



Better, Smarter, Richer

Jackie B. Peterson



Business Principles for Encore, Creative, and Solo Entrepreneurs

Jackie B. Peterson, the leading authority on solopreneurship for one-person creative and encore ventures brings insight and experience to inspirational presentations and high-energy workshops.

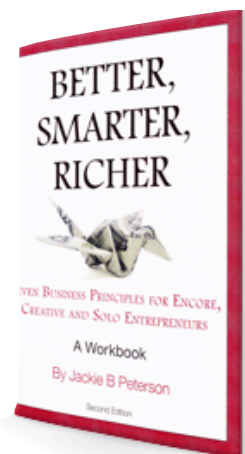
Jackie's Top Workshops | [Learn principles and put them into practice](#)

- * **Principles of Solopreneurship**
Learn what it takes to run a solo business today and find out how you can make a living doing what you love.
- * **Is Self Employment For You**
Find out if self employment is an option for your personal situation. Learn what it takes to get your start up planned and funded.
- * **Charge What You're Worth**
Understand value-based pricing and learn how to price your services, programs and products in a way that you're comfortable standing by them.
- * **Your Unique Value Proposition**
What makes you stand out from the crowded marketplace and learn how to communicate that difference to your hungry clients.
- * **Present Yourself Like An Expert**
Learn to demonstrate your credibility and expertise in a way that you gain the trust of potential clients and encourage them to open their wallets.
- * **How To Find Your Target Market**
As a solo, you have to be choosy. Learn how to zero in on your own unique narrow niche to lower the competition and stand out like a pro.

Jackie's Book & Online Courses | [Learn at your own pace](#)

- * **Better, Smarter, Richer**
Working with the workbook *Better, Smarter, Richer: 7 Business Principles for Encore, Creative, and Solo Entrepreneurs*, this online course walks you - step-by-step through your business development. You even have the opportunity to join into LIVE conference calls with other solos.
- * **Better, Smarter, Richer: The Workbook**
Small business advice in workbook form, this book covers the seven principles that are essential to create and run your own solo-based business. You'll find exercises and checklists to get everything set up the way you need to build a thriving business.

You'll also find several case studies that are rich examples of what others - just like YOU - are doing to succeed in their businesses.
- * **Best Beginnings: Your StartUp Done Right!**
This self-paced course has seven modules that focus specifically on your business idea, where to find funding, what structures to consider and more. You can take the modules one at a time as you work at your own speed, or you can take them all at once. You've got someone to walk with you throughout the entire start-up process.



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Business Principles for Encore, Creative, and Solo Entrepreneurs

"I would definitely recommend [Best Beginnings™] to others. It gives a solid platform from which to build on. I learned a lot to get my business off the ground and that is essential."

~ **Susan Nelson**, *Timeless Italy*

"Jackie's Better Smarter Richer changed my business when nothing else worked. It helped me refine our service offerings, raise my prices, define my perfect client and market effectively. Now I have a 92% conversion rate!"

~ **Amy Boggs**, *Sparkling Palaces*

"Jackie's Better, Smarter, Richer program is the best tool I have found to meet the needs of this unique group of business owners. The checklists are particularly helpful to our clients!"

~ **Mary Merrill**, *SBDC Regional Director
Small Business Development Center
The Dalles, Oregon*

"Jackie taught me how to see my time as part of my business. She helped me charge exactly what I'm worth when I work with clients and truly helped me get clear on how to make money doing what I love. I used to give away my talents and then felt resentful of my clients! Jackie said, "What are you thinking!" and helped me change. My belief in my work has always been strong, but I know I was not working to my full potential financially. It's truly amazing to feel good about the business side of my career!"

~ **Janice Patrino**, *Centering for Wellness*

Book Jackie | For Your Next Event

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An entrepreneur herself, Jackie has been named one of the **100 most powerful women in the Northwest** and she's recently won the Portland Chamber of Commerce's prestigious **President's Award** in recognition of her years of working on behalf of the small business community.



In addition to her independent consulting and small business coaching practice, she currently works as a strategic adviser/instructor for the Small Business Development Center of Portland Community College. Her book, *Better, Smarter, Richer* is currently used as curriculum in many of the center's classes.

As the leading authority on solopreneurship, with a special focus on one-person creative and encore ventures, Jackie urges all solos to take the plunge, to truly examine the state of their business and then work to discover what they can do to create the most rewarding and profitable business they can imagine.

Speaking Venues | Partial List

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| ASA's Annual Aging in America Conference | Career Resource Network |
| America's SBDC Conference | I Heart Art |
| National Association for Community College Entrepreneurship | Ned Space |
| Women Entrepreneur's of Oregon | IASECP |
| American Institute of Certified Public Accountants | International Association of Interior Decorators |
| | PNCA |
| | NCNM |
| | Life by Design N. W. |