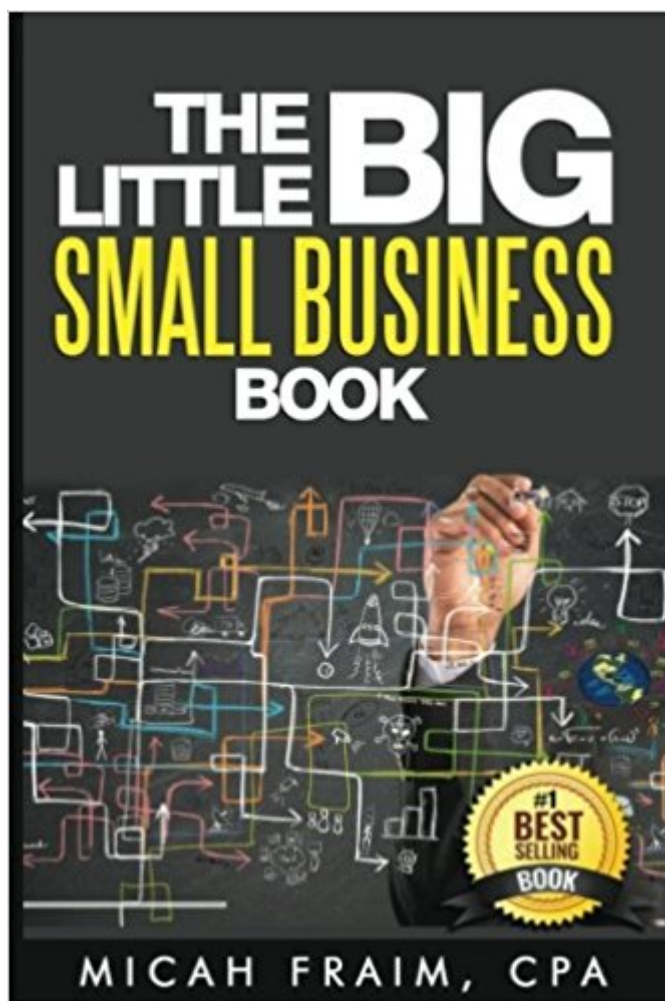


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# The Little Big Small Business Book



## Synopsis

Over 15,000 copies sold! How do you plan to grow your business this year? Inside of The Little BIG Small Business Book, you'll discover 17 money making (or saving) lessons that will leave you with more customers, sales, and money in your pocket come tax season. CPA Micah Fraim offers a unique and truly rare perspective on succeeding and growing your small business while maximizing financial savings and gains using tax tactics and tips.

## Book Information

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## Customer Reviews

Starting a business is a tedious task. This book helps to educate on the crucial points of the setup phase. If I could create a mandatory new-business training course, this would be required reading. Author Micah Fraim is an accountant, and in The Little Big Small Business Book he outlines several financial do's and don'ts of the process. The first chapter deals with the differences in corporate structure (LLC, S-Corp or C-Corp), providing a general overview of the types of business scenarios where each would be appropriate and reasons to choose one over the other. This kind of information has been extremely helpful to me. He cites examples of what he calls "kelp" - the types of small annoyances that don't necessarily sink a business, but can distract business owners from the things that matter. While this is a short work and obviously doesn't cover every detail of business finance (a fact the author points out several times throughout the narrative), it does address a great deal of useful advice on business finance. It's written in clear, concise terms. Fraim does tend to repeat the theme that business owners need to strike a balance in business financial management. He points out, for example, the need to seek professional advice where it counts, but

not to rely solely on outside advice. It's always important to speak to a specialist and get all of your ducks in a row before disaster strikes!The bottom line is that if you're starting a business, you NEED to read this. You'll be glad you did. I've already recommended my business partner read this, as well as a couple of friends who are planning to start their own businesses.I received this product at a discount for my honest and unbiased review.

Reading *The Little Big Small Business*

Book, *The Little Big Small Business* was of great insight for me, as I prepare to open my own business. Not only that, but reading this book really help me to assist my dad in his small business structure, so that he can get the best out of his resources. It is imperative for any business starter to read and take notes of the great perceptions that this book brings to each reader. One of the sections that this book informs us business personnel is about how to deal with accounting, tax and finance in our industry. That section definitely makes any business person think about how to manage their business accountability and how to make sure the business stays in a save debt zone. Starting a small business takes a lot of time to plan and to gather the steps that must be done before starting and while in business; well, this book will do just that for you. It will put step by step what you need to worry about and what to do to ensure the business have the right corporation set up. The book is well written which makes it easy to understand and to implement the ideas given by the author. I recommend this book to anyone going into business, read this book, *The Little Big Small Business* before you start spending money and time with consultants to help you start your business. Start your idea with fewer expenses and get great insights to make your business growth financially and in a balance manner.

In reading his book I would have to say I was not bored at all and will honestly probably go back and read it again because the information in it is amazing. The advice is things that you may not have thought of and it gives you a chance to chew on it a little and then later ask the right questions. There are certain parts in the book that may not apply to you but I believe anyone that is not a CPA can probably gain some valuable information for this quick read. This book *The Little Big Small Business Book* was an interesting read. It covered many subjects in areas and chapters. These included: Accounting, Taxes, Finances, Marketing, Branding and more for the board areas which were than broken down farther into easier to learn little lessons, or chapters. These chapters covered the areas of different types of businesses, different type of accounting set up such as when

to and how to deduct expenses, business dept., different types of business owners (which were mainly the penny pitcher and the over spender), reasons of increased audit risks, inventory, kept of employees, perception of the business and perception of the business owner and their relationship, the importance of networking the services which you provide verses what you advertise and promise. To me personally this book was a bit dry but it covered a lot of very important information which I found quite helpful. I was learning many things which I had absolutely no clue about before reading this book so it is most certainly a helpful book that will be sure to come in handy many times over. The main lessons that I took from this book that I thought the author bought out were to be careful, know what is going on with the finances of your business, and that it is easy to fall into one (or several) or many pitfalls. It is important to know when to handle something yourself, and how to, as well as it is important to know when to give someone else the reins for a while because one person cannot always do everything themselves and one person is not a professional with proper knowledge of every single little thing. I received this product at a discounted rate in exchange for my honest and unbiased review

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