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The 10% Entrepreneur: Live Your Startup Dream Without Quitting Your Day Job



PATRICK J. MCGINNIS
UNABRIDGED READ BY ELIJAH ALEXANDER



Synopsis

Choosing between the stability of a traditional career and the upside of entrepreneurship? Why not have both? Becoming a full-time entrepreneur can look glamorous from the outside. Who doesn't want to chase their dreams, be their own boss, and do what they love? But the truth is that entrepreneurship is often a slog, with no regular hours, no job security, and very little pay. What if there were a way to have the stability of a day job with the excitement of a start-up? All of the benefits of entrepreneurship with none of the pitfalls? In *The 10% Entrepreneur*, Patrick McGinnis shows you how, by investing just 10% of your time and resources, you can become an entrepreneur without losing a steady paycheck. McGinnis details a step-by-step plan that takes you from identifying your first entrepreneurial project to figuring out the smartest way to commit resources to it. He shows you how to select and engage in projects that will provide you with upside outside the office while making you better at your day job. He also profiles real-world 10% Entrepreneurs, including Luke Holden, a cash-strapped recent college graduate who started his own lobster-roll empire and oversaw much of its first year of operations, all while working full time in corporate America; Dipali Patwa, a designer and mom whose side project designing and selling infant clothing is now a sensation; and a group of friends who met at a 6:00 a.m. Bible study class and went on to start a brewery that now generates millions in sales. A successful 10% Entrepreneur himself, McGinnis explains the multiple paths you can follow to invest your cash, time, and expertise in a start-up - including as a founder, angel, advisor, or aficionado. Most importantly, you don't have to have millions in disposable income to become a 10% Entrepreneur. When you put McGinnis's 10% principles into action, you'll quickly start racking up small wins then watch as they snowball into your new (and far more entrepreneurial) life.

Book Information

Audible Audio Edition

Listening Length: 5 hours and 52 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Blackstone Audio, Inc.

Audible.com Release Date: April 12, 2016

Whispersync for Voice: Ready

Language: English

ASIN: B01DTI6T7M

Best Sellers Rank: #95 in Books > Audible Audiobooks > Business & Investing > Careers #643 in Books > Business & Money > Job Hunting & Careers > Guides #1069 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

This book is certainly a "must read," but it stands apart from others in that it is also a "must add." It is a contemporary companion and counterpoint to classics like the Effective Executive. As traditional careers wane in the globalized 21st century economy, we are all seeking both professional security and satisfaction. These goals need not be mutually exclusive, as this book demonstrates. The author shares excellent pertinent stories that capture imagination and inspire, and supplements that with very practical advice, and even exercises, on how to build your own "10%" (a shorthand for diversifying and expanding your activity horizons, be it investments, passions, hobbies, or skills). If you are trying to find time and/or reason to engage with your interests outside of day-to-day work, at any level (from casual to ultra-driven), this book is for you.

A fantastic, and urgently needed, new lens through which to see the world of entrepreneurship. After both working at venture backed startups, and launching a few of my own, I wish I'd read this earlier in my professional career. The smartest path isn't putting on your Indiana Jones costume and throwing yourself head-first into the jungle of startup risk and glory. This might be how a lot of pop-wisdom portrays being an entrepreneur, but it couldn't be further from the truth. McGinnis does a fantastic job of sharing a practical approach, enriched by dozens of wonderful examples, to a wiser more sure-footed path to navigating your way into, and around, the entrepreneurial eco-system.

A clear and concise guide for anyone who's ever wondered if there might be more to work than the 9-5 life ... but isn't sure how to find out. Lots of good stories and practical tips that are simple to follow, yet will provoke some serious thought about what you actually want out of your career (and life in general).

Well written and thoroughly researched. The author clearly knows his subject matter and appreciates the dilemma between pursuing one's dreams and paying the bills. I'd recommend this to anyone who has ever had an idea for a business but hasn't pursued it because they didn't think it a practical option

I've had the pleasure of personally meeting Patrick - and can endorse this book as a genuine writeup of the method of entrepreneurship - that will henceforth be known as '10% entrepreneurship'. For all the millions of entrepreneurial people out there, for whom quitting their day job to risk it all on a startup either doesn't feel right or just isn't an option, this book hopefully will open up a whole new set of opportunities. A must read for aspiring entrepreneurs.

Patrick McGinnis sounds like an interesting character with some fascinating personal stories to spice up the lessons. It's a breezy read with lots of useful advice for folks in full-time jobs who are thinking of starting something on the side. It's applicable now in 2016. If you ever considered starting something on your own, this book provides you with a roadmap of how to do it quickly and without taking on any crazy risks that come with quitting your job before knowing what you will do. Enjoy and good luck!

An excellent read. Fun, practical, insightful and pithy. While I enjoyed it, I also took away lots of practical ideas that I have already applied and believe will positively impact my professional life for years to come.

Refreshing read after years of being told entrepreneurship was all about taking risks. This book is a good reminder that entrepreneurship is about exploring new ideas, and not necessarily about how risky the effort is. It's nice that someone helps to break those two concepts apart. I especially loved the profiles of real people - good to see the concepts in action. Highly recommend this book for both serial entrepreneurs and for corporate folks itching for more.

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