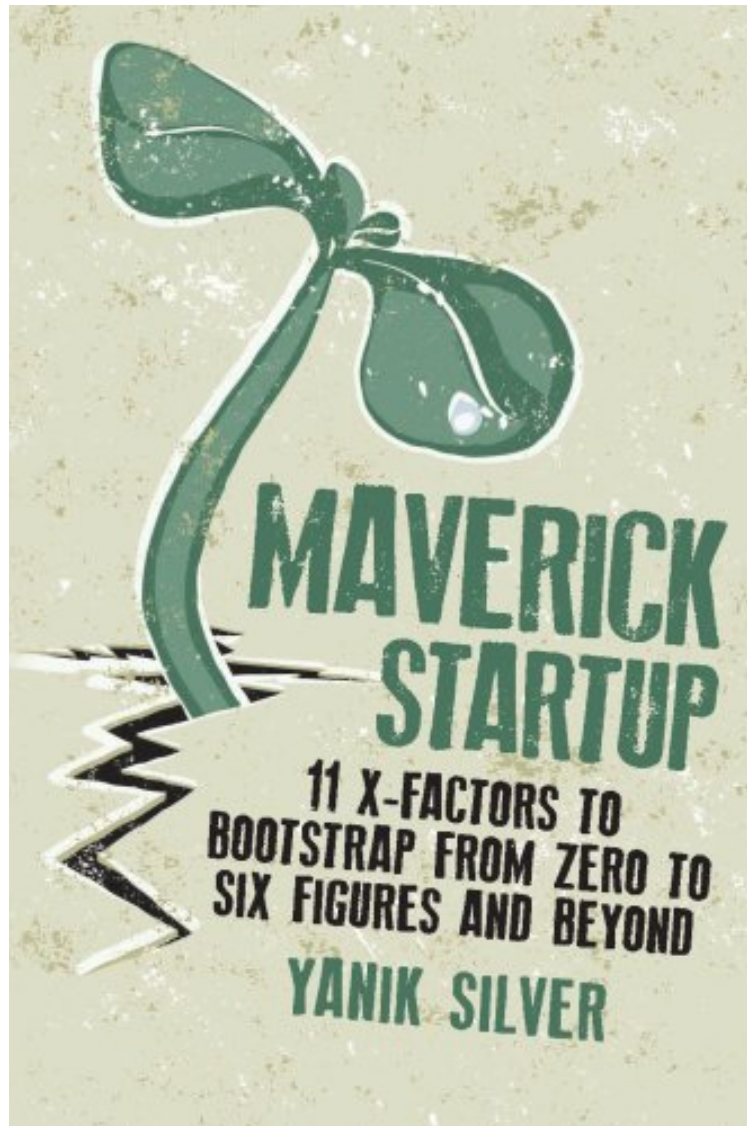


(Mobile book) Maverick Startup: 11 X-Factors to Bootstrap From Zero to Six Figures and Beyond

## Maverick Startup: 11 X-Factors to Bootstrap From Zero to Six Figures and Beyond

Yanik Silver

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The Intangibles. The X-Factors. 1. The Big Idea 2. Your Vision 3. High Margins and Premium Prices 4. Get It Out The Door 5. Test and Improve 6. Listen and Shift 7. Create Zealots 8. What's Next? 9. Tap Your Mastermind 10. Create the Fun 11. Create the Impact Shattering the myth that you need money to make money, serial entrepreneur and millionaire Yanik Silver reveals the 11 X-Factors to turn your big idea into even bigger profits without taking on debt, partnering with outside investors, or even writing a business plan. We're not talking your typical B-school advice. These are the real-world, underground insights that can take your idea from a little concept on a napkin to throwing off serious revenue in a way that supports and builds up whatever else is important to you. These maverick rules are the little hinges that swing big doors of opportunity, applied by the most successful and innovative entrepreneurs who dared to fast track their big idea, blaze their own path and simply write their own rules for success. The MAVERICK philosophy: Set your own rules. Make more money. Have more fun. Experience a rich life. And give more to make a difference.

About the Author Yanik Silver (Potomac, MD) is a serial entrepreneur who has successfully bootstrapped 8 different product and service ideas to reach the 7-figure sales mark without funding, taking on debt or even a real business plan. He's been featured on Fox Business News, TIME.com, USA Today, SmartMoney.com, MSN Money, Portfolio.com, Entrepreneur.com, WORTH.com, The Boston Globe, Denver Business Journal, and many others.