

Rose Lorenzo of Lorenzo Financial to be Featured on CUTV News Radio

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[/EINPresswire.com/](http://EINPresswire.com/) -- Small businesses are the backbone of our economy, but a startling 93 percent of small businesses close their doors within the first two years. With such long odds against you before you even open, it's a wonder why anyone becomes an entrepreneur. The freedom to be your own boss requires discipline and the recognition that you can't do it all yourself and you don't have to.

Rose Lorenzo is the founder and CEO of Lorenzo Financial, a financial services consulting company dedicated to supporting aspiring entrepreneurs. Lorenzo Financial offers a broad range of consulting services with the necessary tools and expertise to help you grow your business and create sustainability in the marketplace.



"Lorenzo Financial starts from the beginning," says Rose. "Do you have a great idea? Well, how do we incorporate you? What's your best tax advantage? Do you have an accounting system set up? A website? Social media?"

"There have been people who ask me, 'Can I do this? It seems so overwhelming.' I try to relax them and say I'm not trying to scare them, but I want to be real with them. I want to give them all the information. A lot of entrepreneurs say to me, 'I didn't know that. How come no one ever told me that?' And that is the first mistake, having half the information, and making a decision based on partial info. I help them avoid those mistakes."

Rose says she's passionate about working with entrepreneurs because she's been an entrepreneur for the past 30 years. She knows what it's like to run a company, wear yourself out, not have enough money, and have to close. And she knows what it takes to create a successful company and maintain that success.

"I'm under the belief that if you have this great idea, if you don't do it, somebody else will. It's going out into the universe. Somebody's going to catch it. And before you know it, you're watching TV one day and there it is. 'Hey, that was my idea!'"

Rose says the first step is to create your business plan: the map of your business; if you don't know where you're going, you will never get there. She can also help you register as an LLC or S-

Corp, depending on the tax advantages.

CUTV News Radio will feature Rose Lorenzo in an interview with Jim Masters on June 14th at 1pm EDT.

Listen to the show on [BlogTalkRadio](#)

If you have questions for our guest, please call 347-996-3389

For more info about Lorenzo Financial, visit www.lorenzofinancial.com

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