

# PRESS RELEASE #2

## For Immediate Release

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## A Business Startup Book With Real Answers

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

Many books about starting a business promise riches, but fall short on the details. Here is a book written by startup expert and founder and director of the American Small Business Institute, Jim R. Sapp. It delivers real answers to a new business owner's questions. *Starting Your First Business: Gain Independence and Love Your Work* contains all the tools and guidance needed to properly set-up and successfully run a first business.

Surveys show that over 60% of Americans dream of owning a business. Statistics prove that more and more novice entrepreneurs are actually risking everything to build that dream. What they lack in experience they make up for with hard work, but that isn't always enough.

"New business owners are not idiots," says award-winning entrepreneur Jim Sapp. "Many of them have a lot of experience in their particular fields, but running a small business requires a broad range of skills that very few jobs require." To address that knowledge gap, *Starting Your First Business: Gain Independence and Love Your Work* was written as a comprehensive startup resource filled with real-world, how-to advice and examples. Worksheets available at <http://www.sappbiz.com> give the book an interactive touch by allowing readers to customize the information.

*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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