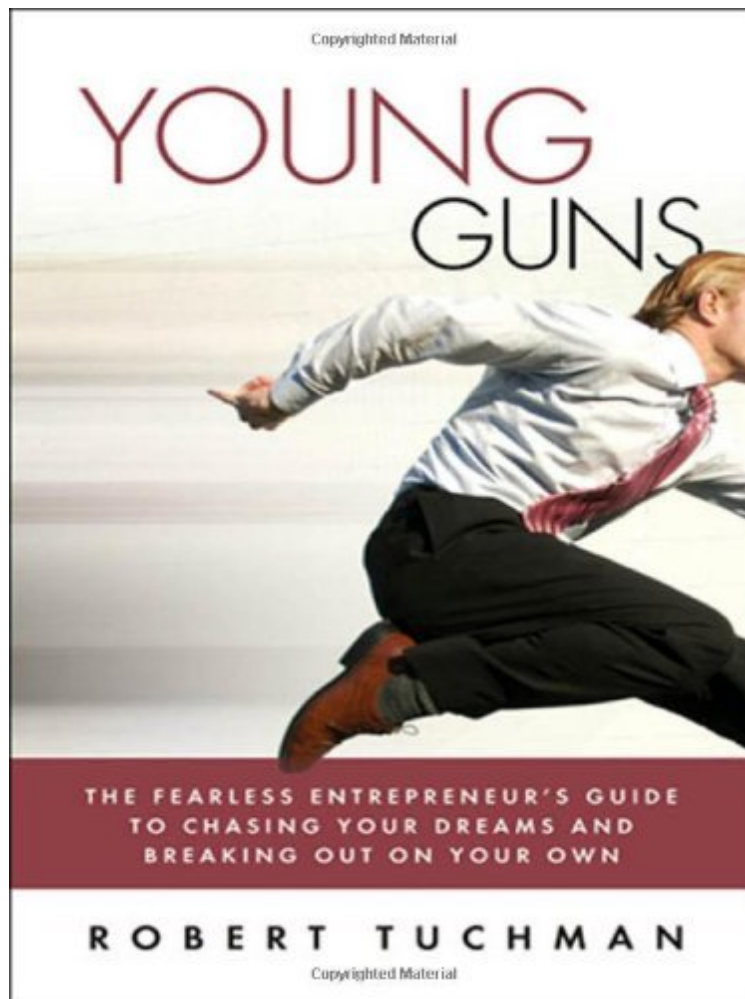


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## Young Guns: The Fearless Entrepreneur's Guide to Chasing Your Dreams and Breaking Out on Your Own

*Robert Tuchman*

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**Robert Tuchman : Young Guns: The Fearless Entrepreneur's Guide to Chasing Your Dreams and Breaking Out on Your Own** before purchasing it in order to gage whether or not it would be worth my time, and all praised Young Guns: The Fearless Entrepreneur's Guide to Chasing Your Dreams and Breaking Out on Your Own:

0 of 0 people found the following review helpful. Very MotivatingBy Leandro P. de Lima e SilvaBased in the author's experience with pursuing his dream and opening his own company, the book describes the author's feelings and thoughts that took him to this stage and talks about topics which he considers important for the young entrepreneur's success. He preaches that the aspiring entrepreneur must keep asking the question: "why not me?". Very motivating.0 of 0 people found the following review helpful. Well writtenBy JosefinaThis book provides insight into the minds of

some highly respected 'movers and shakers'. They share their views of how to run a successful business/organization. It is very inspiring. Great gift for that college grad, or anyone who wants to learn some secrets for success in life. 0 of 0 people found the following review helpful. A Book Every Aspiring Entrepreneur Should Read Before Launching a Business By Nikki Leigh Part of the American Dream is to own your own business. Millions of people have done this - but we also know that many people fail in business every year, many in the first years. So, is there a secret to succeeding as a new entrepreneur? There are a number of factors and *Young Guns* by Robert Tuchman is a very good place to get started. Anyone who is in business for themselves knows that there are many things that make a difference in the success or failure of any business. I've managed businesses for over 20 years for a wide variety of business owners and usually I was hired to reorganize and fix struggling businesses. This gives me a unique perspective in the qualities and decisions that make a successful entrepreneur. So, I was very interested to read *Young Guns* and to see what Robert Tuchman had to say. I cringe every time I hear someone say "All you need is a great idea and you'll be a success." I was participating in a writer's conference symposium for business authors and the man beside me said that and I had to chime in and disagree. It made for an awkward hour - but it had to be said. So, I opened this book and waited to see if the author would say that. I'm very glad to report that he did not. I was very glad that the first chapter is titled "Why Not Me?" What a great way to start the book? It made me even happier when I looked at the table of contents and found "The Idea" was chapter 3. Robert Tuchman tells the reader to be sure that it is really a big idea. Just being excited about an idea isn't enough and many times we hear that it's only important to find something that the market needs. While these are all elements of a successful idea - Tuchman says that it's also important to find something that you are truly interested in. This proves that my "big idea" probably wouldn't be your "big idea". I've always said that people should never make the decision to start a business without putting together a business plan. This can be daunting, but it's also very revealing. In *Young Guns*, Tuchman provides a simple game plan to help the aspiring entrepreneur get started. This is not a complete and in depth business plan, but it is enough to help you get started and to evaluate your idea to see if it's feasible. There is a chapter about business partners. Should you have one? If so, what sort of person should you choose? The right or wrong decision about a business partner can have a huge impact on your business and your life. He talks in depth about service - just selling a product or service is not enough. You need to back up your product or service with great customer service. As I was told years ago by my grandfather - great customer service guarantees you have customers and without customers you won't have a business. These are just a few of the things I really enjoyed about *Young Guns* and I highly recommend it for a person who is considering starting their own business. This is a book that you can and should read before you have an idea - it could even spark a great business idea and he will also help you develop the skills you need to launch a business.

As a recent college graduate, there is no better time to take risks especially when it comes to making career choices. All too often, young employees find themselves in unfulfilling jobs with little chance of advancement. But with the right advice, they can strike out on their own and chase their dreams. Through personal experience as a one-time stock broker-trainee turned successful entrepreneur, Robert Tuchman knows what it's like to be stuck and what it takes to break free of a frustrating job and build your career on your own terms. In "*Young Guns*", he shows readers how to start out on a business venture, how to gain a client base, how to keep those clients, and what they need to sacrifice along the way in order to succeed. He reveals the myths and realities about starting a business when you're young. Filled with real-life examples of entrepreneurs under 35 who have made it to the top, this is the book that will show readers how to go for the gold and lead a passionate, daring and successful life.

From the Inside Flap When Robert Tuchman graduated from college, he had a burning desire to follow his passion and make a name for himself. He was quickly forced to abandon his dream of being a sports writer, eventually accepting a position as a stockbroker trainee. Like many graduates, he soon realized that he was completely unfulfilled in his new job. "There has to be something better than this," he decided. In *Young Guns*, Tuchman shows how you can pursue your own dreams of making it big and breaking free from the pack. In addition to his own, he tells the incredible stories of other young guns who fulfilled their dreams, including three PayPal employees named Steven Chen, Chad Hurley, and Jawed Karim, who started a little website called YouTube, where users could upload, view, and share video clips. Using their unparalleled marketing savvy, design skills, and a hunger to create something of their own, they turned the site into a phenomenon. Eventually, these three young guns sold their site to Google Inc., for \$1.65 billion. Entrepreneur Tuchman shows you that you can break out on your own and achieve your dreams. He explains how to start out on a business venture, and what you need to sacrifice along the way in order to succeed. As a young gun himself, Tuchman is an expert on taking risks and starting your own business. Tired of working at a job with little prospect of advancement, he formed his own company - Tuchman Sports Enterprises - out of a corner of his apartment with one phone and a fax machine. Within two years, his company was named to the annual Inc. 500 list of America's fastest-growing privately held companies. With his hard-won advice, you will discover how to: . . . . . Connect your work to what you love. . . . . Start working your plan, whether you're ready or not.

Find the right partner, and avoid the wrong one.

Set priorities for that all-important first year.

Court clients and keep them coming back.

Build a great team.

Overcome failure and learn from it.

Maintain good relationships with your vendors.

There is no better time to take a chance than when you're young, bold, and have very little to lose. The young guns in this book prove that taking risks and breaking free from the pack really does pay off.

Robert Tuchman is the Founder of TSE Sports Entertainment, a company he started out of his one-bedroom apartment in Manhattan at the age of 25. TSE has gone on to appear on Inc. 500's list of America's Fastest Growing Privately Owned Companies. Tuchman now serves as President of Premiere Corporate Events, a division of Premiere Global Sports. He has appeared on "Your World with Neil Cavuto," the CBS Morning News, CNN, NBC, BET, and has been the subject of features in USA Today, the New York Times, the Wall Street Journal, and Entrepreneur. He lives in New York City.

There is no better time to take risks—especially when it comes to making career choices—than when you're young. As a recent college graduate, you may find yourself in an unfulfilling job with little chance of advancement. But with the right advice, you can break out on your own and chase your dreams. Author Robert Tuchman knows what it takes to break free of a frustrating job and build a career on your own terms. In *Young Guns*, he shows you how to start out on a business venture, how to gain a client base, how to keep those clients, and what you need to sacrifice along the way in order to succeed. You will learn how to:

- formulate your great idea
- identify your strengths
- develop a realistic business plan
- get out and meet the right people
- capitalize a venture
- make your business stand out in a crowded marketplace
- find and get along with a business partner

Filled with real-life examples of entrepreneurs under 35 who have made it to the top, this book will show you how to go for the gold and lead a passionate, daring, and successful life.

"I was inspired by Robert's motivation and energy. He has a real passion for sports.

They say there are three types of people, Some make things happen, some watch things happen, and others wonder what happened. Robert truly makes things happen.

Walt Frazier, NBA Legend

Robert's drive, passion, and energy for EVERYTHING is a real source of inspiration in my everyday life.

Bill Walton, NBA Legend

Robert Tuchman brings a tremendous amount of energy and enthusiasm.

He did not need a "miracle," just a tremendous work ethic and passion for what he does. He is someone we all can learn from.

Mike Eruzione, Captain of 1980 Olympic Champion U.S. Hockey Team

About the Author Robert Tuchman (New York, NY) is the Founder of TSE Sports Entertainment, a company he started out of his one-bedroom apartment in Manhattan at the age of 25. TSE has gone on to appear on Inc. 500's list of America's Fastest Growing Privately Owned Companies. Tuchman now serves as President of Premiere Corporate Events, a division of Premiere Global Sports. A frequent guest on "Your World with Neil Cavuto," he has also appeared on CNN, the CBS Morning News, BET, and has been the subject of features in USA Today, The New York Times, The Wall Street Journal, and Entrepreneur.