

Never Get a 'Real' Job

author: Scott Gerber

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Synopsis

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A lot of business books hold your hand, make you feel good, and are set to convince you that your passion and "unique" business idea are enough to plow through your competition, garner new leads, and make millions just because you can write a business plan that says so. This is not that kind of book. A 20-something hustler, rainmaker, and boot-strapper who has survived and thrived despite never having held the proverbial "real" job, Scott Gerber is the ultimate "Generation Y-er." He's a self-taught serial entrepreneur who built several successful businesses without storied business connections, a business-school background, executive training or investment dollars. And in *Never Get a "Real" Job*, he shows you how he succeeded so you can overcome today's chronic conditions of mass unemployment, underemployment, and dead-end 9-to-5s. Gerber gives you the no-bull reality on turning your business idea into a viable enterprise capable of generating real income now based on his hard-knocks lessons learned in the entrepreneurial trenches. From the perils of doing too much too fast, to bogging down a promising start-up with infrastructure long before it's needed, Gerber has experienced firsthand how you can sabotage your own business. *Never Get a "Real" Job* will help you avoid the costly mistakes that can take down your enterprise at any time, helping you to get off the ground, establish your business, and keep it successfully up and running. But Gerber isn't just giving you a collection of war stories. He gives you insights from a fellow young entrepreneur on how to start from absolutely nothing building a viable business model from the ground up. Along with straight-shooting advice on creating contacts and cultivating clients, he offers practical, affordable, step-by-step instructions on how to constantly analyze, refine, and target your business offerings while minimizing wasted time and keeping you on track. With vast resources like online tools, websites, checklists, and hard coaching, as well as thousands of dollars worth of

connections to free and discounted small business services, *Never Get a "Real" Job* takes you off the unrewarding resume and cover-letter cycle, while putting you on the road to becoming a self-sufficient business owner and creating a life that gives you a real shot at the success you deserve.

Reader's comments

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