

Tell me what your book “Be Your Own Boss” is about.

Be You Own Boss is an information source for people thinking of starting or buying a business based on my personal business experiences. This book has been designed as a guide to help people organise their thoughts and to decide whether being their own boss is really for them.

I have tried to use everyday language and have made the book easy to understand. Starting a new business is complex at the best of times and my aim is to make this process as manageable as possible.

I Pull no Punches. This book provides good advice for anyone wanting to be their own boss. You don't get to build a multi-award-winning international business by pulling your punches, and in "Be Your Own Boss" I deliver some hard-hitting advice for anyone thinking of starting their own business or buying a franchise.

The book is designed as a guide to help people organize their thoughts and to decide whether being their own boss is really for them. Along the way, I share a bit of family history, explain how I got into the business, and tell a lot of memorable tales about the effort that went into creating Fastway - all in my typically blunt fashion.

The tale of how I got revenge on a reluctant bank manager which makes many of my readers genuinely laugh out loud.

I also translate my experiences of researching opportunities, overcoming obstacles, and teaching other people how to operate their own businesses into checklists, questionnaires, and advice.

I recognize that starting a new business is complex at the best of times and have aimed to make this process as manageable as possible for the intending entrepreneur.

The book covers:

Going into business on your own.

Goal setting.

Business Planning.

What does a banker really want to see?

Marketing.

Franchising.

Business Structure.

Your personal wheel of fortune. The personal wheel of fortune is a tool that gives the reader the ability to analyse their suitability to run their own business.

The book is a self-help guide to help people organise their thoughts and to decide if being their own boss is really for them. Starting a new business is complex at the best of times and my aim has been to make the process as simple and manageable as possible.

The book is approximately 32,000 words and has been illustrated by renowned Australian cartoonist Steve Panozzo.

I'm proud to state that **“Be Your Own Boss”** has now won **7 International book awards.**

- **Literary Titan Silver Book Award - Winner**
- **Royal DragonFly Book Award. – New Author.**
- **American Writing Awards-Business-Entrepreneurship & Small Business-**
- **Goody Business Book Awards – Entrepreneurism – Winner.**
- **BookFest Book Awards – Business, Entrepreneurship – Winner.**
- **Firebird Book Awards- Business - Motivational – Winner.**
- **Book Excellence Award – Business Books**