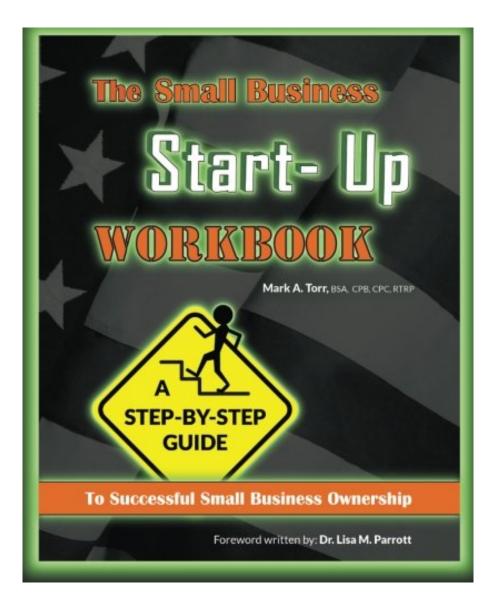


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As you may have noticed by now, Mark is a breed all his own. Some may call his style unconventional, and the rest would probably agree! Mark got his start as a business owner early in life. He was only 10 years old when he hit the streets with a bucket and some soap and began a weekly car wash service for his neighbors. That led to his first "real" job with a lawn maintenance company at age 14. Mark was a hard worker. One of Mark's mottos is, "If it's worth doing, then it is worth overdoing." While this is not the balanced approach he takes with his clients now, it might explain his "achiever" mindset in everything he does. At 17 years old, he decided he was ready for some independence; he moved out and got his own apartment while finishing high school. He graduated high school Salutatorian. That is second out of his entire class. After high school, he did not slow down. Mark put himself through college while working as a self-employed tile contractor and purchased his first home when he was 21 years old. While on a tile job, Mark was scouted to become a model and worked in the US and Europe for about 8 years. He was on television, on magazine covers, and inside more catalogs than I can count. Seeing him on billboards was fun but odd. Following his time in Europe, he worked in sales and marketing with a new product development firm. Never one to let an opportunity pass him by, he left that lucrative position to earn his real estate license, become a loan officer, and travel with a real estate investment firm. When the real estate market crashed, Mark changed direction. He headed back to college to expand his accounting, bookkeeping, and tax preparation knowledge where he graduated Summa Cum Laude with a degree in Accountancy. So what does Mark do for fun? Aside from loving the fact that he is married to his best friend and business partner, he has the cutest daughter ever and three amazing stepsons. Mark loves life. He loves traveling and photography but cannot go more than a day or two without surfing. Mark loves to play tennis, or golf, or volleyball, or soccer, or ping pong, or pretty much any sport. Heck, he has even managed to make movie watching a sport. While not a big fan of reading, he still manages to read 1-2 hours a day. He works hard and plays hard, is abundantly humble, curiously intelligent, and savagely good-looking. He is well loved and adored by his friends and clients. - Written by his most adoring fan, his wife, Mrs. Torr

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So, you want to start a small business? • Have you ever thought you could run a business better than your boss does? • Is it your dream to be self-employed? • Do you wish for the day when you can call all the shots? • Do you need the freedom and flexibility of business ownership to accommodate your lifestyle? • Do you believe business ownership will provide you a better quality of life? • Is business ownership the answer for how to support your family? The Small Business Start-Up Workbook is designed to thoroughly equip you to launch and run a successful business. What this book does not do is try to impress you with a few hundred additional and unnecessary pages of information which will not contribute to your success. My goal is not trying to impress you with everything I know. This book is a portion of what I know; it is the portion I believe you will need and appreciate when making the decision to start your own small business. I have worked very hard to keep this book direct, pertinent, and valuable. I believe it is enough and not too much. I hope you agree. The Small Business Start-Up Workbook is designed to provide you with a road-map to starting your business and save you thousands of dollars in consulting fees. In business, mistakes can be quite costly and lead to priceless "now-I-know" moments. This Step-by-Step guide will provide you with practical input that you can use immediately, from applying for your first business license and setting up an office, to creating your business name and logo, branding your business, and opening the doors. The Small Business Start-Up Workbook is a great place to help you prepare for the nuances of business ownership and decide if becoming an entrepreneur is your next move. Starting a business is a daunting task, regardless of your previous experience. Many people become paralyzed at the thought of business ownership. Prospective business owners may feel lost and confused by the questions: Who?, What?, Where?, When?, Why?, And how? Many people find themselves doing nothing rather than following their dream of becoming a successful business owner. Being prepared with what to expect will help you navigate the land mines along the way. America rose to greatness through the efforts of visionaries, hard workers, and risk takers. The greatest achievers in history created their legacies. They did not wait for opportunity to come seek them. As a business owner, I feel I have discovered one of life's greatest secrets: Business ownership is the very embodiment of the American Dream. I hope this book helps you dream big and helps make those dreams come true. ~ Mark Torr, Author of The Small Business Start-Up Workbook

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If you are thinking about starting your own business, give this a read. It will point you in the right direction with your plan and help you to avoid making some common mistakes. Thanks Mr. Torr!

Thanks, Mr. Torr!

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