



The Entrepreneur Mind: 100 Essential Beliefs, Characteristics, and Habits of Elite Entrepreneurs

By Kevin D. Johnson

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To achieve unimaginable business success and financial wealth—to reach the upper echelons of entrepreneurs, where you'll find Mark Zuckerberg of Facebook, Sara Blakely of Spanx, Mark Pincus of Zynga, Kevin Plank of Under Armour, and many others—you have to change the way you think. In other words, you must develop the Entrepreneur Mind, a way of thinking that comes from learning the vital lessons of the best entrepreneurs.

In a praiseworthy effort to distill some of the most important lessons of entrepreneurship, Kevin D. Johnson, president of multimillion-dollar company Johnson Media Inc. and a serial entrepreneur for several years, shares the essential beliefs, characteristics, and habits of elite entrepreneurs. Through the conviction of his own personal experiences, which include a life-changing visit to Harvard Business School, and the compelling stories of modern-day business tycoons, Johnson transforms an oftentimes complex topic into a lucid and accessible one.

In this riveting book written for new and veteran entrepreneurs, Johnson identifies one hundred key lessons that every entrepreneur must learn in seven areas: Strategy, Education, People, Finance, Marketing and Sales, Leadership, and Motivation. Lessons include how to think big, who makes the best business partners, what captivates investors, when to abandon a business idea, where to avoid opening a business bank account, and why too much formal education can hinder your entrepreneurial growth.

Smart and insightful, *The Entrepreneur Mind: 100 Essential Beliefs, Characteristics, and Habits of Elite Entrepreneurs* is the ultimate primer on how to think like an entrepreneur.

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Editorial Review

Review

"This book is where every 'wannabe' entrepreneur should start...these potentially controversial mindsets ring true. Enjoy."

-**Martin Zwilling**, contributor, *Forbes*

"In our current time, it's essential to share any type of business knowledge that we attain, and Kevin Johnson is definitely playing a pivotal role in contributing to our entrepreneurship age."

-**Vivian Giang**, reporter, *Business Insider*

"Kevin has done a remarkable job synthesizing the key points about successful entrepreneurship. In valuable detail, he discusses his own enlightening experiences and those of well-known entrepreneurs to help readers get it right the first time. This book is an important resource for current and aspiring entrepreneurs."

-**Eric Overby, Ph.D.**, assistant professor, Scheller College of Business, Georgia Institute of Technology

"In this commendable work, Kevin has emboldened a movement very dear to my heart: making entrepreneurship accessible and a viable option for millions of young people around the world."

-**Scott Gerber**, founder, Young Entrepreneur Council; author, *Never Get a "Real" Job*

"Kevin Johnson has written a phenomenal book that will inspire readers to become high-achieving entrepreneurs. Cleverly interweaving the lessons from his rich experience with those of business moguls who we all admire, Kevin exemplifies and articulates the great opportunity, fulfillment, and value that pursuing entrepreneurship brings. Well done."

-**Andrew Young**, former mayor of Atlanta, U.S. congressman, and U.S. ambassador to the United Nations

"Kevin stitches together actual life scenarios and outcomes that every entrepreneur needs to understand. This book doesn't live in the clouds like some others do. Real life for real business builders... read it!"

-**Devon Wijesinghe**, serial entrepreneur; chairman, Insightpool; director, Atlanta Technology Angels

"Kevin has just given us the next best *how-to* handbook on starting, building, and sustaining your own business. It is written with such clarity and with commonsense lessons that truly hit the mark, turning complex concepts into simple applications."

-**Kent Matlock**, CEO, Matlock Advertising and Public Relations

"*The Entrepreneur Mind* provides an easy-to-understand blueprint for success. It can be used by anyone wanting to make their dream a reality or aiming to take their business to the next level. In this book, Kevin gives key step-by-step principles for building a strong business foundation from idea to execution, and it is truly a must read for everyone ready to step out on faith to start their own enterprise."

-**Samuel T. Jackson**, founder, chairman, and CEO, Economic Empowerment Initiative Inc., and member, U.S. President's Advisory Council on Financial Capability

"Wow! Within minutes of reading this book, the business strategies and secrets that Kevin shared more than paid for the price. I highly recommend this book to entrepreneurial newbies, seasoned pros, and everybody in between. Buy it, use it, and watch your business grow!"

-**Shaun King**, founder, HopeMob

"Kevin's book is thought-provoking and insightful. Readers will be challenged on their own beliefs and characteristics regarding entrepreneurship. It is full of rich ideas on how to develop an entrepreneurial mindset and how to build a business the right way, avoiding the issues that have caused others to stumble."
-**Christopher Hanks**, director of Entrepreneurship Program, University of Georgia

About the Author

Kevin D. Johnson, president of Johnson Media Inc. and a serial entrepreneur, has several years of experience leading his multimillion-dollar marketing and communications company that now serves many of the most notable Fortune 100 businesses. As an innovative leader, he has appeared on ABC's *Good Morning America*, CBS, Oprah Radio, and in *The New York Times* and *The Wall Street Journal*. Moreover, he has appeared on CNN frequently.

Before founding his company in 2000, he engineered web applications and produced computer software for leading companies. He was a software programmer for IBM and a webmaster for CNN Interactive. He also worked for Arthur Andersen Worldwide as a business consultant and software developer.

Hailing from Boston, Massachusetts, Kevin attended Morehouse College in Atlanta, Georgia, where he studied computer science as a NASA scholar and Spanish, graduating with honors. While in college, he started Johnson Media Inc., which in 2000 created one of the first online content management systems, called OmniPublisher. He later sold it to a publishing company, earning the distinction as a social media pioneer. Realizing the tremendous opportunity in applying Internet technologies to media and marketing, he decided to focus his business on this growing market.

Recently, Kevin was the director of economic gardening for the Technology Association of Georgia (TAG), one of the nation's largest nonprofit trade organizations for technology. In this role, he was responsible for leading an innovative approach to economic development that focused on providing resources to high-tech businesses located in Georgia's coastal region.

In his spare time, Kevin enjoys listening to salsa and jazz, playing piano in his Latin band, reading, golfing, traveling, and running half marathons. He is a member of the Apex Society, the Young Entrepreneur Council (YEC), and a former board member of the Atlanta Business League (ABL). He lives in Atlanta, Georgia, with his wife and son.

Users Review

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