

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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There Is No Truer Adventure Than Enterprise	7
WIIFM	10
So, What Is An Entrepreneur?	19
Vision – The Astronaut	27
Passion – The Miner	39
Speed – The Daredevil	49
Risk – The Navigator	61
Reward – The Mountain Climber	73
Results – The Lion Tamer	85
Growth – The Body Builder	97
Every Ending Is A Beginning	109
About The Author	117

(What's In It For Me?)

WIIFM

IF YOU

WORK FOR AN

ENTREPRENEUR

Entrepreneurs are a little crazy.

They are driven by something that sometimes only they can see. They often don't communicate in full sentences or even full thoughts. If you appreciate the passion and believe in the entrepreneur or the power of their idea, throw everything you have into it. Understand that you play a critical role in enabling an entrepreneur by bringing their vision and the business to life.

You will encounter in your career many business people and workers, but you may not encounter many true entrepreneurs. If you're bothering to read this book, you probably have one of them that you're catering to (as either a labor of love or hate).

Whatever your reasons you are smart to focus on the entrepreneur. Without these guys, there wouldn't be ideas, inventions or inspiration to do the crazy things that actually create progress, create jobs and in a great world—joy—as you see an amazing venture come to life. Thomas Edison may have been a sad story if it weren't for Charles Batchelor. Relish your role in helping create amazing things.

THIS MATERIAL IS EXCERPTED FROM
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BY MOIRA VETTER.

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