

## The Small Business Owners Guide To Taxation Income Payroll Sales Excise And Use Taxes Explained

Marketing can be confusing for business owners. That's why author Jill Brennan created this clear and concise guide to small business marketing. Business owners can follow the simple, yet powerful, step-by-step framework for connecting existing customers and attracting new customers to their business.,

**TAKE CONTROL OF YOUR FINANCIAL FUTURE** Tailored for small business owners and entrepreneur like yourself who are looking for long-term financial planning and wealth management, *The Business Owner's Guide to Financial Freedom* reveals the secrets behind successfully investing in your business while bypassing Wall Street-influenced financial planners. Attorney and CPA Mark J. Kohler and expert financial planner Randall A. Luebke deliver a guide catered to your entrepreneurial journey as they teach you how to create assets that provide income so work is no longer a requirement, identify money and tax-saving strategies, and address business succession plans to help you transition into the investment phase of business ownership. Learn how to: Pinpoint the dollar value of your business with a step-by-step formula Eliminate and avoid bad debt while leveraging your good debt Uncover investment strategies Wall Street won't tell you Achieve long-term goals with the 4x4 Financial Independence Plan Find an advisor willing to look out for your best interests Super-charge your 401(k) and leverage your insurance to get rich Create the best exit strategy for you, your business, and your family Avoid the most common mistakes in real estate investment Protect your hard-earned assets from security threats ready to strike You can't predict the future, but you can plan for it. So if you're ready to stop treating your business like your only asset and want to start making it your most valuable legacy, this book is for you! This comprehensive, step-by-step guide walks the reader through everything an aspiring small business owner needs to know before getting started. It's not as easy as just hanging up an "Open" sign and letting the money roll in! Planning every step of your business and being aware of all the questions, demands, and challenges you will face will make the difference between just opening up shop and actually running a successful business. Coming up with a great idea for a business is only the first step. How will you find the start-up funds you need? Have you thought about your market? Do you know how contracts work? How about the difference between an employee and an independent contractor? Are you aware of your competition and the trends in your industry? Do you know how to keep accounts? Do you know what your breakeven point will be? Do you even know what a breakeven point is? If the answer to any of these questions is "no," then this is the perfect book for you! With clear, friendly prose and helpful diagrams and charts, *The Pocket Small*

Business Owner's Guide to Building Your Business is every prospective entrepreneur's new best friend. Delivering a tactical plan, complete with both downloadable and online support, Chris McIntyre rescues small business owners trapped in potholes littering the road to success, and provides a helping hand to freedom. Uniquely prepared to create and deliver their product or service, small business owners are far less equipped to effectively lead, let alone develop, their team. Their internal systems and processes are often informal and incomplete, limiting their freedom and their business growth. McIntyre provides a step-by-step, customizable solution to overcome this roadblock. Coached by McIntyre, leaders learn to craft the right team, create a consistent core message that enables the brand, and then, connect the two. Business owners are given a rock-solid process for attracting and keeping superstars, and dropping nightmares. They learn how to get their core message out of their head and into the heads of their superstar team. Supported by McIntyre, organizational leaders will define their core mission, and develop a distinct, systematic formula that enables their team to accomplish it. Leaders are aided with a thorough checklist to guide implementation, giving them everything they need for consistent performance from their team and ongoing success.

The Australian small business owner's guide to making human resources easy More than 87 percent of Australian workplaces are small businesses employing fewer than 20 people. These small business owners know their markets, know their customers, and know how to make their small business run. What they may not know is the "people stuff." HR for Small Business For Dummies, Australian Edition, explains the simple ins and outs of human resources for businesses too small to have a dedicated HR staff. When it comes to the daunting task of complying with employment regulations, small businesses are treated no differently than big businesses, so it's imperative for small business owners to understand the regulatory framework that governs every phase of the employee/employer relationship in Australia. Presents practical guidance on every major aspect of human resources for Australian small businesses Covers key topics including recruitment, paperwork, workplace conflict, non-discrimination policies, wages, superannuation, workers compensation, unfair dismissal, redundancy, and more Includes links to downloadable online resources, including checklists, sample forms, model policies, and guides Ideal for small business owners and entrepreneurs, students of human resources, and independent contractors looking to grow their business When it comes to hiring and managing employees in your small business, failing to understand human resources and employment regulations can cost you a bundle. HR for Small Business For Dummies makes human resources easy—so you can focus on business.

Troy is a multi-time former startup junky living in Silicon Valley. After growing tired of the boom-bust cycle of chasing the ultimate "MVP" (minimal viable product) to rush to market, he transitioned his diverse marketing skills into helping other entrepreneurs set up proven online systems that grow their businesses faster and easier. This book lays out the 5-step

process he uses to help other business owners generate more leads, create more qualified buyers and dominate their local market by leveraging new technology and marketing automation tools.

ARE YOU MAXIMIZING EVERY OPPORTUNITY TO DEVELOP AND GROW YOUR SMALL BUSINESS? Elton Pride presented that question to his clients and the response he received was, we could get there if only ... If only we had more contracts, if only we could close more deals, if only more customers would come back, if only the economy was better. But that's not the real problem! People think it's the economy. People have doubts. Contrary to popular belief there really has never been a better time in history to start or expand your business. Today small businesses are looking for ways to attract more customers and to be more profitable. The true reality is it's about YOU. YOU overcoming your doubt, keeping it simple, putting a plan together, staying persistent, moving forward and adapting as you go. Doing this will enable YOU to improve your present reality and create a new reality of business success IF you read this book! In this amazing book of business insight you'll discover how to: - Position yourself for business success by knowing your purpose in life - Capitalize on your right and wrong choices - Believe that you can build your small business - Leverage every situation to come up with a win for you every time - Love what you do and you will enjoy the work you do - Build a massive and totally loyal customer base - Safeguard the customers you have and make your competitors totally irrelevant And, add the cash flow you need to your bottom line! You'll read about a successful entrepreneur and small business owner who began as a young boy helping his grandmother churn butter and make soap over an open fire. You'll also read practical tips and techniques on how to grow and sustain your own prosperous business. The Ultimate Small Business Owner's Guide gives you the opportunity to look at how life experiences help prepare you to run your own business, how to attract and keep loyal customers and how to build and expand a successful small business today. Elton Pride provides you with a simple process you can start using right now!

How Can Your Small Business Possibly Compete Against the Big Guys? No way can you out-spend your big-name competitors to market on a national or global scale. But in your local area, it's another story - one with a VERY happy ending for your business. With the right strategies and tactics, it's easy to attract and engage more ideal customers right in your backyard - and as a locally owned business, these are the only leads you really care about, anyway. People prefer doing business with folks they know, like, and trust - and they love being able to support local businesses in their own communities. "If you build it, they will come" only works in the movies. You need a simple, surefire way to market your small business... and one that won't break the bank or distract you from your primary role in your business. If you'd like to double or triple your local customer base this year, you should keep reading. Here's what you're about to discover:

\* Even though you can't out-spend them, you CAN out-think them. Here's how to craft a local marketing strategy that

sends more of your ideal customers right to your doorstep.\* What you can start doing right now to help make more potential customers in your community eager to do business with you.\* How to make sure your company's website works to skyrocket your revenue and chop your sales cycle in half.\* Which numbers really matter when you're measuring the effectiveness of your marketing program.\* A "new" old marketing tactic that you've never heard of - and how it can put your business right in front of your entire community. \* How to make sure your online listings are helping you - and not hurting you.\* What it takes to get found online, even in the most competitive markets.\* A headache-free way to use social media marketing to bring in even more business.\* Exactly what you need to do right now to build a referral program that sends a steady stream of ideal customers your way. If your business is struggling to get the phone ringing and door swinging, the ideas in this book can help you experience a complete turnaround. Read, learn, and take action. You're about to get proven marketing solutions for small businesses from a group of Duct Tape Marketers known for helping their local business clients experience exponential growth. The Small Business Owner's Guide to Local Lead Generation is a little book with a big promise: If you put what you're about to learn into action, your local business will grow.

If Success Was Guaranteed, If You Knew You Could Not Fail, What Would You Do? Time, money, opportunity and resources are all around you every second of the day, but do you recognize them? If you are a high achiever, you probably see them more often than most, but do you act on them? After reading this book you will increase and expand your awareness of possibility's, you will start to recognize the opportunities that surround you everyday. When you begin to take advantage of these opportunities they will lead you to World Domination and Reclaim Your Life From Your Business, Create Time and Financial Freedom!

Many small business owners or starters are fearful and ignorant of the technology and expense required for setting up a website. And yet they know it's an absolute essential. This straightforward, jargon-free book is the answer for all small business owners from one-person concerns upwards. It will tell you all you need to know about your website whether you are designing and building it yourself or employing a web design agency to do it for you. It includes - Content management systems and why you need one - Effective search engine optimisation - Ensuring your website works on all browsers and devices - How to integrate social media into your website - Complying with legal requirements and general web standards Also included is a jargon-busting glossary explaining the technical words likely to be encountered when talking to designers, plus useful references and links.

Planning is essential to creating a competitive advantage for your small business, and properly done, it can actually be fun. That is the message of this thorough guide, written in easy-to-follow, nontechnical language that you don't need an MBA to understand. In what areas will your business specialize? What are some of the resources you will need, and challenges you will face? How much do you want your company to grow? Once you have established a vision of your business's future, you will be on your way to making it a reality. Topics covered include: Creating a business model Identifying and beating the competition Calculating expenses Determining whether you need additional capital Avoiding common mistakes Writing your executive summary Developing a marketing strategy Evaluating your team Analyzing your progress And more! Whatever your background and whatever kind of business you dream of starting, this latest installment in our popular Pocket Small Business Owner's Guide will help you to achieve your goals!

Digital marketing is a daunting task for many small business owners. It often seems intimidating and complicated, and the benefits are not easily measured, but without it, many businesses die out. In *Online or Flatline*, Nick Choat offers compelling reasons to get your business online and easy-to-use tools to make it possible: How to set up an attractive webpage How to prioritize your social media efforts How to use review feedback to interact with customers How to optimize your ability to be found on Google How to combine traditional and digital advertising and many more Nick Choat has witnessed the evolution of digital marketing. He started at a young age, working in his parents' small, hometown grocery store in rural Tennessee, where he learned about customer service and loyalty. When he was offered a management position with Kroger, he made the bold move to exit the food industry, and took a chance on a degree in software development long before the tech boom of the 1990s. His first job was for Boeing, followed by several years consulting businesses for Ernst & Young. He was on board with Disney when they pioneered the online streaming of hi-def television, a revolutionary move when corporations were still fearful of the shifting marketplace. After realizing that he wanted to exchange his life in corporate America for one with more autonomy in his business, he bought a Sports Clips franchise and set a personal goal to empower all small business owners to utilize the tools at their fingertips. *Online or Flatline* gives small business owners an easy to follow, affordable guide and a strong plan of action for creating a successful and valuable online presence.

The *Small Business Owners Guide to Understanding Marketing Jargon for More Effective Results*. When it comes to marketing your understanding of the basics can potentially save you thousands of dollars on advertising, marketing and branding. This book covers the basics of each of the key areas of marketing and branding, including: \* Identifying Your Target Markets \* Marketing and Brand Planning \* Media and Promotions \* Websites and Social Media \* Customer Service Essentials \* Gaining Repeat and New Business \* Building Your Reputation Through Public Relations This book will help you to understand the basics of business and marketing plans, branding, image, customer service and public relations so that you can grow your business through simple and smart marketing practices. Getting the basics right can make such a difference to the outcomes. Measuring the results of your advertising can lead to effective decision making about what to spend and where to invest your marketing budget. When you understand 'how it works' you get a lot more punch out of your advertising and marketing campaigns. Bonus tools and templates included. If you are in business for the first time, or the 100th time, getting your marketing right and understanding the basics is going to save you a lot of money in experimenting, time wasted in taking pot shots at advertising, and frustration when you find out how much easier it could have been to get it right the first time. Dixie Maria Carlton has helped dozens of businesses, entrepreneurs, and managers to sort out their marketing plans, get them free and low cost publicity, and to rise to the very top of their industries by using their resources, reputation, and brand differences to stand out from the crowd. This includes helping them several clients to become national and international award winning specialists in their industries. Contents: Foreword 1 - Marketing Basics 2 - Understanding Who You Are and Who Your Customers Are 3 - Positioning Your Business 4 - The Importance of Having a Great Customer Service Plan 5 - Gaining Market Share, Increasing Business Turnover and Maximising Profitability 6 - Networking 7 - Branding = Projecting an Image 8 - Promotions 9 - Media Options PRINT MEDIA ELECTRONIC MEDIA ONLINE MEDIA 10 - Building a Strong Reputation 11 - Websites and Social Media Marketing Tools 12 - Planning is the Key to your Marketing Success Summary TEMPLATES AND FORMS/Bonus Content Author Q&A Q: Why did you write this book? A: Because as a small business owner, marketing specialist and consultant, these are the things that I keep repeating to my clients. Getting the basics right and a general understanding of the role tha marketing, branding, and advertising all play together to create success in any business is often overlooked and it's an expensive oversight. Q: Do you cover anything

about online and social media marketing in this book?A: Yes, a lot really, but not How to advertise on Facebook or anything so indepth. More about getting your brand and marketing strategy sorted so that what you do either ON or OFF line is more effective. That's the key to successful marketing on ANY platform. Q: Finally, what sort of templates and resources does the book have for readers?A: Things to help plan, measure, and manage your advertising. Your branding checklists and social media checklists are also made available on the linked website page. These are essential tools I've developed over nearly 20 years of business and marketing coaching and consulting for clients who have achieved some outstanding results. Bonus tools and templates included.Warning: This is the BASIC's of marketing - if you're already 'pretty good at this', then maybe this book is not for you. But if you're starting out trying to understand marketing at beginner's level then this is the FIRST book you should read to help everything else make sense!

Why just survive when you can thrive?If you have ever felt like you are on an island, with no real connection to others that might understand what it means to be a small business owner, you are not alone. This book is for you.This guide is for the millions of small business owners that wake up each day feeling as if their business owns them. They often struggle to scale, struggle to reap the full financial rewards of their hard work, struggle to keep good people and struggle to find a few minutes of free time to enjoy family and friends outside of work.The insights on these pages come from my personal journey as an entrepreneur and my experiences coaching hundreds of small business owners at the University at Buffalo School of Management's Center for Entrepreneurial Leadership (CEL). Unlike almost every other business book on the market, we will do much more than "talk business" in our time together. Yes, the secret to unstoppable business success begins with business best practices, but that is just the foundation. The real secret lies in embracing the heart of the entrepreneur; and very few books on the market have gone deep this area, but we will.This book will lead you on a journey that will challenge you to conquer your hidden fears, encourage you to focus on your unique strengths, teach you to manage risk and help you to create an actionable strategic vision for your future. Finally, and perhaps most important, you will learn how to let go and begin to assemble a trusted and reliable team that you can lead forward, enabling you to finally achieve the personal and financial freedom you seek and deserve as a small business owner.

The Payroll Book is the only book that demystifies payroll with clear, concise, and real-world examples on how to tackle the process. "The Payroll Book will be a valuable resource for the small business owner as well as for the entrepreneur planning a new venture. Thorough, well-organized, and thoughtfully written, this practical guide is an essential tool for managing the payroll process." —Marilyn K. Wiley, Dean, College of Business, University of North Texas "Failing to comply with the withholding, tax remittance, and report filing requirements in handling business payroll carries a high cost. Charles' book will guide entrepreneurs through the minefields of payroll processing and reporting in language that business owners can understand. Whether you already own or are planning to start your own business, The Payroll Book is an essential tool." —James A. Smith, Past President and Chairman, Texas Society of CPAs "If accounting is something you have not paid keen attention to in your startup, then this book can demystify the whole thing for you and then some! Logically set-up and highly practical in its approach! I highly recommend this book for any startup, entrepreneur, and, frankly, anyone thinking about starting a business. That said, if you already started a business it's just as important—this is a must-read!" —Hubert Zajicek, CEO, Co-founder and Partner, Health Wildcatters "Wow! This is the most comprehensive book of its kind. I have worked in payroll for over 25 years, and I would recommend this book as a reference to anyone who has a hand in payroll. From the novice just entering the field to the seasoned veteran, there is something in this book for everyone." —Romeo Chicco, President, PayMaster

"Create a business tax strategy that will save you time, energy, and money. Getting your tax matters on track will free up your time to do what really counts: run a profitable business. Tax Savvy for Small Business shows you how to: deduct operating expenses, deduct travel, vehicle, and meal expenses, take advantage of tax credits, write off long-term assets, compare business structures, keep solid business records, and handle an IRS audit. This completely updated edition of Tax Savvy for Small Business covers new tax rules under the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) and how those rules affect small business owners"--Page 4 of cover.

Sound guides to the issues faced by small businesses.

Maximize your bottom line with the nation's most trusted small business tax guide J.K. Lasser's Small Business Taxes 2020 is the small business owner's ultimate guide to a money-saving, stress-free tax season. Providing straightforward advice from the nation's most trusted tax expert on small business taxes, this book gives you the answers you need quickly, with clear, concise guidance. Updated to cover changes from the Tax Cuts and Jobs Act and other legislation, this edition also includes an e-supplement covering additional developments from Congress and the IRS to keep you fully up-to-date. A complete listing of all available business deductions and credits helps you identify those you qualify for, and includes critical information on dollar limits, recordkeeping requirements, and how to actually take the write-off—all the way down to the IRS form to use. Organizational and planning strategies help you get through the process quickly and with fewer headaches, and this year's changes to the tax laws are explained in terms of how they affect your filing. Keeping up with the intricacies of tax law and filing is a full-time job—but it's not your full-time job. You have a business to run. This book gives you the guidance you need in the time that you have so you can get taxes out of the way and get back to work. Learn which expenses qualify for deductions—and which ones don't Adopt a more organized recordkeeping system to streamline the filing process Explore small-business-specific strategies for starting or closing a business, running a sideline business, and operating in multiple businesses Decode the various forms and worksheets correctly with step-by-step guidance Audit-proof your return Review obligations for the "other taxes," including payroll and excise taxes Every year, millions of small business owners overpay their taxes because they lack the time and expertise to make tax-sensitive business decisions throughout the year only to learn that it's too late to act when it comes to tax time. Now you can put your money back where it belongs—in your business. J.K. Lasser's Small Business Taxes 2020 helps you take wise actions during the year and tells you how to file completely and accurately while maximizing your bottom line.

Is Your Computer Support Guy Giving You The "Runaround"? • Not returning your calls fast enough... • Constantly missing deadlines... • Not fixing things right the first time... • Never following up on your requests? I think it's about time someone finally got it right. That's why we decided to start IT Free Fall and committed ourselves to helping business owners. If you just want your IT problems handled quickly and correctly the first time, this book is for you!

Marketing a small business can be difficult. This book has 122 steps to building a solid marketing plan for a successful small business. Learn what techniques successful businesses are doing that you aren't.

Debra Traverso tells you how to prepare for the surprises most likely to throw small businesses off course. She helps you

anticipate both predictable hurdles and devastating ordeals, so that no crisis will catch you off guard.

The Pocket Small Business Owner's Guide to Working with the Government is a thorough mentor that explains how to find, secure, and succeed with government contracts. Designed for any business eager to expand into the governmental arena, it also covers special small business opportunities for companies in areas with chronically high unemployment and for companies run by minorities, women, veterans, and disabled veterans. Cutting through the red tape, this careful guide also informs the reader as to the legal and financial pitfalls that must be avoided when doing business with the government. Coverage includes: Where do you find government procurement needs? How do you register to qualify for special opportunities given to companies owned by women, minorities, veterans, and other special groups? How do you prepare bids, offers, or proposals? What are the various types of government contracts? When can you negotiate with the government, and what's the best way to do it? What types of free government grants and loans are available? What regulations govern your hiring regulations, payrolls, contracts, and other dealings with employees? What is the best way to settle disputes? This book covers all of the most up-to-date regulations that affect business owners and entrepreneurs today, and helps them to navigate such issues as foreign trade agreements and the timely submission of bids. It also discusses how owners can team together, proper and improper business practices, and how to handle controversies over who gets a contract and disputes about contracts that have already been awarded. All in all, this is a unique and definitive source for anyone seeking to sell to the government. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

In the first few years, inbound marketing was primarily for early adopters, risk takers, people willing to put up with beta technology and new theories. But it quickly emerged that helping everyone in your ecosystem, educating everyone and providing value from the first touch point was not only a nice, innovative thing to do, it was also a killer business strategy. In *The Small Business Owner's Guide To Inbound Marketing - Tips and tricks to grow your business* Brad Friedman provides the guidance and information you need to take advantage of inbound marketing and take your business to the next level.

### Financial abundance and security for small business owners

Advertising Online Is No Longer An Option It's a Fundamental Requirement of Running a Successful Business Today. If you have ever thought that you're just a small business and don't need a website, think again. It's no secret that having an online presence is essential... Who Is This For? This guide is not just for newcomers in the online marketing niche, but also for those that are experienced. This guide will lay out in simple terms the real reason why it's time to dive into Local Marketing is now, and how to get started. This guide will show you how to get the most out of your local marketing investment, both money and time Establish

Your Online Presence Before Your Competitors Do! It's a Fundamental Requirement of Running a Successful Small Business In Today's Market.

Evolve or become obsolete The truth is it is not going back to the good old days. The business landscape has changed for us all forever and a new way of thinking is required. It is time to get comfortable with change and embrace this new evolution.

Most small-business marketing sucks, and if you are willing to be honest, you probably do not have a reliable marketing system that dependably delivers new and returning customers or clients. Most business owners are floundering when it comes to advertising and marketing because they have never been exposed to the fundamentals of direct response marketing. Many small-business owners and solopreneurs struggle as they repeatedly make the same mistakes. They are working harder at the wrong things, which traps them in the same discouraging situations. If you can relate, it is not your fault. Most of the "advice" you get from people selling advertising is wrong, and everything you see the big companies doing is not right for you. Rarely does the small-business owner, the local merchant, or even the owner of a midsize company launch their venture focused on the single most important subject that leads to business success-marketing. Typically the owner opens up shop as an expert in their field or a practitioner of their craft, but rarely do they understand what goes into a predictable and repeatable marketing system. But there is no reason to reinvent the wheel or continue struggling, because prosperous entrepreneurs have used this formula successfully for decades. After reading this entertaining story, you will never look at an ad, promotion, website, or flyer in the same way. Through an entertaining novel, you will come to understand the common mistakes that cost business owners countless sleepless nights and piles of money wasted on bad advertising. Regardless of whether you are selling a product or a service, this style of marketing will enable you to skip years of trial and error. You will discover how to refocus on what will actually attract ideal customers, clients, or patients who are ready to do business with you without price resistance.

A reference guide to managing a small business provides strategies and advice on such topics as developing business plans, understanding insurance and legal issues, and using social media to advertise and forge partnerships.

The government has earmarked billions of dollars for small business funding to stimulate the economy, yet 89% of small business loans are rejected (Small Business Lending Annex). In, "The Ultimate Small Business Owner's Guide to Getting Bank Funding" you will learn how to design a business credit file that will impress underwriters. Unlike personal credit, business credit rewards those who borrow. You'll be able to aggressively expand your business and take advantage of windfall profit opportunities with unlimited bank funding behind you. Most importantly, you'll finally learn how to separate your business finances from your personal finances and protect your family's financial future.

The Small Business Owner's Guide to Bankruptcy explains options relating to Chapter 7 and Chapter 13 for small business owners, as well as suggesting ways to rebuild after filing for bankruptcy.

"I don't have time to look at the numbers." "That's what the accountant is for." "I can see what the balance is--that's all I need to know." Why do so many business owners dread looking at the numbers? Financial statements, ledgers, profit and loss

reports--many avoid these and treat them like junk mail and phone solicitors. But as a small business owner, having an intimate knowledge of all these crucial numbers yourself is the most important tool you can equip yourself with in order to survive the constantly changing and highly competitive marketplace of the twenty-first century. Nevertheless, it's true--you're not a numbers person. How can you learn to make sense out of all this Greek? Accounting for the Numberphobic to the rescue! This easy-to-follow guide demystifies your company's financial dashboard: the Net Income Statement, Cash Flow Statement, and Balance Sheet. The book explains in plain English how each measurement reflects the overall health of your business--and impacts your decisions. Even self-proclaimed numbers dummies will discover:

- How your Net Income Statement is the key to growing your profits
- How to identify the break-even point that means your business is self-sustaining
- Real-world advice on measuring and increasing cash flow
- What the Balance Sheet reveals about your company's worth
- And more

Don't leave your company's finances entirely in the hands of a third-party accounting service or an employee who is only loyal to the highest paycheck. Even worse--don't ignore them altogether! Knowing the numbers yourself isn't just about seeing how your company is doing . . . it's about knowing where it is going--and guiding it toward the highest profits possible.

The phrase "when it comes to advertising, I throw stuff at the wall and see what sticks" is uttered by small local business owners the world over. Most of the advertising resources available are written for big brands with big budgets, and are focused solely on online strategies. Hands-On Marketing is the confused business owner's guide to advertising with purpose. This book is an information guide and workbook designed to help you figure out what will work for your small local business and what will not. The included Action Plan will guide you through creating a customized strategy for your business. Written with real-life examples and stories, Hands-On Marketing will give you new insight and inspire you to tell your story proudly, whether you are brand new to business or a seasoned veteran.

This is your complete guide to building a strong foundation for your business. With humorous stories and real-life examples to illustrate key points, you will learn business start-up fundamentals without falling asleep. Each chapter ends with specific action steps to take, making this a manual you can refer to again and again.

Most businesses that close their doors have one thing in common: They ran out of money. Don't let this happen to you. This indispensable book, part of Allworth's popular Pocket Small Business Owner's Guide series, will help you to save money on every aspect of your business, from advertising to overhead. With invaluable cost-cutting tips for all types of businesses, from e-commerce and home-based operations to services and retail, this guide will help you create a blueprint that will allow your business to survive and thrive. You'll save on: Advertising Marketing Purchasing Transportation and shipping Labor Financing Facilities Operations Taxes And more! In today's economy, small business owners must seize every opportunity to keep costs down, and every penny saved goes to your bottom line. Follow this street-smart advice to lay the foundation for a business that will be profitable for years to come.

Your 4 Step Guide To Ensure You Are Always Profitable Without Sacrificing Your Quality of Life as a Small Business Owner.

Not confident with your negotiating skills? This book will cure you! A must-have for any small business owner, The Pocket Small Business Owner's Guide to Negotiating is full of helpful tips and strategies for getting what you want without alienating your clients and suppliers. You

will learn to analyze your wants, needs, advantages, and disadvantages going in, maintain your resolve, and see the negotiation through to a successful end. Topics include position bargaining, contracts, purchases, conflict resolution, and more. Also included are sample negotiation scenarios to illustrate different approaches. Concisely, clearly, and engagingly written, this guide will empower you to reach your negotiation goals!

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