



Dream Bold, Start Smart: Be Your Own Boss and Make Money Doing What You Love

Tatiana Tsoir

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The instructive business text Dream Bold, Start Smart gives prospective entrepreneurs a list of practical steps for bringing their dreams to fruition.

Accountant Tatiana Tsoir's helpful business book *Dream Bold, Start Smart* concerns turning one's passions into a profitable, thriving business.

It is possible to turn what one loves to do into a viable, sustainable business, the book assures its audience, whether as a side hustle or a full-time gig. It instructs on the basics: refining a business plan, assembling a team, raising financing, and setting prices are among the essential steps in its purview. It identifies milestones to cross, issues to watch out for, and markers of progress, including in one's accounting books. It is punctilious and practical throughout, and its warm tone makes its step-by-step advice all the more inviting.

Geared toward establishing a solid foundation for a business's first few years, the book is organized by topic. It covers early risks, means of assessing whether to involve outside investors, and setting up a tax strategy. It leads from inspiration into realization, and then covers means of determining whether the business is working. There are some unnecessary segues between its chapters, but the extensive appendices represent a thorough framework for honest self-assessment.

Tsoir uses stories to illustrate how other entrepreneurs have been successful in their endeavors; the book's anecdotes instill confidence as they elucidate a variety of tried-and-true approaches. Case studies about architects, magazines, and retail giants like Tesco result in broad and generally applicable insights. For example: Williams Sonoma increased their flagging sales of one product by introducing an even costlier version of it, making the first product seem like a better value.

But the book also shares advice for handling day-to-day matters like payroll and taxes. A business's operational fundamentals are shared, including a how-to on organizational charts, and one on forming an LLC (limited liability company). The book ably demystifies outwardly daunting topics, empowering its audience to make business decisions with confidence. The book clarifies business terminology and concepts in plain terms, too, and furnishes apt summaries of ideas like Mike Michalowicz's *Profit First* system.

Throughout this useful work, awareness of finances are kept at the fore. There are useful tools for gauging how well the business is doing, and for avoiding costly pitfalls. Its tips for managing costs and reducing uncertainty are actionable and structured. The result is a thorough game plan for generating income and standing out from one's competition.

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JOSEPH S. PETE (January 3, 2022)

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