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Six Steps to Small Business Success: How to Start, Manage, and Sell Your Business

Bert Doerhoff, Lowell Lillge, David Lucier, R. Sean Manning, C. Gregory Orcutt
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BOOK OF THE YEAR

First Edition chosen as Book of the Year by the
Professional Association of Small Business Accountants

SIX STEPS TO SMALL BUSINESS SUCCESS

REVISED + UPDATED



**HOW TO START, MANAGE,
AND SELL YOUR BUSINESS**

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R. SEAN MANNING, CPA • C. GREGORY ORCUTT, CPA

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Bert Doerhoff, Lowell Lillge, David Lucier, R. Sean Manning, C. Gregory Orcutt : Six Steps to Small Business Success: How to Start, Manage, and Sell Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Six Steps to Small Business Success: How to Start, Manage, and Sell Your Business:

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makes it easy to absorb some fairly complicated topics. It also explains basic blocking and tackling of building a business that has value beyond the owner's personal efforts. Highly recommended. 1 of 1 people found the following review helpful. Great investment
By Skierdude Everything you need to know about starting a business, written by experts on their fields. I am buying another copy for my son. Great investment. 1 of 1 people found the following review helpful. Very nice guide for the small business owner
By Jeffrey As a financial analyst working with small businesses everyday, I've read numerous books pertaining to business operations and decision-making. This book fills an important niche--it's a basic primer of all things small business related, from planning and creation, through management and ongoing operations, all the way to issues related to a sale of a business and retirement. Moreover, the book does not try to be the absolute authority on all subjects. Rather, the authors have carefully pulled out the key issues of which small business owners need to be aware, provided just enough information so that owners can have the proper direction to make critical decisions, then each chapter has clear references to more authoritative works on specific issues. I can see this book being a valuable part of many small business owners library--not just as a one-time read, but as a reference guide as they struggle to grow and build their business throughout the many trials and tribulations that all entrepreneurs encounter.

* The first edition of this book won the prestigious Book of the Year Award presented by the Professional Association of Small Business Accountants
Many entrepreneurs fail, not because they have bad ideas, but because they don't have the knowledge it takes to convert their ideas into success. In *Six Steps to Small Business Success*, five seasoned CPAs provide practical advice, step-by-step guidance, and proven ideas to help you dream big, think realistically, and plan and manage carefully, ultimately achieving more than you ever imagined. Take these six simple steps to convert your dreams into reality:
1. PRE-BUSINESS PLANNING. Learn from others who have succeeded how a little front end planning can ensure your success.
2. START-UP: FINANCES, BUDGETS, AND NUMBERS. Discover the key fundamentals that must be put in place for your business to grow.
3. HUMAN RESOURCES (PEOPLE). Learn best practices in hiring, training, managing, and terminating employees.
4. OPERATIONS: WORK FLOW, CUSTOMERS, AND SALES. Learn how to make good decisions about products and customers.
5. BUILDING A SALABLE BUSINESS AND THE SALE. Learn how to plan for your eventual sale.
6. TRANSITIONING TO LIFE AFTER BUSINESS. Finally, learn how to plan for life after work - personal adjustments, wealth management, leaving a legacy.

I haven't found a book that covers so much useful information for small business owners and . . . I think it deserves a place in your library. It will definitely make starting, running, and selling your business much easier.- HISTORY AND OTHER THOUGHTS BLOG
Praise for the First Edition
The Professional Association of Small Business Accounts has awarded the Book of the Year Award to the authors saying "If our members could communicate all the information in this book to their clients, the clients would not only be more educated on how to start, manage, and exit a business, but they would most likely be more successful and have a better opportunity to achieve their business ownership goals."- TIM NOLAN, PASBA President
Six Steps is a must read for every would be entrepreneur. It's a comprehensive, practical, and insightful compilation of the issues, strategies, and hurdles that business owners will likely encounter during and after their reign.- NED A. MINOR, Founder of Minor Brown and author of *Deciding to Sell Your Business: The Key to Wealth and Freedom*
The authors of *Six Steps to Small Business Success* represent a group of experts worth listening to. The book is packed with applied lessons, real-life experiences, and proven strategies that if employed appropriately will assist small business owners in developing thriving, profitable organizations. It's a practical guide that every small business owner should own.- DARREN ROOT, CPA, CITP, President of Root Associates and author of *The E-Myth Accountant*