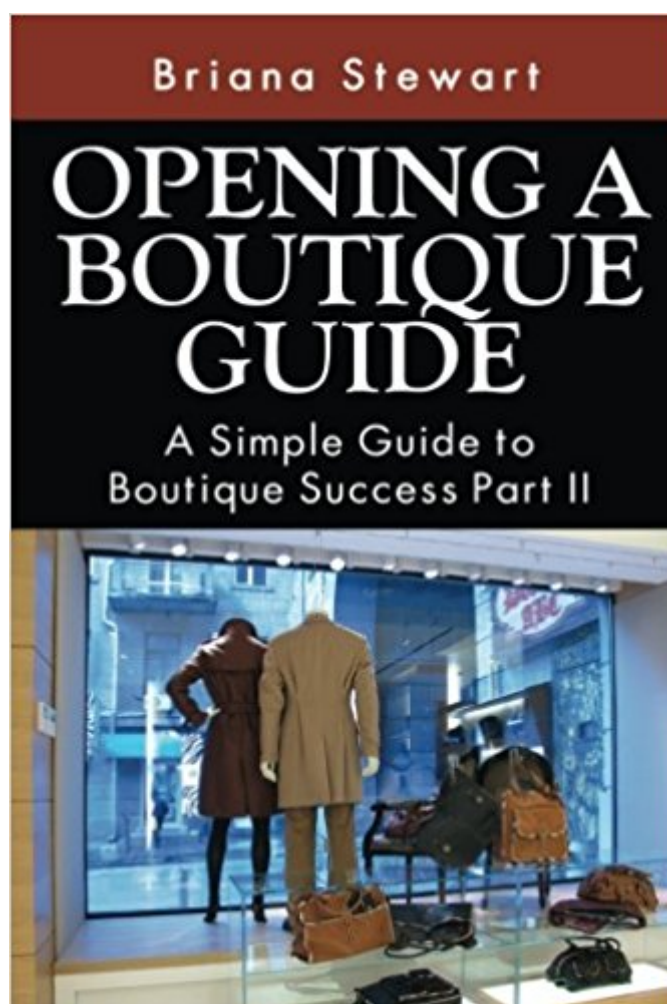


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Opening A Boutique Guide: A Simple Guide To Boutique Success Part II (How To Open A Boutique: The Simple Guide To Boutique Success Volume 2)





Synopsis

How to Open a Successful Boutique in 60 Days or Less Without a Pile of Money, Perfect Credit or Industry Connections My name's Briana Stewart. And if you've ever dreamed of opening your very own boutique I've got good news: it's easier than you think. That's right. Building a successful boutique that allows you to pursue your passion for fashion is really not that complicated. If you know the right steps to take. And I've helped HUNDREDS of aspiring fashion entrepreneurs discover what the right steps are and build their own successful boutiques. The Top Ten Things You Must Have to Build a Successful Boutique (and how our guide will help you get them) A Passion for Fashion Do you love looking good? Stay up to date on what the stars are wearing? Do you find personal fulfillment making new clothes? Or drawing new designs? Or helping your friends pick the best outfits to look better and feel great about themselves? This business is all about loving what you do, and if you've ever dreamed about designing your own clothes, helping more people find fashion in their lives, or share your sense of style with the world, you're in the right place. A Brain for Business There are a million little factors that will determine whether your shop is a success. Are you ready to take control of your career? Do you have the hunger that it takes to push through the challenges, make the hard calls and promote yourself day-in and day-out? We can give you the business plan, and teach you how the industry works. But the fire has to come from within. Are you tough enough to take a stand? Will you do what it takes to succeed? If so, our guide will show you the way. Technical Tricks As I said earlier, the internet has changed business forever. You don't have to be a computer genius to see that, or to build a successful business. But are you willing to learn new things? Are you the kind of person who'll go to YouTube or Google to find out how to overcome a challenge? Or are you the kind of person who says "This is too hard" and chooses to quit? Will you push beyond your comfort zone to make your store a success? If you're ready, our guide will show you everything you need to know. Managing Your Money Keeping track of the money that comes in and goes out of your business is just as important as anything else that you do. Are you good at handling your own budget? Or are you willing to be learn? All it takes is discipline, but bad budgets can make or break a business faster than any other factor. There might be tough times, too. Are you prepared to place some limits on your lifestyle now so that you can live your dreams in the future? Building any business requires some sacrifice. Even boutiques. Is building your dream business worth it to you? Knowing Your Niche Are you prepared to limit what you carry in your store to a specific theme? This is the key to attracting a customer base. You need to pick a niche where you can perform. You need to pick a niche where

you're ready to lead. You need to stick to the things that make you stand out from the crowd, or you'll never make a real impact on your market. That means you might not be able to carry everything you wanted to in one store. Can you make those tough decisions to build your business? If you can, our guide will help you figure out that niche and make your new boutique a success. Putting Yourself In A Lucrative Location There's no business without customers. And you can't find customers if you're not out in the open. Are you willing to put yourself out in the world as the face of your business? Are you willing to manage a shop in person, or publish actively online? If you're too shy to stand behind your business, this probably isn't the right guide for you. If you're proud of your products and excited about your styles, our guide will show you how to get yourself the attention you need to build your customer base.

Book Information

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Customer Reviews

The advice in this book covers not only the particular aspects of opening a clothing store, but it offers some general business advice as well. The topics presented cover a very wide range of subjects such as choosing the right location, handling all the financial aspects of the business, getting and keeping the customers and many other things, some specific for the boutique business and some more general but equally important. It is obvious that Briana Stewart has done some extensive research on this matter and I believe she must have some practical experience as well.

This is the second book I read from her and I am really impressed by how easy to understand and practical her advice is.

I was really worried with the other reviews of this that this might be a bit of a lemon but I was pleasantly surprised. Although there are significant typographical errors other than being irritating the book is still readable. I'm looking at opening something soon and I want to make sure I'm armed with as much knowledge as possible. I've bought this and the previous book and they are good places to start, fairly short they've given me a good idea whether or not this business may be for me before wasting the money. I like how straight forwards this guide is, it really gives you the groundwork basics of running a small business without the fairy tale that you'll be making buckets of cash instantly. Also the fact that this is a short book makes it a quick easy read you can fit in to any schedule and you don't necessarily have to read the other book first to know where this is going.

Goodness, i can't deny the amount i am enamored shopping! Especially garments, it add much to my certainty if what i am wearing is in style. It was also my childhood dream to own a boutique someday. But i guess it still not too late to start! It is definitely notunimaginable for me to have it, everything i need is information about it, cash, time and exertion. This book will be an extremely supportive aide! I have been understanding it for two weeks now and i have picked up an excess of gaining from it. Presently i can say i know the right steps to take and building a fruitful boutique that permits me to seek after my enthusiasm for design is truly not that muddled! Better than average!

With boutique and online boutique shops like Etsy becoming more popular, I've definitely wondered how I could go about opening a boutique. Luckily, this book has everything I need. First of all, this book takes the realistic view that to open a boutique - you have to understand fashion. It helps outline the process of opening a boutique from forming a financial plan to psychological manipulations to gain success. The psychological manipulations were my favorite part, because those processes could be repeated for continued success. I feel more confident in moving forward with opening a boutique after reading Briana's book!

I'm an entrepreneur that's always looking for a way to make extra income. I came across this book in my search for another book. It was very helpful. It has questions I should ask myself that I never thought of in the beginning, how to get the money for the start of the company, and how to build the business up so you don't fall on your face. I will no longer be selling clothes out of the van on the

side of the road after learning these tips. I have begun to start the clothing store and I feel more comfortable going into it than I did before.

Now that you have a boutique, where do you go from there? If the first book wasn't as informative enough, Stewart comes back with a second volume on how to open and run your own boutique. This time fashion is the focus. From what to look for when picking designs to how to effectively layout your store, this book delves in further into the realm of retail fashion. Stewart gives practical advice and builds on some of the basics learned in the first book. This book also takes a look into finding suppliers and developing a strong niche. Short but succinct, this book continues to look even more into what you need to operate a successful boutique.

Disappointingly, I didn't find this book nearly as helpful as Ms. Stewart's first book: same title Part II. This book had just about the same information as in her first book, but the first book had more "how to's" and went into more detail. I loved her first. I don't think you need this second Part II book.

Everything you need to know about opening your own clothing store is in this book. The book is well written, broken down step by step, and easy to understand. It explains the legal side of owning a clothing store and the licences you would need. It doesn't leave any detail out. Briana Stewart also explains the best way to raise revenue for your business.

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