



Elegant Entrepreneur

By Danielle Tate

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Elegant Entrepreneur By Danielle Tate

Across a decade of her career as an entrepreneur, Danielle Tate learned how to transform good ideas into successful businesses. At age 25 she bootstrapped MissNowMrs and grew it into a multimillion-dollar enterprise. As a young female founder, she noticed that few business guides offered step-by-step advice to smart but inexperienced women. *Elegant Entrepreneur* draws on Tate's experience and on conversations with prominent entrepreneurs and top executives. She not only shows -- in straightforward and easily accessible terms -- how one can transform a rough concept into a lucrative business; she also gives readers a privileged peek into the entrepreneur lifestyle that allows business owners to take charge of their lives. Relevant both to women with no business background and to those in the process of developing a business, *Elegant Entrepreneur* offers key information and concepts from idea to exit. It discusses the early stages of evaluating an idea, understanding market demands, pitching ideas, building a team of partners and employees, launching, fundraising, marketing and growing a company, handling competition, and knowing when to sell. Tate navigates complex business terrain with clarity, insight, and yes, elegance. Readers are given the chance to see if entrepreneurship is right for them, and stand to gain the freedom, flexibility, and job satisfaction that comes with founding and running one's own business.

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Editorial Review

Review

Over the thousands of interviews I've hosted on EOFire, *Elegant Entrepreneur* stands out as a truly helpful guide to IGNITE entrepreneurs. Startup steps, resources, real-life examples, and insights from over 25 famous entrepreneurs makes this a book on FIRE!" -- John Lee Dumas, founder & host of the EOFire Podcast, the #1 business podcast

Danielle Tate is proof that the American Dream is alive and well in the information age. In *Elegant Entrepreneur*, she offers a readable step-by-step guide on how to launch and maintain a successful enterprise, even if you've never taken a business course. I've read hundreds of books on business and enterprise, and this is one of the most readable and inspirational of the lot! -- Jay Wesley Richards, *New York Times* bestselling author of *Infiltrated* and *Indivisible*

This book provides everything the female entrepreneur needs to know, recognizes that she is female and therefore different from her male counterparts, and speaks to her like the savvy and intelligent individual she is, not like a girl in a man's world. I could confidently recommend this book to any friend who is thinking of starting a business, particularly those looking to start a technology or scalable business. --Shannon Coghlan

This is the most practical, easiest to read book for entrepreneurs and aspiring entrepreneurs that I believe I have ever read, and I have read a lot of them! Danielle walks us step-by-step through the process of deciding whether our business idea is viable and if so, how to build our team and turn our idea into a successful company. I'm very impressed by this book and plan to recommend it to every aspiring entrepreneur I know, not just the women! --Aviva Goldfarb

An absolute must read for any woman thinking about starting her own business...this is not a dry business handbook - it's full of interesting real-world examples from both the author and other successful women who have struggled and succeeded as entrepreneurs. As an entrepreneur myself - this book surprised me. It's more than a resource for beginners...it's also a inspiration for continuous improvement for established entrepreneurs. Whether you're about to take the leap or you did awhile ago, this book will show you the way and keep you on track - --Kim Smith

About the Author

Danielle is Founder and CEO of MissNowMrs.com. Prior to founding her company she was the number one sales representative for a cancer diagnostic equipment company. Her first job after college was selling Canon copiers while hiding from office building security guards. She received a BA in Biology from Western Maryland College, now McDaniel College. Tate lives outside Washington, D.C. with her husband, son, and two mischievous cats. When not writing books, running her company, and raising her family she enjoys early morning Megaformer workouts, trips to the Turks and Caicos Islands, cooking, and drinking champagne in the bathtub.

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