



Welcome to my guide to running a successful business after the start-up phase, something that I'm doing right this minute.

Why did I write it? I published my first business book, *Going it Alone at 40: How I Survived my First Year of Full-Time Self-Employment*¹ in 2013. I got a really good response to it (see the Appendices for more information and some reviews), including lots of comments about how different it was from other start-up books.

A year down the line, I was doing well and feeling like I had a mature business on my hands. What do I consider to be a mature business? Read on to find out. But when I went to look for books on this topic, there were very few. It's all about the start-up – and for some traditional entrepreneurs, who want to jump from start-up to start-up, relishing the excitement and scares of very new businesses, that's fine. But what about people who want a stable, not-quite-so-exciting time but aren't quite sure how to get there?

I'd been blogging my progress through the more mature side of business and I decided to pull some of those posts together into themes to share with you how I balance my life, get clients, keep clients, and (even!) get rid of clients. I'm going to talk about investing in your business: