

(Library ebook) Go Do!: For People Who Have Always Wanted to Start a Business

Go Do!: For People Who Have Always Wanted to Start a Business

Jeremy Harbour

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Jeremy Harbour : Go Do!: For People Who Have Always Wanted to Start a Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Go Do!: For People Who Have Always Wanted to Start a Business:

6 of 6 people found the following review helpful. Certainly worth a read if you want to start a businessBy Animation FanThis book is definitely worth a read, which will be fun, if you've ever thought about starting a business. It will

definitely alert you to many considerations that you probably haven't thought about, if your main focus in "being your own boss" is to escape your current one in a conventional job. Frankly, I don't see how anyone reasonably bright and not in a state of desperation (perhaps a tall order with this subject) would not be able to recognize the negative factors of this route that the author calls out, but clearly many do not. It is obvious to me from the number of failed small businesses I see in the neighborhood over many years (in my case, mostly retail and restaurant ones in Manhattan). Now that I've confirmed that anyone considering starting a business should find this book useful (and the author has a very readable, personal style, which I like - he does achieve a feeling that he is talking to you personally) - I want to offer some observations that will help you understand what you'll be getting. First, the book is (imo) very oriented to what the author is - a serial entrepreneur. It is pitched to those who want to start, run and hopefully sell, businesses - over and over, as your fundamental business - any business that seems amenable to that pattern. As the author himself says, he thrives on "the deal" (like Trump?). He gets satisfaction from this pattern, and (presumably) getting richer in the process. I have nothing at all against this - I think it is mostly what being a true entrepreneur is all about. If that's what you want to do, the book has great advice. But in this pattern, there does not seem to be any particular interest in (except temporarily) the business as such. In this view, any business is as good as any other, if it passes certain tests. Actual interest in what the business does is close to irrelevant, possibly even a detriment. So, if, like myself, you do not aspire to be a serial entrepreneur, but instead have a single idea for your potential business, and that's all you want to pursue - with no goal loftier than to be your own boss and be able to support yourself - not to grow and sell out, and then do it all over again - this book is less than ideal. Though as I said, even in that case it still has much useful information - which is why four stars. The pattern I describe would be the typical one for an artisan or creative type, who just wants to make a living based on what they do best or are most creative at - i.e. your primary motivation is not to make a killing and move on to the next one. Put another way, in terms of going into business, there is only one way you'd be interested - your particular vision. You are not interested in business for its own sake. Another thing I have to say is that the author portrays himself, intentionally or not, as quite footloose and fancy-free, despite whatever hardships he has suffered (he does cover some). He is at this point quite the globe-trotter, and just shy of smug. No family to tie him down from doing whatever he feels like. While he pays lip service to the idea of one having other responsibilities that must be taken into account in deciding whether to take the plunge into self-employment, I'm not sure he really appreciates the reality of that, since he doesn't appear to face it. The way I just put this reminds me of an interesting distinction he makes, which I think reinforces my point. He makes a distinction between "self-employment" and being an entrepreneur. In his portrayal, self-employment is what happens when you go "independent" doing basically the same thing you were doing before, just to have no boss - as so many do if they get it together to try. I think he doesn't see that as as significant, or value it as much, as striking out to just "do business", as he did and does. So, be forewarned. You will get a certain amount of encouragement to follow your dream, but if you have a singular dream, and are not otherwise interested in running your own business, you may be disappointed.

0 of 0 people found the following review helpful. Breath of Fresh Air By Dianna I wanted to comment on this book. I am currently in that "scary state" of wanting to start a new business and having a great idea (based on potential consumer response), but having no idea to initiate the process. I looked for many books that would help me get in the right direction without overwhelming me (more than I already am) with details and unnecessary information. I found that "Go Do" is a breath of fresh air in that it clearly explains the steps to get started. In reading the book, I felt that I was getting tips from a good friend that were easy to understand. The author, Jeremy Harbour, did an excellent job at being concise with his pertinent information so I can GO DO! I feel the more information there is in a getting started book the more it contributes to the paralysis of analysis which I was already in. So, a big thank you goes out to Jeremy Harbour for his book.

Dianna 1 of 1 people found the following review helpful. I listened to the Audio 1st then Bought the Book By ReBooo I love the fact that the author failed a few times then figured out how to be a success. His ride through the life of a startup was interesting and informative. I liked it so much I have the paper version as well so I can mark up and follow his lead.

A refreshingly simple, easy-to-read guide to getting started in business. If you've ever dreamed of starting your own business, this book will give you the information, inspiration, and reassurance you need to get started. It encourages budding entrepreneurs to take the leap into the dark, while shining a bright light on the first six months of a successful start-up. It breaks down what appears to be an Everest-size challenge into a series of small hills for you to conquer. Written by successful entrepreneur Jeremy Harbour, *Go Do!* argues that the skills and tactics of successful entrepreneurship can't be learnt except by doing. So this book offers the guidance and the confidence you need to just go do it.

'An easy-to-read guide in starting a business from an entrepreneur who's done it all. (Entrepreneur Country, May 2012) Whether you are enraptured or terrified by Mr Harbour's personal high-risk and instinctive approach to starting up a business, I can almost guarantee that everyone considering making the move to entrepreneurialism will find a great deal of interest to them in *Go Do!* (Financial Adviser, 26th July 2012) From the Back Cover Have you ever

thought about starting a business of your own? Chances are you have, but have yet to take the plunge. It feels like too much of a risk, you lack the capital, you don't have the experience... All these worries conspire to hold you back. But they shouldn't. It's time to stop procrastinating and make it happen. If you've ever dreamed of being your own boss, this refreshingly simple book will give you the information, inspiration, and reassurance you need to get started. It'll encourage you to take the leap into the dark, while shining a bright light on the things you need to do to get started, breaking down what appears to be an Everest-sized challenge into a series of small hills for you to conquer. Written by successful entrepreneur Jeremy Harbour, *Go Do!* shows that the skills and tactics of successful entrepreneurship are best learnt by doing. It will give you the confidence you need to confront your fears, plan for success, and just Go Do! it. *GO DO!* explains How to come up with your killer idea How to get started without a huge bank balance Where to start when Planning your business What happens if you go bust What steps you need to take in your first days, weeks and months in business This book takes the reader through that real, scary, joyful and ultimately rewarding journey into wealth. — Penny Power Founder of Ecademy and Digital Youth Academy Jeremy ably dispels the myth that you need to invent something new to start your own business. People have made money selling bread for thousands of years — the successful ones just do it better. — Nick Jenkins, Founder of Moonpig.com