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Entrepreneurial DNA: The Breakthrough Discovery that Aligns Your Business to Your Unique Strengths

Joe Abraham

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“Not all entrepreneurs are the same. Neither are all businesses. In this engaging book, Joe Abraham helps you sort it all out and find the path that’s right for you.”
—SETH GODIN, author, *Linchpin*

Entrepreneurial DNA

**The Breakthrough Discovery That Aligns
Your Business to Your Unique Strengths**

Self-assessment tools

Strategies that fit your profile

Action plans to optimize your business

JOE ABRAHAM

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Entrepreneurial DNA: The Breakthrough Discovery that Aligns Your Business to Your Unique Strengths*:

1 of 1 people found the following review helpful. I liked it...I really liked it!
By Roger E. BreischI'm not that bad...am I? Joe Abraham recently gave a presentation at an entrepreneurial forum at Waubensee Community College. A number of fellow Chamber members were there, bought his book and read it before I had a chance. Most of them told me how much they liked it but added something like, "You won't like it Roger, it's not nearly deep enough for you." Well, I actually do like this book. I like it a lot. It's readable, practical and insightful. So there!
Joe's premise is that it's not useful to refer to a person simply as an entrepreneur. Not only is it unhelpful, it can be hurtful or even dangerous. Joe developed a matrix and on-line survey that teases out what he calls an entrepreneur's DNA--important characteristics of very different types entrepreneurs. The matrix is called BOSI for the Builder, Opportunist, Specialist and Innovator DNAs that define the matrix's four quadrants. Your personal DNA is typically made up of one primary and one secondary strength. What is useful is that Joe gives each type of entrepreneur practical advice on how to use their strengths, how to know and minimize their weaknesses, and, perhaps most importantly, which other types of entrepreneurs make their best business partners. It turns out that Innovators are probably the most intellectual, abstract thinkers of the group. I scored near 100% in the Innovator quadrant...maybe I am that bad after all!
0 of 0 people found the following review helpful.
The Most Important Book For Your Entrepreneurial Sanity and SUCCESS!
By John Panella Why are you frustrated in your Entrepreneurial venture? Why does one entrepreneur have success and another struggle? I wanted to "fire my boss" so I could have more free time, have fun, enjoy my life and my work... why is none of that coming true? The answers and solutions are in this book and it has everything to do with your DNA! Did you ever stop to think for a minute that maybe you are not really suited for the role you have given yourself in your business? All the "GURUS" out there will sell you on every concept that has worked for them, but guess what... what's right for one is not right for all! Are you trying to be an Info Marketer when you really are better suited for Social Media? Are you wasting your time and energy with administrative activities when you should be out on the road "pressing the flesh"? Are you getting rejected over and over in MLM, when deep down you actually thrive on creating new products? Entrepreneurial DNA will take you on a journey of "Entrepreneurial Self Discovery" and will make you identify the core values and principles you have which absolutely determine what kind of ROLE you should be playing in your business. As well, and this is "mission critical", the BOSI evaluation will guide you in pinpointing the activities you need to be doing and avoiding in order for you to have a pleasurable life as an Entrepreneur! Are you in the "sweet spot" or the "danger zone"? This process is something EVERY budding Entrepreneur MUST go through as it will determine not only the role they should play, but also the very type of business he/she should get involved with from the start!
By reading this book you will learn:- the different types of entrepreneurs (BOSI) and which one you are to identify specific activities that result in pleasure and success with each type of entrepreneur- how you can optimize your business based on YOUR BOSI profile- Pitfalls to avoid that will sabotage all your energy and effort- How to design a strategic plan from a position of YOUR DNA- Critical strategy for re-establishing credibility if you ever burned out your "warm market" :-)- Specific and practical tools, assessments, and blueprints that you can put into action immediately- why your business partners and relationships either hurt or help you - and what to do about it- and much, much more...It's all based on YOUR unique Entrepreneurial DNA - not some generic "one size fits all" concept that some GURU spewed out. It is a game changer, a life saver, and if you want to find the "Sweet Spot" for YOU in YOUR business... start right here with this book! If you know this stuff before you venture out, then gratification, success, and fulfillment will be your path! If you are already engaged in your business, find out how you can optimize yourself and bring JOY into your operation! I met with Joe Abraham just a couple months ago to learn these principles and design a strategy for my business. I am a "High Opportunist" (from the BOSI profile) which means that I have certain characteristics, Joe calls "gifts", that drive my Entrepreneurial Energy. I also have major "pitfalls" to avoid! And guess what? His evaluation was SPOT ON! From everything I have done in the past to the mass confusion I called a business at that point. After meeting with Joe and discovering BOSI and my Entrepreneurial DNA, I can say with 100% satisfaction that my mind is free of clutter, I have placed protective filters in my business to avoid distractions, and I am focused on the proper activities and objectives that are now bringing me success and enjoyment in my business! My partner is happy, progress is being made, and for once I am strategically completing all my objectives and goals... I am finally in the SWEET SPOT! I can't begin to tell you how GOOD that feels! This book is a fundamental of building a strong foundation for your Entrepreneurial Success! Get it, give it to your team, and make everyone you are in business with take the BOSI test - it will dramatically benefit you and everyone you do business with!
To Your Unlimited Potential
John J. Panella 0 of 0 people found the following review helpful. Excellent Book, Valuable Insight and Timeless Principles
By William T. Howard I really enjoyed the unique perspective offered in "Entrepreneurial DNA". It is full of fresh, common sense ideas about what makes what makes each entrepreneur tick and how these same unique qualities can ultimately become roadblocks to growth if not identified and compensated for. Understanding your own and your team's DNA can expose new opportunity and help every entrepreneur develop a better strategic roadmap to growth and profit. The book also does a great job of offering a blueprint for tactical

implementation of the principals it reveals, something rarely accomplished in business books. One of the best business reads I've had since for "e-myth".

What's your entrepreneurial style? This powerful, practical book gives you proven techniques to help you maximize your personal and business potential and make more money than ever before. —BRIAN TRACY, author of *The Psychology of Selling* Stop trying to fit the mold of some successful entrepreneur you've seen and start tapping your own DNA—this book will show you how. —JOHN JANTSCH, author of *Duct Tape Marketing* and *The Referral Engine* This book is the ultimate roadmap to building a thriving business and life as an entrepreneur. Joe Abraham's ideas and insights are fresh, innovative, timeless, and guaranteed to produce real results and position you for long-term success. —IVAN MISNER, New York Times bestselling author of *The 29% Solution* and founder of BNI and Referral Institute Joe is the next-generation version of Michael Gerber. —ERIC PLANTENBERG, founder and CEO, Freedom Personal Development Are you interested in knowing your strengths and weaknesses as an entrepreneur and the strategies that work best for your particular DNA? If so, read this insightful and helpful book. —RAFAEL PASTOR, Chairman of the Board and CEO, Vistage International Discover how to succeed and stand apart from other entrepreneurs. —ENTREPRENEUR MAGAZINE About the Book: Entrepreneurial DNA proves the simple but critical fact that not all entrepreneurs are cut from the same cloth. After all, nobody would put Donald Trump, a multilevel marketer, and the owner of a local pizza parlor in the same category. Everyone possesses unique entrepreneurial DNA—and discovering yours is the critical first step to success. To help you build a successful business or optimize results within your current business, serial entrepreneur and business strategist Joe Abraham has developed the BOSI system—a simple, structured process for determining your own entrepreneurial tendencies, strengths, and growth areas. With the BOSI system, you can create a strategic plan mapped to your entrepreneurial DNA that will improve all aspects of your business and leadership journey. Abraham's system provides four entrepreneurial categories that people fall into. Which type of entrepreneur are you? Builder: Strategic, always looking for the upper hand Talent: creating scalable business ventures Opportunist: Speculative, always in the right place at the right time Talent: making money fast Specialist: Focused, in it for the long term Talent: providing exceptional client service Innovator: Inventive, with a desire to make an impact Talent: creating game-changing products At least one of these four categories describes you—or perhaps a combination of two. Learning what type of entrepreneurial DNA you possess is critical to how you should structure and deploy your game plan in business. Whether you're serious about becoming a successful entrepreneur or improving your existing business, start with Entrepreneurial DNA.