FOR IMMEDIATE RELEASE

Media Contact: Sara G. Stephens | sara@smbsmarts.net | 281.744.6560

*Pssst*….Feed Your Soul and Grow a Small Business With New Book by Award-Winning Entrepreneur Nadine J. Larder

*Part memoir, part “how to,” and part textbook, “The Secrets I Share With My Friends: Everything I Know About Building a Small Business” imparts essential guidance for building a small business from a woman who embraces struggle.*

LITCHFIELD PARK, Ariz., June 23, 2014 – Author Nadine Larder is a wife, a mother of five, and an entrepreneur. She is also a continuous, willing and happy student of the School of Hard Knocks, an institution that has taught Larder many important lessons about overcoming obstacles, embracing challenges, and running—not walking—to self-made success. She now shares these lessons in her book, “The Secrets I Share With My Friends: Everything I Know About Building a Small Business.”

Larder is proof positive that overcoming challenges brings to surface one’s unique, personal capabilities and that failures lay the groundwork for success. She’s had plenty of opportunities to test this idea, including:

• losing her childhood home at the age of 17, after her father’s construction company took on a project that was bigger than it could handle financially;

• having to make it on her own right out of high school, with no financial support from parents or family;

• being laid off in 1996 from her “secure” sales training position at a very large company--a single mom, with no way to support her three children;

• being diagnosed with fibromyalgia, a silent and little understood disease that brings chronic pain, exhaustion, discomfort and can be debilitating;

• being forced to close her once successful sales training business due to ripples felt throughout the technology sector of business following 9/11;

• being forced to sell her car, house and any other “extras” in 2008 after the collapse of the real-estate market crippled her and her husband’s real estate and mortgage business; and

• standing in line at the local food-bank to make sure there was food on the table when times were their worst.

Going from making $20,000/day for speaking engagements, flying first class, driving nice cars, and living in a nice home to standing in line at the food bank and applying for programs is both humbling and character building. It also provides invaluable lessons that only life can teach when the student is ready.

Larder wove those lessons in with her infectious spirit and sheer will power to create a stunning tapestry of success—both personal and professional. In this book, she gives readers the blueprint that took years to develop, and does so in an engaging and approachable manner that makes for quick reading for such essential information, including: secrets for harnessing print, online, and social media to maximize marketing efforts and heighten brand visibility; great ideas on how to hire people and how to delegate to them once you hire them; strong suggestions for how to keep yourself out of financial trouble; and guidelines for how to organize and set up some structure in your business.

“The book includes everything you need to know about small business, from starting it, to growing it, to maintaining it—and finally, to having an exit strategy so you can retire from it,” Larder says.

The author’s notes on marketing are particularly relevant and valuable, with ideas that Larder uses in her own small business, with a level of success that garnered her Infusionsoft’s Small Business ICON Award for Lead Nurture and Conversion. According to Infusionsoft, “Winning this award has quickly become the aspiration of many small business owners, as well as an inspiration to many others.”

Larder's book has met with rave reviews from industry icons, journalists, and best-selling authors.

The author has made available to the media two excerpts from her book, which can be reprinted, free of charge:

• Tacky Business Card Test

• How Does Your Business Card Stack Up?

“The Secrets I Share With My Friends: Everything I Know About Building a Small Business,” by Nadine Larder, is available for purchase on amazon.com for $14.95 or at SmbSmarts.net.

**About Author Nadine Larder, NJL Enterprises**

Nadine Larder has more than 25 years’ experience in generating effective results that feed the bottom line, including sales training for large corporations, building up a real estate business and eight years running her own company, PrinterBees, an online “one-stop marketing shop for small businesses.” She is the recipient of the 2014 Small Business ICON Award for Lead Nurture and Conversion. She resides in Litchfield Park, Arizona, with her husband and five children, living with the effects of fibromyalgia and the insatiable thirst to help people discover their purpose and live the lives they are meant to be living.

Story ideas and talking points

* Finding a purpose: Embrace who you are and what you are meant to do.
* The ugly truth about job security.
* “Fibro-my-WHAT?!” What everyone needs to understand about Fibromyalgia.
* Branding Matters: Standing out in an information-saturated world.
* The importance of an exit strategy—more so today than ever before.
* Tacky business card test.
* Data is your most valuable asset, both personally and professionally. Protect it!
* Email marketing has rules, and you should know what they are.
* What’s in a (domain) name? rose.com vs. pricklypinnateleavedflowereddhrubgenusrosa.com.
* Social Media: You won’t find Mr. Right if you never leave the house.
* Stay in your box: The art of delegating.
* Quick credit Q&A -- Q: Do you have to borrow? A: You’re not ready.
* When your staff is happy, everybody’s happy.
* Go for the gold: Be a small-business champion, with the help of a coach.

Statistics and Fast Facts

* The growth of small businesses will continue to progress in 2014 as small businesses have generated more than 65% of the new jobs created in the U.S. since 1996. (source: sba.gov)
* Currently more than 16 million people work from home in the United States, a figure that is expected to continue growing in 2014. Social collaboration tools and communication apps present an opportunity to conduct business from home, generating predictions that suggest the number of people working from home in the U.S. will increase by 64% in the next four years. (source: The U.S. Small Business Administration)
* From 2004 to 2010, U.S. micro-businesses (1 to 4 employees) created a net of 5.5 million jobs; large businesses (those with greater than 500 employees) lost 1.8 million jobs during the same period (California Association for Micro Enterprise Opportunity).
* 72% of businesses that suffer major data loss shut down within 24 months. Not all of this data loss occurs through malicious breaches like hacking, of course. Some is just simple negligence — not backing up data (which 60% of small and medium businesses admit to being guilty of) and installing applications with vulnerabilities. (source: mashable.com)
* 94% of small business owners say online marketing is vital to their business but only 12% claim to be online marketing “pros.” (source: Aweber survey of nearly 1,500 small business owners)
* About 41% of small-business owners said marketing and brand presence was a top business priority for [2014], making it nearly twice as important as raising funds to grow the business. (source: Rocket Lawyer, Semi-Annual Small Business Survey, Dec 2013)
* 49.1% of small business owners said economic uncertainty was the biggest obstacle to growing their business. (source: Rocket Lawyer, Semi-Annual Small Business Survey, Dec 2013)
* In “The Shriver Report: PAYCHECK TO PAYCHECK: THE LIFE & TIMES OF KATRINA GILBERT” (March 2014) [HBO Documentary Films](http://www.hbo.com/documentaries/paycheck-to-paycheck-the-life-and-times-of-katrina-gilbert#/) ignited a conversation in the nation about the story of our time, told through the life of one woman, Katrina Gilbert, whose daily struggles illuminate the challenges faced by 42 million women and the 28 million children who depend on them.
* Women start firms with less capital than men (source: Kauffman Firm Survey, as reported on sba.gov)
* Women were less likely to receive venture capital than men (.1 % vs. .4 %) (source: Kauffman Survey, as reported on sba.gov)
* Small businesses use an array of financing options to fund their business ventures. Debt instruments include loans, trade credit, leases, lines of credit, credit cards, and bonds. Equity includes savings, shares, grants, founder’s capital, and promissory notes (source: U.S. Small business Administration, Office of Advocacy)
* Business owners in all business stages—those starting businesses and those seeking financing to grow their firms—turn to credit cards for their financing needs. (source: sba.gov)
* In 2012, 36% of business owners were women, similar to their 2007 share, 35.9%. This reflects stabilization of their labor force participation rates (source: sba.gov/advocacy)
* Approximately one in 50 Americans are estimated to have [fibromyalgia](http://www.myfibro.com/what-is-fibromyalgia), or between 3 and 6 million people in the U.S. (source: American College of Rheumatology, 2004)
* Fibromyalgia primarily affects women of childbearing age, but [children](http://www.myfibro.com/articles/fibromyalgia/fibromyalgia-in-children) and [men](http://www.myfibro.com/articles/fibromyalgia/fibromyalgia-and-men) may also be affected (source: National Institute of Arthritis and Musculoskeletal and Skin Diseases, 1999)
* Adults with fibromyalgia are 3.4 times more likely to suffer from major [depression](http://www.myfibro.com/articles/fibromyalgia/firbromyalgia-and-depression) than adults without fibromyalgia (CDC, 2009)
* More than 50% of people with fibromyalgia suffer from constant [headaches](http://www.myfibro.com/articles/fibromyalgia/fibromyalgia-headaches) or migraines (Fibromyalgia Symptoms.org, 2008)
* 30 to 40% of fibromyalgia patients have to stop working or change jobs (source: Health Central, 2009)

Testimonials

“This book is packed with tips, tricks, and secrets that are fun to read, easy to grasp, and absolutely worth implementing. As a serial entrepreneur, I value the lessons Larder has learned and can say I wish this book had been published when I was just getting started.”
 -- Marc Ostrofsky, serial entrepreneur and *New York Times* bestselling author of *Get Rich Click!* and W*ord of Mouse*

“This book reads with the ease of a good novel and the relevancy of an MBA syllabus.  If you’re starting a small business and want to learn the ropes from someone who really knows how to climb, this book is a MUST READ.”
-- Clate Mask, CEO/Co-Founder of Infusionsoft and a *New York Times* bestselling author of *Conquer the Chaos*

“I met Nadine today in the parking garage after attending #ICON 14. It was my great privilege to be given her first copy of the book, “The Secrets I Share With My Friends: Everything I Know About Building a Small Business.” After I completed my afternoon with a client, I sat down to thumb through the book she had given me. I could not simply thumb through it. It was to compelling. As I read her book I was amazed at the passion that came through the pages, and I was even more astonished at the content of the information. It is extraordinary! I can hardly wait to speak with her to tell her what I thought of her masterpiece. It is beyond brilliant. Every attendee at #ICON should get, read, and apply her sound ideas and concepts. I particularly love her *Pssst*… comments throughout the book. I will be giving this copy to my daughter who, like Nadine, has the desire to build a small business from the ground up. This book is a brilliant blueprint. I do not know Nadine, other than the 5-10 minute encounter in the parking garage AND I am totally moved by her contribution to me as I have consumed her writing. I can only imagine the impact it will have on readers who are building their own business. My hat is off to this powerful and dynamic woman. Thanks Nadine. Be blessed.

--Steve Hardison, Personal, Business and Relationship Coach

“This book is timely medicine for anyone who finds it increasingly difficult to pull into her corporate parking space, dreading the daily wild-goose chase of trading precious time away from family for a paycheck, fully aware that job security these days is slowly slipping into the realm of nostalgia.

“Authoritative and compassionate, author Nadine Larder manages to strike the perfect balance between two seemingly mutually-exclusive styles. Her “Secrets” of building a small business speak with equal compulsion to both the stay-at-home mom eager to spread her entrepreneurial wing and the nine-to-five corporate executive starving for creative autonomy.  The book brings readers along Larder’s path of self-discovery, cobbled with the struggles of corporate lay-offs, debilitating illness, and single motherhood. Along the way, we are allowed to drink from Larder’s font of life and work lessons that have led to her resounding success as a small-business owner. The lessons are clearly connected in the context of Larder’s life, making them very real, very memorable, and very smart.

“Before reading this book, I don’t think I ever truly GOT that parenthood and entrepreneurialism could simultaneously exist and thrive. Larder’s heartfelt, passionate and humorous conveyance of all the business smarts she’s acquired the HARD WAY gently inspire, firmly motivate, and soundly advise that entrepreneurial voice in each of us to rise above the whisper and trumpet its emergence on an adventure that is both personally rewarding and spiritually fulfilling.

“It’s a joyful shot-in-the arm of motivation, inspiration, and knowledge for the entrepreneur we all wish we could be, and, in fact, can be with some thoughtful secrets shared by a friend.”

--Sara G. Stephens, Managing Editor, *Houston Family Magazine*

“’The Secrets I Share With my Friends…’ is just that. A tinderbox full of business secrets that, once opened, unleashes strategy after strategy to help your business grow and grow and grow. Larder shares a plethora of actionable insights. There are many finger wags that point to mistakes you should not make or else stop making in your business. Consequently having read the book in three sittings (I could barely put it down) I would say it feels like Larder sat right across the table describing the strategies. Or else telling you down a phone line or in friendly conversation. The insights are very real. The material very readable. The content implementable. The book honest and useful and a pleasant read. More so a must and checklist of sorts for your small business’ success.”
**-- Mo Salami**

Excerpt from “The Secrets I Share With My Friends: Everything I Know About Building a Small Business”

Available for Free Reprint
 *(The following excerpt may be reprinted in your publication, provided source credit is given, as it appears at the end of the article.)*

HEAD: Tacky Business Card Test

By Nadine Larder, Author of “Secrets I Share With My Friends: Everything I Know About Building a Small Business”

Business cards are one of the most cost-effective forms of advertising and marketing, regardless of whether you’re marketing to friends, family, co-workers, or potential customers. Both the design and the quality of the business card printing should be top priorities.

**Tacky business card test**

I've created this simple (yet, fun, amusing and light-hearted) test to determine if your business card is indeed **tacky** and may be in need of an update.

**Top 10 Ways You Know Your Business Card is Tacky… (drumroll, please)...**

10. You hand someone your business card at a mixer and when they accidentally spill wine on it or use it as a coaster, the ink smears. Oh no!

9. When you hold the business card by the edge or corner, it bends like a wet noodle.

8. Your headshot photo makes your business card look like a "calling card" (if you know what I mean). Ladies: A snapshot from a recent trip to the bar or in a strapless dress with a cocktail in your hand is not appropriate for business. You'd think this would be obvious, but it's not. I could tell you some stories!

7. Your headshot photo looks like a mug shot from the last time you "did time.”

6. Your headshot photo is your high school graduation photo, a glamour shot or a snapshot from the last party you were at, and your bra straps are showing because your tank top is half off your shoulder.

5. Your business card is see-through because it's printed on copy paper and cut crooked. It actually looks like a scrap of paper because it's wrinkled when you pull it out of your pocket.

4. Clip art??? Need I say more?

3. You say, "I'm sorry" when you hand your business card out. Could be a sign!

2. You openly admit you ordered FREE business cards from Vistaprint because your business card actually has their contact information printed on it, too.

1. You designed it yourself, and you have an “eye" for design, equivalent to those horrible singers on American Idol who are convinced they can sing because their mothers told them they sounded good. Remember William Hung? You know who you are!

If your answers indicate it’s time to update your card, I hope you were at least able to laugh at yourself while making this discovery. There isn't anything on the above list I have not seen—including the crumpled paper, and it was at a business conference.

*Excerpted from “The Secrets I Share With My Friends: Everything I Know About Building a Small Business,” by Nadine Larder, available for purchase at* [www.SmbSmarts.net](http://www.SmbSmarts.net) *or* [amazon.com](http://amazon.com)

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HEAD: How Does Your Business Card Stack Up?

By Nadine Larder, Author of “Secrets I Share With My Friends: Everything I Know About Building a Small Business”

With a single glance, what do you want your business card to reflect about you and your business? The appearance of your business card should reflect the business, the person, the services provided and the personality of the business. A family law attorney should have a much different looking card than a children's dentist or a daycare center. The “at-a-glance” appearance of your business card when someone gives it a quick glance sets a tone. People don't say it out loud, but everyone takes note of a business card when it is handed to them. It's difficult not to notice the thickness of it and the quality of the paper or to feel impressed when you receive a card in which someone clearly invested. Business cards are one of the most cost-effective forms of advertising and marketing, regardless of whether you’re marketing to friends, family, co-workers, or potential customers. Both the design and the quality of the business card printing should be top priorities.

**Design**

Here’s a quick business card design tip: A cluttered business card is just that... cluttered and hard to read. That speaks to your organization’s own sense of focus, organization, and clarity of direction. Conversely, a blank business card is boring. It has no personality and really is not memorable. You wouldn’t want your business to suffer the fate of such an image. Find a happy medium with your design and what you choose to include. The old saying “less is more” definitely applies here. I’ll say it again, because it bears repeating: Have your cards designed professionally.

***Pssst***… **Try this easy "stack test" on your own business card to see if you can quickly identify your own card in the stack.**

1. Place your business card in the middle of a stack of business cards.

2. Shuffle them up a bit.

3. See if you can quickly identify your own card in the stack.

How’d you do? Did your card stand out in the stack, or did it get lost in the shuffle? I'm betting that if your business card is all white, you had a hard time finding it. I am also betting that if your card has a bit of "you" and some personality in it, you were able to identify it quickly!

My own business card is "bumble bee" yellow, and it is very, very... very easy to identify it in a stack, in a bowl, or in a purse or wallet. It stands out. It’s printed on a 16-point paper with a matte finish, and people frequently comment on the quality of it. Business cards printed on card stock less than 14 points feel thin and flimsy. It's a combination of many variables that makes a card special: strong design, high print quality, good paper and a recent head shot photo. If one of these elements is "off," the card just doesn't work. This is why business cards need the help, eyes and creativity of a professional.

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The Secrets of Small Business Lead Nurture and Conversion
*Author and ICON of Small Business Award Winner shares the philosophies behind her winning the coveted “ultimate marketer” honor*

LITCHFIELD PARK, Ariz., June 4, 2014 – -- Entrepreneur and author Nadine Larder is passionate about small business and marketing--particularly *smart* marketing. A strong believer in delegating tasks, the founder of PrinterBees gets the most from her marketing efforts by utilizing technology wherever possible. Larder’s creative and insightful ideas about how to use her Customer Relationship Management (CRM) software have pushed her to a level of success that garnered her Infusionsoft’s Small Business ICON Award for Lead Nurture and Conversion, presented April 24th at Infusioncon in Phoenix, Arizona.

Once a year, Infusionsoft executives cast their votes to select a small business that demonstrates most effective use of the company’s CRM (customer relationship management) software. According to Infusionsoft, “Winning this award has quickly become the aspiration of many small business owners, as well as an inspiration to many others.”

“Entrepreneurs from around the world submit applications detailing their successes, business strategy, metrics and their small business’ story,” according to the Infusionsoft website. “The applications are rigorously reviewed and scored based on performance in sales and marketing criteria, in addition to integration and creativity using the Infusionsoft application.”

This year, Larder’s intuitive blending of marketing and technology got her noticed.

“Marketing is rules-based, quantifiable, and an essential part of keeping your business viable through every stage of its life cycle--it’s like food for your business,” Larder says.  “That’s what I love about it.  It combines creative input with tactical knowledge, and the result is something you can measure, analyze and use to make your business sustainable and more successful.”

Nurturing and converting leads, in particular, are Larder’s favorite marketing past times. “I think it’s because, in life, I’m such a big believer in cultivating and nurturing relationships—trying to understand how I can serve the people around me and what I can do to assist them—it makes me enjoy what I do so much. The gift really is in the giving and serving,” Larder explains.

“It’s really no different when you’re nurturing a business customer relationship,” she adds. “With print marketing, email marketing, ads, social media participation, blogging, websites, etc., it’s a chance for a relationship to happen and for people to get to know you and your brand. It’s a way of saying, ‘This is who I am, and this is what I can bring to our relationship.’ When they are ready to do business with you, they have a sense of who you are, what you stand for, and how you can help. It’s all about building trust.”

“Infusionsoft’s marketing automation software makes it easy to organize all the facets of customer and prospect communication,” Larder continues. “I am completely fascinated with the limitless possibilities it offers a small business who takes the time to think about who they want relationships with and what they have to offer those people. I feel small business should automate their follow-up because they care about their customer experience, not to mention the fact that it makes the follow-up happen. That in itself makes it ingenious and essential.”

Larder also delivered a presentation at ICON14, “Personalize Your Nurture Campaigns to Convert More Business,” crafted to impart the secrets of her CRM success to attendees of this popular small business conference.

These and other secrets of Larder’s success can be found in her new book, “The Secrets I Share With My Friends: Everything I Know About Building a Small Business.” The book is available for purchase on Amazon for $14.95.

About Nadine Larder
Nadine Larder has more than 25 years’ experience in generating effective results that feed the bottom line, including sales training for large corporations, building up a real estate business and eight years running her own company, an online “one-stop marketing shop for small businesses.” She is the recipient of Infusionsoft’s 2014 Small Business ICON Award for Lead Nurture and Conversion. Her first book, “The Secrets I Share With My Friends: Everything I Know About Building a Small Business,” was published in April 2014, with a release date of June 1, 2014. Larder resides in Litchfield Park, Arizona, with her husband and five children, living with the effects of fibromyalgia and the insatiable thirst to help people discover their purpose and live the lives they were meant to live.

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“The Ultimate Coach” and Industry Icon
Steven Hardison Raves About
“The Secrets I Share With My Friends: Everything I Know About Building a Small Business”

*Nadine Larder’s part memoir, part “how to,” and part textbook, “Secrets I Share With My Friends…,” meets with trumpets of success from world-renowned personal, relationship and business coach Steven Hardison.*

LITCHFIELD PARK, Ariz., May 6, 2014 – When Nadine Larder, an award-winning entrepreneur, launched her self-published book, “Secrets I Share With My Friends: Everything I Know About Building a Small Business” at Infusioncon last week, she was not prepared to become an overnight sensation. In particular, this first-time author was deeply moved and joyfully overwhelmed at the reaction to her book from **Steven Hardison**, world-class coach to such heavy hitters as **Clate Mask**, co-founder of Infusionsoft, and **Iyanla Vanzant**, a regular guest expert on The Oprah Winfrey Show and host of her own daily talk show, "Iyanla.”

This is what Harding had to say about Larder’s published compilation of more than 25 years of small-business wisdom. He began penning this testimonial (one of only three he has ever written) the moment he finished reading the book, which he did in one sitting.

*“I met Nadine today in the parking garage after attending #ICON 14. It was my great privilege to be given her first copy of the book, “The Secrets I Share With My Friends: Everything I Know About Building a Small Business.” After I completed my afternoon with a client, I sat down to thumb through the book she had given me. I could not simply thumb through it. It was too compelling.*

*“As I read her book I was amazed at the passion that came through the pages, and I was even more astonished at the content of the information. It is extraordinary! I can hardly wait to speak with her to tell her what I thought of her masterpiece. It is beyond brilliant.*

*“Every attendee at #ICON should get, read, and apply her sound ideas and concepts.*

*“I particularly love her Pssst… comments throughout the book. I will be giving this copy to my daughter who, like Nadine, has the desire to build a small business from the ground up. This book is a brilliant blueprint.

“I do not know Nadine, other than the 5-10 minute encounter in the parking garage, AND I am totally moved by her contribution to me as I have consumed her writing. I can only imagine the impact it will have on readers who are building their own business. My hat is off to this powerful and dynamic woman. Thanks, Nadine. Be blessed.”*

Larder describes her spontaneous encounter with Hardison as miraculous. “I am a different person,” Larder reveals. “Steven has changed my life.” So inspired was she by this chance meeting that the author has already begun documenting the experience in a min-book, **“The Secrets I Share With My Friends: Everything I Know About the Making of a Miracle,”** soon to be published on Kindle.

 **About the book**
“Secrets I Share With My Friends: Everything I Know About Building a Small Business” includes everything an entrepreneur needs to know about a small business, from starting it, to growing it, to maintaining it and having an exit strategy to prepare for eventual retirement.

The author’s notes on marketing are particularly relevant and valuable, with ideas that Larder uses in her own small business, with a level of success that garnered her Infusionsoft’s ICON “Best in Class” Award for Lead Nurture and Conversion.

The book continues to garner rave reviews from business people, journalists and industry icons. A list of testimonials can be found in Larder’s Press Kit.

“Secrets I Share With My Friends: Everything I Know About Building a Small Business,” by Nadine Larder, is available for purchase at [www.SmbSmarts.net](http://www.SmbSmarts.net) and on [amazon.com](http://amazon.com). It can be purchased in both print and Kindle formats.

About the author
Nadine Larder has more than 25 years’ experience in generating effective results that feed the bottom line, including sales training for large corporations, building up a real estate business and eight years running her own company, an online “one-stop marketing shop for small businesses.” She is the recipient of the 2014 ICON “Best in Class” Award for Lead Nurture and Conversion. She resides in Litchfield Park, Arizona, with her husband and five children, living with the effects of fibromyalgia and the insatiable thirst to help people discover their purpose and live the lives they were meant to live.

*For a complete press kit about “The Secrets I Share With My Friends: Everything I Know About Building a Small Business,” contact Sara Stephens at stephenssg@yahoo.com.*