

SHOESTRING VENTURE

THE STARTUP BIBLE

TALKING POINTS

Richard Hooker brings 20 years . . .

of education, consulting, business, and marketing experience as the general editor of the Shoestring Venture series.

The flagship book in the series is an exhaustive resource reference for bootstrap entrepreneurs. While the book is a reference, Mr. Hooker, bringing a lifelong passion for entrepreneurship, is available to speak on a variety of thought-provoking topics regarding business, entrepreneurship, and start-ups.

Offshoring

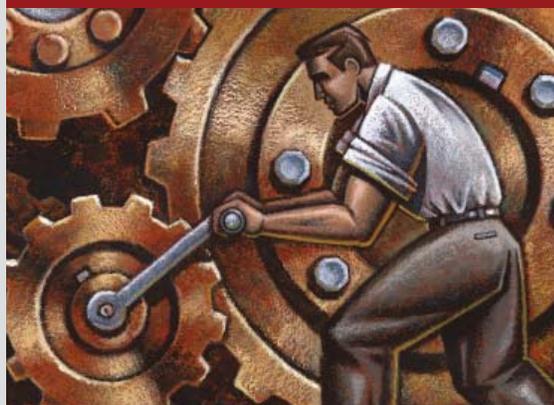
While the media is chock-a-block with stories about how the global economy and corporate outsourcing translates into lost jobs for Americans, we're ignoring the immense opportunities globalization, offshoring, and information technology offer to entrepreneurs and small businesses. In a potentially explosive thesis, Mr. Hooker and Mr. Monas argue that offshoring allows even the smallest entrepreneur the ability to compete against the majors. Shoestring Venture: The Startup Bible is principally concerned with helping entrepreneurs and small businesses exploit this opportunity to create a global business using only a laptop and an Internet connection.

Business Killers

Most startups fail and the authors haven't certainly seen their share. Shoestring Venture: The Startup Bible arms its readers with tools to confront a myriad of "startup killers." While the media likes to focus on business success, Mr. Hooker can offer a viewpoint on the business killers every small business and entrepreneur should watch out for. As he says, "Within ten minutes of meeting with a new client, the one thing that will kill the business becomes immediately obvious. More often than not, the client doesn't believe me and invariably that one thing kills the business in the end."

SHOESTRING VENTURE

THE STARTUP BIBLE



TURBOCHARGE YOUR BUSINESS
THROUGH OUTSOURCING

RICHARD HOOKER STEVE MONAS



Recession = Opportunity

In another explosive point-of-view, Mr. Hooker argues that recessions are the time to start a new bootstrap business. What are the signs that a recession has produced a favorable competitive atmosphere? What makes a startup recession-proof? Mr. Hooker is prepared to speak about not only how to startup a new concern during a recession, but how to take advantage of the situation.

Why Business Books Suck

It is a simple fact that most business books make money – for their authors. Mr. Hooker takes a curmudgeonly view to the business book industry and the pablum it peddles. For a controversial take on business books and the business press – as well as an unconventional view of how entrepreneurs should exploit the least likely sources of business knowledge, can make for a very lively discussion.

The Million Dollar Employee

Mr. Hooker takes a very unconventional view of hiring employees, contractors, and others and argues that entrepreneurs and small businesses have a tremendous competitive advantage over big businesses because they're in a better position to "invest" in employees, rather than hire them. "Every company blathers on about how its employees are its greatest asset, but when you ask to look at their financials, these "most important asset" employees are nowhere to be seen under "assets" on the balance sheet. Instead, you find them in the "expenses" part of the income statement. That accounting tradition speaks volumes about what a company *really* thinks its employees are and makes nearly every big company dumb and dumber when it comes to employees. The alternative to looking at employees as an expense is to think of them as profit, as an investment." Building a business around "profit" employees, rather than "expense" employees, is a unique opportunity small businesses and entrepreneurs have and, for many, is the key to outcompeting their bigger rivals.

Customer Service *Is* Marketing . . .

. . . and most of the big companies do it really, really badly. Mr. Hooker is a customer service expert and consultant with a forthcoming book (Customer Service *Is* Marketing . . .) and a passion for customer service. Not afraid name names, Mr. Hooker has the "Ten Commandments of Customer Service" and is nothing short of fiercely and grouchy provocative when critiquing how companies frequently and blithely break these unbreakable rules. Because big companies are unwieldy, small businesses and entrepreneurs have a unique opportunity to outclass all their big competitors in the customer service area. So why does everybody do customer service so badly? Including small businesses? The "total customer service perspective" (Customer service *IS* marketing and everything a business does *IS* customer service) is a singular strategic perspective that promises to raise not a few hackles.

CONTACT: TRACIE LYNN TUCKER

PHONE: 310.857.6970

FAX: 240.368.8216

EMAIL: TRACIE@RELEASEPR.COM

To receive a final copy of the book, or to discuss an excerpt, article or interview possibilities with either or both of the authors, please contact Tracie Tucker at 310.857.6970 or email tracie@releasepr.com.