

Clockwork Design Your Business To Run Itself

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Profit First for Ecommerce Sellers

The Oxford English Dictionary

Trying to start a business in this economy? Struggling with little or no cash? Have no experience, no baseline to judge your progress against? Whether you're just starting out or have been at it for years, the Toilet Paper Entrepreneur's "get real", actionable approach to business is a much-needed swift kick in the pants.

When: The Scientific Secrets of Perfect Timing

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: * Teachable: focus on products and services that you can teach employees to deliver. * Valuable: avoid price wars by specialising in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

Product-Led Growth

Shares advice for transitioning away from unfulfilling jobs to embark on adventurous, meaningful careers, outlining recommendations for starting a personal business with a minimum of time and investment while turning ideas into higher income levels. 60,000 first printing.

Cracking the Leadership Code

There are four critical areas that today's ecommerce sellers struggle with in growing their businesses - managing inventory relying on debt; understanding their financial data; and maintaining focus. Cyndi Thomason has taken the core concepts of the Profit First methodology created by Mike Michalowicz and customized them to ecommerce.

Clockwork Game Design

Chillpreneur

The Clockwork Man

In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong? Losing the Signal is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors, Losing the Signal unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones. Expertly told by acclaimed journalists, Jacque McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

The Tumbling Turner Sisters

Get the secrets of success in this great bestseller (over nine months on the "New York Times" bestseller list) that can change your life for the better. Claiming that the world is a giant negotiating table, renowned negotiator Cohen teaches the art of negotiation with dozens of concrete examples.

The Clockwork Crown

Running a business should be exciting and rewarding, not a burden. Unfortunately, many entrepreneurs fall into the daily grind of stamping out fires and doing everything themselves because they've unknowingly become their own best employee and the bottleneck of their business. Do questions, decisions and problems always funnel their way back to you? Has your business become a revolving door for employees or the permanent residence for underperformers? Are you tired of burning the candle at both ends and not living life on your terms? Jeff Hilderman believes that you can't do epic things with an average team, and you certainly can't do everything yourself. But with the right people who understand your vision, share your passion and can run your business for you, anything is possible! Clone Yourself is a conversational, step-by-step guide to building your dream team and automating your business. You Will Discover: How to boost your productivity and win back the day The proven path to transforming your organizational culture How to become an effective leader and empower your team The secret formula to cloning yourself The financial and personal rewards of putting your business on auto-pilot Just imagine what you could do with another you or two! Clone Yourself is the missing manual every entrepreneur needs to attract, develop and lead their dream team. The time has come to step into your new role as Chief Visionary Officer and finally do the epic things you were meant to do.

Home Service Millionaire

The biggest ingredient to success is timing, yet everyone ignores it. Surge is a step by step guide to position your business directly in front of surging customer demand. You can time the market, after all.

Losing the Signal

Do you worry that your business will collapse without your constant presence? Are you sacrificing your family, friendships, and freedom to keep your business alive? What if instead your business could run itself, freeing you to do what you love when you want, while it continues to grow and turn a profit? It's possible. And it's easier than you think. If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. Now, Mike Michalowicz, the author of *Profit First* and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In *Clockwork*, he draws on more than six years of research and real life examples to explain his simple approach to making your business ultra-efficient. Among other powerful strategies, you will discover how to:

- Make your employees act like owners: Free yourself from micromanaging by using a simple technique to empower your people to make smart decisions without you.
- Pinpoint your business's most important function: Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business.
- Know what to fix next: Most entrepreneurs try to fix every inefficiency at once and end up fixing nothing. Use the "weakest link in the chain" method to find the one fix that will add the most value now. Whether you have a staff of one, one hundred, or somewhere in between, whether you're a new entrepreneur or have been overworked and overstressed for years, *Clockwork* is your path to finally making your business work for you.

The Mechanical

Rich in atmosphere, imagination, and fun, the action-packed, magic-filled sequel to *The Clockwork Dagger* is an enchanting steampunk fantasy, evocative of the works of Trudi Canavan and Gail Carriger. Narrowly surviving assassination and capture, Octavia Leander, a powerful magical healer, is on the run with handsome Alonzo Garrett, the *Clockwork Dagger* who forfeited his career with the Queen's secret society of spies and killers—and possibly his life—to save her. Now, they are on a dangerous quest to find safety and answers: Why is Octavia so powerful? Why does she seem to be undergoing a transformation unlike any witnessed for hundreds of years? The truth may rest with the source of her mysterious healing power—the Lady's Tree. But the tree lies somewhere in a rough, inhospitable territory known as the Waste. Eons ago, this land was made barren and uninhabitable by an evil spell, until a few hardy souls dared to return over the last century. For years, the Waste has waged a bloody battle against the royal court to win its independence—and they need Octavia's powers to succeed. Joined by unlikely allies, including a menagerie of gremlin companions, she must evade killers and *Clockwork Daggers* on a dangerous journey through a world on the brink of deadly civil war.

Close Your Open Door Policy

"How smart companies can use subscriptions to win customers, increase cash flow, and ignite growth
What do Zipcar, Netflix, and WhatsApp have in common? They are pioneers of the new subscription economy in which people pay automatically for much more than publications. John Warrillow, the acclaimed author of *Built to Sell*, offers a blueprint for winning subscribers for any kind of business. He explains, for instance,

- The nine different subscription models and how to apply each in your business.
- How Dollar Shave Club turned shaving into a subscription.
- The secret psychology of selling a subscription.
- The eight reasons why customers stop subscribing.

Whether business owners want to transform their entire model into a recurring revenue engine or just pick up an extra 5 percent of automatic sales, they will find great insights and examples in Warrillow's book"--

Rocket Fuel

Stop standing still. Start standing out. Whether in school, factories, or corporate offices, people are in a mad rush to the middle, going about their business and fitting in. The problem is, while you may feel as if you're doing your own thing, you're not—you're doing what's expected of you. To stand out, take whatever you think is normal, and do the exact opposite. In *Find Your Yellow Tux*, Jesse Cole, in-demand speaker and baseball ringleader, shares how you can achieve amazing things by doing the unexpected. Using examples from his life and the lives of his heroes—P. T. Barnum, Walt Disney, and MLB owner Bill Veeck—Cole shows how to reinvigorate your goals, reignite your passions, and excel in business and beyond. The time to break the mold is now—with *Find Your Yellow Tux*, you'll discover how to find joy and success in everything you do.

Profit First

The *Bezos Letters* lays out the fourteen growth principles that Amazon uses every day by examining Jeff Bezos's personal letters to shareholders. Jeff Bezos created Amazon, the fastest company to reach \$100 billion in sales ever, making him the richest man in the world. Business owners marvel at Amazon's success, but don't realize they have the answers right at their fingertips as Bezos reveals his hidden roadmap in his annual letters to shareholders. For the first time, business analyst Steve Anderson unlocks the key lessons, mindset, principles, and steps Bezos used, and continues to use, to make Amazon the massive success it is today. Steve shows business owners, leaders, and CEOs how to apply those same practices and watch their business become more efficient, productive, and successful—fast!

The Automatic Customer

Take a shortcut to making your website work. Want to learn how to drive more business through your website without taking an expensive course or reading a pile of books? *"Making Your Website Work"* helps you understand what makes a great website through practical tips you can apply to your website and get new clients and sales today. It doesn't teach you all the copywriting formulas, make you learn design rules by heart or generally talk a lot about things in theory. Instead, it describes real website problems that freelancers, digital agencies, ecommerce shops and SaaS companies face - the same problems you have with your website - and shows you how to fix them through practical tips. Among other things, you'll learn: How to spot (and fix) vague and self-centered copy How to sound trustworthy even without testimonials How to structure your homepage to make your message clear Why you should delete your Testimonials and FAQ pages Where to place call-to-action buttons to get more people to click What design mistakes get in the way of your message Who is this book for? This book is for you if you're: A business owner who takes care of their website themselves. You'll learn how to write better copy and how to make sure that your design doesn't kill your message. A copywriter who wants to sharpen their skill and also learn how to prevent designers from murdering their copy later on. You'll learn to spot bad design decisions and discover powerful arguments to use in conversations with your clients and their designers. A web designer who wants to design not only pretty websites but also websites that convert. A business owner who is planning to hire someone to create their website for them. You'll learn how to spot ineffective copy and sloppy design to make sure that the pretty website you're paying for will also convert.

Breakthrough Copywriting

In this book, you'll learn how direct marketers shatter sales records with the written word. Many people find copywriting confusing. But *Breakthrough Copywriting* makes it simple—by breaking everything

down into a clear, step-by-step process. There's something for everyone. New copywriters will get a complete toolkit. Experienced marketers will benefit from new strategies and tactics. You'll discover: * How to build a powerful sales message that makes money * Secrets of headlines that all but force prospects to read your message * Easy shortcuts to creating profitable bullet points * Negative optimism: a revolutionary new way to create empathy with prospects * Stories that boost sales-how to write them, step-by-step * Insider secrets for "amping up" the emotional power of your copy * How to put it all together to build trust in prospects and close the sale Whether you are a freelance copywriter, an entrepreneur, or a marketing professional, you'll get tips, tools and templates to easily make the written word produce a lot more sales for you.

Lifestyle Builders

As a serial entrepreneur, Kevin Kruse has seen time and again that the leadership practices that actually work are the opposite of what is commonly taught and implemented. *Close Your Open Door Policy* shows how a contrarian approach can be a better, faster, and easier way to succeed as a leader. Chapter by chapter, Kruse focuses on a piece of popular wisdom, then shows with real-world case studies and quantitative research that the opposite approach will lead to better results, encouraging leaders to play favorites, stay out of meetings, and, of course, close their open doors.

Turn the Ship Around!

" The highly anticipated follow-up to the acclaimed bestseller *Start With Why* Simon Sinek's mission is to help people wake up every day inspired to go to work and return home every night fulfilled by their work. His first book, *Start With Why*, offered the essential starting point, explaining the power of focusing on WHY we do what we do, before getting into the details of WHAT and HOW. *Start With Why* became an instant classic, with a loyal following among Fortune 500 companies, entrepreneurs, nonprofits, governments, and the highest levels of the U.S. Military. Now Sinek is back to reveal the next step in creating happier and healthier organizations. He helps us understand, in simple terms, the biology of trust and cooperation and why they're essential to our success and fulfillment. Organizations that create environments in which trust and cooperation thrive vastly out perform their competition. And, not coincidentally, their employees love working there. But "truly human" cultures don't just happen; they are intentionally created by great leaders. Leaders who, in hard times, would sooner sacrifice their numbers to protect their people, rather than sacrifice people to protect their numbers, are rewarded with deeply loyal teams that consistently contribute their best efforts, ideas and passion. As he did in *Start With Why*, Sinek illustrates his points with fascinating true stories from many fields. He implores us to act sooner rather than later, because our stressful jobs are literally killing us. And he offers surprisingly simple steps for building a truly human organization"--

Charlotte Walsh Likes To Win

"In 1919, the four Turner sisters and their parents are barely scraping along. Their father is a low-paid boot stitcher in Johnson City, NY, and the Turners are always one paycheck away from eviction. When their father's hand is crushed and he's forced to quit, their domineering mother decides that the vaudeville stage is their best--and only--chance for salvation. With everything at stake, the Tumbling Turners take to the road and the four young women, teenagers Gert, Winnie, and Kit, and Nell, a 22-year-old new mother and recent widow of the Great War, are soon immersed in the tumultuous world of American Vaudeville on a nine-city tour that will make or break them. Swindlers and ne'er-do-wells await in abundance, but so does kindness, and just maybe a chance at love. Equal parts heartwarming, charming, and reflective, *The Tumbling Turner Sisters* is the story of the sacrifices we make in the name

of family, and how the most unlikely choice can ultimately be the one to lead us toward our truest selves"--

Built to Sell

Only by finding and focusing on a core mechanism can you further your pursuit of elegance in strategy game design. Clockwork Game Design is the most functional and directly applicable theory for game design. It details the clockwork game design pattern, which focuses on building around fundamental functionality. You can then use this understanding to prescribe a system for building and refining your rulesets. A game can achieve clarity of purpose by starting with a strong core, then removing elements that conflict with that core while adding elements that support it. Filled with examples and exercises detailing how to put the clockwork game design pattern into use, this book is a must-have manual for designing games. A hands-on, practical book that outlines a very specific approach to designing games. Develop the mechanics that make your game great, and limit or remove factors that disrupt the core concept. Practice designing games through the featured exercises and illustrations.

The \$100 Startup

Blue-collar Gold

From bestselling author Jo Piazza comes one of People's "Best Summer Books," a "comically accurate" (New York Post) novel about what happens when a woman wants it all—political power, marriage, and happiness. Charlotte Walsh is running for Senate in the most important race in the country during a midterm election that will decide the balance of power in Congress. Reeling from a presidential election that shocked and divided the country and inspired to make a difference, she's left her high-powered job in Silicon Valley and returned, with her husband and three young daughters, to her downtrodden Pennsylvania hometown to run for office in the Rust Belt state. Once the campaign gets underway, Charlotte is blindsided by just how dirty her opponent is willing to fight, how harshly she is judged by the press and her peers, and how exhausting it becomes to navigate a marriage with an increasingly ambivalent and often resentful husband. When the opposition uncovers a secret that could threaten not just her campaign but everything Charlotte holds dear, she must decide just how badly she wants to win and at what cost. "The essential political novel for the 2018 midterms" (Salon), Charlotte Walsh Likes to Win is an insightful portrait of what it takes for a woman to run for national office in America today. In a dramatic political moment like no other with more women running for office than ever before, this searing, suspenseful story of political ambition, marriage, class, sexual politics, and infidelity is timely, engrossing, and perfect for readers on both sides of the aisle.

Giftology

You're a Visionary. That's the problem. You've already founded a successful business and have clear ideas for the future of your company. This has worked for you so far, but now business has stalled, and you've become overwhelmed, stuck, and frustrated. You may have a hunch that something or someone is missing—and you're right. A great Visionary is only half of the equation for launching a company toward success. A solid partnership is the key to helping your business soar, and you need someone else to play a crucial role in taking your business to its maximum level. Enter the Integrator. This is the Visionary's complement who has a talent for moving ideas forward: keeping varying tasks and schedules aligned, creating focus and accountability, and ensuring cohesion of people and processes. In other words, the Integrator takes a vision and executes it. From the author of the bestselling Traction,

Rocket Fuel details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can thrive, and even offers advice to help Visionary-minded and Integrator-minded individuals find one another. Rocket Fuel also offers assessments so you're able to determine whether you're a Visionary or an Integrator so you can recognize your needs and then find the best partner to suit them. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals—likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, they have the power to reach new heights for virtually any company or organization. Rocket Fuel is here. Time to ignite the booster for your next level. This explosive combination is the key to getting everything you want out of your business. It worked for Disney. It worked for McDonald's. It worked for Ford. It can work for you.

The Pumpkin Plan

Based on the premise that accountants often make finance unnecessarily confusing, this no-frills guide will help small business owners see beyond the numbers and translate financial statements into tangible business success. The author shows the reader how to use key financial indicators as a basis for smart business decisions, with a focus on companies in the range between start-up and \$5 million in revenue. In a humorous and conversational tone, Crabtree explains how even the most harried business owners can use financial metrics to improve their bottom line. The author's down-to-earth discussion includes many insights: Most business owners are probably not paying themselves enough; Paying taxes can be a positive in accounting; A company-wide salary cap can help immensely with personnel decisions. Additionally, the numerous examples help readers see for themselves how following the author's advice will have a direct impact on their profits.

You Can Negotiate Anything

A celebration of the meaning and comfort printed books bring to our homes and lives, from the curation and design experts at Juniper Books. Explore the significance of the home library, embellished with alluring photography and illustrations, in a keepsake worthy of any bibliophile's collection. For the Love of Books shares the vision of Juniper Books, a business that embraces the roles that books fulfill in our lives and their staying power. It recounts the history of books and private libraries, and champions the resilience of books in the digital era. Dive into the nuances that define books for reading, books for decoration, and books for inspiration. Instructive chapters provide useful details for creating and curating one's own home library, whether it be a single shelf or multiple rooms each with their own collection. You will never look at your bookshelves the same way again. For the Love of Books is about storytelling beyond the pages of our favorite books. Our books—the ones we choose to keep—tell the story of who we are. They remind us who we once were and who we aspire to be. Thatcher Wine founded Juniper Books in 2001. The company creates custom libraries and has perfected the art of turning books inside out to allow for books to tell stories not just to us, but about us. Working with booklovers, homeowners, and designers, Juniper Books has provided the world with a fresh new approach to the printed book. Thatcher grew up in New York City where his parents owned and operated The Quilted Giraffe, one of the most innovative restaurants in America. Thatcher graduated from Dartmouth College with a degree in history and art history and lives in Boulder, Colorado. Elizabeth Lane is the founder of Quarterlane, a quarterly subscription book service which merged with Juniper Books in 2018. She is also the book buyer for her local independent bookstore, Partners Village Store and Kitchen in Westport, Massachusetts. Prior to working in books, Elizabeth worked in contemporary visual art—in galleries, nonprofit initiatives and museums in New York, Austin, and Chicago. Elizabeth graduated from Davidson College with a degree in art history and received her masters degree from the School of the Art Institute of Chicago.

The Bezos Letters

Become the effective, proactive leader you aspire to be with this practical tool kit for leading people and organizations. Yes, you can learn the skills to effectively lead people, organizations, and employees. With the right motivation and knowledge, you can be a leader who knows what it takes to succeed. Throughout his extensive experience in training leaders, author Alain Hunkins discovered that many leaders shared a common trait. They were mainly focused on what they were doing but not so focused on how they were doing it, especially when it came to working with other people. By strengthening their leadership capabilities, they could become trusted leaders within their organization, improve employee communications, and build bridges across hierarchies. *Cracking the Leadership Code* shares the valuable principles and practices that Hunkins developed and refined during the 20+ years he's worked with leaders. When you crack the code, you'll have a new operating model for organizational leadership that will help your teams thrive in a 21st century economy. Discover the brain science behind leading people. Get inspired by real life leadership stories. Use a practical leadership tool kit to become a better leader. Learn how to communicate, influence, and persuade others, more effectively than ever before. With this book as a resource, you'll have a new perspective, a new framework, and new tools at your disposal, readily available to guide your leadership. You'll learn to establish proactive, leader-follower relationships. To do this, you'll use the interconnected elements of Connection, Communication, and Collaboration. When you learn from the author's insightful experiences working with organizations around the world, you can accelerate your leadership development and become the leader you've always aspired to be.

The Toilet Paper Entrepreneur

Rumors has it that "E.V. Odle" was a pen name for Virginia Woolf. However this is not true. (1890-1942) UK editor and author; in the former capacity he was the first editor 1926-circa 1935 of the *British Argosy Magazine* (see *The Argosy*). As younger brother of the UK illustrator and artist Alan Odle (1888-1948), who was the husband of Dorothy M Richardson (1873-1957), Odle came into close contact with J D Beresford, who had been instrumental in publishing the first volume of Richardson's *Pilgrimage* in 1915. Odle's *Scientific Romance, The Clockwork Man* (1923), clearly shows the influence of Beresford, an author central to that form, and may also have been published with his help. In this graceful tale, a Cyborg - in this case a man into whose body a clock-like monitor-cum-Time Machine has been inserted - comes accidentally back through time from 8000 CE to the present (see *Time Travel*), where in his *Mysterious Stranger* role he plays cricket and disturbs his auditors by describing a world in which life regulated by Machines is accepted by most, though not all. God, it is hoped, has been taking note of the new, "improved" version of humanity. All the more moving for its air of calm, *The Clockwork Man* is a plea to the human beings of the twentieth-century world that they not continue losing the battle against the machine. Other work by Odle includes the short fantasy "The Curse upon Isaac Knockabout" (April 1923 *Gaiety*), featuring a magic ring, a curse-bestowing genie and two somewhat stereotyped Jewish tailors. The suggestion that "E V Odle" was a pseudonym used by Virginia Woolf to write sf is an elaborate spoof. [JC]

Clockwork

Already have a home service business but just scraping by? Don't know how to grow because you can't possibly work any more hours? This book aims to change that with actionable advice you can use to immediately improve every aspect of your home service business so you can make more money and work less.

For the Love of Books

The instant New York Times Bestseller #1 Wall Street Journal Business Bestseller Instant Washington Post Bestseller "Brimming with a surprising amount of insight and practical advice." --The Wall Street Journal Daniel H. Pink, the #1 bestselling author of *Drive* and *To Sell Is Human*, unlocks the scientific secrets to good timing to help you flourish at work, at school, and at home. Everyone knows that timing is everything. But we don't know much about timing itself. Our lives are a never-ending stream of "when" decisions: when to start a business, schedule a class, get serious about a person. Yet we make those decisions based on intuition and guesswork. Timing, it's often assumed, is an art. In *When: The Scientific Secrets of Perfect Timing*, Pink shows that timing is really a science. Drawing on a rich trove of research from psychology, biology, and economics, Pink reveals how best to live, work, and succeed. How can we use the hidden patterns of the day to build the ideal schedule? Why do certain breaks dramatically improve student test scores? How can we turn a stumbling beginning into a fresh start? Why should we avoid going to the hospital in the afternoon? Why is singing in time with other people as good for you as exercise? And what is the ideal time to quit a job, switch careers, or get married? In *When*, Pink distills cutting-edge research and data on timing and synthesizes them into a fascinating, readable narrative packed with irresistible stories and practical takeaways that give readers compelling insights into how we can live richer, more engaged lives.

Off the Clock

Author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur* offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that:

- Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances.
- A small, profitable business can be worth much more than a large business surviving on its top line.
- Businesses that attain early and sustained profitability have a better shot at achieving long-term growth.

With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing roadmap for any entrepreneur to make money they always dreamed of.

Find Your Yellow Tux: How to Be Successful by Standing Out

Feeling burned out by your business? Sick of the 'hustle and grind' culture of your industry? There's a better way! Get over your perfectionism and embrace the flow of the Chillpreneur. Denise Duffield-Thomas, money mindset coach and best-selling author, will show you how with her trademark humor and down-to-earth wisdom. In this book, she shares invaluable business advice and counterintuitive millionaire mindset lessons (no blood, sweat, or tears necessary) which will set you on the path of abundance - without all the hard work. You'll discover how to find the business model that works perfectly for your personality, learn about key concepts - such as the Golden Goose and the Keyless Life - to help you work less and earn more, and become a marketing pro without feeling like a sleazy car salesman. Plus, Denise talks you through the smaller - but no less important - details of being an entrepreneur, including how to deal with awkward money situations and find the most effective ways to

price your offers. Full of reassuring and practical advice, *Chillpreneur* challenges the old, boring assumptions of what it takes to create success in business, so you can create financial independence with ease and grace.

Making Your Website Work

“One of the 12 best business books of all time”. Timeless principles of empowering leadership.” USA Today Since *Turn the Ship Around!* was published in 2012, hundreds of thousands of readers have been inspired by former Navy captain David Marquet’s true story. Many have applied his insights to their own organizations, creating workplaces where everyone takes responsibility for his or her actions, where followers grow to become leaders, and where happier teams drive dramatically better results. Marquet was a Naval Academy graduate and an experienced officer when selected for submarine command. He faced a new wrinkle when he was assigned at the last minute to the *Santa Fe*, a nuclear powered submarine that he hadn’t been trained for. Facing the high-stress environment of a sub where there’s little margin for error, he was determined to reverse the trends he found: poor morale, poor performance, and the worst retention rate in the fleet. Almost immediately, Marquet ran into trouble when he unknowingly gave an impossible order, and his crew tried to follow it anyway. When he asked why, the answer was “Because you told me to.” Marquet realized that while he had trained for a different submarine, his crew had been trained to do what they were told -- a deadly combination. So Marquet flipped the leadership model and began to push for leadership at every level. *Turn the Ship Around!* reveals how the *Santa Fe* skyrocketed from worst to first in the fleet by challenging the Navy’s traditional leader-follower approach. Struggling against his own instincts to take control, he instead achieved the vastly more powerful model of giving control to his subordinates. Before long, each member of Marquet’s crew became a leader and assumed responsibility for everything he did, from clerical tasks to crucial combat decisions. The crew became fully engaged, contributing their full intellectual capacity every day. The *Santa Fe* set records for performance, morale, and retention. And over the next decade, the officers of the *Santa Fe* were selected to become submarine commanders in highly disproportionate numbers. Whether you need a major change of course or just a tweak of the rudder, you can apply Marquet’s methods to turn your own ship around.

Leaders Eat Last

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it’s easy for entrepreneurs to get caught up in a never-ending cycle of “sell it—do it, sell it—do it” that leaves them exhausted, frustrated, and unable to get ahead no matter how hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That’s when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpkins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don’t waste time doing a bunch of different things just to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover

their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, *The Pumpkin Plan* guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.

Clone Yourself: Build a Team that Understands Your Vision, Shares Your Passion, and Runs Your Business For You

A how-to guide for preparing your personal life for entrepreneurship—from a successful couple who has been there. Most people have two lives: the one that they are living and the one that they want to live. Today, there is more opportunity than ever for anyone to create their ideal life through entrepreneurship. After overcoming the obstacles of building three businesses with one spouse still in a 9-5 job and working together as a married couple while raising two young kids, Tom and Ariana Sylvester have cracked the code and developed a framework on how to successfully do business and life—together. In *Lifestyle Builders*, Tom and Ariana guide current and aspiring entrepreneurs through the major aspects of making it happen with a simple step-by-step process, including getting clear on what the ideal life looks like, mapping out personal and business financials, and teaching readers how to organize and run their business to support their ideal lifestyle. *Lifestyle Builders* shows those seeking the entrepreneurial lifestyle how to unlock the secrets to making the ideal life a reality, even those who are busy and seriously lacking time and money. It's time to join the movement of *Lifestyle Builders* today!

The Road Less Stupid

"I well recall a conversation with an executive I hoped to interview about her astonishing productivity. I began our call with an assurance that I would not take much of her time. She laughed. 'Oh, I have all the time in the world,' she said." Most of us feel constantly behind, unsure how to escape feeling oppressed by busyness. Laura Vanderkam, unlike other time-management gurus, believes that in order to get more done, we must first feel like we have all the time in the world. Think about it: why haven't you trained for that 5K or read *War and Peace*? Probably because you feel beaten down by all the time you don't seem to have. In this book, Vanderkam reveals the seven counter-intuitive principles the most time-free people have adopted. She teaches mindset shifts to help you feel calm on the busiest days and tools to help you get more done without feeling overwhelmed. You'll meet people such as An elementary school principal who figured out how to spend more time mentoring teachers, and less time supervising the cafeteria An executive who builds lots of meeting-free space into his calendar, despite managing teams across multiple continents A CEO who does focused work in a Waffle House early in the morning, so he can keep an open door and a relaxed mindset all day An artist who overcame a creative block, and reached new heights of productivity, by being more gentle with herself, rather than more demanding The strategies in this book can help if your life feels out of control, but they can also help if you want to take your career, your relationships, and your personal happiness to the next level. Vanderkam has packed this book with insights from busy yet relaxed professionals, including "time makeovers" of people who are learning how to use these tools. *Off the Clock* can inspire the rest of us to create lives that are not only productive, but enjoyable in the moment.

You Must Write a Book

Surge

My name is Jax. That is the name granted to me by my human masters. I am a slave. But I shall be free.

Set in a world that might have been, of mechanical men and alchemical dreams, the new novel from Ian Tregillis confirms his place as one of the most original new voices in speculative fiction. PRAISE FOR IAN TREGILLIS "A major new talent." George R.R. Martin "Tremendous." Cory Doctorow "Addictively brilliant." io9 "Exciting and intense." Publishers Weekly "Eloquent and utterly compelling." Kirkus !--EndFragment--

Simple Numbers, Straight Talk, Big Profits!

Does it feel like you work in a "red ocean filled with sharks?" Eat or be eaten. Fierce competition. Continual battling over scarce resources. What if there was another path? What if you could create your own blue oasis where profits are higher, marketing is as natural as breathing, and competition is nearly nonexistent? This nirvana can be a reality when you practice the principles of Giftology. In this unusual un-marketing resource you'll discover *Why Giftology isn't an expense it's an investment that can pay off with huge dividends. *How to practice Giftology on a tight budget it's easy and very effective. *How Giftology turns existing clients into your best salespeople. *Why (and how) gifts with a relatively low value can trump something expensive. *When is the best time to send gifts? (The answer may surprise you.) *How to unleash a "Referral Factory," a small army of influencers vouching for you--no gimmicks, no catches. *Find out how Giftology can transform your supply chain. *The ten worst gifts definitely avoid these. (This info's available in the expanded bonus resource. Just click the link inside! It's my gift to you.) The average person is hit with at least thirty thousand messages a day, courtesy of that "red ocean filled with sharks." Giftology neutralizes that deadly philosophy and equips you with every tool you need to make your message a priority. Every time. Get your copy today!

Profit First for Ecommerce Sellers

Can your software sell itself? Convention and the trillion-dollar sales industry claim that it's impossible for your product to sell itself. Yet successful software businesses like Slack, Dropbox, Atlassian, and HubSpot make millions selling to customers who never once reached out to a sales rep. In *Product-Led Growth: How to Build a Product That Sells Itself*, growth consultant Wes Bush challenges the traditional SaaS marketing and sales playbook and introduces a completely new way to sell products. Bush reveals how your product--not expensive sales teams--can be the main vehicle to acquire, convert, and retain customers. In this step-by-step guide to Product-Led Growth, Bush explains: Why you should flip the traditional sales process on its head and turn your product into a sales machine; How to decide whether your business should use a free trial, freemium, or hybrid model; How to turn free users into happy, paying customers. History tells us that "how" you sell is just as important as "what" you sell. Blockbuster couldn't compete with Netflix by selling the same digital content, and you need to decide "when" not "if" you'll innovate on the way you sell. Are you going to be product-led? Or will you be disrupted, too?

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