



# **The Mocha Manual to Turning Your Passion into Profit: How to Find and Grow Your Side Hustle in Any Economy**

*Kimberly Seals-Allers*

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Who among us haven't dreamed of turning our passion into an income-producing enterprise? Whether it's arranging flowers, creating our own beauty products, or taking care of children, we all have our special talents. But how do you turn your hobbies into something more lucrative? And when would you ever find the time?

In an uncertain economy, there is no better time than now to get started and *The Mocha Manual to Turning Your Passion into Profit* offers the step-by-step answers you need to turn your ideas into a business plan and your business plan into a bona fide business. Whether Kimberly Seals-Allers, an entrepreneur herself, is directing you toward resources that will tell you which licenses you need to get started or advising you on how to pick an accountant once your business starts to grow, you can count on her counsel to be clear, concise, and inspiring. Her wisdom on everything from marketing ideas to managing employees is combined with advice and anecdotes from everyday women who have founded companies ranging from small IT consulting businesses to massive operations such as Carol's Daughter. Whether you want to quit your job and start your own company or supplement your existing income with a "side hustle," this inspiring book is for you.

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