

START FROM ZERO

**BUILD YOUR OWN BUSINESS
EXPERIENCE TRUE FREEDOM**

DANE MAXWELL

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ISBN: 978-1-95-036718-4

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Publisher: Jesse Krieger
Get Published: Jesse@JesseKrieger.com

Printed in the USA

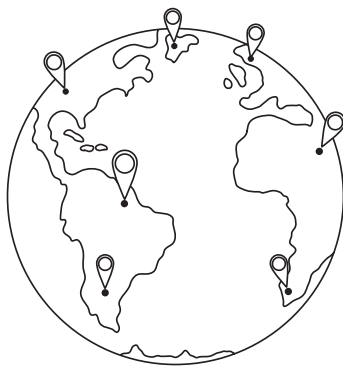


Do you have the spark inside to create
something *of your own*?

This book will show you how to *follow that spark*.
Even if you are starting from zero.

They say that the ride to the top can be lonely...
Because so few actually go for it...
Here's to the few souls who do...

If you're an entrepreneur at heart...
join the free community at
StartFromZero.com/Yes



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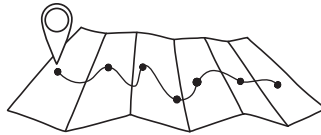
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SUMMARY

This Book Summarized in 4 Pages

The book is about you.

In it, you will go on seven learning adventures.



The goal of this book is for you to build the brain of an entrepreneur. One that can build meaningful businesses and income streams from nothing. This book is perfect for either a starting entrepreneur or someone with an existing business looking to scale their product revenues.

I created this book to sit on your nightstand and become a companion on your journey. Let it be your friend along the way.

Here are the seven big learning adventures in this book.

Adventure 1: Learn The Three Little Rocks.



These rocks—the single most important question, the cardinal rule of successful entrepreneurship, and dealing with jealousy—will be your weapons against being poor, lazy, and stupid.

Adventure 2: Learn What You Don't Need



Here you'll see entrepreneurs are just as flawed as the rest of us. Often they are more flawed; they just make up for it by hiring great teams. Learn the advantages you can use instead of the barriers you have now.

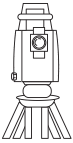
Adventure 3: Learn What You Do Need



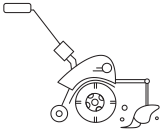
Here you'll transform what you think of yourself on an identity level and deal with fear. With this transformation in place everything else becomes easier and automatic.

Adventure 4: Learn The Four Brains

Very few entrepreneurs possess all four of these brains. In fact most entrepreneurs get by with just two or three. But if you combine all four, your bank account will look very, very good.



Brain One: The Surveyor – Here you see the world in income streams and survey landscapes. Once you understand this, you'll see income streams everywhere.



Brain Two: The Tiller – Here you find and sell ideas by tilling the landscape you surveyed. This is a very profitable skill when done correctly.



Brain Three: The Planter – Here you create and plant scalable product seeds from scratch. The planter is thorough and masterful.



Brain Four: The Gardener – Here you garden and grow the product revenues. Many activities are a waste of time; only a few are needed to grow revenue.

Adventure 5: Learn The 7 Skills



In entrepreneurship there are hundreds of skills you could learn. The following 7 skills will allow you to sell stuff, out-source stuff, learn from screw-ups, and be the owner.

Skill One – Using Words That Sell: Here you'll learn the greatest skill of all – selling with the printed word. It'll make you very, very successful.

Skill Two – Ownership vs. Expert Thinking: Here you'll learn why being the owner, and not the expert, is where the wealth resides. It's a peculiar skill. It requires healthy self-esteem. And once you understand it, you'll stop trying to be an expert.

Skill Three – Being a Newbie. At the root of extreme success is an element of “moving forward” while “not knowing.” Experts like to be right. Owners like to not know and figure it out. Here you develop a trust for figuring things out and start appreciating being a newbie instead of frowning upon it.

Skill Four – Developing Outcome vs. Process Thinking: Here you'll see that mediocre productivity and struggling businesses don't really focus on outcomes. Businesses that place outcomes first as a priority are very successful.

Skill Five – Income Happiness. Not all dollars made are equal. Some dollars can suck your soul, and some are awesome. Here you'll learn how to set up your profit so it is efficient and guard your heart so the environment is pleasurable.

Skill Six – Learning from mistakes, losses, and low-integrity moments: What do you do when you know you've screwed up bad? Here you'll see a terrible mistake I made, how I handled it, and what I have learned.

Skill Seven – How to Make the Biggest Leaps. Most people are careless and stingy with their money. Here you'll see how I took quantum leaps

when I was 24 years old by knowing where to spend my savings and where not to.

Adventure 6: Learn 15 Examples Of Starting From Zero in the Halls of Transformation

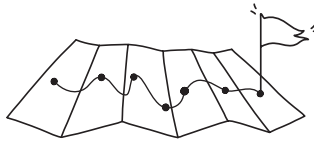


Here you'll see 15 different students who have transformed who they thought they were and built businesses that provide them with freedom. I have broken down the aspects of each of these businesses, and you can see how they got started.

Adventure 7: Learn The 4 Growth Levels of an Entrepreneur



Once you've begun your entrepreneurial journey, use this as a map for how to stay focused, evolve, and grow. From beginner to pro, this final chart will show you where you are on the map and how to make sure you don't lose focus.



Bonus Adventures - All Of The Extra Goodies On One Page

Visit StartFromZero.com/Yes for access to every bonus on one page clearly organized, with no email capture required.

More Resources: What To Do Next...

When you're ready for more, here you'll see more book recommendations and resources to jump-start your journey.

INTRODUCTION

The Three Little Rocks



You are about to embark on the journey of a lifetime! It will be quite an adventure. Before you go on your voyage, I want to give you three little rocks to put in your pocket. Use these rocks and symbols as reminders or keepsakes.

Keep them in your pocket so they are always with you. Do not forget them.

Little Rock Number 1 The Daily Question for Getting Rich & Staying That Way Forever



If you'd like to protect your financial future, get rich, become free, and always be financially safe, then this is the most important question you'll ever need to ask. You can ask it at the end of each day before you lay down for bed. You must answer yes to this question, or you are at risk.

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