

NEWS

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The Scottish publisher helping entrepreneurs set up a business

By [Emer O'Toole](#) | [Twitter](#) EmerMOTOole
Multimedia Journalist



A Scottish publishing business is aiming to help people who want to change their lives by starting a new company

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IAIN Scott set up publishing company Visual Arousal after running enterprise and start-up programmes on behalf of enterprise agencies and local authorities since 2001.

Name: Iain Scott

Age: 60

Position: Founder

WHAT IS THE BUSINESS CALLED?

VISUAL Arousal. It's a spin-off of my existing business, which is called Enterprise Iain and is all about inspiring entrepreneurship.

WHERE IS IT BASED?

Glasgow

WHY DID YOU SET UP THE BUSINESS?

I STARTED writing a guide for people who wanted to change their life through starting a business and, as part of this process, researched business books. I was pretty turned off by most of them and thought they were scary and dull. Most importantly, they looked horrible. I then started to talk to people about how and why they had started a business and what it was like running it. You get the most amazing life stories, so I wondered: why do all these business books just focus on the business, and not the people? That's what enterprise and business is all about, really – people and stories. In my 30-year career as an enterprise coach and business owner, I've worked with more than 1600 people as they started their enterprise journey and have seen entrepreneurship transform many peoples' lives. After graduating in history from Glasgow **University**, I taught history for five years before running the university's high-growth start-up programme, one of the first of its kind. In the 1980s I ran Scots Kitchen, one of the UK's first wholefood, vegetarian and vegan food companies. And in the 1990s, I worked with a group of tomato growers in the Clyde Valley to co-found **Scotland's** Tomatoes.



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HOW DOES IT WORK?

THE publishing company idea evolved when I was preparing my first Enterprise Iain guide, Have Fun, Make Money, Live A Better Life. I was always inspired by the pictorial car and garden guides and wondered if you could apply that to enterprise and the world of business. We started

with text and some pictures but the designers kept asking: "Are you sure about this?" I wasn't, so I went out and interviewed more than 100 people and asked them what business books they read. It was revealing. **Business** books are read by people who don't actually run their own business. Also, many entrepreneurs are dyslexic and people learn in different ways. I then worked with some great designers and married their expertise with my teaching.



Iain Scott, otherwise known as Enterprise Iain

WHAT IS YOUR TARGET MARKET?

PEOPLE who want to change their lives by starting their own business. Also, people running their own business who want a better life from it. Anyone who wants to have fun, make money and live a better life – but lacks time or has a short attention span.

HOW IS IT DIFFERENT FROM COMPETING BUSINESSES?

WE are miles away from the classic business book and guide market. We don't do long, worthy, text-heavy business tomes. We create something that's funny, punchy and helps you learn.

IS SCOTLAND A GOOD PLACE FOR THIS TYPE OF BUSINESS?

ABSOLUTELY. Scotland is a great place to start a business, because the business support network we have here and the Scots' spirit of invention

is really world-class. The talent of the Scottish designers and artists I work with was a big motivating factor in starting the business.

WHAT DO YOU ENJOY MOST ABOUT RUNNING THE BUSINESS?

LEARNING. I am perpetually curious. I love hearing other people's stories and seeing enterprise change their lives for the better.



WHAT IS THE BIGGEST CHALLENGE IN RUNNING THE BUSINESS?

AMAZON. It's a big asset to my business but also a pain as well, because you're beholden to another company's rules and terms, and also costs.

WHERE DO YOU HOPE THE BUSINESS WILL BE IN 10

YEARS' TIME?

ENTERTAINING people globally. I think, more than anything else I've done, this has given me the most pleasure. It combines teaching with performance, people and learning. We already have a children's series ready for launch called How To Be Enterprising, combining animations with stories. A set of puppets will appear soon as well!

