



# Teacher Incorporated: Let's get your business hat on!

*Kate Pullen*

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# Teacher Incorporated: Let's get your business hat on!

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## **Teacher Incorporated: Let's get your business hat on!** Kate Pullen

Teacher Incorporated is a 180+ page book for teachers who are starting out selling their teaching resources on TeachersPayTeachers.com and other similar websites. This book is about the business aspects of selling teaching resources and is designed to help teachers learn more about starting and running a successful business, including sales and marketing advice, tips for promoting your product, an interview with an attorney for advice on business entities and much, much more! The book includes:

- How to get started
- Copyright - things you should know including how it affects you and how to protect yourself
- How to set your prices
- How to market your products
- How to create a business plan and research your market
- How to manage customer expectations
- Software to use - plus tips for free alternatives
- How to create eye catching front pages
- What not to do when starting out - pitfalls to be aware of
- Time management tips

Let's get your business hat on! This won't tell you how to get rich quick or promise you the secrets of the top sellers, instead, it will help you build the foundations of a successful, sustainable and ethical small business. You will find lots of essential information plus links to authoritative sources for more detail where appropriate. Original illustrations throughout illustrate important points in a light hearted way.

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