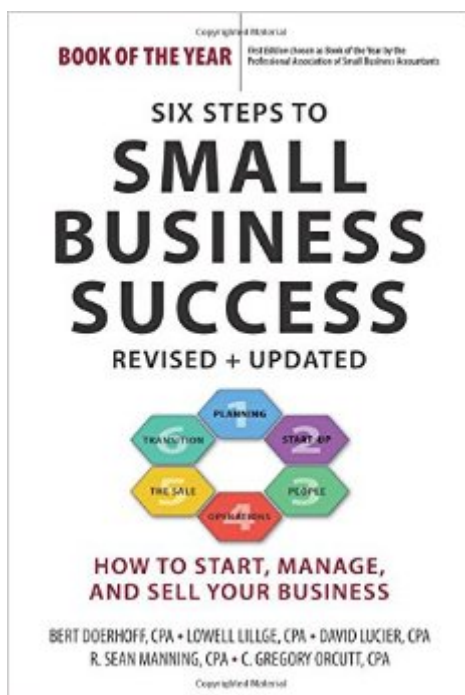


The book was found

# Six Steps To Small Business Success: How To Start, Manage, And Sell Your Business



## Synopsis

\* The first edition of this book won the prestigious Book of the Year Award presented by the Professional Association of Small Business Accountants. Many entrepreneurs fail, not because they have bad ideas, but because they don't have the knowledge it takes to convert their ideas into success. In *Six Steps to Small Business Success*, five seasoned CPAs provide practical advice, step-by-step guidance, and proven ideas to help you dream big, think realistically, and plan and manage carefully, ultimately achieving more than you ever imagined. Take these six simple steps to convert your dreams into reality:

1. **PRE-BUSINESS PLANNING.** Learn from others who have succeeded how a little front end planning can ensure your success.
2. **START-UP: FINANCES, BUDGETS, AND NUMBERS.** Discover the key fundamentals that must be put in place for your business to grow.
3. **HUMAN RESOURCES (PEOPLE).** Learn best practices in hiring, training, managing, and terminating employees.
4. **OPERATIONS: WORK FLOW, CUSTOMERS, AND SALES.** Learn how to make good decisions about products and customers.
5. **BUILDING A SALABLE BUSINESS AND THE SALE.** Learn how to plan for your eventual sale.
6. **TRANSITIONING TO LIFE AFTER BUSINESS.** Finally, learn how to plan for life after work - personal adjustments, wealth management, leaving a legacy.

## Book Information

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## Customer Reviews

As a small business owner it is often difficult to find good resources to help me run my business, not because they don't exist, but because of the massive number of books in print on the subject. What

I love most about this book is the straight forward approach and the rich information on key issues I run into every day. I keep this book on my desk and reread it often.

As a financial analyst working with small businesses everyday, I've read numerous books pertaining to business operations and decision-making. This book fills an important niche--it's a basic primer of all things small business related, from planning and creation, through management and ongoing operations, all the way to issues related to a sale of a business and retirement. Moreover, the book does not try to be the absolute authority on all subjects. Rather, the authors have carefully pulled out the key issues of which small business owners need to be aware, provided just enough information so that owners can have the proper direction to make critical decisions, then each chapter has clear references to more authoritative works on specific issues. I can see this book being a valuable part of many small business owners library--not just as a one-time read, but as a reference guide as they struggle to grow and build their business throughout the many trials and tribulations that all entrepreneurs encounter.

I've read college level textbooks on business, but this will be my "go to". It's an easy read, but written with great competence. I'll recommend it to others I know who are starting small businesses. I love the way it covered both the 'hard' and 'soft' topics needed for success.

Everything you need to know about starting a business, written by experts on their fields. I am buying another copy for my son. Great investment.

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