



# **The Ugly Truth about Small Business: 50 (Never-Saw-It-Coming) Things That Can Go Wrong...and What You Can Do about It**

*Ruth King*

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You Are Not Alone

Being an entrepreneur is scary. From late payments to bank crisis, often the future of your business rides on one crucial decision--one you have to make all on your own.

But it doesn't have to be that way. Others have faced the same problems, and for the first time have gathered to share their advice.

Through stories and lessons from entrepreneurs who have been there, you'll discover how to handle such situations as:

- We didn't know if anyone would show up
- I lost 25 percent of my business in one day
- We trusted the wrong people
- I got sick and couldn't work
- My customer wouldn't pay

Knowing is half the battle. Be prepared and ready to win.

Ruth King is a seasoned entrepreneur who has owned seven businesses in the past 25 years. She is owner/partner of ProNetworkTV, which operates the Internet television station BusinessTVChannel.com. King speaks at national and local association meetings and trade shows.



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