



*Carl*

CARL READER

THE BUSINESS EXPERT

# It's time for a new take on business advice. **Real business.**

## EVERY 80 SECONDS, SOMEONE IN GREAT BRITAIN IS STARTING A NEW BUSINESS

Starting a business has never been more popular. One in seven of us are now self employed. More businesses are being set up now than ever before. Despite the risks of Brexit, entrepreneurs across Great Britain are ditching their day jobs and doing their own thing.

The world of business is exciting, fast moving, and full of potential. Startups in particular find that every day is a lesson, and there are no rulebooks that tell you how it should be done. The real world of business is completely different from what they teach in schools and universities.

## BUSINESS IS NO LONGER “SUITS AND TIES”

Today's entrepreneurs aren't interested in doing what their bosses have done in the past. They are more creative, and want more than just money. Some crave a lifestyle business. Others are frustrated by what is currently in the marketplace, and just know that they can do better.

Social impact is another driver - more and more, entrepreneurs want to make a real difference to both their local community, and the wider world.

Business ideas are also becoming more and more creative. Some are extremely ambitious, using technology to disrupt a market overnight. Creative businesses are cropping up in every town. Mums, dads, kids and even grandparents are setting up shop and doing their own thing. There's no stereotypical business owner - and the suits and ties of the business pages just don't fit any more.

## THEY NEED BUSINESS ADVICE - REAL BUSINESS ADVICE

Too many “business advisors” follow the same path. They specialise in one area, read lots of management books, and then add lots of big words, so that they can impress their audience. Or frighten them.

Starting a business involves far more than just knowing about numbers, or being an expert in marketing. Entrepreneurs have a huge amount to learn, both about running a business and about themselves. They go through a journey that is both arduous and enlightening.

Carl has been there and done it. He is aiming to plug the gap between the business advice that's out there, and the needs of aspiring and existing business owners. **Real business advice, in plain English.**



**“What Carl Reader doesn't know about starting and growing a business isn't worth knowing.”  
Rebecca Burn-Callander - Former Enterprise Editor, Daily Telegraph**



# Carl Reader. The Business Expert. Helping businesses start, grow &

## WHO IS CARL READER?

Carl is a leading small business advisor, who has published two business books with Hodder. He currently runs a multi-million turnover group of businesses, and is highly sought after as an international keynote speaker. Ranked in the City AM Top 100 Entrepreneurs, he has advised thousands of businesses, including many household names.

This wasn't his obvious path in life. Leaving school before his GCSE's, he stumbled into a hairdressers as a YTS apprentice. That didn't work out too well... As a council estate boy he had to make his own way in life by learning about business "on the job". He's been there, done it, and knows that there are no excuses.

**His mission is simple - he wants to de-mystify business so that it is understandable by anyone.** He now presents a national radio show on which interviews small businesses to help them fix their problems, and writes advisory columns in many leading nationals. He has an unbelievable network, and can get the right people involved in any project, large or small.

He has a knack of finding the real issues stopping business owners from reaching their potential, and translates relevant management theories into plain English to help them. Through all this, he keeps it real - an Essex boy through and through, who says it how it is!

## WRITING IN PLAIN ENGLISH

Most business advice out there is full of management phrases and jargon. Carl is an expert in cutting out the rubbish, and getting his point across clearly. In fact, his aim in any piece is to present it in language that his young children could understand. This is why he has been published twice by one of the worlds leading publishers.

## HE'S GOT A VOICE TOO...

If there's one thing that Carl loves more than seeing his name in print, it's the sound of his own voice. He is as comfortable behind a microphone as he is behind a keyboard, and has wowed audiences internationally with his insights about small businesses, and where business is going. His current keynotes include *The Future Of Business*, *Who Wants to be an Entrepreneur*, and *The Answer: How to fix your business*.

## ...AND HE'S PRETTY GOOD ON CAMERA!

Carl gets whats needed to make filming work. His boundless energy and enthusiasm is magnified by the lens, and can be captured on anything from his mobile phone live streams through to the professional kit in the studio... simply put, he can bring a boring subject to life. And he'll even bring some mattifying powder to dull the shine from his head!

**“Carl Reader is a business-savvy expert with all the top advice on how to start your business.”**

**Felicity Thistlethwaite - Digital Features Editor, [express.co.uk](http://express.co.uk)**

# Where have you seen Carl before? More importantly - how to get in touch.

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**“Leading business advisor”**

Mail on Sunday, Daily Mirror, [express.co.uk](http://express.co.uk)

