



The Entrepreneur Roller Coaster: Why Now Is the Time to #JoinTheRide

Darren Hardy

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66 PERCENT OF SMALL BUSINESSES FAIL--AND IT'S NOT FOR THE REASONS YOU THINK.

WHY DO THEY FAIL?

That is what SUCCESS Publisher Darren Hardy set out on a mission to discover.

What he found was startling. All the previously reported reasons and assumptions for the failure rate (capital, location, credit, inventory management, and competition) were wrong.

Failure was not due to outside factors--they were internal. They weren't economic--they were emotional. The unexpected and terrifying emotional roller coaster an entrepreneur experiences is the greatest factor in why most quit and ultimately fail.

BUT IT DOESN'T HAVE TO BE THAT WAY.

The Entrepreneur Roller Coaster: Why Now Is The Time To #JoinTheRide, will prepare you for the wild ride of entrepreneurship. It will warn you (of forthcoming fears, doubts, and the self-defeating conditioning of your upbringing and past), inoculate you (from the naysayers, dream-stealers, and pains of rejection and failure), and guide you (as you build those under-developed skills of independence, self-motivation, and self-accountability) safely past the landmines that blow up and cause the failure of 66 percent of all new businesses.

You will learn the best strategies Darren has ever collected from the most successful people on the planet, covering the four essential skills necessary for entrepreneurial success: Sales, Recruiting, Leadership, and Productivity.

This book is for you if:

You've dreamed of having your own business but have a fear of the unknown.

You've stayed on the sidelines of entrepreneurship, not knowing what to expect or what to do.

You're already on board as an entrepreneur, but you want to ensure you're a success and not a statistic.

BUY THIS BOOK... AND ENJOY THE MOST THRILLING RIDE OF YOUR LIFE!

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