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“TURNING YOUR DREAM BUSINESS INTO YOUR BREAD AND BUTTER”

Entrepreneurs... Your Top Business Challenges have been SOLVED!

(ATLANTA, GA) More new businesses launch at the beginning of the year than at any other time. People want to capitalize upon a new idea or concept they have created. And, they are tired of other people making money off of their ideas or efforts. They think they can do it better than their bosses, and usually they are right! Or, they receive a lump sum of money and want to pursue the dream of joining the ever-increasing ranks of *business owners*. Unfortunately, a majority of these new Entrepreneurs fail within the first five years, largely through lack of adequate planning or acquired business knowledge.

Enter Ellen Springer! In 2006, she wrote, *“Turning Your Dream Business into Your Bread and Butter”* (February 2007, Morgan James) specifically to keep these new business owners from failing by making the same mistakes she has witnessed some of her CPA-clients make over the past 25 years!.

Written in jargon-free English, *“Turning Your Dream Business into Your Bread and Butter”* takes current and future entrepreneurs around and through the business “minefields”, and reveals what to do and what not to do when starting and running a successful business.

Among Springer’s ingredients for a successful business:

- 1) Have a business plan *and* a budget. “Most business owners are not comfortable tackling this task,” says Springer. “Their business fails because of it.” Springer tells the business owner how to accomplish both of these essential tasks.
- 2) Manage Cash Flow. “Profit does not equal cash,” says Springer. Springer tells the business owner how to turn non-cash assets into cash to fuel the growth of the business, work with creditors, and determine when debt is ok.
- 3) Have an exit plan. “The small business owner needs to determine their exit strategy before the time arrives to leave the business, whether voluntarily or involuntarily,” says Springer. Plans must be in place for death of the business owner, employee purchase of the business, merging of the business, and/or sale of the business.

Springer also discusses numerous tax and legal issues, buying vs. leasing assets, “human” and financial capital, information technology, financial management (and managing

debt!), and more. In the end, Springer reveals to future entrepreneurs what everyone wants to know: how to be happy in a career, how to have more quality time and money for the family, and how to be a business success!

ELLEN V. SPRINGER, MBA, AEP, CLTC, CSA, RFC, CPA has over 25 years experience in business and financial consulting. She was recently nominated for the 2007 Small Business Champion Award: Financial Services Champion of the Year. She won the 2006 National Association of Women Business Owners Women Entrepreneurial Award, the 2006 Kennesaw Mayoral Award for Excellence, the 2005-2006 Kiwanis President's Honor Roll for Outstanding Service, the 2005 Kennesaw Citizen of the Year Award, and the President's Award for 2003. She lives in Kennesaw, Georgia, just outside Atlanta.

“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

Visit www.RunASuccessfulBusiness.com for more information.

TURNING YOUR DREAM BUSINESS INTO YOUR BREAD AND BUTTER
Recipes for Running a Successful Business from Scratch

Ellen V. Springer
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Morgan James

Ellen Springer is available for interviews to discuss the very timely issues of how to start-up, run, and maintain a successful business. To schedule an interview or receive more information, please call 770-429-0299.