

3267 Bee Cave Road, Suite 107-380
Austin, Texas 78746-6700
512.288.8555
www.readerviews.com
admin@readerviews.com

Plan B: 5 Differences That Make a Difference in your Small/Home Business

Cesar V. Teague

Xlibris (2011)

ISBN 9781465334787

Reviewed by Olivera Baumgartner-Jackson for Reader Views (8/11)

Times are tough, there is no denying it. Our economy is in shambles, previously solid companies are folding daily, and unemployment is looming on the horizon for many fellow Americans. If you are one of those who have been contemplating a change in their career, and if such change includes a possibility of opening a small business, you could do much worse than invest in the “Plan B: 5 Differences That Make a Difference in your Small/Home Business”. Although a slim volume, “Plan B” contains enough information to enable anybody curious and brave enough to switch, in the author’s words, from “being stuck in a full-time job and a part time life to having a full-time life and a part-time job – *living life on your own terms.*”

The author, Cesar V. Teague, defines the five basic differences as:

- Multiplication vs. Addition,
- Success vs. Struggle,
- Focus and Flow,
- Aligning Opportunities and Goals,
- Action Steps for Geometric Gains.

Each of those differences is outlined in a separate chapter, complete with examples, personal stories and truly powerful quotes. While the book is obviously geared towards the novices in the small business field, I am certain that it could also prove useful for those of us who have been working for ourselves for a while already. I have found the content of “Difference 5, the Action Steps for Geometric Gains,” particularly enlightening. The breakdown in the “Identify Your Business Activities” made me look at some of my work practices again, and I was amazed at the difference this made nearly instantly.

The appendix, containing forms and worksheets, should be an invaluable resource as well, particularly for those readers who are just starting to think about a new business venue. Just the business plan outline alone is well worth the price of the book, and some of the tax issues mentioned in the last couple of pages were extremely useful and eye-opening.

I have enjoyed Mr. Teague’s clear and direct writing style, which remained pleasantly conversational, yet precise. I would highly recommend this book to those who are toying with the idea of branching out on their own, as well as any current owners of small or home businesses, since even those already established ones could clearly learn some valuable lessons from “Plan B.”

A note for the author:

5 Differences That Make a Difference in your Small/Home Business - Not sure exactly how, but you might want to rethink the title, the 5 differences making a difference simply sound a bit... awkward?