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## Official Review: Turn Your Dream Into Reality - Start And...

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## Official Review: Turn Your Dream Into Reality - Start And...

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Post by [kmittag67](#) » 20 Apr 2020, 11:16

[Following is an official OnlineBookClub.org review of "Turn Your Dream Into Reality - Start And Grow Your Business" by Alvin F. Mason.]



4 out of 4 stars

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*Turn Your Dream Into Reality - Start And Grow Your Business* by Alvin F. Mason is a comprehensive book with all the knowledge that a potential new business owner would need. This in-depth book has guidelines and recommendations to help the reader decide if self-employment is the right

decision, and to launch and build a new business.

Beginning with the business and personal plans, the book consists of ten chapters on the fundamental components of self-employment. Each chapter is thorough with step-by-step facts and instructions for getting started. If the reader is taking classes or planning on taking classes, it is suggested that a degree in business would be advisable. The author states, "Being a business owner is a calling. Do you have a burning desire to be your own boss?" He then comments, "I believe we were all born with God-given talents. When any of us realize what our special abilities are and cultivate those talents, we should be able to make a living using our natural-born assets."

Mr. Mason emphasizes the importance of keeping up with economic news and current events for the new business owner. Terms such as Gross National Product (GPN), The Gross Domestic Product (GDP), the National Economic News, and the Seasonal Economic News are given with precise definitions of what they are and why they are important to a business owner. There is also plenty of information on non-profit businesses, legal considerations, partnerships, building permits, commercial leases, business licenses, and liability issues.

There are several aspects of this book that I especially like. I appreciate how the author's explanations of terms and descriptions are easy to understand and comprehend. His attention to detail shows the reasoning behind the information and why the potential business owner needs this information.

I am particularly impressed with the abundance of guidance, facts, and recommendations that the author provides to the reader. The author even discusses contingencies that could happen, such as the cost of an emergency generator or having enough product to serve everyone. He also provides a written script for business owners to use when informing customers of payment policies and issues.

I am also amazed by the long list of on-site service businesses and the essential information provided. Painters, carpenters, yard service, construction, carpet cleaning, janitorial cleaning, personal chef and catering, in-home pet services, technology, and street vendors are some of the on-site businesses listed.

Although all ten chapters are important, there are two chapters that I believe to be notable and a definite benefit to the new entrepreneur. Chapter six is all about human resources. The reader will find valuable tips and guidelines for advertising, interviewing, orientation, training, benefits, and company policy on sales and termination. It is recommended that the business owner shows the new employees how he wants it done, not have another employee do the training. The author

states, "Remember, the successful small business owner must exemplify the business owner's way."

Technology and its importance, chapter four, is the other noteworthy chapter. The author prioritizes technology as relevant and necessary for all businesses. Several of the pertinent required technology items are the business website, cell phone, a human resource app, internet availability, and a cash register. The author is definite and precise on the use and resources of technology to promote the growth of the business.

There is nothing that I dislike about this book. It is edited professionally and does not have any typing or grammatical errors. There is no suggestive content or profanity. I am including one more quote from the author since I agree wholeheartedly with the statement. "I also advocate giving your employees a liveable wage and a competitive benefits package." I happily give *Turn Your Dream Into Reality - Start And Grow Your Business* by Alvin F. Mason a rating of **4 out of 4 stars**. I believe *Turn Your Dream Into Reality - Start And Grow Your Business* to be an indispensable resource for anyone with a desire to own their own business.

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*Turn Your Dream Into Reality - Start And Grow Your Business*

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*Anyone who has time to clean is not reading nearly enough 😊*

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I may have to take a look at this book. But it's one thing to write, and another to be successful yourself. So, I'll have to read a bio of the author first. Overall, I love that the book is concise, yet with valuable information in just ten chapters.

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