

# One Simple Idea for Franchises, Startups and Entrepreneurs

By Stephen Key





**One Simple Idea for Franchises, Startups and Entrepreneurs** By Stephen Key

#### TWO E-BOOKS IN ONE

One Simple Idea

Stephen Key has been living this dream for 30 years. The developer of such lucrative products as Michael Jordan's WallBall®, the Spinformation® rotating label, and HotPicks® guitar picks, he knows better than anyone how to make a great living as an entrepreneur. Key develops ideas for new products, licenses them out, collects royalty checks, and doesn't look back. You can do it, too. All you need is One Simple Idea.

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One Simple Idea for Startups and Entrepreneurs

Stephen Key helps you live the entrepreneurial dream by delivering a proven, straightforward process for starting, growing, and running a business—without the need for an MBA or millions of dollars in funding. Case studies, tips, and advice from other successful entrepreneurs underscore key principles to make it easier than ever for you to achieve your business and life dreams.



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