



Let's Make Money, Honey: The Couple's Guide to Starting a Service Business

By Barry Silverstein, Sharon Wood

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A relatively new small business phenomenon is taking place in America: More couples, especially those in the boomer generation, are starting businesses together. Sometimes they do it because they've lost or left their jobs. Sometimes they want to pursue encore careers. But one thing is clear: For a couple, starting a business together presents the special challenge of combining their personal and business lives.

Let's Make Money, Honey: The Couple's Guide to Starting a Service Business is about a baby boomer couple who start a small service business as a second career. As much as it is a good story, Let's Make Money, Honey is also a how-to guide that covers planning, financing, outfitting, and launching a service business, as well as operations, marketing, sales, customer service, and managing growth. Included are useful tools to help couples assess their business interests and compatibility.

Inspiring and instructional, Let's Make Money, Honey will help couples consider whether to start a service business together – or provide those ready to move forward with a blueprint for success. Packed with detailed how-to advice based on real-world experience, Let's Make Money, Honey is a must-read for self-starter couples of all ages and especially those exploring encore careers.

Advance Praise

“The authors...provide a detailed overview of what any couple should consider before and when starting a service business of their own. From writing a business plan, considering funding options or franchising, business structure and operations, to managing growth, narrowing your client base and creating an exit strategy. It's all told through their highly interesting story of exactly what it took to start-up and grow, then sell their own business.

“This mix of information and specific personal detail involved in getting a business off the ground as a couple makes Let's Make Money, Honey a compelling and useful read. And the authors are frank about the fact that not everyone will have it so easy, not all couples will be able to work together. At the

end of the book, the authors provide a business compatibility test, skills inventory checklist and service business start-up checklist to help readers decide if they are as ready to follow a similar path.” - Melissa Phipps, Retirement Planning Expert, About.com

“Let's Make Money, Honey is the rare combination of life lessons, business cooperation with your spouse, and a business tutorial. Today, as Baby Boomers look to continue to make a contribution, Baby Boomer couples are trying to find ways to spend time together, and still be relevant in the business world.

“Some couples are embarking on starting a business together. This can be a daunting task without a roadmap. Fortunately, a guide has been put together by Barry Silverstein and his wife, Sharon Wood. Barry and Sharon take lessons learned in customer service and help other Baby Boomers to find success in joint business prosperity. In some ways, Barry and Sharon are the coaches on the field for other Baby Boomer couples playing the game of business, harmony, and spousal time together.

“What makes Let's Make Money, Honey unique is that it is a step by step guide for Baby Boomer couples to find happiness, and income in a business life, while supporting their life goals. As a thought leader for the Baby Boomer Generation, I am pleased to endorse and recommend the book.” - Rick Bava, Author, In Search of the Baby Boomer Generation

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Editorial Review

Review

... a concise and well-written guide to starting a business with a romantic partner--or really any partner. ...The advice to be mindful of both the money and the honey is important, and it should help people looking to start a business together to read this thoughtful and encouraging book.? -- ForeWord Reviews

Not only is this an interesting account of a business from its conception until finally being sold, there are also a wealth of valuable tips to be taken from the experiences described by the authors. ...Most importantly, it will help couples to evaluate their skills, personalities and whether it would be feasible to work together in a business of their own. Any couples who after reading the book believe that they are compatible to work together can make further use of the book by making use of all the hints, tips and guidance that it contains. -- John Blunden, Small Business Trends

I strongly recommend *Let's Make Money, Honey* as mandatory reading for any Boomer couple considering launching a home business together, even if it is not a service-oriented business. ... Boomer couples looking to create a home-based business together can jump-start the process by learning from Barry and Sharon's experiences. Rather than figuring out everything yourselves, here is a roadmap identifying the considerations and challenges you can expect to encounter. Buy it. -- Al Kernek, BoomerHomeBizAdvice.com

Let's Make Money, Honey is an absolute "must-read" for couples grappling with the challenges of balancing love and a joint venture in today's service economy. Practical-minded, informative, and sprinkled with true tales from the authors' personal experience, *Let's Make Money, Honey* is highly recommended. -- Willis M. Buhle, Reviewer, The Midwest Book Review

The authors...provide a detailed overview of what any couple should consider before and when starting a service business of their own. From writing a business plan, considering funding options or franchising, business structure and operations, to managing growth, narrowing your client base and creating an exit strategy. It's all told through their highly interesting story of exactly what it took to start-up and grow, then sell their own business.

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Let's Make Money, Honey deals with an ever growing segment of the Baby Boomer Population, that being starting a business as a Second Career, or what is sometimes called *Encore*. What makes the book unique is that it is a step by step guide for Baby Boomer couples to find happiness, and income in a business life, while supporting their life goals. As a thought leader for the Baby Boomer Generation, I am pleased to endorse and recommend the book. --Rick Bava, Author, In Search of the Baby Boomer Generation

About the Author

Barry Silverstein and Sharon Wood have worked together in one capacity or another for over three decades.

They have also been married to each other for nearly that long. After lengthy careers in marketing and sales, Silverstein and Wood relocated to Asheville, North Carolina where they started a small service business together. They ran it successfully and sold it six years later. They proved without question that couples can not only successfully work together, they can start and run a business together. Silverstein and Wood continue to collaborate as volunteers for Asheville Humane Society. Wood, a retired dog groomer, donates her time and expertise grooming shelter dogs. Silverstein is a freelance writer, brand marketing consultant, and the author of several business books, including *Business-to-Business Internet Marketing* (the first book written on the subject) and *The Breakaway Brand*. The couple resides in the Asheville, North Carolina area.

Users Review

From reader reviews:

Patricia Mattox:

Here thing why that Let's Make Money, Honey: The Couple's Guide to Starting a Service Business are different and trustworthy to be yours. First of all reading a book is good nonetheless it depends in the content from it which is the content is as delightful as food or not. Let's Make Money, Honey: The Couple's Guide to Starting a Service Business giving you information deeper since different ways, you can find any book out there but there is no e-book that similar with Let's Make Money, Honey: The Couple's Guide to Starting a Service Business. It gives you thrill studying journey, its open up your eyes about the thing this happened in the world which is perhaps can be happened around you. You can bring everywhere like in park your car, café, or even in your method home by train. For anyone who is having difficulties in bringing the imprinted book maybe the form of Let's Make Money, Honey: The Couple's Guide to Starting a Service Business in e-book can be your choice.

Tamica Harris:

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