The post-job world
Ditch your inner workerbot!
THE NEW ENTREPRENEURIALISM
#1: THINK BIG START SMALL
you can start small

...and grow it
Create your MVP
[Minimum Viable Product]
Superniching: The power of focusing

“If you want to be the best in the world, make your world smaller”

– Seth Godin
“Dominate a small niche and scale up from there, toward your ambitious long-term vision.”

Peter Thiel
Start with one

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SPOTLIGHT! -- AUGUST 16TH
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Start with one

Mr. Wainwright is the name of our first customer.

On April 3, 1995 he purchased:
Fluid Concepts and Creative Analogies: Computer Models of the Fundamental Mechanisms of Thought

By Douglas R. Hofstadter.
#2: PLAY IT OUT
Play it out
Play it out
Is this idea worth $30B?
$30 Billion Valuation

Total Guests: 60,000,000+
Cities: 34,000+
Castles: 1,400+
Countries: 191+

Listings Worldwide: 2,000,000+
The Play Cycle

[Diagram showing a cycle with arrows pointing from act to reflect to adapt to act]
Craigslist

“from beginning, did something simple & useful
asked for community feedback
did something about it
repeat, forever”

Craig Newmark
‘every moment you’re working on something without it being in the public it’s actually dying, deprived of the oxygen of the real world.’

- Matt Mullenweg
VERSION ONE IS BETTER THAN VERSION NONE
Don’t THINK it out
PLAY it out
Our book ‘Retronaut: The Photographic Time Machine’ is available now.

Edward S. Curtis spent more than 20 years documenting over 80 tribes across North America.
#3: MAKE SOMETHING PEOPLE WANT
“An entrepreneur is someone who solves problems at a profit”

T Harv Eker
Sell to the pain

Minor pain:
- boredom,
- frustration,
- discomfort

Major pain:
- anxious,
- stressed,
- fed up

Comparative pain:
Irritation/disappointment with the competition
Organic ideas

“What's missing or broken in your daily life? Sometimes if you just ask that question you'll get immediate answers.”

– Paul Graham
Passionate and compassionate about the lives and futures of childless women

GATEWAY WOMEN

Jody Day
Stop assuming you know what people want
Market research

i.e. ask people!

Ask about them not you
Market research

Get in a room with your target customers

Go see companies and ask them

If you have followers, email/tweet/FB them

Are people paying with their attention, time or money?
“What’s your #1 headache in this area right now?”
Shut up and take my money!
We are more scared of being wrong than we are scared of going our whole life without creating anything.
Download a FREE chapter of my new bestselling book at: screwworkbreakfree.com