

# The Art of Noticing

131 Ways to  
Spark Creativity,  
Find Inspiration,  
and Discover Joy  
in the Everyday

ROB WALKER

**The Art of Noticing: 131  
Ways to Spark Creativity,  
Find Inspiration, and  
Discover Joy in the  
Everyday**

**By**  
**Rob Walker**  
**Knopf**







After learning the basics of shipping and handling, it's time to start your own business. You'll need to understand the legal requirements of running a business, such as taxes, insurance, and licensing. You'll also need to create a business plan, which is a document that outlines your business goals, strategies, and financial projections. This plan will help you to understand the costs of running your business and the potential for profit. You'll also need to secure financing, which can be done through a variety of sources, including banks, investors, and crowdfunding. Finally, you'll need to market your business and attract customers. This can be done through a variety of methods, including social media, email marketing, and traditional advertising.

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After you've completed these steps, you'll be ready to launch your business. Remember, starting a business is a journey, and it's important to stay focused and motivated. You'll need to be prepared for challenges and setbacks, but with hard work and determination, you can succeed. Good luck!

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