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2022-06-15

**ANNABEL TOBY**

## **On Startups: Advice and Insights for Entrepreneurs**

Productled Press

If you want your startup to succeed, you need to understand why startups fail. "Whether you're a first-time founder or looking to bring innovation into a corporate environment, *Why Startups Fail* is essential reading."—Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of *The Lean Startup* and *The Startup Way* Why do startups fail? That question caught Harvard Business School professor

Tom Eisenmann by surprise when he realized he couldn't answer it. So he launched a multiyear research project to find out. In *Why Startups Fail*, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. • **Bad Bedfellows.** Startup success is thought to rest largely on the founder's talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. • **False Starts.** In following the oft-cited advice to "fail fast" and to "launch before you're ready," founders risk wasting time and capital on the wrong solutions. • **False Promises.** Success with early adopters can be misleading and give

founders unwarranted confidence to expand. • **Speed Traps.** Despite the pressure to "get big fast," hypergrowth can spell disaster for even the most promising ventures. • **Help Wanted.** Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. • **Cascading Miracles.** Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise—from a home-furnishings retailer to a concierge dog-walking service, from a dating app to the inventor of a sophisticated social robot,

from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles—Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them. A must-read for founders at any stage of their entrepreneurial journey, *Why Startups Fail* is not merely a guide to preventing failure but also a roadmap charting the path to startup success. *Traversing the Traction Gap* Viperion Publishing Corp

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The *Startup Owner's Manual* guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve

Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The *Startup Owner's Manual* was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

**Life Profitability**  
Penguin

What does it take to become a well-known expert in your field - someone other

practitioners and the media seek out for leadership and insight? We call these stars Visible Experts . And becoming one is easier than it looks. In this research-based book, you will learn how you or your colleagues can become Visible Experts and leverage this status to drive significant new growth and profits for your firm. You will discover which tools and techniques you need to build your reputation and ascend to prominence. And you will hear from real experts from across the professional services who have climbed from obscurity to the peak of their profession. The Visible Expert is the essential manual for any individual or firm that is ready to take their expertise to the highest level. Based on interviews with over 1,000 experts and buyers of their services, this book will take you higher, faster."

**Traction** Createspace Independent Publishing Platform

Affiliate marketing is an affective way for anyone to become financially free. It is simple to start with little to no start up fees and getting started is super easy. In fact, affiliate marketing is one of the easiest ways to

start generating a full time income even if you have never owned your own business before. The profit potential is virtually unlimited with using only the internet. Setting up your business on autopilot allows your business to profit over and over as you watch your income roll in forever. Here is a preview of what you'll learn

- All the basics of affiliate marketing.
- How to get started as an affiliate marketer.
- Why choosing the right niche is so important.
- How to start an affiliate website.
- How blogging can aid your success.
- How to build your own brand.
- How to use social media for creating a good online presence.

There are two things every good affiliate strives for—making a great deal of money, and constantly improving how you make that money. It's no secret that the world of affiliate marketing is a tricky business where the vast majority of newcomers fail, but never forget that it's also the business where pizza delivery boys and movers are able to start making millions of dollars with no special education or training in just a few years.

[How to Build a Billion Dollar App](#) John Wiley &

Sons

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more

than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to:

- Find and use offline ads and other channels your competitors probably aren't using
- Get targeted media coverage that will help you reach more customers
- Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates
- Improve your search engine rankings and advertising through online tools and research

Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

*Editor & Publisher* John Wiley & Sons  
Idea to Acquisition

explains how anyone can create SaaS applications, grow them, and sell them for a profit. Covering each stage from ideation to getting your business acquired, Idea to Acquisition is an easy-to-follow primer on building, incubating, and selling B2B SaaS businesses. The author, Brandon Swift is a veteran SaaS entrepreneur and founder of over 15 SaaS platforms. Idea to Acquisition is full of insights from his experience building successful companies like PayWhirl, Glow, and Sendlio as well as the lessons he learned while working with other entrepreneurs on their startup ideas. This book is packed with practical advice about how to validate a business idea, build customer acquisition strategies that work, and more. From building an MVP for under \$100 to setting up payment processing, raising funds and selling your business, Idea to Acquisition lays out a practical, repeatable system to create SaaS products that can be easily acquired. Idea to Acquisition breaks down entire process, step by step: Why start a SaaS platform? Tools you'll need Developing great ideas Choosing a great

domain name Validating your idea Generating social engagement Perfecting your pricing Setting up payment processing Understanding the customer journey Creating a Minimum Viable Product (MVP) Creating high-converting website Generating traffic Automating email outreach Generating leads Optimizing customer onboarding Mastering customer support Raising money from investors Selling your business Also included is a handy SaaS Acronyms Glossary and links to resources and software mentioned throughout the book. This book is for anyone who has a business idea and wants to explore how they can take it from an idea to acquisition. It doesn't matter if you want to build and grow your own company or work on someone else's - this guide will show you how! [Hello, Startup](#) McGraw Hill Professional Traction. Startups Need It. Learn How To Get It. Vision, groundbreaking ideas, total commitment, and boundless enthusiasm characterize most startups, but they require capital to go from promising product to scalable business. More than 80 percent of all

early-stage startups fail. Most of them can build a product, but the vast majority stumble when it comes time to take those products to market due to poor "market engineering" skills. Traversing the Traction Gap exposes the reasons behind that scary failure rate and provides a prescriptive how-to guide, focused specifically on market engineering techniques, so startups can succeed. The go-to-market hurdle is insurmountable to many startups. Just when they most need to establish a foothold in the market, they run short on time and money. This is the Traction Gap, that period of time introducing a new product into the marketplace and being able to scale it during a rapidly closing window of opportunity. Traversing the Traction Gap is a practical guidebook for navigating the tumultuous early life of a startup. Based on real-life examples, the advice from Cleveland and the members of the Wildcat Venture Partners team provides a roadmap and metrics for succeeding where others have failed. **The Eventual Millionaire** John Wiley & Sons

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It's a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the

largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with They Ask, You Answer. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have

embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. They Ask, You Answer is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

**Price To Scale Apress**  
This book is the "Hello, World" tutorial for building products, technologies, and teams in a startup environment. It's based on the experiences of the author, Yevgeniy (Jim) Brikman, as well as interviews with programmers from some of the most successful startups of the last decade, including Google, Facebook, LinkedIn, Twitter, GitHub, Stripe, Instagram, AdMob, Pinterest, and many others. Hello, Startup is a practical, how-to guide that consists of three parts: Products,

Technologies, and Teams. Although at its core, this is a book for programmers, by programmers, only Part II (Technologies) is significantly technical, while the rest should be accessible to technical and non-technical audiences alike. If you're at all interested in startups—whether you're a programmer at the beginning of your career, a seasoned developer bored with large company politics, or a manager looking to motivate your engineers—this book is for you.

### **Technology-as-a-service Playbook**

Currency

What does "success" mean to you? If you're an entrepreneur, this probably feels like a straightforward question with a simple answer: you want your business to thrive. You want to make a profit, stand out, be noticed. But then what? Are you done? Are you fulfilled? Are you happy? For Adii Pienaar, selling two multimillion-dollar businesses wasn't enough. He was an entrepreneur because he wanted freedom; instead, he was stuck in a destructive cycle, almost losing everything in his constant search for more.

That's when he changed his mindset, his expectations, and his life. In *Life Profitability*, Adii provides you with a new perspective for becoming self-aware, recognizing your values, and understanding your impact. An enriched life and a successful business are not mutually exclusive. In fact, this book will provide you with the first steps in building a business that is more sustainable, with increased options for you, your employees, and your community. Learn how to give yourself some space, measure meaningful output, and live with intention so that you can maximize profit that truly counts.

**CIO.** Hyperink Inc  
The challenges facing today's sales executives and their organizations continue to grow, but so do the expectations that they will find ways to overcome them and drive consistent sales growth. There are no simple solutions to this situation, but in this thoroughly updated Second Edition of *Sales Growth*, experts from McKinsey & Company build on their practical blueprint for achieving this goal and explore what world-class sales executives are doing

right now to find growth and capture it—as well as how they are creating the capabilities to keep growing in the future. Based on discussions with more than 200 of today's most successful global sales leaders from a wide array of organizations and industries, *Sales Growth* puts the experiences of these professionals in perspective and offers real-life examples of how they've overcome the challenges encountered in the quest for growth. The book, broken down into five overarching strategies for successful sales growth, shares valuable lessons on everything from how to beat the competition by looking forward, to turning deep insights into simple messages for the front line. Page by page, you'll learn how sales executives are digging deeper than ever to find untapped growth, maximizing emerging markets opportunities, and powering growth through digital sales. You'll also discover what it takes to find big growth in big data, develop the right "sales DNA" in your organization, and improve channel performance. Three new chapters look at why presales deserve more attention, how to



get the most out of marketing, and how technology and outsourcing could entirely reshape the sales function. Twenty new standalone interviews have been added to those from the first edition, so there are now in-depth insights from sales leaders at Adidas, Alcoa, Allianz, American Express, BMW, Cargill, Caterpillar, Cisco, Coca-Cola Enterprises, Deutsche Bank, EMC, Essent, Google, Grainger, Hewlett Packard Enterprise, Intesa Sanpaolo, Itaú Unibanco, Lattice Engines, Mars, Merck, Nissan, P&G, Pioneer Hi-Bred, Salesforce, Samsung, Schneider Electric, Siemens, SWIFT, UPS, VimpelCom, Vodafone, and Würth. Their stories, as well as numerous case studies, touch on some of the most essential elements of sales, from adapting channels to meet changing customer needs to optimizing sales operations and technology, developing sales talent and capabilities, and effectively leading the way to sales growth. Engaging and informative, this timely book details proven approaches to tangible top-line growth and an improved bottom

line. Created specifically for sales executives, it will put you in a better position to drive sales growth in today's competitive market.

*How to Market a Book: Third Edition* Little Brown Uk

Professional services marketing is undergoing a revolution. More and more, firms are being found and vetted online, and traditional techniques for generating leads and nurturing prospects are growing less effective. In this groundbreaking new book readers will understand the changing landscape and how to lay the foundation for a powerful online marketing program. Based on primary research of over 500 professional services firm executives, this book offers easy-to-understand, practical advice, as well as real-world examples of firms that are using online marketing today to build their businesses.

*Customer Success* Étienne Garbugli

Gain Instant Access to the Exclusive "Affiliate Marketing Ideas" Report and Start Making More Money from Your Campaigns! - How to quickly evaluate the viability of various niche markets! - One free resource that will give you

full access to critical niche research, in seconds! - Why choosing the right keywords are critical for maximizing your profits! (and how to do it correctly!) - The #1 resource for sending an unstoppable flood of targeted visitors to your offers! - How to create powerful affiliate campaigns in less than 24 hours, even if you're brand new to affiliate marketing! Start Now. Get Your Copy Today! Guaranteed Instant Download!!



### **Product-Led Growth**

John Wiley & Sons

« This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gereá, CEO & Co-founder, UsabilityChefs Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, Lean B2B consolidates the best thinking around Business-to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little

as possible to luck. The book helps:

- Assess the market potential of opportunities to find the right opportunity for your team
- Find early adopters, quickly establish credibility and convince business stakeholders to work with you
- Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision
- Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit
- Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation

« The book will pay itself off in the first couple of pages! » - Ben Sardella, Co-Founder, Datanyze  86% of Readers Rated it 5-Stars  « Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago. » - Jonathan Gebauer, Founder, exploreB2B « Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory.

Read it to increase your certainty and your success rate. » - Jill Konrath, Author of AGILE SELLING and Selling to Big Companies « Probably the most slept on book in the Lean startup market right now.... There is no sugarcoating here. Garbugli tells you exactly what needs to happen and how to make it happen... literally holds your hand and spells it out. I was really impressed with the overall depth and advice presented. » - AJ, B2B Entrepreneur « The book I read of which I have learned the most. » - Etienne Thouin, Founder and CTO, SQLNext Software « This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets. » - Paul Gillin, Co-Author, Social Marketing to the Business Customer [Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses](#) Radius Book Group 42 WAYS solves two problems. “Which online money opportunities will work best for you?” and, “How to get started?” This eBook is far more than

just a list of ideas to make money online from home. It uses familiar Emojis for easy navigation of the Quick Start Guides included for each opportunity. Simply follow the fast and proven steps to gain your share of this booming online income phenomenon. THIS BOOK IS IDEAL FOR:

- Teens, Students, and anyone who wants to make money from a home-based business. These money-making opportunities are well suited for the Crafty, Techy, Talented, Entrepreneurial, Hobbyist, and even the Desperately Broke. Developed in conjunction with Enrichment Training Company and International Best-selling Author David Bunney, acclaimed for his publications of Success Leaves A Trail, and the Startup Business Series, this eBook has been specifically crafted to achieve easy results. YOU WILL DISCOVER HOW TO:
- Gain the financial independence you deserve
- How to match opportunities that will work best for you
- Learn the skills and confidence to achieve your goals
- Make a positive impact on those close to you
- Have fun earning while doing



what you enjoy · Feel good that you invested in your self-development · Simple Marketing and Secret Selling Tips 42 WAYS CHAPTERS INCLUDE: · Over 700 links to resources you did not know existed · 126 information videos and success stories · Useful Tools – Where to go, do, and get stuff FREE and low-cost Early Chapters. These include information regarding legal issues of Agreements, Copyright, Selling Accounts, Social Media, and Online Payments. It even has a solution for how under 18 years of age Teens can still develop an online business and work from home. Discovery Challenge. Exercises to help you perfectly match your hobbies and life interests to online opportunities. Learn how others are making money online from the very same activities you enjoy. Simple Marketing. Explained in simple terms including an easy infographic that instantly reveals the essentials of learning the sales process of any venture. Secret Selling Tips. These have been developed from the Authors' real-life experience and condensed into gold nuggets of information.

Selling is not complex when you understand the reasons why people buy. Useful Tools. Where to Go, Do, and Get stuff FREE and low-cost. This becomes the most useful toolbox ever for links to resources most people do not even know to exist. 42 Quick Start Guides. The navigation of the 42 opportunities is easy and makes the information available at a glance and with a click. Some examples of the opportunities include: 1. Learn Affiliate Marketing 2. How do you start a candle business 3. Paid surveys for cash 4. Etsy crafts and marketplaces 5. Sell digital products online 6. Make money from photography 7. Selling handmade jewelry online 8. How to become a teenage influencer 9. How to do print on demand 10. How to start a blog and make money Glossary. No book is complete without the simple meanings of unfamiliar terms used in the book. Bonus Gift. Yes, as a thank you, a Complimentary Download is included of the Authors Best-selling Book; "SUCCESS LEAVES A TRAIL – Fast-track Your Success in 3 Simple Steps" WHAT OTHERS ARE SAYING

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 ===== Highly recommended! This book is so thorough and well-researched, but my favourite aspect is your optimistic and encouraging tone that shines through. Just reading this book gives me good energy! Rebecca - 5 Stars  
 =====  
 ===== We Applaud Clever Thinking! 42 WAYS is so well suited for our International Students and is perfect for anyone seeking more from life. The opportunities presented are amazing and the layout makes it easy to use. Congratulations...Top Marks. Junaid CEO – ACMi Australian College of Management and Innovation Author's Note I truly hope this book inspires, educates, and encourages learning that helps create more harmony in our world. David Bunney Perth, Western Australia  
*How to Start a Business* Jannie Lark Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business. Whether you are a pure-play cloud company or a

traditional technology provider making the pivot to the cloud, this book will help guide your decision-making and execution around the "as-a-service" model to put your company on a path to profitable growth. This cloud-driven journey will affect every part of the organization. How offers are designed, built, marketed, sold, and serviced will all need to change. And these transformations are not limited to OEMs--they will also directly impact the vast network of channel partners. After all, it's not just about building recurring revenue, it's about building PROFITABLE recurring revenue. Technology-as-a-Service Playbook is the road map to the next-generation tech business model.

*Mastering Product*

*Experience in SaaS* John

Wiley & Sons

Become a millionaire by learning from millionaires An Eventual Millionaire is someone who knows they will be a millionaire, eventually. But they want to do it on their own terms—with an enjoyable life and an enjoyable business. Eventual Millionaires are everywhere, from the airplane pilot looking to

start his own business for more freedom and money to a student looking to start her life on the right foot to a successful business owner needing inspiration and wondering how to take her business to the next level. There are many ways to become a millionaire, but research has often shown that creating your own business is one of the best ways to build wealth. The Eventual Millionaire will lay the foundation for those looking to start their own business and work their way toward financial independence and a fulfilled life. Contains the insights of more than 100 millionaires and their various experiences Written by Jaime Tardy, founder of eventualmillionaire.com and a business coach for entrepreneurs A companion website includes an "Eventual Millionaire Starter Kit" with worksheets, business plan documents, and much more We all want to be successful and enjoy financial security, but we might not know how or don't think we can do it. The Eventual Millionaire will show you what it takes.

*Affiliate Marketing Ideas*

42 Publishing

In The Sales Enablement

Playbook, sales veterans Cory Bray and Hilmon Sorey provide insights into creating a culture of sales enablement throughout your organization. This book provides a series of stand-alone chapters with frameworks and tactics that you can immediately implement, regardless of company size or industry. Whether you are a sales executive, sales practitioner, or a non-sales executive looking for ways to impact growth, The Sales Enablement Playbook will help you identify your role in a thriving enablement ecosystem.

[The Sales Enablement Playbook](#) "O'Reilly Media, Inc."

This is the road map to a seven-figure business . . . in one year or less The word "entrepreneur" is today's favorite buzzword, and any aspiring business owner has likely encountered an overwhelming number of so-called "easy paths to success." The truth is that building a real, profitable, sustainable business requires thousands of hours of commitment, grit, and hard work. It's no wonder why more than half of new businesses close within six years of opening, and fewer than 5

percent will ever earn more than \$1 million annually. 12 Months to \$1 Million condenses the startup phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level by using an exclusive and foolproof formula. By cutting out the noise and providing a clear and proven plan, this roadmap helps even brand-new entrepreneurs make decisions quickly, get their product up for sale, and launch it to a crowd that is ready and waiting to buy. This one-year plan will guide you through the three stages to your first \$1 million:

- **The Grind (Months 0-4):** This step-by-step plan will help you identify a winning product idea, target customers that are guaranteed to buy, secure funding, and take your first sale within your first four months.
- **The Growth (Months 5 - 8):** Once you're in business, you will discover how to use cheap and effective advertising strategies to get your product to at least 25 sales per day, so you can prove you have a profitable business.
- **The Gold (Months 9-12):** It's time to establish series of products available for sale, until you are

averaging at least 100 sales per day, getting you closer to the million-dollar mark every single day. Through his training sessions at Capitalism.com, Ryan Daniel Moran has helped new and experienced entrepreneurs launch scalable and sustainable online businesses. He's seen more than 100 entrepreneurs cross the seven-figure barrier, many of whom go on to sell their businesses. If your goal is to be a full-time entrepreneur, get ready for one chaotic, stressful, and rewarding year. If you have the guts to complete it, you will be the proud owner of a million-dollar business and be in a position to call your own shots for life.

Product-Led Onboarding  
"O'Reilly Media, Inc."

Chances are that you are leaving money on the table. Smart pricing can add multiples to your revenue and valuation. Yet, pricing is often considered too complex or just not paid enough attention. Software pricing is not rocket science. But so far, literature on the subject has varied between clickbaity blogs or obtuse research methods. A practical guide to SaaS pricing has been sorely

needed. This book aims to fill the void. Written for CEOs, CMOs, Product Marketers, Revenue Leaders, and Product Managers, this book provides a simple soup to nuts approach in deploying winning pricing systems for high growth SaaS startups. In addition to pricing techniques, learn from real-life case studies from pricing leaders drawing on their experiences at companies such as Gainsight, Mixpanel, Nosto, Oracle, Verint, Rubrik and more. The book will help you get to the following four fundamental pricing decisions and guide you on how to operationalize pricing within your organization:

1. **Packaging:** What will be your product 'offers'/'packages'? ★ Learn why Good-Better-Best packaging is not automatically the best approach and how to use packaging to unlock hidden value from your product's features.
2. **Pricing Metric:** Which metric or set of metrics will drive your core pricing model? ★ Learn how a Silicon Valley startup unlocked up to 10x revenue/account via smart pricing metric selection.
3. **Pricing Structure:** How will you

structure your pricing model? ★ Learn how an eCommerce SaaS company evolved its pricing structure as it grew first to maximize market share and then increase revenue predictability. 4. Price Point: What specific price point will you charge? ★ Learn five different methods to hone in on the

right price point for your product. Finally, the book includes nine in-depth case studies from Silicon Valley's top pricing leaders from their past experiences at companies like Gainsight, Mixpanel, Nosto, Oracle, Verint, Rubrik, and more. Case studies include instances of pricing challenges across growth stage and established post-IPO

companies and cover a wide gamut of topics, including: Moving from perpetual licensing to subscription pricing  
Revamping product packaging for maximum growth  
Switching the key SaaS pricing metric  
Pricing design in a high cost/unit environment  
Recommended ways to structure pricing projects