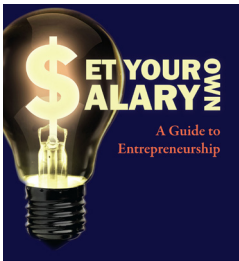


YOUR COMPLETE GUIDE TO ENTREPRENEURIAL SUCCESS

FROM CLINTON E. DAY

Clint Day is an entrepreneurship adjunct professor who serves as an advisor to NACCE and the KSU center for entrepreneurship.

He founded three companies in Florida and Georgia and began teaching/mentoring after selling his last business. Professionally qualified by the AACSB business school association, Clint earned a MBA and several certifications in entrepreneurship. He founded the entrepreneurship program at the State College of Florida, and wrote the Bar Charts entrepreneurship quick study guide found in most college bookstores. He also edits a popular blog titled, "Current in Entrepreneurship," which helps entrepreneurs stay connected to the latest news in entrepreneurship at <http://clintoneday.com>.



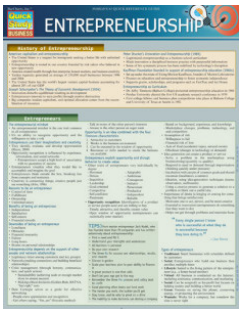
Clinton E. Day

Set Your Own Salary:

A Guide to Entrepreneurship and Financial Independence

A fun read, this book intersperses the principles of entrepreneurship with entertaining stories about successful entrepreneurs (Michael Dell, Bill Gates, James Dyson, Henry Kaiser, Fred Smith, the Wright Bros. and others). In this book, you will find a winning formula for self-employment, learn from the experience of other entrepreneurs, and discover the best methods to start a new venture. Follow these guidelines, stay the course, and you will be rewarded beyond dreams with financial independence and personal satisfaction. "Set Your Own Salary" includes summary bullets that can be used as a quick read and reference points.

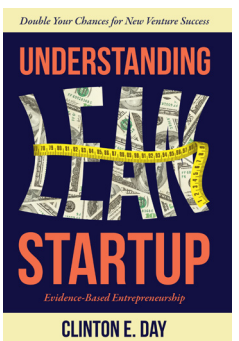
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Entrepreneurship Quick Study Guide

Strengthen skills, know where to start and reduce your risk. Growing in universities as a separate degree in itself, any business major or inspired self-starter will find a barrage of tools that create a road map to the American Dream. With a focus on doing it "lean", this six-page chart is perfect for anyone desiring to start or already running their own business. Found in most college bookstores, the guide has sections covering entrepreneur characteristics, innovation and creativity, intrapreneurship, startup creation, new business planning, small business marketing, funding, business operations, exits, resources, and terminologies. It also contains the copyrighted high percentage model, entrepreneurship map, and new venture foundation.

Order at: <http://www.barcharts.com/subjects/business-economics/entrepreneurship/>

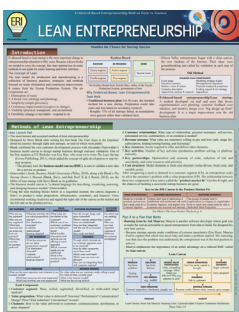


CLINTON E. DAY

Understanding Lean Startup: Evidence-Based Entrepreneurship

While evidence-based or lean startup has become the most successful way to start a new business, most textbooks still don't explain the subject. The majority of entrepreneurship training now uses this early validation of a product or service by an end user as accepted practice. Surprisingly, there is no single resource to use as a reference to understand the concept. As a result, we have put more than the dozen books comprising lean startup into this one book to make it easier to understand. Lean startup (evidenced-based entrepreneurship) is the most important change to creating a new business in fifty years.

Order at: <https://www.amazon.com/dp/B01FICKQ08>



Lean Entrepreneurship Guide

A six-page, laminated chart, the Lean Entrepreneurship Guide summarizes all 14 methods of evidenced-based, lean startup planning. It features the Steve Blank Lean Launch Pad method, but also has two engineering school methods, a complete glossary, a detailed lean course outline, and an explanation of the customer development process. The evidenced-based, idea validation way of planning is the most important change to entrepreneurship education in fifty years. It comes out of Silicon Valley, where their new internet platform required a different way to do startup than a traditional business plan. Absorption of some ten books is now required to grasp the meaning of lean startup. This guide is the first real summary of all methods and the strategies. Students, aspiring entrepreneurs, and government entities can use the guide to train the one method that guarantees success or failure before scaling or risking large sums of capital.

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