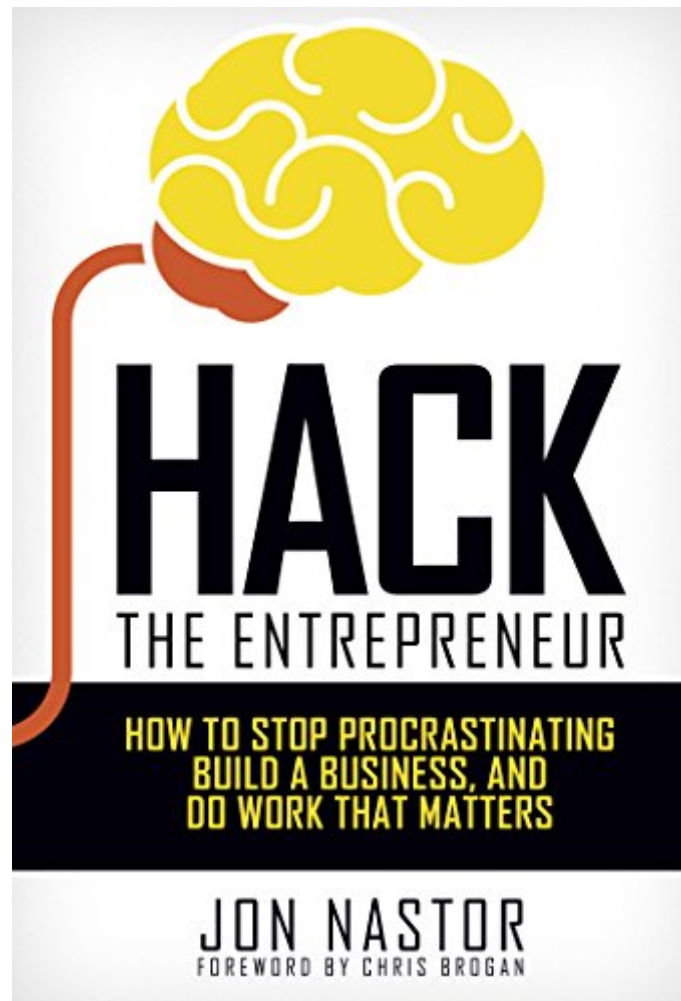


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# Hack The Entrepreneur: How To Stop Procrastinating, Build A Business, And Do Work That Matters



## Synopsis

Hi, I'm Jon Nastor. I have been starting and running businesses for the past 13 years. My entrepreneurial journey began with multiple businesses offline, but in 2011 I discovered the 'internet as a business' and decided that I would never work offline again. By 2012, I was running a successful software company from my laptop, travelling the world with my wife and daughter, and playing drums in a punk rock band. I had the freedom to work when and where I wanted and had achieved the 4 Hour Work Week, but I had the desire to do something meaningful. Up until now, I had spent a large portion of my life picking the brains of entrepreneurs that had walked the entrepreneurial path before me and I wanted to share what I had learned -- entrepreneurs are not born, they are created through mindset, hard work, and a desire to do meaningful work. 200+ interviews and over 1.2 million downloads later and I want to give you the best hacks. That's exactly what this book will give you. I love how the internet has changed mine and my family's life and I cannot wait to help you start, build, and grow your very online business. The entrepreneurs and experts you will learn from (plus 40 more inside!) How to stop struggling with failure, with Seth Godin, best selling author. It is all about overcoming each obstacle as it hits and not giving up, with Brian Smith, founder of UGG Boots. Most things in life fail - it's okay, with James Altucher, entrepreneur and bestselling author. True success comes from having a ton of failures and then learning from them, with Nellie Akalp, founder of CorpNet. Entrepreneurs are not born, they're made, with Landon Ray, founder of OntraPort. Why you need to become the CEO of your own business, with Brian Clark, cofounder of Rainmaker Digital. You have to learn to love what you do, versus trying to do what you love, with Kate Matsudaira, founder of PopForms. The best way to be wrong, with Chris Brogan, founder of Owner Media. Let your challenges become your super powers, with Dominic Johnson-Hill, founder of Plastered Tshirts. Choosing the path of unpredictability, with Jon Stein, founder of Betterment. Who should read this book Are you stuck and don't know what to do next? In this book, Jonny will be your personal mastermind, coach, and mentor as he gives you the guidance and kick in the ass you need today. Do you want to control your destiny? If you want to design a lifestyle that puts you in control of your time and income, this book is for you. Do you want to do work that matters? If you want to work on projects that make a real impact and have meaning to you and others, this book will let you discover your true value. Want the freedom to travel? If the idea of working on your business while traveling the world makes you smile, digital entrepreneurship and Hack the Entrepreneur is for you. What's Inside 1. Getting Started There are similar obstacles we all face or have faced when getting started in business. Once we've broken through and started, we all wish we could've started sooner. Now you can. 3. Ideas If right now you are struggling to come up

with a great business idea, don't worry: this section has you covered.5. GrowthOnce you have mastered the initial four sections, you will be ready to find and enjoy true growth. This is where you, your ideas, and your business will grow and scale way beyond you.

## **Book Information**

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## **Customer Reviews**

Not for me. This book reads like a self-help daily devotional. Each entry starts with a quote by an entrepreneur. Then it follows with a few paragraphs of conversational text by Jon Nastor, and often finishes with a trite single-sentence paragraph to conclude. Examples:"Think of your next business idea as a light switch.""Go Big.""Push hard and find what works."I enjoy the occasional self-help/inspiration book, but I find this one pretty mind-numbing. 2 Stars for effort.

This was a waste of 99 cents. The author must have friends give him the five-star reviews. There was nothing of value you can use for any business. All it is are comments from other business owners on why you the started their companies.. The author states he runs several businesses but never mentions the name of one of them.

This book takes a lot of insights from entrepreneurs who the author has interviewed on his podcast as well as the authors own insights. There's a lot of valuable information here, broken up into small bits and pieces. It should be enough to help budding entrepreneurs get their foot in the door and get their projects going

A longtime fan of Jon Nastor's Hack the Entrepreneur podcast, I finally picked up his HTE book last week and found it to be filled with useful actionable advice and food for thought for both aspiring and practicing entrepreneurs. Each chapter leads with a key quote from entrepreneurs who are killing it or who have survived challenges in their entrepreneurial activities. Haston's brevity and keen focus throughout the book makes this a fast but fulfilling read. I have pulled and reassembled a lot of valuable, actionable insights from the book that I refer to as need arises. If you haven't tried Jon's podcast, I highly recommend it as one of the best out there. You'll meet a lot of important but not necessarily well known entrepreneurs who are conquering challenges while acquiring lots of valuable information you can apply directly and/or indirectly to your own specific challenges. This book is an excellent companion to Nastor's one-two HTE punch.

I have read A LOT of business, motivational, and mindset books (or worse yet, half-baked articles to grab attention, etc.) and found this to be one of the most concise yet dense with value and time-tested strategies. Many of the topics and mindsets discussed I have read about once or twice (or a billion) BUT: 1) It helps to reinforce the right behaviors and ideas, knowing that it is coming from a top of mind source (such as the successful entrepreneurs he interviews, references, and quotes) 2) There were several approaches/strategies that were an excellent reframe for me to apply to my life and business. Some of my favorites was thinking as a CEO even as a one-man business (don't just be busy and productive, think long-term and delegate for scalable success). One extremely practical tip that came in very timely for me was knowing when to raise money (and when not to). Hopefully most of you (being the right audience for this book) can appreciate it is hard to distill the must-have business principles into just 130 or so pages. I thank the author for eliminating the fluff and cutting straight to the jugular (graphic, but I get excited :) Last but not least, and one of the hardest things to find, this book is devoid of the author's ego; too many podcasts/books/etc. in this arena are just a medium for the producer/author to implicitly brag about themselves, putting you and your needs second - this book is not one of them and that's why I came in with an open-mind. Thank you Jon.

This is not your typical business tactics books. It's a "get your head right" kinda book that breaks down how simple entrepreneurship really is. The book is positioned towards newer entrepreneurs, but having been an entrepreneur for years, I got a lot of value out of it. I've got a new project I'm working on so this book was very relevant to what I'm going through right now. I also get Jon's weekly emails and his are one of the very few that I have to read every Sunday when they come in. He's not a fly by night just looking to make a buck. He's a true entrepreneur who keeps bringing value to his tribe. Go get it today...you won't be disappointed!

Among things that I value about Jon are that he is an avid learner, he's humble, and he's brutally honest and transparent. He takes what he's learned and distilled it in this gem. It's a short book that will remind you of Seth Godin's style, being that it is digestible and to the point. It's a good summation of the things you'll need to take seriously if you're going to launch into entrepreneurship.

If I've learned anything as an entrepreneur, is that my success is dependent upon me winning the war in my mind. I've got to think about my business and achieving my goals in a manner that will help me reach my goals. And of course you've got to do the work. In this gem of a book, filled with quota lies, Jon covers the essentials you need to win the battle in your mind, to build the business of your dreams. Highly recommended!

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