

If You've Got the Entrepreneurial Itch, Read David Trahair's Book First!

For over twenty years now, accountant David Trahair has worked with small businesses, taught classes on the subject, and owned his own sole-proprietor financial consulting firm. He's a financial professional who understands small businesses intrinsically, which is why he's written a book that reveals what no one tells you about starting a business. It's called ***Entrepreneurial Itch: Don't Scratch Until You Read This Book***.

This new book is geared at giving would-be entrepreneurs the straight goods on how to avoid common traps and pitfalls, as well as key information needed before setting up shop. Trahair tells readers what few others will. Having worked with hundreds of small businesses, he has invaluable insights about classic mistakes that spell trouble. The fact is, two out of three small businesses fail within the first three years. This of course doesn't stop thousands of Americans from approaching their bank for a business loan every year—but in some cases, perhaps it should.

Trahair's approach is accessible—he uses plain English to offer up the tips and skills he's seen along the way that consistently work. For example, he is a big proponent of most entrepreneurs starting up their business ventures on the side. Once the business reaches critical mass, has taken off, and provides enough income to live on, that's when it's time to go full-throttle on the new enterprise. This way, owners have money coming through the door, not leaving their bank account at Olympic speeds.

Trahair is a skilled speaker and an engaging interview subject with a no-nonsense approach. Because he's an independent consultant, there are no sponsors behind the scenes shaping what he says. Trahair says and writes about what he wants—unfiltered advice that every American can use.

He received his accounting designation in 1985 while working for the firm Ernst & Young. Trahair is a board member of a registered charity dedicated to providing consumer-oriented credit counselling services to families and individuals.

Entrepreneurial Itch: Don't Scratch Until You Read This Book is published by Self-Counsel Press and is due out in December 2006.

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