

16 February 2021

Dear Bronwyn,

What an extraordinary and timely book this is! I am simply agog at your passion, intelligence, pragmatism and empathy, Bronwyn. Business books can really feel soulless and a dime a dozen, preaching all sorts of get-rich-quick malarky. This book is the opposite of that. This book puts the reader in the driver's seat and dares to confront the grim realities of business with grit, determination, perseverance and positivity. This book is so empowering for a reader. It's amazing for me to read a book about weathering financial crisis and feel such a sense of alacrity upon completion. I feel so well equipped, so well informed and so motivated to revisit my own risk management plans and these aren't feelings that many business books invoke. This is a business book with a heart and a soul and that's a rare and special thing.

I hope you are incredibly proud of what you have achieved here, Bronwyn. I'm blown away by all the amazing, practical, supportive tips, perceptive nuggets of insight and crafty pieces of advice that will revolutionise small business today. Reading this book, I felt a lightbulb come on in my mind. This book is meticulous, authoritative and comprehensive but you have a knack for explaining complex business terminology in a manner that is easy to understand, accessible and interesting. This is a tremendously well-written, interesting, insightful and practical book that is going to be the bible for many a battered business owner.

I also want to add how much I appreciate your generosity, forward thinking and hopefulness in addressing the challenges SME owners face and the potential for a new era. There's such a dearth of real, authentic thought leadership out there and the business philosophy you espoused felt fresh and resonant to me.

Owning a business is both incredibly rewarding and incredibly heart-breaking. An owner might spend years toiling away, pouring their blood, sweat and tears into a project, only to see it torn apart in an unexpected (but inevitable!) crisis. So many business owners are guilty of spending too much time working *on* instead of *in* the business – myself included! This book succeeds in making smart future-proofing less

daunting and more achievable. For so many business owners, their venture means everything to them and having your steady, guiding hand and clear, forward-looking eyes will give the reader the confidence to face the future, come what may.

Well done!

Once again, congratulations on this tour de force of a book! This book is a sorely needed remedy of lessons learned the hard way but an inspiration to every business owner that they can find a way forward. Thanks so much for sharing it with me.

all my very best

Samantha Sainsbury