



CHRIS BROGAN



BARBARA CORCORAN



GUY KAWASAKI



SETH GODIN



THE

# EntrepreneurOnFire

ALL-STAR TEAM

14 different Journeys,

1 thing in common:

they're all on **FIRE.**

Neil runs two successful software companies, **Crazy Egg** and **KISSmetrics**. He has worked with clients of all sizes in several industries and is generating MASSIVE results.

## Favorite Success “

“  
Don't talk about yourself; it  
will be done when you leave.

~ *Wilson Mizner*



## AH-HA!

Simplicity and ease of use goes a long way  
with customers; features don't guarantee the  
success of a company.



## What was holding you back?

*Nothing other than age.*

## BEST BUSINESS ADVICE

Hang out with people who are more successful than you (not  
because of money) you can learn from them, grow your  
knowledge, they can teach you a lot.

## \*Book Recommendation\*

**The Lean Startup** by Eric Ries



**Listen now!**

Barbara's credentials include straight D's in high school and college. She became **one of the most successful Entrepreneurs in the country** after borrowing \$1,000 from her boyfriend to start **The Corcoran Group**. She would eventually parlay that into a five-billion-dollar real estate business, which she sold in 2001 for **\$66 million**.

## Favorite Success “

“ You don't have to get it right, you just have to get it going.

~ Mike Litman

### AH-HA!

I started churning out statistical reports one after another to help build my brand, and I found myself a new partner: The NY Times.



## What was holding you back?

*Nothing at all!*

## BEST BUSINESS ADVICE

Play up what you've got and forget about what you don't have.

### \*Book Recommendation\*

**How To Win Friends and Influence People**

by Dale Carnegie



**Listen now!**

Chris is **President & CEO** of **Human Business Works**, a business design company that uses publishing and media to provide tools and smarts to help professionals work better while doing the work they love.



## Favorite Success **”**

**“** Do not go where the path may lead, go instead where there is no path and leave a trail.

~ *Ralph Waldo Emerson*

## **AH-HA!**

Realizing *how* people were viewing and consuming his products and services.



## What was holding you back?

*Fear of not having enough money.*

## **BEST BUSINESS ADVICE**

You live and die by your database.

## **\*Book Recommendation\***

**Living Beautifully: With Uncertainty and Change**  
by Pema Chodron



**Listen now!**

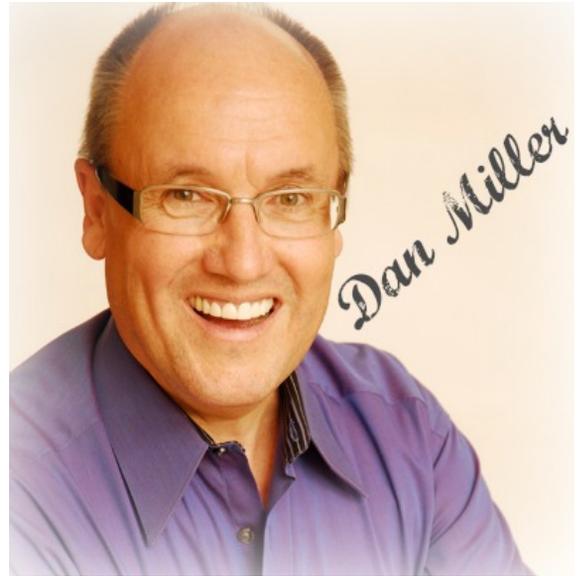
Dan Miller is the President of **48 Days LLC**, which specializes in creative thinking for **increased personal and business success**. He believes that meaningful work blends our natural skills and abilities, our unique personality traits and our **dreams** and **passions**.

## Favorite Success ”

“ You can get anything you want in life if you help enough other people get what they want in life.  
~ Zig Ziglar

**AH-HA!**

Earl Nightingale said “We become what we think about.” If I can control what goes into my mind, I can give myself endless opportunities.



## What was holding you back?

*Nothing beyond age.*

### **BEST BUSINESS ADVICE**

Everyone wants to write a book. Know this: 10% is writing good content, 90% is positioning, promoting, marketing, getting people to buy what you have.

**\*Book Recommendation\***

**Mastery** by Robert Greene



**Listen now!**

**Entrepreneurship** has been Danielle's backdoor approach to having **conversations about consciousness**. All that **fire starting** and hustling brought her to a place where she is simply more interested in **love** and how to apply it in any given situation.



## Favorite Success “

“  
Know Thyself.  
~ Oracle of Delphi

**AH-HA!**

Follow your heart, listen to your gut... they never lie.



## What was holding you back?

Nothing. I was born an entrepreneur!

## BEST BUSINESS ADVICE

Don't spend the money when you get it.

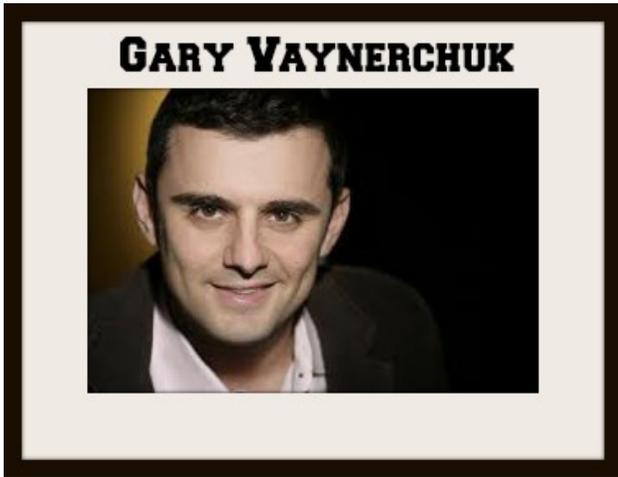
**\*Book Recommendation\***

**Good to Great** by Jim Collins



**Listen now!**

Gary is a **New York Times and Wall Street Journal Best-Selling Author** who is also a self-trained wine and social media expert. At 8-years-old he was operating **seven lemonade stands** in his neighborhood and by 10 he had moved onto selling baseball cards at local malls.



## Favorite Success

“ Legacy trumps currency.  
~ Gary Vaynerchuk

### AH-HA!

Before people even thought the Internet could effect family-run stores, Gary knew it could, and he went with his gut.



## What was holding you back?

Absolutely nothing. My mom supported me 100%.

## BEST BUSINESS ADVICE

From his dad: “If you buy it, you buy it. Word is bond.”



Listen now!

In EntrepreneurOnFire's **breakout interview**, Pat Flynn of **Smart Passive Income** chats about how he went from being fired as an architect to making over **\$50k a MONTH** with his blog. Pat gives us an incredible inside look at the world of **niche sites**, e-books, Kindle publishing and much, much more.

## Favorite Success “

“ Whether you think you can or you can't, you're right.  
~ Henry Ford

**AH-HA!**

Learn how to find the perfect price for your product.



## What was holding you back?

My job. If I hadn't been laid off, I wouldn't be doing this. I lacked the knowledge that becoming an entrepreneur was possible.

**BEST BUSINESS ADVICE**

Never sell yourself short. Don't undervalue your products.

**\*Book Recommendation\***

**Made to Stick** by Chip and Dan Heath



**Listen now!**

Tim Ferriss was listed as the **7th “most powerful”** personality on Newsweek’s Digital 100 Power Index for 2012. He’s an angel investor/ advisor and Author of the **#1 New York Times Bestseller, The 4-Hour Workweek**, which has been sold in 35 languages. His latest release, **The 4-Hour Chef**, is an instant classic.

*Tim* **Ferriss**



## Favorite Success “

“ I don’t know the key to success, but the key to failure is trying to please everybody.

~ *Bill Cosby*

## AH-HA!

Choose to be in a state of “ease”. This means picking your shots and focusing on your strengths. Choose **one** tool and get good at using it. Less is more.



## What was holding you back?

Lack of confidence.

## BEST BUSINESS ADVICE

You are the average of the 5 people you associate with most. Seek out peers or mentors or friends very, very carefully. Focus on removal instead of just addition.

## \*Book Recommendation\*

**Letters From A Stoic** by Lucius Annaeus Seneca



**Listen now!**

Guy Kawasaki is the **Co-founder** of **Alltop.com**, an “online magazine rack” of popular topics on the web. Guy is also a Best-selling Author and most recently published ***What the Plus***, which is all about Google+.



## Favorite Success “

“ Don’t take any crap from anybody.

~ *Guy’s mother*

### AH-HA!

There is a BIG difference between luck and skill. ...and Google+! When I saw it, I thought, “This is the future of Social Media.” and then I wrote a book about it to promote what I thought was a better way to do things.



## What was holding you back?

Fear.

### BEST BUSINESS ADVICE

Never ask somebody to do something you wouldn’t do.

### \*Book Recommendation\*

**If You Want To Write** by Brenda Ueland



**Listen now!**

American Way Magazine calls Seth **“America’s Greatest Marketer”**, and his blog is one of the **most popular in the world** written by a single individual. As an entrepreneur, he has founded dozens of companies, most of which have failed. His latest company **Squidoo.com** is **ranked #36** in the US by Quantcast for traffic. It allows anyone (even you) to build a page about any topic you’re passionate about.

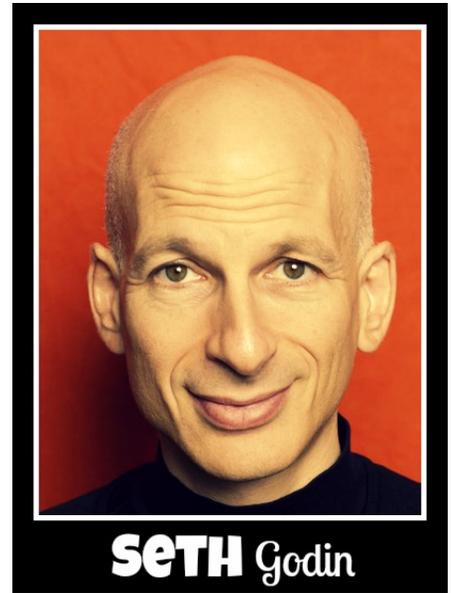
## Favorite Success “”

“ This might not work.

~ Seth Godin

**AH-HA!**

If this is what I have to do every day to get to where I want to go, then I want to go somewhere else. Be proud of what you’re making.



## What was holding you back?

A lack of understanding. It’s about leverage and bringing on people smarter than me so I could start a business that could last even when I wasn’t there.

## BEST BUSINESS ADVICE

Don’t listen to business advice!

### \*Book Recommendation\*

**The Republic of Tea** by Mel Ziegler



**Listen now!**

James Altucher has started and sold several companies over the past 20 years. He ran **a venture capital firm**, traded for hedge funds, ran a fund of hedge funds, and **has written 10 books**.



## Favorite Success “

“  
*I measure success by how many people love me. And the best way to be loved is to be loveable.*

Warren Buffett

**AH-HA!**

James is a HUGE believer in **fail fast, fail cheap**. He simultaneously launched 10 companies. Nine failed quick, and Stockpickr.com went on to make him millions.



## What was holding you back?

Fear.

### **BEST BUSINESS ADVICE**

Stay at home. Sometimes the best business is right here at home – you don't have to be in Europe.

**\*Book Recommendation\***

**The Power Of Now** by Eckhart Tolle



**Listen now!**

MJ DeMarco is the Founder of **The Fastlane Forum**, a business and Entrepreneur discussion forum; and the former Founder and CEO of **Limos.com**, a global ground transportation company. He didn't stop there: MJ is also the Author of the bestselling book, **The Millionaire Fastlane**.

## Favorite Success

“ Many people want to change their life, but they are not willing to change their choices, and ultimately this changes nothing. ~*unknown* ”

### AH-HA!

Social Proof! Don't underestimate the power of a good product. If you have a product people like enough to tell other people about it, then your job becomes 10x easier.



MJ DeMarco



## What was holding you back?

Didn't want to be ridiculed and hated on. Whatever other people think, that doesn't change your reality.

### BEST BUSINESS ADVICE

“Be so good that you can't be ignored.” If you're good enough at what you do, the market will not be able to ignore you.

### \*Book Recommendation\*

**Blue Ocean Strategy** by Renée Mauborgne



**Listen now!**

Eric Ries is an Entrepreneur and the Author of the New York Times Bestseller ***The Lean Startup***. He serves on the advisory board for a number of technology startups, and has done consulting with new and established companies as well as **venture capital firms**.



## Favorite Success

“ Think big, start small, scale fast.  
~Unknown

### AH-HA!

Our strategy was all wrong: we were trying to solve a problem that didn't exist. So, we had to throw it away and pivot. Having to throw it away forced me to confront the question that has brought me to what I'm doing today.



## What was holding you back?

Fear – straight up fear. It's way easier to just be an employee and do what you're told.

### BEST BUSINESS ADVICE

“Get out of the building.” If you're not sure, go see for yourself. Don't sit in your office and think about it, go talk to your actual customers and figure out what's going on.

### \*Book Recommendation\*

**The Founder's Dilemmas** by Noam Wasserman



**Listen now!**

Marie is a **marketing** and **lifestyle** expert who Oprah Winfrey has called a thought leader for the next generation.

She's the creator of the award-winning show **MarieTV** and the founder of B-School. Marie's **mission** is to help you realize your greatest potential and use your unique talents to **change the world**.

## Favorite Success

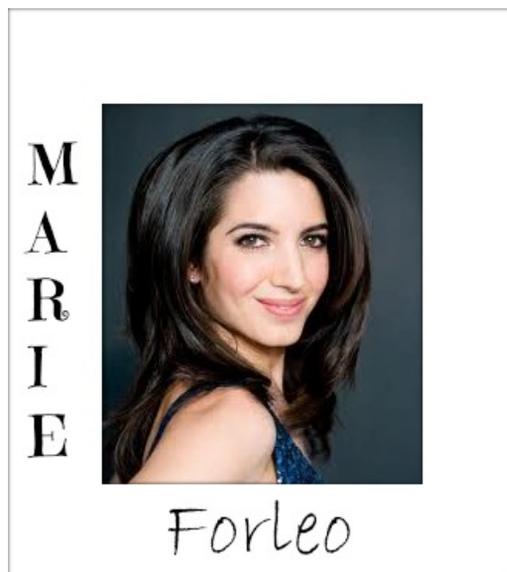
”

“ Everything is figureoutable.

~ Marie's Mom

### AH-HA!

We all go through the tough times; keep your support system close by and always believe in your business.



## What was holding you back?

Nothing besides not knowing what business to start.

## BEST BUSINESS ADVICE

If you don't know where you're going, any road will take you there.

### \*Book Recommendation\*

**The War of Art** by Steven Pressfield



**Listen now!**