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Accounting for the Numberphobic: A Survival Guide for Small Business Owners takes the monster of Financial Statements and transforms it to the tools that they are designed to be: Spedometer, Fuel Gauge and Oil Pressure. The boogeyman has no teeth and no more claws.*

Accounting for the Numberphobic: A Survival Guide for ...

Accounting for the Numberphobic demystifies your company's financial dashboard: the Net Income Statement, Cash Flow Statement, and Balance Sheet. The book explains in plain English how each measurement reflects the overall health of your business—and impacts your decisions. You will discover:

Accounting for the Numberphobic: A Survival Guide for ...

By the time you've finished Accounting for the Numberphobic, you'll be reading your financial dashboard like a pro. This audiobook takes the terror out of accounting, as it demystifies - in plain English - documents like the Net Income Statement, Cash Flow Statement, and Balance Sheet.

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"I don't have time to look at the numbers." "That's what the accountant is for." "I can see what the balance is—that's all I need to know." Why do so many business owners dread looking at the numbers? Financial statements, ledgers, profit and loss reports...

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Dawn Fotopulos is the Professor of Business at The King's College and author of Accounting for the Numberphobic: A Survival Guide for Small Business Owners (AMACOM). As an experienced entrepreneur and small-business turnaround expert she has rescued hundreds of small businesses from financial disaster. She has been featured on MSNBC's Your Business and at the New York Times Small Business Summit.

Influencer | Dawn Fotopulos

Accounting for the Numberphobic demystifies your company's financial dashboard: the Net Income Statement, Cash Flow Statement, and Balance Sheet. The book explains in plain English how each measurement reflects the overall health of your business—and impacts your decisions.

Accounting for the Numberphobic [Book]

For those truly passionate about this field of expertise, accounting is about much more than numbers. Sure, arithmetic plays a pretty important role in everything - but at the end of the day, accounting is about growing businesses, about law, about being part of a national system of rules and regulations (not just from an economic point of view but from a social point of view as well).

"I don't have time to look at the numbers." "That's what the accountant is for." "I can see what the balance is—that's all I need to know." Why do so many business owners dread looking at the numbers? Financial statements, ledgers, profit and loss reports—many avoid these and treat them like junk mail and phone solicitors. But as a small business owner, having an intimate knowledge of all these crucial numbers yourself is the most important tool you can equip yourself with in order to survive the constantly changing and highly competitive marketplace of the twenty-first century. Nevertheless, it's true—you're not a numbers person. How can you learn to make sense out of all this Greek?Accounting for the Numberphobic to the rescue! This easy-to-follow guide demystifies your company's financial dashboard: the Net Income Statement, Cash Flow Statement, and Balance Sheet. The book explains in plain English how each measurement reflects the overall health of your business—and impacts your decisions. Even self-proclaimed numbers dummies will discover• How your Net Income Statement is the key to growing your profits• How to identify the break-even point that means your business is self-sustaining• Real-world advice on measuring and increasing cash flow• What the Balance Sheet reveals about your company's worth• And moreDon't leave your company's finances entirely in the hands of a third-party accounting service or an employee who is only loyal to the highest paycheck. Even worse—don't ignore them altogether! Knowing the numbers yourself isn't just about seeing how your company is doing. . . . it's about knowing where it is going—and guiding it toward the highest profits possible.

Why do so many business owners dread looking at the numbers? They make excuses ... They don't have time ... That's what the accountant is for ... But the simple truth is that no one else will ever be as invested in their company as they are—and they need to take control. As a small-business owner, financial statements are your most important tools—and if you don't know how to read them and understand their implications, you cannot possibly steer your business successfully. Accounting for the Numberphobic demystifies your company's financial dashboard: the Net Income Statement, Cash Flow Statement, and Balance Sheet. The book explains in plain English how each measurement reflects the overall health of your business—and impacts your decisions. You will discover: How your Net Income Statement is the key to growing your profits - How to identify the break-even point that means your business is self-sustaining - Real-world advice on measuring and increasing cash flow - What the Balance Sheet reveals about your company's worth - And more Illustrated with case studies and packed with practical action steps, this indispensable guide will put your business on the path to profitability in no time.

If your personal financial knowledge is limited, you're probably not at fault. Personal Finance 101 isn't offered in our schools - not in high school and not even in the best colleges and graduate programs. It should be. (Of course, if it were, I wouldn't be able to write fun and useful books such as this - or maybe they'd use this book in the course!) People keep making the same common financial mistakes over and over - procrastinating and lack of planning, wasteful spending, falling prey to financial salespeople and pitches, failing to do sufficient research before making important financial decisions, and so on. This book can keep you from falling into the same traps and get you going on the best paths. As unfair as it may seem, numerous pitfalls await you when you seek help for your financial problems. The world is filled with biased and bad financial advice. As a practicing financial counselor and now as a writer, I constantly see and hear about the consequences of poor advice. Of course, every profession has bad apples, but too many of the people calling themselves "financial planners" have conflicts of interest and an inadequate competence level. All too often, financial advice ignores the big picture and focuses narrowly on investing. Because money is not an end in itself but a part of your whole life, this book helps connect your financial goals and challenges to the rest of your life. You need a broad understanding of personal finance to include all areas of your financial life: spending, taxes, saving and investing, insurance, and planning for major goals like education, buying a home, and retirement....You want to know the best places to go for your circumstances, so this book contains specific, tried-and-proven recommendations. I also suggest where to turn next if you need more information and help.

Do you just need to learn what accounting is and how you should be using it? Do you need to understand what accountants are talking about in your reports? Do you must learn the vocabulary and the most important terms? Then... keep reading. Many people lead busy lives once they start their career and they may not have time or hundreds of dollars to spend on an accounting class. This book is designed for the 2020 and the future years. For those people, as well as for students that may need a little more help to understand accounting. For freelancer and small business owners that want to learn to master the fundamentals of financial and managerial accounting and operate a successful and financial sound operation. So... Stop having to scratch your head in confusion! The "Accounting For Beginners" it's a must-have guide and smashes the myth that says accounting must be dry, dense, and difficult to learn. Throughout the book, you will be taken step by step and you'll discover: - Accounting is Different From Bookkeeping. - The Most Important Fundamentals of Accounting. - The Basic Accounting Principles You Need to be Aware Of. - The Concepts and Assumptions Behind Generally Accepted Accounting Principles (GAAP). - How to Preparing Journal Entries with Debits and Credits. - Inventory and Cost of Goods Sold, Accounting Consultants, Balance Sheet and Measures and Ratios. - How to Deal with Audits and Auditors Interpret Financial Statements. - Everything You Need to Know About Assets and Liabilities As Well As the Form vs Substance Paradigm. - The Three Accounting Types and How to Identify Each One. - How to Make Sure Your Accounting Conforms to Professional Standards. - How To Prepare and Use Financial Statements, Cash Flow Statements and More Like the Back of Your Hand. - Jobs in Accounting. - A Glossary with the Commons Terms Used. One of the biggest obstacles to overcome in accounting is understanding the terminology, well... This simple book break down important terms and principles in a way that is easy for the average person to understand. As you read about the principles of accounting, you'll find clear examples that will help you apply the principles to accounting work without becoming an accountant. Accounting isn't something to be intimidated, by it something that once learn, can help your business expand and grow into new markets. This guide gives you an intuitive grasp over the topic as well as a solid framework for understanding more advanced concepts also if you are a Numberphobic. Homeowners and taxpayers can also use it when budgeting for the year, either to determine their own personal net worth or for financial planning. It is important that people in many job positions be familiar with reading and understanding financial reports. It is a truly useful skill that benefits anyone who learns it. And finally you'll know how to discuss with your accountants and bookkeepers without looking like a complete idiot! Are you ready to have full Control of the Business? Scroll up and click BUY NOW!

"Fantastic Learning Tool...Don't let this book title fool you. It is not an oversimplification of accounting and financial principles. It is, however, a serious and very effective examination of a very small but progressively complex business. There are not many books available on the market that make a complex and dry subject understandable and even fun. This book successfully does just that." -Amazon Reviewer The Clearest Explanation Ever of the Key Accounting Basics The world of accounting can be intimidating. Whether you're a manager, business owner or aspiring entrepreneur, you've likely found yourself needing to know basic accounting...but baffled by complicated accounting books. What if learning accounting could be as simple and fun as running a child's lemonade stand? It can. The Accounting Game presents financial information in a format so simple and so unlike a common accounting textbook, you may forget you're learning key skills that will help you get ahead! Using the world of a child's lemonade stand to teach the basics of managing your finances, this book makes a dry subject fun and understandable. As you run your stand, you'll begin to understand and apply financial terms and concepts like assets, liabilities, earnings, inventory and notes payable, plus: -Interactive format gives you hands-on experience -Color-coded charts and worksheets help you remember key terms -Step-by-step process takes you from novice to expert with ease -Fun story format speeds retention of essential concepts -Designed to apply what you learn to the real world The revolutionary approach of The Accounting Game takes the difficult subjects of accounting and business finance and makes them something you can easily learn, understand, remember and use! "The game approach makes the subject matter most understandable. I highly recommend it to anyone frightened by either numbers or accountants." John Hernandez, Director of Corporate Communications, American Greetings

Get started on the path to passing the CPA exam today Passing the CPA exam can be the first step to a long and rewarding career. With CPA Exam For Dummies, you'll get a full overview of the exam, information on how to register, the requirements for taking and passing the tests, as well as a review of the four sections. This comprehensive introductory study guide provides you with a wealth of information, including all the current AICPA content requirements in auditing and attestation, business environment and concepts, financial accounting and reporting, and accounting regulation. From start to finish, the text is designed to prepare you for each portion of this rigorous exam. Preparing for the CPA exam can be a daunting process. With the classic For Dummies approach, CPA Exam For Dummies offers an overview and steps on how to get started. Go at your own pace to master the various sections of the exam, and use the book as a reference on an ongoing basis as you prepare for the exam portions. Dive into the book to find: An overview of the CPA exam, featuring exam organization and information on scoring A content review, including practice questions and explanations of answers Online bonus practice exams to boost your knowledge and confidence An overview of the benefits of passing the CPA exam and becoming a certified public accountant For those seeking to pass the CPA exam and launch their accounting careers, CPA Exam For Dummies is the go-to resource for getting started!

Based on the premise that accountants often make finance unnecessarily confusing, this no-fills guide will help small business owners see beyond the numbers and translate financial statements into tangible business success. The author shows the reader how to use key financial indicators as a basis for smart business decisions, with a focus on companies in the range between start-up and \$5 million in revenue. In a humorous and conversational tone, Crabtree explains how even the most harried business owners can use financial metrics to improve their bottom line. The author's down-to-earth discussion includes many insights: Most business owners are probably not paying themselves enough; Paying taxes can be a positive in accounting; A company-wide salary cap can help immensely with personnel decisions. Additionally, the numerous examples help readers see for themselves how following the author's advice will have a direct impact on their profits.

Write a business model? Easy. Business Models For Dummies helps you write a solidbusiness model to further define your company's goals and increasattractiveness to customers. Inside, you'll discover how to: make avalue proposition; define a market segment; locate your company'sposition in the value chain; create a revenue generation statement;identify competitors, complementors, and other network effects;develop a competitive strategy; and much more. Shows you how to define the purpose of a business and isprofitability to customers Serves as a thorough guide to business modeling techniques Helps to ensure that your business has the very best businessmodel possible If you need to update a business model due to changes in themarket or maturation of your company,Business Models ForDummies has you covered.

In an economy where labor-driven jobs are disappearing faster than ever before, it is essential to know the concepts of accounting so you can succeed in your own business or in your career by increasing the profits in the company you work for.

A guide for businesspeople covers such essentials as financial statements, balance sheets, liabilities, assets, and income statements.

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