



“Fantastic! I wish this book was around when I started in business.”
Tom Hunter, who grew Sports Division from the back of a van to £290m in eleven years.

From Acorns...

...how to build your brilliant business from scratch

Caspian Woods



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Endorsed by



Discover what every entrepreneur wishes they had known before they started their business!

“Whether you’re planning to build a business empire, or just to fund a better way of life, this book will be an invaluable companion for you”

Tom Abraham, Managing Director, Bank of Scotland Corporate Banking

“A must read for any budding entrepreneur. Just do it – your company needs you!”

John Anderson, Chief Executive, The Entrepreneurial Exchange

Thinking of starting a business? Chances are, you will be excited by your ideas, but daunted by what might lie ahead. Most start up guides make that feeling worse, by overloading you with complex information, yet missing out the important essentials that you really need to focus on to succeed.

From Acorns is a different kind of book. It is packed with practical wisdom and tips from countless entrepreneurs who have been there and done it. You can learn from their mistakes and discover everything they wish they had known before they started out – so you can get it right first time.

It is an essential ‘how to’ guide that tells you what you absolutely need to know such as;

- The ten most important secrets of top entrepreneurs
- When to use crying as a negotiating technique
- What skills you need to be an entrepreneur
- How to build a big brand with just pennies
- Why you need a dragon to watch your cashflow
- The most common causes of failure and how to avoid them

***From Acorns* is the first book to show how simple – and fun – starting a business can be!**



From a hapless childhood, Caspian Woods surprised teachers and family by becoming a leading publishing entrepreneur. At university, he set-up the UK’s first university yearbook publishers. He has since started businesses such as an events company called ‘Let me hold your Balls for you’ and a technology magazine he launched by living in a shop window for a week, surviving solely off the Internet.

His current company, Editions Publishing, is a specialist agency producing magazines and newsletters on entrepreneurship and small business.

Along the way, he has picked up a number of awards such as Young Achievers of Britain (at Buckingham Palace), Shell Livewire and Young Achievers of Scotland (despite being neither young nor Scottish).

You can email him at:

caspian@fromacorns.com

Inside, everything you need to start your brilliant business, including:



• ‘Entrepreneur’s secrets’ – insider’s tips from successful entrepreneurs



• A Toolkit of practical templates and tools such as:

- Your personal strengths and weaknesses
- How to find out what your fears are
- Business plan checklist
- Interview form



• Acorns: the essential nuggets of wisdom you *really* need



• Real life examples from many diverse entrepreneurs



• Links to all the sources of further information you might need

And:

Exclusive access to www.fromacorns.com with many more examples, tools and tips to keep you on track.