



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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From reader reviews:

Jenny Dill:

A lot of people always spent their own free time to vacation or perhaps go to the outside with them family members or their friend. Were you aware? Many a lot of people spent these people free time just watching TV, as well as playing video games all day long. If you need to try to find a new activity that's look different you can read the book. It is really fun to suit your needs. If you enjoy the book you read you can spent the entire day to reading a e-book. The book When the Shit Hits the Fan!: How to Keep Your Business Afloat for More Than a Year it is rather good to read. There are a lot of people that recommended this book. These were enjoying reading this book. In the event you did not have enough space to develop this book you can buy often the e-book. You can m0ore easily to read this book from the smart phone. The price is not too expensive but this book has high quality.

Karen Taylor:

Playing with family in the park, coming to see the marine world or hanging out with pals is thing that usually you may have done when you have spare time, and then why you don't try thing that really opposite from that. One activity that make you not experience tired but still relaxing, trilling like on roller coaster you are ride on and with addition info. Even you love When the Shit Hits the Fan!: How to Keep Your Business Afloat for More Than a Year, you are able to enjoy both. It is fine combination right, you still would like to miss it? What kind of hang-out type is it? Oh occur its mind hangout men. What? Still don't have it, oh come on its known as reading friends.

Alice Winfield:

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Dale Eich:

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