“The Alligator Business Solution”

By Roy Austin

The title of this book is unusual, drawing the reader's attention from the start. After learning more about the message of the book, the alligator analogy is spot on.

Bluffton resident Roy Austin is the founder of Rockwell Business Solutions, LLC, a business consulting and coaching firm with a mission to help small businesses by giving them a competitive advantage from the start.

Austin, known as Coach Roy, shares his expertise from many years of experience in business and is now an in-demand speaker, conducting numerous seminars and teaching effective methods and solutions to succeeding in business.

In writing “The Alligator Business Solution,” Coach Roy interviewed 18 thriving small business owners. The book describes many of the pitfalls that can potentially sabotage the chances for success, while teaching concepts and tools to benefit organizations of every size and type, whether for-profit, nonprofit, church or civic organizations.

This valuable business guide details practical advice for building a “solid house” in the “business swamp,” emphasizing the importance of mastering the basics: product expertise, financials, marketing and managing people, whether you enjoy them or not.

Small business owners, as well as those aspiring to be, will find this book easy to read, entertaining and, most importantly, full of relevant information.

Glenda Harris of Bluffton is a freelance writer and editor, nature lover and aspiring novelist.