

The Complete Country Business Guide: Everything You Need to Know to Become a Rural Entrepreneur

Lisa Rogak

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Ever fantasize about escaping the big city congestion and moving to a home and a new job out in the country? It's not just for farmers anymore. Rogak has been running her own country business for over ten years, and in *The Complete Country Business Guide* she not only shows readers that it's feasible—she also provides sound business advice for starting a rural business.

Rogak emphasizes that there is a whole lot more that goes into planning for a country business than merely moving in and hanging a sign, and that the marketing and attitude required to succeed in a rural business is different from city businesses. A number of businesses are profiled and quotes from the actual business owners lend credence to the information. The profiles contain useful information for readers to evaluate the business potential of the various options: ease of start-up, initial capital investment requirements, success potential, and overall pros and cons. From bed and breakfast inns to restaurants and llama farms, all of which are profiled, the possibilities are as endless as one's imagination.

Written in a style that is easy to read, with a tone that is encouraging but cautious, this book does a good job of stressing the importance of doing one's homework before plunging ahead with a new business; advice that could save readers from serious and potentially costly oversights or mistakes down the road.

CINDY PATUSZYNSKI (March / April 1999)

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