Theres never been a better time to start a business?or so the conventional wisdom would have you believe. But with up to 90 percent of businesses failing within the first five years, its time to take off the rose-colored glasses and think twice before you invest your precious time, money and energy.

The Entrepreneur Equation helps you do the math before you set down the entrepreneurial path so that you can answer more than just Could I be an entrepreneur? but rather Should I be an entrepreneur? By understanding what it takes to build a valuable business as well as how to assess the risks and rewards of business ownership based on your personal circumstances, you can learn how to stack the odds of success in your favor and ultimately decide if business ownership is the best possible path for you, now or ever.

Through illustrative examples and personalized exercises, tell-it-like-it-is Carol Roth helps you create and evaluate your own personal Entrepreneur Equation as you:

• Learn what it takes to be a successful entrepreneur in todays competitive environment
• Save money, time and effort by avoiding business ownership when the
time isn't right for you

• Identify and evaluate the risks and rewards of a new business based
on your goals and circumstances

• Evaluate whether your dreams are best served by a hobby, job or
business

• Gain the tools that you need to maximize your business success

The Entrepreneur Equation is essential reading for the aspiring
entrepreneur. Before you invest your life savings, invest in this book!

Features:
* ISBN13: 9781935618447
* Condition: USED - Good
* Notes: 100% Satisfaction Guarantee. Tracking provided on most orders.
Buy with Confidence! Millions of books sold!

My Personal Review:
Carol Roth is a truth teller. I figured that out the first time I met her in
Chicago, before a recent SOBCon. She has never shied away from hard
facts and uncomfortable realities, especially when it comes to the business
world.

She has faced many of these realities herself, during her career as an
investment banker, deal maker, and business strategist. By her own
admission, she always had this Lucy Van Pelt (the character in the
Peanuts comic strip) thing going on, putting up her own version of the
Doctor is In sign, telling it like it is to all who frequently ask her for
advice.

I have been one of those people myself, because I'm about to make the big
jump into my own business (with a partner, Liz Strauss), and Carol knows
a thing or two about that.

There is SO much to think about when starting a business, and I needed a
few doses of reality as I slogged forward. Carol has been extremely
helpful, and now I feel a lot better about what I'm doing, and, on top of that,
I have a great new friend, because she also happens to be a good and
caring person to boot.
So it was with great interest that I recently read her latest book, The Entrepreneur Equation. The book is a wonderful distillation of all that advice she has given over the years, well sequenced and organized. It really is essential reading for any would-be entrepreneur, because it really lays it all out there - all the hurdles and screens that one has to jump and pass through to conceive, plan, fund, staff, model, manage and execute (just to name a few) a new business.

The crux: Just because you think you CAN be an entrepreneur, that doesn't mean you SHOULD be one, until you answer all the right questions.

I'll pass along just a few of the examples of those right questions in the book that got me (and made me reach for the yellow highlighter):

* Are you going to create a salable business, rather than a jobbie (a hobby disguised as a business) or a Job-Business (a one person business that isn't scalable)? There's a great chart in the book that breaks this down perfectly.
* How are you with your personal finances? Because if you can't manage your own finances, then you shouldn't be an entrepreneur trying to manage a business (and implicitly, the business's finances). That one really made me think (as I stared at my unbalanced checkbook).
* Are you willing to put in a LOT of hard work and practice? The Secret of success is not just a great idea, a positive attitude, and venture funding. A lot of us are so impatient when it comes to this - we want instant success. But its rarely so.
* Are you a Santa or an Elf? That is, are you better at giving direction, or taking direction? If you are the latter, it will be very, very hard to run a business on your own.
* Are you too smart for your own good? That is, you can't give up control over anything because nobody can do it better than you? Carol has quite an interesting take on this one. And boy, it made me look in the mirror (thanks Carol).

I highly recommend this book to anyone even remotely thinking about starting their own business - it's a great reality check that covers all the bases.

For More 5 Star Customer Reviews and Lowest Price:
The Entrepreneur Equation: Evaluating the Realities, Risks, and Rewards of Having Your Own Business by Carol Roth - 5 Star Customer Reviews and Lowest Price!