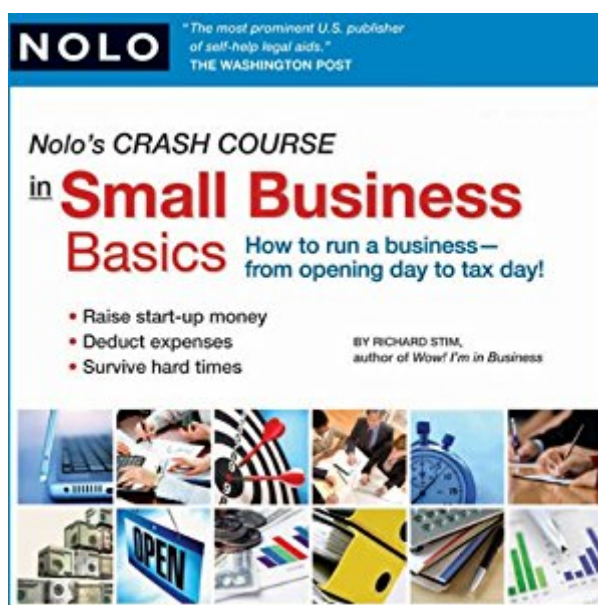


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# Nolo's Crash Course In Small Business Basics: How To Run A Business From Opening Day To Tax Day!



## Synopsis

Nolo's Crash Course in Small Business Basics gives you the information you need to get a business launched quickly and running smoothly. From effective marketing and advertising, to the nitty-gritty of business finance, to practical matters that affect the daily bottom line, this series covers all of the essentials. Learn how to choose the right business structure; manage money and cash flow; adopt and apply basic accounting principles; get yourself - and others - paid; raise money; protect personal assets; select an insurance plan; develop an online business presence; facilitate shipping and returns; hire employees; obtain licenses and permits; understand contracts; pay taxes, and take the tax deductions you're entitled to take. Includes eGuide with resources.

## Book Information

Audible Audio Edition

Listening Length: 4 hours and 44 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Nolo

Audible.com Release Date: April 1, 2009

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Best Sellers Rank: #94 in Books > Audible Audiobooks > Nonfiction > Law #131 in Books > Law > Business > Franchising #1607 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

## Customer Reviews

Nolo's Crash Course in Small Business Basics is just what it claims to be. It is a very good source for basic business information. It is provided on 5 audio CDs that are approximately one hour each. The packaging is not as fancy as many of the other audio programs I have, but that does not distract from what is important, the content. (Basically you have five CDs in slip covers inside the box)The information on the five CDs would be very valuable for the person with little business knowledge who wants to start a business. As the title suggests, this is Small Business Basics. It is by no means everything, but it is a very good start. There is a lot of practical advice on these discs. For the experienced business owner, or someone who has studied business, there would not be as much value because it is just the basics. The five CDs contain information as follows: Disc 1 This disc points out that this set is aimed at people who need the basics and the briefly defines success for a

small business owner: Love what you do, be good at what you do, and there has to be a market demand for what you are selling. The rest of disc one focuses on money matters. It starts with managing your money. The program covers a lot of important topics and provides useful information such as the difference between accounting and bookkeeping, accounting methods (cash vs. accrual), cash flow, basic accounting principles, equity, debt, and financial forecasting. The program includes a lot of good advice such as keeping your business and personal accounts separate, including checking accounts and credit cards. There are also a lot of references and information sources provided with places to find these on the Internet.

A brief caveat before my review...CD2 (Personal Liability, Insurance and Business Structures) and CD3 (Marketing and Advertising, Taking Your Business Online) were mis-labeled in my set (CD2 was actually CD3 and vice-versa). Other than that, Nolo's "Crash Course in Small Business Basics" is exactly what it claims to be. Think of it like a full-day seminar that you'd take at a local community college or business group prior to starting your own business. It is designed to get the juices flowing, to motivate you to start asking yourself questions about the best way to run your business. Even though Nolo is built upon offering legal aids, it is not a replacement for engaging the services of an accountant and attorney. But since both professionals charge by the hour, you can work your way through the 5-CD set and come up with a list of questions so that your face-to-face time (and subsequent billing) are reduced. There are references throughout to "at the time we recorded these CDs..." meaning that you must still check-and double-check any tax laws, rates, etc. that are discussed here. The shelf life of this product will diminish as these factors change. You are also continuously pointed to other references, and very much to Nolo's credit, they are not exclusively directing you to the Nolo Store. Yes, they are in the mix, but they also refer you to (as an example) Seth Godin's Permission Marketing : Turning Strangers Into Friends And Friends Into Customers. The plentiful referrals (all worth investigating) serve as a reminder that this product is not all-inclusive.

This 5 hours audio program by Richard Stim is aimed at people who are new to business and want the basic and quickly take the helm of business and set it for success. I was concerned when I learned that this is an audio program (vs print material) because I wonder how clear can the explanation without using examples (on forms, or marketing/advertising/presentation template etc) drawn on paper (the program said that we can download those forms and examples which helps but I'd still like to see some of those examples and illustration handy), but I think this "lecture" method

does a good job in explaining all the things that can be explained orally. One issue with my copy (let me get all the concern out of the way first) of the CD has CD2 and CD3 mixed up which is fine with me as initially I thought they are giving me 2 copies of CD3 and I am missing my CD2 (cause content of my CD2 copy is supposed to be in CD3). Not sure if this is isolated incident. Now, moving on to the good part. This program is easy to understand and it gives most of the basic information about small business. It doesn't tell us only the good parts (like a salesman/franchiser would do) but it gives us the reality check and all the info that we need to pay attention to be successful and also to decide if running a business is really for us. Here are some of the sample content that I like (mostly the beginning stuff that I will mention but you'll get the gist of this program with this samples). According to many people who own business, success in business consist of 3 factors: 1. profit 2. work satisfaction 3.

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