

"Biscuits & Bizness!"

Tim Knox Serves Up Business Advice With Humor, In New Book

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By WAYNE SMITH
Times Business Editor

The title was pretty easy for Tim Knox to come up with. "I've always been a big mama's boy," Knox said. "She taught me everything I know."

So when the Huntsville entrepreneur and author got a publishing deal for a business book, its title became *"Everything I Know About Business I Learned From My Mama."*

Aside from being part of the title, his mom, Gertrude, also got the first copy as a present for her 80th birthday.



The book, which Knox says is a "down-home approach to business and personal success," goes on sale in bookstores nationwide today (Wiley, \$22.95). Knox said he has received positive feedback on the book, which went on sale on Web sites earlier this month.

Knox has plenty of experience in offering advice to would-be entrepreneurs and small-business owners.

He writes a small-business column for *The Huntsville Times* and has a weekly radio show, "The Tim Knox Show," that airs each Saturday on WVNN AM/FM. His small-business newsletter is delivered to more than 65,000 subscribers each week.

Knox also speaks to companies across the country, while continuing to run three small businesses of his own. So how did he find time to write a book?

"The book is just a natural extension of my column," he said. "I wanted to write something that was different. Most business books are very dry and academic. I wanted something that was easy to read, funny and that could hold your attention."

Knox said the book applies to everyone - from someone who is thinking about starting a business, to the entrepreneur who needs help, to the executive looking to expand his or her success.

"It's part memoir, part general business advice and part nuts and bolts," he said. "No matter what level you're at in business, you'll be able to use it."

Knox used his entrepreneurial skills to get his book published. Last October, he went to a book conference in Orlando, Fla. He produced some CDs to hand out as his "business card," featuring a photo, brochure and an outline of the book. Knox handed the CDs to agents, asking them to check it out. One agent, John Willig, liked what he saw. He took Knox on as a client and within a week, they had a book deal.

"The odds of getting a book published without an agent are very, very slim," Knox said. "The key was that I was prepared. I knew I had to do something special to stand out."

That point is key in Knox's book. But some of the most important points are those, as the title suggests, that Knox learned from his mother.

As he says in the book, "If you work hard, treat people right, and use your common sense, you can be anything, do anything, accomplish anything."

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