

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

**Toronto, ON** - For over twenty years now, Chartered 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 Canadians 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 has also published another successful eye-opening book entitled *Smoke and Mirrors: Financial Myths That Will Ruin Your Retirement Dreams (2004)* which is now a Canadian best-seller. Trahair is a skilled speaker, engaging interview subject, and his no-nonsense approach is welcomed by hard-working Canadians who want the real deal. Because he's an independent consultant, there are no sponsors behind the scenes shaping what he says. Trahair says and writes what he wants to—unfiltered advice that every Canadian can use. He has appeared on numerous medial outlets—TV (City Line, CBC, ROBTV), radio (CBC Radio One among others), and various print publications.

He received his C.A. designation in 1985 while working for the firm Clarkson Gordon (now Ernst & Young). Trahair is a board member of Credit Canada, 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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