfied with corporate life but may not have the impetus, self-confidence, or focus to break loose. BECOMING AN ENTREPRENEUR gives a blueprint for entrepreneurial success, guiding each participant toward confronting the positive and negative aspects of being your own boss.

The course explores such issues as discovering your values, focusing on what you want to do for a living, weighing the pros and cons of corporate security vs. entrepreneurial freedom, dealing with self-doubt and the criticism of others, coping with solitude, finding a partner, setting fees, setting up a company, getting your first client, managing time, and marketing and advertising for small business. It also gives special strategies for making a smooth, painless transition from corporate employment to self-employment.

For more information on the BECOMING AN ENTREPRENEUR seminar, phone or write The Communication Workshop, 217 E. 85th St., Suite 442, New York, NY 10028, (212) 794-1144 or (201) 599-2277.

EDITORS: To request a review copy of OUT ON YOUR OWN, contact: Barbara Monteiro, John Wiley & Sons, 605 Third Ave., New York, NY 10158, (212) 850-6000.

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