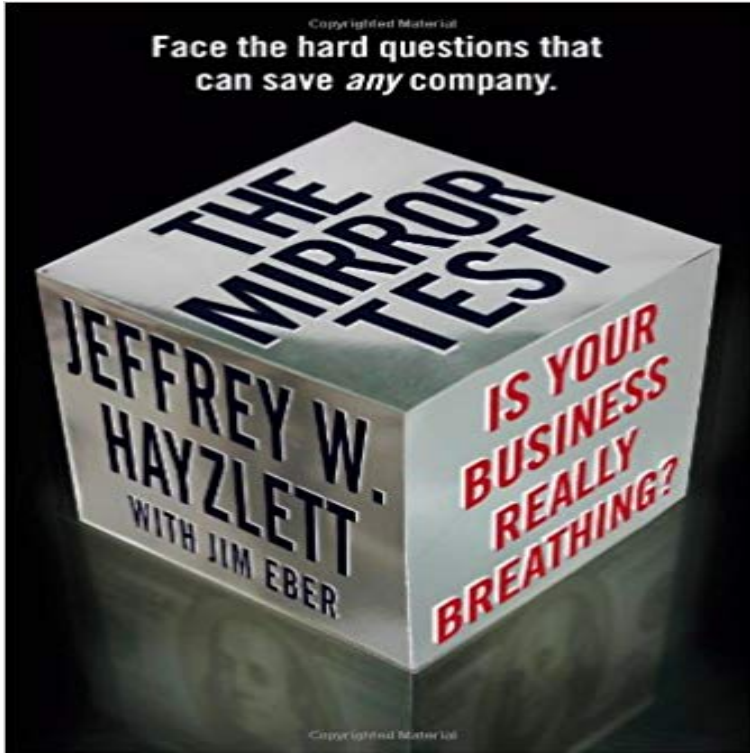


The Mirror Test: Is Your Business Really Breathing?



Jeff Hayzlett is a big, boisterous guy who has the guts to get in your face and tell you exactly why your business isn't doing well. In short, he asks the questions that most business managers are afraid to ask. And as Jeff points out, if you aren't willing to look at what's working and what isn't - and then take the necessary steps to fix them -- well, you and your colleagues and employees are in for a tough ride. Known for his outspoken appearances on numerous TV reality shows, Hayzlett has built his career on having the ability to get his people to look up and pay attention to the problems at hand. THE MIRROR TEST will teach readers -- through entertaining and timely anecdotes -- how to thoughtfully yet aggressively evaluate, deconstruct, and then reconstruct one's business. In his unique, confrontational manner, Hayzlett will coach small business owners and managers on topics such as: - Give your business the mirror test - is your company really breathing? - Here's how you and your company must adapt...or die. - The bottom line of your business really is... your bottom line. You have to focus on it. Hayzlett's big booming approach is direct and to the point, but done so with a smile on his face. Chock full of inspirational business stories and insights from his own career, Hayzlett and THE MIRROR TEST comprise a force to be reckoned with.

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