

STEVE STRAUSS

America's Small Business Expert

www.MrAllBiz.com



Steve Strauss
Small Business

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BIO

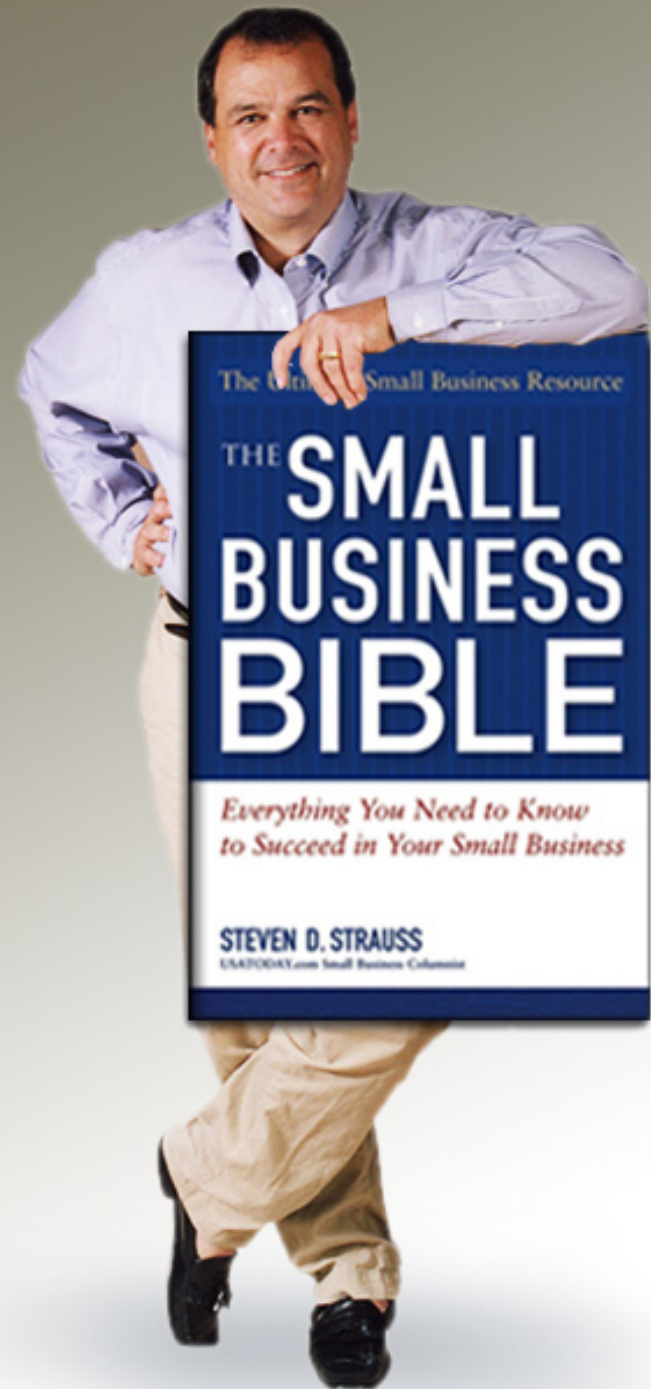
America's Small Business Expert

Steven D. Strauss is the country's leading small business expert. An internationally recognized speaker, columnist, and attorney, he is also the author of 15 books, including the best-selling Small Business Bible. Steve's column, Ask an Expert, appears weekly at USATODAY.com and is one of the most highly syndicated business columns in the world. He is also the online small business columnist for AT&T.

A highly sought after commentator and media guest, Steve has been featured on CNN, CNBC, Bloomberg Television, The O'Reilly Factor, and the BBC. He is a regular guest on MSNBC's small business show, Your Business. Steve has been seen in many magazines and newspapers, including Time, Inc., Entrepreneur, New York, The Los Angeles Times, The Chicago Tribune, The New York Daily News, and scores of others.

Steve regularly speaks to groups the world over regarding small business, including a recent visit to the United Nations. Steve has served as the small business spokesperson for major banks, tech companies, office supply superstores, and insurance carriers. He has given speeches for many companies and organizations, including HP, Staples, Microsoft, Bausch & Lomb, and the Small Business Administration.

Finally, Steve is also an entrepreneur himself. He is president of The Strauss Group, Inc: The Strauss Law Firm (California), Strauss Seminar Co., Strauss Syndication, and MrAllBiz.com. He graduated from UCLA, the Claremont Graduate School, the Coro Foundation, and the McGeorge School of Law.



PARTNERS

Our Corporate Partners

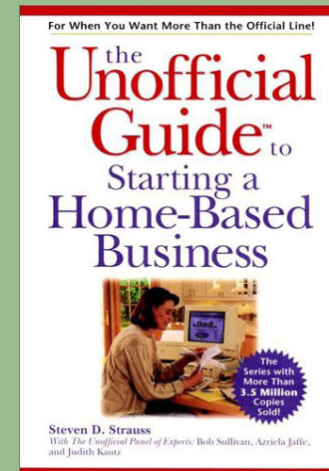
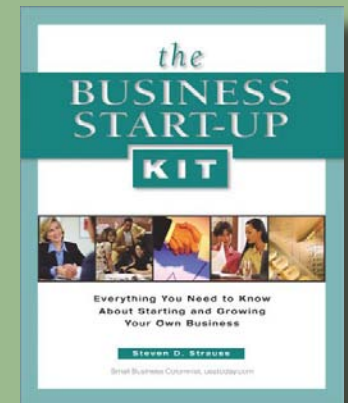
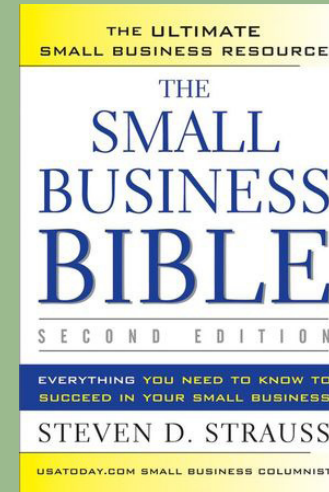
- Steve's Ask an Expert column is the longest-running business column on the USA TODAY site.
- Office Depot recently hired Steve to be their small business spokesperson.
- AT&T and Steve have teamed up on several small business projects – everything from webinars to website content. No wonder they call Steve "America's Small Business Expert".
- When Bank of America wanted to introduce it's new Business 24/7 suite of small business services and products, they chose Steve to be their spokesperson.
- When Humana Insurance wanted to tap the small business market, they called Steve.
- Capital One hired Steve to be their spokesperson for their No Hassle Cash Rewards Card campaign.
- The United States State Department first contacted Steve in 2001 and sent him on a goodwill speaking tour to Mongolia. Since then, they have continued to send Steve around the globe, speaking and meeting foreign dignitaries in places such as Jordan, South Korea, Japan, and Turkmenistan.
- When Brother wanted a Green small business spokesperson, they turned to Steve..



TITLES

Books By Steve

- ***The Small Business Bible: Everything You Need to Know to Start and Succeed in Your Small Business,***
John Wiley & Sons, 2004, 2008
- ***The Business Startup Kit,***
Kaplan Business, 2002
- ***The Big Idea! How Business Innovators Get Great Ideas to Market,***
Kaplan Business, 2001
- ***The Unofficial Guide to Starting a Home-Based Business,***
John Wiley and Sons, 2000
- ***Complete Idiot's Guides to: Beating Debt, The NBA, and World Conflicts***
- ***The Ask a Lawyer Series***
W.W. Norton & Sons, 1998
 - ***Debt and Bankruptcy***
 - ***Landlord and Tenant***
 - ***Divorce and Child Custody***
 - ***Wills and Trusts***



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Television and Radio

MSNBC: Your Business (regular appearances)

Fox and Friends

The O'Reilly Factor

CNN

Lou Dobbs Radio

Court TV

CNBC

Bloomberg Television

Scores of local television stations during satellite media tours

ABC Radio Network

CBS Radio Network

BBC Radio

Hundreds of local radio stations

Magazines and Newspapers

Time

Inc.

Entrepreneur

New York

USA TODAY

Investor's Business Daily

The Korea Herald

Jordan Business Magazine

Mainichi Newspaper

The New York Daily News

The Chicago Tribune

The Los Angeles Times

Scores of others

Online

USATODAY.com

AllBusiness.com

AT&T.com

Office Depot.com

Network Solutions.com

Hundreds more

MEDIA

Media Credits



Steve and Gregory Itzin, President Logan from 24



Steve with U.S. Ambassador to Jordan, David Hale

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CONTENT

Strauss Syndication

The Strauss Group, Inc. is a web of interconnected businesses with one purpose: To disseminate the most unique, usable, cutting-edge small business strategies available in the most entertaining, informative, useful ways possible. Using everything from online content to live seminars and mass media, the Strauss Group has become a global leader in tapping and leading the small business marketplace.

(Representative sample)

USATODAY.com

Microsoft.com

SCORE.org

Success Magazine

Intuit.Jumpup.com

ATT.com

WelcomeBusiness.com

NASE.org

(National Association of the Self Employed)

SBNI.com

(Small Business Network International)

The Franchise Handbook Online

NFIB

(National Federation of Independent Businesses)

Home Business Magazine

Business Strategies Magazine

BusOps1.com

Franchise1.com

GoWholesale.com

Washington Restaurant Association Magazine

American Rental Association Magazine

Chambers of Commerce (approximately two dozen)



Steve speaking at a conference at the United Nations

www.MrAllBiz.com

SPEAKING

Strauss Seminars

Whether it is giving an energetic, dynamic keynote before 1,000 people at a black-tie dinner or leading a small, breakout workshop, Steve regularly speaks to business groups the world over. Mixing tried-and-true strategies with his trademark engaging stories, friendliness, and humor, Steve consistently receives rave reviews from both meeting planners and attendees. Recent speaking clients include:

- **Microsoft Worldwide Partners Conference**
- **United States Embassies: Jordan, India, Japan, Korea**
- **Small Business Development Centers (SBDCs)**
- **Bausch & Lomb**
- **HP**

"Steve – You were fantastic! On behalf of everyone here at the American Chamber of Commerce Executives (ACCE), I would like to thank you for your exceptional presentation." **Patrice Bey, ACCE**

"Steve – Your presentation did NOT disappoint! I wish all 6,000 business owners in Salem could have been with us in the room that day." **Kyle Sexton, Salem Area Chamber of Commerce**

"Steve – Your lectures inspired audiences throughout Amman. Thank you! The Embassy enthusiastically recommends you for future speaking opportunities." **Cynthia Harvey, Public Diplomacy Officer**



Speaking in Vegas

After a speech in Mongolia



TOPICS

Topics Of Interest

1. Tips for Succeeding in a Flat World
2. Dealing with Complaints in the Age of Blogging
3. The Mortgage Crisis and Your Business
4. Top Trends in Small Business
5. New Marketing Tricks Abound in the Tech Age
6. 5 Easy Ways to Promote Your Website
7. The Future of Small Business Report
8. 10 Tips for Getting New Customers
9. What is Your X Factor?

Note: Because business in this new millennium is changing so rapidly, the 2nd edition of

The Small Business Bible, recently published, now extensively covers:

- Technology and Small Business
- Networking and Mobility
- Why Little is the New Big
- E-Commerce
- E-Marketing
- Social Networking
- And Much More!



Steve speaking at the Korea Stock Exchange



QUOTES

What They Are Saying

AT&T Small Business – “A nationally recognized lawyer and columnist, Steve Strauss is considered the nation’s top small business expert.”

Gary Alt, Microsoft Small Business: “The Microsoft Small Business Center selected Steve as a feature columnist because he is one America’s foremost experts on small business and entrepreneurship. What’s more, Steve is great to work with.”

Dan Hays, The Statesman Journal – “Strauss is something of a national celebrity in the small business field.”

The Small Business Administration (SBA), Washington D.C. – “An internationally recognized small business expert with a record of substantial achievement, Steven D. Strauss is the lead small business columnist for USA TODAY.com. His is one of the most highly syndicated small business columns in the world. He is also a popular speaker on the business lecture circuit.”

The Korea Herald – “Strauss is a lawyer, business authority, and author of a best-seller.”

Douglas MacMillan, Business Week - “Small Business guru Steven D. Strauss provides consulting services to large companies trying to understand the small business marketplace.”

The United States Embassy, Namibia – “Steven D. Strauss is one of the world’s leading entrepreneurship experts.”

Michelle Maldonado, Vice President, Emanate PR – “When it came time for our agency to identify a spokesperson for one of our financial clients, we reached out to Steve based on his credentials and credibility among business media and the fact that he is one of the country’s leading small business experts. Steve excelled at delivering our client’s messages to the media.”



CONTACT

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