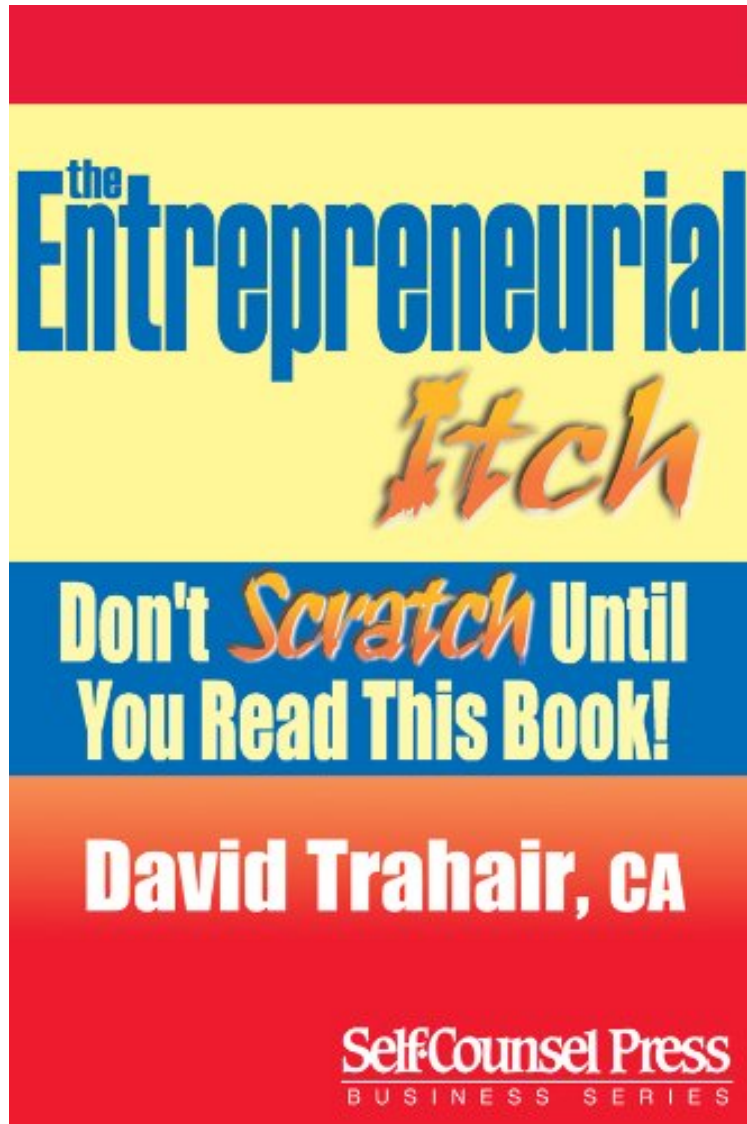


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Entrepreneurial Itch: Don't Scratch Until You Read This Book (Business Series)

David Trahair

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David Trahair : Entrepreneurial Itch: Don't Scratch Until You Read This Book (Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Entrepreneurial Itch: Don't Scratch Until You Read This Book (Business Series):

1 of 1 people found the following review helpful. A straightforward guide to self-employment and running one's own business. By Midwest Book Review Written by David Trahair, CA, who is the successful sole proprietor of his own financial consulting firm, The Entrepreneurial Itch: Don't Scratch Until You Read This Book is a straightforward

guide to self-employment and running one's own business. Chapters address specific issues such as how to effectively pick and choose one's clients, bookkeeping for sole proprietors, the pros and cons of hourly billing versus set fees, warnings against franchise scams, and much more. "Always check with the Better Business Bureau ([...] in your area to check out any business opportunity before you sign anything. In the United States, you should also check the FTC website ([...]) for further information about avoiding scams and to find out about specific situations under investigation." Enthusiastically recommended as a practical, nuts-and-bolts guide to startup startup business decisions, packed with true stories straight from the trenches.0 of 0 people found the following review helpful. A book that covers the issues I discuss at typical first meetings I have with my SCORE clients during counseling sessions.By Jeff LippincottI just loved this book. It was written by a fellow accountant who has 20+ years of being self-employed as an accountant with small business owners as clients. He knows what he is talking about when it comes to starting and running small businesses. And this book is evidence of that fact. It is short, sweet, to-the-point, and well written. I wish I had gotten around to writing it before the author did.I am a volunteer SCORE counselor who regularly talks to my SCORE clients who regularly have questions answered by this book. Interestingly the 14 chapters read like the questions I pose to my clients all the time. This book's chapters include:1. Why do you want to be self-employed?2. What does it take to succeed?3. What do you want to do?4. If you can sell, you'll do well.5. Give yourself a chance! Start on a shoestring.6. Bookkeeping: Lifeblood of a business.7. Aim for the ideal business.8. Run your business; Don't let it run you.9. It's not the time, it's the effort.10. Integrate your life with your business.11. The millionaire dream: I'll sell it and get rich.12. Could a franchise be for you?13. The self-employment pension plan.14. Do you still have the entrepreneur itch?What you will learn from reading this book is (1) What makes a successful business plan, (2) How to get clients, and (3) If you "do it right," then you will work less and earn more as an entrepreneur. For the many people who jump into starting a small business without doing the necessary research regarding how to be successful, this book will be such a helpful thing. You'll read about operations, selling and marketing, and finances and administration.I would have liked the book better if it had had an index at the back of the book. And I was surprised to not read at least something about business structure options, i.e., corporations and limited liability companies. But this book is full of practical advice. A must read for someone getting ready to start a new business. 5 stars!

Statistics show that 90% of businesses fail within their first five years of operation. What is the story behind these intimidating odds? Every year, unsuspecting entrepreneurs show up at their banks asking for small-business loans. The problem is that far too many people go into business without doing thorough research into what it really takes to be successful. The best way to learn is to learn from someone who has worked with hundreds of small businesses. In this new book, small-business accountant and author David Trahair lays out in plain language everything that no one else tells you about starting a business. Trahair stresses that it's important for most people to start their business first as a side job. The owner should market and develop the business until it becomes strong enough to survive those crucial first years, and profitable enough to provide an income for the owners. Trahair also offers excellent tips on what the major franchisors will never tell you.

About the AuthorDavid Trahair is a chartered accountant with more than 20 years' experience in accounting, finance, and tax. He has made many television appearances as well as being a speaker on numerous radio programs. He is also a feature writer on the web at Moneysense.ca and Microsoft.com, and his website, www.smokeandmirrors.ca, offers useful information on financial issues.