

## Discover the Entrepreneur Within: A Step-By-Step Guide To Getting It Done

By Verinder K. Syal



**Discover the Entrepreneur Within: A Step-By-Step Guide To Getting It Done** By Verinder K. Syal

The entrepreneurial revolution is in full swing and many of your friends have started new businesses successfully. You wonder if you have what it takes. Yes, entrepreneurship requires passion, discipline, hard work, creativity, and resilience, but it is ultimately a *process*.

Discover The Entrepreneur Within, based on Verinder Syal's award-winning classes at Northwestern University, will demystify this process. He has created a step-by-step guide that gives you the tools to launch your business.

You will learn how to:

- ·Find new ideas
- ·Select the most promising idea
- ·Assemble and lead a team
- ·Focus on the right customers
- ·Market and sell
- ·Develop a business model
- ·Calculate the start-up capital
- ·Raise funds
- ·Develop your 10-slide pitch
- ·Make winning presentations
- ·Examine your values and principles
- ·Determine the life you want to live

Are you ready for a personal revolution, to achieve freedom, to do what you love, and to do so on your own terms? Do you want to help others while living a life of meaning and significance?

Let's get started now!

P.S. He has also now created *Discover The Entrepreneur Within – Companion Workbook*, to collect all your ideas and thoughts in one place.

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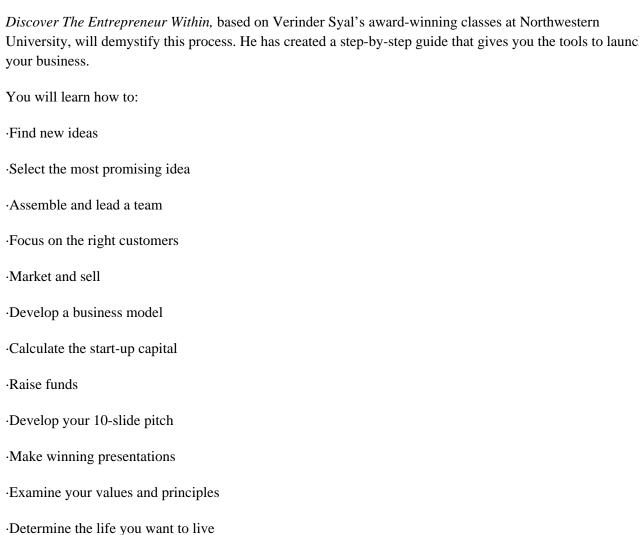
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### Discover the Entrepreneur Within: A Step-By-Step Guide To Getting It Done By Verinder K. Syal **Bibliography**

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#### **Editorial Review**

#### Review

"The definitive book on business launch, in reality three books in one: the essence of entrepreneurship; the mechanics of a business; and, most importantly, how an entrepreneur can live a great life." – Robert J. Jordan, CEO, Association of Interim Executives.

"...he has synthesized a lifetime of experience into a highly readable book that I wish someone had given to me 40 years ago." - James Steinback, Retired President and Owner, Magnecraft Electric Inc.

"If every ambitious Millennial implements these concepts, the difference that they make will change the world." – Laura McKee, CEO, Autism Home Support Services.

"Verinder recently led our teaching team for a program where we hosted 25 entrepreneurs from 23 different African countries ...They left after 6 weeks truly transformed." – Professor Mike Marasco, Director, Farley Center for Entrepreneurship and Innovation, Northwestern University.

"(He) completely changed my views on what it takes to start a company and what it means to be a leader, and consequently through those insights, changed the course of my life." - Joyce Chen, Context Media, Chicago, Former Student.

"It is amazingly inspirational and practical - two things that entrepreneurs need in bucket loads." – Sara Hallatt, Director, Fordsburg Artists' Studios, South Africa.

#### About the Author

Verinder K. Syal, born in India, came to the United States in 1971 at the age of twenty-two. During his successful business career, he has run both large businesses—such as Quaker Oats Breakfast Foods, Rice-A-Roni, Ghirardelli Chocolate, and Stella Cheese—and smaller ones, including two he started himself.

For the past decade, Syal has been a consultant and a highly regarded—and award-winning—professor, first at Loyola Business School, and more recently at Northwestern University where he teaches two undergraduate courses: "Principles of Entrepreneurship" and "Leadership, Ethics, and You."

He has a knack for simplifying the most complicated things and helping his students and clients discover their inner passion and abilities, develop a vision, focus, execute, and succeed.

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