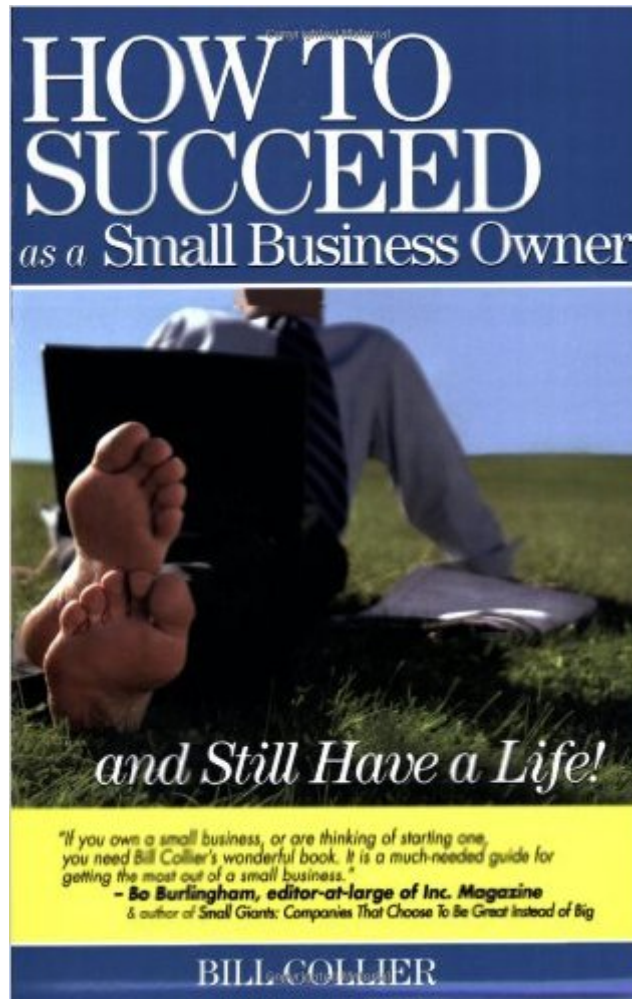


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# How To Succeed As A Small Business Owner ... And Still Have A Life



## Synopsis

"How to Succeed as a Small Business Owner ... and Still Have a Life!" An "owner's manual" for small businesses! Put your business on "auto-pilot." Learn how to ... - Use your business as a tool to enhance your personal life - Set ambitious goals and achieve them - Develop a real, working business plan - Use values to provide guidance to your staff - even when you're not at the office - Get the right people on your team and keep them there - Delegate effectively - Create a "self-healing" culture that practically fixes its own problems - And much more "If you own a small business, or are thinking of starting one, you need Bill Collier's wonderful book. Bill writes clearly and succinctly as a small business owner who learned how to do it right. His book is a much-needed guide for anyone who wants to get the most out of the small business experience." -- Bo Burlingham, editor-at-large of Inc. magazine

About the Author: Bill Collier is a long-time entrepreneur who knows what it's like to have to "make payroll." Bill earned success the hard way - grinding it out for years after starting his first business, and learning from his own mistakes. After a good first few years, his company hit a wall. Morale was low, employee turnover was high, and cash flow was awful. In near desperation, he discovered a number of common-sense management approaches that saw his firm through years of prosperity.

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## Customer Reviews

I'm an avid reader/researcher and now an entrepreneur so I have read LOTS of books on small business. This is the first book that I really felt "got it!" The writer clearly knows what it is like for a small business and has realistic tips and ideas for growing your business the right way and ending up where you want it to be. The title initially appealed to me since running your own business can be so draining. This book was approachable, easy to read, and had actionable ideas from the beginning. I also like that it "got" the realities of being a small business owner and didn't take up your time with worthless "exercises" or visions of what your business plan should be like. After reading this book I was so inspired to create my own business plan and start working on business improvements laid out in the plan. The book helped me find the clarity I had really been lacking and it made me feel like it wouldn't be too difficult or onerous to do. This book is a MUST for every small business owner who wants to see their business grow in a sustainable way!!! I can't recommend it highly enough.

Most of what Bill has to share is, in my opinion, simply good management practices.

Owners/Presidents of small or mid-size organizations will likely find some of the ideas presented new and many of them simply as a good "kick in the pants" to move forward with things that have been in their heads or on their "to do" lists for far too long. Conversationally written with a bit of humor dispersed makes this a quick, easy read for the busy business owner.

How to Succeed as a Small Business Owner and Still Have a Life is a great read! It is outcome based management guided by a real common sense approach. You can't help but find yourself nodding your head in agreement from the first chapter. The processes are things you will want to do to have a life but also things you must do if you ever want to sell your company for any real value. David G. Domian, CFPDEW Wealth Strategies, LLC

This book has a straight forward design keeping things on the ground... I really enjoyed reading it because it's well balanced between concepts and stories and you can read it in a short period of time. For a small entrepreneur like myself trying to grow, found the book pretty useful in topics like: goal setting and planning model, systems policies and procedures, the corrective action system, job delegation, performance indicators and proper communication within the management team. Maybe we know the concepts, but needed to have clear in our minds, but above all, need the how-to implement when have limited resources. It's more like a "small business checklist" properly

illustrated with the correct amount of detail. I've found this book useful and without a doubt, recommended.

This is a must read for any small business owner. Written from the perspective of someone who has actually done it, this book is a clear, straightforward approach on how to have a better business and a better life. From the opening story of Bob's Printing Company, a typical small business owner drowning in a sea of things to do, we are given practical, real-world advice on personal priorities, delegation, marketing, hiring, planning, profit sharing, and more. The assessment at the end is an invaluable tool to help you know where you stand as a small business owner. Get it, read it, do it!

Great book--Easy read, full of practical advice, and great examples. This book is much needed for any small business owner, but especially those who find themselves "spread too thin." Isn't that all of us?

I recently read Bill's book as part of the Ellensburg Downtown Association's Brown Bag Business Basics series, and this is clearly one of the best small business resources I could recommend to any small business owner. The book is a deceptively easy read, and yes, as Bill freely admits, it's loaded with clichés. But Bill is able to move past the clichés and get right to the meat of the issues leaving the reader with solid useable information to act on at the end of each chapter. From the very basics of understanding why you're in business to begin with, to planning for your business succession this book is a tremendous resource for any small business owners and includes some of the best advice I've read on the hiring process and why it's so important to the success of an business. Clearly one of the best books that we've shared with our downtown business owners here in Ellensburg.

We started a business 4 years ago (landscape consultancy practice in the Middle East), with one staff. The business has been a financial success (now with 24 staff) but we gave up many important things to achieve it. We read so many books on how to run a business. Bill's book was the one which helped us to chart the path to a balanced lifestyle. Appendix A is a checklist made from the chapter summaries. We use this periodically to score ourselves on how well we are maintaining a healthy balance. It's a worthwhile quick exercise. The book starts with "week in the life of" a frazzled business owner, and ends with a "week in the life of" a successful small business owner. Just read these two and you will feel like reading the rest of the book. I recommend this book to everyone who

is starting or running a small business. It is a great guide.

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