

The Entrepreneur's Guide to Financial Statements

By David Worrell

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Easy to read and full of engaging stories, this book teaches the basics of true financial management--re-made just for small businesses. It's perfect for entrepreneurs who want to get more from their accounting without getting stuck in the details. Besides clearly explaining each of the three major financial statements, the author shows how (and why) small business owners create dashboards, forecasts, budgets and key ratio calculations. These powerful tools will help any business owner to create a more stable, more profitable business.

Whether one's business has one employee or 100, the small business owner will gain a deeper understanding of why finance is so critical to survival and growth.

Written by an experienced CFO and entrepreneur, *The Entrepreneur's Guide to Financial Statements* uses illustrations, real-life stories, and crystal-clear writing to show business owners the importance of "the numbers" and the critical nature of finance to the survival, profitability, and growth of their small businesses.

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The Entrepreneur's Guide to Financial Statements By David Worrell Bibliography

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Editorial Review

Review
"A small business expert, Worrell provides a useful reference book and practical introduction to the traditional accounting and financial analytical standards of a variety of enterprises. For both the neophyte and seasoned entrepreneur, the author demystifies the often arcane financial and performance measures critical to the success and sustainability of a business. . . . Recommended." - **Choice**

Review
"Cash is the lifeblood of every business, and knowing how to optimize it is an essential part of being a successful entrepreneur. Worrell understands this basic tenet and shows entrepreneurs how to leverage their financial reporting and their systems to become expert managers. Read this book and learn what the numbers are really telling you so that you can grow your business even faster." (René Lacerte, Founder and CEO, Bill.com)

"Worrell's rock-solid foundation in entrepreneurship gives him an edge in providing simple, actionable advice. After reading this book, small business owners will be able to understand financial statements and apply financial analysis to overcome roadblocks, solve problems, and build strong, profitable, and rewarding businesses." (Rieva Lesonsky, CEO of GrowBiz Media)

"Worrell's book is a fantastic overview of financial statements and economics, geared particularly to entrepreneurs. It is incredibly readable, and he frames his topics in a way that is highly relevant to business owners, while being simple enough that anyone can understand." (Jordan D. Lipton, MD, Co-Founder, Signature Healthcare, PLLC)

"I will keep this book within arms reach! Worrell presents key concepts every entrepreneur should know about their company's financials in a simple format that even I can understand. Learn how easy it is to transform useless data into real, meaningful information. You will manage your business more clearly through the practical advice and real-world examples presented in this book." (Jenni Lough Watson, President, Swiftdogz, Inc.)

"Fantastic! I never knew that financial statements could be so simple or that they could solve so many of my everyday business challenges." (Marc Pitre, Founder, Right Here Interactive)

"*The Entrepreneurs Guide to Financial Statements* does an amazing job of breaking down the sometimes mystifying world of financial statements into terms that anyone can understand and apply to their business. This is a go-to resource for business owners navigating the often uncertain waters of building a business and sustaining business growth." (Ameet Shah, Founder, Conigent.com)

"David has explained key financial concepts that are critical for an entrepreneur in a story-like format, making the reading enjoyable and fun! All entrepreneurs who have a passion for creation, but are not so financially apt, will benefit from reading this book." (Rajeev Kulkarni, VP, GM Consumer Solutions, 3D Systems)

"This book is required reading for every business owner I work with. There is some kind of magic in David's writing that makes powerful financial tools not just easy to understand, but also easy to use in any small business. This is a seriously important book for entrepreneurs." (Bill Manby, Investor and Mentor)

"Finally a book that explains how to manage a small business by the numbers! Financial information should guide every business decision?and Worrell proves that finance does not have to be difficult or mysterious. If every small business owner had read this book, there would be a great many more large businesses!" (Chris Younger, Managing Director, CapitalValue Advisors)

From the Author
How do you make important business decisions? **Do you ever "go with your gut"**? Or do you plan your future based on clear analysis and proven facts? I've built 4 businesses of my own, and helped clients start or build dozens -- maybe hundreds -- more. Along the way I noticed something: Entrepreneurs are great at what they do, but we make key business decisions without knowing (or without understanding) the financial facts.

As one guy told me, "Financial statements put the NUMB into Numbers."

But it doesn't have to be that way.

I believe that simple operational results can be used in ways that are easy and straightforward. Even the simplest financial ratios can help you make better business decisions because they can literally help you **see into the future.**

Financial statements don't have to be boring, backward-looking, historical documents. Instead, a small business owner can make the business come alive by looking at just a few key metrics --- by building interactive and informative dashboards instead of dull boring reports, and by setting goals and watching trends instead of blindly reviewing a P&L statement each month.

If you're ready to make great business decisions based on facts and analysis, then this is the book for you.

The book contains exciting stories of other entrepreneurs who have solved complex business problems with simple math. It lays each decision-making step out in easy-to-use formulas and techniques. This is a book you'll use as an every-day tool and an indispensable reference guide -- something to keep handy on the desktop for years to come.

Resolve to understand and use just a few key financial facts from your business when you make decisions about your business. Resolve to read a book like this one about how and why financial results shape your future. Resolve to grow your business as fast and as profitably as you can, while enjoying more certainty and more security knowing that your decisions are based not just on gut instinct, but also on clear facts and careful analysis!

Users Review

From reader reviews:

Kayla Merritt:

As people who live in the modest era should be revise about what going on or information even knowledge to make these keep up with the era which can be always change and move forward. Some of you maybe will certainly update themselves by reading books. It is a good choice in your case but the problems coming to you actually is you don't know which one you should start with. This The Entrepreneur's Guide to Financial Statements is our recommendation so you keep up with the world. Why, because book serves what you want

and want in this era.

Terry Kiser:

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Kimberly Martin:

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