

Press Release:

## **The Shocking Fact that All Entrepreneurs Need to Know**

*Ellen Springer, MBA, CPA, CEO of Legacy Wealth Management and President of her own public accounting firm, Strategic Business Resources, Inc. confesses that even she was astounded by the shocking fact that she recently discovered... a fact so disturbing that every entrepreneur must know about it.*

Atlanta, GA (PRWEB) May 4, 2007 – Ellen Springer, MBA, CPA, CEO of Legacy Wealth Management, Inc. and President of her own public accounting firm, Strategic Business Resources, Inc., <http://www.RunASuccessfulBusiness.com>, was researching some material on-line when she came across an incredibly shocking statistic that she felt compelled to share with the rest of the entrepreneurial, small business community. This shocking discovery was in a survey posted on the web by a very reputable business source. As a practicing CPA and having written a new small business reference book, this information was most unsettling to Ellen.

The research states that 69% of all first-time, start-up small businesses will fail within the first year of their existence. So, what causes this terrible attrition? The primary reason for these failures is that these new business entrepreneurs are not armed with the basic knowledge of how to successfully start and run a new business. States Ms. Springer: "They have tremendous energy, work ethic, some funding, and a great business idea or two, but in most cases they do not possess the necessary business skills to survive the start-up phase."

Ms. Springer, having founded, built, and sold two traditional CPA practices in the past 25 years, has worked with thousands of business owners and entrepreneurs from coast to coast. She states: "They are all relatively in the same boat. That's why it is my passion to empower them with the skill-sets they need by sharing my financial expertise with the business community, organizations, and individuals." In an effort to ensure this empowerment, Ellen has created a new small business, desktop reference guide containing invaluable information, strategies, and tips that can immediately be used to help small business owners get started successfully (see <http://www.RunASuccessfulBusiness.com>).

The challenge to today's entrepreneurs is to acquire both the functional knowledge as well as the practical insights needed to start and maintain a small business. Ellen adds: "Running a business requires a number of different skill-sets. The ability to analyze your 'numbers' and understand what they are telling you is important; the ability to effectively manage employees and systems is crucial; the ability to understand the 'big picture' and plan for the future sustains the business. Knowledge of what not to do, however, is every bit as important as what to do."

To learn more about Ms. Springer's free business tips and audio downloads, please visit <http://www.RunASuccessfulBusiness.com>.

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