



When the Shit Hits the Fan!: How to Keep Your Business Afloat for More Than a Year

Barry Thomsen

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Every year, more than a million people start a new small business with drive, enthusiasm, and dreams of success. Unfortunately, about the same number every year go out of business. The mortality rate for small businesses is probably higher than it should be because most entrepreneurs don't know what to do "When the Shit Hits the Fan"...and it always does. There are things that are going to happen that no textbook will ever warn you about, because no small business operates like the textbooks say it should.


After 30 years in many of his own small businesses and helping others, Barry Thomsen has seen pretty much all the things that can go wrong, all the solutions that just don't work, and all the ways to keep the doors open...if only for another month. There is a lot more to starting, running, and succeeding at a business than buying a nice sign and ordering business cards.

In this provocative book, you'll find out how:

- * Poor customer care can ruin a small business.
- * Losing a big account is not the end of the world.
- * Cash-flow problems can bring you to a standstill.
- * Massive competition can be dealt with profitably.
- * Owner attitude can affect the entire business.

There are many common-sense answers to the everyday problems that affect most small businesses. An owner must meet these head-on...or head them off before they start. **When the Shit Hits the Fan!** will help you survive when it seems like bullets are coming from every direction at once. You'll learn tried-and-true ways to deal with everything from poor cash flow, bad publicity, and unanticipated market changes to problem employees, irate customers, and weather disasters.

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