

15.4: Selling U - Inspiration, Resources, and Assistance for Your Entrepreneurial Journey

Learning Objectives

- Meet some experienced entrepreneurs and learn from their successes and failures.
- Understand the resources available to help you pursue your entrepreneurial dream.

Meet Some Entrepreneurs

This chapter is only the beginning of thinking about selling your idea and yourself. It's designed to inspire the entrepreneurial spirit in you. *Selling U* is a resource section for each chapter that provides information about how to use the concepts in “real life.” This chapter is no different. The previous chapter sections of *Selling U* have included resources to build your personal brand; this chapter includes insights and information about how to apply those concepts to pursue a career in an entrepreneurial environment.

Hear and read about the success and lessons from some of the best in the business. If experience is the best teacher, these entrepreneurs are excellent professors.

Business:	Gotham Dream Cars
Entrepreneur:	Noah Lehmann-Haupt
Video:	How leasing luxury cars became a multimillion-dollar business www.openforum.com/idea-hub/topics/innovation/video/small-business-rules-gotham-dream-cars-small-business-rules

Business:	Jaguar Builders
Entrepreneur:	Sherman “West” Westmoreland
Article:	How a quadriplegic became one of Florida’s most successful homebuilders findarticles.com/p/articles/mi_hb4927/is_2_57/ai_n32018572/

Business:	BTTR Ventures (stands for Back to the Roots)
Entrepreneurs:	Nikhil Arora and Alex Velez
Article:	Interview with two college seniors started a company to recycle coffee waste www.fastcompany.com/blog/tom-musbach/control-your-career-destiny/2-green-entrepreneurs-take-coffee-waste

Business:	Live Green
Entrepreneur:	Steve Ma
Article:	How the organization that connects customers with eco-friendly businesses in the Washington, DC, area got started findarticles.com/p/articles/mi_7560/is_200907/ai_n35629263/?tag=content;col1

Business:	Deano's Italian Grille and Brick Oven Pizza, Smokin' Lobos Barbecue and Grill, Scoops, downtown lofts, and more
Entrepreneur:	Josh Nichols
Article:	How Nichols brought entrepreneurship and urban development to Dublin, Florida. www.allbusiness.com/real-estate/commercial-residential-property-property/12346813-1.html

Business:	Chic Gems, Etc.
Entrepreneur:	Sarah Radford
Article:	This former top medical sales rep shares how she turned life's lemons into lemonade by starting her own jewelry design business and her tips for success www.toiletpaperentrepreneur.com/blog/guest-post-from-sales-rep-to-fashion-designer-a-story-about-making-lifes-lemons-into-lemonade-by-sarah-radford-of-chic-gems

Business:	Sweat Fitness Gyms
Entrepreneur:	Scott Caplan
Video:	How Sweat Fitness does what it takes to keep memberships during the recession www.openforum.com/idea-hub/topics/money/video/msnbc-whats-the-deal-msnbcs-your-business-small-biz-inspiration

Business:	CaseStack, a logistics outsourcing company
Entrepreneur:	Dan Sanker
Article:	A virtual ride-along with Sanker as he talks about how the business got started and the thrills and challenges of being an entrepreneur www.e-shadow.com/interview-with-an-entrepreneur-dan-sanker-of-casestack

Business:	Stonyfield Farms, organic yogurt products
Entrepreneur:	Gary Hirshberg
Video:	How the company became a 25-year overnight success www.openforum.com/idea-hub/topics/money/video/make-a-superior-product-ny-times-small-business-summit

Business:	Wish of a Lifetime
Entrepreneur:	Jeremy Bloom

Article:

How Bloom started his nonprofit organization for seniors
sportsillustrated.cnn.com/vault/article/magazine/MAG1164278/index.htm

Business:

Brave Spirits

Entrepreneur:

David Fox

Videos:

How Brave Spirits was started
<http://www.youtube.com/watch?v=xm-9evHv2wA>
 Brave Spirits
<http://www.bravespirits.com>

✓ Video Clip

Generation Next

Global entrepreneurs share their advice for the next generation of entrepreneurs.

www.ey.com/GL/en/Issues/Driving-growth/WEOY-2009---Conversations-with-entrepreneurs---advice-for-future-generations--part-1

www.ey.com/GL/en/Issues/Driving-growth/WEOY-2009---Conversations-with-entrepreneurs---advice-for-future-generations--part-2

✓ Video Clip

Balancing Act

Restaurateur Tom Colicchio (*Top Chef*) and Sarah Molten (formerly of *Gourmet* magazine) discuss the balance between being a CEO and entrepreneur.

www.openforum.com/idea-hub/topics/managing/video/ceo-vs-entrepreneur-inside-the-entrepreneurial-mind-series

✓ Link

Secrets of Success

Seven famous entrepreneurs share the secrets of their success...and their mistakes. Wally Amos (Famous Amos Cookie Co.), Daymond John (FUBU), David Liu (The Knot), Jim Koch (The Boston Beer Co.), Liz Lange (Liz Lange Maternity), Adam Lowry and Eric Ryan (Method), and Gary Hirshberg (Stonyfield Farm) share what they learned the hard way in this article that appeared in *USA Today*.

www.usatoday.com/money/smallBusiness/startup/week3-famous-founders.htm

✓ Link

Even the Best Fail

Even Steve Jobs, CEO of Apple, has had his share of failures. The article highlights the ten Apple products that didn't make it.

http://www.newlaunches.com/archives/top_10_apple_products_which_flopped.php

✓ Link

In the Beginning

Ten great entrepreneurs, including Gordon Segal (Crate and Barrel), Robert Redford (Sundance Institute), Mary Kay Ash (Mary Kay Cosmetics), and Jerry Yang (Yahoo!) talk about their start-up days in this slide show.

www.inc.com/ss/10-great-entrepreneurs-talk-about-their-start-days#0

Best in Class

Want to know the best of everything entrepreneurial? Check out these lists, articles, and slide shows. These are just a few of the many resources available. You may also find it helpful to do a Google search to read about successful entrepreneurs in your city.

- **Top home-based businesses (slide show).** www.inc.com/ss/11-businesses-you-can-start-your-pajamas-2009
- **Best industries for starting a business (slide show).** www.inc.com/ss/best-industries-for-starting-a-business#0
- **Top green companies (slide show).** www.inc.com/ss/2009-inc-500-top-green-companies
- **Top ten Asian-run companies (slide show).** www.inc.com/ss/2009-inc-500-top-10-asian-run-companies
- **Top ten Hispanic entrepreneurs of 2009 (article).** www.poder360.com/article_detail.php?id_article=2715
- **Top ten black entrepreneurs (slide show).** www.inc.com/ss/2009-inc-500-top-10-black-run-companies
- **Top women entrepreneurs in tech (article).** www.fastcompany.com/magazine/132/the-most-influential-women-in-technology-the-entrepreneurs.html
- **Top five business books for college entrepreneurs (article).** www.college-startup.com/entrepreneur/top-5-business-books-for-college-entrepreneurs

Entrepreneurial Resources

No matter what stage you are in your entrepreneurial journey, there are resources to help you get to the next step. Table 15.4.1 includes some of the best places to begin your research.

Table 15.4.1: Entrepreneurial Resources

Resource Name and Web Site	Description
Government Resources	
Small Business Development Centers www.sba.gov/aboutsba/sbaprograms/sbdc/	1,100 branch offices of the Small Business Administration; provide free one-on-one counseling and other resources
SCORE (Service Corp of Retired Executives) www.score.org/index.html	SBA partner; counselors to America's small businesses; free one-on-one counseling and other resources
SCORE Resources for Young Entrepreneurs www.score.org/topics/young-entrepreneurs	Free tools and advice to start your journey
Small Business Administration http://www.sba.gov/	Free tools and resources for small businesses including online Start-up Assessment Tool
United States Chamber Small Business Center www.uschambersmallbusinessnation.com/toolkits/start-up	Arm of the United States Chamber of Commerce; comprehensive free resources for small businesses
Government Resources for Small Businesses http://www.businessweek.com/smallbiz/content/mar2009/sb2009032_175015.htm ?chan=smallbiz_smallbiz+index+page_top+small+business+stories	Free resources from the government to support small businesses
Trade Journals	
<i>Inc.</i> magazine www.inc.com	Online articles and hard copy magazine with news, tips, and insights for and about entrepreneurs
<i>Entrepreneur</i> magazine http://www.entrepreneur.com/	Online articles and hard copy magazine with news, tips, and insights for and about entrepreneurs
Organizations and Networks	

Resource Name and Web Site	Description
Entrepreneur's Organization (EO) www.eonetwork.org/Pages/default.aspx	Online network and chapters throughout the United States
Collegiate Entrepreneurs' Organization (CEO) www.c-e-o.org	Online network and chapters throughout the United States
Entrepreneur America http://www.entrepreneur-america.com	Mentoring services for small businesses and start-ups
Springboard Enterprises https://www.springboardenterprises.org	National nonprofit dedicated to accelerating women entrepreneurs
Women Entrepreneurs in Science and Technology (WEST) http://www.westorg.org	Nonprofit organization dedicated to supporting women entrepreneurs in science and technology
International Organizations	
The Indus Entrepreneurs (TIE) www.tie.org	International nonprofit for the advancement of entrepreneurialism
International Council for Small Businesses http://www.icsb.org	Advancing entrepreneurship worldwide
Research and Resources	
Kauffman Foundation http://www.kauffman.org	Organization to connect entrepreneurs and provide resources
Global Entrepreneurship Monitor http://www.gemconsortium.org	Organization to connect entrepreneurs and provide resources
A Few Blogs and Twitter Posts Worth Reading	
Guy Kawasaki http://holykaw.alltop.com/ twitter.com/GuyKawasaki	Blog and microblog on entrepreneurial issues, tips, new technology, and more
Seth Godin http://sethgodin.typepad.com/	Entrepreneurial thoughts of the day
Michael Simmons twitter.com/michaeldsimmons http://www.facebook.com/michaeldsimmons#/michaeldsimmons?v=wall	Part motivation, part entrepreneurial insights
Start-up Spark www.bizzia.com/start-upspark/	Daily insights on entrepreneurial businesses
Mark Cuban http://blogmaverick.com/	Entrepreneurial insights from the owner of the Dallas Mavericks
Books	
Guy Kawasaki's books www.guykawasaki.com/books/index.shtml	
Seth Godin's books www.amazon.com/s/ref=nb_ss?url=search-alias%3Daps&field-keywords=seth+godin&x=0&y=0	

Resource Name and Web Site	Description
Jeffrey Gitomer's books www.amazon.com/s/ref=nb_ss?url=search-alias%3Daps&field-keywords=jeffrey+gitomer&x=0&y=0	
The best business books by entrepreneurs www.inc.com/multimedia/slideshows/content/ceo-bookshelf_pagen_1.html	
Free and Low-Cost Business Tools and Software	
10 Free or Cheap Tools for Start-ups www.inc.com/ss/10-free-or-cheap-tools-start-ups?nav=mostpopular#0	
Great No-Cost Software www.inc.com/magazine/20090901/great-no-cost-software.html?nav=mostpopular	
Miscellaneous (worth checking out)	
How-to Guides for Start-ups www.inc.com/resources/start-up	
E-commerce Starter Kit www.inc.com/guides/sales/20696.html	
American Express Open http://www.openforum.com	Articles, videos, and forum for and about entrepreneurs

Don't stop here! Look up local entrepreneurial organizations and get involved. Meet people, learn the ropes, and share your passion. If you have the entrepreneurial spirit, go for it and enjoy the journey!

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