



Entrepreneurship for Millennials (Vol. 1): Conversations That Take You Beyond the Business Plan (Volume 1)

Tamara Bell

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Are you fed up with career books that speak in generalities? I mean, who over the age of 13 hasn't heard career advice tropes like "have a good network in place," "create a LinkedIn profile," and "you can do it." Not that these aren't important building blocks, but few books speak to the *how* to get it done – you know, those annoying steps in-between a beginning and SUCCESS!

My students at The University of Texas at Austin ask a lot of *how* questions. So when I came up with the idea of the *Entrepreneurship for Millennials* series, I knew I needed to talk with experts who could cut through the blah blah blah of starting a business. I didn't write this book to sell you on the idea of entrepreneurship as a career choice. I wrote it for you – the high school or college student just starting out, or the twenty- or thirtysomething already in the work world – who's thinking, "Entrepreneurship, yes. But HOW?"

Luckily, the three experts featured in this first volume speak in specifics about the hows of recognizing the entrepreneurial mindset within yourself; combining personal and company branding when you're the boss; and building communities to strengthen relationships.

Think of this 90-minute read as a mini-mentoring session that will light a spark, ignite an idea to get you started on a lifelong entrepreneurial adventure.

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