



Emergency Planning for the Solo Entrepreneur: Back Up Your Business--Before Disaster Strikes

Kathryn Hack

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The challenges facing a solo entrepreneur when calamity strikes are unique in the realm of disaster planning, and the only effective strategy for preventing a business failure after an unexpected major setback is have a clearly thought-out emergency backup plan. This book guides you to being 100 percent ready for the worst-case scenario.

- Asks a critical question: "How prepared is the average solopreneur to withstand a sudden crisis, like a serious medical emergency?", addresses the likely consequences of being unprepared, and provides a practical strategy for building an emergency backup plan
- Presents guidance for choosing a person or team of people to immediately step in and manage the business during a crisis
- Stresses the importance of building a comprehensive communication plan that serves to keep people informed on a daily basis
- Offers information for keeping computers and other vital equipment in good working order and protected from cyber attacks



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