Highlights from HIGHLIGHTS from HIGHLIGHTS OF INTUIT PAYROLL INTUIT PAYROL

The entrepreneur's guide to finding, choosing and leading great people

EMPLOYEE #1



Rhonda Abrams

USA TODAY columnist and best-selling author of The Successful Business Plan: Secrets & Strategies



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The time to hire is NOW!

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If you want to grow your business, you're going to have to bring others on board.

The advantages of hiring

Grow your business

Hiring an employee helps you be more productive.

- Concentrate on the work you do best
- Increase your sales
- Serve more customers
- Balance your weaknesses
- Create a business that you may someday sell to others

Change your life

Having someone else on board brings you more talent and skills.

- Share some of your workload
- Spend more time on work you enjoy
- Reduce isolation
- Collaborate with others
- Recharge your batteries

Change the world

If 1% of the 21 million US businesses with no employees added a single employee, they'd create 200,000 new jobs! You can be part of that.

- Create good jobs
- Create a productive workplace in which people are treated well
- Increase employment in America
- Improve the overall economy

When to make the leap

Before you add employees, you've only created a job for yourself. That means that when you stop working, you've stopped making money. By hiring another person, you're creating a larger enterprise with its own momentum.

It's time to hire if you:

- Need employees on day one of your business
- Turn away work because you're over-booked
- Can't find time to send invoices
- Can't get out from under your paperwork
- Lack time to pursue new product ideas and/or new clients
- Need someone with specialized skills critical to your business
- Want to grow a business you can sell eventually

Debunking Hiring Myths

МҮТН	REALITY
Hiring an employee costs too much money.	Your income is limited if you work only by yourself. Hire smart and your new help enables you to make more money.
I must offer employees a whole range of costly benefits.	Legally, the number of benefits you must offer is surprisingly small. How- ever, you'll probably choose to offer more to get the best employees.
I'll have to pay payroll taxes as well as salary or wages.	That's true. Budget for these as you plan. And when legal, you can use independent contractors without paying taxes.
l don't have enough money saved up to hire full-time employees.	You can start small—hiring part-time workers or contractors.
l don't have enough space in my office for an employee.	Many businesses can have employ- ees who telecommute at least part of the time.
I'll spend all my time on paperwork, managing payroll, and figuring taxes.	A wealth of services, like online pay- roll, help you handle these quickly and easily.
Managing other people will take up too much of my time.	Once you get systems in place, you should have more time for doing work you're best at.
Employees are lazy, more trouble than they're worth.	Most people are eager to do a good job. Train them well and manage fairly, and they'll work hard for you.

HOTLink

Get small business advice and

network with other entrepreneurs

at Intuit's Small Business United.

http://smallbusiness.intuit.com/

High unemployment = lots of great prospects

When unemployment is high, it's a great opportunity for new employers.

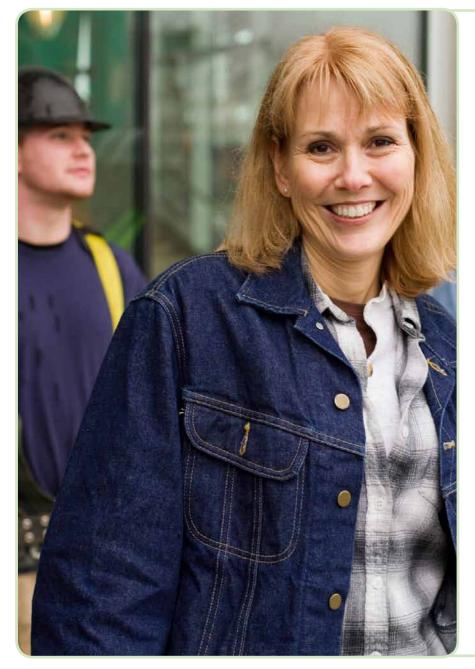
You'll find:

- Cheaper labor. Prospects recognize they may have to take lower wages to get a job.
- **Talented prospects.** Some of the most skilled workers are available to help take your business to the next level. And lots of eager, smart, young people can be added to your team.
- **Flexible workers.** People are more willing to work around your needs and schedule, including working part-time or off-hours.
- Greater choice of independent contractors. You'll find a large pool of talented people willing to work as independent contractors until they find another full-time job.
- **Experienced retirees.** Most retirees have seen their retirement savings decline. Many are now looking for work to use the skills they've gained over a lifetime.

HIRELearning

Small Businesses:

- Generate more than 45 percent of total private payroll
- Create 60 to 80 percent of new jobs annually
- Employ half of all privatesector employees
- Hire 40 percent of all technology workers
- Small Business Administration



Understanding what you need & can afford

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What role for your new hire?

The more clearly you define the work you want done, the more likely you are to find a candidate that fits your needs.

For most small businesses, the first hires fall into one of these categories:

- Administrative
- Bookkeeping
- Sales
- Production/service workers



worksheet: Employee Tasks

Use this worksheet to list the tasks in your business, the skills required, and the amount of time each will take.

TASKS TO ACCOMPLISH	SKILLS, EDUCATION AND EXPERIENCE REQUIRED	HOURS PER WEEK
	ΤΟΤΑ	L:

Compliments of Intuit Payroll

How much help do you need?

Consider how much time you need from an employee. Do you need a full-time worker? A part-timer? A contractor or consultant?

EMPLOYEE TYPE	ADVANTAGES	DISADVANTAGES	PAYROLL TAXES?	QUICK TIPS
Full-time	Larger labor pool to choose from; more staff stability; increased attention and loyalty; lower employee turnoverMore expensive; less flexibility; higher benefits costsYesMore expensive; less flexibility; higher benefits costsYes		Yes	30-40 hours per week generally constitutes full-time status
Part-time	Lower cost; greater flexibility; typically fewer benefits; you still have direct supervision	Likely increased turnover; harder to find professional/ skilled staff; lower staff satisfaction	Yes	You pay the same percentage in employment taxes for part-time as full- time employees
Independent Contractor	No employment taxes; great flex- ibility; experienced workers; no cost when not utilizing Higher per hour cost; may not be able to get them when you need them; not under your supervision		No	Make certain you are following all IRS rules or face stiff penalties
Intern	May be able to work for free if they get college credit; low cost; often eager and smart	Inexperienced, need considerable super- vision, inconsistent work standards, quick turnover	lf paid, yes	You must pay interns at least minimum wage unless they are receiving school credit for their work

HOTLink Stay up to date on employment and state labor laws at busines.gov.

http://business.gov

Highlights from HIRE YOUR FIRST EMPLOYEE ©2010 by Rhonda Abrams



How much can you afford?

The fear of not making enough money to cover the extra costs is probably the biggest obstacle to becoming an employer. But employees are an investment in your business—not just a cost—and the goal is additional growth. As with every investment, careful planning helps.

Take the following steps:

- 1. Review your current monthly cash flow. Remember, even if your business is profitable at the end of the year, you have to make payroll every two weeks or so.
- **2. Estimate your current monthly profit.** Have you been generating enough income to support the employee you need, as well as yourself?
- **3. Estimate expected additional revenue.** The goal of hiring employees is to enable you to make more money. How much additional revenue will your new employee help generate? How quickly? Be conservative in these projections.
- **4. Estimate how much you'll have to pay each employee.** Start with comparable pay rates in your area.
- **5. Estimate monthly taxes & benefits.** You also have to pay payroll taxes and perhaps some benefits.
- **6. Estimate additional costs.** Will you pay higher rent for more space? Will you have increased telecom, travel, or energy expenses? Make a guesstimate of these costs.

A good practice is to set up an emergency payroll account with enough money to cover at least three months of payroll and taxes. But don't tap this emergency account unless you have a bad month.

worksheet: How Much Can I Afford?

Use this worksheet to estimate how much money you'll have available each month to go towards wages/salaries.

A. Current monthly profit	
B. Estimated increased monthly income	
C. Subtotal: Add (A) profit and (B) increased income	
D. Expected monthly salary/wages	
E. Estimated monthly taxes/benefits	
F. Estimated other monthly costs	
G. Subtotal: Add (D)wages, (E) taxes/benefits and (F) other costs	
TOTAL: Subtract line G from line C.	

SUCCESS STORY

Creative, low-budget staffing pays off

Cindy Hanna started her graphic design business in her laundry room in 1982.

From the start, Hanna knew she needed help. "I didn't

trust myself to do the books," she admits. She found a bookkeeper that would come to her home each month, collect the receipts and invoices, and magically return with prepared financial statements.

A classically trained, pencil-in-hand designer, Hanna struggled with the transition to computer-based design work. Her next hire, a Mac-savvy parttime designer, brought the company into the computer age and allowed Hanna to focus on business development and concept-level design work.

In the late 1980s and early '90s, Hanna saw a surge of work coming and knew she needed to add people, but wasn't sure she could support a large team of full-time employees.

So she created a staffing model that lowered her risk, attracted top design



talent, and allowed the business to flourish. "After talking with my lawyer and accountant, I brought in freelance designers, offered them

cheap rent in our offices, and put them to work at an hourly rate on our clients' work," she explains. The freelance designers had access to computers, printers, network connections, and conference rooms to work on their own independent projects as well. Hanna assembled a team of designers capable of wowing clients without the burden of full-time wages and benefits. Meanwhile, the designers had a steady stream of regular work, low rent and the autonomy freelancers seek.

Today, Hanna Design consists of fulland part-time employees, outsourced services (books and payroll), and freelancers who work under the model that made the company successful. "That was the best decision I made in growing the business," Hanna says.

Managing payroll

Paying your employees involves more than giving them checks. You have to figure out payroll taxes, deductions, and benefits every pay period. The rules are complex and deadlines critical.

Many entrepreneurs initially try to do their own payroll. But even if you love "doing the books" yourself, it's cost-effective to use a payroll service. You'll save a lot of time, and avoid mistakes on your payroll taxes that can cost more than you'd spend on a year's subscription to a payroll service.

A good payroll service will take care of the payroll headaches for you. You just have to report basic information (hours worked and who is getting paid) on time.

Basic steps for a new employer

HIRELearning

Figuring Taxes and Benefits:

While you're considering how much you can afford for a new employee, remember to also budget for payroll taxes and benefits. As a rule of thumb, budget 15-30% of their salary for additional expenses.

HOTLink

Get an overview of basic payroll concepts with Intuit's Payroll 101.

www.intuitpayroll101.com

- 1. Get a Federal Employer Identification Number (FEIN), if you don't already have one. It's free, fast and easy. This is the number that the US government uses to identify your business, and you'll use this number on all your payroll and tax documents. Get an FEIN at <u>www.IRS.gov</u> (search for "FEIN").
- 2. Get a state identification number (most states require them).
- **3.** Have new employees fill in a W-4 form. This shows how many allowances are claimed for withholding tax purposes, and is needed for the first paycheck to make sure the right amount of taxes is being withheld.
- **4.** Establish a fool-proof method to manage your payroll each pay period on time, or choose a payroll service.

Sign-up page for Intuit Online Payroll

With a web-based service, like Intuit Online Payroll, you enter information about your company background and employees, and the service helps you manage payroll correctly.

HOTLink

Learn more about easy payroll online. Watch a three-minute demo at: www.intuitpayrolldemo.com

To run your	first payroll, te	ell us about y	our	
Profile Contemposities the set of the set o	Employees When do you pay them? How much?	Taxes How often do you pay and file them? (Not sure? We can help!)	History History Already paid an employee this year? We'll ask for some of the details.	
You've told us about y paying.	your business. Now, we n	eed to know a little more	e about the people you'll be	Once you're set up, you can start pa your employees Create paychecks Enroll for direct deposit You can also Enroll for online tax payments an Set up to pay contractors Learn about other features

Creating paychecks by entering hours

Just enter hours for employees, and create paychecks. The system remembers salaries and hourly rates of pay.

			0T	0.11			.	Deinsburgenant
ay	Name	Regular	от	Sick Hours	Vacation Hours	Bonus	Commission	Reimbursement
\checkmark	Bill Lucchini	Salaried			8	\$	\$ 75	
¥	Kari Steblay	Salaried		8				\$ 150
~	Lily Wong	40	2					
elect								
ear a	all							

Payroll summary

You can see a summary of the payments, tax withholding and deductions from each payroll.

HOTLink

Learn more about easy payroll online. Watch a three-minute demo at: www.intuitpayrolldemo.com

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Date	Name	Net Amt	Hours	Taxes Withheld	Total Deductions	Total Pay	Employer Taxes	Total Cost
12/25/2009	Bill Lucchini	\$1409.91	80.00	\$695.99	\$276.79	\$2382.69	\$284.74	\$2667.43
12/25/2009	Kari Steblay	\$1386.28	80.00	\$238.33	\$140.77	\$1765.38	\$193.03	\$1958.41
12/25/2009	Lily Wong	\$1108.42	42.00	\$337.18	\$274.40	\$1720.00	\$205.54	\$1925.54
	Totals	\$3904.61	202.00	\$1271.50	\$691.96	\$5868.07	\$683.31	\$6551.38



Find and hire the best people

The keys to successful hiring16Finding candidates16Writing a clear job description17Interviewing best practices18Ten hiring do's and don'ts19Evaluating your candidates20

Highlights from HIRE YOUR FIRST EMPLOYEE ©2010 by Rhonda Abrams

The keys to successful hiring

Small businesses need good hiring decisions. The ideal new employee will help grow your business, while the wrong choice can be an expensive mistake.

To attract qualified candidates, follow these steps:

- Write a clear job description
- Spread a wide but targeted net
- Plan your interview questions
- Interview at least three people
- Create a system to objectively evaluate candidates
- Give yourself time

Finding Candidates

Check off the places that are best suited for your recruiting:

- \Box Your company website
- □ Your personal network
- □ Current or former employees
- Craigslist
- □ Career websites
- □ LinkedIn, other business websites
- Social media sites: MySpace, Twitter, Facebook, etc.
- □ Industry association/industry websites
- □ Career centers at schools/colleges/universities
- □ Signs in window
- □ Newspaper help wanted ads
- □ Unemployment offices

HOTLink

Research average salary information for over 800 occupations using the Department of Labor's Occupational Employment Statistics

http://www.bls.gov/oes/

Writing a clear job description

A well crafted job description helps you attract the candidates you want and weed out the ones you don't.

Use your job description to:

- Clarify the tasks involved and the experience, skills and traits you're looking for
- Write an effective "help wanted" ad
- Evaluate job performance once work has started
- Update the role as the employee gains skills and your needs change

A clear job description includes:

- Job title
- Work hours and location. (Is the position full-time or part-time? If part-time, which specific hours/days?)
- Job responsibilities
- Vital contributions expected from this person
- Desired skills, educational background, work experience, and certifications
- Personal characteristics required and/or desired
- Compensation (specify salary, hourly, base + commission, etc.)
- Reporting relationship within the company

worksheet: Write a Job Description

Job title:
Reports to:
Hours/location:
Job duties and responsibilities:
1
2
3
4
5
6
7
8.
Vital contributions and outcomes of the position:
Required qualifications of candidate (specific skills, education, years of experience, certifications, etc.):
Other desired skills, including personal characteristics:
Salary/hourly wage, benefits, other compensation:

DOWNLOAD Full-Size Worksheet

Interviewing best practices

Job interviews can be surprisingly intimidating when you're doing the hiring. What questions should you ask? What will you say about your company? How do you discuss salary?

Most small business owners have little interviewing experience. Here are some best practices:

- Plan your questions ahead of time. Don't wait until a job applicant is sitting in front of you. Make a list of things you'd like to know, and create some probing questions. Think back to the phone interview. Did anything come up that you'd like to explore further?
- Ask open-ended questions. Avoid questions that can be answered with a simple yes or no, and questions that have an obvious right answer. You want open ended, thought provoking questions that begin with what, when, where, how or why. The answers can be very revealing.
- Set the tone. Start with a firm handshake and a friendly smile. Small talk about hobbies and interests can break the ice and get you started.
- Tell the candidate what to expect. Explain the process and expected length of the interview—then stick to it. Let them know that you'll take notes (jot down what they say, not your opinions, at this stage).

- Plan what you'll say about your company. The best candidates may have other offers, so you should tell them about the upside of working at your company. Share whatever gets you excited about the business. Be positive but be honest.
- Review your benefits. Many applicants are seeking benefits, especially health insurance. If you offer these benefits, make sure applicants know. Also, if you have any unusual benefits or perks, be sure to include them.
- **Don't make promises you can't keep.** Never make promises about job security, salary increases, or career advancement. Those can get you in legal trouble later.
- Remember to listen. Most of the time the candidate should be talking, not you.
- Know what you can't ask. Be careful! Some questions are illegal. You can't ask candidates about their marital status, religion, or age, or whether they are planning on having a child. But it's perfectly legal to ask about hobbies, interests, and long-term goals.
- Put them to the test. Get a feel for "hands-on" ability by asking candidates to solve a realistic problem. Ask a potential office manager how she would improve a particular process. Have a marketing candidate suggest improvements to a Web page.
- Leave time for questions. When candidates ask questions, you get insights into how they think and what's important to them. The best candidates will ask you meaningful questions about the job. Of course they'll also ask about salaries and wages. But if the only questions are about compensation, they may not be thinking about whether the job itself is a good fit.

HIRELearning

Jobs For Someone You Know

You may have already identified someone you'd like to hire—a friend, family member, former colleague, or someone referred to you by someone you trust. It might be someone who wouldn't fit a typical job description, but you know they can do a dynamite job. Small businesses often grow in the direction of key employees' talents and contacts. It's still important to create a job description. Look at your greatest needs and see which they're best suited for. This can be a collaborative process. A good job description helps both of you understand the scope of the job and what is expected of them.

Ten hiring do's and don'ts

- 1. Do pre-screen candidates on the phone.
- **2.** Do prepare candidates for the interview. If you want to see samples of their work, let them know in advance.
- 3. Do interview several candidates—at least three if you can.
- 4. Do listen more than you talk.
- **5.** Do be realistic—about job responsibilities, experience required, salary and benefits.
- 6. Do stick to the same evaluation process for each candidate.
- 7. Don't make promises of job security.
- 8. Don't hire someone just because you know them.
- **9.** Don't be overly impressed by credentials from big corporations or well-known universities.
- **10.** Don't be swayed by your first impression. Let the conversation flow. For important jobs, arrange for a second in-person interview with your top prospects before you make your final choice.



Compliments of Intuit Payroll

Evaluating your candidates

After you've conducted in-person interviews, you may have a tough choice between two or more equally talented people.

Keep in mind:

- Hire for attitude, train for skills. When recruiting, start with the major skill set you need. But keep in mind that enthusiasm and a willingness to take responsibility determine whether you are getting a great contributor.
- An evaluation form can provide a structure for listing the strengths and weaknesses—and your overall impressions—of the candidates. It's a good idea to fill it in as soon as you've met each candidate face-to-face. This prevents confusion later about who said what.
- Evaluation forms help you in another way: they highlight areas where you might need to do some training. Let's say you rate a candidate low on telephone skills, but he's well organized and will make a great administrative assistant. If you hire him, you can plan to do some training to improve his telephone skills.

worksheet: Candidate Evaluation Form

NA	ME:	

DATE:_____

Check the appropriate box and add additional criteria on which you'd like to evaluate your candidates. Add a row for each requirement. Use the same form for each of your top candidates.

QUALIFICATIONS	GREAT	GOOD	FAIR/ POOR	COMMENTS/DETAILS
Education				
Special training				
Nature of past work experience				
Length of past work experience				
Specific skill:				
Specific skill:				
Specific skill:				
Other relevant background				
Grasp of job duties				
Realistic self appraisal				
Appropriate career goals				
Interested in field or company				
Attitude, enthusiasm				
Communication skills				
Achievement oriented				
Other				
OVERALL EVALUATION				
Additional Comments:				

DOWNLOAD Full-Size Worksheet



Becoming the boss

Being a leader and a manager22Develop your own style22Create your company culture23Five ways to retain employees24

Highlights from HIRE YOUR FIRST EMPLOYEE ©2010 by Rhonda Abrams



Being a leader and a manager

Leader and manager are two different roles with different skill sets. A **leader** maps the right path for growth and change. A **manager** makes things more efficient.

Develop your own style

To become a great boss, you'll have to develop your own management and leadership style:

- 1. Pick a role model. Think about the best boss you ever had and copy the best elements of their style.
- **2. Make a short list of good (and bad) practices.** Think about what your role model did to inspire and motivate you. And if you've ever had a terrible boss, make a list of their mistakes.
- **3. Understand your strengths and limitations.** For example, will you be able to delegate authority as well as responsibility?
- **4. Set goals.** Fill out the Management Traits worksheet. Be as specific as possible. You'll end up with a valuable list of do's and don'ts.
- **5. Get help.** You can find leadership and management books in any bookstore. And there are classes and coaches to help you become the best leader and manager you can be. (Be sure to vet coaches carefully.)
- **6. Balance leadership and management.** If you're leading too much, your daily operations may be neglected. If you're managing too much, your employees may stop taking the initiative.

worksheet: Management Traits

Use this worksheet to consider your management style and the skills you might need to be the kind of leader you admire.

Management trait you like or dislike	"Do's" and "Don'ts"	Already have needed skills?	Skills you need to add to handle this

Create your company culture

When you started your business, you probably had a vision of a company you wanted to work in yourself. One where everyone enjoyed coming to work, worked hard, had fun and were treated with respect.

Your company culture is less about dress code and free pizza than it is about your business values. How do you treat your employees? How do you show them respect? How do you interact with your community? What code of ethics do you follow?

Management style is an important part of corporate culture. How much authority and responsibility do you give your employees? Employees feel a sense of ownership and involvement when they're encouraged to use their minds and when they receive positive reinforcement for making good choices.

Remember, having a great company culture:

- **1. Boosts employee loyalty.** People that fit with your company culture are likely to be loyal and satisfied, with lower turnover.
- 2. Helps recruiting efforts. What attracts the best new applicants? A business in which people feel good about going to work—a company with integrity and respect for all, where people also have fun. Create that, and you'll have candidates lining up at your door.

- **3.** Attracts customers. Much as your culture can attract new talent, it can also attract new customers. When you treat employees with respect, they treat customers with respect. And if your culture resonates with your customers, they're going to do more business with you.
- **4. Drives decision-making.** If you've cultivated a business culture that is committed to integrity and honesty, then you already have a framework for making decisions.
- 5. Establishes a positive reputation. Having a positive corporate culture gives you a positive reputation in your community. The word will get out—to customers, vendors, fellow business owners—about how you run your business.

HIRELearning

Code of Employee Ethics

One thing that many organizations have found useful is to generate a "code of employee ethics" that lays out precisely the kind of behavior you expect from employees. This can range from the obvious ("I will respect that company property is for business, not personal, use,") to the more esoteric ("I will treat other employees the way I would like to be treated myself").

HOTLink

Visit the Intuit Community for articles on small business leadership and management.

www.intuitarticles.com

Five ways to retain employees

- 1. **Trust them.** Give your employees responsibility and authority. Show them what has to be done and the standards you want them to meet. Then let them do their jobs.
- 2. Offer them the opportunity to grow. Although some people are content to do the same tasks year after year, most people would prefer to learn new skills and get more responsibility over time.
- **3. Communicate.** When everyone on your team knows what's going on, you increase the chance of success. Even short meetings can help keep you and your employees in sync.
- **4. Recognize effort and accomplishment.** People thrive when they feel appreciated, and a simple 'thank you,' can make your staff feel that they're valued contributors. Recognition is a strong motivator of employee behavior.
- **5. Reward accomplishment.** Even small rewards—whether cash, promotions, time off, gifts, something as simple as a candy bar or certificate of achievement—show appreciation.



SUCCESS STORY

Accounting Firm Sees Value in Creative Benefits Package

Team Jenn Corp

"I should've hired someone sooner," says Jenn McCabe, founder of Team Jenn, a Los Ange-

les-based accounting firm she started on the side in 1989.

 \mathbf{J}

In 1992, McCabe turned Team Jenn into her day job, starting with a rented desk in a client's front office. "I had to pretend to be the receptionist if clients came in," she says. After a year, she hired her first employee. "I could've gotten bigger much faster. Instead, we shared that desk for 18 months and got by with only one phone line."

By the third year, Team Jenn moved into a home of its own, and today McCabe has a staff of seven employees. She uses a clever mix of benefits to differentiate her business and reinforce the irreverent culture that's unusual for an accounting firm. The benefits package grew from a small Flexible Spending Account (FSA) to one that now includes full medical benefits and a generic prescription drug plan. "I knew in the beginning I couldn't afford the benefits plans that I offer now, but I wanted to provide some coverage," she says.

Beyond medical benefits, McCabe looks for ways to keep her employees satisfied and motivated. As a personal fitness incentive, McCabe pays \$50/ month to employees

that attend yoga classes and to those that walk or ride their bikes to work. She pays 100% of tuition costs for employees who earn an A or B in class. What's more, McCabe encourages her team to participate in charity events that "get them outside, exercising, and active in the community," she says.

Team Jenn pays for employees' home Internet service and cell phone plans. "If I'm expecting them to check email at night or take calls on the weekend, I feel that I should pay for it," she says. The company also picks up the tab for team lunches on Fridays when things get chaotic.

Looking back, McCabe says Team Jenn's growth increased with every hire she made, and that is the message every small-business owner should heed.

"Hiring is magical," she says. "Your revenues will increase when you hire someone. It's as simple as that. If you're even thinking about hiring an employee—do it and do it now." From the author of Successful Business Secrets & Strategie

Successfu

Secrets & Strategies

NEW! 2nd Edition

Six-Wee

2nd Edition

Rhonda Abrams

Get it done right, get it done fast

Rhonda Abrams

About the Author

Rhonda Abrams has been guiding entrepreneurs and small business owners for over 20 years. As CEO of her own small business, The Planning Shop, she's sold over one million books. Rhonda writes the most widely circulated column on entrepreneurship in the U.S. It appears weekly in *USAToday*, in print and online.

The Planning Shop specializes in creating business resources for entrepreneurs. The Planning Shop's books and other products are based on years of real-world experience from entrepreneurs, CEOs, investors, lenders, and seasoned business experts. Millions of entrepreneurs have used The Planning Shop's products to launch, run, and expand businesses in every industry.

Rhonda Abrams

USA TODAY columnist and best-selling author of The Successful Business Plan: Secrets & Strategies

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Like these highlights? You'll find even more information in the full 200 page book.

If you want to grow your business, you need help. This book guides you step-by-step through everything you need to make the decision to hire, find the right people, and lead & manage your team.

It's all here—the hard stuff like taxes and laws. And the stuff that helps make you, your employees and your business successful. Whether you're just launching your company or have been in business for years, if it's time to hire, you'll want this book to guide your growth.

Finding and selecting the right employees

- How much to pay
- Recruiting & advertising
- Interviewing & choosing the best people

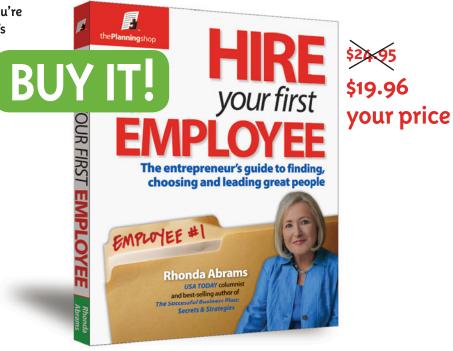
Managing and motivating

- Becoming the boss
- Leading and communicating
- Personnel policies
- Training

The red tape

- Payroll and taxes
- Salaries and benefits
- What's legal, what's not

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Highlights from Hire Your First Employee

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