



# Ready To Soar: Turn Your Idea Into A Business

*Naomi Simson*

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## **Ready To Soar: Turn Your Idea Into A Business** Naomi Simson

You have an idea, you think it might have potential — perhaps people will even spend their hard-earned cash on it ... if you could just get started. In *Ready to Soar*, much-loved Australian entrepreneur Naomi Simson will show you how to develop your brilliant idea into a thriving business.

Whether you want to make oodles of money, help create a better world or simply become your own boss, *Ready to Soar* can help. You will learn how to avoid the pitfalls that many start-up businesses make, formulate your ideas, make plans and develop your individual roadmap for success.

First, you will learn how to create possibility and opportunity for your idea, but also how to be pragmatic and realistic about its potential. Naomi shares both her personal experience and that of the many business founders she has mentored, coached, invested in or sometimes dragged kicking and screaming on their journey.

Then Naomi will help you on your path by showing you which step to take first, and travel with you right through to the launch of your business. She offers advice on how to pitch, understand what a pivot is and sort out your funding and finance, as well as encouraging you to explore what real success looks like.

You'll be challenged to think through things that might never have occurred to you, as Naomi reveals the all-important questions she wishes people had asked her at the start of her own journey.

*Ready to Soar* will help you turn your dream into a reality.

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