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Anything You Want: 40 Lessons For A New Kind Of Entrepreneur



Synopsis

When anyone can start a business (when everyone is running their career like a business), it begs a question. This is your one chance at life, you can have anything you want, what is worth doing? Most people don't know why they're doing what they're doing. They imitate others, go with the flow, and follow paths without making their own. They spend decades in pursuit of something that someone convinced them they should want, without realizing that it won't make them happy. *Anything You Want* is a manifesto about living life, appreciating enough, and doing what matters. It's most of what fabled entrepreneur Derek Sivers learned in ten years of starting and growing a small business, compacted into something you can listen to in an hour and a half. A life worth living starts with knowing your personal philosophy of what makes you happy and what's worth doing.

Book Information

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Customer Reviews

"In the end, it's about what you want to be, not what you want to have." If you agree with that statement (I think my favorite quote from this book), you need to read this book. If you're looking for inspiration. If you're afraid of failure. If you want to start something. You need to read this book. "Don't pursue business just for your own gain. Only answer the calls for help." Derek Sivers, founder of CD Baby shares his success and his failures in this remarkably straight forward and honest book about how he basically accidentally founded a remarkably successful internet company - long before the internet bubble and without knowing anything about it. I read this book in a couple of quick subway rides, to and from work. Don't be fooled by its ease, though. While you'll zoom through it, you'll

close it feeling inspired and ready to start something new and, most importantly, you'll close it feeling less afraid of failure and less self-conscious about doing what makes you happy in life. One more favorite quote: "... if you think true love looks like Romeo and Juliet, you'll overlook a great relationship that grows slowly." Revolution - in business and in life - often starts with a small step. This book will help you remember that.

I used to be a fan of the self-help books, all the way from Norman Vincent Peale to Dale Carnegie to Anthony Robbins. The point of all of the reading was to just learn about living life at a higher frequency. But I started to move away from these because they made things look so very easy, to the point where I think they are almost irrelevant to the real world. I was brought to this book through Seth Godin's Blog. It was an excellent read to me because it seemed to be a very honest and realistic discourse. The points of inspiration in this book are not Pollyanna-ish in the least. Sivers made errors, retreated, emerged, retreated again and then emerged again. Ups and downs. No smooth path. And he relates it very clearly. I have built a successful business over the past 7 years but I have not enjoyed the ride. I am always looking to the end. But now that things are much better, I look back and see that I could have really enjoyed the process much more, and really it is the process that is the juice for me. Sivers distills this very very well in writing about his experiences. Reading this has shaken me up tonight and brought to the forefront of my mind thoughts that I need to make some serious changes finally that will make me happier and my business more successful. Thank you Derek Sivers for this book!

While there is little here that you can't find in many other business books, it sounds like a very honest account of one man's journey. It's a short book that details the decisions (good and bad) and events that happened on the way to creating and eventually selling CDBaby. There's no secret in the book that will help you succeed in a similar way, but there are some important mantras that can be taken away, such as the importance of focusing on the customers above everything else. Due to the length of the book, it's hard to rate this book as you would a 300 - 500 page work. The book is worthwhile, but not great. Think of it as an opportunity to sit down with the author for an hour and having him tell you about the experience... definitely worthwhile.

I've never met Derek Sivers. Never bought a CD from him and don't know of anyone who has. As far as I know, Derek doesn't know me either. But I get him. I think I get that he likes to solve problems. I get that money isn't his sole or main goal. I get that he wants to live life on his terms. I

get that some of the best, most enriching ideas in the world never started out that way. And that's what this book is about. How to create, maintain and let go of an dream that morphed into an idea that morphed into a solution that morphed into a business that morphed into something that made money. Too many of us are always looking for the next thing. We're looking for whatever comes next. We'd be well served just solving problems now and see where that goes. I think Derek would agree.

This book is written for a new generation of entrepreneurs. It's written for those who would rather be happy than rich. It's written for those who would prefer to make a difference than make a paycheck. It's a written testament that the definition of success is changing in our culture. If you want to be inspired by a real story by a real guy who helped to transform an industry simply by following his heart, and filling a need that both needed to be filled, and that he was passionate about, this is the book for you. If you're trying to start a business, and you think you need a round of funding, and a team of experts and advisers... this book is for you. If you hate your job, and wish you could be doing something you love every day, this book is for you. If you think that being happy is more important than having a million dollars, this book is for you. Read it. Love it. Change your life. Change your definition of success. Be happy.

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