

(Ebook pdf) Everyday Entrepreneurs: A Sugar-free, Dragon-slaying start-up guide for the simple small business

Everyday Entrepreneurs: A Sugar-free, Dragon-slaying start-up guide for the simple small business

Ken Horn

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Ken Horn : Everyday Entrepreneurs: A Sugar-free, Dragon-slaying start-up guide for the simple small business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Everyday Entrepreneurs: A Sugar-free, Dragon-slaying start-up guide for the simple small business:

0 of 0 people found the following review helpful. Good Points-But Lightly Developed By Michael L.F. Slavin There is

just not much useful information here. I feel the author tried to cover too much too lightly. There are 140 pages with 32 chapters. Many of the chapters barely mention a subject with 4-8 paragraphs. There are some good points in the early chapters, but I just don't feel the book delivers much. The author is English and I assume in the UK, so he discusses the subject from that perspective. He seems very qualified, but just don't feel there was enough development of each chapter.

Michael L. F. Slavin Author of 4 time award winning One Million in the Bank, How To Make \$1,000,000 With Your Own Business, Even With No Money Or Experience

0 of 0 people found the following review helpful. Not much different from others of its ilk

By British Mystery Buff

The promo blurb makes this book seem sensational for the person needing practical information about starting a small business. The promo blurb is much better than the book, which is a disappointment. The book is not very helpful.

1 of 1 people found the following review helpful. Top picks of my favorite entrepreneur books!!

By Wade Danielson

We had Ken on our podcast, The Entrepreneurs Library, to give a full run down of Everyday Entrepreneur. Wow, this book is a life changer for anyone serious about their business. I have read hundreds of entrepreneurial books and this one lands in my top picks. If you would like to hear a review from the author himself check out episode 36 on The EL podcast. I promise you will want to get the books as soon as possible after hearing Kens review!

If you want to start your own airline, this book isn't for you. This is the business book for everyone tired of being told they have to have the next big thing in order to make a living running their own firm. It's the down-to-earth, insider's guide to starting a great business that thrives - without having to takeover the world. Or dance to Lord Sugar's tune. Ir go cap-in-hand to the Dragons.

Author and business advisor Ken Horn has helped thousands of people to be a success running their own business, reaching freedom and financial security not by winning the Big Business Idea Lottery but simply through delivering traditional services in existing markets. Bringing a master's knowledge of the ins and outs of starting and running a successful small business, Ken:- strips away the mystery surrounding starting your own business- packages up the common challenges of starting up and helps readers tackle them- cuts through the information overload and provides only what you really need to know to launch a small business- reveals in what order to best tackle things and what can be left till later or ignored entirely. He also uncovers a whole host of secret shortcuts that are too easily missed - especially when it comes to sales and marketing. Straight-talking, bursting with examples, packed with inspiration - and promising not to waste a minute of your time - this book is like having a top business mentor on hand throughout your start-up journey. Get going now!

"No Silicon Valley-style platitudes to be found here: Ken Horn is an ex-Business Link adviser who has seen hundreds of businesses start, thrive and fail, including his own. Horn is good on the detail you'll need in your early days and has some choice things to say about venture capitalists." -- James Hurley, The Times, Entrepreneur section, Book of the week

"It's a great book for small businesses and startups, full of excellent advice that is targeted to the SME...Horn provides lots of sensible recommendations on business plans for SMEs...A really great little book for anyone starting out in business." --Lucille Redmond, The Market, Enterprise Ireland

About the Author

Over the course of ten years, business advisor Ken Horn has helped thousands of people to be a success running their own business. With his help they have turned interests and skills into long-term, flourishing businesses - not setting out to conquer the world like contestants on The Apprentice or Dragons' Den, but reaching freedom and financial security by delivering traditional services in existing markets. This is the world of the everyday entrepreneur - where you don't have to be starting an airline to make a living, or trying to invent the Next Big Thing before you get going. It's what 99% of start-ups set out to do ' and what 99% of business books and advisors don't know the first thing about. In his former life, Ken worked in the fast-moving consumer goods industry, supplying leading retailers, grocers and brands. He has closed businesses, sold businesses, developed businesses and in 2005 launched his own business following a failed acquisition of a leading sports distributor. Since then, Ken has lent his expertise to a range of leading business support agencies, colleges and universities. In 2011 Ken launched a new nationwide business support platform called Kick Off in Business. Working with Premier and Football League clubs from Newcastle to Portsmouth, the scheme has encouraged countless people across the country to set up their own business. He has been featured on BBC Breakfast, ITV News and Channel 4.