

## FOR IMMEDIATE RELEASE

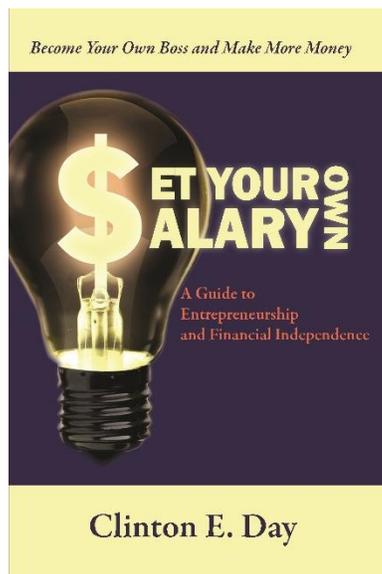
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### Valuable New Business Book Helps People to Start a Business, Receives 4-Star Review

Author and Serial Entrepreneur Clinton E. Day's *Set Your Own Salary Provides a Practical View on Entrepreneurship*



**Atlanta, GA** – Clinton E. Day, a serial entrepreneur currently serving as Entrepreneur-in-Residence at State College of Florida, has released *Set Your Own Salary*, a book that tells stories of startup ventures and how to successfully launch a new business with less money and risk. Since its release, the book has received a 4-star rating from *IndieReader* as well as endorsements from business leaders such as Dr. Heidi Neck, the president of the United States Association of Small Business and Entrepreneurship.

Written with the idea of allowing both aspiring and accomplished entrepreneurs the opportunity to learn the basic blueprints of building a successful startup, Clint hopes to educate readers on the value of self-employment and the steps to be taken to achieve it.

*Set Your Own Salary* is informative and conversational, providing readers with anecdotes illustrating what he has learned are the foundational characteristics of

entrepreneurship.

“The book puts Lean Startup into perspective and tells readers when to use it and how to blend the new method with the old business plan. It is a proven formula for new venture success,” Clint explains.

Featuring entertaining stories about successful entrepreneurs such as Michael Dell, Bill Gates, and James Dyson, *Set Your Own Salary* invites readers to explore the latest thinking in entrepreneurship education, Lean Startup methodology, and time-proven practices.

*Set Your Own Salary* is available now on Amazon.com, Clintoneday.com, and Shop.BookLogix.com.

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**Note to Media:** Clinton E. Day is available for interviews. Please contact Raven Davis at Raven@booklogix.com or (470) 239-8547. You can reach Clinton E. Day directly at Clintoneday.com.

#### About BookLogix

BookLogix is a professional publishing house that supports authors and independent publishers. Located in Alpharetta, GA, BookLogix publishes a variety of fiction and nonfiction books. Learn more at BookLogix.com.



## Biography of Clinton E. Day



Clint Day is an adjunct entrepreneurship professor who serves as Entrepreneur-in-Residence at State College of Florida. He is a serial entrepreneur who founded three insurance entities in Florida and Georgia, and began teaching and mentoring after selling his last business.

Professionally qualified by the AACSB business school association, Clint earned a MBA in entrepreneurship, and has been certified by the Babson SEE, Kauffman Ice House, Lean Launch Pad, UF Experiential Classroom, and Network for Teaching Entrepreneurship courses. He is the author of the Bar Charts study guide for entrepreneurship, and a member of the NACCE and USASBE national associations.

### PRAISE FOR CLINTON E. DAY

*“He has the practical knowledge to guide and mentor students.”*

—Heidi Neck, PhD, J. Timmons Professor of Entrepreneurial Studies, Babson College, and president of the United States Association of Small Business and Entrepreneurship

*“His students are blessed with someone who is not only knowledgeable, but also able to keep their attention.”*

—Diana Hechavaria, PhD, entrepreneurship professor, University of South Florida

*“This book is filled specific examples of how men and women of all ages have embarked on their business dreams, often on a shoestring budget. This is a book I would consult early and often.”*

—Jack Nadel, Hall of Fame entrepreneur, founder of Jack Nadel International, award-winning author

Clinton E. Day is available for media interviews. To schedule an interview, please contact Raven Davis at [Raven@booklogix.com](mailto:Raven@booklogix.com) or at (470) 239 -8547.





## Clinton E. Day On Writing *Set Your Own Salary*

**What inspired you to write *Set Your Own Salary*?**

I wanted to share my entrepreneurial journey and help others follow the same path. After training as a commercial insurance broker, I started, built up, and sold three insurance agencies in Florida and Georgia. Along the way, I overcame challenges, learned to adapt to market conditions, and perfected a niche product to a targeted industry. I wanted to give others the same opportunity by telling my story in an honest and straightforward way.

**How is *Set Your Own Salary* different from other business books? What value do you think it adds to readers who have read books with similar focuses, like *The Lean Startup*?**

It's conversational and easy to read, providing real-life stories to illustrate the characteristics of entrepreneurship. Among those important traits are desire, idea generation, opportunity recognition, risk-taking, creativity, and high energy. The book puts Lean Startup in perspective, and tells when to use it and how to blend the new method with the old business plan. It is a proven formula for new venture success.

**Why should entrepreneurs, both accomplished and aspiring, buy this book?**

To learn how to deal with challenges creatively, save time and money, and think outside the box. The book combines many Lean Startup sources in a clear, concise practice, making it easier to understand. Evidence-based entrepreneurship uses validated learning to help startups become efficient, reducing the amount of time and money necessary to succeed. *Set Your Own Salary* provides a high-percentage model to guide entrepreneurs through proven practices.

**What would you say is your best piece of advice to entrepreneurs?**

Use the evidence-based method to research market demand, and follow the high-percentage model to lower the risk of failure. Both procedures described in *Set Your Own Salary* can bring financial independence, personal satisfaction, and impact social change to help small businesses succeed and make the world a better place.



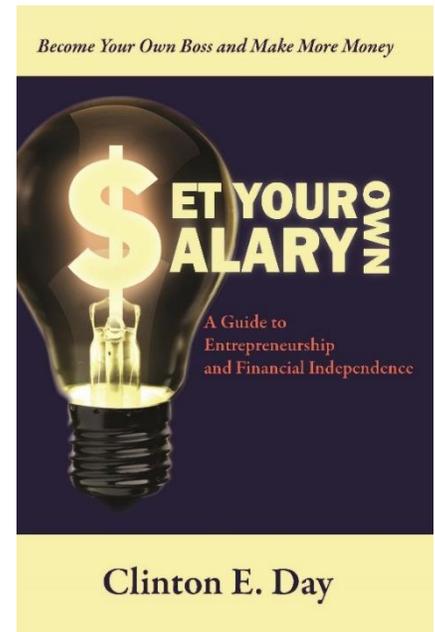
# SET YOUR OWN SALARY

## A Guide to Entrepreneurship and Financial Independence



*"Clint brings many years of experience from practice, coupled with theoretical framework in a very engaging manner, to reach students from various communities."*

–Tiffany Bussey, DBA – Director, Morehouse College  
Entrepreneurship Center



*Set Your Own Salary* contains the latest thinking in entrepreneurship education and lean startup methodology, as well as a time-proven blueprint that will lower the risk of a new venture, called the “high-percentage model.”

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 Brothers, and others).

In the 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.



Clint Day is an adjunct entrepreneurship professor who serves as Entrepreneur-in-Residence at State College of Florida. Professionally qualified by the AACSB business school association, Clint earned a MBA in entrepreneurship, and has been certified by the Babson SEE, Kauffman Ice House, Lean Launch Pad, UF Experiential Classroom, and Network for Teaching Entrepreneurship courses. He is the author of the Bar Charts study guide for entrepreneurship and a member of the NACCE and USASBE national association.

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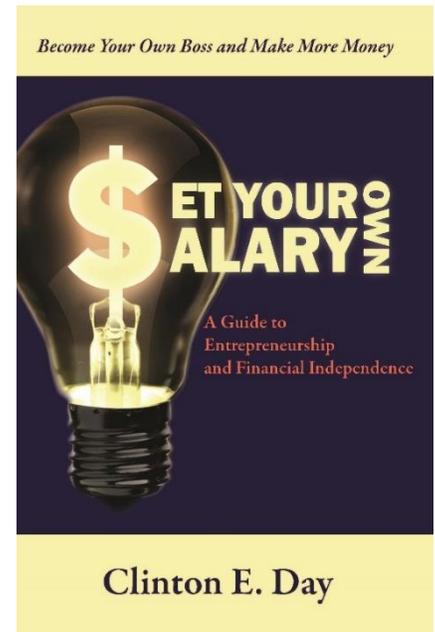
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