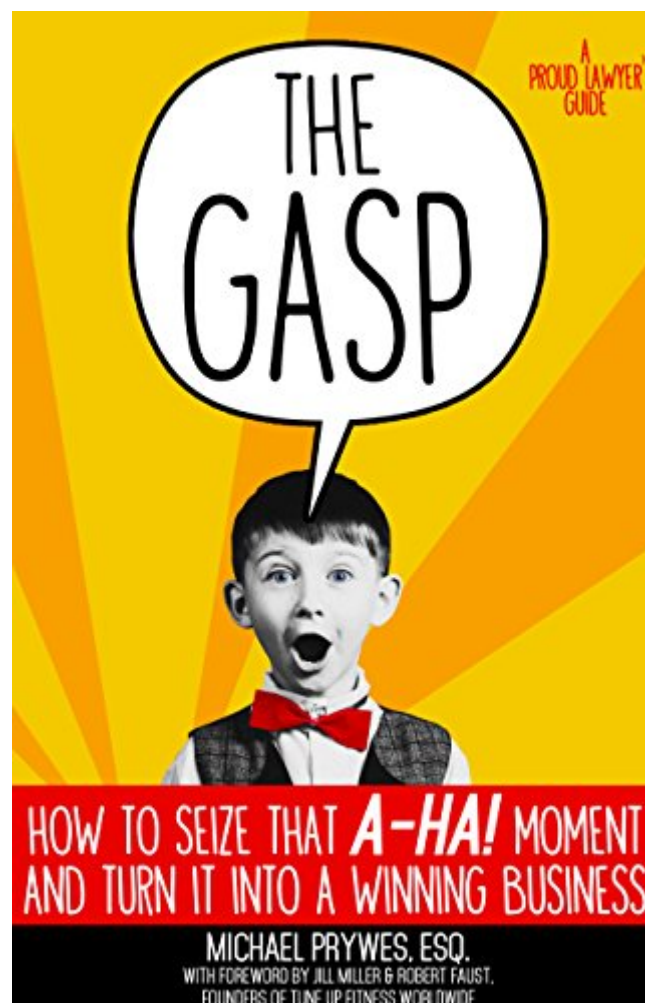


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# The Gasp: How To Seize That "A-Ha!" Moment And Turn It Into A Winning Business (A Proud Lawyer Guide)



## Synopsis

Hal Elrod, #1 bestselling author, *The Miracle Morning*, says (on the back cover): "Creative entrepreneurs need this book. This indispensable and tremendously practical guide takes the unsure entrepreneur by the hand and makes the often complex launch of a small business a whole lot simpler. Before meeting with an attorney, an accountant, or customer, this book will equip you with crucial information that is necessary for your success." Finally, a lawyer saves you time and money with legal and practical knowledge about starting and growing a creative business. Until now, creative entrepreneurs--natural DIYers--have had to surf the Net to discover basic information and find out how to lawfully launch and grow a business. This book, written by attorney and former media producer Michael Prywes, gives the artist or innovator the tools to:

- \* Naturally discover the perfect business idea
- \* Choose the right business entity
- \* Protect intellectual and tangible property and avoid lawsuits
- \* Raise money legally and ethically
- \* Hire (and fire) employees and independent contractors
- \* Advertise and market the business

*The Gasp: How to Seize That A-Ha! Moment and Turn It Into a Winning Business* is a step-by-step handbook and practical guide to the legalities, practicalities, and pitfalls of creative entrepreneurship. Michael Prywes, Esq. has filled this book with the wisdom and personal experiences he shares with his own clients.

**\*\*Comes with FREE Audiobook\*\***

Foreword by the founders of Tune Up Fitness Worldwide: The first life force breath of your business truly is *The Gasp* - the A-Ha! moment that provides the oxygen needed to fuel you from ideation to creation. However, the journey of turning that Gasp's initial boost of oxygenated excitement into a winning business will undoubtedly be an emotional rollercoaster ride like nothing you've experienced. It's a ride that every entrepreneur must endure to create a winning business, whether you're a one-man (or woman) service based company or CEO of an empire valued at \$100 mil plus. It's why understanding the baseline fundamentals that are outlined here in Michael's book are so imperative...

- Robert Faust, President & Co-Founder - Tune Up Fitness Worldwide, Inc; formerly, Founder/President, Arthouse Marketing Group; Co-Founder/President, MediaTrip.com; Founder, Los Angeles Film Festival & the LA Film Collaborative

**\*\*\***I had no idea I was a fledgling entrepreneur. In fact, I had self-produced 9 original DVDs, created a brand name, had a website, flew back and forth across the country teaching my techniques to thousands and yet did not know what the term "entrepreneur" meant. I was a creative having fun with my "art" but I did not understand its value in commerce, nor did I know that I needed to protect it. I had many wrong assumptions about my business...

- Jill Miller, Program Developer/Co-Founder - Tune Up Fitness Worldwide, Inc. & Author, *The Roll Model: A Step by Step Guide to Erase Pain, Improve Mobility and Live Better in Your Body*, Creator; Yoga Tune Up® & The Roll Model® Method

## Book Information

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## Customer Reviews

Great book for all business owners but especially for those of us with a small partnership or LLC. I wish I had read this about 2 years ago when I had my first big idea and started my business, it would have saved me a lot of time and money. The author did a great job of creating a book that is both extremely educational but also easy to read. My favorite chapters are 1. "Gasping for money" where he goes into detail on how to fund your new business and how to figure out what type of financial model will work best for you. 2. "Can you Protect your Gasp" where he talks about patent copyright and trademark. These are all conversations I had with my lawyer when I first started but if I was armed with the information in this book I would have been able to save time and frustration. As I grow my business I know that the lessons from later chapters on contractors, employees and interns are going to be something I go back to. Overall a great book that is Well Worth the price, in fact I would say that to get this advice would normally cost a ton more.. and I know because I paid my lawyer close to \$800 in 3 consultations visits to learn about half of what was here

An exceptional legal guidebook for getting your idea off the ground and getting it to the marketing

table. What are some of the legal issues you need to think about? How do you build your business and keep yourself out of legal trouble? The discussion on taxes, contract negotiations and corporate legalities are American, but the information is easily transferable to many other countries with similar laws. There's some great advice on how to keep your business on budget, how to keep yourself focused, keeping the creativity flowing, etc.

I'm so glad there's an attorney out there (Michael Prywes) who understands what it means to be a creative entrepreneur. Through this book, he's helped me to feel more empowered by making the nebulous "legal stuff" much more palatable, understandable, and approachable. Legal aspects have always been the part of my business that I've struggled with the most, and now I feel like I can approach them from a much more informed (and inspired) place. The Gasp is like an attorney-in-my-pocket (or at least on my phone). :) I'm recommending this book to all of my clients.

You know you have an idea so good it made you gasp! Err, now what? Michael Prywes has been there and knows how to talk to would-be creative entrepreneurs. We tend to "grasp the gasp": get stuck in admiring and protecting the idea. Chapters 8, 9 and 10 explain just how difficult it is to patent or protect an idea as such. You have to go out and realize your idea! This book will point the way to "turn your idea into a winning business." Technicalities are treated in a down-to-earth manner that will help turn you from a person with an idea into a creative entrepreneur.

The Gasp is the one of the most accessible and most enjoyable how-to's on business and start-ups. Michael unravels the complicated world of start-up legalese and gives a practical road map for creative brains to follow and flourish. His book flags some of the most potent pitfalls and gives you vital instructions on how to navigate and calibrate your path. It is a genius guide for anyone who wants to follow their dream.

As I read through this book, I was surprised that it was fast paced and easy to read in spite of the fact that there is a lot of legal jargon. The author walks you through how to approach your own "gasp" with many things to consider and his personal experiences. I recommend "The Gasp" to anyone considering starting their own business venture. The information presented will give you a good framework of things to consider before taking your next step.

If you've ever had a Eureka moment, an ingenious idea that might just be the next Apple or Google,

but were dragged down by fears of "What do I do next?" or "What about laws, and copyrights, and trademarks?" or "I can't do this! The time isn't right!", then you MUST READ this book. Michael Prywes, a lawyer, will walk you through the entire process, from the Gasp to Success.

Superior insights in how to master starting a business from a legal expert. Priceless material that will save you \$\$\$\$. I found the tips on Protect intellectual and tangible property and avoid lawsuits most useful.

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