



Discover the Entrepreneur Within: A Step-By-Step Guide To Getting It Done

Verinder K. Syal

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The entrepreneurial revolution is in full swing and many of your friends have started new businesses successfully. You wonder if you have what it takes. Yes, entrepreneurship requires passion, discipline, hard work, creativity, and resilience, but it is ultimately a *process*.

Discover The Entrepreneur Within, based on Verinder Syal's award-winning classes at Northwestern University, will demystify this process. He has created a step-by-step guide that gives you the tools to launch your business.

You will learn how to:

- Find new ideas
- Select the most promising idea
- Assemble and lead a team
- Focus on the right customers
- Market and sell
- Develop a business model
- Calculate the start-up capital
- Raise funds
- Develop your 10-slide pitch
- Make winning presentations
- Examine your values and principles
- Determine the life you want to live

Are you ready for a personal revolution, to achieve freedom, to do what you love, and to do so on your own terms? Do you want to help others while living a life of meaning and significance?

Let's get started now!

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