



20 RULES FOR ENTREPRENEURSHIP

BY PATRICK BET-DAVID

1. Don't let depressions and recessions scare you.
2. Only 1% of PR firms earn every penny you pay them.
3. Distribution is everything.
4. Sweat everything.
5. Stay in creation mode.
6. Manage anxiety.
7. Focus on vision when you want to quit.
8. Listen to critics, some of their feedback is worth millions.
9. Find your Blue Ocean.
10. Win the right people over.
11. Celebrate fast.
12. Your word matters more when you're small.
13. Ask for help.
14. Be aggressively patient.
15. Be OK getting lucky.
16. Join a local advisory group.
17. Keep networking - BIZ DEV
18. Don't worry about being embarrassed by your minimum viable product.
19. Constantly read biographies.

BONUS

20. Break the right rules.



NOTES

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