



Title: Starting From Scratch

Author: Wes Moss

Summary:

The author uses stories from 21 people's experiences making the transition into entrepreneurialism to help others learn from their experiences and gain the confidence to make the leap themselves. Working with these individuals the author identified a "four-step mode of operation that has led them all toward extreme entrepreneurial success" that he calls the HUNT.

Top take away points –

- **Harness what you have.** This involves combining your skills with something you love and turning it into a business venture that will make a contribution. Identify and harness your passion. Develop a creative way to turn this passion into a business and run it like a business, not a hobby.
- **Underestimate your obstacles.** Practice optimism. Take advantage of common market knowledge to fulfill a need that no one else is fulfilling. Focus and build on your strengths rather than your weaknesses. View obstacles as opportunities to overcome challenges and opportunities to move closer to the achievement of your vision. Don't overlook the details like insurance and cash reserves. Make sure you build your momentum before you run out of resources, the most important resource being cash flow. Over estimate your cash needs so you don't run out before you have the opportunity to build your momentum.
- **Notice your network.** Utilize your relationships to identify who can help you to achieve your dream. These are the people that have the information, skills, and resources that compliment yours. Develop a relationship with someone that can act as a mentor to help you through the rough times. Keep a database of your customers to use for free advertising via email. Hire people that you can trust to do their job. Help others first and they will be more willing to help you.
- **Take the first step.** Action is the catalyst that will turn your dream into a reality. Don't be afraid to use employees or outside professionals to do things you could do yourself, but would be better done by those with professional experience so that you can focus on the more important things for your success. Take time for proper planning so that you are truly building a business and not just buying yourself a job. Focus your activities on those things that provide the most impact and opportunities for success.



Review:

What's good-

Real life stories of entrepreneurs are used to support the authors HUNT model. The stories are interesting, informative, and could be inspirational. These stories just might help you to identify how you could take your talents and passions and turn them into a business. If you are just beginning to entertain the idea of starting out on your own, this would be a good book to get your creative juices flowing.

What's might not be so good-

The book is really geared toward the discovery phase in developing your entrepreneurial opportunity. It isn't a step-by-step plan for turning your idea into a viable business, but the stories may help you to avoid some common pitfalls. Realize that the next step, after the creative concept phase, is beginning your strategic planning process.