



Main Street Entrepreneur: Build Your Dream Company Doing What You Love Where You Live

By Michael Glauser

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100 Cities. 100 Entrepreneurs. 9 Keys for Success.

Main Street Entrepreneur offers a unique look at what it takes to create a successful and thriving business. Lifelong entrepreneur, business consultant and university professor Michael Glauser rode 4,005 miles in 45 days, spent 246 hours on a bike seat, climbed 165,748 vertical feet, and interviewed more than 100 entrepreneurs in 100 cities along the way to discover the secrets to entrepreneurial success.

Glauser has distilled hours of interviews and research to present the nine keys for:

- Building a purpose-driven business
- Meeting important community needs
- Developing a supporting cast
- Working with a zealous tenacity
- Giving mind-boggling customer service
- Diversifying revenue streams
- Giving back to the broader community
- And ultimately, creating the lifestyle of your dreams

Readers will learn how to achieve their own dreams and won't need a 30-page business plan, venture capital, or an exit strategy. All they need to do is implement nine keys for success. Not everyone can build a Facebook, Google or eBay, but anyone with passion and tenacity can do what these entrepreneurs all across America are doing.



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Editorial Review

Review

"Michael Glauser's *Main Street Entrepreneur* is filled with real learnings from the trenches of startups and delivers a complete tool box for entrepreneurs to start and build their own businesses. Glauser's success as an entrepreneur, along with the insights and learnings of another 100 entrepreneurs, gives the book enormous credibility and gravitas. This is a timely and relevant book that is written in an immediately applicable way—and for that I highly recommend it!"

—Stephen M. R. Covey, Author of *The Speed of Trust*, Coauthor of *Smart Trust*

"Technology is eliminating jobs in nearly every industry at an ever increasing pace. In the near future, more of us will have to become entrepreneurs and create our own jobs. During his 4,000 mile bike ride across America, Michael Glauser, developed a clear road map anyone can follow to build a successful company. His book will help you create the life of your dreams. It's time to get started."

—Daven Michaels, Author of *Outsource Smart*, Founder and CEO of 123Employee

"Every year we mentor thousands of people all over the world who are trying to rise out of poverty by starting their own business. The key concepts taught in *Main Street Entrepreneur* are the exact principles people need to implement to be successful. I highly recommend this book to anyone who wants to start a business and achieve their dreams."

—Mark L. Petersen, President and CEO of Mentors International

"Make no mistake, the American Dream is alive. People are merging their livelihood and lifestyle by doing what they love while living where they want. In *Main Street Entrepreneur* you will meet remarkable entrepreneurs and discover the key principles for achieving your dream. A must read for anyone seeking more freedom, security, and happiness!"

—Judy Robinett, Startup Funding Expert, Author of *How to Be a Power Connector*

"Michael Glauser shares the secrets to success that entrepreneurs across the country have used to enjoy the American Dream. His nine keys will help any ambitious soul achieve and sustain success. Building a successful business, and lifestyle, just became easier with *Main Street Entrepreneur*."

—Roger Connors, Cofounder of Partners In Leadership, Author of *The Oz Principle*

"Glauser takes us on a literal ride to the near future where the small sole proprietors create the business future that multinational corporations once controlled. An essential read to help you succeed in the post-capitalist economy of the near future."

—Geoffrey Colon, Communications Designer at Microsoft, Author of *Disruptive Marketing*

"I love Michael Glauser's bike trip across America as an analogy for business development. As a three time Hawaii Ironman finisher and college swimmer I can attest that the purpose and passion necessary to succeed as an athlete are precisely the same disciplines that can produce success in all aspects of one's life, whether it's business, health or relationships. There are always going to be bumps and pot holes in the road. Glauser is spot on when he says that keeping your purpose in focus is the most important thing to get you to the finish line."

—Howard Liebowitz, MD, FACEP, Director of Liebowitz Longevity Medicine, Foremost Anti-Aging

Medicine and Hormone Specialist

"The people I meet who are not executives all dream of starting their own company. But they don't because they don't know how and can't see themselves in the lore of multi-billion dollar success. Finally, the masses have a roadmap to attain a more Main Street success."

—Mark Cook, Director of O.C. Tanner Institute, author of *Sales Blazers*, Adjunct Professor of Entrepreneurship

"I started my first business at age 15 and have run my sixth for almost 30 years now. Oh, what heartache and sleepless nights I could have saved myself if I had only had Michael Glauser's insightful book from the beginning! What a fun and easy read to experience his cycling adventure right along with the interesting and wise people he met on his bold journey! I recommend this book big time."

—Wendy Keller, Author of *Secrets of Successful Negotiation for Women*

"While many of us tend to think about entrepreneurship in "Shark Tank" terms, most startups are local businesses created to serve a local need. This book is an excellent and inspirational primer for would-be entrepreneurs who don't seem themselves as the next Zuckerberg."

—Geoffrey James, Contributing Editor, Inc.com

About the Author

Michael Glauser, Ph.D., is the executive director of the Jeffrey D. Clark Center for Entrepreneurship at Utah State University, an entrepreneur, business consultant, and university professor. He is the co-founder and CEO of My New Enterprise, an online training and development company. He is also the founder and former CEO of Golden Swirl Management Company and of Northern Lights. Both companies were sold to CoolBrands International. Mike has consulted with numerous corporations in the areas of business strategy, market research, organizational effectiveness, and leadership development. His clients have included Associated Food Stores, The Boeing Company, Department of Workforce Services, Esso of Inter-America, Harmon Music Group, and USANA Health Sciences.

Glauser has held faculty positions at the University of North Carolina, Westminster College, and Utah State University. He has designed and taught courses in business strategy, entrepreneurship, management, and organizational behavior. He has published numerous articles in professional journals and magazines, and published two books on entrepreneurship: *Glorious Accidents* and *The Business of Heart*. He has appeared on Great Day America, First Business from Washington, The G. Gordon Liddy Show, Voice of America, Good Morning Chicago and Associated Press Radio. He lives in Salt Lake City.

Users Review

From reader reviews:

Eileen Smith:

Precisely why? Because this Main Street Entrepreneur: Build Your Dream Company Doing What You Love Where You Live is an unordinary book that the inside of the book waiting for you to snap it but latter it will distress you with the secret it inside. Reading this book adjacent to it was fantastic author who all write the book in such incredible way makes the content within easier to understand, entertaining method but still convey the meaning totally. So , it is good for you because of not hesitating having this any longer or you going to regret it. This phenomenal book will give you a lot of rewards than the other book include such as help improving your proficiency and your critical thinking means. So , still want to postpone having that

book? If I had been you I will go to the e-book store hurriedly.

Frank Anderson:

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John Keaney:

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