

**For Immediate Release: June 15, 2007**

## **Tim Knox's New Book Shows Off The Lighter Side of Business**

Just ask Tim Knox how poor he was as a kid growing up in the backwoods of Alabama and he'll immediately start throwing one liners at you, leftovers from his years of doing standup comedy.

"We were so poor the white trash looked down on us. We were the off-white trash," Knox says with one eye brow raised and a sly grin. "We'd go to McDonald's and buy milkshakes on lay away. We'd go to Kentucky Fried Chicken and lick other people's fingers. Do you understand what I'm saying here? We were not rich people."

It's hard to believe that the man cracking jokes about growing up in poverty is the same person many are calling, "One of the freshest new voices of American business."

All kidding aside, it's been a long, circuitous journey from dirt poor bumpkin to wealthy entrepreneur. Knox, who lives in Monrovia, Alabama, less than 5 miles from the old homestead where he grew up, has founded several successful companies over his 20 year business career.

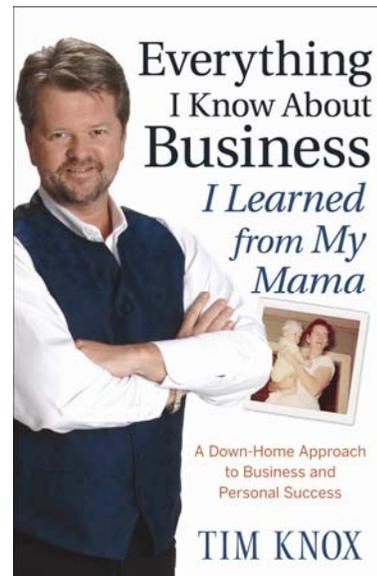
The release of his new book, ***Everything I Know About Business I Learned From My Mama: A Downhome Approach To Business and Personal Success***, is helping to cement his reputation as one of business' most creative thinkers. The book, which one critic called, "A cross between Jeff Foxworthy and Donald Trump," is available now online and at bookstores around the country.

Along the way Knox worked as a bug man, an burial plot salesman (for about three hours), a radio show morning host, a standup comedian who opened for the likes of Jeff Foxworthy and Ron White, a newspaper columnist, a cartoonist, a graphic artist, an Internet consultant, and a corporate executive.

"My mama thinks entrepreneur means someone who can't hold a real job," Knox says with a smile.

"Given my history I can't really argue with her definition." Since he made the life lessons he learned from his mother, Gertrude, who recently celebrated her 80<sup>th</sup> birthday, the focus of his new book, I asked for a rundown of just what he learned from this wise woman.

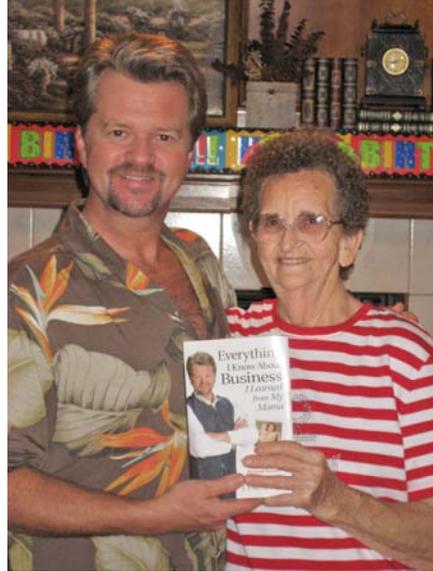
"The beliefs that my mama instilled in me as a kid have stuck with me through the years and I credit them for driving me to achieve success in all areas of my life, not just in business," Knox says. "Things like taking personal responsibility, seeking



opportunity rather than waiting for it to knock, setting goals and creating plans to achieve them, and above all, the importance of learning to laugh, not at others, but at yourself and at situations you find yourself in. Laughter is a wonderful motivator. You truly can't be successful at anything you do if you can't find humor in daily life."

The book is an enjoyable read, especially for a business book. The first one-third of the book contains hilarious stories of Knox's youth and the lessons he learned from such misadventures as selling watermelons he'd stolen from his father's garden (the day he took a beating in the produce business) and learning the value of marketing from the backend of a fishing boat.

The second third gets into the specifics of entrepreneurship: how to tell if business is right for you, how to choose the right business, how to name a business, how to find the perfect location, etc. The latter third deals with the nuts and bolts of business: dealing with employees, customer service, product pricing, leadership, and legalities. Knox also discusses the Internet as an avenue for business.



Throughout, Knox's sense of humor shines through. Where most business books are dry as bone, this one is a page turner and will make you laugh out loud, guaranteed. "My goal is to make you learn and make you laugh," Knox says. "It's as simple as that."

So is this book just for entrepreneurs or can anyone benefit from the advice it contains? "This book is for a variety of people," Knox says. "It's for those folks who are thinking about starting a business and those who are already neck-deep in it. It's for stay at home moms looking for extra income and dads wanting to start a part time business. It's for college grads who are trying to decide between a career working for themselves or someone else. It's for retirees who are considering a business or franchise. It's for executives who are looking to leave the career track and employees facing layoffs. Basically I believe everyone can benefit from the things my mama taught me about business and life."

Along with being an accomplished entrepreneur and author, Knox is also a popular business talk radio show host. He is the host of "The Tim Knox Show," which airs Saturday's from 12 noon to 2:00 PM on WVNN AM-770/92.5-FM in Athens, and co-hosts the "48 Days to the Work you Love" radio show with Dan Miller Sunday's from 6:00 to 9:00 PM on Super talk WWTN 99.7-FM in Nashville, TN.

You can find more information online at <http://www.timknox.com> or contact:

**Paul Finley**  
Knox Entertainment Group  
256-509-3053  
paul@timknox.com