

Company Lessons

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INTRODUCTION

I have made every mistake in the book, this book and many others.

This book was inspired by my high school English teachers. They insisted that Strunk and White's *The Elements of Style*, be more than just another grammar book. I liked it because it was only 47 pages. A copy has been with me ever since then, representing the summation of the most important. The message of that book "you'll know your way 80%+ of the time if you remember these points" is what makes it so useful. That's the book I wanted as an entrepreneur.

Though guides for entrepreneurs exist, where is the one that gives me the gotchas, the best way to hire (top down or bottom up?) and some real guidance that I can look to while I am working my 15 hour days. Is there a repeatable set of insights and guides across whatever business you may be involved with, that if one knew about, would save you heartache, headaches and maybe a dollar or nest egg?

This book is focused on starting a business around a new idea and how to think about the process. It attempts to be both practical and intellectual. It tries to capture what are the unwritten, repeatable rules and guideposts that should be used by you, when you are muddling your way through. There are always exceptions to rules, random outlying data points that are not explainable. Those aren't predictable and there is no way to deal with them. But what are the predictable mistakes, the common questions and what the clear options and answers for them? That's what this is about.

Birth & The Vision

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