



## TEL EPISODE #036:

### *Everyday Entrepreneurs with Ken Horn*

Show Notes: <http://www.theelpodcast.com/tel-036-everyday-entrepreneurs-ken-horn/>

*Welcome to The Entrepreneurs Library, the only book-centric podcast that reviews all the top-selling business books and shares author's perspective, firsthand. This is your resource to finding the next great book that will enable you to grow personally and professionally. Welcome your host, Wade Danielson.*

**WADE:** Welcome to The Entrepreneurs Library. Today we'll be covering a relatively new book, *Everyday Entrepreneurs*, by Ken Horn. Welcome, Ken, and thank you for joining us on The Entrepreneurs Library.

**KEN:** Hi Wade, how you doing? Good to join you.

**WADE:** Good. Will you take just a moment to introduce yourself and tell us just a little bit about you personally?

**KEN:** Yeah, my name's Ken Horn. I've got to be honest, I'm new to the book publishing business. I've been in the startup or enterprise community for a good number of years. I've worked for a number of leading agencies concerned with enterprise and business startup.

Here in the UK, I don't know whether it's the same in the States, but there was quite a few government programs concerned with the business of people starting up for themselves and entrepreneurship, and there were, up until the recent government changes here, a number of state-funded programs available. I worked for one of those projects.

In the time that I've been involved in this community, I've met, would you believe, over 5,000 people thinking about starting a business. And more recently, I've started my own nationwide field-based program helping people start up on their own and providing them with the right level of advice and information that they typically need.

Before that, I was in the fairly hostile, aggressive environment of multiple retails with the likes of Tesco, who you might know; Asda, of course, you'll know through Walmart. And as some people that have worked in MSFG will know, it's a fairly aggressive environment and a good preparation for the business that I'm now in, which is, for all intents and purposes, training.

**WADE:** Excellent. Ken, one of my favorite things about interviewing entrepreneurial authors is that a lot of them don't have that much experience writing, but every single one of them has experience in business. So this is not a book on theory; this is not maybe a professor who read something about read something and then is now teaching it. This is real life experience, so I appreciate that. Thank you for sharing that.

Now let's jump right into your book, *Everyday Entrepreneurs*, which was made available for purchase on July 7th, 2014. Ken, we're going to move quickly, but here are some of the top questions that our audience, made up of readers/listeners, would love to get answered.

The first one is, what was the inspiration behind writing *Everyday Entrepreneurs*?

**KEN:** That's pretty easy, actually, because that was born out of frustration. Far too often – and I'm sure it's no different in the States – the bookshelves are littered with the life stories of leading what I call box office, high octane entrepreneurs, many of which you may have heard of. Richard Branson is probably one of the best known ones over here.

Unfortunately, there's a massive disconnect between those people and the people that I work with typically on a day-to-day basis. 99.9% of the business community is made up of people that start a conventional service or trade in an emerging or conventional market. They don't actually want to start an airline tomorrow. Unfortunately, there's no real reference out there, or no material that is written to represent those people.

Just picking up on a point that you made a moment ago, this is not some sort of theoretical exercise. Most of the material in this book is actually written by the people that I've worked with over the last 6 or 7 years in the startup community.

So actually, in answer to the question what inspired me, it was because I was fed up with – I know you've got a similar program in the States called the Dragons' Den. You certainly have got The Apprentice, because I'm pretty sure Donald Trump hosted that, but we have a similar thing here. There's been quite a lot of material written over here about how much those sorts of programs are actually dissuading and discouraging people from actually starting up at all. Which is exactly the opposite of what they're designed to do.

The reason for it is because people are looking at these programs and they're reading these books and reference points and saying "Do you know what? I'm not like this person. I'm just a typical Joe that wants to go out and start a conventional business in an emerging market, and I don't necessarily want to dominate the world." And that's what I wrote it for.

**WADE:** Excellent. You kind of alluded to this answer already to the second question, and that's what makes your book different from others regarding the same topic? If you can just maybe expand on how yours is different.

**KEN:** You're right, it's not a life story. In fact, people have asked me am I an entrepreneur? Well, loosely speaking, perhaps I am, but actually, this is a reference book written out of the experience I've had over the last umpteen years working with thousands upon thousands of people that have taken the lead with starting their own business.

I suppose that's kind of what makes it different, is that it's refreshing in that it's not the "rags to riches" life story that a lot of these books tend to refer to. This is written by entrepreneurs, if you like, or people that just want to be self-employed and want to start a small business, and it's a quick reference point for those sorts of people.

**WADE:** Excellent. How would you suggest that the reader engage with your book? Is this the kind of book they can jump in and jump out, use as a resource? Or is this a book you start from the beginning and read straight through?

**KEN:** Well, it's pretty light. It's not a heavy read. My wife is my biggest critic – she's probably also my biggest fan – and she read it in 4 hours. She came away – and bear in mind, this is a person that was involved in the editorial process and probably had seen enough of it by the time it was actually published, but actually once she read it, she went away thinking “I really want to start a business.” And that's what I would hope that people draw from this. I hope that it inspires people to actually say to themselves, “You know what? This is not the myth and mystery that a lot of people say that it is. Starting a business is a fairly straightforward and painless, very inspiring process.”

So once again, in answer to your question, given the fact that it's light, it's bite-sized, and it's pretty easy reading, I would hope that people, once they pick it up, they probably won't put it down.

**WADE:** Okay, excellent. Ken, this is my favorite part of the interview, where we actually just give you the full mic and ask you to take us through your book. It doesn't have to be chapter by chapter, but really give us a great breakdown of what your book's all about.

**KEN:** Okay, first of all – this kind of touches on another question, which is what's my favorite phrase. One of the responsibilities people like myself have is providing people with enough information to go and start a business, but most importantly, protecting them from the information that they really don't need to know.

I think one of your former leaders or members of government once said “How do people know what they don't know?” or words to that effect. I think it was Rumsfeld said that “How do people know what they need to know until they've been through the whole process?” My book attempts to provide people with enough information that they need to know, but protect them from the information they don't.

It's in four, easily understood, bite-sized chunks, the first of which is all about that stuff that you do before you start all the preparatory stuff, some of the research, some of the characteristics that you might want to adopt or go and develop. Because once again, one of my concerns is that people often think "I'm not one of those go-getting type people and I'm not one of those ambitious people, and therefore I can't start a business." That's wrong. We can go and develop some of those characteristics.

So it looks at some of those attributes and characteristics and also some of the more practical steps that you can do before you start.

The second stage – again, a major concern of mine is too many people are distracted by what I call the nitty-gritty, the formality of starting a business, and actually lose sight of what's really important. What's really important is "Have I got a proposition? Have I got a menu of services? Have I got a market for that menu of services or product? And most importantly, have I got the means of delivering one to the other or broadcasting one to the other?" That's a business. The formality is actually less important.

However, we do need to tackle it, we do need to understand it, and so the second part refers to much of the formality of setting a business up, the registration, some of the implications as far as the law is concerned and so on.

The third part, of course, we must have good control of our business, so it's all about finance. However, it's called "Money Mumbo Jumbo" because the world of finance, I'm afraid, is wrapped up in that whole terminology jargon stuff, and I've been in that environment myself; I came out of that environment. There's a huge amount of myth and mystery surrounding the whole finance thing. So it strips away that. It strips a lot of that terminology and jargon away and gets down to some basics about sales forecasting, profit and loss account, cash flow, etc., and hopefully treats it in a bite-size, understandable way.

The fourth section – I make no apology for leaving it to the end because it's by far and away the most important area of any business: "What am I selling here, and

who am I selling it to?” Understanding those people, that market. And most importantly, the whole thing’s rounded off with giving people inexpensive but very effective ways of broadcasting your business proposition, product or service. And believe it or not, there are oodles of things that we can do in order to promote and publicize a business without spending oodles of cash.

So that’s what it does. I suppose the summary is hopefully it does strip away that myth and mystery about starting a business. I would just hope that people, once they’ve read this, are inspired to say to themselves, “Do you know what? This isn’t as painful as I thought it would be. I’m going to give this thing a go.” And I couldn’t be more pleased if that was the case.

**WADE:** Excellent. Ken – and you might’ve just said it there at the end, but if the reader could only take one action item or principle or concept out of your entire book, out of all that you just went through, what would you want that to be?

**KEN:** Yeah, it’s an interesting question. The business leaders, the business gurus, the likes of Branson and the likes of Trump, they have their place, these people. Don’t get me wrong; I think they’re very, very capable people. But do you know what? They’re probably for people once they reach a certain point in their business development. I get people started; that’s what I do, that’s what I do well.

And therefore, what I hope people draw from this is the fact that “This is the information that I need to know right now to launch this thing.” Yes, there’s a huge amount of information that I need to pick up along the way, but pick it up along the way. Right now, this is the information you need. If you digest this, you’ll start a successful business for at least 6 to 12 months.

What happens thereafter, go and talk to Theo Paphitis, go and talk to Richard Branson. Probably I’m not your guy at that point. But at least you’ve got to that point; that’s the main thing.

**WADE:** Yeah, absolutely. This next question, Ken, might be a little bit awkward, because it’s really put in here to hopefully give the author the ability to brag on themselves. But also, if there’s not a favorite quote that you have from your book

that you wrote, maybe one that's resonated with people who have read it already and one that's floating around? Your choice, but do you have a favorite quote from your book?

**KEN:** My favorite quote – and I use it all the time, because we did it with training – is “we provide people with the information that they need to know and we protect them from the information that they don't need to know right now.” I know this is a common thread I'm banging on about, but it's really, really important that people grasp this principle, that actually setting up a business is quite a painless process.

And the danger, I'm afraid – and I'm afraid the internet and online services have got a lot to answer for here. You go into an online platform and try and understand how to start a business, but you control the volume. Typically, Wade, do you know what people do? They turn it up full blast. No wonder they implode and they drown in an ocean of information. This book just provides people with enough information to go and start a business.

**WADE:** That's great. I appreciate this, because in this time, 2014, you love it because there's so much information out there, but it's too much. Between social medias and...

**KEN:** It's the biggest single observation – we run workshops and events all over the country here in the UK, and 20, 30 people turn up on a regular basis and listen to 2 days' worth of valuable information. The first thing they'll say when you ask them “How's the experience been so far?”, the answer is “There's too much information out there.”

And like I said earlier on, how do people know what they need to know? This is the difficulty. And that's my responsibility, is for them to trust me to provide them with the information that they're going to need for the first 3, 6, 12 months. What happens thereafter? There's other very capable people that they can go and access and talk to at that point.

**WADE:** Excellent. Very good. If there was only one other book that you could recommend to our listeners based on the way it's impacted your life – hopefully it's created a paradigm shift –

**KEN:** He's American, and I think he's a former Washington Post journalist, and everybody will have heard of him, Malcolm Gladwell. I read a lot of his stuff. My favorite book of his is Outliers. It has no relation whatsoever to starting a business, I don't think, but it's a book that's had a particular impact on me, and my kids are kind of sick of me saying "Read this, read this." I'm trying to step it down and not say it every 5 minutes. But very, very interesting reading. Malcolm Gladwell. Check him out.

**WADE:** Excellent. Yeah, great suggestion. Ken, before we depart, can you recommend the best way for our listeners to get more information on you and your new book, Everyday Entrepreneurs?

**KEN:** We've got a website. My email address – if people want to write to me directly, they're very welcome to do so, and I do try and respond to everybody, really I do – is [ken@kenhorn.co.uk](mailto:ken@kenhorn.co.uk). My website is [kenhorn.co.uk](http://kenhorn.co.uk). No "e" on the Horn bit. Obviously, the book's available with most leading platforms – iTunes, Amazon, Kindle, and all these sorts of players, so they can access that.

And if they find themselves in the UK at any time, come along to one of our workshops. You'd be very, very welcome.

**WADE:** Excellent. Ken, thank you so much for coming on and sharing your creation with us.

**KEN:** Yeah, thanks for inviting me today. You're very welcome, and it's really good to talk to you.

**WADE:** Thanks again for listening in today. If there is a book you would love to hear reviewed by the author, please visit us on iTunes and leave us a review with that book title. If you would like to get your hands on Everyday Entrepreneurs or any of the other resources mentioned by Ken, just look at the show notes at





TheELPodcast.com.

*Looking for your next book idea? Head over to TheELPodcast.com, where Wade shares his amazing resource, “The Top 10 Business Books Recommended by Over 500 Entrepreneurs,” with you for free. That’s TheELPodcast.com. Till the next time, keep it on the EL.*

#### **LINKS AND RESOURCES MENTIONED IN THIS EPISODE:**

Check out [Outliers](#) by Malcolm Gladwell on Amazon

Visit [Ken Horn’s website](#) to learn more about Ken and his book

Buy [Everyday Entrepreneurs](#) by Ken Horn on Amazon

Contact Ken Horn by [email here](#)