



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

*Horn Ken*

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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. It goes 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!

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