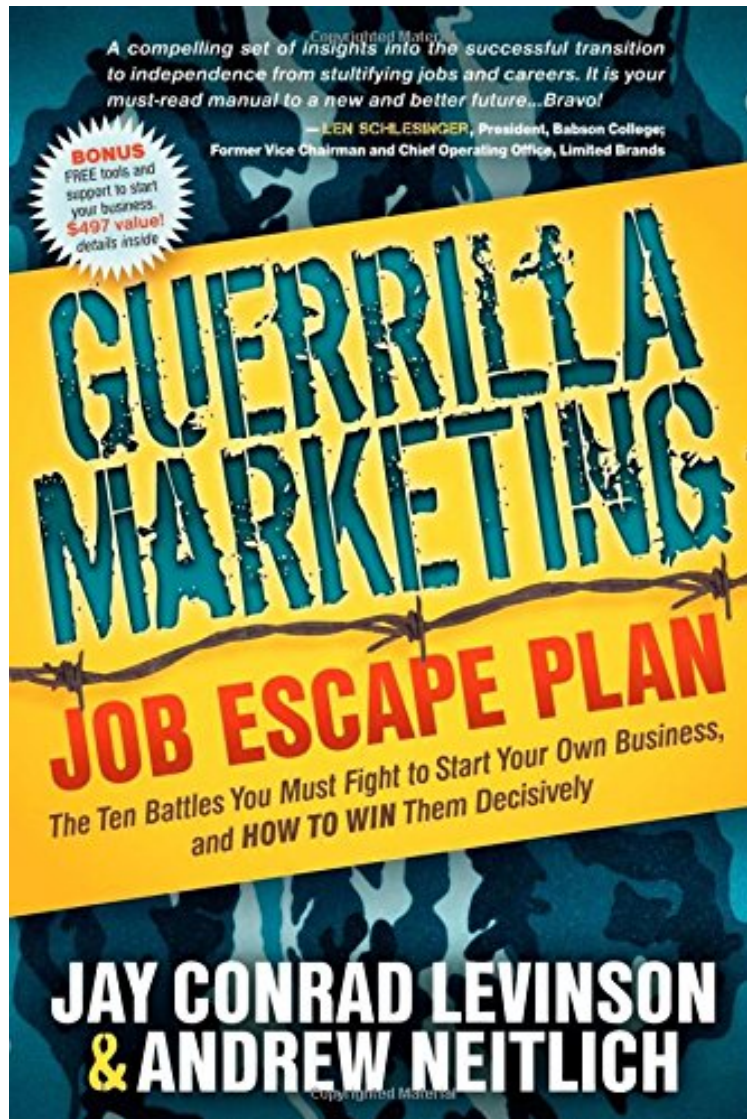


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Guerrilla Marketing Job Escape Plan: The Ten Battles You Must Fight to Start Your Own Business, and How to Win Them Decisively (Guerrilla Marketing Press)

Jay Conrad Levinson, Andrew Neitlich
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This book couldn't have come into my life at a better time. Its relevant and dynamic material has helped tremendously as I create an "escape plan" from my daily activities in a conventional corporate job to the adventures of being self employed. This book has given me the confidence to take the pieces of my job I love, and retain them AND my current employer as a lead customer. Personally, when I think of leaving my job I think about how great it will be to not have to work for anyone else, until you realize managing yourself through this very exciting and volatile time can be one of the biggest challenges. Thank you Andrew! Your proven methods once again have really spoken to me. I highly recommend this book, Andrew's coaching programs, and his other written material.
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Great book
By Catherine
Very informative and well structured
I enjoyed this book: its price is a deal. You have a complete review of strategies that can be implemented. It requires thinking and work to implement these. It can't be done overnight to my mind. However, you don't need to have lots of money or even time to apply the concepts. You can go step by step. Everything is clearly explained. All you need to have is determination.
With this book, you have LOTS of information.
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This book covers things budding entrepreneurs don't do but must do to succeed.
Read it and then read it again and just like the E-Myth Revisited every time you read it you'll pick some other gems of wisdom to help you build your business.

Yes! You Can Escape Your Job---If You Win the 10 Battles Required to Go Out On Your Own! Yes, you can do this. You can quit your job, start a business, and never have to work for anybody else ever again. You can do this regardless of whether you feel confident or afraid, your age, your family situation, your education, where you live, and how much time and money you have. You don't have to tolerate a crummy job, lousy boss, long commute, tedious tasks, annoying co-workers, limited control over how you spend your day, no clear path to a promotion, worrying about the next round of layoffs, dealing with corporate scandals that have nothing to do with you, reporting to an executive team that you don't like or trust---You can leave all this behind! "Guerrilla Marketing Job Escape Plan" shows you how. It gives you practical, step-by-step advice about the ten battles you must fight to make the leap, and how to win them decisively, including: overcoming fear, finding the right idea for you, getting family to support you, picking the right strategy, starting your business up with minimal financial or personal risk, getting the first profitable customer, building momentum, and leaving your job without burning any bridges. In addition to step-by-step guidance, over 150 entrepreneurs---people who have successfully made the leap---share their wisdom and insights. Plus, the book includes an exclusive password for you to take the Job Escape Challenge, including additional FREE resources to start a successful business and quit your job forever. What are you waiting for? Start planning your escape right now!

About the Author
JAY CONRAD LEVINSON is the author of the best-selling marketing series in history, Guerrilla Marketing, plus 58 other business books. His books have sold more than 21 million copies worldwide. His Guerrilla concepts have influenced marketing so much that his books appear in 62 languages and are required reading in MBA programs worldwide. ANDREW NEITLICH is the founder and director of Solo Revolution (www.solorevolution.com), a unique association of solopreneurs from around the world who are building businesses and living life on their terms. He is also the founder and director of the Center for Executive Coaching (www.centerforexecutivecoaching.com), along with sister organizations The Center for Career Coaching (www.centerforcareercoaching.com) and The Institute for Business Growth (www.instituteforbusinessgrowth.com). These organizations train coaches and aspiring coaches from around the world to work with executives and business owners.