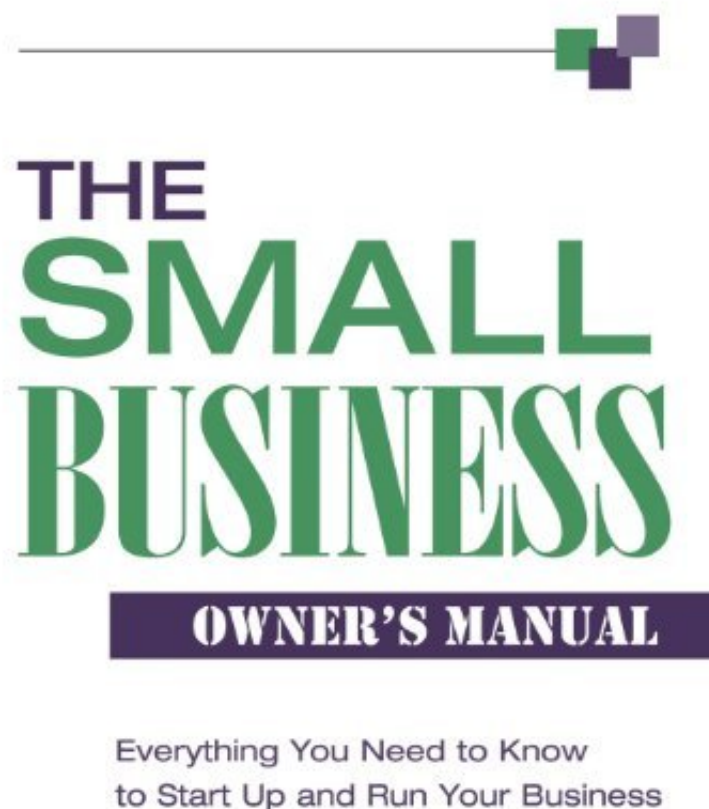


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# The Small Business Owner's Manual: Everything You Need to Know to Start Up and Run Your Business

*Joe Kennedy*

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**Joe Kennedy : The Small Business Owner's Manual: Everything You Need to Know to Start Up and Run Your Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Small Business Owner's Manual: Everything You Need to Know to Start Up and Run Your Business:

9 of 9 people found the following review helpful. Thumbs up from experienced business ownerBy Francois LaurientI have operated a consulting and services firm for many years now and purchased this book as soon as it was available. At first I thought "so what can I learn from a book at this point" but there is some really good stuff here that made this

an important read in bringing me up to date in some areas, and in consolidating my knowledge in others. For example, there is a chapter on web sites and e-stores. I have had a site up for some years now but the book brings out a lot of important new concepts. Heck, things change. Kennedy (the author) makes a good point that a web site is never finished but is always a marketing work-in-progress. He describes many possibilities but the book is grounded in reality since he understands that small businesses cannot try everything like bigger firms. So now I reduced my marketing budget away from some print ads and I am getting better results through a Search Engine Marketing program outlined in the book. This alone is saving me about \$200 per month. The book also does an excellent job of outlining many types of insurance that can be considered (I knew something about all of these but, as Kennedy points out, the "half-life" of insurance information is very short) and this is the only summary I have ever seen and is a must-read for any business owner. He also outlines about ten new financing sources that can be considered but perhaps most importantly gives a realistic assessment of when each should be considered and when to not waste your time. Finally our business now accepts credit cards for retainer payments and this is the first description I have ever seen about how the entire system works, and why the word "approved" doesn't really mean approved at all. In summary, my business has been in operation for many years and I have much experience in many of these areas but the book was a real help and I will be keeping it in my office as a reference.

0 of 0 people found the following review helpful. A book that large and small businesses should have handy  
By Samuel Digby  
This was an excellent read to put me in track for running a successful and efficient security/investigative firm. Everything I could have imagined plus more was inside this book. Thanks Mr. Kennedy and 0 of 0 people found the following review helpful. Read this book before I opened up a clothing store ...  
By Perry Fletcher  
Read this book before I opened up a clothing store. It really help me out big time. A must have for any business owner.

An Owner's Manual provides fast, practical and direct advice and that's what you get with this book! The Small Business Owner's Manual is useful for newly minted entrepreneurs as well as seasoned business owners and can be read from cover-to-cover or to quickly lookup information in the midst of a crisis. For example: \* Choose among 13 ways to get new financing and the 17 steps to building a winning loan package. \* Weigh the pros and cons among 8 legal structures, from corporations to LLCs. \* Write winning ads and analyze 16 advertising and marketing alternatives including the latest in Search Engine Marketing and Search Engine Optimization. \* Develop a powerful business plan in half the time. \* Learn to sell products and services by considering 10 possible sales and distribution channels. \* Discover the latest trends to quickly and inexpensively set up a web-site and e-store. \* Get taxes paid on time, collect from deadbeats, protect the business from litigation and get legal agreements with teeth by effectively finding and partnering with CPAs and attorneys. \* Get a quick overview of the 14 top forms of business insurance including workers comp and medical. \* Looking to lease? Exploit a comprehensive review of the top 18 critical factors used to evaluate locations and 24 of the most important clauses in lease agreements. \* Understand the legal side of hiring, firing, and managing employees and contractors. \* Minimize taxes by learning the ins-and-outs of business income taxes, the top 5 payroll taxes, sales and use taxes, common tax dodges, and the latest loopholes for business owners. Filing schedules, form names, form numbers and download links are also included. \* Credit cards are critical these days - so learn how the system really works and minimize chargebacks, disputes and headaches. Includes 35 important definitions and 12 ways to minimize fraud. \* Lots more too!

About the Author  
Joe Kennedy has more than twenty years of experience in operating and working with hundreds of small businesses, a degree in finance and an MBA. He knows how entrepreneurs think and their drive to get to the essence of an issue, make the right decision and quickly move on. Impatient business owners will prefer this book since only the most relevant information is provided. A few bigger books are out there but this one is not puffed out with clutter and other information you already knew. With years of experience in the IT industry Joe knows a lot about the Internet too so the content here is better than web-based searches. The Small Business Owner's Manual is great for those starting a business, operators of existing enterprises, or as a gift.