

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:	Gotham Dream Cars - First Name in Exotic Car Rentals https://youtu.be/jrynCaKDjBQ

Business:	Jaguar Builders
Entrepreneur:	Sherman "West" Westmoreland
Article:	How a quadriplegic became one of Florida's most successful homebuilders http://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 https://youtu.be/Q1HorSJDGc8

Business:	Live Green
Entrepreneur:	Steve Ma
Article:	How the organization that connects customers with eco-friendly businesses in the Washington, DC, area got started http://www.smallfriendlyplanet.org/meet-steve-ma-geo-green-executive-officer-live-gree/

Business:	Chic Gems, Etc.
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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 https://fashionrevolucion.wordpress.com/2010/08/09/interview-with-sarah-radford-of-chicagos-own-chic-gems/

Business:	CaseStack, a logistics outsourcing company
Entrepreneur:	Dan Sanker
Article:	Dan Sanker he talks about how the business got started and the thrills and challenges of being an entrepreneur https://youtu.be/XCI2ouJvhM0

Business:	Stonyfield Farms, organic yogurt products
Entrepreneur:	Gary Hirshberg
Video:	How the company became a 25-year overnight success https://www.stonyfield.com/our-story/history

Business:	Wish of a Lifetime
Entrepreneur:	Jeremy Bloom
Article:	How Bloom started his nonprofit organization for seniors https://wishofalifetime.org/about/founder-jeremy-bloom/

Best in Class

Want to know the best of everything entrepreneurial? Look up the websites for the following topics. 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).**
- **Best industries for starting a business (slide show).**
- **Top green companies (slide show).**
- **Top ten Asian-run companies (slide show).**
- **Top ten Hispanic entrepreneurs of 2009 (article).**
- **Top ten black entrepreneurs (slide show).**
- **Top women entrepreneurs in tech (article).**
- **Top five business books for college entrepreneurs (article).**

Entrepreneurial Resources

No matter what stage you are in your entrepreneurial journey, there are resources to help you get to the next step. Table [Math Processing Error] includes some of the best places to begin your research. Research these resources:

Table [Math Processing Error]: Entrepreneurial Resources

Resource Name and Web Site	Description
Government Resources	

Resource Name and Web Site	Description
Small Business Development Centers	1,100 branch offices of the Small Business Administration; provide free one-on-one counseling and other resources
SCORE (Service Corp of Retired Executives)	SBA partner; counselors to America's small businesses; free one-on-one counseling and other resources
SCORE Resources for Young Entrepreneurs	Free tools and advice to start your journey
Small Business Administration	Free tools and resources for small businesses including online Start-up Assessment Tool
United States Chamber Small Business Center	Arm of the United States Chamber of Commerce; comprehensive free resources for small businesses
Government Resources for Small Businesses	Free resources from the government to support small businesses
Trade Journals	
<i>Inc.</i> magazine	Online articles and hard copy magazine with news, tips, and insights for and about entrepreneurs
<i>Entrepreneur</i> magazine	Online articles and hard copy magazine with news, tips, and insights for and about entrepreneurs
Organizations and Networks	
Entrepreneur's Organization (EO)	Online network and chapters throughout the United States
Collegiate Entrepreneurs' Organization (CEO)	Online network and chapters throughout the United States
Entrepreneur America	Mentoring services for small businesses and start-ups
Springboard Enterprises	National nonprofit dedicated to accelerating women entrepreneurs
Women Entrepreneurs in Science and Technology (WEST)	Nonprofit organization dedicated to supporting women entrepreneurs in science and technology
International Organizations	
The Indus Entrepreneurs (TIE)	International nonprofit for the advancement of entrepreneurialism
International Council for Small Businesses	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	Blog and microblog on entrepreneurial issues, tips, new technology, and more
Seth Godin	Entrepreneurial thoughts of the day
Michael Simmons	Part motivation, part entrepreneurial insights
Start-up Spark	Daily insights on entrepreneurial businesses
Mark Cuban	Entrepreneurial insights from the owner of the Dallas Mavericks
Books	

Resource Name and Web Site	Description
Guy Kawasaki's books	
Seth Godin's books	
Jeffrey Gitomer's books	
The best business books by entrepreneurs	
Free and Low-Cost Business Tools and Software	
10 Free or Cheap Tools for Start-ups	
Great No-Cost Software	
Miscellaneous (worth checking out)	
How-to Guides for Start-ups	
E-commerce Starter Kit	
American Express Open	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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