

## Your Business Cube – press release

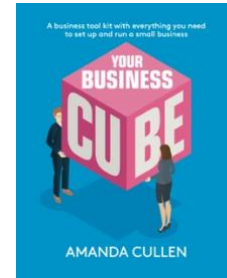
For immediate release

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- Business book for start-ups, launched on Amazon on 4 January 2021
- Written by local (Kingston-based) business coach Amanda Cullen
- Ideal gift for family and friends thinking of starting their own business

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**Your Business Cube** is a business book with a difference! Part guide, part exercise book, part toolkit, it's packed with useful information and a wealth of exercises to help the reader work out exactly what they need to know AND do to make their business successful.

**Your Business Cube** is immensely practical. It doesn't stuff your head with theory. Instead, it offers tools to help develop the right business – one that fits its owner perfectly.

Amanda brings together her excellent coaching skills and her extensive experience as a business leader to guide the reader through all the issues they need to address to run a successful business.

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What's the thinking behind **Your Business Cube**?

The content in this book forms a 3 x 3 x 3 cube: three questions, each with three topics, each with three exercises – giving the reader 27 exercises in total that will help them shape their business.

Amanda says: "Complete all the exercises to assemble **Your Business Cube** and you will have everything you need to set up and run your business effectively."

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Amanda Cullen runs Business Made Simpler, providing coaching and workshops to small business owners. Business Made Simpler was established in 2013, when Amanda left the corporate world to set up her own coaching business.

Before this she spent many years in the pensions industry, including 10 as a partner in a leading multi-national consulting firm, where she was the first female business leader in her business division.

Amanda is a business coach who prides herself on being jargon-free and practical, and helping her clients to gain clarity on their business goals and how to achieve them.