

# Entrepreneurship Digital Booklet

A collection of  
Entrepreneurial  
tools, concepts  
and resources.

# **DISCLAIMER**

Please note, while this booklet does contain tried-and-tested information, all business ventures involve some level of risk. The information within this booklet is pulled from various credible sources to which you will have the option of accessing through the links located at the end. The knowledge can be used as guidelines or structures. If you decide to pursue a venture, the creators of this booklet cannot be held accountable. The responsibility depends on you. We strongly emphasize seeking professional advice from Financial Advisors, Entrepreneurs and other business professionals before venturing out on your own.

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**What is  
Entrepreneurship  
anyway?**

**It's about taking ideas  
from concept to reality.**

The word "Entrepreneur" is used to describe people who embark upon new ventures through self-guided efforts.

It is hard to describe what skills are associated with being an Entrepreneur as there are many kinds in different industries.

**This booklet is a collection of mindsets, behaviours, skills, terms and frameworks required to successfully enable yourself as an Entrepreneur.**

Though, there are best practices and general guidelines that can help increase productivity regardless of what industry the venture is pursued within.

# **Enhancing The Mindset**

# Entrepreneurs are full of ideas.

They are curious by nature and seek new ways of solving problems. They also hunt for problems to solve as well.

That said, business ideas fail (and they fail often). It is said that 98% of all businesses fail within the first five years. As depressing as it sounds, there is still hope.

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If we expose ourselves to dated information, the originality and accuracy of our ideas can be hindered and may lead to poor business results. If we are surrounded by up-to-date sources, we are capable of synthesizing that information to create fresher ideas that can lead to potential business success. The Technology Adoption Theory displays the different categories of society and where each group places their focus.

**If we are able to understand why business fails, we can move away from lower quality ideas and birth stronger concepts. One prominent reason as to why businesses fail is because the idea came from a place that does not serve current needs or wants. What we focus on expands and aids us in forming new ideas so, in order to do so, we have to focus on better information.**

**There are five major  
adoption groups;  
the Tech Enthusiasts, the  
Early Adopters, the Early  
Majority, the Late Majority  
and the Laggards.**

**Tech Enthusiasts are exactly what the name suggests. They are excited about emerging technologies such as Virtual Reality, Wearable Technology and 3D Printing and actively involved in developing the technology. Silicon Valley is full of disruptive companies—for example, Tesla Motors, Uber and Facebook—and has a bunch of Tech Enthusiasts.**

**A lot of Tech Enthusiasts are revolutionizing the way we live and are creating massively successful businesses faster than ever before. We are finding a lot of Tech Enthusiasts are succeeding at a younger age, attaining great amounts of wealth at as young as 16 years old.**

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Embracing technology is a great way to push your chances of creating a business that is successful and with the times. The key lies in having inside sources—and a lot of them—that related to technology and to get actively in creating new technology.

[Click here to check out the graph.](#)

# The second adoption group are the Early Adopters.

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They are focused on reworking existing emerging technology. These are people who are interested in new information although they may not be active participants in forming new technology right away. Steve Jobs was an Early Adopter as he recreated the concept of the personal computer through Apple computers while IBM and Microsoft were the Tech Enthusiasts when he first started out. Early Adopters are much further ahead than the Early Majority because they are willing to take risks and experiment with the emerging technology of their time.

Access to resources plays a huge role in which adoption group an individual may belong to as well. For example, an Angel Investor may have a higher chance of becoming Early Adopter because they have money that can be invested directly into emerging technologies. However, with the gift of the Internet, anyone can choose to be an Early Adopter simply by following up the appropriate new sources and building upon what is in the process of development.

# The Early Majority are the third adoption group whom could also be considered as the Middle Class or Upper Middle Class.

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These are people with disposable income and have access to emerging technology that the Tech Enthusiasts and Early Adopters have already delved into. They are more risk-averse than Early Adopters though take more risk than the Late Majority and are willing to participate in emerging trends on a part-time basis. Early Adopters are more likely to stand outside an Apple store to wait for the latest iPhone while the Early Majority would get it a week later. The Early Majority are still ahead of most people but remain part of the Mainstream Market.

Both the Tech Enthusiasts and Early Adopters are part of the Early Market. Unlike social class (which is determined upon how much money a person has), anyone is capable of shifting between adoption groups. Being open-minded and curious are necessary in order to be ahead of the curve. If we do not seek new information, we risk being stuck with ideas that are redundant in quality and potential success. Being open-minded can be characterized by forging judgement and allowing ideas to flow. Curiosity is an innately youthful trait but, is silenced through doubt and negative self-talk. Without an open mind and curious heart, we stop looking for new ways of innovating and thus, cease to evolve our creativity and get involved with emerging trends. We can shift adoption groups by following our intuition, letting go of judgement and continually asking "what if?"

# The Late Majority are people who are very risk-averse.

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They are correlated to the Middle Class or Lower Middle Class. The Late Majority may choose to buy a new computer a few years after it has been released. They have some money to participate in new techno-economic breakthroughs but will almost always choose to save their money “for something better.” That said, money is not always a factor in shifting adoption groups. The Late Majority just choose to have access to slightly dated technology for security purposes, which can develop as a pattern. Dealing with dated technology can evolve into focusing on dated information.

Risk is an important ingredient in learning and creating change. It may feel scary at first but we feel most alive in its presence. Without risk, it is hard to grow. Without growth, we find ourselves unhappy which can lead to doubtful thoughts. Again, doubt acts as a mental obstacle in the way of focusing on new information and inviting potentially successful ideas. To counter this, we must understand why we feel doubtful and resolve to fulfill the doubt with competence. In some ways, doubts are the questions we must answer in order for our ideas to evolve and be successful.

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Laggards are people who may not have the economic means to participate with higher adoption practices. They can be compared to social constructs such as the Lower Class or Working Class. These people may be using technology from the early 2000s or even earlier.

Laggards may also buy dated information, such as 1970s business books from a thrift stores, and may obtain their information old written sources. They are capable of shifting from their adoption group to higher one if they open themselves up to explore beyond their comfort zone.

# The Technology Adoption Theory is a great tool to understand which adoption group we may belong to.

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If we understand where we currently fall in the graph, we can find out how far from receiving information and resources that are relevant to today's ever-growing world. Only then would we be able to absorb and reflect upon new concept and come up with breakthrough ideas. Tech Enthusiasts are creating software, hardware and technology in any industry—they are inventors, know a lot about their respective fields and want to be first. Early Adopters “innovate”—they build upon what already exists, seeking to dominate their sectors by making things even better. They seek information that exists after

the Tech Enthusiasts have made some discoveries first. Like the Early Adopters, the Early Majority builds upon what exists but at a slower pace. They are risk-averse and wait before taking action to advance emerging discoveries. The Late Majority can be skeptical but eventually join the party. They rather observe what happens before they dive in to see what challenges they may face later on. The Laggards are very critical and have a hard time adjusting to change. For various personal, political or economic reasons, they do not welcome transitions and rather remain in their comfort zones.

# We are capable of becoming generative powerhouses.

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The issue remains in our level of awareness. We are unconscious of the messages around us demanding our mental space. Advertising, television and social media are all forms of information that take up our Attention Units (discussed later). In the age of information, society faces the challenges of sifting through the noise and placing our attention upon higher quality material. Once we focus on higher quality content, we can then reflect and formulate stronger ideas.

When we merge different sources of information—and ideally, those from different subjects—we are capable of birthing those “freakishly” original ideas such as Twitter, the iPhone and electricity.

# **Information Synthesis**

**Information Synthesis is the active process of merging material together with aims of forming new ideas. It involves three steps, those being Extraction, Reflection and Synthesis.**

# Extraction is when we pull key concepts from the information we are focused on.

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Reflection is the introspective digestion of the material we have pulled.

Synthesis is a mixture of reflecting out loud through writing or drawing out ideas and deciding upon conclusions.

Only when we synthesize emerging information are we on the cusp of invention and innovation.

**Each of the steps are fluid  
and can be explored interchangeably.**

# **Income Types**

**There are two types of income;  
Active Income and Passive Income.**

**Active Income is anything that is capable of making money through your own exerted efforts.**

When it comes to career opportunities, understanding income types is crucial to our decision-making process.

**These opportunities are great for acquiring work and life experience. They also offer the chance to meet and collaborate with new people. The issue with active income is that you have to physically be present in order to make money. This takes time and energy away from you, your family and friends and can lead to an underwhelming, overwhelming or unfulfilling lifestyles.**

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An example of an Active Income source could be a traditional 9-to-5 job. Active income can act as a driving force for Entrepreneurs to continue working hard on building Passive Income streams.

**Passive Income is anything that is capable of making money by itself.**

**You may be required to exert some active labor in the initial stages though eventually, if the system is successful, the income can build on itself. Passive Income can come in the forms of Stocks, Venture Capital Investments or owning a successful business.**

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Passive Income is capable of increasing exceptionally versus Active Income's incremental methods of growth (e.g. annual raises or quarterly bonuses). Passive Income involves a lot of risk at times. It may require an unfair amount of active effort in the beginning stages to eventually reach the passive status. Passive Income can also fluctuate which is why it is important to diversify income streams.

# **Increasing The Quality of Production**

# Attention Units

In the book *The Organized Mind: Thinking Straight in the Age of Information Overload*, Neuroscientist Daniel Levitin talks about the science of attention. He mentions that our attention can be measured by units called bits.

# Our capacity for attention can reach a maximum of 120 bits.

His research states that when we perform a single task, it takes 60 bits to process. Multitasking is practically impossible. Doing more than one task at a time fills up our mind's capacity for focus and inevitably, hinders the quality of our results. This is why we do things like turn down the music while driving to focus on the road. Although music does not affect our sight, our senses require mental space. It is important to do things one at a time.

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Understandably, creative thinkers have a lot of ideas to explore. To proactively address all of our ideas, we must use a Capture System (discussed later) to gather all of the things we are curious about and prioritize in order of importance or urgency. One best practice is to do the easiest things first to get in the flow. Once the momentum is built up, flow can help push us through more challenging obstacles. This way, we can address each project with full focus without sacrificing quality.

# **Singular Focus**

**There are five different levels of performance.**

**Great**

**Good**

**Mediocre**

**Average**

**Poor**

**Great performance is when we create something continually inspires us, even if we have surpassed that level of competence.**

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Poor, mediocre and average performance are all underwhelming states of execution. Good performance is alright but excitement falls quick. Great is the level that today's leaders continually achieve. It requires a single-minded focus on one thing in order to address each task thoroughly.

**80 / 20 Rule**

**The 80/20 Rule suggest that 80% of our results comes from 20% of our actions.**

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To get in the flow on a daily basis, make a list of 10 key tasks for the next day just before you sleep. This way, your subconscious mind will absorb the information and formulate ideas that will come up during your morning shower or when you drink your coffee the next day.

**This is to state that not everything has an equal weight of importance. If you have a to-do list of 10 tasks, only two of those tasks would amount to building the momentum necessary to carry through the other tasks.**

# Counterbalancing

# Counterbalancing opposes the idea of Work-Life Balance.

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It is a method of completing one task at a time between your work projects and your personal life. Our projects require more time than our personal lives simply because we require more energy to actively learn. One project could be completing an essay for a grant while another project could be making a painting to host in an upcoming art show. Our personal lives are divided between ourselves, our family and our friends. Personal tasks could include taking a shower after work, then calling a parent to say hi.

To counterbalance between these two areas of life, we simply choose what to do at what times. You could complete the grant essay then take a shower. Afterwards, you could finish the painting for the day and follow that up with a call to your mom. Counterbalancing saves us time and keeps on purpose which helps us create greater results.

# **Time Management**

**Managing time can be an abstract concept. It is challenging to manage something you cannot tangibly hold or see. That said, there are ways to effectively manage time to pull great results. There are also ways of bettering understanding time if we use numeric figures. Here are some tactics for managing time.**

# **Time Budgeting**

**It's 6 PM and you haven't started an essay due at 12 AM. You only have six hours to research, structure, write and proofread. Time Budgeting is a useful tactic that can help speed the process and make faster decisions.**

In our example, there are 4 steps—Research, Structure, Write and Proofread. 6 hours divided by 4 tasks equals out to 1.5 hours for each task (1 hour and 30 mins). Between the 6 hours, you can set alarm on your phone (or any other device) for every hour and a half to help reinforce what step you need to finish next. The alarm acts a secondary agent that frees up mental space to help you focus on the task at hand.

# **Time Blocking**

# Time Blocking is a visual way of managing your time.

The Schedule System (discussed later) is assortment of time blocks that help address the different areas of our lives one at a time. Today, calendars can sync between different devices. When we are on the go, we can swipe our phones or check the calendar app to see what we have to focus on next without worrying about which area of our life is being neglected in the long-run. This opens up mental space to reflect upon information, create ideas and work more productively.

**10,000 Hour Rule  
+ 20 Hour Rule**

The 10,000 Hour Rule is a concept that was popularized by a writer named Malcom Gladwell. It suggests that mastery (of any subject or skillset) is achieved through 10,000 hours of deliberate effort. It is an intimidating figure however; it can be broken down.

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Josh Kaufman is another author who has studied how many hours it takes to reach an additional level of competence. He found that only 20 hours are required to add a noticeable difference to our capabilities.

If we calculate it, we would only have to execute a 20-hour session 500 times to reach our desired 10,000 hours of practice. This could be working at a full-time job for 5 years at roughly 8 hours a day. If we apply the 10,000 hour to our biggest goals, such as starting and running a business, we can acquire notable amounts of knowledge, skills and other abilities with certainty and confidence. The creativity lies in our schedules and how much time we want to block to a particular area or goal.

# **Scheduling System**

As Aristotle once said, “we are what we repeatedly do.  
Greatness then, is not an act but, a habit.”

Humans are habit-forming machines. We are capable of achieving dream-like heights when we have the appropriate systems in place. When we create systems, we no longer have to make decisions and exert precious mental energy. Our schedules are our own individual systems. We must then gain complete control of our schedules in order to have a full grasp of our lives. The Scheduling System is a tool that is capable of enabling flow and clarity.

**There are seven different areas to life  
(listed in no particular order)  
all with their own color-codes.**

**Education**

**Career**

**Spirituality**

**Personal**

**Contribution**

**Health**

**Finances**

# Spirituality

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This area is important to maintain internal balance. The way we can address this is partaking in spiritual activities, such as praying or meditation, (although meditation can be just a mental exercise as well). When our spiritual lives are out of balance, we feel lost or off-purpose. Internal imbalance can cause hesitance or doubt which gets in the way of future productivity. It is important to block time to this area every day for a focused mind and consistent energy.

Each person's schedule is different and we all have different things to cater to. That said, we need to be able to control our schedule by understanding what areas of our lives are being addressed at what times. Choose the areas of your life you believe need to be addressed for this quarter (every 3 months). In an sync-able calendar app, block at least 1 hour to your chosen areas of life. This process may take between one hour to four hours so take your time and plan accordingly.

# Personal

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Our personal lives are divided amongst three things, those being ourselves, our families and friends. We must counterbalance between three areas to experience true fulfillment. If we do not counterbalance, we either spend too much time in isolation or feel unfulfilled in the presence of others. Luckily, counterbalancing our personal lives does not require a great deal of time. On average, activity involving ourselves, our family or friends can range between 5 minutes to a couple of hours if we'd like.

*Personal Life =  
Ourselves +  
Our Families +  
Our Friends*

# Contribution

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It is one of the most under-looked yet impactful parts of our lives. We must incorporate some form of giving back in our lives, be that by giving money, volunteering or other. Without giving back, we arouse feelings of greed, guilt and doubt.



Contribution is a great way to get on your own team. If we feel we are doing good, we no longer fight with ourselves and feel we are doing our part in making the world a better place. Giving back can also provide you with purpose and meaning, which helps with work-related projects as well.

# Education

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It pertains to learning either formally (e.g. school or academic studies) or independently (e.g. books, videos, websites, etc.). It is important to block time to explore and synthesize new information through the week. Without learning, we feel stuck and are unable to actively connect our ideas. With that said, we also need time to reflect upon our concepts. Blocking time to extract and reflect leads to powerful ideation in the future.



Academic Studies  
or Self-Education

# Career

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This area is related to our professional ambitions. Career and Finance (discussed later) are two different areas of life. This is because if we were to look at our careers as a sole source of income. This can lead to picking the wrong career or even forgoing the ideation of other potential income streams. In our career lives, it is best to engage in activities that are large and take us closer to our professional ambitions.

Your career is not your financial life. This mistake can lead to choosing a career for monetary reasons, which can take you off-purpose.

# Health

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Health is an integral part of our lives. Without health, we are incapable of executing upon our ideas and realizing our dreams. Health is made up of physical fitness, mental fitness and nutrition. It is important to allot at least 30 minutes of physical exercise everyday to keep our bodies and minds interconnected. Meditation is proving to be an increasingly important practice in maintaining mental health.

Eating clean and regularly are also things we have to consider when blocking our time. The range of time requires for health-related activities varies though, activities requiring 30 minutes or more should be visually depicted in our calendars.

# Finances

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It is important to take care of our finances. Without financial goals, plans and vehicles, we can find ourselves stuck for a long period of time. Finances are necessary for our survival and to thrive upon our dreams and ideas. Block time to learn about personal or business finances can also help enable your ideas with structure and conviction. After all, ideas need money.



- Financial Goals
- Financial Plans
- Financial Vehicles

- Debt Repayment
- Investing
- Saving
- Spending

Calendar App

Hours Time  
Tracking App

Load these categories and colours into  
all your **personal management apps** to  
help your productivity sky-rocket.

Todoist App

# Capture System

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Taking massive action on big goals can get messy. To add to that, life itself can get busy and it then seems hard to handle. Luckily, there is a way to counter our ever-growing list of tasks. The Capture System is a process used to gather and prioritize tasks for action. Using the Capture System can help you gain clarity as to what is most important in those near-meltdown moments.

**To start, begin writing down any of the thoughts and demands that are bouncing in your head.**

Do not judge the thought or determine its importance while writing. Just get everything out of your head and onto paper.

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**Continue this exercise for 10 minutes at minimum until you feel you have an objective perspective of the items you've written down.**

**Next, group the items by drawing a continuous outline around the things that relate to it.**

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When you have multiple groups of tasks, this should help understand what your next most important task is.

**Once you have reached clarity, start executing upon the tasks and cross out the completed items.**

You can use the paper you written on as guide for what you have to do although there are more secure methods of keeping track of your tasks.



Try using Todoist—it is a free to-do list app that has a prioritizing function built in and colours to code the different areas of your life. Bounce between using the paper to capture tasks and transferring the tasks onto the app for future reference.

Momentum will build with each completed task and that will help you climb out the meltdown you were in before.

**Environment**

In relation to Attention Units, the spaces we occupy have a great affect on the quality of our results. Noisy environments can lead poor results by taking up too many attention units in the background. Messy environments can also lead to less quality as our minds seek visual order. We have to allot time in our schedules to fix up our environments, which can be categorized under Personal time for ourselves. When we are able to work in clean and quiet spaces, our ideas are able to connect faster and lead us to higher grounds of discovery.

The connection of ideas happens when we are in flow. It is the state where we are not underwhelmed or overwhelmed but aware of the impending responsibilities. Flow is constructed in three 20 minute increments.

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The first 20 minutes is when our minds are registering the complexity of the task. We are climbing out of underwhelmed into flow by adding gradual mental pressure.

After 40 minutes of consistent work, we are in flow though it is highly fragile and we are capable of falling out of it if we are distracted by anything in our environment.

**This is a powerful space to be in; if we are distracted by something, we favour the project we are working on and ask seek to resort back to the flow.**

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**When we hit 60 minutes, we are in a solidifying flow state where we find our ideas connecting and a calmness emerges from our productivity.**

In a noisy space, flow is butchered before it can even build within the first 20 to 60 minutes. Visual clutter also acts as mental obstacles in the way of achieving flow. It is important to allot at least 10 minutes a day to clean up our spaces. With 10 minutes a day, the quality of our flow can gradually increase and our stress levels can decrease which all aids us in the level of future performance.

# **Basics of Building A Business**

# Value Proposition

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The Value Proposition is central to your business model. It is what your Enterprise is offering your desired customer. You can offer one form of value or bundle different kinds of value to increase the attractiveness of your offer. In some cases, creating value does not have to cost anything although in other cases, there are manufacturing costs involved. One thing stands certain for all Value Propositions— they must fulfill a need or want or else the Enterprise won't be in business for long.

# **12 Types of Value**

There are 12 types of value. Again, you can offer one form of value or bundle different kinds for the price of one to increase attractiveness. The costs of your Value Proposition must be determined in the Finance process of Operation (discussed later).

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*Product*  
*Service*  
*Shared Resource*  
*Subscription*  
*Resale*  
*Lease*  
*Agency*  
*Audience*  
*Audience Aggregation*  
*Loan*  
*Option*  
*Insurance*  
*Capital*

**[Click here to learn more.](#)**

# **Five Human Drives**

To enhance your Value Proposition,  
see if it can address more than  
one of the five Core Human Drives.  
The more drives your offer can  
address, the more alluring your  
Value Proposition will appear to  
your prospective customers.

*Drive To Acquire*  
*Drive To Bond*  
*Drive To Learn*  
*Drive To Defend*  
*Drive To Feel*

**[Click here to learn more.](#)**

# **Business Model Canvas**

**The Business Model Canvas is a tool that can strengthen ideas and fill in gaps.**

**It is presented in a series of boxes but can be extracted into sentences and filled out that way as well. Answering the different questions that it has to offer can help you gain clarity on what business idea thrives on and what it needs work in. Creating a business model through the Business Model Canvas can also help you shape your Elevator Pitch.**

An Elevator Pitch is ideally a sentence-long explanation of your business model; if you can explain it in a sentence, you may have a strong idea that people will be willing to back. Without using the Business Model Canvas, we leave ourselves susceptible to errors, which, in business, is costly.

# Operations

# A business functions on system of operations. There are five gears to operations, those being Value Creation, Marketing, Sales, Value Delivery and Finance.

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**If any gear is missing or underperformed, this will affect the success of the business. A successful business creates a lot of value and gets a ton of attention for the value proposition through engaging marketing. They also close a lot of sales and make sure that the value is delivered promptly, efficiently and performs as promised.**

The business is then able to take the money they made from their sales and redistribute the funds in any operational gear, including enhancing their financial systems as well. Each business has its own details pertaining to each gear. However, there are some things that can apply to many businesses (regardless of their industry). The next page explains what may occur during each station.

## Value Creation

- Market Research
- Value Proposition
- Business Model
- Business Plan
- Business Design
- Brand Identity
  - Brand Values
  - Logo
  - Colours
  - Typography

## Marketing

- Research
  - 4 Cs
  - Creative Brief

## Sales

- Digging
- Rapport Building
- Rebuttals
- Closing
  
- Sociology
- Philosophy
- Psychology
- Body Language

## Value Delivery

- Value Distribution
- Communications
- Customer Service
- Feedback Acquisition

## Finances

- Bookkeeping
  
- Liabilities
- Assets
  
- Expenses
- Revenue
- Profit
  
- Debt Repayment
- Investments
- Saving
- Spending
  
- Pricing
- Margin of Profit

[Click here to learn more.](#)

# **Middleman Economy**

**The Middleman Economy is a concept that was popularized by Michael Munger, a former Economics Professor at Duke University.**

He stated that our most prominent economic periods were the Neolithic Revolution and the Industrial Revolution. These two times were heavily based on the production of things, from food, home and clothes. It now turns out that we have too much stuff and are producing way too much. He noted that the next economic revolution would be one with an exchange-based philosophy. People have things to share and there are people who want those things.

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**The problem lies in three things, those being Triangulation, Transaction and Trust.**

**Munger mentioned the way people are addressing Triangulation, Transaction and Trust today is through software.**

**Software such as websites, web apps, apps and downloadable programs are all taking care of the logistic details.**

Software is also lowering transaction times, saving money or enhancing people's comfort by ordering from their homes. Today's software incorporates star systems and links to reviews which allows the customer to trust the software (i.e. the business) and shift distrust elsewhere. This makes for a cohesive and powerful method of providing value, obtaining money and ultimately, building a business.

## Triangulation

Triangulation refers to the logistics of a transaction. If your value proposition is capable of closing the gap between distance and convenience, it will appear more valuable and may have a higher chance of being bought. Without strong triangulation, the customer will be prone to reject your offer and, in essence, your business. If someone has to travel 10 hours to buy a piece of furniture, the deal will most likely not go through. If they can have the furniture delivered to their house, there is more of a chance that the sale will close.

## Transaction

**Everything we buy requires that we trade our money for the value offered. That said, there are multiple things we trade on top of money. Time, comfort and emotions are some of the other kinds of transaction costs that we trade. Reducing transaction costs is another way to increase the attractiveness of our value proposition. If we increase the transaction costs, we risk having our value proposition tested, or worse, rejected.**

## Trust

People do business with those they trust. During in-person transactions, it is important to build rapport and earn a prospective customer's trust. When online, star systems and reviews can be used to validate the legitimacy of your offer. If people don't trust that the location you asked for the transaction to take place, they won't do business with you. They also won't do business with you if they don't trust that the value you're offering will reduce transaction costs.

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Money  
Time  
Effort  
Food  
Convenience  
Comfort  
Trust  
Identity  
Emotions  
Resources

# **Continuing Your Learning**

## Apps

Free on the App Store, Google Play or available natively on today's smartphones and laptops

[Calendar & Stopwatch / Alarm](#)

[Habitbull](#)

[Habitfy](#)

[Hours Time Tracking](#)

[Todoist](#)

[Trello](#)

[Uplifter](#)

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## Websites

Check out the following websites to builds new skills

[Codecademy](#)

[Headspace](#)

[Masterclass](#)

[One Month](#)

[Strategyzer](#)

[The Personal MBA](#)

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[Stanford Graduate School of Business](#)

[Strategyzer](#)

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## Books

Click on any of the following titles to be redirected

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[Catching The Big Fish](#)

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[Creativity, Inc.](#)

[Crossing The Chasm](#)

[Crush It!](#)

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[Difficult Conversations](#)

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[Emotional Intelligence](#)

[Executive Toughness](#)

[Fear of Life](#)

[Overcoming the Five Dysfunctions of a Team](#)

[Focus](#)

## Books (Cont).

Here are more books to add to your personal library

[For Dummies: Business Analysis](#)

[For Dummies: Business Ethics](#)

[For Dummies: Business Intelligence](#)

[For Dummies: Cover Letters](#)

[For Dummies: Economics](#)

[For Dummies: HTML, XHTML & CSS](#)

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[For Dummies:  
Small Business Financial Management Kit](#)

[For Dummies: Social Media Marketing](#)

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Starting an Online Business](#)

[For Dummies: Stock Investing](#)

[Getting To Yes](#)

[Good To Great](#)

[Grain Brain](#)

[Great By Choice](#)

[Hey Whipple, Squeeze This](#)

[Holy Shift!](#)

[How Google Works](#)

[How to Win Friends and Influence Friends](#)

[Influence](#)

[Information Architecture](#)

[Like A Virgin](#)

[Made To Stick](#)

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[Money - Master The Game](#)

[Never Eat Alone](#)

[Outliers](#)

[The Personal MBA](#)

[Presence](#)

[Rich Dad, Poor Dad](#)

[Screenplay](#)

[The Seven Habits of Highly Effective People](#)

[Social](#)

[Social Intelligence](#)

[Start With Why](#)

[Steal Like An Artist](#)

[Steve Jobs](#)

[The 10X Rule](#)

[The 33 Strategies of War](#)

[The 48 Laws of Power](#)

[The Creative Habit](#)

[The Eighth Habit](#)

[The First 20 Hours](#)

[The Innovator's Dilemma](#)

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[The Lean Startup](#)

[The New Business Road Test](#)

[The One Thing](#)

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[The Power of Habit](#)

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investing in your mind.**