

# Hooray...I Failed!

What have you failed at lately? Do you brag about it to others? I don't know about you, but I have tried a lot of things and I have failed at a lot of things. Most people think that it reflects badly on you to fail and then to share what you have failed at doing. I was that way when I was younger and was embarrassed and shy about discussing things that didn't go so well. Now, I don't feel that way, because I realize that these attempts have led to my successes.



How do you become successful if you don't try? Ask anyone that has achieved success and they will tell you, it was not a straight line from where they started to whatever place they realized their relative success. They will tell you it was filled with a few big failures, or maybe a bunch of small ones, but whatever the case, there were failures along the way.

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## The Dark Secrets of Entrepreneurs



Not a lot is written about how hard being an entrepreneur can really be, so it was very nice to see an article about the deep struggles that those at the top, who running a business, can deal with at times. The article is called [\*The Physiological Price\*](#)

[\*of Entrepreneurship\*](#), and I thank my E0 forum mate Vonda White for sharing.

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## **An Inside Perspective**

Something that is always a great experience, and chock-full of learning, is taking a tour of a business. If you have a fascination for business like I do, going into and getting a hands-on tour of a business,



especially by the founders, is an amazing learning tool. We do this with the Entrepreneurs Organization E0 at our conferences in the different cities that host us. We also do this in the local chapters, getting in to see businesses where our members may have connections, which allows us to get the quarter tour, instead of the nickel tour.

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# Not Scaling – Part 2: Starting Small to Build Big



The big news to share this week on bounceit!™ is that the app went live in the app store, after a long period of creation, and we are starting the process of scaling by not scaling, as was discussed in [last week's blog](#). This week will be focused on getting a small group to use and try it out on all devices to make sure everything is flowing

well. Then, we will move to our local and social media friends to give it a try and to share with others, if they like it. And finally, on to the rest of the world.

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## Scaling bounceit!™ by Not Scaling

Many of us look at the world we live in today and think about an idea we may have that, if launched in our connected world, it would spread and we would become super rich. With the internet and smart phones allowing us to be connected everywhere, this is not a pipe dream. The right idea, combined



with the right idea, combined

with enough money and a strong management team, can push an idea out in the marketplace and accomplish those dreams.

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## Business Regret: What's it All About?



If you listen to any of the successful leaders in business out there, you will hear them say over and over that it is about the people. In other words, to have a successful business, you must have the right people and they must be in the right positions, playing to their strengths. Then everything will be good.

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## Making Social Media Work

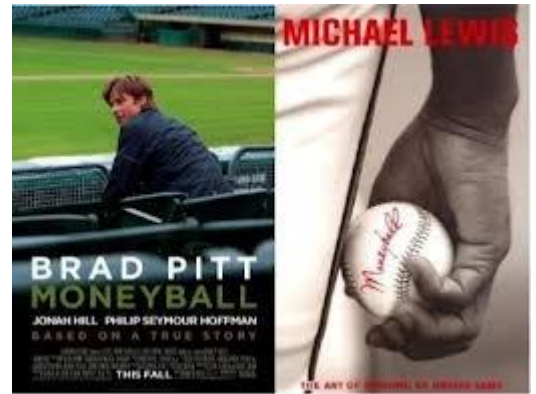


We all keep hearing about this social media thing and how we need to jump aboard to get our networks sharing our story and helping us to market. “How do I get this social media thing to really work for me?” is what we keep hearing people say, and I bet you have had the same thought.

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# Better Metrics with Moneyball

As a student of business, I really enjoyed seeing the movie [Moneyball](#), after I read [the book](#) back in 2004. It has been out a while, and I saw it at the movie theater, then again on DVD. The story is very intriguing as it relates to success with numbers. That is what we try to do with business and this story is a good example of digging deeper than the obvious to get real meaning with your numbers, stats or metrics.



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# Is Your Website Mobile Friendly?



One of the trends that we have been discussing is how mobile is so pervasive in the modern world and growing fast in the developing world. We have discussed this as it relates to mobile apps and how they are helping businesses connect with

their customers in a very intimate way. What we have talked less about, is how our websites need to be set up for responsive design.

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# Freedom and Leadership

This is the week that we celebrate America's birthday and her Independence. This is a special holiday for me because I am such an advocate for freedom – to go and do what your God-given talents are, to be all that you can be. We do this with fun in the sun, barbecues, picnics, boating and some sporting events. As an entrepreneur, the freedom to explore opportunities, to go out and create, shows what this great country is about and is symbolic with our flag and this day. I want to wish this county a Happy Birthday and give a special thanks to all those who we have lost and to the families that have lost loved ones to keep us free, now and over our history!