

# CONTENTS

FOREWORD BY DONALD TRUMP	ix
ACKNOWLEDGMENTS	xi
INTRODUCTION: BUCKLE UP FOR YOUR FANTASTIC VOYAGE	xiii
<b>CHAPTER 1</b> TRUMP ON ENTREPRENEURSHIP	1
<b>CHAPTER 2</b> UNLEASH YOUR ENTREPRENEURIAL POWER	4
<b>CHAPTER 3</b> FEEL THE FEAR—DO IT ANYWAY	15
<b>CHAPTER 4</b> START RIGHT—BUILD ON THE CUSTOMER MODEL	28
<b>CHAPTER 5</b> SCOUR THE WORLD FOR IDEAS	36
<b>CHAPTER 6</b> SELECT ONE (AND ONLY ONE) OPPORTUNITY	49

## CONTENTS

<b>CHAPTER 7</b>	<b>BOOTSTRAP</b>	<b>62</b>
<b>CHAPTER 8</b>	<b>PLAN FOR THE WAR WITH YOUR COMPETITORS</b>	<b>72</b>
<b>CHAPTER 9</b>	<b>DESIGN YOUR MONEY MACHINE</b>	<b>84</b>
<b>CHAPTER 10</b>	<b>VIRTUALIZE AND GLOBALIZE</b>	<b>95</b>
<b>CHAPTER 11</b>	<b>DO WELL AND DO GOOD</b>	<b>105</b>
<b>CHAPTER 12</b>	<b>DEVISE A WINNING STRATEGY</b>	<b>111</b>
<b>CHAPTER 13</b>	<b>PROJECT YOUR GROWTH AND PROFITABILITY</b>	<b>128</b>
<b>CHAPTER 14</b>	<b>MOBILIZE POWERFUL RESOURCES QUICKLY</b>	<b>144</b>
<b>CHAPTER 15</b>	<b>DEVELOP A SIMPLE, EFFECTIVE BUSINESS PLAN</b>	<b>154</b>
<b>CHAPTER 16</b>	<b>BECOME A WIN-WIN NEGOTIATOR</b>	<b>169</b>
<b>CHAPTER 17</b>	<b>RAISE MONEY</b>	<b>179</b>
<b>CHAPTER 18</b>	<b>FIXATE ON THE CUSTOMER</b>	<b>194</b>
<b>CHAPTER 19</b>	<b>LAUNCH YOUR VENTURE!</b>	<b>204</b>
<b>CHAPTER 20</b>	<b>SUFFER GROWING PAINS JOYFULLY</b>	<b>213</b>

NOTES      225

INDEX      231