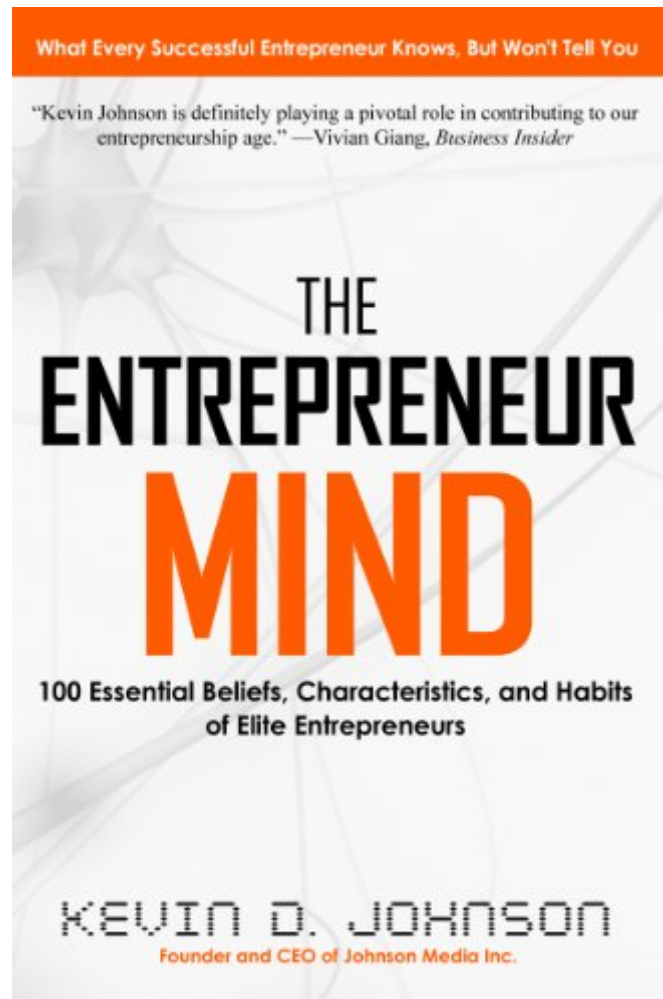


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# The Entrepreneur Mind: 100 Essential Beliefs, Characteristics, And Habits Of Elite Entrepreneurs



## Synopsis

To achieve unimaginable business success and financial wealthâ”to reach the upper echelons of entrepreneurs, where youâ”™ll find Mark Zuckerberg of Facebook, Sara Blakely of Spanx, Mark Pincus of Zynga, Kevin Plank of Under Armour, and many othersâ”you have to change the way you think. In other words, you must develop the Entrepreneur Mind, a way of thinking that comes from learning the vital lessons of the best entrepreneurs. In a praiseworthy effort to distill some of the most important lessons of entrepreneurship, Kevin D. Johnson, president of multimillion-dollar company Johnson Media Inc. and a serial entrepreneur for several years, shares the essential beliefs, characteristics, and habits of elite entrepreneurs. Through the conviction of his own personal experiences, which include a life-changing visit to Harvard Business School, and the compelling stories of modern-day business tycoons, Johnson transforms an oftentimes complex topic into a lucid and accessible one. In this riveting book written for new and veteran entrepreneurs, Johnson identifies one hundred key lessons that every entrepreneur must learn in seven areas: Strategy, Education, People, Finance, Marketing and Sales, Leadership, and Motivation. Lessons include how to think big, who makes the best business partners, what captivates investors, when to abandon a business idea, where to avoid opening a business bank account, and why too much formal education can hinder your entrepreneurial growth. Smart and insightful, *The Entrepreneur Mind: 100 Essential Beliefs, Characteristics, and Habits of Elite Entrepreneurs* is the ultimate primer on how to think like an entrepreneur.

## Book Information

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## Customer Reviews

I can't believe this has maintained a 5 star rating, because I honestly found it quite difficult to get through the whole thing. I'm glad I read it though, because it showed me the kind of person and entrepreneur I do NOT want to become. Kevin Johnson uses every page of this book to stroke his own overinflated ego, even saying at one point during his chapter on the necessity of being crazy that "maybe I am crazy - crazy rich, that is..." He talks about his soirees with Kanye West and President Obama and millionaire doctors on a private 18-hole golf course. This is all great and I understand that he's trying to show and illustrate what the entrepreneurial spirit can bring you, but for the love of god...the whole book was that kind of s\*\*\*! One particular chapter stands out to me as exhibit A to prove my point: In his chapter on spending time with people smarter than yourself, he starts with "The average person is intimidated by smart people. I know firsthand..." You might expect him to immediately go on to say he's spent time with people who humbled him in some form or fashion, but no, the next sentence is "whenever people find out what I scored on an SAT exam, they are shocked. Some try to stump me on the spot with a complex riddle or math question. Others just look at me in disbelief or with gut-wrenching jealousy. I can sense their fear of being judged." So yeah, he was referring to HIMSELF as the one people are intimidated by. Throughout the book, he constantly compares himself to both Mark Zuckerberg and Steve Jobs. Quote: "As I watched my life play out on the big screen in the movie 'The Social Network,' I smiled, reminiscing about my college days when I, too, was an instant campus superstar like Mark Zuckerberg, cofounder of Facebook...."

Alright I'm a beginner in all of this. I saw that this book at 5 star ratings and with over 200+ reviews, and I had to see what it was about. Now I've never heard of this guy, but that doesn't matter I guess since he has met many powerful people and golfed with them. Yes, this guy strokes his own ego many times in this book. I found myself rolling my eyes when he says he saw his life on the full screen when he was watching "The Social Network". I understand this guy is a millionaire, but that is just asinine (unless it was a joke? or he was just letting us in on what he thought, such as private thoughts no one would approve of). He has a similar background like Mark Zuckerberg (comp

science major, programmer), but you aren't the founder of one of the most influential websites that is worth BILLIONS.BUT... I found this book very very helpful. It really changed my perspective on business(and life) and it actually made me feel confident about certain things. I was always wary of things like asking people questions, because I would fear I would annoy others, especially those in the same profession and those who succeed. You can't fear rejection and even if you do get rejected, just move on and find someone who will help you. If they didn't want to help you, you shouldn't be talking with that person anyway or doing business. Surround yourself with people who know what they are doing, willing to help AND people who WANT you to succeed. If you surround yourself with people who don't know what they are doing, who don't have the same ambitions as you or the same vision, or people who don't help you grow, you're in the wrong crowd.That's just one of many things I learned from this book.I know the author seems pompous but it's about 10% of the material.

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