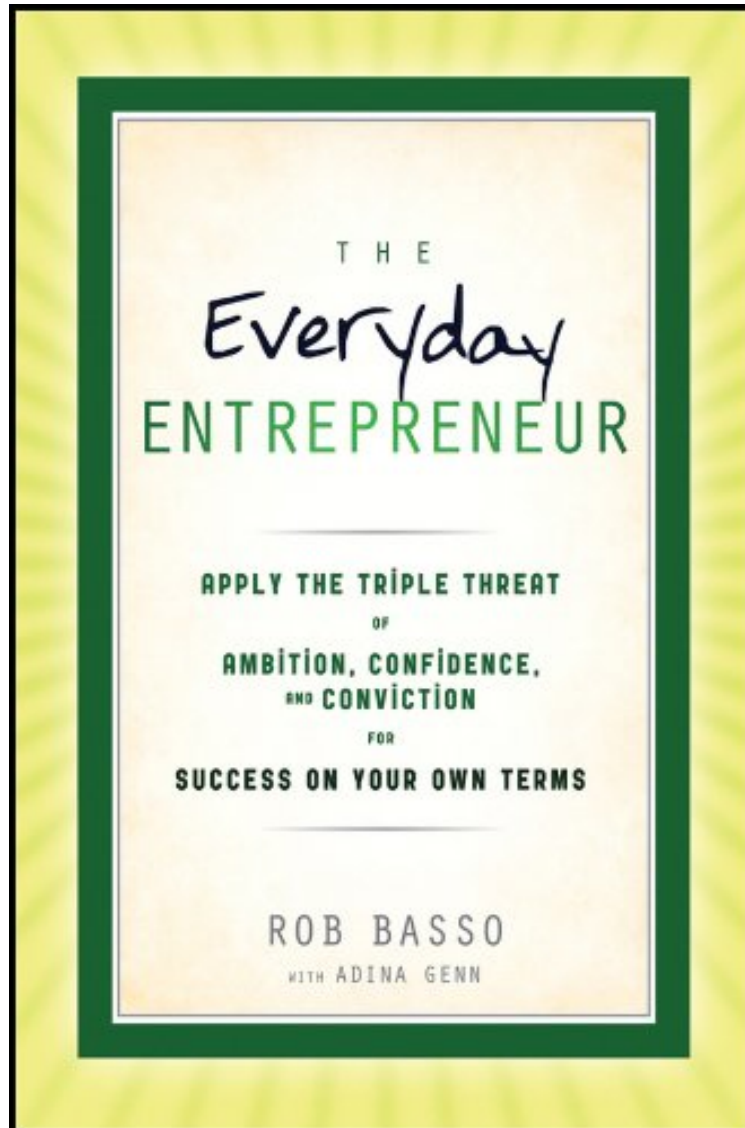


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The Everyday Entrepreneur

Rob Basso

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Rob Basso : The Everyday Entrepreneur before purchasing it in order to gage whether or not it would be worth my time, and all praised The Everyday Entrepreneur:

0 of 0 people found the following review helpful. Courage and FortitudeBy Devoted ReaderRob has spelled out how to have an attitude of positive assertion when creating a business of your own. He gives simple step by step examples of how people have faced adversity and came out on top. Giving up is not an option. Believing in yourself and finding people along the way who will mentor and grow with you is imperative. Don't be afraid to be a small company with large competition. As a small company you can find your own niche and provide the special service large companies

fall short of. These are just a few of the suggestions he makes. I believe this book is a must read for business owners just starting out. It is also a must read for those who may have become complacent in business to develop a fresh new approach and point of view. 0 of 0 people found the following review helpful. Waste of Time By John Ellison There was no real value in this book for me, there were no new ideas--nothing was new and inspiring. There were repeated insights from the same five or six different case studies, but I didn't finish the book and think, "I'm ready for the next step", it was more along the lines of, "wow, well, that was a huge waste of time..." For a book to be published and received well, I think it has to offer something new. This was completely devoid of originality. I guess this is your typical five-point outline made into a business book. 1 of 1 people found the following review helpful. Motivating and Inspirational By Aggie Coming from a family of small business owners, I found that I related to many of the stories portrayed in this book. Reading about the struggles and challenges that some pretty well known entrepreneurs faced while setting up their own business ventures made me realize that while taking that entrepreneurial leap may not be easy, if you have that hunger, anything is possible. I appreciated the tips and examples offered by some very successful people, such as Jeff Hoffman of Priceline.com and Ken Davenport of Tony and Tina's Wedding. The stories were very entertaining, I literally laughed out loud at some points! This is a must read for anyone teetering on the edge of whether or not they should stay at that job that they don't really love or finally follow that dream of being their own boss at something that matters to them. Great for college students as well as those who already started their own business and could use the helpful tips.

A primer for pursuing entrepreneurial ambitions and achieving success Filled with strategies and powerful anecdotes about defining and setting goals and pushing for entrepreneurial success, *The Everyday Entrepreneur* reveals how readers can apply the ambitions of a go-getter in their own lives, position themselves ahead of the pack, examine how to calculate risk, and understand the mindset necessary to venture forward on their own. Unlike other books on the market, *The Everyday Entrepreneur* looks at tangible strategies for business owners to build wealth and financial freedom at any age and inspires those who think they may not have what it takes to get out and put plans into action. Filled with valuable lessons about driving business growth and honing your entrepreneurial instincts to the fullest Includes thoughtful interviews of successful individuals from diverse backgrounds *The Everyday Entrepreneur* imparts meaningful stories and offers a guide to find your own success.

From the Inside Flap Entrepreneurs embody the lessons of dreaming big and persevering. They overcome uncertainty with an unshakeable belief in their mission. Ask any millionaire next door what gave them the strength to become the ultimate self-starter; to stand out, inspire loyalty from others, and protect themselves in the face of great risk; and patterns will emerge. Their entrepreneurial spirit may have started in childhood, with a paper route or a role model parent. They may have questioned authority early on, and by wielding logic and conviction, they won. These are the risk takers, never afraid to expose themselves to possible failure; yet their deep confidence carries them through to success. *The Everyday Entrepreneur* reveals how to apply the ambitions of a go-getter in your own life. Position yourself ahead of the pack, examine how to calculate risk, and understand the mind-set necessary to venture forward on your own. Through true-life stories from those who've forged their own paths, *The Everyday Entrepreneur* looks at tangible strategies to achieve financial freedom at any age. It delivers hard-earned wisdom and proven advice on every aspect of empire-building, including: Hold steady in trying times and push past the "no" Be meticulous in how you project and maintain your image Prepare for others' skepticism, win investors' confidence, and live up to your word Keep territories in mind; you don't want to erode your own base Cultivate your reputation as a leader in order to not only meet your goals but also to enable others to reach theirs Travel with the influencers who can help you reach decision-makers and create your own luck Big ambitions require an equally big action plan, imagination, determination, and help. *The Everyday Entrepreneur* allows you to learn from others' mistakes and successes. Fortify your belief in yourself and win the confidence of others; and get started on your own dreams today! From the Back Cover Praise for *THE Everyday ENTREPRENEUR* "Entrepreneurship. It's not just an idea, it's a lifestyle . . . A mission that can only be accomplished with focus, dedication, thoughtful planning, and above all, passion. Funny, I think I just described Rob Basso . . . Soak in the wisdom that Rob has gathered to share with you. I can't think of a better guy to write this book." —Jeff Hoffman, cofounder, Priceline.com "Rob Basso possesses enough enthusiasm to power the nation's energy grid. Having known Rob for more than a decade, I'm fortunate to be able to tap into his boundless energy and spirit in person. Getting focused and motivated by reading *The Everyday Entrepreneur* might just be the next best thing." —Jed Morey, Publisher, Long Island Press "I firmly believe that the best way to become more successful in business is by learning from the experiences of others, and the real-world stories in this book enable the reader to do just that. Unlike so many dry business books, Rob Basso has skillfully illustrated his points with entertaining and candid stories about real people and their business knowledge. This book is different; a compelling and instructive read that shouldn't be missed." —Steve Davies, Chief Executive, The Alternative Boardreg;, Nassau "Rob Basso has garnered wide-reaching exposure to diverse businesses in his active and accomplished career of mentoring and supporting leading entrepreneurs. His pragmatic approach and his insightful

problem-solving techniques have helped executives navigate through their unique challenges and achieve their goals. As a resource, *The Everyday Entrepreneur* is the culmination of Basso's best practices to encourage positive results for professionals striving for success."mdash;Nada Marjanovich, Publisher and Editor, Long Island Pulse magazine

About the Author Rob Basso is an everyday entrepreneur with a mission and a passion to help small businesses navigate their way to success. A recognized business leader and sought-after speaker, he has built a reputation as a successful entrepreneur who is committed to helping others achieve their entrepreneurial dream. His list of achievements includes: founder of Advantage Payroll Services, founding investor in Empire National Bank, co-creator of the BusyFit DVD, and creator of BassoOnBusiness.com, a destination for business owners to get tools, strategies, and real-world information vital to success. Rob also hosts a web program that features innovative entrepreneurs and businesses, where each episode includes Working Lunch With Rob, a supportive and motivating forum for small businesses.