

Dreamcatcher: An Entrepreneur's Journey from Dream to Success

Jennifer Jansch

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Jennifer Jansch : Dreamcatcher: An Entrepreneur's Journey from Dream to Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dreamcatcher: An Entrepreneur's Journey from Dream to Success:

0 of 0 people found the following review helpful. Five Stars By H. Rehnberg Excellent book

Five years ago, Jennifer Jansch had a dream: to start her own environmentally-friendly business—but there was a slight problem. She didn't have a concrete idea of where to begin. Dreamcatcher is her success story of her sustainable fashion startup, Bag-all, which she launched on a shoestring budget out of her living room in two short years. Today, Bag-all retails its customized, reusable bags throughout the United States, as well as in twenty-five countries around the world. Lavishly designed and deeply personal, Dreamcatcher is a hybrid how-to business guide and inspirational book that provides an invaluable roadmap for any lay person with a passion who may not have business training—it presumes only that you begin with a dream (even if you have no idea what it looks like), and takes on the journey from there. Through the story of Bag-all, learn the tips and tricks behind:

- Discovering the right idea for your business
- Starting on a shoestring budget
- Creating products without prior knowledge
- Marketing and selling your brand
- Having the courage to do business your way, and more.

This intimate and step-by-step account of the challenges and joys of launching one's own business encourages readers to chart their own course, trust their own instinct, realize their dream, and discover their life purpose.

“This is honestly one of the best how-to-start-a-business books I've ever read. Jennifer's ability to listen to her own heart and at the same time take good advice from others literally changed and pivoted her business several times in this very personal story. She is living proof you don't have to have a perfectly thought out idea to start your business.”—Calle Sjöman, head of Facebook Creative Shop Nordics
“Dreamcatcher is a must-read book for anyone who has a dream of becoming an entrepreneur. Having started a business myself, I know how indispensable good advice and inspiration is for getting started. I wholeheartedly recommend this book, which has all these components.”—Robert af Jochnick, co-founder of Oriflame
“I recommend that everyone read this book! I was incredibly inspired by everything in it: the text, the pictures, the quotes, and Jennifer's entrepreneurship and generosity. The book will be my most important coffee table book for a long time. Dreams will come true!”—Kristin Kaspersen, TV-presenter, author, and entrepreneur
“Dreamcatcher opens the door to your inner dreams and gives you courage to jump straight into the unknown in the pursuit of them. Jennifer's description of her and her family's life project is truly inspiring.”—Carina Nunstedt, editor-in-chief with Books Dreams