



The Small Business Start-Up Kit for California

By Peri H. Pakroo J.D.

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The 8th edition is completely updated, and includes new chapters on e-business and doing business from home. It also covers the latest California-specific business information, including sales tax rates by county, registration forms and fees. Updated forms and business-planning spreadsheets are included on CD-ROM.

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Editorial Review

"The Small Business Start-Up Kit for California puts all the California-specific information you need to begin your business -- right at your fingertips." (*San Francisco Chamber of Commerce* 2008-02-04)

An excellent resource for beginners... written specifically for entrepreneurs who want to start their own business in California." (*StartupJournal.com* 2008-04-08)

Excellent advice... for would-be small-business owners, and heeding it can help you avoid many early mistakes." (*Los Angeles Times* 2008-03-01)

"Provides step-by-step instructions for setting up a small business in California and guiding it safely through its first year and beyond." (*Reference & Research Book News* 2008-01-05) From the Publisher

Updates

Here are summaries of important legal or procedural changes that affect the latest edition of this product. If you want to check on the accuracy of any other information in the book, please follow the legal research instructions in the book or in Nolo's research manual, *Legal Research: How to Find and Understand the Law*.

What's New in the 7th Edition of Small Business Start-Up Kit for CA

Overview of What's New

The new edition is revised and updated to include the latest business, legal, and financial information, including:

A new chapter focusing on marketing and promoting your business inexpensively.

A new section that explains the basics of search engines in electronic commerce. This section helps readers decide whether search engine optimization is important for their business and offers sensible strategies for improving search engine results.

New material about hiring and managing employees, including discussing the importance of carefully defining positions and writing job descriptions before beginning the hiring process, and establishing periodic and regular review processes.

Chapters Most Affected

Chapter 12 is an entirely new chapter on marketing, which includes discussions about defining a business market, conducting market research, and cost-effective marketing tools, such as networking and community relations.

Chapter 13 discusses how to drive more traffic to a business website by using search engine optimization (often called SEO), inbound links, keywords, and other methods.

Chapter 15 includes a new section about hiring and managing staff, including discussions about the importance of creating job descriptions, job reviews, and employee handbooks.

Appendix A (a comprehensive list of resources and contact information for government and small business agencies) has been thoroughly updated.

Forms That Have Changed The following forms are updated:

IRS Form SS-4

IRS Instructions for Form SS-4

IRS Form 8716

IRS Form SS-8

IRS Form 8832 About the Author

Peri Pakroo is a business and communications consultant, specializing in legal and start-up issues for businesses and nonprofits. She has started, participated in, and consulted with start-up businesses for 20 years. She owns and runs P-Brain Media (www.pbrainmedia.com), a strategic consulting and communications firm that develops information-rich media for web, print, video and other formats. Peri received her law degree from the University of New Mexico School of Law. She is the author of *The Women's Small Business Start-Up Kit*, *The Small Business Start-Up Kit* (national and California editions) and *Starting and Building a Nonprofit* (all from Nolo), and has been featured in numerous national publications including *Entrepreneur*, *Real Simple*, *Investors Business Daily*, and *BusinessWeek*. She is active in supporting local, independent businesses and is a co-founder of the Albuquerque Independent Business Alliance. Visit Peri's blog at www.peripakroo.com. Users Review

From reader reviews:
Stacey Lawrence: People live in this new day time of lifestyle always aim to and must have the extra time or they will get wide range of stress from both lifestyle and work. So , whenever we ask do people have free time, we will say absolutely of course. People is human not really a robot. Then we ask again, what kind of activity do you possess when the spare time coming to anyone of course your answer may unlimited right. Then ever try this one, reading publications. It can be your alternative in spending your spare time, often the book you have read is definitely *The Small Business Start-Up Kit for California*.

Robert Ryan: Reading can called imagination hangout, why? Because if you find yourself reading a book specifically book entitled *The Small Business Start-Up Kit for California* your mind will drift away trough every dimension, wandering in most aspect that maybe unfamiliar for but surely will end up your mind friends. Imaging every single word written in a guide then become one application form conclusion and explanation which maybe you never get before. The *The Small Business Start-Up Kit for California* giving you another experience more than blown away your thoughts but also giving you useful info for your better life on this era. So now let us demonstrate the relaxing pattern the following is your body and mind is going to be pleased when you are finished looking at it, like winning a casino game. Do you want to try this extraordinary investing spare time activity?

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