

The Business Owners Definitive Guide To Captive Insurance Companies What You Need To Know About Formation And Management

Say goodbye to scratching your head in confusion This book on financial statements for business owners and investors could be the answer you're looking for... If you have your own business, understanding financial statements better will help you get more profit out of your business, and this will also help you recognize warning signs in the accounts. Knowing your way around financial statements will help you spot trends in working capital that might mean you need to raise fresh finance, for example. You'll also be able to use financial statements of other companies in your sector to set your business benchmarks that can help improve your performance This book starts with a little introduction to accounting basics - the principles behind financial statements - and to the auditing process, just to set the scene. Then we go through the three main statements - profit and loss, balance sheet, and cash flow - and explain how they work and what the different items in them mean. After that, we get into the real meat of the book, looking at sample accounts and discussing how to calculate ratios that will tell you a lot about the health of the business. Also, where to look in the notes to the accounts to find out 'where the bodies are buried'! Here are just some of the topics that are discussed in this book: Accounts and Audit The Profit and Loss Account The Balance Sheet Sources and Uses of Funds Notes to the Accounts Running the Ratios Putting it into practice Depreciation and Amortization - a closer look A Few Tips for the Business Owner or Manager And Much More Get this book now to learn more about financial statements!

#1 Best Seller and "New Release" in Multiple Categories (in first week)!This brand new book gives you 52 chapters of massive value shared by 47 top social media, business and communication experts. It's all you need to market your business and build your brand in 2019 on social media. You'll learn:1. The Right Social Media Mindset (10 chapters)2. How to Correctly Use Each Platform While Understanding Each Platform's Unique Personality (23 chapters)3. How to Effectively Communicate and Persuade on Social Media (19 chapters)"The Ultimate Guide to Social Media for Business Owners, Professionals, and Entrepreneurs" is going to change lives. I invite you to become part of this amazing journey and start using the tools, tips, and approaches in my book to create a global brand, top of mind awareness, and dominate your market."Success doesn't just happen. You must create it by taking consistent action. Start today."

Mitch Jackson

THE BEST TIME TO SELL YOUR COMPANY IS BEFORE YOU NEED TO In the next ten to twenty years, most business owners will either hand their companies over to their children, shut their businesses down, or sell them. Smart business owners will plan for this years before they retire. Those who do not may find themselves settling for far too little, and this lack of planning may leave them unable to survive financially after their business is gone. In HARVEST, deal experts Christopher J. Younger and David C. Tolson have created the ultimate step-by-step guide that will help you understand how to attain the maximum value for your business and create the perfect exit strategy. In this book, you will learn how to: -Evaluate your financial needs -Plan your exit objectives -Value your business -Hire the right advisory team -Understand financial statements and legal agreements -Find a pool of potential buyers -Enhance the value of your business through proper positioning, timing, and operational improvement -Negotiate the transaction -Close the deal The authors' goal with this book is to convince you that the time you spend today thinking about the ultimate sale or transition of your business will yield some of the greatest rewards you will ever experience related to your business, both financially and personally.

New startups are created every day around the world, with many founders dreaming of millions of users and billions of dollars. But the harsh reality is that very few will succeed. How can entrepreneurs stack the odds in their favor? By learning from the experiences of startup founders, executives, and investors who've been there before. That's exactly what "How to Start a Startup" provides, sharing essential lessons from 25+ Silicon Valley insiders who've faced the challenges of starting a new business and come out swinging. Based on a Stanford University course taught by Y Combinator (the prestigious startup accelerator behind companies like Dropbox and Airbnb), this in-depth reference guide features advice from experts like: - Reid Hoffman, LinkedIn co-founder - Dustin Moskovitz, Facebook co-founder - Paul Graham, Y Combinator co-founder - Marc Andreessen and Ben Horowitz, co-founders of Netscape and Andreessen Horowitz venture capital firm - Peter Thiel, co-founder of PayPal and Founders Fund, early Facebook investor - Ben Silbermann, Pinterest co-founder and CEO Nominated as "Book of the Year" by Product Hunt (the leading Silicon Valley community for discovering the best new products). "How to Start a Startup" reveals the secrets to raising money, building products users love, hiring a great team, getting press coverage, attracting customers, growing your business, and more. No matter what type of product you're creating (web, mobile, hardware, online-to-offline, etc.) or what audience you're targeting (consumers or the enterprise), this playbook will give you all the information necessary to launch and scale a successful startup. This book was created independently by the publishers and all net proceeds will go to support charitable causes promoting wider access to opportunity for all.

YELP is the most recognized customer review website in the world. If you are the owner of a business in the 21st Century the management of customer reviews and feedback is an essential part of your business operations. Too often business owners either neglect, ignore, or mismanage the handling of these reviews, particularly, when they are negative. This approach can have a dramatic negative consequences for a business. For many business owners they simply do not know how to address these reviews. Now, from world renowned business consultant, Marc Ziogiannis, comes a definitive, step-by-step guide to effectively handling these negative reviews and improving business operations permanently. This is a must have guide for any small business owner or manager.

The Definitive Guide for Business Leaders

Tax Accounting

The Business Owner's Definitive Guide to Professional Employer Organizations

Exit Planning

The Definitive Guide to Selling Your Company

Harvest

When Your Business Is Your Paycheck

Marketer Perry Marshall converts the widely known 80/20 principle into a master framework that multiplies the power of everything you do in sales and marketing and makes scary-accurate predictions. It's the ultimate secret to selling more while working less.Guided by famed marketing consultant and best-selling author Perry Marshall, sales and marketing professionals save 80 percent of their time and money by zeroing in on the right 20 percent of their market - then apply 80/20 and 80/203 to gain 10X, even 100X the success. With a powerful 80/20 software tool (online, included with the book), sellers and marketers uncover how to slash time-wasters; advertise to hyper-responsive buyers and avoid tire-kickers; gain coveted positions on search engines; differentiate themselves from competitors and gain esteem in their marketplace. With the included tools they'll see exactly how much money they're leaving on the table, and how to put it back in their pockets. Sellers will identify untapped markets, high-profit opportunities and incremental improvements, gaining time and greater profit potential. Supported by online tools from Marshall, including The 80/20 Power Curve, a tool that helps you see invisible money, and a Marketing DNA Test, a personal assessment that zeroes in on one's natural selling assets, this timeless guide promises to change the game for seasoned and novice marketers and sellers.

This essential guide explains how anyone can launch a successful business by combining various platforms - B2B sites, trade shows, trading companies, and others - into a powerful product sourcing strategy. It describes how you can engage in importing and exporting, and do it safely, wisely, and strategically.

How to estimate; how to gain commercial customers; tips and tricks to make your business more profitable; add-on services to make you more money.

LEAVING YOUR BUSINESS IS THE MOST SIGNIFICANT FINANCIAL TRANSACTION OF YOUR LIFE AND NOTHING HAS GREATER FINANCIAL AND EMOTIONAL CONSEQUENCES. THE FUTURE QUALITY OF YOUR LIFE DEPENDS UPON HOW WELL YOU MANAGE YOUR EXIT

PROCESS.The Definitive Guide lays out the steps you must take to achieve all of your aspirations as you exit your business. Author John Brown shares the wisdom, stories, tested process and exit planning roadmap from hundreds of exit planning advisors across North America. These advisors, and Brown's company, BEI, create thousands of owner exit plans every year. In The Definitive Guide, you will learn:How and why to set actionable exit goalsHow your role as owner must change if your business is to attract buyersHow your company's management team steps up to next-level operational excellenceWhich nine important value drivers deliver the value buyers pay top dollar forHow to avoid the common traps that can prevent you from creating an exit planHow to choose which of four exit paths is best for you, your family and your business: A sale to insiders (management team or co-owners)A transfer to childrenA third-party saleA sale to an Employee Stock Ownership Plan**LET BROWN AND THE DEFINITIVE GUIDE BE YOUR COMPANIONS AS YOU UNDERTAKE THE BIGGEST FINANCIAL EVENT OF YOUR LIFE.**John H. Brown is the CEO of Business Enterprise Institute, the oldest and largest provider of Exit Planning education to owners and advisors in North America. With over 225,000 copies in print, John's first book, How To Run Your Business So You Can Leave It In Style, is the best-selling exit-planning book of all time. John is an accomplished speaker and expert commentator on exit planning issues.

"The Meeting Planning Process -- A Guide to Planning Successful Meetings" by Certified Meeting Professional Mary Jo Wiseman offers a common sense approach to managing the meeting planning process based on the knowledge and experience she garnered over a 20+ year career as a corporate meeting and event coordinator. The author's systematic approach to project management helped her to get and stay focused on the task at hand while handling multiple details, projects and deadlines throughout her career and she wants to share her secrets for success with others. The author firmly believes it is NOT just one person who makes a meeting or event happen, but rather a well led TEAM of dedicated, enthusiastic, talented individuals who come together to do what they do best to help organizations EXCEED PROGRAM OBJECTIVES and make them SHINE. It is the PROCESS or system used to get started that can either keep you on track or send you off the rails. This Guide offers a practical overview of the entire planning process for people just starting out in the business or meeting planning veterans alike, and offers keen insights and valuable tips to help CREATE the perfect EXPERIENCE for their audience by staying true to the basic elements of the planning process. It is intended to lead people through the proper steps and the sequence of tasks involved in planning a meeting such as: Establishing a Planning or Design Team; Developing an Overall Plan; Budgeting; Site Selection; Communications; Contract Review and more. The Guide also includes handy templates developed by the author -- a Meeting Time Line; Overall Plan; and Request for Proposal as well as descriptions and diagrams of possible room set-ups.

Salon Ownership and Management

How to Start a Startup

The Step-by-Step Guide to Starting a Tax Business

Start Here

The Definitive Guide to Starting a Business After the Age of 50

The Definitive Guide to Working Less and Making More

"An outstanding presentation of proper use of prophetic ministry..." --Bill Hamon "Every believer will do well to read and heed this strategic book." --Jack Taylor "A solid prophetic voice in the church today." --Roberts Liardon Restoring Prophetic Ministry to Its Rightful Place in God's Church "Having then gifts differing according to the grace that is given to us, let us use them: if prophecy, let us prophesy in proportion to our faith." (Romans 12:6) Joni Ames provides a Bible-based, clear, concise, and practical explanation of the operation and use of personal prophetic ministry in the church today. Her goal is twofold: first, to act as a teacher and mentor to help people with prophetic gifts understand and mature into those gifts; and second, to help pastors and church leaders understand, acknowledge, discern, and train the prophetic community within their body of believers. Joni also debunks some myths and falsehoods about prophetic ministry, while bringing a greater level of maturity and confidence to those seeking to develop their revelatory gifts.

Have you ever thought about making money with real estate? Do you want to start your own business and be financially independent? In Achieving Wealth Through Real Estate: A Definitive Guide To Controlling Your Own Financial Destiny Through a Successful Real Estate Business, author and entrepreneur Kirill Bensonoff takes you through the process of starting your own real estate business step-by-step. This is your all-in-one digital pocket guide to everything you need to know about successfully investing and profiting from real estate. After you have read this book, you will know everything that it took other investors years to figure out – how to register the best legal structure, how to avoid paying excessive taxes, how to write a great business plan and be able to raise capital, and how to use technology to outperform your competition. You will also learn how to use various tools to find tough to find off-market properties that nobody else has access to. By the end of this short read, you will have all of the information needed in order to start successfully investing in and profiting from real estate.

Finally! Board member orientation truly simplified. Serving on a nonprofit board can be an incredibly rewarding experience for the properly prepared board member. This book is for the generous and busy people who agree to give of their time and talents by serving on nonprofit boards. Nonprofit boards often fail to do a good job of board member orientation for a variety of reasons. It takes a significant amount of time and effort to plan and conduct quality board member orientation programs, and every time a new board member arrives, it's time to do it again! Because of the challenges associated with providing quality board member orientation, many nonprofit organizations do not do it at all, leaving their board members to wing it. This book provides help and support to the truly great men and women serving on nonprofit boards whose service makes a positive difference in the lives of countless people every day. This book is a concise and appropriately comprehensive guide to nonprofit board service designed especially for new board members. It is a quick read, (about one hour), yet it addresses with accuracy the most significant elements of board service, such as mission, responsibility, duty, risk, liability, and board meeting dynamics. Hooey Alerts! Watch for Hooey Alerts! where the author identifies and dispels common myths and legends about nonprofit board service. There are many sources of false or misleading information about the nonprofit board service environment. A perfect example is the often vaguely-worded and intimidating assertion or implication that the Sarbanes-Oxley Act passed by Congress in 2002 applies to nonprofit organizations in a manner similar to how it applies to publicly-traded companies. (It does not.) Reviews "This book is the perfect guide for every nonprofit board member! Concise, highly informative, and loaded with nuggets of wisdom, it's a must read that will take board members to the next level of successful board governance." -- J. Todd Chasteen, General Counsel, Samaritan's Purse "Mike Batts has put his quarter century of advising and serving on nonprofit boards to good use in this accurate and easy-to-read book. In addition to describing major principles of nonprofit law and governance, the book provides helpful questions to guide board members in understanding the practical applications of the concepts discussed. While geared primarily toward helping new board members get up to speed quickly, it should also help veteran board members discharge their stewardship roles wisely and efficiently." -- Chuck Hartman, Associate Professor of Business Law and Accounting, Cedarville University "This book, Board Member Orientation, is exactly what a busy volunteer board member needs. The board member's duties are presented in a clear and concise manner from the perspective of someone who has been around many boards. With a focus on those issues that are most common and/or most important, it is perfect for board member orientation and for quick reference reminders for the experienced board member." -- Doug Starcher, Partner, Broad & Cassel "This book provides clear, non-nonsense guidance on the basic issues for new nonprofit board members. Using this book for board member orientation will ensure your organization has communicated fundamental governance issues and will assist the board in determining risk management strategies." -- Dan Busby, President, ECFA ***** The Simple Board Member Orientation Process Using This Book: 1.Your board members read Chapters 1-9 of the book, which will provide them with insights regarding the key elements of nonprofit board service. 2.You provide the board members with copies of the documents described in Chapter 10 related to your organization. 3.You meet with your board members to discuss the unique attributes of your organization following the discussion questions provided in Chapter 10. Done!

UPDATED AND REVISED FOR 2020 Discover the most effective type of book for attracting new customers to your business! If you own or are part of a traditional small business that serves a local community (or you work with these types of business owners), this book is for you! What if you could discover a simple, easy and proven formula for writing a customer-attraction book that attracts new customers instead of having to pursue them? What if, rather than slaving months or years to write a traditional 250-page book, you could create a 100-page short, helpful book in just weeks? What if prospects and customers loved your book because it was focused and easy to read in about an hour? Imagine book readers reaching out to you (instead of you pursuing them) because your book made a connection with them. This is the promise of being a Main Street Author. Being an author is the key to being recognized as a significant, respected and valued expert and you can easily follow the step-by-step formula Mike Capuzzi shares in Main Street Author, which focuses on how to author, publish and leverage a short, helpful book or shook™. Shooks are focused books that can be read in about an hour and lead readers to connect with you and become a customer. For the past two decades, marketing expert and author, Mike Capuzzi, has helped thousands of business owners create more effective marketing, and world-renowned marketing strategist Dan Kennedy has called his techniques “brilliant.” Inside Main Street Author you’ll discover: The power of a shook and why readers will devour it, cover to cover. Why a shook is the best type of book you can create for your business. The different types of shooks to attract more customers, clients or patients. How to make your shook attract new customers 24/7. A proven, step-by-step formula for creating your own shook. Three, real-world Main Street Authors and their amazing success stories. BONUS: Free video training on how to design and print your shook. Before you think about writing a book for your business, invest an hour of your time and read Main Street Author. It's short on purpose and will open your eyes to a better, faster and easier type of customer-attraction book for you to create and for your potential customers to read.

Are you tired of your job? Do you want to make more money? Would you love to spend more time doing what you want to instead of what you have to?If you are ready to create an additional stream of income to fall back on then this is the book for you!From Tax Preparer to Business Owner is the BEST book available for starting a tax business. Based on detailed case-studies, personal success strategies, and a lot of research, Shola Adesimilolu provides a step-by-step guide anyone can use to create and launch a profitable tax service. It doesn't matter if you just want to make a little money on the side, or create a legacy that will survive generations from now, owning a tax service gives you options. I GUARANTEE after reading this book you will leave with everything you need to start your own successful tax preparation business or get a full refund

Small Business Rules

On Purpose

The Ultimate Guide to Financials That Every Business Owner Should Master! Students, Entrepreneurs, and the Curious Will Most Certainly Benefit from Learning the Basics!

The 52 Essential Rules to be Successful in Small Business

Lawn Care Business Guide

Driving Innovation from Within

A Guide to Planning Successful Meetings

Conventional business wisdom tells us that entrepreneurs are society's main source of innovation. Young founders leave college with a big idea, get to work in a garage, and build something that changes the world. Typical corporate employees, strangled by slow-moving bureaucracy, are blocked from making transformative discoveries. In Driving Innovation from Within, strategist and advisor Kaihan Krippendorff disproves one of today's biggest business myths to highlight lessons for innovators and leaders. He reveals how many of the modern world's most impactful creations were invented by passionate employee innovators. If it were left up to go-it-alone entrepreneurs, we would not have mobile phones, personal computers, or e-mail. Distilling more than 150 interviews with internal innovators and leading experts along with insights from the latest research and today's most successful companies, from Tencent and Amazon to Mastercard and Starbucks, Krippendorff lays out a step-by-step playbook to unlock innovation from the inside. He maps the barriers that frustrate efforts to disrupt from within and provides tools to remove them, detailing how visionary leaders can create islands of freedom inside an organization to activate existing employees' potential and beat startups at their own game. Driving Innovation from Within is a practical and inspiring guide to leadership from all levels for those who want the fulfillment of changing the world without leaving their job in order to do it.

Tired of Worrying About Retirement? Is the thought of retiring keeping you up at night? Are you thinking about how you are going to fill your time? Are you already retired and finding it isn't what you thought it would be? If you've answered yes to any of these questions, then perhaps it's time you explored starting your own business.

The Definitive Guide to Complying with the HIPAA/HITECH Privacy and Security Rules is a comprehensive manual to ensuring compliance with the implementation standards of the Privacy and Security Rules of HIPAA and provides recommendations based on other related regulations and industry best practices. The book is designed to assist you in reviewing the accessibility of electronic protected health information (EPHI) to make certain that it is not altered or destroyed in an unauthorized manner, and that it is available as needed only by authorized individuals for authorized use. It can also help those entities that may not be covered by HIPAA regulations but want to assure their customers they are doing their due diligence to protect their personal and private information. Since HIPAA/HITECH rules generally apply to covered entities, business associates, and their subcontractors, these rules may soon become de facto standards for all companies to follow. Even if you aren't required to comply at this time, you may soon fall within the HIPAA/HITECH purview. So, it is best to move your procedures in the right direction now. The book covers administrative, physical, and technical safeguards; organizational requirements; and policies, procedures, and documentation requirements. It provides sample documents and directions on using the policies and procedures to establish proof of compliance. This is critical to help prepare entities for a HIPAA assessment or in the event of an HHS audit. Chief information officers and security officers who master the principles in this book can be confident they have taken the proper steps to protect their clients' information and strengthen their security posture. This can provide a strategic advantage to their organization, demonstrating to clients that they not only care about their health and well-being, but are also vigilant about protecting their clients' privacy.

Accounting is a foundational subject matter of business. You cannot be a student of business, run your own startup, or even have a somewhat coherent conversation with someone on the topic of business if you don't understand the basics of accounting. This is a must-read for everyone frankly. The good news is that Concise Reads has done it once again and is now offering Accounting in an easy to read, easy to understand concise read that can be read and understood within the span of a single day! Concise Reads is better than other accounting books because it's short, it's to the point, it's affordable, and it's written by the same person who brought you the popular titles on how to write a business plan, how to incorporate, operations management, and leadership principles. There is also no age limit for this reading. It would actually be a wonderful thing to gift this to anyone and everyone you care about to get them understanding the fundamentals of profits and losses, assets and liabilities, and the relationship to cash flows. Most Americans don't even get to learn accounting by the time they finish college--just to put the potential impact in perspective. In this guide you will learn about: GAAP ACCOUNTING MASTERING JOURNAL ENTRIES INCOME STATEMENT BALANCE SHEET CASH FLOW STATEMENT STATEMENT OF RETAINED EARNINGS MUST KNOW COMMON ACCOUNTING TERMS This Series covers the following topics commonly taught in MBA programs: ACCOUNTING 101 HOW TO WRITE A BUSINESS PLAN OPERATIONS MANAGEMENT LEADERSHIP PRINCIPLES THE ART OF NEGOTIATION HOW TO INCORPORATE YOUR BUSINESS CONSULTING FRAMEWORKS The Definitive Guide to Captive Insurance CompaniesWhat Every Small Business Owner Needs to Know About Creating and Implementing a CaptiveAuthor House

Ultimate Guide to YouTube for Business

Wholesale 101

Selling Your Company with Intention and Purpose

The Silicon Valley Playbook for Entrepreneurs

WISER

The Definitive Guide to Selling Your Business

God's Gift for You and the Church

On Purpose, Selling Your Company With Intention And Purpose! was written as a guide for the small business owner to understand the steps involved in the process of selling a company for maximum value.

Most business owners will only sell a company once or twice in a lifetime making them inexperienced at best. Hiring a business broker is one of the last steps you'll take in selling your company. I wrote

this book so you can better understand the steps you need to take to begin the process of selling a company and maximize the value for all parties. I pull back the curtain and shed light on important aspects of selling that most buyers don't understand until it's too late. I arm you with the insight and experience needed to prepare yourself and your company for sale and successfully work through the

sales process. After reading this book, you will be able to plan confidently and follow through with a successful sale of your company.

Out there somewhere is a buyer looking to buy a business like yours. So if you're ready to sell, make sure you protect your interests and maximize your profit with this all-in-one guide.

Start Here: Family Business Succession gives you a step by step method to start your family business succession.

From the bestselling author of The Private Equity Playbook comes Adam Coffey's second offering, The Exit-Strategy Playbook. Explore the universe of potential buyers. Learn how to assemble a team of expert advisors to prepare your business for sale. Walk step by step through a typical investment-banker-led midmarket sale process from start to finish. Adam Coffey has spent the last twenty years as CEO of three private-equity-backed national service companies. Through his experience executing a buy-and-build strategy, he has bought and sold more than 100 companies ranging in size from \$1 million to \$1 billion. Selling your business is an art. Learn from an experienced artist how to successfully navigate the sale process. This book isn't about selling fast-it's about selling smart and achieving maximum value for the time and effort you've put into your company. Pick up The Exit-Strategy Playbook today and get an instant PhD in the art of the business sale.

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.

The Business Owner's Guide to Personal Finance

A Guide to Product Sourcing for Entrepreneurs and Small Business Owners

What Wall Street Isn't Telling You

Guide for Entrepreneurs

Value Creation

Main Street Author

The Complete Guide To Mobile Marketing Success For Business Owners

Avoid the mistakes that doom so many salon owners to failure. Set your business up for success by following a strategic planning system that guides you from concept to opening day while giving you a thorough education in all aspects of the business of beauty.

The Definitive Guide to Captive Insurance Companies: What Every Small Business Owner Needs To Know About Creating and Implementing a Captive Americas top corporate estate, tax and asset protection attorney provides readers with true insight on multiple key sophisticated planning techniques for small business owners implementing captive insurance companies. The Definitive Guide to Captive Insurance Companies will provide readers with the ability to: - Reduce income taxation, - Increase cashflow, - Self-insure, - Protect personal and business assets, and - Enhance estate planning.

A perfect guide for entrepreneurs Whether you just want an overview of the business buying process or you're ready to acquire an existing business, you know you'll need to finance, negotiate and structure the deal and protect yourself from unpleasant surprises. The Complete Guide to Buying a Business will give you everything you need to know including more than two dozen crucial forms and legal documents to help you do it. You'll learn how to: find the right business analyze the seller's numbers make sense of the tax issues avoid outstanding liens and liabilities prepare and sign a sales agreement close the deal prevent the seller from competing against you work with lawyers, accountants and brokers The 4th edition of The Complete Guide to Buying a Business is completely updated to reflect the latest laws and tax information.

PEOs: THE BEST-KEPT SECRET FOR SMALL BUSINESS SUSTAINABILITY AND SUCCESS Never heard of a professional employment organization? Well, you're not alone. Yet PEOs have been providing the single most valuable set of services to small business owners for decades, allowing them to do what they do best--serving their clients and selling their products or services. After all, the administrative burdens that are thrust upon today's small business owner are immense; since 1980 there has been an increase of over 400 percent in employment related laws and regulations. What budding entrepreneur wants to be distracted by shopping for health insurance once a year, going through workers' compensation audits, sitting through unemployment hearings, stressing over an OSHA fine, creating employee handbooks, or paying out a big tax penalty because they didn't file something on time? A PEO handles all of this and more for its clients at a cost that is usually less than what the employer would pay by doing it themselves! We Are HR is the new HR handbook, designed to educate small business owners and industry professionals on the origins and future of PEOs, while highlighting the strong value proposition and overwhelming advantage small business owners have when leaving HR to the experts. The bottom line: when you have a tax problem, you call a CPA. If you have a legal problem, you call an attorney. And after reading this book, when you've got an HR problem, you'll call a PEO.

TAKE CONTROL OF YOUR FINANCIAL FUTURETailored 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!

The Definitive Guide to the Professional Beauty Business

The Ultimate Guide to Social Media for Business Owners, Professionals and Entrepreneurs

The Private Equity Playbook: Management's Guide to Working with Private Equity

The Pocket Small Business Owner's Guide to Starting Your Business on a Shoestring

We Are HR

Accounting 101

The Complete Guide to Selling a Business

Reel in the Profits with YouTube YouTube delivers more than a billion minutes of streaming content to 1.3 billion active users every day. That's equivalent to one-third of all internet users and at least a billion reasons to start creating videos that promote your business, brand, products, and services today. Entrepreneur Magazine's Ultimate Guide to YouTube for Business is the video marketing blueprint you need to create videos that educate, entertain, and inspire viewers to take action. You'll learn how to plan, edit, promote, and share your videos with the public, as well as how to leverage YouTube's tools to help spotlight your business and your products without spending a fortune. From video production to promotion, this guide shares the battle-tested strategies and tried-and-true advice from successful YouTube experts to help you: Set up your channel and become a YouTube Partner to start monetizing your videos Create a virtual community that uses and loves your products Cater your videos to your target audience at every stage—pre-production, production, post-production, and promotion Drive traffic to your channel, website, or social media with optimized video titles, tags, playlists, and more Promote your YouTube videos using Facebook, Twitter, Google+, and other social sites Make a video go viral with the help of blogs, websites, and other online resources Find out what a YouTube channel can do for you as you learn to create your channel, leverage it as a marketing tool, and maximize your return on investment.

The Guide for Women Entrepreneurs shares important tips for women in business generally and highlights items that are important for balance during the entrepreneurial journey. The Guide also provides practical tips for entrepreneurs like What Should I Put in a Pitch Deck, Do's and Don'ts in Pitching, Do's and Don'ts in Fundraising, Length of Time for Fundraising, Presenting to an Angel Network, Angel Pet Peeves to Avoid, Diligence on an Investor, and Going Through Diligence as an Entrepreneur. There is a Question and Answer section which addresses positioning yourself as a wife and husband or sister and brother team, offering an adviser equity and the vesting schedule, other forms of financing, conflicting advice from Mentors and Investors, dealing with biased investors, metrics that an investor wants to see, the difference fundraising in NYC and Silicon Valley, the difference between a product and an investment pitch, active or passive investors, the role press plays in fundraising, the ideal level of contact from investors, and my personal advice. The book also includes a section on becoming an angel investor for when entrepreneurs are ready to pay it forward and an Appendix with a sample pitch deck.

So you want to buy a new business - and leave the corporate world behind. Congratulations! You now have the opportunity to find both psychic and financial rewards doing something you truly enjoy - if you plan carefully. Finding the right business and buying it right is the subject of Richard Snowden's The Complete Guide to Buying a Business. This advice-packed book presents expert advice and a detailed action plan for making the move from company employee to company owner. Written by a business acquisitions specialist, it illuminates both the personal and practical issues associated with locating a suitable business, negotiating a sales price, and managing it profitably for years to come. Of course you'll need to know whether or not you're cut out to own a business before you leave your job and invest your life's savings. The Complete Guide to Buying a Business helps you decide if you're ready to leave the rat race and answers such critical questions as: What is the tradeoff between risk and compensation? If the corporate world is no longer "it" for you, then what is? What are the advantages and disadvantages of self-employment? Finding a business that fits your goals is essential to your success and happiness. Small businesses rise or fall mainly on the talent of the owner. Therefore it's important to identify the specific skills that will make or break you as a business owner. Snowden warns. Packed with exercises, The Complete Guide to Buying a Business aids you in matching your experience, skills, and personal life-style preferences with a suitable enterprise. The book furnishes professional techniques for locating the business for you, as well as tactics for researching companies that are for sale. It also features compelling case studies - and do's and don'ts - from people who've successfully bought their own businesses. Once you've found a business that interests you, you'll need to know what to pay for it. Snowden explains how you can evaluate a company's potential and look beyond its financial statements to determine its true worth. Using examples and analysis, he unveils the secret of calculating a sales price. He also supplies you with winning strategies to use at the negotiating table, as well as practical guidance for dealing with professional advisers. Buying a suitable business isn't easy. Fully three-quarters of people fail in their attempts because they lack knowledge and a plan of action. But as Snowden states, "If you approach the job of finding the right business for you with due diligence and intelligence, the odds are excellent that you will find a company that has a high likelihood of long-term success under your directorship and the potential for an excellent financial return, as well." With dedication and The Complete Guide to Buying a Business, you'll have the tools to make your search a fruitful one - and your business a rewarding venture.

Small business owners and managers face increasing challenges in a difficult economic climate. One way to deal with daily struggles is to gain awareness of the obstacles and pitfalls...and know how to overcome them. Mathew Dickerson, one of Australia's leading IT entrepreneurs, makes this possible with his exciting and instructive book, Small Business Rules: The 52 Essential Rules to Be Successful in Small Business. In a logical and very readable format, Dickerson describes fifty-two rules that, if followed, help a small business to succeed. Dickerson covers it all: setting high standards, turning perceived failures into positive learning experiences, being clear about commitment and purpose to evaluating attitudes toward the workplace. He also delves into interfacing with clients, and co-workers, identifying the strengths of one's staff and using them to the fullest. Every aspect pertinent to running and growing a small business is covered in this exceptional book.

If you run your own business, your personal finance needs are unique, and the time spent trying to find solutions is precious. One-size-fits-all advice won't help, but this planning blueprint from Jill Andresky Fraser will. Here at last is a step-by-step guide for building security for you and your loved ones while creating the enterprise you've dreamed of: How and when to pay yourself Ways to build your savings while funding your company Low-cost ways to attain medical benefits Estate-planning tools that you can't afford to overlook Insurance tips to protect your family's finances and your company's cash flow Savvy investing ideas that complement your company's risks Real-life solutions and insights from successful entrepreneurs If you run a small family business, a home-based business, a solo practice, or a budding start-up, you need The Business Owner's Guide to Personal Finance.

The Business Owner's Definitive Guide to Captive Insurance Companies

Achieving Wealth Through Real Estate: A Definitive Guide To Controlling Your Own Financial Destiny Through a Successful Real Estate Business

A Guide to Addressing Yelp Complaints for Business Owners

The Concise and Complete Guide to Nonprofit Board Service

The Definitive Guide

A Guide for Small Business Owners Wanting to Understand Tax Deductions, and Taxes Related to Payroll, LLCs, Self-Employment, S Corps, and C Corporations

80/20 Sales and Marketing

Are you aware of the benefits of mobile marketing and the impact that it can have on your business? Your competitors are probably developing their own mobile marketing strategy right now. Don't be left behind! What is Mobile marketing? It is communicating with a customer or potential customer using their personal mobile device. It is the future of marketing and very few consumers have been exposed to it. Because of this, it offers a unique and distinct advantage to business owners that are looking to increase their marketing effectiveness. Marketing has evolved a lot in recent years due to technological advances and many businesses are finding it increasingly difficult to keep up with the changes. One of the biggest changes in technology, as it relates to marketing, is the rise of mobile marketing. This book is the complete guide for business owners looking to have a successful mobile marketing strategy . Here is a Preview of What You'll Find in " The Complete Guide To Mobile Marketing Success For Business Owners. " Learn the common mobile marketing mistakes that you should avoid Discover great tips for a successful mobile marketing campaign A list of important steps for planning a mobile marketing strategy Ways to use mobile marketing to attract new customers to your business and reach existing onesTips for finding your target audienceAnd much more! Download " The Complete Guide To Mobile Marketing Success For Business Owners " right now... If you're serious about increasing your business's online presence by using mobile marketing, you should buy this book now.

Increasing disruption, diminishing returns, and demanding Customers require business leaders to create more Value, remain relevant, and stay ahead of competition. CEOs have to evolve a " Value Creation " culture for the company so as to properly balance the interests of Customers, Employees, Investors, and the Marketplace. This pathbreaking book shifts the focus to Creating Value for the entire business ecosystem and not just for the shareholders. It will launch organizations into the world of Value Creation and will convert good CEOs and companies to great ones with longevity and higher profitability.

MANAGE YOUR RISK IN A MORE EFFICIENT WAY What if you could insure the risks of your business, reduce your out-of-pocket expenses, and create another source of revenue? Sounds too good to be true, right? With The Business Owner's Definitive Guide to Captive Insurance Companies, Mr. Strauss shows that, by utilizing a captive insurance company, this is not only possible but also a lot easier than you'd imagine. As one of America's top corporate, tax, and risk management attorneys, Mr. Strauss provides readers with true insight on the key sophisticated planning techniques used by small business owners who implement captive insurance companies. You'll learn the fundamentals and history of captive insurance and how this technique can provide numerous benefits to your business. This book will provide you with the insight on how to: -reduce out-of-pocket expenses; -increase cash flow; -insure more of the risks of your business; -protect personal and business assets from lawsuits; and -select the appropriate manager for your captive insurance company. Creating a captive insurance company may sound daunting, but with Mr. Strauss's guidance you can navigate the legal maze and utilize this valuable strategy with ease. Don't miss out on crucial out-of-pocket savings, and create more liquidity in a more tax-efficient manner. Take steps today and reap the benefits of captive insurance!

Private equity firms are on the rise and rapidly changing the game. Today more than 5,500 P.E. firms own tens of thousands of companies, so it is essential for CEOs and senior management executives to understand exactly how private equity firms operate. This invaluable resource can help you devise a winning P.E. game plan for your own company that offers you greater freedom and financial success. CEO Adam Coffey has almost twenty years of experience building businesses for private equity companies. In this authoritative yet approachable handbook, he covers: The history and landscape of private equity Ground rules for finding the right firm to partner with Techniques for navigating the new governance Strategies for continued growth in the private equity space And more. The Private Equity Playbook provides all the coaching you'll need to compete and win on this new playing field.

The Definitive Guide to Interwoven TeamSite is the first book to cover the TeamSite enterprise content management system, a product used by nine of the top 10 largest companies in the world, and thousands of other organizations around the globe The technical reviewer is the product manager for Interwoven TeamSite Authored by TeamSite experts Brian Hastings and Justin McNeal, who are presently leading the TeamSite upgrade project for MasterCard International Guided by a real-world example project, readers will learn the concepts and strategies necessary to develop, deploy, and maintain a large-scale content management system using this product

The Meeting Planning Process

MentHER

From Tax Preparer to Business Owner

A Guide for Internal Entrepreneurs

The Definitive Guide to Captive Insurance Companies

The Exit-Strategy Playbook

The Complete Guide to Buying a Business

If you're a business owner wanting to learn more about taxes without going through boring textbooks, then keep reading... Benjamin Franklin once said that "in life, only two things are certain: death and taxes." He wasn't exaggerating about the latter. And because you must deal with taxes for as long as you live and earn money, you must get it right every time. Unlike any other infractions or violations, tax-related offenses have major repercussions. At a minimum, you will pay fines and expenses. But if your tax violations are serious, you may end up in jail. Think about this: the infamous mafia gangster boss Al Capone was indicted and sent to prison not because of his violent crimes, but because of tax violations. Hence, you must take your taxes very seriously. So, what does it take to manage your taxes successfully and avoid the massive inconveniences associated with being flagged by the Internal Revenue Service for tax violations? There are so many answers to this question, but they can be summed up in one term: tax accounting. And that is what this book is all about. Written with non-accountant entrepreneurs in mind, this book can help you learn important tax accounting principles for ensuring optimal tax management in your business. These include: What tax accounting is. Important tax accounting guidelines. The difference between accounting and bookkeeping. How to claim tax deductions legally. How to choose the right business entity. How to manage payroll tax. Discover if you need an S corporation or a C corporation. And much, much more! By the time you're finished with this book, you'll be armed with sufficient knowledge to ensure proper management of your businesses' income taxes. And while you can never avoid taxes, what you'll learn here can make you and the IRS the best of friends. So, grab your copy of this book now and start your journey towards optimal tax management for your small business.

The Business Owner's Guide to Financial Freedom

What Every Small Business Owner Needs to Know About Creating and Implementing a Captive

The Definitive Guide to Interwoven TeamSite

The Ultimate Guide for Main Street Business Owners to Author, Publish and Profit From a Short, Helpful Book

Financial Statements

The Definitive Guide to the Prophetic

The Ultimate Guide to Financial Statements Analysis for Business Owners and Investors