

Lansing Artist and Entrepreneur Releases New Title

E is for Entrepreneur

Barbara Hranilovich has been self-employed for decades, as a commercial illustrator, a fine artist, and as owner of BARBCO, the company for her product; the beverage CADDi. She has been called a start-up junkie, with several enterprises under her belt, thriving on the potential of ideas and the thrill of pursuit.

Barb has been involved in Ladies Who Launch and regularly connects with fellow entrepreneurs around the country, to keep momentum and creativity coming, and to share challenges, successes and resources.

Barb says, "There are lots of books which talk about business plans and return on investment. People need a little nurturing, nudging, and moral support, too. So, I wrote one. It's the book I wish I'd had along the way."

E is for Entrepreneur is conversational and intimate, with examples from day-to-day life as a self-employed individual. It's a companion for people striving to make it on their own.

This book will not tell you how to make a million, but it may help you keep your sanity while you try.

"Barbara takes your hand and shares a refreshing, personal experience of what self-employment is all about. People in any phase of an entrepreneurial venture will appreciate these essays."

Mike Michalowicz
Author of The Toilet Paper Entrepreneur

Barbara's immense talent and organizational skills shine through in this delightful guide to becoming an entrepreneur. Her little gem of a book gives you a leg up on a successful launch and her quirky drawings provide the exclamation points. If you are launching a business or know someone who is, this is the book you want. Its bite-sized strategies and tips will help guarantee a successful launch.

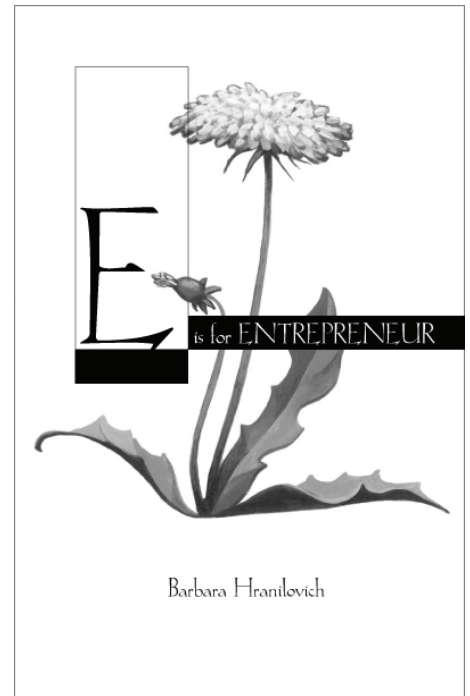
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E is for Entrepreneur

Twenty-six essays explore business communication, the emotional ups and downs of being self-employed, the value of patience and the nature of the entrepreneurial individual.

Written in a personal voice, these essays are meant to offer the me-too read - that feeling that someone else has gone through what the reader is experiencing while trying to make it on their own. Even with internet connections and ubiquitous networking groups, being self-employed can be lonely and provide unique challenges, which those with regular pay-checks and job descriptions simply cannot understand.

Barb Hranilovich has worked for and run cottage industries, and partnered with others in various ventures, all while pursuing her prime livelihood as a commercial illustrator, working for clients nation wide, in business, editorial and publishing. She is currently marketing the beverage CADDi, her own invention, through BARBCO. In the fourth year of development, and still effectively in launch mode, this venture has taught her unimagined things, both wonderful and difficult, and connected her with fascinating people in far-flung places.

Here is an excerpt from one essay:

D is for Doing

If you don't DO something, nothing will HAPPEN.

Being self-employed is a unique challenge. I am both employer and the employee. As employee I get to look at what sort of boss I have...fair, demanding, reasonable? As employer it's my job to keep an eye on my employee...is she sticking to task? Is she working herself to death? Can I help make the environment more conducive to efficiency, dedication and success? Wearing both hats gives me empathy for both roles. It gives me a chance to look at the big picture as well as buckle down to handling details. I have to strategize as well as implement. I don't so much switch roles as feel a fluidity between them.

What all comes down to, though, is simply doing what needs to be done. This can mean setting and writing out goals, paying bills, sending out marketing materials, reading articles, learning new software, or cleaning. This allows for a huge range of possibilities for how any work day may look.

We each have our own motivating forces. Money, sense of self, the need for stimulation. We drive and coax ourselves to do our jobs in different ways. For me lists have been helpful, but they can also be demanding, shaking their little fingers at me if I don't get everything on them accomplished. But lists don't know what unexpected thing may crop up in a day, or what state of mind one is in. Lately I'm finding sticky-notes to work well. They keep a given task before me, but allow me to adjust the timeline if needed. Not being bullied (dissing that to-do list again) into doing something makes me much more inclined to actually do it.

On those occasional days when I'm not sure what to do I simply do SOMETHing...ANYthing. A friend recently said she hates to clean, but will adjust the fung sui - an fun reframing of an otherwise nasty task. Clearing an office of clutter may well be the most effective thing you could do in a day. Reading a book that gets you thinking about marketing opportunities may trigger any number of thoughts about where you are and where you, the employer, and then you, the employee need to go with your business. It's all good if you actually do it.