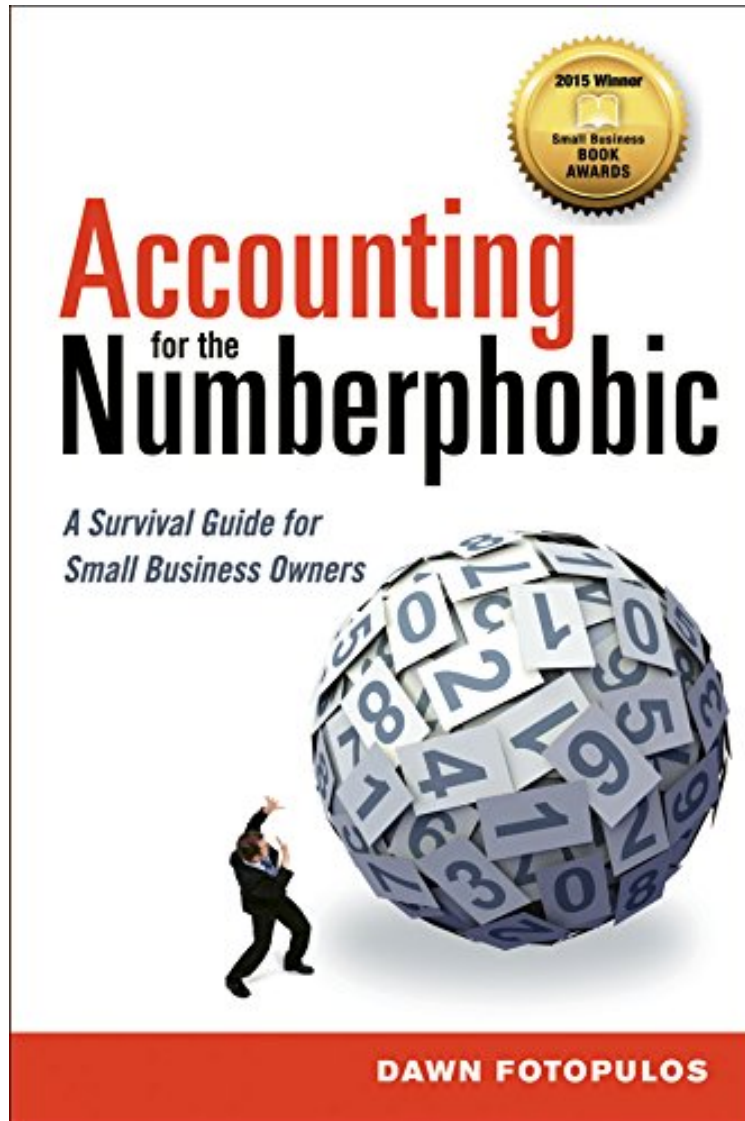


# Accounting for the Numberphobic: A Survival Guide for Small Business Owners

*Dawn Fotopulos*

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**Dawn Fotopulos : Accounting for the Numberphobic: A Survival Guide for Small Business Owners** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Accounting for the Numberphobic: A Survival Guide for Small Business Owners:

2 of 2 people found the following review helpful. As a QuickBooks ProAdvisor, I have seen so many ...By Alexa GregoryAs a QuickBooks ProAdvisor, I have seen so many of my clients who are numberphobic even when they are profitable and especially when they are not. I see their eyes glaze over when they receive their monthly financial

statements. I am going to make it required reading for all my clients if they want to take control of their businesses instead of their businesses controlling them. With 80-90% of small businesses failing and with new entrepreneurs starting up every day, Dawn's goal is to provide them with the knowledge they need to be profitable and reach their goals. Our economy needs SUCCESSFUL entrepreneurs. 1 of 1 people found the following review helpful. Finally an Accounting book that actually makes sense! By Danielle Cahill 5 star review for a 5 star book! Dawn has written one of THE most helpful books for accounting and small businesses I personally have ever read. The language is direct and makes total sense. Her personal experiences with her own businesses and her clients are super helpful. The book is witty and made me chuckle on several occasions (how many accounting books can you honestly say that about!). I purchased the audio book right away so I can continue the learning on my way to clients' offices. 0 of 0 people found the following review helpful. A business and life saver! By none This book has CATAPULTED every single business who has implemented its core tenants into driving their business into profitability. As a business coach and therapist, it has enabled me to communicate better to my entrepreneurs about how to run their businesses with less stress. Often times for small business owners, they started their business because of a dream and that dream became the nightmare as running a business is HARD. Now, they can't figure out how to wake up from that nightmare and make their blood, sweat, and tears have something to show for it. If you are an accountant looking to figure out how to talk to your own clients about why these numbers are important, this book will do all of the heavy lifting for you and help you speak a language your clients do about this stuff. If you are a small business owner, this is the biggest tool you'll need in navigating the rough waters of entrepreneurship and making sure you make it out. It's not just a book on numbers, it's a back door to figuring out what the best strategy is for your business and giving you the tools on how to know if all of your work is making the right kind of difference. It teaches you the right kind of questions to ask so you get the answers you are really looking for. Also, especially if you are looking for outside funding, it will show you how to reduce your risk profile so that banks and other lenders will take a second look at you. I have so many stories of businesses that were turned around or saved themselves from making costly mistakes by reading this book. From all over the world - whether it was with entrepreneurs in East Africa or in the US, this book empowered them to turn around their businesses in a very short period of time without working tremendously more. My only complaint was that there weren't longer sections on how to implement strategy, but, my hope is that will be in a second book!

Why do so many business owners dread looking at the numbers? They make excuses; they don't have time; that's what the accountant is for... But the simple truth is that no one else will ever be as invested in their company as they are, and they need to take control. As a small-business owner, financial statements are your most important tools, and if you don't know how to read them and understand their implications, you cannot possibly steer your business successfully. Accounting for the Numberphobic 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. You 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. Illustrated with case studies and packed with practical action steps, this indispensable guide will put your business on the path to profitability in no time.

Insightful Best Small Business Books of 2014 I highly recommend the book to any small business owner, and it's a great resource for any accountant who's trying to explain accounting and financial statements to a non-accountant. --Strategic Finance "My copy is battered and torn, marked with post-its and scribbles... This should be a must read for every single business owner." --Stephanie Burns/Chic CEO for Forbes Small Biz Trends Small Business Book Awards Economics 2015 From the Back Cover If you're like many small business owners, the mere mention of the word "accounting" fills you with the same sense of dread you had back in high school the night before a big math test. But your company may be at risk of failing, not due to the realities and challenges of the marketplace, but because you are uncomfortable reading and using basic financial measurements. However, never fear. By the time you've finished Accounting for the Numberphobic, you'll be reading your financial dashboard like a pro. This book takes the terror out of accounting, as it demystifies--in plain English--documents like the Net Income Statement, Cash Flow Statement, and Balance Sheet. Illustrated with real-world examples and packed with practical action steps, the book reveals: How your Net Income Statement is the key to growing your profits \* How to identify the breakeven point that means your business is self-sustaining \* What to do to measure and increase cash flow \* What the Balance Sheet reveals about your company's worth \* And much more As a business owner, you can't make responsible decisions if you don't understand the financial measurements that indicate the health of your business. This book takes the fear out of the numbers, and empowers you to steer your way straight toward profitability. Advance Praise for Accounting for the Numberphobic "Anyone who runs or owns a small business should know what's in Accounting for the Numberphobic. If they're willing to learn what Dawn skillfully lays out in this book they will be more successful. Period." -- Rich DeVos Sr., Cofounder of Amway and Senior Chairman of the NBA Orlando Magic

"If you are an artist and don't ever want the qualifier 'starving' in front of your title, make Dawn your guru and this book your guide." -- Frances Pelzman Liscio, Founder, Punks and Roses.com DAWN FOTOPULOS is Founder of Best Small Biz Help.com, an award-winning blog and resource site for small businesses. A former banker, she is currently an Associate Professor of Business at The King's College in Manhattan. Twitter@BestBizHelp Facebook.com/BestSmallBizHelp Website: bestsmallbizhelp.com About the Author DAWN FOTOPULOS is founder of Best Small Biz Help.com, an award-winning blog and resource site for small-businesspeople. A former banker, she is currently an Associate Professor of Business at The King's College in Manhattan.