



**EMPLOYEE TO  
ENTREPRENEUR  
MINDSET**

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# EMPLOYEE TO ENTREPRENEUR

## INTRODUCTION

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# INTRODUCTION

AT AGE 35, I'VE LAUNCHED  
OVER 36 COMPANIES,  
BUILT OVER 20 BRANDS AND  
INVESTED IN 16 PROJECTS  
THAT HAVE EVOLVED INTO  
INDUSTRY LEADING COMPANIES.  
I'M CURRENTLY LAUNCHING  
MY 37TH VENTURE,  
TRADESAI, A TRADING TOOLKIT  
POWERED BY NEXT-GEN  
POWERFUL AI, AND  
BIG DATA.

In all my companies I've employed hundreds of people, generated multiple millions in profits and pushed the boundaries in each industry. I've been privileged enough to meet pioneers and thought leaders across the globe, I have been in boardrooms with incredibly successful people, and some I can even call my friends.

I have been lucky enough to encounter some extraordinary experiences, and it wasn't long ago that I had a revelation. I realized the wealth of invaluable insights I've accumulated — a treasure trove of knowledge — is accessible to only a select few.

Throughout the ups and downs of my entrepreneurial journey and the countless business meetings I've conducted, I uncovered a core set of principles. These principles, I realized, possess a timeless quality, capable of transcending industries and empowering anyone striving to achieve greatness, be it in building something remarkable or becoming someone remarkable.

# WHY AM I TELLING YOU THIS?

When I was 22 years old, I read a book, similar to this one called the \$10K Blueprint by Brent Weaver. It had a profound impact on me and I believe that it altered the trajectory of my life. I can pinpoint back to that time, the catalyst moment that changed my life. I realized my untapped potential, and concepts of sales, business, and marketing provided me with a clear roadmap to my aspirations.

Looking back now, I'm quite certain that thousands, maybe even hundreds of thousands of people read that same book. The difference between myself and 90% of the other readers? I didn't simply absorb the knowledge, I applied it.

Most people don't know where I started from. Let's go on a journey, back to Dublin, Ireland 20 years ago. From the age of 15, I worked tirelessly in hospitality, juggling school and sports at the same time. Even though my beginnings were

humble, I didn't let that limit my aspirations. I always wanted more for myself. Luckily, my twin brother was on the same wavelength, and together we spent hours each weekend conceptualizing and brainstorming ways to make an extra 10, 50, 100 euros per hour.

Rather than settling for a bartending gig that paid us €7.50 per hour, we began canvassing our clientele, offering premium services like private waitstaff for exclusive events, of course, at a premium of €50 per hour. The results of this small initiative boosted a weekend's worth of earnings at €7.50 to €1200 through our private ventures.

But we didn't stop there. We realized that to truly capitalize on this success, we needed to scale up. That meant establishing a brand identity – so, Waiters.ie was born. But creating a brand was only half the battle. We needed to spread the word beyond our immediate circle.

That's when I invested my time on a crash course in web development and SEO, spending countless hours devouring YouTube tutorials and gaining a deep understanding of Google rankings. Before long, we found ourselves on the

first page of search results. Suddenly, inbound leads were pouring in, allowing us to fine-tune our offerings and maximize our earnings with fewer events.

This first experience in entrepreneurship presented me with an incredible opportunity. By educating myself on website creation and optimization, I had inadvertently acquired a highly marketable skill – one that could be leveraged to generate leads for other businesses online. But to prove my mettle, I needed clients and a portfolio to showcase my capabilities. So, I returned to my roots, persuading a loyal customer – an architect – to entrust me with crafting his online portfolio. And from here, my career into entrepreneurship took off.

This ebook isn't about strategy, it isn't about trading or making money. It's about something so much more important. It's about mindset, the fundamental building block that will set you up for success in every aspect of life. This book is a guide to become the kind of person that has agency and the capacity to transform from an employee to an entrepreneur.

WHETHER YOU ARE  
TAKING THE LEAP TO  
**BUILD SOMETHING** OF  
YOUR OWN, OR WANTING  
TO STEP UP INTO A  
**LEADERSHIP ROLE**  
IN YOUR CURRENT  
WORKPLACE, **THIS BOOK**  
**HAS SOMETHING FOR YOU.**  
THIS IS THE FIRST STEP  
TOWARDS BECOMING  
THE ENTREPRENEUR YOU  
WANT TO BE.

But, before we go deeper into this topic, I want to make one thing clear. Younger generations have a few qualities that are in short supply.

Today's aspiring entrepreneurs often lack patience and commitment, essential ingredients for achieving lasting success. Many are drawn to quick results and shortcuts, and are unwilling to invest their time, energy and money needed to build something substantial. Instant gratification can be a tempting trap—instead of embracing challenges, some give up at the first sign of difficulty.

But, those who stay the course, put in the hard work, and remain truly committed are more likely to achieve sustainable success. Meaningful accomplishments take time, and setbacks are part of the journey.

Reflecting on my own experience in sales, I remember taking a risk by investing €15 of my own money to secure a crucial interaction. I knew that if I succeeded in converting that interaction into a sale, I'd earn around €100—making me €85 richer.

I repeated this strategy multiple times until I closed that pivotal deal. I didn't let initial setbacks discourage me. Each time, I was essentially betting on myself, saying, "I believe in this opportunity." And it paid off.

Hitting my targets was a direct result of this self-investment. I not only recovered my initial investment but also came out ahead. This drive to take risks and invest in oneself is what seems to be lacking today—a mindset that's crucial for success.

**THE ROAD TO ENTREPRENEURIAL  
SUCCESS ISN'T GLAMOROUS.  
IT REQUIRES CONSISTENT LATE  
NIGHTS, WEEKEND WORK, AND SAYING  
NO TO SOCIAL DISTRACTIONS.  
BUT FOR THOSE WILLING TO PUT IN THE  
EXTRA EFFORT AND COMMITMENT,  
THE REWARDS CAN BE  
TRULY FULFILLING.**

# *I have three core beliefs*

I believe that most people overcomplicate things, ideas, communication, strategies, you name it. Strive to simplify everything.

*The smartest person in the room is often the one who can simplify complexity.*

I believe that with a positive mindset, an insatiable hunger for growth and disciplined approach to learning, you can achieve most things in life.

*Success in life boils down to your willingness to be uncomfortable and push beyond your limits.*

I believe that time is the most valuable asset we possess. How you invest your time is directly related to the trajectory of your life.

*Ask yourself are you spending time on worthwhile things If not it's time for a recalibration to align to your goals and aspirations.*

# THE FOUNDATIONS

Achieving greatness, whether in personal growth or in building extraordinary things, hinges upon mastery across three foundational pillars. In my experience, whether it's to solidify yourself as an industry leader or launch yourself as a successful entrepreneur, these pillars are the cornerstones of greatness:

## PILLAR 1: SELF-MASTERY

Leonardo da Vinci once said, "One can have no smaller or greater mastery than mastery of oneself." This pillar revolves around you—yourself-awareness, self-control, self-care, self-conduct, self-esteem, and the narrative you craft about yourself. Mastering oneself equates to mastering one's entire world. In fact, this should be empowering, this is the one thing you can control.

## **PILLAR II: PERSONAL PHILOSOPHY**

Whether in business, sports, or relationships, an individual's underlying philosophies serve as the guiding force behind their actions. This pillar explores the profound impact of personal and professional beliefs on behavior and outcomes. Your philosophy comprising beliefs, values, and principle forms the bedrock upon which your actions are built, propelling you toward greatness.

## **PILLAR III: YOUR NETWORK**

At its core, every activity—be it a company, project, or organization—is a collection of individuals. The success or failure of any enterprise stems from the collective efforts of its members. This pillar underscores the importance of assembling the right team and nurturing a culture that fosters excellence. When exceptional individuals are united by a shared vision and ethos, the collective whole transcends the sum of its parts, leading to impressive achievements.

These pillars serve as the foundation upon which greatness is built. Conquering each aspect empowers individuals to reach new heights and realize their fullest potential.

**SO, ARE YOU READY  
TO DELVE DEEPER AND BEGIN YOUR  
JOURNEY TOWARDS BECOMING  
AN ENTREPRENEUR?**

## CHAPTER ONE

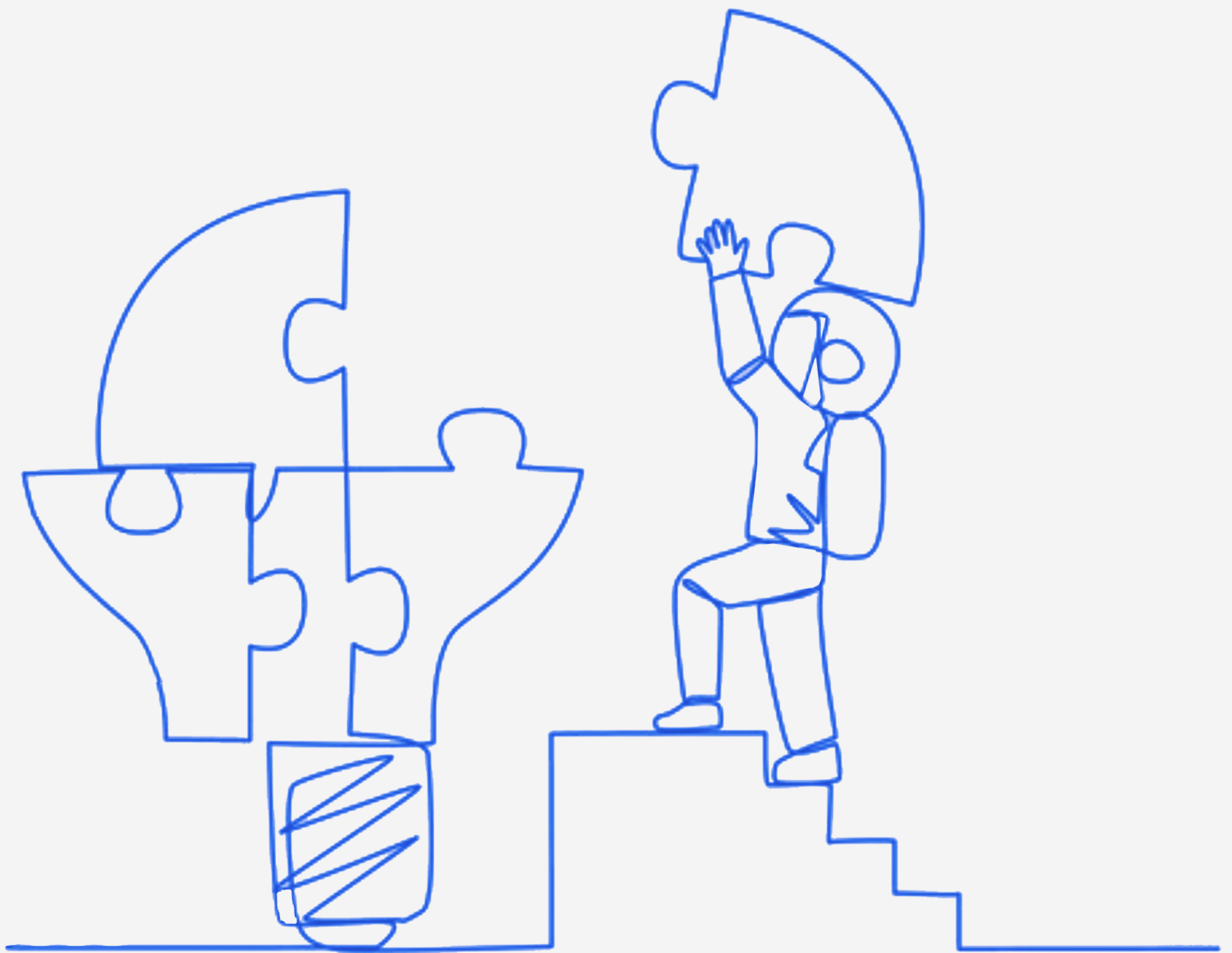
# DETERMINE YOUR POTENTIAL

"Sooner or later, those who win  
are those who think they can."

— Richard Bach

WHAT  
DISTINGUISHES  
A SUCCESSFUL  
ENTREPRENEUR? IS IT  
A SPECIFIC SKILL SET,  
A SET OF INHERENT  
CHARACTERISTICS,  
OR A COMBINATION OF  
BOTH? DOES IT STEM  
FROM EXPOSURE TO  
THE RIGHT PEOPLE,  
EXPERIENCES,  
AND IDEAS?

# THE ESSENCE OF AN ENTREPRENEUR



Defining the essence of entrepreneurship and uncovering the unique traits that set entrepreneurs apart is a complex task. There's no universal definition, yet genuine entrepreneurs embrace the journey of forging their own paths.

Entrepreneurship isn't confined to a single dominant trait; rather, it thrives on a diverse blend of strengths and capabilities. It's about harnessing your individual skills to foster relationships, nurture

ideas, and translate them into reality. For me, the allure of entrepreneurship lies in the process of turning ideas into tangible accomplishments, driven by a continuous quest for knowledge and self-improvement.

Embarking on the entrepreneurial journey is no small feat; it demands introspection and a willingness to confront past experiences and challenges. Reflecting on my own journey, I've always seen myself as a creative problem solver, seizing every obstacle as an opportunity for innovation and advancement.

USE EVERY OPPORTUNITY TO  
HONE YOUR MINDSET

## My entrepreneurial journey

Began with a simple desire  
to craft a lifestyle aligned with my  
values and aspirations

Rejecting the traditional trajectory  
of a corporate career I sought  
authenticity and pushed my  
boundaries to explore my  
full potential

Even in my early days as a bartender, I approached my role with an entrepreneurial mindset, striving to excel in customer service and innovation. Every interaction at the bar presented an opportunity to forge connections and deliver exceptional service, leaving a lasting impression on customers.

Whether serving drinks or addressing a boardroom, my message remains consistent: entrepreneurship is a mindset. It's about believing in oneself and the capacity to make a meaningful impact. Every encounter, no matter how seemingly insignificant, holds the potential to cultivate loyalty and leave a lasting mark.

# BUILDING THE FOUNDATIONS FOR SUCCESS

Your entrepreneurial journey hinges on the strength of five foundational W's. These serve as the basis of your professional potential, shaping the scale, credibility, and feasibility of your aspirations—both to yourself and to others who believe in you.

Achieving greatness needs years of dedicated effort to strengthen this foundation. Those fortunate enough to possess all five wield the potential to enact profound global change.

Whether you're charting a career path, embarking on a new venture, or contemplating your dreams, it's essential to analyze your foundations.

# THE FIVE W'S ARE

What You Know  
Your Knowledge

What You Can Do  
Your Skills

Who You Know  
Your Network

What You Have  
Your Resources

What the World Thinks  
of You  
Your Reputation

Below I've listed out key takeaways and actionable tasks for each W, this is where your work begins:

## WHAT YOU KNOW (YOUR KNOWLEDGE):

**KEY TAKEAWAY:** Continuous learning and knowledge acquisition are essential for personal and professional growth.

### **ACTIONABLE TASKS:**

- ☐ Set aside time each week for reading books, articles, or taking online courses relevant to your field or interests.
- ☐ Attend workshops, seminars, or webinars to expand your knowledge and skills.
- ☐ Engage in discussions and exchange ideas with peers, mentors, or experts in your industry.
- ☐ Document your learnings and insights to reinforce retention and application.

# WHAT YOU CAN DO (YOUR SKILLS):

**KEY TAKEAWAY:** Developing and honing your skills empowers you to tackle challenges effectively and achieve your goals.

## **ACTIONABLE TASKS:**

- ☐ Identify the key skills required for success in your desired field or industry.
- ☐ Create a personalized development plan outlining specific skills to acquire or enhance.
- ☐ Practice regularly to strengthen your skills through hands-on projects, simulations, or real-world experiences.
- ☐ Seek feedback from mentors, colleagues, or peers to identify areas for improvement and refine your skills accordingly.

## WHO YOU KNOW (YOUR NETWORK):

**KEY TAKEAWAY:** Building and nurturing a strong professional network opens doors to opportunities, collaborations, and support.

### **ACTIONABLE TASKS:**

- ☐ Actively engage in networking events, conferences, and industry gatherings to meet new contacts and expand your network.
- ☐ Maintain regular communication with existing connections through emails, calls, or social media platforms.
- ☐ Offer assistance and support to others within your network without expecting immediate returns.
- ☐ Utilize online networking platforms such as LinkedIn to showcase your skills, expertise, and professional achievements.

## WHAT YOU HAVE (YOUR RESOURCES):

**KEY TAKEAWAY:** Leveraging your resources effectively enables you to overcome challenges and capitalize on opportunities.

### **ACTIONABLE TASKS:**

- ☐ Conduct a comprehensive inventory of your financial, physical, and intellectual resources.
- ☐ Allocate resources strategically based on your priorities and objectives.
- ☐ Seek opportunities for collaboration or partnership to access additional resources and expertise.
- ☐ Regularly evaluate and optimize resource allocation to ensure efficiency and effectiveness.

# WHAT THE WORLD THINKS OF YOU (YOUR REPUTATION):

**KEY TAKEAWAY:** Cultivating a positive reputation enhances your credibility, trustworthiness, and influence in your professional and personal endeavors.

## **ACTIONABLE TASKS:**

- ☐ Uphold high ethical standards and integrity in all your interactions and endeavors.
- ☐ Deliver consistently exceptional work and exceed expectations to build a reputation for excellence.
- ☐ Actively manage your online presence and social media profiles to ensure they reflect your professional brand positively.
- ☐ Solicit feedback from colleagues, clients, and stakeholders to assess and enhance your reputation over time.

## **TLDR:**

The essence of entrepreneurship lies in forging unique paths and embracing a diverse blend of strengths. It's about turning ideas into reality fueled by continuous learning and self-improvement.

Five foundational pillars—knowledge, skills, network, resources, and reputation—underpin entrepreneurial success.

Key takeaways include continuous learning, skill development, networking, resource management, and reputation building.

Actionable tasks include reading, attending workshops, practicing skills, networking actively, managing resources strategically, and upholding ethical standards to cultivate a positive reputation.

## CHAPTER TWO

# MANAGE YOUR ASSETS

"We don't have to be smarter than  
the rest. We have to be more  
disciplined than the rest."

— Warren Buffet

THE WAY WE  
ALLOCATE OUR TIME IS  
NOT MERELY A MATTER OF  
SCHEDULING; IT'S A PIVOTAL  
FACTOR THAT DETERMINES  
THE TRAJECTORY OF OUR  
LIVES. WHETHER WE SUCCEED  
OR FAIL IN OUR PROJECTS,  
MAINTAIN OUR HEALTH  
AND HAPPINESS, OR BUILD  
FULFILLING VENTURES  
ALL HINGE ON HOW WE  
MANAGE AND UTILIZE  
OUR TIME.

# EMBRACING DISCIPLINE

## AS A GUIDING PRINCIPLE



Discipline, to me, embodies an enduring commitment to a goal, regardless of fluctuations in motivation levels. It involves consistently exercising self-control, practicing delayed gratification, and demonstrating unwavering perseverance. While the reasons behind long-term discipline may vary, they often stem from a combination of personal traits, mindset, emotional regulation, and environmental influences.

Reflecting on my life, I've found that discipline remains a constant across various domains — whether it's maintaining my health and fitness regimen, building successful companies, or nurturing relationships. This consistency in discipline can be attributed to the discipline equation.

# UNDERSTANDING THE DISCIPLINE EQUATION

The discipline equation encapsulates three fundamental factors:

*Perceived Value  
of Achieving the Goal*

The importance we assign to accomplishing a particular goal influences our level of discipline.

*Psychological Reward  
and Engagement in the  
Pursuit*

The degree to which the process of pursuing the goal is fulfilling and psychologically rewarding fuels our motivation and discipline.

# Psychological Cost and Disengagement in the Pursuit

Conversely, the challenges and obstacles we encounter in pursuing our goals can deplete our discipline if they outweigh the rewards.

In essence, the equation can be summarized as follows: discipline equals the value of the goal plus the reward of the pursuit minus the cost of the pursuit.

# APPLYING THE LAW OF THE DISCIPLINE EQUATION

Success is not shrouded in complexity or mystery; it's fundamentally a product of how we choose to allocate our time. While luck and external circumstances may provide a tailwind, true success stems from our commitment to disciplined action. Finding something that deeply resonates with us and compels us to persevere daily is key. Success, then, becomes the embodiment of discipline—a journey guided by beautifully simple principles.

# CULTIVATING SELF-RESPECT THROUGH TIME MANAGEMENT

Being discerning about how we allocate our time and with whom we choose to spend it demonstrates a sense of self-respect. As entrepreneurs, our time is our most precious resource, and how we invest it reflects our priorities and values. By prioritizing tasks and relationships that align with our goals and aspirations, we honor ourselves and pave the path to success.

Mastering time and discipline as an entrepreneur's greatest asset involves recognizing the intrinsic value of our goals, finding fulfillment in the pursuit, and navigating challenges with unwavering determination. By sticking to the principles of discipline and respecting our time, we empower ourselves to shape our destinies and achieve enduring success.

# BUILD YOUR EQUATION:

## VALUE YOUR GOALS:

Recognize the importance of the goals you set for yourself and your business. The perceived value of achieving these goals will fuel your discipline and determination.

- ☐ Take time to define clear and actionable goals for yourself and your business. Break these goals down into smaller, manageable tasks to track progress effectively.
- ☐ Establish a structured daily routine that optimizes your productivity and supports your goals. Allocate specific time slots for important tasks, meetings, and personal activities.
- ☐ Set boundaries around your time and commitments to ensure a healthy work-life balance. Learn to say no to tasks or events that don't align with your priorities or goals.

## **FIND FULFILLMENT IN THE PROCESS:**

Embrace the journey towards your goals as an opportunity for growth and fulfillment. Seek ways to make the pursuit engaging and psychologically rewarding.

- ☐ Foster a mindset of continuous learning and growth. Seek out opportunities to expand your skills and knowledge, both within your industry and in areas relevant to your personal development.
- ☐ Take time to celebrate your achievements and milestones along the way. Recognize the progress you've made and use it as motivation to continue pushing forward.
- ☐ Invest time in networking activities that align with your goals and interests. Attend industry events, join online communities, and engage in meaningful conversations with like-minded individuals.

## **OVERCOME CHALLENGES:**

Acknowledge that challenges and obstacles are inevitable, but they should not deter you from your path. Focus on overcoming obstacles with resilience and perseverance.

- ❑ Regularly reflect on your progress and assess how well you're adhering to your goals and maintaining discipline. Adjust your approach as needed to stay on track.
- ❑ Understand that success is not overly complex or mysterious. It is the result of disciplined time management and commitment to your goals.
- ❑ Identify tasks that can be delegated to others to free up your time for high-priority activities. Build a capable team and trust them to execute tasks effectively.

## **APPLY THE DISCIPLINE EQUATION:**

Remember the discipline equation—value of the goal plus the reward of the pursuit minus the cost of the pursuit. Use this framework to assess and bolster your discipline in pursuit of your objectives.

- ❑ Implement time-blocking techniques to dedicate focused periods to specific tasks or projects. This helps minimize distractions and enhances productivity.
- ❑ Treat your time as your most valuable resource. Be discerning about how you allocate it and prioritize tasks and relationships that align with your goals and values.

- ❑ Conduct a thorough audit of how you currently spend your time. Identify any inefficiencies or time-wasting activities and make adjustments to optimize your schedule.

## **TLDR:**

Time allocation shapes our lives, determining success, health, and happiness. Discipline, driven by commitment, self-control, and perseverance, is crucial across all domains.

The discipline equation, balancing goal value, pursuit reward, and pursuit cost, guides disciplined action. Success stems from disciplined time management.

Prioritize goals, find fulfillment in the journey, overcome challenges, and apply the discipline equation. Mastering time and discipline empowers entrepreneurs to shape their destinies and achieve enduring success.

## CHAPTER THREE

# CRAFT THE PERFECT PITCH

"Selling is the most important skill as an entrepreneur. I'm not talking so much about selling a product so much as selling yourself, team, and deals."

— Robert Kiyosaki

IN TODAY'S  
HYPER-CONNECTED  
LANDSCAPE, THE ART  
OF PERSUASION STANDS  
AS A DISTINCTION,  
SEPARATING LEADERS  
FROM FOLLOWERS AND  
VISIONARIES  
FROM SPECTATORS.  
THIS CHAPTER DELVES  
INTO THE DEPTHS OF  
PERSUASION, ILLUMINATING  
HOW MASTERING  
STORYTELLING CAN NOT  
ONLY CAPTIVATE BUT  
MOBILIZE AUDIENCES  
TOWARDS DECISIVE  
ACTION.

# PERSUASION IS AS MUCH A SKILL, AS IT IS AN ART



Persuasion is about crafting narratives that deeply resonate with people's emotions, beliefs, and aspirations. As a leader, entrepreneur, or visionary, your prowess in persuasion is fundamental to your journey's success.

Storytelling serves as the quintessential tool of persuasion, weaving together facts, emotions, and personal experiences into a tapestry that not only engages but inspires.

# COMPEL AND CONNECT WITH YOUR AUDIENCE

However, captivating an audience demands more than polished rhetoric—it necessitates authenticity, empathy, and an intimate understanding of your audience's needs. By forging genuine connections and appealing to the heart, you can instill a sense of purpose that propels individuals towards meaningful change.

Crafting a compelling narrative is an intricate art, melding creativity with strategic intent to convey your message in a manner that deeply resonates with your audience. Whether advocating a business venture, championing a cause, or galvanizing your team, a well-crafted story possesses the transformative power to inspire action and catalyze profound change.

# INSPIRE ACTION

## TO REACH THE DESIRED OUTCOME

Ultimately, the essence of persuasion lies in its ability to ignite action—to compel individuals to embrace your cause, rally behind your vision, or invest in your ideas.

By embracing the nuances of persuasion, honing your storytelling acumen, and crafting narratives that resonate deeply and encourage action, you embody the archetype of a true visionary, leaving a mark on the world and shaping your legacy.

I'VE DISTILLED MY APPROACH  
INTO THREE SIMPLE STEPS, WHERE  
SIMPLICITY AND CLARITY ARE  
PARAMOUNT.



1.

Start by igniting curiosity about your product or service. Remember, your client has already shown interest in you, so extend that interest to what you're offering. There are various ways to spark curiosity, tailored to your business, but always aim for uniqueness.

*Ask direct questions that lead them to you avoiding generic approaches*

## 2.

Next, gather detailed information about your business project. Be well-prepared and knowledgeable, taking your client on a journey with you. Sell them on your vision before anything else. Remember, less is more; avoid overwhelming them with excessive information. A single keyword on a slide can be more impactful than a paragraph of technical jargon.

*The goal is to captivate  
your audience and leave them  
eager to learn more*

## 3.

Finally, implement your pitch and diligently follow up with your potential client. Assess their level of commitment and investment willingness. This process isn't just about transactions; it's about nurturing relationships and fostering trust.

*Trust is at the core  
of human interactions and  
relationships*

# PITCH PERFECT PLAN:

## 1. IMPORTANCE OF PERSUASION:

In today's interconnected world, mastering the art of persuasion is crucial for distinguishing oneself as a leader or visionary.

- ☐ Invest time in studying persuasion techniques, including the principles of influence and communication strategies.

## 2. POWER OF STORYTELLING:

### STORYTELLING

is the cornerstone of persuasion, allowing one to engage and inspire audiences by weaving together facts, emotions, and personal experiences.

- ☐ Regularly practice storytelling by sharing personal anecdotes or crafting narratives around important messages to refine your storytelling skills.

### **3. AUTHENTIC CONNECTION:**

Effective persuasion requires authenticity, empathy, and a deep understanding of the audience's needs to forge genuine connections.

- ☐ Take the time to understand your audience's needs, desires, and pain points to tailor your messages effectively.
- ☐ Cultivate authenticity in your communication by sharing genuine experiences and emotions to build trust and rapport with your audience.

### **4. CRAFTING COMPELLING NARRATIVES:**

Crafting a compelling narrative involves blending creativity with strategic intent to convey messages that deeply resonate with the audience.

- ☐ Develop the ability to craft compelling narratives by combining creativity with strategic intent to convey messages that resonate deeply with your audience.

## 5. IGNITING ACTION:

The ultimate goal of persuasion is to ignite action, whether it's rallying support for a cause, inspiring a team, or garnering investment in ideas.

- Focus on inspiring action through your persuasive efforts, whether it's encouraging individuals to support a cause, join a movement, or invest in your vision.

## TLDR

This section highlights the importance of persuasion in entrepreneurship, emphasizing storytelling as a powerful tool to engage and mobilize audiences. Persuasion requires authenticity, empathy, and understanding of audience needs. Crafting compelling narratives and igniting action are key elements.

The chapter offers a three-step plan: ignite curiosity, share relevant information concisely, and follow up diligently to build trust and relationships. The Pitch Perfect Plan emphasizes the significance of persuasion, storytelling, authentic connection, crafting compelling narratives, and igniting action for entrepreneurial success.

## CHAPTER FOUR

# BUILD YOUR TEAM

"Talent wins games,  
but teamwork and intelligence  
win championships."

— Michael Jordan

THE TRUTH IS,  
YOUR DESTINATION  
IS SHAPED BY THE  
COLLECTIVE INGENUITY,  
IDEAS, AND EXECUTION OF  
THE TEAM YOU ASSEMBLE.  
EVERY GREAT IDEA,  
PRODUCT, MARKETING  
STRATEGY, OR BUSINESS  
ENDEAVOR ORIGINATES  
FROM THE MINDS OF  
THE PEOPLE  
YOU HIRE.



As a founder, understanding that your primary role of recruiting is pivotal. Building a team of talented individuals, often referred to as A players, is the cornerstone of success. Steve Jobs famously stated, "It doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do."

One of the key lessons I learnt early on in my entrepreneurial journey was that while I understood various aspects of the business, I wasn't an expert in each one. I had my strengths, I knew how to leverage these skills to add more value to my business and I outsourced the rest.

**THINK ABOUT IT...**

**THE LEARNING CURVE TO ACQUIRE  
A NEW SKILL IS STEEPER AND  
LENGTHIER, THAN IF YOU HAD TO  
HIRE A TEAM TO FULFILL EACH  
ROLE. YOUR TIME IS YOUR MOST  
VALUABLE ASSET, SO INSTEAD OF  
SPENDING HOURS JUST TO REACH  
A MEDIOCRE LEVEL, SPEND A  
FRACTION OF THAT IN BUILDING  
OUT YOUR A-TEAM.**

# LET'S EXPLORE SEVEN ESSENTIAL PERSONALITY TYPES THAT CONTRIBUTE TO THE SUCCESS OF ANY TEAM.

## THE LEADER:

Common wisdom dictates that every project should have a designated leader. This individual excels in mediating conflicts, facilitating communication, and steering the team towards its goals. A good leader possesses strong communication skills, a clear vision, and the ability to motivate others.



## THE TEAM PLAYER:

Team players are the glue that holds a team together. They thrive on collaboration, compromise, and diplomacy. While they may not always take the lead, team players are reliable, follow through on tasks, and excel at resolving conflicts to ensure group cohesion.



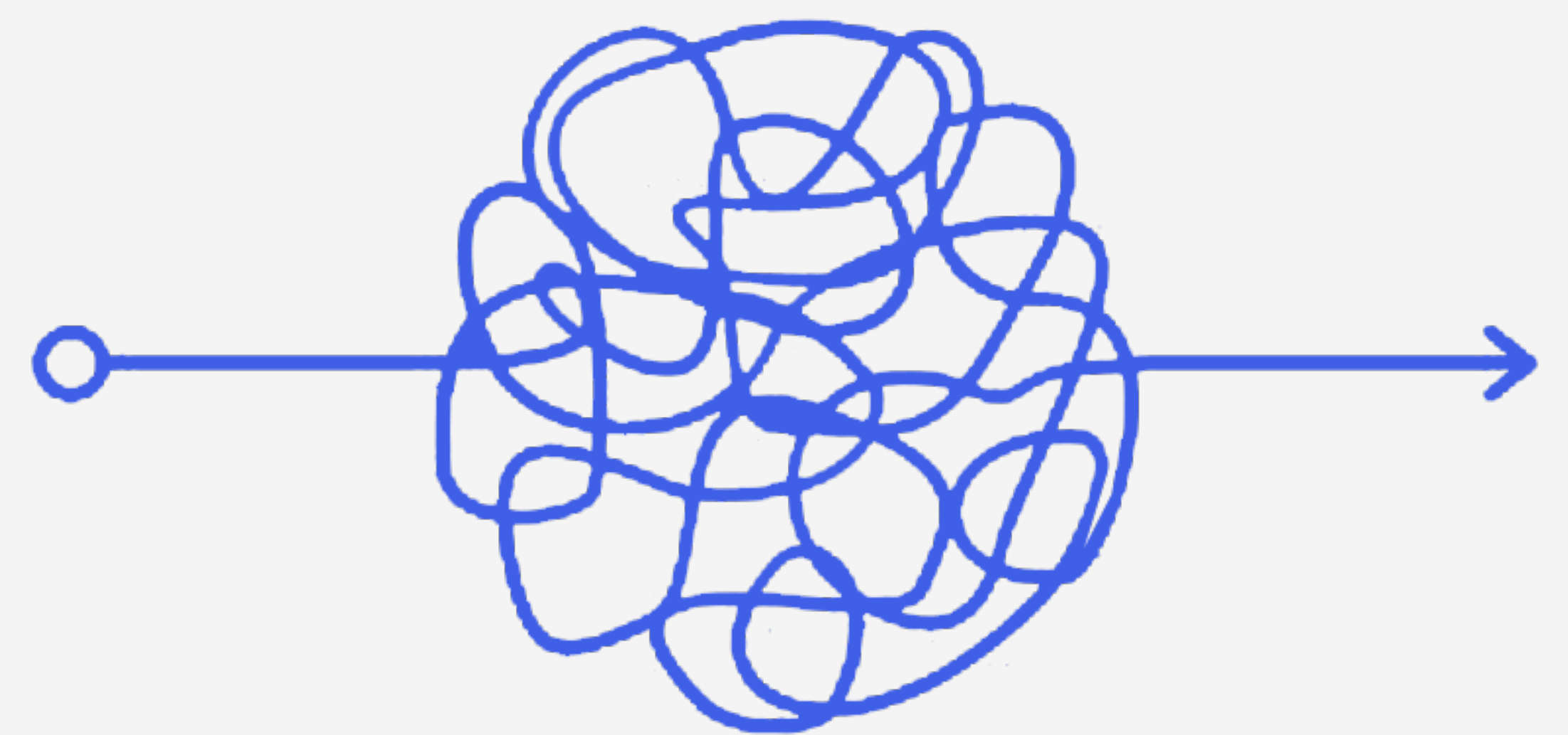
## THE RESEARCHER:

Inquisitive and resourceful, researchers excel at uncovering valuable information essential for project success. Their knack for asking insightful questions and finding answers makes them indispensable members of any team, regardless of the field.



## THE EXPERT:

Every project requires subject matter expertise, and the expert fills this role. Armed with intimate knowledge in their respective field, experts provide invaluable insights and guidance, ensuring accuracy and proficiency in project execution.



## THE PLANNER:

Self-motivated and organized, planners excel at structuring processes and optimizing efficiency. Their penchant for detail, punctuality, and strategic thinking ensures projects are delivered on time and within scope.





## THE CREATIVE:

Creative thinkers bring innovation and fresh perspectives to the team. While they may not always adhere to conventional norms, their ability to think outside the box fosters groundbreaking ideas and solutions that set the team apart.



## THE COMMUNICATOR:

Natural communicators excel at conveying information and rallying support from others. Whether in sales, marketing, or leadership roles, communicators leverage their networking skills and persuasive abilities to unite the team and drive success.

# DISCOVER YOUR ARCHETYPE:

Answer the following questions to discover which archetype of a team you align with the most. While entrepreneurs often gravitate towards the leader archetype, you may find that you resonate with a blend of two archetypes. This understanding will provide clarity on the types of individuals you need to hire to complement your strengths.

Choose the response that best reflects your typical behavior or preferences in a team setting.

## **1. WHEN FACED WITH A CHALLENGING PROJECT, WHAT ROLE DO YOU NATURALLY FIND YOURSELF ASSUMING?**

- a) Taking charge and guiding the team towards the goal.
- b) Supporting and assisting team members to ensure everyone stays united.

- c) Digging deep into research to gather essential information.
- d) Providing expert insights and guidance based on your specialized knowledge.
- e) Organizing and planning the steps needed to achieve success.
- f) Generating innovative ideas and thinking outside the box.
- g) Communicating effectively and ensuring everyone stays informed and motivated.

## **2. HOW DO YOU PREFER TO CONTRIBUTE TO A TEAM DYNAMIC?**

- a) By leading discussions and making decisions.
- b) By fostering collaboration and promoting harmony among team members.
- c) By conducting thorough research and analysis.
- d) By sharing specialized knowledge and expertise.
- e) By developing detailed plans and strategies.
- f) By generating creative solutions and brainstorming new ideas.
- g) By facilitating communication and keeping everyone engaged and informed.

### **3. WHICH ASPECT OF TEAMWORK DO YOU EXCEL AT THE MOST?**

- a) Leadership and guiding the team towards success.
- b) Collaboration and fostering a supportive team environment.
- c) Research and gathering valuable information.
- d) Providing expert insights and specialized knowledge.
- e) Planning and organizing tasks effectively.
- f) Innovation and thinking outside the box.
- g) Communication and keeping the team informed and motivated.

### **4. HOW DO YOU APPROACH RESOLVING CONFLICTS WITHIN A TEAM?**

- a) By mediating discussions and finding common ground.
- b) By listening to all perspectives and promoting compromise.
- c) By seeking out relevant information to address the issue.
- d) By offering expert advice and solutions.

- e) By devising strategies to prevent conflicts from arising.
- f) By proposing creative solutions to reconcile differences.
- g) By facilitating open communication and fostering understanding.

## **5. WHAT MOTIVATES YOU THE MOST IN A TEAM ENVIRONMENT?**

- a) Achieving goals and driving success.
- b) Building strong relationships and fostering teamwork.
- c) Acquiring new knowledge and insights.
- d) Making a significant impact with your expertise.
- e) Executing plans efficiently and seeing results.
- f) Expressing creativity and generating innovative ideas.
- g) Engaging with others and achieving collective success.

# RESULTS:

**MOSTLY A'S:** You align with the Leader archetype. You excel at guiding the team towards its goals and mediating conflicts effectively.

**MOSTLY B'S:** You align with the Team Player archetype. You thrive on collaboration and promoting unity within the team.

**MOSTLY C'S:** You align with the Researcher archetype. You excel at conducting thorough research and gathering valuable information.

**MOSTLY D'S:** You align with the Expert archetype. You provide specialized knowledge and insights crucial for project success.

**MOSTLY E'S:** You align with the Planner archetype. You excel at organizing tasks and executing plans efficiently.

**MOSTLY F'S:** You align with the Creative archetype. You bring innovation and fresh perspectives to the team.

**MOSTLY G'S:** You align with the Communicator archetype. You excel at conveying information and rallying support from others.

## **TLDR**

Your team shapes your success. As a founder, your primary role is recruiting A players who excel in various personality types. Understanding your strengths and outsourcing the rest is key.

Explore seven essential team archetypes: Leader, Team Player, Researcher, Expert, Planner, Creative, and Communicator. Take the quiz above to discover your archetype and hire complementary talents to build a winning team.

# THIS BOOK ENDS WITH A FINAL LESSON: THE LEARNING NEVER STOPS.



As soon as you finish reading this, I want you to remember one thing. In order to be successful, in any area of life, you need to stay hungry. Hungry for knowledge, hungry for growth, and hungry for new experiences.

So embrace the challenge, seek new opportunities and surround yourself with a diverse team that complements your strengths and weaknesses. As cliché as it sounds, success is not a destination, it's a journey - so make sure you're enjoying yourself while you strive, innovate and push the boundaries.

MY BOOK IS THE FIRST  
IN A SERIES THAT AIMS  
TO SERVE AS YOUR GUIDE,  
BUT THE **REAL GROWTH**  
HAPPENS WHEN YOU TAKE  
**ALL THE TOOLS**  
**AND LESSONS** I'VE SHARED  
WITH YOU AND APPLY THEM  
TO YOUR OWN LIFE.

I CHALLENGE YOU  
TO **POST A STORY** ON  
INSTAGRAM, TAG ME AND  
**SHARE** HOW THIS  
BOOK IMPACTED YOU.

OWEN.

NOW GO OUT  
THERE AND  
MAKE YOUR  
MARK ON  
THE WORLD.  
JUST DO THE  
THING.