



Tax  
Goddess  
Guides

# Starting Your Own Business

**Thinking about starting a business?**

**Wondering what it takes to get it done right the first time?**

**Unsure of whether you should even try it?**

Starting a business can be exciting and terrifying at the same time. If these thoughts have crossed your mind, then this is the right book for you. Written by Shauna Wekherlien, a CPA with her master's in taxation—and more commonly known as the Tax Goddess—this guide, the first in the series of Tax Goddess Guides, gives you real-life examples of the many opportunities and pitfalls of starting a new business. From what to research before you begin to legal and tax considerations, the experts you'll want on your team, strategies for marketing and sales, money management, and more, Wekherlien helps you navigate your way around the issues and on to a life you can truly enjoy. Even if you've already started your business, this book can help you today with new ideas for how to make it better.

*"Shauna's wealth of knowledge is invaluable to my law practice, investments, taxes and overall financial life. I'm thrilled she's decided to share her vast knowledge with others."*

—Derek W. Kaczmarek, tax attorney

*Great primer for would-be and even experienced small business owners! Well written in plain, everyday language. Once again, Shauna shows why she's everyone's most "Fabulous, Tax Goddess"!*

—Fred Kroin, business coach

*The Tax Goddess Guide to Starting Your Own Business is a tremendous asset for anyone who is thinking about starting a business, already has one or works with people who are starting and running them. It covers everything you could possibly need and then some a.k.a. it takes the reader from soup to nuts! The book covers so much ground! I think when I have my own copy it will be quickly well worn and full of notes, just like my favorite cook book! Every business owner should have one of these handy.*

—Susan McCall, CCIM, associate broker



Shauna A. Wekherlien, Certified Public Accountant, with her Masters in Taxation from Arizona State University has been seen on multiple National television appearances for FOX, CBS, ABC, and has been featured in news articles by CNNMoney, the USA Today, and the Arizona Republic. She is a dog lover and enjoys travel and having new adventures in this great wide world!

[www.TaxGoddess.com](http://www.TaxGoddess.com)

\$19.95



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Shauna A. Wekherlien



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# Starting Your Own Business

- **DO IT RIGHT FROM THE START**
- **PROTECT YOUR INCOME**
- **AND ENJOY YOUR LIFE**



TAX  
STRATEGIES  
INCLUDED

Shauna A. Wekherlien  
Tax Goddess, CPA, Masters Taxation