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**The Money Answers Show**  
**Monday at 12 Noon Pacific**  
**November 14th 2011: If Entrepreneurship is NOT about Creativity or Risk, Can Anyone can be a Successful Business Owner?**

Our guest today, Jim Beach, Executive Director of a non-profit source on entrepreneurship for over 100 countries called [www.InternationalEntrepreneurship.com](http://www.InternationalEntrepreneurship.com), has just released a new book called School for Startups ([www.SchoolforStartups.com](http://www.SchoolforStartups.com)). The book argues that entrepreneurship is NOT about creativity or risk, meaning that anyone can be a successful business owner. We will talk about the ways that the very definition of entrepreneurship makes it seem harder than it really is. We will discuss questions such as what the average person thinks entrepreneurship is, what role creativity and ri

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#### Featured Guest



#### Jim Beach

Jim Beach's first book, School for Startups, was published by McGraw-Hill in June 2011. Jim has started businesses and has taught entrepreneurship around the world. At the age of 25, Jim founded American Computer Experience. From 1993 to 2000, Jim grew the company with no capital infusion to \$12 million in annual revenue and to over 60 permanent and 700 temporary employees, operating in 39 states and in three countries. Jim taught entrepreneurship at Georgia State University for nine years and in 2009, Jim founded the School for Startups, [www.SchoolforStartups.com](http://www.SchoolforStartups.com), a web resource devoted to teaching his philosophy of low risk entrepreneurship. Jim

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