How to start a business

a work in progress

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Crossing the Chasm

why read:
● new / revolutionary
● breaking into mainstream
● understanding customer types
● differentiating yourself

when to read:  now

how to read:  TAKE NOTES or you'll have to reread it like I did.
E-myth revisited

why read: for anyone considering entrepreneurship. references real people and real world examples for each part of the book.

what I got out of it: franchise
  ● org. chart with role descriptions
    ○ document everything as if it's a manual for someone else
    ○ delegate
  ● differentiate yourself from your competitors or else!

also, helps spell out just what it means to go into business for yourself, why you would want to, common assumptions (pitfalls) made by people in the decision process

when to read: now

how to read: TAKE NOTES or you'll have to reread it like I did.
What else

- busmhr 290
- busmhr 490
- idea pitch, etc.
- startup weekend
- think and grow rich: succeed in all lines of work and to do or be almost anything they want in this world
- the design of everyday things: anyone who designs anything to be used by humans...
- many more... financials!