

# PRESS RELEASE #1

## For Immediate Release

For more information contact:

Jim Sapp  
800-805-0996  
[jsapp@esapp.com](mailto:jsapp@esapp.com)  
[jsapp@esapp.com](mailto:jsapp@esapp.com)

Rylinn Publishing, LLC  
Indianapolis, IN  
[www.sappbiz.com](http://www.sappbiz.com)

Before you launch your dream business, make an honest assessment of yourself and your idea.

New comprehensive, practical book, written for the aspiring entrepreneur who is looking for sound, proven, expert advice

According to statistics, Americans are creating new small businesses at an historic rate, yet many new entrepreneurs have very little experience running a business. Startup expert and founder and director of the American Small Business Institute, Jim R. Sapp, has seen patterns in the issues that come up again and again for new business owners. To address their specific needs he has written *Starting Your First Business, Gain Independence and Love Your Work*.

“What new entrepreneurs need most is practical advice about business basics such as planning, financing, cash flow, and management,” says Mr. Sapp.

The 60% of Americans who still dream of having their own business can take heart. Anyone can learn how to be a successful entrepreneur according to Mr. Sapp. He offers the wisdom gained from his own failures and successes combined with realistic case studies to show them how. This book is comprehensive and filled with real-world, how-to advice and examples. Additional support is available via worksheets on the author’s website <http://www.sappbiz.com> that allow readers to customize the information.

With its inspiration and guidance *Starting Your First Business* is sure to help many more new entrepreneurs join the ranks of the thousands who can say, “I’m glad I did it.”

*Starting Your First Business, Gain Independence and Love Your Work* " (Rylinn Publishing, LLC, 280 pages, paperback, ISBN: 0-9748781-0-3, USA price: \$17.95), is available in bookstores, at [www.sappbiz.com](http://www.sappbiz.com) or by calling 800-805-0996.

### About Jim R. Sapp

As an “Entrepreneur of the Year” and “Blue Chip” citation winner, Jim Sapp is particularly well suited to advise novice entrepreneurs. He is a national business consultant, highly respected speaker, and is Founder and Director of the American Small Business Institute, a non-profit organization devoted to nurturing small businesses through education and referrals to lending and leasing institutions.

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