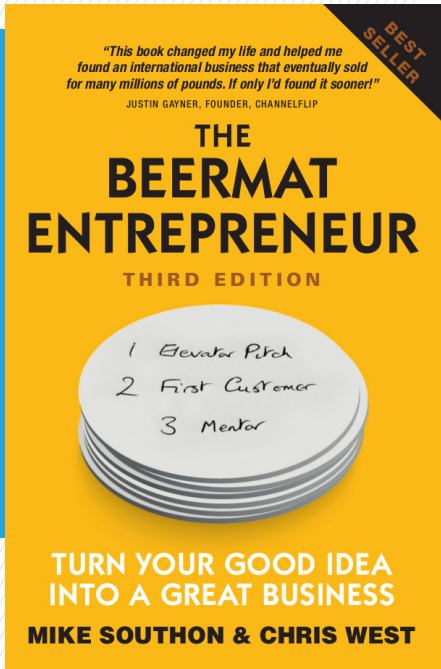


NEW
BOOK

Who sells wins - Beermat Entrepreneurs will prosper no matter what is thrown at them

MIKE SOUTHON, AKA THE BEERMAT ENTREPRENEUR, IS BACK TO SHOW YOU HOW TO TURN YOUR SIMPLE IDEA INTO A BOOMING BUSINESS



WHY THIS BOOK MATTERS

Back-to-work blues - Launching Sep 2018, the book offers motivation and practical help for employees who've had time over the holidays to reflect on their career and who wonder if they could, instead, be their own boss.

Up to 1 in 5 university students quit after their first year according to a new article. Mike argues that participating in a start-up business is a brilliant alternative for many young people.

Brexit is no excuse. If you have a business idea, feel driven to realize it but are worried about political uncertainty - don't be. Changing times mean great opportunities for entrepreneurs to make money, as long as you get the basics right.

Over 500,000 businesses were started last year. Most will fail. The Beermat Entrepreneur isn't just a collection of random tips and tricks. It offers a tried and tested, step-by-step model to building a successful business.

You CAN be nice and finish first. The Beermat Entrepreneur is a handbook for people who want to run successful businesses in an ethical way.

Written by successful business founder, columnist (Financial Times, Director Magazine, Mail on Sunday) and business mentor - Mike can offer lively comment on any topic - we mean any! - and can also call on insights from the many entrepreneurs in his network

The Beermat Entrepreneur broke the mould of 'how to start a business' books in the early 2000s, became a bestseller and was translated around the world. The business world has changed hugely since then; in response to this, the authors have produced a totally updated edition.

It still starts in a pub, however, with a small group of people discussing a business idea. From there, *The Beermat Entrepreneur* maps a clear, step-by-step path to entrepreneurial success, through testing the idea, getting the business off the ground, building the business and eventually selling it.

That path does not begin with cumbersome business plans or expensive marketing. The first plan for a 'Beermat' business is three sentences that can be written on the back of a beermat: pain, premise and proof.

The business then has to get paying customers quickly - which should be possible if the product solves real pain and if there is a 'magnet' in the team (the book has its own start-up profiling model). You only really know a market when you have sold into it.

Team-building is central to the 'Beermat' approach: getting the right people on board - and passionately

involved - at the right time. The book shows readers who to look out for, when, and how to attract and inspire them.

The book has strong views on all aspects of business. The nature of entrepreneurs and how to deal with the downside. How businesses change their natures at certain critical points (and the dangers of missing these changes). The perils of attracting the wrong kind of funding. The risk of excessive reliance on social media. The crucial role of sales, often looked down on by other, more 'professional' and glamorous business functions. Above all, perhaps, the importance of carrying out business in an ethical way - the book sets out core principles by which the team can play hard but fair.

How do you know when the game is over? Some very fine businesses can end up 'on the shelf', having missed their moment, like a spinster in a Jane Austen novel. When do you sell at the right time, how do you know you have truly won? (Hint, it's only partially to do with money.)

Book of the Month in WH Smith Travel this September, *The Beermat Entrepreneur* is set to reinvent enterprise all over again for the modern era.

The Beermat Entrepreneur by Mike Southon and Chris West, is out 23 August 2018, published by Pearson, priced £14.99.

ABOUT THE AUTHORS

About Mike Southon



Mike co-founded The Instruction Set, a training and software business which grew from 3 to 150 people in five years and was then acquired by Cap Gemini Ernst and Young. He has written regular columns for Director

Magazine, the Daily Telegraph, Mail on Sunday and Financial Times, spoken at over 1,000 events all over the world and provided free, face-to-face mentoring to over 1,500 aspiring entrepreneurs.

About Chris West



Chris has worked in finance and marketing, but is now a full-time writer. He has written in a number of genres: crime, how to write, popular history and, of course, business. He is a member of United Ghostwriters, a group of top professionals in this field.

EXPERT COMMENT AND EXCLUSIVE ARTICLES ARE AVAILABLE:

Mike Southon has great media experience, has mentored over 1500 entrepreneurs and is known for his clear, forthright views on every aspect of business. Potential topics include...

Intrapreneur or entrepreneur? Can you be entrepreneurial and stay employed?

Why Dragon's Den is an unrealistic portrayal of the entrepreneur

When the worst happens: ten things that can go wrong in business and what to do about it

Perfect the pitch: can you sum up your business idea in three sentences?

Play hard, but play fair: the moral code of being an entrepreneur

Break up advice: signs it might be time to end things with your business partner

Killing the king: when it might be time to get rid of your company's founder

The success blues: why you won't always feel happy when your business grows