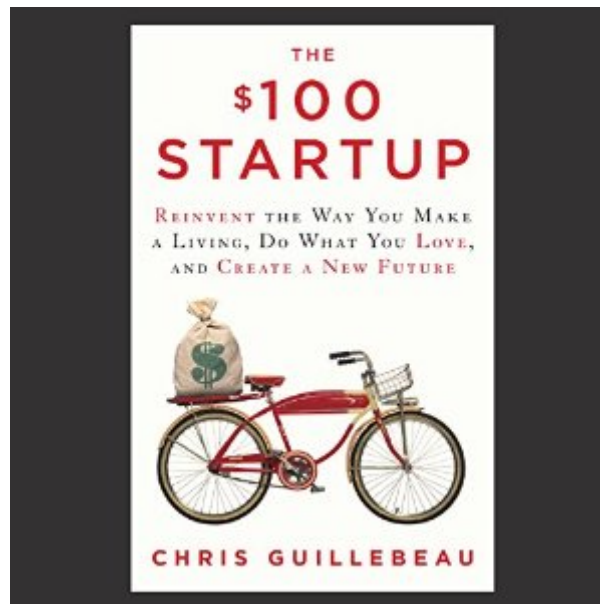


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# The \$100 Startup: Reinvent The Way You Make A Living, Do What You Love, And Create A New Future



## Synopsis

In *The \$100 Startup*, Chris Guillebeau tells you how to lead a life of adventure, meaning and purpose - and earn a good living. Still in his early 30s, Chris is on the verge of completing a tour of every country on earth - he's already visited more than 175 nations - and yet he's never held a "real job" or earned a regular paycheck. Rather, he has a special genius for turning ideas into income, and he uses what he earns both to support his life of adventure and to give back. There are many others like Chris - those who've found ways to opt out of traditional employment and create the time and income to pursue what they find meaningful. Sometimes, achieving that perfect blend of passion and income doesn't depend on shelving what you currently do. You can start small with your venture, committing little time or money, and wait to take the real plunge when you're sure it's successful. In preparing to write this book, Chris identified 1,500 individuals who have built businesses earning \$50,000 or more from a modest investment (in many cases, \$100 or less), and from that group he's chosen to focus on the 50 most intriguing case studies. In nearly all cases, people with no special skills discovered aspects of their personal passions that could be monetized, and were able to restructure their lives in ways that gave them greater freedom and fulfillment. Here, finally, distilled into one easy-to-use guide, are the most valuable lessons from those who've learned how to turn what they do into a gateway to self-fulfillment. It's all about finding the intersection between your "expertise" - even if you don't consider it such - and what other people will pay for. You don't need an MBA, a business plan or even employees. All you need is a product or service that springs from what you love to do anyway, people willing to pay, and a way to get paid. Not content to talk in generalities, Chris tells you exactly how many dollars his group of unexpected entrepreneurs required to get their projects up and running; what these individuals did in the first weeks and months to generate significant cash; some of the key mistakes they made along the way, and the crucial insights that made the business stick. Among Chris's key principles: if you're good at one thing, you're probably good at something else; never teach a man to fish - sell him the fish instead; and in the battle between planning and action, action wins. In ancient times, people who were dissatisfied with their lives dreamed of finding magic lamps, buried treasure, or streets paved with gold. Today, we know that it's up to us to change our lives. And the best part is, if we change our own life, we can help others change theirs. This remarkable book will start you on your way.

## Book Information

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## Customer Reviews

I wasn't impressed with this book and am surprised at how many excellent reviews it gets. It had some helpful content and a some useful ideas, but for the most part it was advice you could easily find for free on the internet and much of it was a rehash of stuff you'd find in tons of other books already on the market. A lot of the stories just sounded like good luck stories more than something people could easily reproduce for themselves and some of them sounded downright unbelievable. My biggest issue with the book though is some of the shady advice given. The three things that bothered me the most:-The author shared a story of two people who didn't have startup money and couldn't get a bank loan, so they got a fake car loan for their startup. Of course he had an endnote at the end of the chapter that it isn't recommended to do that, but that kind of thing shouldn't even be in the book as a suggestion. He gave it as an idea in the chapter but then to cover his butt legally said he doesn't recommend it in the footnote.-The author shared a story and the suggestion that you could sell something before you even have a product and then come up with the product after the fact and if people don't want to wait then you can just refund them their money. The example he gave was someone who developed a written program/product and sold it and then once a few people bought it, he contacted them and (lied) said that he was developing a newer, improved program and if they were willing to wait a month or so then they would get the new program at no extra cost and if they didn't want to wait then they would get a refund.

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