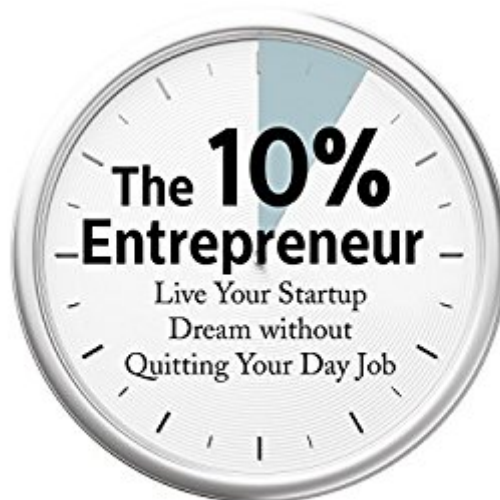




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# The 10% Entrepreneur: Live Your Startup Dream Without Quitting Your Day Job



**PATRICK J. MCGINNIS**  
UNABRIDGED READ BY ELIJAH ALEXANDER



## Synopsis

Choosing between the stability of a traditional career and the upside of entrepreneurship? Why not have both? Becoming a full-time entrepreneur can look glamorous from the outside. Who doesn't want to chase their dreams, be their own boss, and do what they love? But the truth is that entrepreneurship is often a slog, with no regular hours, no job security, and very little pay. What if there were a way to have the stability of a day job with the excitement of a start-up? All of the benefits of entrepreneurship with none of the pitfalls? In *The 10% Entrepreneur*, Patrick McGinnis shows you how, by investing just 10% of your time and resources, you can become an entrepreneur without losing a steady paycheck. McGinnis details a step-by-step plan that takes you from identifying your first entrepreneurial project to figuring out the smartest way to commit resources to it. He shows you how to select and engage in projects that will provide you with upside outside the office while making you better at your day job. He also profiles real-world 10% Entrepreneurs, including Luke Holden, a cash-strapped recent college graduate who started his own lobster-roll empire and oversaw much of its first year of operations, all while working full time in corporate America; Dipali Patwa, a designer and mom whose side project designing and selling infant clothing is now a sensation; and a group of friends who met at a 6:00 a.m. Bible study class and went on to start a brewery that now generates millions in sales. A successful 10% Entrepreneur himself, McGinnis explains the multiple paths you can follow to invest your cash, time, and expertise in a start-up - including as a founder, angel, advisor, or aficionado. Most importantly, you don't have to have millions in disposable income to become a 10% Entrepreneur. When you put McGinnis's 10% principles into action, you'll quickly start racking up small wins then watch as they snowball into your new (and far more entrepreneurial) life.

## Book Information

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## Customer Reviews

Finally... I have been waiting for this book to be written. This is an incredible guide to becoming an entrepreneur in a practical, realistic way. I think this speaks to American dream of having your cake and eating it too. Whether you are a carpenter or a Wall Street executive, this book is for you, because it teaches you to explore your interest while not having to sacrifice the security of knowing you have a paycheck coming every week. This is an exceedingly well written self help guide for everyone. Even a full time entrepreneur enjoys side projects. I highly recommend that you get this fast read and enter the growing class of 10% Entrepreneurs.

The 10% Entrepreneur is one of the best books on entrepreneurship I've read. As a former startup founder who migrated back to the corporate world, this book provided a much needed jolt of motivation to re-engage in entrepreneurial ventures. McGinnis does an excellent job of demonstrating that successful entrepreneurship is not one size fits all. Despite, the common media narrative of entrepreneur's are "all or nothing," McGinnis provides contemporary, concrete, real-life examples across multiple industries (consumer packaged goods, restaurants, services, technology) of individuals that approached entrepreneurship with different methods and successful outcomes. I highly recommend this book to both aspiring and current entrepreneurs looking for original and interesting content, which I believe will increase their odds of success for current and future ventures.

I listened to this one on Audible. It gives great insight into how to manage 10% of your time for side projects. It got my creative juices flowing. The next step is implementing the strategies!

... a practical guide to entrepreneurship. With the knowledge in this book, anyone can begin planning a coherent path towards the freedom (and hard work) that living your dream everyday brings. I would also point out that those of us in large corporations can apply the same concepts in this book by creating and landing new positions across business units by networking and getting involved.

Approachable, step by step guide for anyone interested/curious about what it takes to be an

entrepreneur. Multiple relevant case studies make it easy for the reader to understand how both successful and unsuccessful launched their companies. Author presents his formula for an audience beyond the well-capitalized 1% 'ers. After reading this book, I am now confident that joining a angel investing network is the proper first step in my journey into the entrepreneurial world.

This book is incredibly well written with a number of valuable lessons that I will be employing. I am not normally one to write reviews, but in this case I am breaking my rule because I believe this book can help people who are not quite ready to leave their day jobs but want to broaden the business ventures in which they are involved. The 10% Entrepreneur is a practical guide to getting involved in side ventures in a meaningful and rewarding way. Today's economy is one in which we all can benefit from diversifying our portfolio, which for me has proven to be very beneficial. I also had the pleasure of attending a talk by the author, which was not only informative and entertaining, but also enabled me to ask specific questions related to a number of my investments. This is a must read!!

I really liked the premise of the book and the approach. I think it's a must read for anyone who finds themselves involved in many different types of businesses. My one issue is that the book describes several models of being a 10% entrepreneur, but it didn't explore all the models equally. I was actually hoping for more information on one of the models. Perhaps that is in his next book - which I will gladly buy.

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