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FINALLY...CREDIT CARD PROCESSING EXPLAINED FROM THE BUSINESS OWNER'S PERSPECTIVE!

New book also features 22 Bonus Chapters on how to hire business experts

Royal Oak, Mich., July 21, 2010—The goal of the first book in the series, the *Savvy Business Owner's Guide™*, ***Navigating Through the Risks of Credit Card Processing*** by Bill Pirtle is to give business owners the education and information needed to find the best pricing for the type of credit card processing service desired. [The Green Sheet](#) begins its review..."[t]his elucidating and detailed book offers merchants a guide on the perils of card acceptance, as well as the benefits for those who do it prudently."

There is a lot of misinformation, misunderstanding, and misrepresentation on the part of the many players in the credit card processing industry today, and such conduct has been known to lock merchants into long-term, expensive contracts. Discussions on fraud, error prevention, sales agents, processing needs, and what Congress and state legislatures need to do when it comes to credit card processing provide insight into the reasons. *The Green Sheet* review also stated, "Though the book explicitly addresses merchants, it is perhaps no less relevant to the ISOs [Independent Sales Organizations] and merchant-level salespeople who serve them—and is a kind of hymn to those who provide merchant services in an honest and transparent way."

There are three ways for business owners to improve their businesses: by cutting costs, increasing productivity, and increasing sales. *Navigating Through the Risks of Credit Card Processing* and its bonus chapters can help business owners in all three areas. Written by experts from many fields, the book's 22 bonus chapters offer savvy ideas and useful information on topics such as business planning, how to create a visual brand; choice of business entity; payroll management; marketing; social media; professional networking; computer databases; website design; eCommerce; security of information; equipment purchasing, exhibiting in shows, professional photography, promotional products, and client retention. Helpful guidelines on how to hire the right expert for business needs are also included.

Dan Coughlin writes in the Foreword, "My favorite teachers could take the most mundane topic and bring it to life and make it seem extraordinarily relevant and exciting. Bill Pirtle is that kind of teacher. His book is a masterful performance by a great teacher. Not only does he demonstrate an extraordinary understanding of credit card processing, but he explains the information in ways that any reader can quickly understand what he is saying."

How to order:

Visit www.creditcardprocessingbook.com for ordering information. Copyright © 2010 MPCT Publishing Company, by Bill Pirtle, retail price: \$34.95, ISBN: 978-0982611609, 344 pages, softcover. Call 734.272.6177 for quantity discounts.

To request a review copy of the book or for a cover photo, please e-mail bill@creditcardprocessingbook.com.

About the Author:

In his business, Merchant Processing Consulting & Training LLC, Bill Pirtle coaches business owners on credit card processing procedures, security compliance, and other good business practices. He currently writes for Clearent and Electronic Payments, Inc., and is an independent reseller for eProcessing Network (ePN).

Prior to working in the credit card processing industry, Bill worked for 10 years in retail management and is an expert in training cashiers and loss prevention.

In 2009, Bill Pirtle founded MPCT Publishing Company to publish the Savvy *Business Owner's Guide™* series.

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