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Synopsis

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For the past 1 years, *Inc. 500* CEO and #1 national best-selling author, Ryan Levesque--featured for his work in the *Wall Street Journal*, *USA Today*, *Forbes*, and *Entrepreneur*--has guided thousands of entrepreneurs through the journey of answering this question. One of the biggest reasons why so many new businesses fail is because in the quest to decide what business to start, most of the conventional wisdom is wrong. Instead of obsessing over what as in what should you sell or what should you build--you should first be asking who. As in who should you serve? The what is a logical question that will come soon enough. But choosing your who is the foundation from which all other things are built. That is what this audio is all about. If you've ever had the dream to start your own business, become your own boss, or do your own thing--but have been afraid to take the leap and screw up your already good life--this audio is for you. You will find the meticulously tested, step-by-step process outlined in the audio is easy to follow, despite being the result of a decade of research and experience. This process, designed to minimize your risk of failure and losing money up front, coupled with the inspiring stories of everyday people who have used this process to launch successful businesses, will not only give you clarity on what type of business to start, but also the confidence to finally take that leap and get started. **This audio product contains a PDF with supporting material, and the PDF is available to download.**

Reader's comments

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