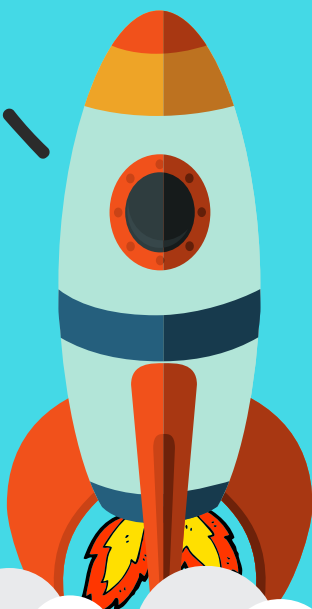




A SUCCESSFUL START UP
GUIDE SERIES

BY ONNA YOUNG

**ULTIMATE
WISDOMS
FOR
START UPS**



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Introduction

As many amazing stories of life changing discovery go, mine began with a chance encounter that would eventually influence almost every area of my professional and training career, from that moment forward. In 2008, I crossed life paths with Aaron Ross, former VP of Sales for Salesforce.com (SFDC), best-selling author, and Sales / ColdCalling 2.0 thought leader.

We met at a CRM company where I had just been hired and he was wrapping up on a consultant project there, implementing his Predictable Revenue process, which had yielded \$100M in recurring revenue for SFDC.

For fun, he was also redesigning his professional future and had started a business called PebbleStorm teaching entrepreneurs how to start a business doing something they loved to do. His big vision goal is: **To change the way 100M people think about making money through enjoyment by the year 2057.**

His design blueprint included: "The freedom to do what he wanted, when he wanted, where he wanted, and with whom he wanted." These words mirrored my own desire to enjoy work that never felt like "work" and to be willing to begin laying the foundation for what would lead to stepping outside of the traditional paradigms that had ruled my professional life, until then.

Introduction

He was teaching us how to become a new kind of entrepreneur and his lessons are and were invaluable. I quickly became an early adopter and thought-partner supporting the project during its infancy. It was the beginning of a beautiful friendship and a turning point for both of us.

In my own trainings given to thousands of attendees, I share the story of PebbleStorm, as an inspiration for what **big vision thinking** can look like, as well, I often quote him and others, in order to help facilitate the **better thinking about the entrepreneurial process** and to help folks **easily overcome the mindframe hurdles** that so often accompany them. Also, these speak to how to **reset on time frame expectations to remove invisible hurdles** that cause unnecessary negative experiences that can be avoided easily, with just a small shift in perspective.

These pages contain that **wisdom** and more. Know the journey will be what you make it: a fun roller coaster ride where you buckle up and keep your arms and hands inside at all times and / or the fun kind where you want to throw your arms up and shout with delight knowing you are safe, either way.

WISDOM 1

*"You're worthy of
the idea."*

When the idea lands on you, you're worthy of the idea. This includes those times, when you say, "I wish there was a..." Notice that you're saying this and take action, as you are ready. This is our brain giving you a new product / idea.

The fact that the idea landed on you should tell you are up to the task. Continue to take the baby steps. You have will naturally find all the resources you need, in time, or they will find you.



WISDOM 2

"Everything takes longer than you think it will."

Jedd Gold, CEO, ArtKive

Your business sales growth, bootstrapping, website, scaling will take longer than you think it will.

Indeed, the list of things that will take longer than you think is endless.

"Manage your expectations by knowing it will all take longer than you want and always longer than you planned." says Jeremy Dann, USC Prof. Innovation and Entrepreneurship



WISDOM 3

"Learn by Doing."

-Jacqueline Novogratz
The Blue Sweater

Stop waiting to get it right, before you launch and or begin. Start by launching with a small version of your product or with just one client and then learn by doing. Consider your MVP - Minimum Viable Product.

You'll be grateful for the early stage lessons, as they will guide you through to the next stage with an improved product. You'll be happier with system / product stress tests occurring earlier and that you had time to fix issues in the early stages.



WISDOM 4

"Don't quit your day job."

-Aaron Ross

"It could take up to 3 years before your business can stand on its own two feet and sustain you financially." ~A. Ross

Take the pressure off your new business by maintaining financial support for yourself, by keeping your day job or finding a part-time job.

Also, "Have a plan and hold it lightly."
Another Aaron Ross quote.

Law 1 of Entrepreneurship: "Things will always change, even when you do not want them to change."



WISDOM 5

*“Everybody has
imposter
syndrome.”*

You might have imposter syndrome...so might everybody else.

Keep going. It's what we do despite how we see or feel about ourselves that makes the bigger difference. You know more than you know. It is more than you think or feel. You'll grow your confidence as you learn by doing. Trust yourself, even when you don't. Look for resistance, as a sign for slowing down and ease as the green light to move forward.



You bring all of your natural gifts and experience with you. **Start where you are now, now.**

WISDOM 6

*"You're in the
right place."*

No matter where you find yourself, you're in the right place. If you find yourself in the wrong place, it's just good information letting you know something valuable about where you want to go next, fast!



Stop taking things personally. No, really! Stop it. Choose to begin to see what's coming at you, or even your reaction, as good information. What is that good information trying to tell you? Ask the small question. The answer will be very helpful to your future!

Remember people do the best they can, not the best you can.

WISDOM 7

*"Genius shows up
as normal to a
genius."*

Everyone has their own form of genius, their unique qualities that they bring to everything they do. And because these gifts are so intrinsic, it's likely that you, as an everyday genius, are not noticing that what you have to offer is special.

If genius shows up as normal to a genius, then how you show up, to yourself, is normal to you, but not to everyone else. To others, you are special, your ideas are unique, even if to you it's just "normal."



Let that sink in. Knowing it is true explains how you do some things better or differently than others.

WISDOM 8

"Forget the notion of 100% committed, initially."

Consider building the time commitment to the business incrementally, as a 1%, 10%, 30% growth pattern, over time. Because you are at 100% in your life, already, adding another 100% creates stress and stuckness.



To avoid this, decide to offload 1% of what no longer serves you and grow that number over time. Growth takes time so relax into the process to give it what it needs, just like a newborn baby. We have realistic view of a newborn's growth over time. The commitment to the time spent will grow over time. Slow and steady will cause things to occur faster than you think.

WISDOM 9

*"Complements
not clones."*

-Evan Marc Katz

Building a relationship (work or romantic) is a process of finding balance. Hiring a clone of you means now there are two of you with the same strengths and the same weaknesses = double trouble.



Understand and then leverage your strengths and build upon those. If you're not sure what they are, then discover your strengths, using Gallup's StrengthsFinder 2.0, in order to find out.

Hire your complement. Hire people with different strengths than you and build on those positives you both bring to into the relationship.

WISDOM 10

"Baby steps and bite-sized chunks wins the race."

Entrepreneurs often struggle with overwhelm. Taking things as small bite-sized chunks creates less stress and creates more sustainability.



Statements like "Go big!" are stressful. You cannot long jump into a lifetime of success. Stop creating stress unnecessarily. Instead, go small. Take small steps. Make small tasks. Enjoy small improvements. It's a marathon, not a sprint, but you know that!

Read my book, *Brain Hacking* and learn how to manage stress caused overwhelm and tap into your super computer.

WISDOM 11

*"Measure by
progress."*

*-Laura Fine, Founder of
Lionheart Institute*

Perspective shifting is a business tool. Your ability to switch out how you see your opportunities, successes and failures will determine your experience. To stop yourself from creating a false paradigm; begin to measure by your progress.



Stress, and the hormones produced by it, cut off your access to logic and creativity, so measuring progress stops that.

Lastly, "If you cannot meet the goal, change the goal," says Confucius. Wisdom so good it has stood the test of time.

WISDOM 12

"Be mindful of and research your new business's name."

Don't get too clever with the name. Don't do misspellings. Gnositaon is Noisytown, but it lacks familiarity, is hard to remember, and hard to spell. Consider instead: NoisyTown or add a location to make it at a glance easy: NoisytownLA.com.



You want your business to be memorable not so clever as to create confusion.

Don't drop the plural, if the plural version is more commonly used (e.g. XYZCabinet vs. XYZCabinets). Most people say cabinets. Dropping the s, will drive traffic to a competitor with the correct version of the name, simply because people are moving so fast, they won't know if they made a mistake. Logic will take over, and they'll go with the correct word. Make it easier to be found.

WISDOM 13

"A good plan today is better than a perfect plan tomorrow."

-M.R. Anonymous

There is no such thing as perfect, except for flaws, which are definitely "perfect" in all ways. Avoid procrastination by recognizing, getting something done today is better than getting nothing done today. Stop waiting. Start doing. You'll learn by doing. Take the baby step approach.



It's all a work in progress and the mistakes, of which they always are mistakes, will happen. Go with it. It's okay. Better to have mistakes and a launch, then to never launch, while you work out your perfectionism.

WISDOM 14

*"Know your sales
and marketing
cycle."*

Discover your sales cycle and marketing cycle, before you starting making big plans or big financial decisions.



A new marketing initiative could take as long as 4- 6 months to season / mature and provide results.

Understanding sales cycles will help you know when revenue will be generated. Understanding this helps make your results predictable.

WISDOM 15

"There's always an early adopter."

-Aaron Ross



Your first customers are friends and family or should be. When you engage trusted folks who are willing to provide valuable feedback, you are able to benefit from your existing kind regard in your relationships and receive honest feedback.

Use them to gain valuable feedback in the early stages of your business, rather than launching with strangers.

Also, trust your early adopters.

WISDOM 16

*"There are no
'overnight'
successes."*



Overnight success is a modern myth, perpetuated by media accounts and stories about "overnight successes" that make it appear that everyone else, but you just "made it big" suddenly.

Every successful person put their entire life and all its experiences into getting where they are. It wasn't an "overnight" thing that just happened. It took years of preparation and learning, "failing" and refining their process / product.

Hint: The cycle of your inevitable success already started.

WISDOM 17

"Fail faster."

Choose to redefine failure and begin to see it as a learning opportunities and the path forward to the success you will achieve. Failure is how to succeed, ultimately and it's a natural part of the process of arrival.



There is absolutely not one gold medal, Heisman trophy, Nobel Prize winner who didn't experience some form of setback, failure, and / or mud in their face experience. For many, the failure created the breakthrough to new epiphanies, new ideas, and new commitment to doing it better the next time. You gotta crack eggs to make a cake, so crack some eggs!

WISDOM 18

"There's a seed of opportunity inside of every setback."

This is a loosely interpreted quote from *Think and Grow Rich* by Napoleon Hill.



The minute you find yourself in a setback, is the very moment before you will find a way through.

There contains inside the seed of every plant, hundreds of new plants. Indeed, cutting back a plant often allows it to grow stronger, in the right way and right area. Let go of things that no longer serve you. Even if they let go of you it is, ultimately, going to show you the path to more personal freedom. You'll be stronger for it in the long term.

WISDOM 19

*"The problem
explains your
solution."*



Listen carefully to your problems. They contain the clue to the solution. That solution could be your big win!

"Wouldn't it be great if there were videos to watch on the internet of people or tours of homes and apartments," said a much younger version of me. Years later, a little company named YouTube figured out how to solve that problem and more. The list goes on. Most inventors start this way, wishing there was a fix for their issue. When you find yourself saying that, be willing to explore the possibility.

WISDOM 20

*"If you're going
through hell...
keep going"*
-Winston Churchill



Modern update: If you're going through hell, keep going. There are ushers along with way with flashlights to show you the way. You can exit through the gift shop.

Remember stopping in the middle of the ride and get off the tram, staying in a dark corner and turn to dust is against the rules of going through hell. It closes at 5:00PM. Ushers will clear the ride, so finish the ride and buy a souvenir.

WISDOM 21

*"Nobody
has all the
answers."*



The number one issue new business owners face is thinking they have to have all the answers, to know everything, to be everything, to have everything.

It's an impossible expectation to put on yourself to be and know everything. Remove the pressure. You have many many resources.

Leverage all of your resources. Outsource, hire, or partner. Offload what you're not good at to a vendor.

WISDOM 22

*"Find your
Peer-To-Peer
RoundTable Groups"*
-Tim Murrill



"It's lonely at the top," says former VP of Global Sales for Fed-ex, Tim Murrill, "I thought I knew everything I would need to know to run a start-up business with all my Fed-ex experience, but what I didn't know is it was so lonely. When I found my first peer-to-peer roundtable group, it made all the difference. I could leverage their resources. They could see things I couldn't. I made better progress."

Or you could just go it alone. It's up to you. The wisdom of a collective or you just fishing in the dark?



WISDOM 23

*"Planning is
essential.*

Plans are useless."

-Dwight Eisenhower

Plans will always change, which renders them useless over time. Planning is critical, because at least you'll know in advance what you need to have with you and / or what might occur.

Ray Dalio, one of America's wealthiest investors, in his book *Principles: Life and Work* discusses how valuable his corporate culture is whereby new employees learn from the past mistakes of others.

Making friends with mistakes helps everyone win faster.



WISDOM 24

"There are no wrong answers."

Trust that your intuition, faith, and knowledge are leading you away from what you do not want and moving you toward what you do want.

There are no wrong answers to your question and no wrong turns. If you get lost, then just ask a small question and the answers will come.

Remember, if you're experiencing confusion, the next thing coming is clarity. If you're experiencing chaos, the next thing coming is calm. Find your middle-balance between the extremes.



WISDOM 25

"Ask small questions."

In my book, *Brain Hacking*, we look at how effective asking small questions is and how asking small questions is an effective method way to achieve results. Asking small questions allows your brain to do the thing it does best - problem solve.

Also, asking small questions helps end overwhelm and even negative self talk.

You have all the answers; utilizing them is just a matter of pulling out of your brain's database what you already know.



WISDOM 26

*"Succeed at the
Basics."*

An estimated 14% of business fail because they ignore their customers according to a bluecorona.com study.

Excel at the basics and you'll be happily surprised how much better everything runs over the long-term.

Tip: Stop ignoring your customers.

Stop operating at the level of your messy inbox, your disorganized desk., full voicemail and more. Your future self will thank you fiercely!



WISDOM 27

"Find Your People."

Find the people who are like you to help guide you on your journey. If you are giving and thoughtful, find your giving and thoughtful people.

When you come across people who are your opposite, they are naturally going to be at odds with you own style of being .

Find your people. It just makes life easier. Pinky promise.



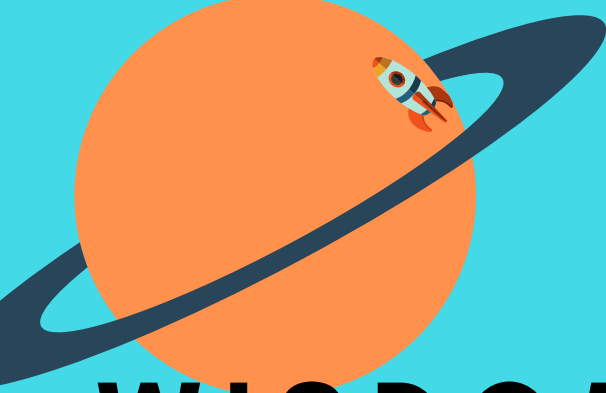
WISDOM 28

"Be willing to question your premise."

A wise person is willing to question themselves and the underlying thinking that caused them to arrive at their conclusion.

Assume that your thinking is incorrect. What would it mean if it was? What would that indicate?

You'll be surprised at the answers that naturally arise, as a result of being willing to question the numbers, question the process, question the premise of your decision making. The state of the world just might depend on it.

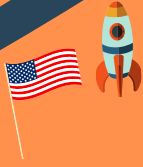


WISDOM 29

"The Delays Are Perfect."

There is a tendency to become frustrated at the delays, and rightfully so, however it is what you do to transcend this emotional reaction that will make the biggest difference.

Ask the small questions: What are these delays showing me that I'm not able to see? If the delay was protecting me, what did it just protect me from?



WISDOM 30

"Understand Perception & Reality"

Perception is reality in sales, in dealing with customers, in life, and in business.

However, because we are actually constructing our "reality" from our unconscious mind, what we believe might not even be actually true. While that might seem untrue, to some, as you begin to study the brain's processes, you'll find you can change the way you view real reality, very easily.

You'll begin to see opportunities where none used to exist.




WISDOM 31

*"Failure is Success
in Motion"*

Because you will learn by doing, it is CRITICAL that you frame your failure as necessary, half of the success equation.

Failing means learning. Learning means improvement. Improvement means success. These concepts all chain together to create a strong foundation for what do to next. What small improvements need to occur.

An illustration featuring a bright blue background. On the left, a large orange circle represents a planet. A dark blue, curved shape, resembling a comet or a path, arcs across the scene from the top left towards the center. A small white astronaut with a red and blue flag on its chest stands on the orange planet. A white speech bubble with a black outline is positioned above the astronaut, containing the text "This was not the plan. Come back." In the upper right corner, a small, stylized rocket with orange and white segments is shown flying upwards.

This was not the
plan
Come back.

WISDOM 32

*"Stuff happens and
so does good
stuff."*

Stuff is going to happen. There is no such thing as it all goes according to plan.

To quote Florence Shinn, "I make friends with hindrances and every obstacle becomes a stepping stone."



I'll just
jetpack.

WISDOM 33

"Sustainability means thriving in a drought or a deluge"

The best businesses are like native plants, which thrive best with healthy untilled soil, which provides for strong roots that allows them to survive any drought and / or any deluge. Their strength is their foundation, just like yours will be.

Overnight success is a myth. All sustainable business has steady growth, a marketing and sales plan, goals, and leverage their advisors. Find your people. They are waiting for you to share what you have to offer.