

# Contents

List of Forms	<i>viii</i>
Foreword	<i>xiii</i>
Preface	<i>xv</i>
Acknowledgments	<i>xvii</i>
About the Authors	<i>xix</i>
Introduction	1
<b>1</b> Setting and Reaching Your Goals	5
<b>2</b> Maximizing Sales and Marketing	13
<b>3</b> Formalizing Client Communication	71
<b>4</b> Estimating and Requesting Proposals	171
<b>5</b> Controlling Production	219
<b>6</b> Making Business Operations Work	255
<b>7</b> Managing Finance	347
Epilogue	381
Resources	383
Index	387