



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

Patrick J. McGinnis

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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 was a way to have the stability of a day job with the excitement of a startup? 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 such as...

- 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.
- A group of friends who met at a 6am 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, adviser, 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.

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