

5 Levels of Entrepreneurship

Epiphanies that allow
entrepreneurs to thrive



Will Mitchell
Kyle Eschenroeder

Copyright © 2013 StartupBros
All rights reserved.



www.StartupBros.com

Table of Contents

Level 1 – Wantrepreneur

Level 2 – Aspiring Entrepreneur

Level 3 – Successful Entrepreneur

Level 4 – Serial Entrepreneur

Level 5 – Entrepreneurial Deity

Level 1 – Wantrepreneur

These are the basic realizations that lead somebody to consider becoming an entrepreneur.

1. **Life is not fair.** Life is what we make it. It comes to us with no promises and owes us nothing. It happens no matter what we do, and can easily pass us by. Nobody owes you anything; you must go out and earn every bit of it.
[“LIFE IS NOT FAIR; GET USED TO IT.” – BILL GATES](#)
2. **Everybody is *not* equal.** There will always be winners and losers, and mindset is generally what separates them. High caliber players will always be worth more than their peers.
3. **Be a boss.** History has shown that great wealth can only be attained through actively managing businesses. Ultimately, employees are a resource used by business owners to make more money. If you’re working for someone else, you’re only helping them build their dreams. Infinite upside is only available to entrepreneurs.
4. **Time is the most precious asset.** It’s the only resource you can never get back. It must be managed with greater scrutiny than anything else. Realize that everything costs time, so nothing is free.
[“TIME IS THE COIN OF YOUR LIFE. IT IS THE ONLY COIN YOU HAVE, AND ONLY YOU CAN DETERMINE HOW IT WILL BE SPENT. BE CAREFUL LEST YOU LET OTHER PEOPLE SPEND IT FOR YOU.” – CARL SANDBURG](#)
5. **Love what you do.** You spend a large portion of your life working. You should try to enjoy it in general.
6. **Be ambitious.** You must believe you are born to make it big. Inject contagious confidence within yourself, which trains your mind to believe that you will win, no matter what. [You must want success more than you want to breathe.](#)
[“AMBITION IS A DREAM WITH A V8 ENGINE.” – ELVIS PRESLEY](#)
7. **Nobody cares about you.** Most people only care about what they can get from you. What you were taught in school doesn’t apply in the real world; you must provide real value now. People assign value to others based on that person’s ability to satisfy their needs.
8. **Be self-reliant.** You’re on your own. The people you rely on won’t be around forever, and you don’t want to use others as a crutch on your path to success. If you are using somebody else as a crutch, they ultimately control you.
9. **Invest in yourself.** Put your money where your mind is. Every book, course, or seminar you absorb will add value to your knowledge, skills, and talents. Never stop learning.
10. **Develop your mindset.** Mold your being into a combination of the great minds that came before you. Open your mind and be willing to change your perception and core values, perhaps many times. Once you identify the need to develop your mindset and desire it strongly enough, you will begin acting on it and see a new way of thinking gradually solidify.
11. **Be positive.** Life is a million times easier when you see the great things instead of the bad. Optimism can be learned, so start practicing now.

12. **Anything can be learned.** If somebody else has accomplished something, you can do it better. Leverage the experiences of those who have set out and done it before you.

Level 2 – Aspiring Entrepreneur

These are the principles that separate the wantrepreneur from the entrepreneur.

1. **Never play the victim.** You can't control everything that happens to you, but you'll always have control over your response. Learn to defuse negative outbursts and restrain your emotions. Accept things as they are. Then you'll have the power to change things. Focus on what you can do instead of what's being done to you. It's hard enough to make a business, don't make it worse by assuming the world is working against you.
["A STRONG, SUCCESSFUL MAN IS NOT THE VICTIM OF HIS ENVIRONMENT. HE CREATES FAVORABLE CONDITIONS. HIS OWN INHERENT FORCE AND ENERGY COMPEL THINGS TO TURN OUT AS HE DESIRES."](#) – ORISON SWETT MARDEN
2. **There's no silver bullet.** You can't depend on shortcuts or connections. Don't fool yourself into thinking this doesn't apply to you. Hard work is essential.
3. **Confidence is key.** If you don't believe in yourself, how can you expect anybody else to? You must have confidence in yourself and your decisions on a deep level. Confidence is something you can't fake; people can smell it from a mile away. The trick is accepting that you don't know everything, but you're going to give it everything you've got. Know that you're the best person for the job. Be the person you want to become.
["CONFIDENCE IS CONTAGIOUS. SO IS LACK OF CONFIDENCE."](#) – VINCE LOMBARDI
4. **First impressions are permanent.** Always put your best foot forward.
5. **Don't wait for permission.** Many people will discourage you from taking action on your ideas. Give yourself the okay. Don't let others dictate your life.
6. **Take massive action.** Move by trial and error. Don't stop. Action is progress. Never fall into analysis paralysis. Businesses are built on momentum, so never stop moving forward!
["ACTION IS THE REAL MEASURE OF INTELLIGENCE"](#) – NAPOLEON HILL
7. **Take risks.** Show me a billionaire that avoids risk, and I'll show you someone who received an inheritance. Don't be afraid to get your hands dirty. You almost always have less to lose than you think.
8. **The Golden Rule.** Treat others as you'd like to be treated.
9. **Be dependable.** Just showing up and keeping your promises will be enough to beat most.
10. **Procrastination kills.** Ignoring problems only delays the pain, and usually makes it worse. Don't defer important decisions or tasks, and focus on first-things-first. There is never enough time to do everything, but there is always enough time to do the most important thing.
["PROCRASTINATION IS OPPORTUNITY'S ASSASSIN."](#) – VICTOR KIAM
11. **Avoid trading time for money.** Stop being a slave to money and make your money work for you. Stop spending money on depreciating goods; spend them on things that have a positive return. Invest in cash flow.

12. **Don't reinvent the wheel.** Many people have solved the same problems you're having. Don't be afraid to stand on the shoulders of giants. Copying others is less risky and more efficient than innovating. And it pays better.
13. **Be social.** Never stop working on your ability to interact with people and persuade them. Be a good listener. Ask more questions. Take a genuine interest in others and make them feel great about themselves. Nurture every relationship you form.
14. **Own your mistakes.** We're all humans and we all mess up. When you quickly and comfortably admit mistakes you become more relatable. There's no shame in not knowing.
["A MAN MUST BE BIG ENOUGH TO ADMIT HIS MISTAKES, SMART ENOUGH TO PROFIT FROM THEM, AND STRONG ENOUGH TO CORRECT THEM." – JOHN C. MAXWELL](#)
15. **You're in sales.** No matter what you're doing, you're in sales. Everyone is in sales. Learn to sell.

Level 3 – Successful Entrepreneur

These separate successful entrepreneurs from the majority. These are the entrepreneurs who stick with it and know the value of consistent persistence.

1. **Planning is essential.** Have a strategy for both your business and your life. Set goals and remind yourself of them regularly; along with what it will take, and why you want to achieve them. As a business leader, you must be a master strategist. Failing to plan is planning to fail.
2. **Persistence is everything.** Determination and persistence create paths invisible to those who give up. Never give up. Often, the winners are those that simply survived.
[“NOTHING IN THIS WORLD CAN TAKE THE PLACE OF PERSISTENCE. TALENT WILL NOT; NOTHING IS MORE COMMON THAN UNSUCCESSFUL PEOPLE WITH TALENT. GENIUS WILL NOT; UNREWARDED GENIUS IS ALMOST A PROVERB. EDUCATION WILL NOT; THE WORLD IS FULL OF EDUCATED DERELICTS. PERSISTENCE AND DETERMINATION ALONE ARE OMNIPOTENT.” – CALVIN COOLIDGE](#)
3. **Create value.** Money is just a representation of the value you create for others. Focus on creating more value for more people. Understand the opportunity in solving problems. The more complex the problem and elegant the solution, the more money that follows. Enhancing lives is the only way to great wealth.
4. **Reputation is permanent.** Your reputation is one of your greatest asset. It’s one that takes years to build, and only seconds to destroy. Be trustworthy, ethical, and honest in everything you do.
5. **Self-motivate.** Be your own cheerleader. Your existing support system will help, but only to a certain extent. You must cheer yourself on and push yourself further. There will be many days nobody supports you but yourself.
6. **Focus.** Rome wasn’t built in a day, and neither will your empire. Break things down and concentrate your efforts on one task at a time. Multi-tasking is bullshit.
[“THAT’S BEEN ONE OF MY MANTRAS - FOCUS AND SIMPLICITY. SIMPLE CAN BE HARDER THAN COMPLEX: YOU HAVE TO WORK HARD TO GET YOUR THINKING CLEAN TO MAKE IT SIMPLE. BUT IT’S WORTH IT IN THE END BECAUSE ONCE YOU GET THERE, YOU CAN MOVE MOUNTAINS.” – STEVE JOBS](#)
7. **Create great habits.** The ability to get things done is really just the use of effective practices. Consistent use of these practices creates a habit of getting things done. That means there’s no massive undertaking you must complete in order to be effective; just small, daily practices that when added up over time equal being effective.
8. **Differentiate.** Find a new way. Try to do something completely different from the rest of your competition. Be on the lookout for ideas that you could use in a way that nobody has thought to before. Be unique. Steal from outside of your industry or even out of business.
9. **You come last.** Your customers and team come before you every time. If you put yourself first in your business you will fail.
[“THERE IS ONLY ONE BOSS. THE CUSTOMER. AND HE CAN FIRE EVERYBODY IN THE COMPANY FROM THE CHAIRMAN ON DOWN, SIMPLY BY SPENDING HIS MONEY SOMEWHERE ELSE.” – SAM WALTON](#)

10. **The Platinum Rule.** Treat others the way they want to be treated. Don't just sympathize, empathize. Don't just empathize; understand them better than they understand themselves.
11. **Be genuine.** Figure out who you are, accept that person, and be that person whole-heartedly. Don't try to be something that you're not. Embrace vulnerability. Put yourself out there. Open yourself up for punches – and take them. Learn from the discomfort and become immune to it.
12. **Everything is your fault.** You're the only constant in your life; the only part of the equation that you can control. Take responsibility for everything that you're involved in. Try to understand how you got there and what you could have done differently. In the end, you only have yourself to blame.

Love failing. Understand that success is nothing more than a well-managed string of failures. See failure as a learning opportunity rather than a sign of incompetence or defeat. Fail fast and often.

["OUR GREATEST GLORY IS NOT IN NEVER FAILING, BUT IN RISING UP EVERY TIME WE FAIL." – RALPH WALDO EMERSON](#)

13. **Focus on the money.** Visualize and focus on results. Don't get caught up with vanity metrics or impressing people. Concentrate on what counts. Be fanatically driven, infected with an incurable need to produce sustained results over time.
14. **Good is good enough.** Don't waste time being a perfectionist. Every detail doesn't need to be perfect, only good enough to accomplish its purpose.
15. **You'll give more than you get.** You'll give so much that you'll question what more you could possibly have to give. Then, you'll give again. You'll slave and you'll sacrifice. And you'll do it for one reason. Because this is your baby. And you love selflessly like any good parent would.
16. **Rules are breakable.** Know which rules are breakable and which aren't. Don't listen to rules that don't make sense.

["ANY FOOL CAN MAKE A RULE, AND EVERY FOOL WILL MIND IT." – HENRY DAVID THOREAU](#)

17. **Cash is king.** Nothing matters more to a business than cash flow. Watch it like a hawk. Control costs, frugality pays.
18. **Implement advice sparingly.** Although you should always be seeking out advice from others, you don't always have to act on it. Respect your own experience over the second-hand lessons of others.
19. **Manage your tribe.** People's energy is contagious. Spend your time with those that inspire, challenge, and invigorate you. Avoid negative people who only serve to drag you down. We are essentially a mixture of the people we spend the most time with, so manage your tribe carefully.
20. **Love the process.** The process of building a business is the fun part. Dedicate yourself to the process, not the rewards of it. Enjoy the pursuit.

["BEING GOOD IN BUSINESS IS THE MOST FASCINATING KIND OF ART. MAKING MONEY IS ART AND WORKING IS ART AND GOOD BUSINESS IS THE BEST ART." – ANDY WARHOL](#)

21. **Take what you can get.** Don't be too proud to take advantage of undeserved good fortune. It's your responsibility to use it well.
22. **Politics exists everywhere.** Digest the politics around you, but rise above it. Play nice with everyone and extract the valuable information, all while staying uninvolved.
Develop thick skin. Don't take anything personally. Understand that others opinions are a

reflection of their own life and mindset. It has nothing to do with you. Learn to appreciate criticism. Extract the value you can out of criticism and express your gratitude for it. It's impossible to make it big without making enemies.

["THOSE WHO MIND DON'T MATTER AND THOSE WHO MATTER DON'T MIND." – DR. SEUSS](#)

Level 4 – Serial Entrepreneur

These are epiphanies that only the truly great entrepreneurs have. These are essential in becoming a consistently effective entrepreneur.

1. **Target growing industries.** Place yourself in an industry that is growing rapidly and you'll find your business benefiting from the overall growth. Ride the tide on it's way up.
2. **Organize.** An organized mind is clear, and a clear mind takes action towards clear objectives. The less you're keeping track of in your head, the more you can focus on building you and your business.
3. **Be the bigger person.** Forgive faster and apologize first. Take blame and give credit. Be selfless. It will pay dividends for the rest of your life.
["IT IS AMAZING WHAT YOU CAN ACCOMPLISH IF YOU DO NOT CARE WHO GETS THE CREDIT." – HARRY TRUMAN](#)
4. **Own everything.** Hold on to your equity and avoid debt. Without equity you have limited upside and limited control.
5. **Become a great communicator.** Make sure you can convey your ideas to others so that they understand them. Language often fails to communicate fully. Don't confuse people. Make sure your audience understands what you're trying to say. You will often have to change your speaking style or vocabulary to suite your audience. Make yourself clear and easy to follow.
6. **Competition is validation.** Don't be afraid of competition, it usually just signals a healthy market. Great entrepreneurs are confident they can overcome competition by beating them or working with them. Only be afraid of a saturated market or one that isn't growing.
["I HAVE BEEN UP AGAINST TOUGH COMPETITION ALL MY LIFE. I WOULDN'T KNOW HOW TO GET ALONG WITHOUT IT." – WALT DISNEY](#)
7. **Outdo yourself.** Focus on the next win, not preserving what you've already built. Preservation will lead to stagnation.
8. **Build strengths.** Build strengths rather than improving weaknesses. Recognize your strengths and the strengths of others. Leverage them to produce the largest impact possible.
9. **Find buyers first.** Buyers are the essential element of cash-flow positive sales channels. Make sure you have buyers before investing huge amounts of time and money in any project.
10. **Diversify your life.** Diverse skills, knowledge, investments, and passions enhance the value of all other areas of your life.
11. **Hire slow fire fast.** Only hire to synergize your team, never to fill a spot. Accept A-players only, the top 20%. Get rid of anybody who fails to meet this caliber immediately. **People come first.** It's critical to identify the right people and recruit them to your team. People are not your most important asset - the right people are. People always come first!
Ideas are worthless. Execution is everything. Ideas have no inherent value. All of the value lies in the execution.

["IDEAS ARE EASY. IT'S THE EXECUTION OF IDEAS THAT REALLY SEPARATES THE SHEEP FROM THE GOATS." – SUE GRAFTON](#)

12. **Buy panic, sell hype.** When others are panicking, you must run towards the problem and turn lead into gold. See the opportunities available made by those sensitive to public opinion and sentiment.

["THE WAY TO MAKE MONEY IS TO BUY WHEN BLOOD IS RUNNING IN THE STREETS." – JOHN D. ROCKEFELLER](#)

13. **Pay well.** Pay those who help you make money very well. Everybody tips service people that help you spend money, but not many people tip those who help them make money.

14. **Produce, don't consume.** Cut out the time drains. Don't stress yourself out with news and "staying informed" any more than is necessary. Focus on creating things instead. The key to happiness is building things, not consuming them.

15. **Lead by example.** Words rarely do anything to change people. Just lead by example and soon you'll have people on your side when they see your results and how passionate you are. No need to "convince" them. Just show them that you are there, tell them how you got there, and they will start to realize that maybe you aren't that crazy after all.

16. **Opportunity is everywhere.** Observe everything. Get value out of every moment. Notice how things work, how people make decisions, and how groups interact. Think of ways you could integrate, exploit, or improve these things. Train your subconscious to see business opportunities everywhere. Never cease looking for opportunity.

["OPPORTUNITY DOES NOT KNOCK, IT PRESENTS ITSELF WHEN YOU BEAT DOWN THE DOOR." – KYLE CHANDLER](#)

17. **Quality beats quantity.** In all areas of life, focus on quality. 80/20 applies everywhere. Focus on the things that really make a difference.

18. **Arrogance is poison.** Shed your ego. You have something to learn from everybody. No matter how awesome you think you are, be humble. It's not a coincidence that the most admirable people are the most modest. Never brag, but take a genuine interest in others and make them feel special.

19. **You can't win an argument.** The best way to win an argument is to avoid having one. Even when you're right you damage relationships. There are better ways to reach your desired outcome.

["PEOPLE'S MINDS ARE CHANGED THROUGH OBSERVATION AND NOT THROUGH ARGUMENT" – WILL ROGERS](#)

Level 5 – Entrepreneurial Deity

These are epiphanies that some truly great entrepreneurs have, but not all of them. They aren't essential for becoming a successful entrepreneur, but they have the power to create either happiness or massive wealth.

1. **Money is useless.** It's an overrated illusion used to control those who don't understand it. Money isn't an end, it's a means. After a couple million dollars, money becomes meaningless. Things are just things. If you become too attached to your possessions, they end up owning you. Wealth is measured by your happiness, and not by your financial statement.
2. **Happiness is internal.** Your relationship with the world (what you achieve, how much you impact, what you do, what you know) is less important than your relationship with yourself (how kindly you respond to your thoughts, feelings, events, successes, and failures).
["WISE ARE THOSE WHO LEARN THAT THE BOTTOM LINE DOESN'T ALWAYS HAVE TO BE THEIR TOP PRIORITY." – WILLIAM ARTHUR WARD](#)
3. **Stay healthy.** You aren't indestructible. Exercise and nutrition will be essential if you want to build an empire. Take care of your body and it will take care of you.
4. **Everybody is clueless.** Lots of people look like they have it figured it, but when you look closer most of them are just as clueless as you. Nobody has it figured it out. Everybody is just making it up as they go along. We underestimate the influence chaos plays in the world in order to maintain our sanity.
5. **Have fun.** Don't take yourself too seriously. Remember that there is a ton of money in the world; you just have to get your name on some of it. Build your legacy, but not at the expense of your happiness.
6. **Everyone wants the same thing.** Vastly different as the world's cultures are, if you speak to Italian millionaires, homeless Brazilians, Dutch fishermen and Filipino computer programmers, you start to see that we're all incredibly alike where it matters. Everyone just wants validation, love, security, enjoyment and hopes for a better future. The way they verbalize this and work towards it is where things branch off, but we all have the same basic desires. You can relate to everyone in the world if you look past the superficial things that separate you.
["EVERYONE HAS AN INVISIBLE SIGN HANGING FROM THEIR NECK SAYING, 'MAKE ME FEEL IMPORTANT.' NEVER FORGET THIS MESSAGE WHEN WORKING WITH PEOPLE." – MARY KAY ASH](#)
7. **Become wiser faster.** Wisdom results from the analysis of your life experiences. Most people do this naturally over time, but you can speed this up. Spend considerable amounts of time reflecting with critical self-analysis. Make yourself uncomfortable. We usually need an external source to make us look uncomfortably deep into ourselves, but those that learn to do this internally have an unfair advantage. Peel back the very layers that hold you in place. Ask yourself things like "Why does x make me uncomfortable", "Why do I do what I do?", "Why am I alive?", "Are you giving your business the attention it needs?". The fantastically difficult skill to

develop is forcing complete honesty within yourself, and look at yourself from many different perspectives.

8. **Keep connections close.** Respect your family and friends. Nobody is obligated to love you. Not your parents, your grandparents, your siblings, your customers, your fans, your friends, anybody. Cherish the people in your life. Stop thinking about how people should be different and appreciate them for who they are.
9. **Appreciate everything.** Don't take anyone or anything for granted. The small things really do matter, so don't screw it up. There will always be someone who you can look at and see as more wealthy, happy, or healthy than you. There will always be a situation that looks better than yours when you're not grateful for your own life. Remember to focus on and appreciate what you do have.
10. **Have no expectations.** Accept people for whatever they are. It's the one thing that will let you live freely. Radically accept human nature because you can't change it.
11. **Be generous.** Do more for others than they do for you. Apply your experiences to the highest advantages of others and expect nothing back. The Platinum Rule applies everywhere.
["DO MORE THAN IS REQUIRED. WHAT IS THE DISTANCE BETWEEN SOMEONE WHO ACHIEVES THEIR GOALS CONSISTENTLY AND THOSE WHO SPEND THEIR LIVES AND CAREERS MERELY FOLLOWING? THE EXTRA MILE."](#) – GARY RYAN BLAIR
12. **Always have an exit strategy.** What if everything crashed and burned tomorrow? What would you do?
13. **Invest in political influence.** Pay attention to what the political movement in your country is. Put the biases of your ideals to the side and look at what's actually happening. How can you take advantage of the opportunities being created?
14. **Power isn't based on money.** Be influential, build a platform, be a thought leader, be prolific
15. **Get out of your comfort zone.** You learn the most when you're just a little bit over your head. Learn to love the feeling of getting ahead of yourself, and then catch up. Push your limits to expedite your growth. Some things can't be understood without being experienced. Push yourself to the extreme and discover what you're capable of.
["IF YOU PUT YOURSELF IN A POSITION WHERE YOU HAVE TO STRETCH OUTSIDE YOUR COMFORT ZONE, THEN YOU ARE FORCED TO EXPAND YOUR CONSCIOUSNESS."](#) – LES BROWN