

# ENDORSEMENTS

“Finally, an honest blueprint for starting your own business! The worksheets are a must for all new business owners.”

—**Mike Barker**, Small Business Consultant

“This book is a ‘must read’ for anyone considering starting their own business. I suggest that you read it cover to cover before you take another step. Then use it as a reference guide to help you through each phase of your project.”

—**Ken Yontz**, Executive Vice President  
Sales Partner Systems

“Many small businesses—even those with great products—fail within the first two years because of a lack of business knowledge, incomplete planning, or insufficient financing. Jim Sapp shares the knowledge he's gained during his twenty years of business experience to help first-time business owners manage their businesses to success.”

—**Karyn Heckman**

“Where was this book when I was growing up? My father was a young Hispanic man who dreamed of owning his own business in America. He tried many times—with a body shop, restaurant, real estate office, insurance agency, building company, used car lot and others—but in each case he failed. If he'd had this book, he might have gone to the SBA and applied for a small business loan to help make his dream come true.”

—**Arlene Davis**, Director of Tradeshows and Customer Service  
Automotive Aftermarket Industry Association

“I wish I had read *Starting Your First Business* earlier. I made a lot of expensive mistakes setting up and beginning operations for my company. I found the section ‘Make it Internet Friendly’ especially helpful. It broke things down so simply that even a non-computer person—like me—could understand the importance of a professional email address and website design.”

—**Mike Beaudoin**, Owner, A-1 Commercial Cleaning

“*Starting Your First Business* provides valuable insights from a seasoned and accomplished entrepreneur. I recommend it for anyone thinking about starting a new business. The book walks you through every step of the process, and provides very helpful tools and examples.”

—**Craig Hanson**, Senior Associate, Sustainable Enterprise Institute  
World Resources Institute

“Jim Sapp has included so much valuable information in this book that it's equivalent to getting the knowledge from several college courses for only a fraction of the cost! There are so many ‘how to’ books on the market—but when the author shares his successes and his failures it gives the reader a truly realistic picture of the highs and lows of starting a business. Jim has taken most of the suspense out of it, so entrepreneurs can take off with their project! I previously owned an interior design business for seven years. I was so excited by this book I want to think of a new business to start!

—**Sharon Mills**, Author, *Reflections of Adoption*