

AD

VENTURE



AN **OUTSIDER'S** INSIDE VIEW OF
GETTING AN ENTREPRENEUR TO MARKET

MOIRA VETTER

ADVENTURE

**An Outsider's Inside View Of Getting
An Entrepreneur To Market**

by MOIRA VETTER



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(What's In It For Me?)

WIIFM

IF YOU **ARE** AN
ENTREPRENEUR

You've got a short attention span and too much to do to read this book.

Read it anyway. The better you understand how your dominant traits impact the people that work with you, the better (and faster) you can achieve your goals. Be honest about how you are, who you work well with and what specific kinds of support you need to achieve success.

If you find in these pages patterns that feel familiar, share them with your team. If you recognize team or organizational dynamics that you aspire to, share them with your team. If you want investors, take very seriously the understanding that good ideas alone or a good idea known to no one but you is not what creates a serial entrepreneur. Investors want good ideas that can be executed, grown and sold for greater value.

THIS MATERIAL IS EXCERPTED FROM
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OF GETTING AN ENTREPRENEUR TO MARKET**
BY MOIRA VETTER.

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