

Testimonials

★★★★★ **A "MUST READ" FOR ANYONE IN BUSINESS OR THINKING ABOUT IT!** April 6, 2007

I am a small business consultant. If every new business owner, or prospective new business owner, followed the practical advice in "Turning Your Dream Business into your Bread & Butter", I'd probably need to find a different line of work! This easy, "How-To" guide is packed full of essential information. It is a comprehensive resource guide that I plan to gift to my new clients and it is now on my required reading list. Ellen has done a masterful job at putting it all together in a logical, readable way.

[Esther R. Escobedo "Office Angels"](#) (Alpharetta, Georgia USA)

★★★★★

This book is a comprehensive reference for the aspiring small business owner. It covers topics like: how to create a company, how to run it, how to protect it, what technologies to use, what best practices to use and more. Ellen also has a way of keeping things simple, telling you what you tasks may want to handle yourself and which ones you should seek professional help with. I wish I had this book when I first started any of my businesses. It sure would have made life a lot easier.

~[Chad Massaker](#) (Kennesaw, Georgia)
President & CEO
Carceron Systems Group, LLC
www.carceron.net

★★★★★

Turning Your Dream Business Into Your Bread and Butter serves up some tasty morsels of information and advice for the small business owner. Ellen Springer does a marvelous job of sharing her knowledge and experience with the reader.

[J. Sam Johnson, CPA](#). Past President of the Georgia Society of CPA's.

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"**Turning Your Dream Business Into Your Bread & Butter**" serves both as "how-to guide" for those just starting businesses and as a reference guide for managers of established small businesses who need a refresher on addressing the fundamental challenges that they face."

[Roger Tutterow, PhD](#), Dean & Professor, Stetson School of Business & Economics, Mercer University, Atlanta & Macon, GA