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Nota di contenuto	The Eventual Millionaire: How Anyone Can Be an Entrepreneur and Successfully Grow Their Startup; Copyright; Contents; Foreword; Acknowledgments; Introduction: First Things First; How This Book Came to Be; What Is a Millionaire?; You Don't Need Money to Find Meaning; Removing My Goal; Chapter 1: Are You an Eventual Millionaire?; Are You an Eventual Millionaire?; Having Happiness and Wealth Is Possible; The Journey Is the Fun Part; Love the Process from Thousandaire to Millionaire; It's Okay to Love Money; Money Does Not Make You Rich; The Most Common Way People Become Millionaires Now You StartLet's Get Started!; Chapter 2: Start Working with the Money You Have Now; Facing Debt Head-On; The Debt-Free Rules; Rule #1: Get Honest; Rule #2: Be Value Conscious; Rule #3: Numbers in Your Head Don't Count; Rule #4: Control Your Money; Money Beliefs; From Now Onward; Debt-Free Rules Summary; Action Item Review; Chapter 3: Millionaires Have Fears, Make Excuses, and Have Confidence Issues; What Fear Is; Science of the Brain; Your Business May Fail If You Do Not Work on Your Fears; What Millionaires Think of Fear; Risk; Confidence Getting Past Excuses and Moving Out of Your Comfort ZoneMillionaires and Their No-Excuses Approach; Excuse #1: "I Don't Have Any Time!";

Excuse #2: "I Don't Have Enough Money!"; Excuse #3: "I don't know how!"; Moving Past Your Fear; Step 1: Recognize the Fear; Step 2: Harness the Fear; Step 3: Active Actions-Expanding Your Comfort Zone; Step 4: Assess and Expand Your Comfort Zone; Passive versus Active Actions; Tools to Get Past Your Fear; Accept the Fear and Let It Pass; Reappraisal; Commit in Advance; Worst-Case Scenario; Put Things in Perspective; What If You Let It Stop You?
Action Item Review
Chapter 4: Finding and Evaluating Your Ideas for Your New Business; How Millionaires Found Their Ideas; How to Generate Business Ideas; The "Find Your Passion" Myth; Don't Be a Donkey; The Time Factor; All of this Starts with an Idea; How Millionaires Evaluate Ideas; 1: Lifestyle Test; 2: Circumstances Test; 3: What Does the Market Want: Feedback; What about Networking Marketing?; Choosing the Right Idea; Action Item Review; Chapter 5: Mentors, Masterminds, and Networking; Millionaires Have Help!; Mentors versus Coaches versus Mastermind Groups; Mastermind Groups
How to Create a Mastermind Group
Being Open and Honest; Mentors; How to Get Your Own Mentor; Finding My Mentor; How Millionaires Found Their Mentors; Interview Them; Does Not Having a Mentor = Failure?; Networking; Online Connections; Asking for Help; Action Item Review; Chapter 6: Long Business Plans Are for Banks; The Square Business Plan; Mission Statement; Key Differentiator; Avatar; Metrics; Revenue Model; Entrance/Launch Strategy; A Millionaire's First Month in Business; Marketing versus Sales; Selling That Works; The Sales Pitch; Sales Pitch Template; Marketing; Marketing Ideas
Hanny Lerner Launched Her Company Using a Groupon

Sommario/riassunto

Become a millionaire by learning from millionaires An Eventual Millionaire is someone who knows they will be a millionaire, eventually. But they want to do it on their own terms-with an enjoyable life and an enjoyable business. Eventual Millionaires are everywhere, from the airplane pilot looking to start his own business for more freedom and money to a student looking to start her life on the right foot to a successful business owner needing inspiration and wondering how to take her business to the next level. There are many ways to become a millionaire, but research has
