

## Recommended Entrepreneurial Resources

Each of these resources has been read (or listened to or attended) by Julie in the last 5 years. As an entrepreneur trying to understand sales and how to make money and run a business, these have been pivotal to her growth.

### Marketing & Sales

#### Books

- *\$100M Offers: How to Make Offers So Good People Feel Stupid Saying* by Alex Hormozi
- *Never Lose a Customer Again Turn Any Sale into Lifelong Loyalty in 100 Days* by Joey Coleman
- *Unreasonable Hospitality the Remarkable Power of Giving People More Than They Expect* by Will Guidara
- *The Go-Giver A Little Story about a Powerful Business Idea* by Bob Burg and John David Mann
- *Buying Signals How to Spot the Green Light and Increase Sales* by Nikki Rausch
- *You Are a Badass at Making Money Master the Mindset of Wealth* by Jen Sincero
- *One Million Followers How I Built a Massive Social Following in 30 Days* by Brendan Kane

#### Podcasts

- [Sales Maven](#) hosted by Nikki Rausch
- [Women Rocking Business](#) hosted by Sage Lavine
- [1 Insight](#) hosted by Rich Litvin
- [Biz Chix](#) hosted by Natalie Eckdahl
- [The Marie Forleo Podcast](#) hosted by Marie Forleo

### Business Strategy

#### Books

- *Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business* by Gino Wickman and Mark C. Winters
- *How to Hire the Best: The Rural Business Owner's Ultimate Guide to Attracting Top Performing Employees* by Dr. Sabrina Starling
- *Scaling Up How a Few Companies Make It... and Why the Rest Don't (Rockefeller Habits 2.0)* by Verne Harnish
- *Meant for More the Proven Formula to Turn Your Knowledge into Profits* by Lisa Sasevich
- *Profit First Transform Your Business from a Cash-Eating Monster to a Money-Making Machine* by Mike Michalowicz
- *The Prosperous Coach Increase Income and Impact for You and Your Clients* by Steve Chandler and Rich Litvin
- *Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth* by W. Chan Kim and Renée Mauborgne

- *Badass Your Brand: The Impatient Entrepreneur's Guide to Turning Expertise into Profit* by Pia Silva
- *Women Rocking Business the Ultimate Step-by-Step Guidebook to Create a Thriving Life Doing Work You Love* by Sage Lavine

## **Money**

### **Books**

- *I Will Teach You to Be Rich* by Ramit Sethi
- *Tax-Free Wealth How to Build Massive Wealth by Permanently Lowering Your Taxes* by Tom Wheelwright
- *Unshakeable Your Financial Freedom Playbook* by Anthony Robbins, Tony Robbins, and Peter Mallouk

## **Other**

### **Articles/Magazines**

- Along with reading plenty of articles (Society for Human Resource Management, International Coach Federation, Forbes, Harvard Business Review) online, she also subscribes to Fast Company and Entrepreneur.

### **Event or Organization Participation**

- Entrepreneur Organization Business Accelerator
- The Sales Maven Society
- Rock Your Sales event with Women Rocking Business
- Small Business Development Center, local chapter

### **Advisors**

- Something that has helped tremendously is having an Advisory Panel of trusted colleagues in the business community for feedback and guidance.
- Business coach
- Success coach