

Book Review on
“The Ugly Truth About Small Business”
“50 Never-Saw-It-Coming Things That Can Go Wrong and What You Can Do About It”
by Ruth King
(Review by Gary Tomlinson)
Business Leader Magazine – June 2006 Issue

There are three types of businesspeople. The first type makes mistakes and doesn't learn from them. These people make the same mistakes again. The second type of businessperson makes mistakes and learns from them. They don't make those mistakes again. The third type of businessperson learns from the mistakes of others so they never make those mistakes themselves. Of course, they do make some. But by learning from the mistakes of others, they save themselves time, headaches, and money. For these reasons, I have chosen Ruth King's *The Ugly Truth About Small Business – 50 Never-Saw-It-Coming Things That Can Go Wrong and What You Can Do About It* for this month's book review.

King's book includes the stories of fifty entrepreneurs who graciously agreed to share their business stories. You'll find sole proprietorships, partnerships, and corporations; start-up business to multi-million dollar corporations; service businesses, manufacturing businesses, and everything in between. You'll read about some businesses that made it and some that didn't. When you read their stories, you'll find that each defined their entrepreneurial nightmares personally. You might not think his or her experience was “so bad.” However, it was terrifying for that person to go through it. Some stayed in their businesses; others closed their businesses and started another one. Still others closed their businesses and found other ways to support themselves and their families. And still others are living the nightmares right now.

Fear begins when emotions take control and logic disappears. The initial reaction to the nightmare, the gut-wrenching event for everyone that Ms. King interviewed, was emotional rather than logical. All went through the emotions of the situation, everyone reacting in their own personal way. Some cried, some screamed, some were quiet, some went to friends and people they trusted, some braved it alone...others went into deep prayer.

The overwhelming fact that emerged from the interviews is that everyone goes through it – challenges, hard times, problems, trauma, and nightmares. Everyone reacted to it emotionally before they began the logic thought process. At some point, logic begins to emerge. For some it was within minutes. For others it took days. Once logic took over, the decision making process could begin. You ask yourself, “What are you going to do about it?” You begin dealing with the situation. You begin dealing with the fear. You deal with the unknown one step at a time.

If you are going through the fear and uncertainty, Ruth King's book helps you take comfort in the fact that you are not alone. Others have gone through it before you. Others will go through it after you. She offers fifteen different ways to help you get through it. The headings are:

1. Pick Yourself Up, Dust Yourself Off, and Keep Going.
2. Learn to Deal with Your Emotions.
3. Find a Physical Way to Deal with the Ongoing Stress.
4. Believe in What You Are Doing.
5. Be Flexible
6. Rely on People You Trust Outside the Business
7. Have a Team Inside the Business
8. Make a List.
9. Write in a Journal.
10. Go With Your Gut.
11. Make the Tough Decisions.
12. Find a Spiritual Way to Deal with the Terror.
13. An Angel Might Appear.
14. Surround Yourself with Positivity.
15. Have Patience.

The entrepreneurs profiled in her book give many words of wisdom to current and future entrepreneurs. They gave from the heart in hopes that their words will help other entrepreneurs with their businesses. Ruth King's book is one of inspiration...of hope... and the comfort of knowing that you are not alone. When you read these stories and the ideas other business owners have used to solve their crises, you'll gain the knowledge that you can – and will – get through the challenges you face as a business owner. You'll learn from the experiences of others and become the third type of business owner – one that learns from other people's experiences.

Enjoy this month's selection, *The Ugly Truth About Small Business – 50 Never-Saw-It-Coming Things That Can Go Wrong and What You Can Do About It* and share it with others in your life because as Alvin Toffler says; *“The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn.”*