

# CONTENTS

Foreword by Brian Walker  
15

Introduction  
19

Chapter 1  
Big Business Is Waiting: Where are You?  
25

Chapter 2  
Have an Exit Strategy Before You Open the Doors  
35

### Chapter 3

Get Smart About Partnering: Create a Business Prenup

49

### Chapter 4

Find the Money Needed to Launch and the  
Credit to Keep Going

59

### Chapter 5

Hire the Right People at the Right Time

79

### Chapter 6

Create a Great Work Space

99

### Chapter 7

Pay Attention to Small Customers—  
They Can Get Bigger

107

### Chapter 8

Recognize When to Love Clients and When to Leave Them

115

### Chapter 9

Be Ahead of the Pack, but Not *Too* Far Ahead

127

### Chapter 10

Know When It's Time for Employees to Go

135

Chapter 11  
Choose to Get Big or Stay Small  
143

Chapter 12  
The Big Business Buyer's Perspective  
157

Chapter 13  
The RFP: What It Takes to Compete  
173

Chapter 14  
Position Yourself: Learn to Brag  
187

Chapter 15  
How to Get Face-time and When to Show Up  
197

Chapter 16  
Give Something Away, Get More Business  
207

Chapter 17  
Find a Champion and Perform  
215

Chapter 18  
When It Comes to Operations,  
Think Like a Big Business  
221

Chapter 19  
Know When Not to Compete  
229

Notes  
237

Index  
245

About the Author  
251