

STARTING A MICRO BUSINESS

By Carol Topp

Book Details:

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Book Summary:

Starting a micro business will help teenagers earn money while learning a lot. A micro business is simple to start, usually home-based, low risk, educational and easy for a busy student to run. This book offers ideas, a business plan, pitfalls to avoid and resources to get a teenager started making money running their own micro business.

About the Author:

Carol Topp is a Certified Public Accountant (CPA) and host of the PBS television program Micro Business for Teens: Starting a Micro Business. She enjoys encouraging teenagers to start their own micro businesses. Her goal is to make taxes and accounting easy to understand via her websites, books, videos, and webinars.

Carol has presented numerous workshops on money management, business start up, taxes, budgeting and personal finance to various community, church and homeschool groups.

She has authored several books including the Micro Business for Teens series, Homeschool Co-ops: How to Start Them, Run Them and Not Burn Out, Information in a Nutshell: Business Taxes and Tips for Writers, Teens and Taxes: A Guide for Parents and Teenagers and, as contributing author, Home Work: Juggling Home, Work and School Without Losing Your Balance. She has also published several magazine articles in The Old Schoolhouse, Home Education, Homeschool Enrichment magazines and the National Association of Tax Professionals TaxPro.

Carol is a member of the Ohio Society of CPAs Speakers Bureau and the Old Schoolhouse Speakers Bureau and has presented numerous workshops on money management, business start up, taxes, budgeting and homeschooling to various community, church and homeschool organizations.

She was born and raised in Wisconsin and graduated from Purdue University with a BS in Engineering. She worked ten years for the US Navy as a cost analyst before staying home with her two daughters. While being a stay-at-home mom, Carol took accounting

classes via distance learning. In 2000 Carol received her CPA license and opened her own practice.

Carol lives in Cincinnati, Ohio with her husband and has two daughters where she enjoys reading, walking, traveling and good conversations with friends.

For more information about the author go to: <http://MicroBusinessForTeens.com>

Book Review:

Starting a Micro Business is chock-full of great ideas for starting a home-based business. Although the book is primarily focused at teenagers, it is a comprehensive guide for anyone wanting to make a little extra cash without incurring a lot of debt in the startup process.

The author's writing style is clear, concise and easy to read, especially for teens who might not have time to invest in reading a "how-to" book on top of whatever text books and homework assignments to which they are already committed. No worries with *Starting a Micro Business*—it can be comfortably read and understood in a day or less.

The content is expertly organized into seven easily digestible chapters with clear instructions and lots of real-life examples. And the book doesn't just cover the best case scenarios of small business ownership. Because of the author's professional background as a CPA, she is able to advise prospective business owners to proceed in the most financially prudent manner and also stresses the importance of avoiding debt as an important life lesson. This book was written to ensure that teens understand the concept of profitability and not to take unnecessary risks in terms of excessive labor, overhead costs, and partnerships without a proper understanding and written contracts between the parties when necessary.

Starting a Micro Business makes a clear distinction between small and micro businesses in that the latter are much faster and cost-effective to setup and manage with a quicker path to profitability. The author also emphasizes the importance of creating a business plan, no matter how small the venture. To that end, she incorporates simple-to-use templates which readers can easily repurpose for their own business ideas.

If your teen has ever thought about wanting to earn a little extra cash or already has the entrepreneurial spirit and is ready to start building their empire, *Starting a Micro Business* is a great reference guide. Whether your child pursues regular baby sitting opportunities, mows lawns on weekends, or wants to lead the next generation of technology innovators, this book is a must-read with great foundational knowledge all business owners need to succeed.

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