

'Profit' by H.R. Hutter is a profit parable

By **KIM COOL**

FEATURES EDITOR

Business is a popular major for both undergrads and grads.

For the business grads who want to own their own business or the person who already owns his own business but wants to go to the next level, "Profit, Play for It, Get It — The Entrepreneur's Handbook" could well be the answer.

The author is Venice resident H.R. (Rich) Hutter of Venice, an entrepreneur several times over and in several different fields.

On the back cover are these words: "This book is designed to help an entrepreneur increase his

profit by introducing how he can use a simplified profit-and-loss statement of four to ten items as a tool to analyze his business from a financial perspective."

When he dropped off a copy of the book at the *Venice Gondolier Sun*, Hutter said that his goal was to make his book understandable by anyone with "seventh-grade math skills."

That he kept it down to fewer than 60 pages of text (although the typeface (font) is small), and included the most basic charts and lists plus a simple index are other strengths of what is essentially a graduate level reference work written for the undergrad.

Another topic too often overlooked by potential entrepreneurs — one should have passion for his or her business. A person who loves his business is off to a better start than one who simply wants to jump into the fray and make lots of money.

Good intentions are no guarantee of success and certainly no match for passion for one's business and the willingness to learn some basic business techniques.

One of the keys Hutter shares is a simplified profit and loss statement of just four to 10 items. Even the most basic college level accounting course rarely makes it that simple. That Hutter was

successful in the restaurant, real estate and steel industry is an important clue to the value of what he shares in this book.

COVER ART PROVIDED

Right: "Profit: Plan for It, Get It — The Entrepreneurs Handbook" by H.R. Hutter. Available at amazon.com.

After growing up on a farm in northeast Ohio, Hutter worked in a steel mill while getting his undergraduate degree from Fenn College in Cleveland before heading off to Case Western Reserve University for

PROFIT | 2

ENTREPRENEURSHIP AND SMALL
BUSINESS MANAGEMENT COLLECTION
Scott Shane, Editor

Profit

Plan for It, Get It—
The Entrepreneurs
Handbook

H.R. Hutter



BUSINESS EXPERT PRESS

PROFIT

FROM PAGE 1

his master's in business administration.

That he starts with a chapter on profit that grabs readers right away. Hutter emphasizes that entrepreneurs are likely to work harder for themselves than they would for someone else. For those who think owning their own business might be easier and that others will do the work, Hutter lets his readers know early on that that will not be the case — at least not if one wants to be a success.

It is no surprise that the largest chapter in this concise little book is "sales." Hutter addresses sales from various angles and for various types of businesses. At the end of the chapter, two sentences and a quotation should serve to lock the lessons in place for most readers. One follows:

"Successful people do what losers cannot or will not do."

Interesting that the chapter on marketing follows sales but perhaps there is a good reason for that order, especially in this day and age, where there are so many ways to market ones' product or

service.

Whatever method, consider "feature, advantage and benefit."

Then management comes next because, as Hutter writes, "if you have learned how to serve your customer, you have the basic skill to be a good manager." The rest of that little chapter once again cuts to the chase of the topic.

There are two more chapters before the final one, "Wealth versus income." Within that chapter are some key truths that will surprise many readers who purchase this book in the hopes of making it big faster.

The Golden Rule, the race between the tortoise and the hare and "honesty is the best policy" all come to mind when one reads this little tome that cuts to the chase to give would-be entrepreneurs the tools they need to succeed — if they read and heed Hutter's words.

"Profit, Plan for it, Get it — The Entrepreneurs Handbook," by H.

R. Hutter, edited by Scott Shane.

Business Expert Press,

ISBN:9781947441392,

68 pages, incl. index.

Soft cover, \$34.95, digital format, \$19.95. Available

at amazon.com.

Email: kc00l@venicegondolier.com