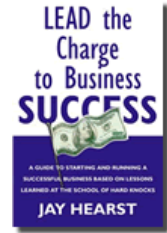


## For Immediate Release

For a review copy of the book or an interview with the author, please contact Elizabeth Hooks, Providentia Group, LLC at 704-765-4052 or [elizabeth@providentiagroup.com](mailto:elizabeth@providentiagroup.com)



## Leading Entrepreneurs to Business Success – Successful Entrepreneur and Author Tells It Like It Is

**Denver, CO** (April 20, 2005) – *Take This Job and...* was the original title of Jay Hearst’s book. That alone should give you a hint as to Hearst’s style as a business coach. “I discovered a long time ago that I make a lousy employee. I often thought, as many others do, what I’d really like to say to my employer. That’s when I figured out that running my own business is the only way I can ever be happy in the business world. I know there are many other people like me out there – and it’s for them that I wrote this book,” says Hearst.

That title didn’t make it to production, but the book did, under its new name *Lead the Charge to Business Success: A Guide to Starting and Running a Successful Business Based on Lessons Learned at the School of Hard Knocks*. (2004; Sales & Marketing Professionals Publishing; ISBN 0-974667-0-4; \$19.95). The content is definitely Hearst – cutting to the chase and telling it like it is. “I’ve made a lot of right decisions and I’ve made a lot of money. But I’ve also made a whole bunch of mistakes – costly mistakes. I want to impart that information to entrepreneurs, in hopes of helping them avoid some of the pitfalls I encountered,” Hearst says. “I don’t think I’ll really help anyone become more successful by telling them only about my successes and how wonderful life is when you have all the business and financial success you want. Learning what *not* to do is at least as important as learning what to do. I give a very real-life view of what entrepreneurship is about – the good and the bad – because that’s the way it is. Not everyone who thinks he or she is an entrepreneur really is. Or, maybe they just need more preparation and insight before they jump in. It’s like any life counseling – if you tell someone only what they want to hear and don’t give them anything to work with, you haven’t helped them. Business coaching is the same way. I want to help entrepreneurs think about what they need to think about, not just what they want to think

about. I just tell it honestly. You have to be honest about business if you're going to help them succeed."

*Lead the Charge to Business Success* is a wealth of information – literally over 40 years of business experience, both successes and failures. It's refreshing, jargon-free and full of information any entrepreneur would value.

Hearst also launched a new website, [www.leadthecharge.com](http://www.leadthecharge.com), where he can be "coach" to many entrepreneurs and help them with specific issues. Hearst has been there and done that. Now he's putting his knowledge and information out there for all entrepreneurs to glean. Entrepreneurs would be wise to take advantage of such honest and deliberate coaching.

**About the Author:**

**Jay Hearst** is an entrepreneur, self-made millionaire, Harvard graduate, family man, philanthropist, author and about the best business coach an entrepreneur can have. After launching and successfully running numerous businesses, one of which he initially capitalized for \$3,000 and sold 17 years later for \$60 million, Jay has authored *Lead the Charge to Business Success*. In his book, he offers up his 40+ years of accumulated business experience to help entrepreneurs solve questions and problems and lead them to business success.

**About the Book:**

*Lead the Charge to Business Success* (2004; Sales & Marketing Professionals Publishing; ISBN 0-974667-0-4; \$19.95) is available at bookstores nationwide, all major online booksellers and at [www.leadthecharge.com](http://www.leadthecharge.com).