**Contact:**

|  |
| --- |
| Troy Janisch |
| Business Owner's Toolkit |
| 608-827-7629 |
| troy.janisch@wolterskluwer.com |

**Santa’s Secrets to a Successful Business Revealed by Business Owner’s Toolkit, Known Helper to Small Business Owners**

*Santa’s Storybook Outlines 7 Steps to a Successful Business, Helping Others Bring Business Dreams to Life*

**Riverwoods, IL** – December 3, 2008 – www.toolkit.com – Business Owner’s Toolkit, the total know-how for small businesses, is helping bring new business wishes to life this holiday season by telling the story of how Old St. Nick became the successful business owner, Santa Claus.

The story of Nick becoming Santa Claus is chronicled in, [Santa’s Storybook](http://www.toolkit.com/santa/): A Dream, A Wish and a World of Inspiration.

Nearly 1.5 million Americans launch new businesses each New Year, according to USA Today. Of those new businesses, “Two-thirds survive the first two years,” states Patricia Schaefer, of Franchisetrade.com.

Santa’s Storybook illustrates the [seven steps](http://www.toolkit.com/santa/) toymaker Nick Claus took in creating his successful business, including:

**Business Plan.** Creates a formal statement of business goals, the reasons why they are attainable, and the plan for reaching those goals. Nick the toymaker believed that he had the experience necessary to make his toyshop a success and the kind smile to raise sufficient capital.

**Incorporate.** Forms a new corporation and safeguards personal assets against the claims of creditors and lawsuits. Realizing that he needed to protect his personal assets and his new business, Nick changed his legal persona to Santa Claus.

**Hire.** Process of sourcing, screening, and selecting people based on the business needs and the prospects skills. Once Santa Claus set up his toyshop he needed to find a staff that could handle the different aspects of his toy making needs and who better then the elfin denizens of the North Pole?

**Manufacture.** Use of tools and labor to make things for use or sale. Santa Claus and the elves knew that efficiency and skill were needed to make all the toys for the little boys and girls of the world.

**Promote.** Distribution of information about a product, product line, brand, or company on a continual basis. To promote the Santa Claus brand, Santa Claus and his elves made appearances in stores, schools and even at sporting events. Every year Santa and his elves make these appearances to ensure the Santa Claus brand is well known and asked for by name.

**Distribute.** Allocation of goods and services from those who make them to those who use them. Once the toys were completed, Santa Claus needed to distribute them. Using the remaining capital, Santa purchased a shiny new sled and reindeer to transport the toys to the children of the world.

**Sign Up.** To learn more on how Nick the toymaker was able to make his holiday dream a reality and how your new business wish can come true, sign up for a free membership to [Business Owner’s Toolkit](http://www.toolkit.com/register.aspx).

"Starting a new business can be tough, especially when you are not sure of where to begin. This is why new and prospective business owners need resources to ensure that they know every step in the new business process,” stated Troy Janisch, publisher of Business Owner's Toolkit. "Santa’s Storybook and the free membership to Business Owner’s Toolkit gives those new to business ownership the know-how needed to succeed.”

**ABOUT BUSINESS OWNER'S TOOLKIT**Business Owner's Toolkit (www.toolkit.com) provides total know-how for small business. The Toolkit website helps business owners start, run, and grow a successful small business by providing more than 5,000 pages of free step-by-step advice, instruction, and ready-to-use business templates. The site also offers free business webinars, business news and one-to-one advice to business owners by email. The Business Owner's Toolkit also partners with StartupNation to provide free entrepreneurial advice via a national syndicated radio show.  
  
The Business Owner's Toolkit is a part of Wolters Kluwer, a leading multinational publisher and information services company. Wolters Kluwer has annual revenues (2007) of €3.4 billion, maintains operations in over 33 countries across Europe, North America, and Asia Pacific and employs approximately 19,500 people worldwide.

###