



Secrets to Entrepreneurial Success: Giving Entrepreneurs an Edge, Learned from Years in the Entrepreneurial Trenches

Lonnie Sciambi

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Starting and growing a small business is a challenge in any economy. Faced with the environment of the last several years, every entrepreneur needs an edge. "Secrets to Entrepreneurial Success" gives an entrepreneur that edge. No matter where a small business is in its growth cycle – startup, growth or near exit - the "Secrets" provide "to-the-point" advice and easily implementable solutions for key issues entrepreneurs face, every day. The book is authored by Lonnie Sciambi, "The Entrepreneur's Yoda," a veteran of more than 30 years in the entrepreneurial trenches as a founder, CEO, turnaround specialist and advisor to small businesses. His "Secrets" are delivered with equal parts experience, candor and humor that makes them impactful and not easily forgotten. The "Secrets" are focused around critical functional areas to help get a startup on the path to success "right out of the chute!" They explain why partners and advisors are, often, as important as strategies and plans. The "Secrets" show how an entrepreneur's success begins and ends with marketing and sales and why it's so critical to "love" your customer and how to make them love you back. They show how the culture you create should reflect your values and provide an environment for employees to thrive. The "Secrets" answer the key questions why cash, how to generate it, manage it and raise it, are second only to breathing for an entrepreneur. They will describe unique ways to continue grow top and bottom line, over time, and then how to develop an "end game" and assist you to, ultimately, monetize all of your efforts. In each chapter, there are anecdotal stories from real-life situations that "The Entrepreneur's Yoda" faced in his multi-faceted career that entrepreneurs and small business owners can relate to and help them apply the lessons to their businesses today.

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