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BOOKS

Working For Yourself

Review by Sandra Bishop

Written by Phillip Namanworth and Gene Busnar. McGraw Hill, 1st printing, 1985.

This book is an essential tool for anyone who is in business for themselves. It is an exciting book. It is chocked full of exercises, charts, lists and detailed instructions pertinent to any freelance professional's trade or business. Whether you have been a freelance consultant for 20 years or intend to write the great American novel on your lunch hours, you should have this book.

Both authors are successful freelancers. Namanworth has a consulting service for those working for themselves. He is also a musician whose work has been presented on Sesame Street and Saturday Night Live. Busnar is co-director of a service network for freelancers.

The book is packed with valuable information interspersed with personal stories. It's fast paced. No section is longer than two and one half pages. Bold headlines, boxed and highlighted copy make this book a delight to read and use. Footnotes are amassed at the end of the book, where they don't disturb the flow while you're reading. The cartoons are wonderful and to the point.

The book, like any good party, begins with attitude adjustment. According to the authors the first step to a successful freelance business is realizing your business, no matter how parttime, is the most important business there is. How to tap into the unlimited potential of self-employment is thoroughly explored. The table of contents reads like a very useful index of business strategies. Chapters illuminate specific areas including marketing, use of time, success, finances and business structure.

The book is most useful when read cover to cover, reread taking time to do the exercises, and then kept for a reference. If you answer all the questions honestly in the exercises in *Working For Yourself* you will either be on the road to having a very successful business or you will see clearly that you are not serious about freelancing.


I stress again—it doesn't matter what your business entails, the information, advice and exercises presented by Namanworth and Busnar are relevant to your business. What this book is about is you forming a solid foundation for action. No amount of planning can make up for lack of action. Action is after all what makes any business venture successful. The authors solicit correspondence at the close of the book—networking is what freelancing is all about.

Buy this one—it's a keeper.

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