

Book Offers Practical Advice for Success in Small Business

St. Louis -

ST. LOUIS -- A new book aims to help entrepreneurs overcome the dismal odds they face in making their small businesses a success. "The Twelve Commandments for Small Business: A Practical Guide to Beating the Odds" was written by Richard J. Sacks based on his more than 20 years' experience as a consultant and lecturer on small business.

Of the 700,000 small businesses started each year, 500,000 are likely to fail. With an average startup investment of \$50,000, that's wiping out a total net worth of \$25 billion -- equal to the annual revenues of a major Fortune 100 company -- every year. In 2005, that \$25 billion in revenue would be almost the same as Tyson Foods' and more than Coca-Cola's.

Sacks believes the failure rate could be reduced drastically if business owners prepared and trained before they opened shop. Instead, most learn through trial and error until they run out of time -- and money.

"The Twelve Commandments for Small Business" is a dry run through the maze of business. It guides the reader through the obstacles, rules and opportunities business owners face as soon as they open their doors. Topics range from setting up and organizing your business to hiring and managing people to staying on the right side of the law.

Sacks is president of The Sacks Group, Inc., a consulting firm devoted to developing small business. The company is based in St. Louis suburb of St. Charles where he is the host of a cable TV show and former chairman of the Economic Development Center of St. Charles County.

A Practical Guide to Beating the Odds

"The Twelve Commandments for Small Business: A Practical Guide to Beating the Odds" (\$19.95) is published by Jefalt Press. Copies are available online at www.twelvecommandments.biz or www.amazon.com, or by calling 636-949-9949.