

THE \$100 STARTUP

**Reinvent the Way You Make a Living, Do
What You Love, and Create a New Future**

CHRIS GUILLEBEAU

CHRIS GUILLEBEAU is an entrepreneur and lifelong learner. He served as a volunteer executive for a medical charity in West Africa from 2002 until 2006 and has been self-employed for his entire adult life. He has the goal of touring every country on earth and thus far has visited approx. 175 nations. He is the author of *The Art of Non-Conformity* and a graduate of the University of Washington.

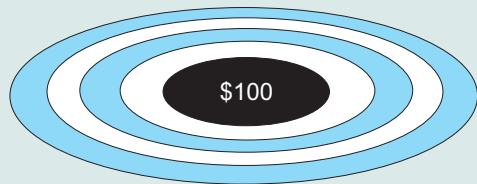
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MAIN IDEA

The time has never been better to start your own microbusiness – a project you start in your spare time centered around the things you really like to do. For \$100 or less, you can chart your own course and create your own future.



Microbusinesses – businesses run by one person with no overheads and no employees – have been around since the beginning of commerce. What's new, however, is the fact today's tools let you reach more potential customers than ever before. It's now feasible to test, launch and scale your project quickly and cheaply, substantially reducing the risk. Going from idea to startup can take less than a month and \$100 or less.

“Commerce may have been around forever, but scale, reach, and connection have changed dramatically. The handyman who does odd jobs and repairs used to put up flyers at the grocery store; now he advertises through Google to people searching for “kitchen cabinet installation” in their city. It’s not an elitist club; it’s a middle-class, leaderless movement. All around the world, ordinary people are opting out of traditional employment and making their own way. Instead of fighting the system, they’re creating their own form of work—usually without much training, and almost always without much money. These unexpected entrepreneurs have turned their passion into profit while creating a more meaningful life for themselves. What if you could do this too? What if you could have the same freedom to set your own schedule and determine your own priorities? Good news: Freedom is possible. More good news: Freedom isn’t something to be envisioned in the vaguely distant future—the future is now.”

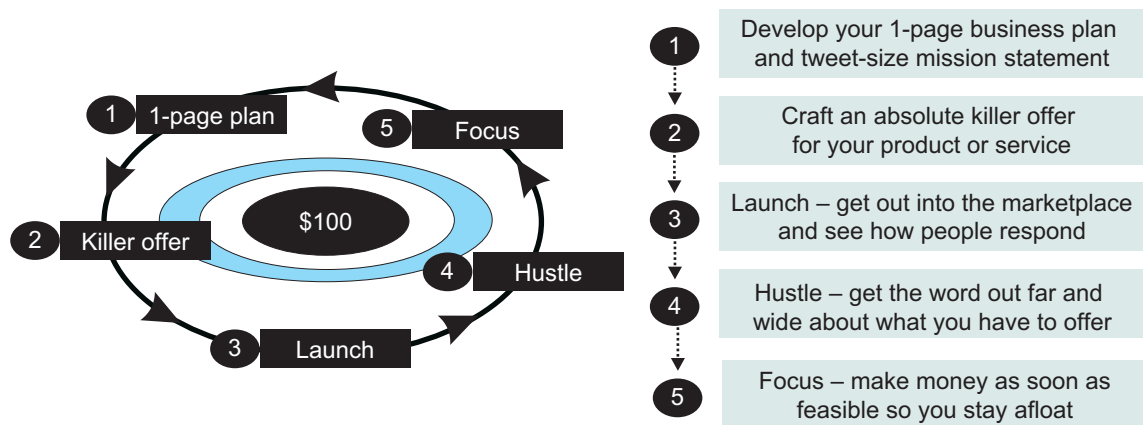
– Chris Guillebeau

1. The Microbusiness Mindset Pages 2 - 3

The microbusiness movement is all about creating your own form of work without much training or money. Rather than look for a position that matches your needs, you create an income around your passions and interests. If you can achieve that on a sustainable basis, you then have the freedom to set your own schedule and determine your own priorities and take on whatever work projects suits your needs. This is about making your work fit your lifestyle, not the other way around.

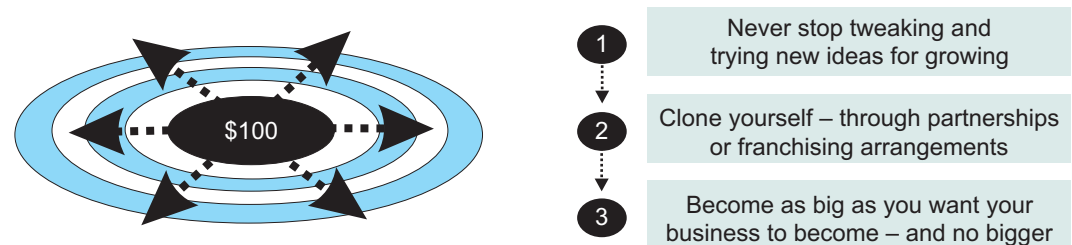
2. The Business Model of a Microbusiness Pages 4 - 6

Once you decide on your idea for a microbusiness, immediately get into action. It's easy to spend a lifetime planning so to avoid that, have a strong bias towards action. What you should do is easy to describe:



3. Leverage and Next Steps Pages 7 - 8

If it's any comfort, growing your microbusiness is usually easier than starting it in the first place. Commit to keep looking for the small changes which have a big impact on your profitability. Don't look for the elusive home-runs – look for ongoing steady improvements.



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