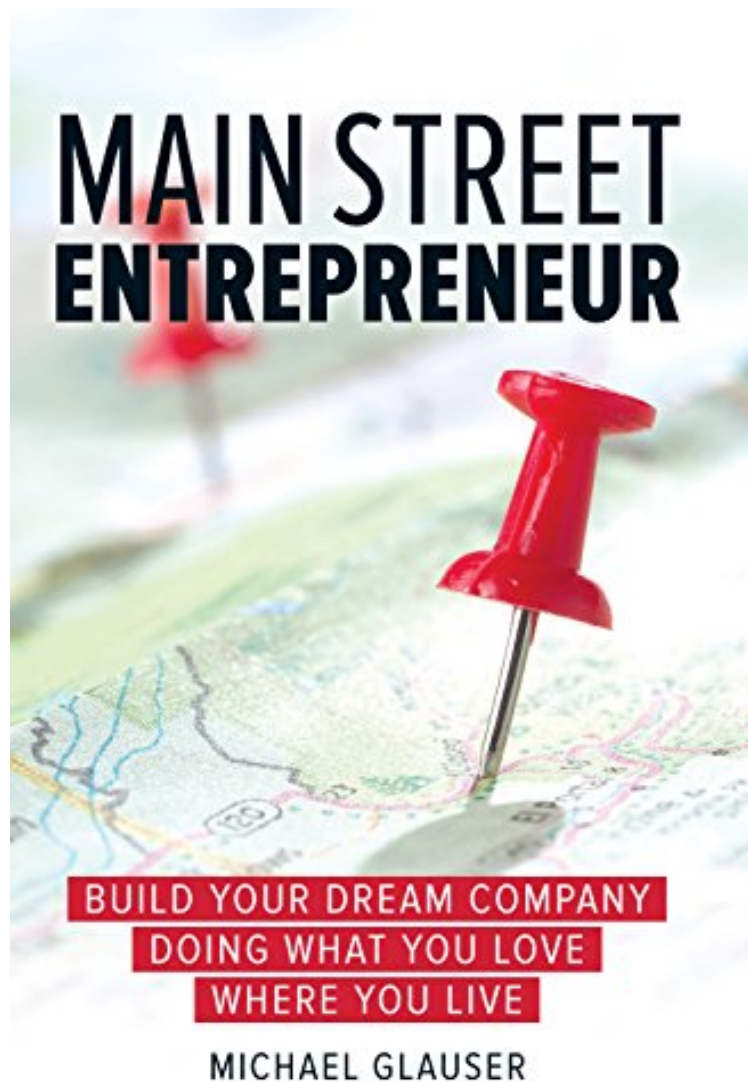


(Library ebook) Main Street Entrepreneur: Build Your Dream Company Doing What You Love Where You Live

Main Street Entrepreneur: Build Your Dream Company Doing What You Love Where You Live

Michael Glauser

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Michael Glauser : Main Street Entrepreneur: Build Your Dream Company Doing What You Love Where You Live before purchasing it in order to gage whether or not it would be worth my time, and all praised Main Street Entrepreneur: Build Your Dream Company Doing What You Love Where You Live:

1 of 1 people found the following review helpful. Recommended summer reading for the small town entrepreneur.By

JoLynne Lyon
Main Street Entrepreneur: Build Your Dream Company Doing What You Love Where You Live details the bicycle journey of author, professor, entrepreneur and business consultant Michael Glauser as he pedaled across the nation. He made the trip with team members who supported the journey, shot videos, rode alongside him and drove the motor home where they all slept at night. They interviewed successful entrepreneurs who started their companies in small towns, most of which had populations of fewer than 30,000 people. I was not surprised that these business owners started with a compelling idea. I was surprised that for so many of them, that idea was: "I really like living here. How can I settle down and support my family?" They found answers that often provided jobs to other people in their communities. Why is Main Street enjoying a resurgence now? Glauser puts it this way: "Ironically, we can use the same technology that is destroying corporate jobs to live where we want, reach markets beyond our geographical location, and take advantage of the growing preference for smaller businesses over large corporations." He interviewed people who sell products and services over the internet, but he also features plenty of bricks-and-mortar business owners who had a knack for supplying what their customers were looking for. (Many of the businesses featured have some connection to health and fitness. When you consider that the bicycle trek from Pacific to Atlantic encompassed 4000 miles via bicycle, it makes sense.) So much of what I read backs up the country way of life I already know. Small-town neighbors help each other out. While they understand their businesses needs to sustain themselves, small-town entrepreneurs aren't necessarily in it for the money. They know how to access resources without it. That said, some of the businesses featured were remarkably successful. I enjoyed a theme that ran through so many of the profiles: these people absolutely love where they live. They contribute to their communities, and their little towns love them back. The book is also something of a how-to manual. Glauser identified common threads in the entrepreneurs' stories to clarify what made them successful. The book includes questions at the end of each chapter to help a would-be entrepreneur walk herself through the process of starting a successful business. It's good advice, and the stories were delightful. So that's my recommended summer reading for the small-town business.

0 of 0 people found the following review helpful. An Insightful Read
By Joe Carlen
This is a truly inspiring and inspired book. Part travel journal and part prescriptive business book, Glauser cleverly interweaves his cross-country bicycle trek with profiles of the many entrepreneurs he interviews along the way. The third dimension of the book is the business wisdom that those entrepreneurs' stories illustrate. While some of the highlighted have gotten rich from their enterprises, most are successful in the sense that they have started something that provides them with meaningful work along with what they need financially. This focus is more relevant to most readers because, as the author makes plain, the odds of becoming the next Bill Gates are infinitesimally small but almost any dedicated person can become a successful Main Street Entrepreneur.

0 of 0 people found the following review helpful. The Roots of American Small Business
By T. R. Scott
Dr. Michael Glauser has really captured the essence of what true bootstrapping means to small business owners in America. His journey across the US led me along, while all the time asking myself questions about how I am running my own venture. Super easy read for a business book, very accessible and incredibly informative. Not necessarily life changing, but worth every bit of introspection you will witness.

100 Cities. 100 Entrepreneurs. 9 Keys for Success.
Main Street Entrepreneur offers a unique look at what it takes to create a successful and thriving business. Lifelong entrepreneur, business consultant and university professor Michael Glauser rode 4,005 miles in 45 days, spent 246 hours on a bike seat, climbed 165,748 vertical feet, and interviewed more than 100 entrepreneurs in 100 cities along the way to discover the secrets to entrepreneurial success. Glauser has distilled hours of interviews and research to present the nine keys for: Building a purpose-driven business Meeting important community needs Developing a supporting cast Working with a zealous tenacity Giving mind-boggling customer service Diversifying revenue streams Giving back to the broader community And ultimately, creating the lifestyle of your dreams
Readers will learn how to achieve their own dreams and won't need a 30-page business plan, venture capital, or an exit strategy. All they need to do is implement nine keys for success. Not everyone can build a Facebook, Google or eBay, but anyone with passion and tenacity can do what these entrepreneurs all across America are doing.