

THE KNACK

How Street-Smart Entrepreneurs Learn to Handle Whatever Comes Up

NORM BRODSKY and BO BURLINGHAM

NORM BRODSKY is an *Inc.* magazine columnist along with Bo Burlingham. Mr. Brodsky has launched seven successful businesses including CitiStorage which sold for \$110 million. Another of his companies, Perfect Courier, was featured for three consecutive years in *Inc.*'s annual listing of the 500 fastest-growing private companies in America. Mr. Brodsky is a graduate of Rider College and Brooklyn Law School. In addition to writing, Mr. Brodsky is also active in making company acquisitions, starting new businesses, mentoring and developing real estate.

BO BURLINGHAM co-writes *Inc.* magazine's *Street Smarts* column with Norm Brodsky. He is also editor-at-large of *Inc.* magazine. Mr. Burlingham graduated from Princeton University and is the author of several books including *Small Giants*, *The Great Game of Business* and *A Stake in the Outcome*. In addition to his publishing career, Mr. Burlingham has worked for Fidelity Investments and as a board member of The Body Shop Inc.

The Web site for this book is at www.theknack.info.

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MAIN IDEA

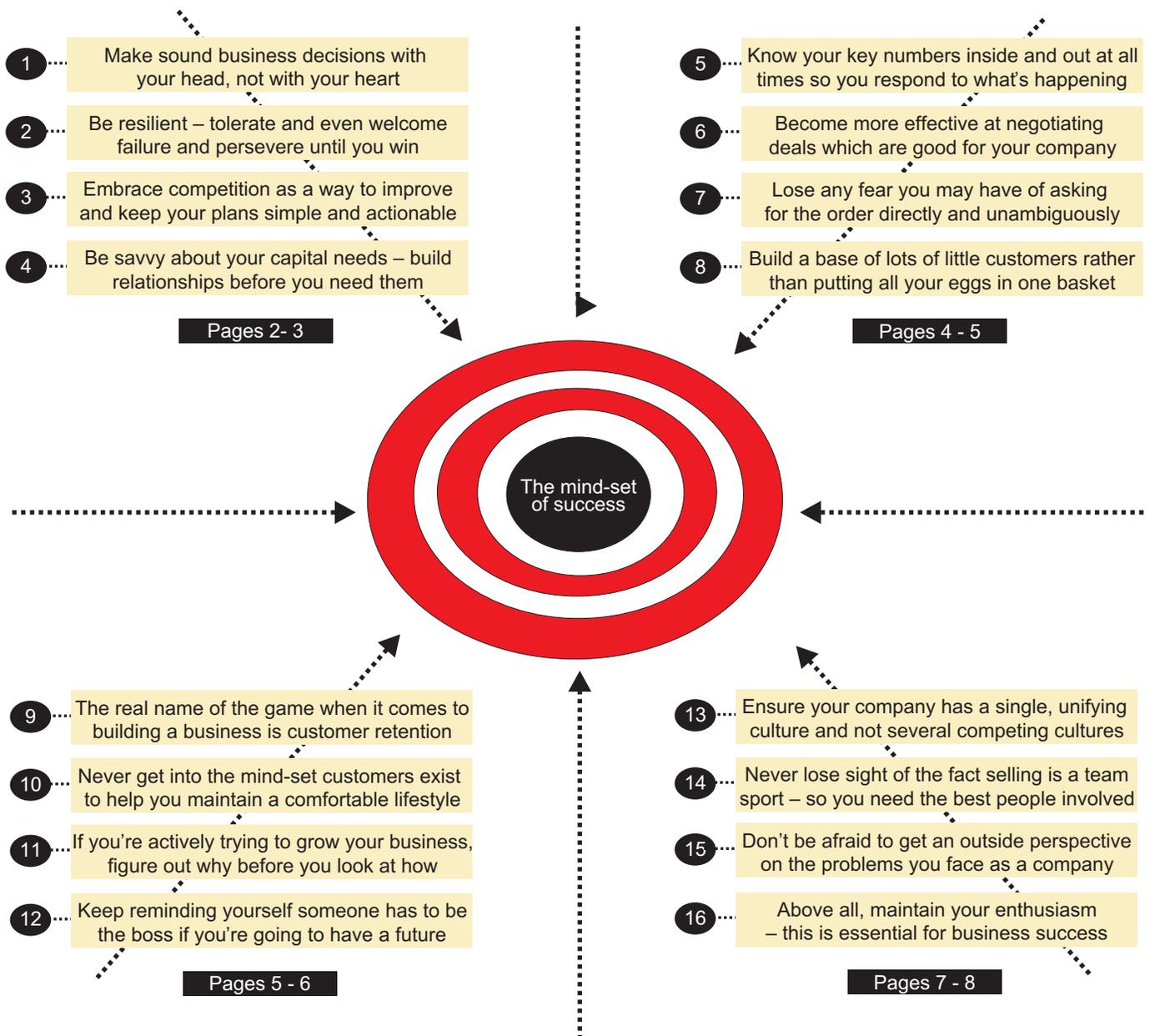
Everyone wants to know the step-by-step formulas or the specific set of rules which guarantee success in business. They don't exist. Instead, there is a way of thinking which can be termed "the mindset of success". When you have that mindset in place:

- You become better equipped to deal with whatever situations and whatever opportunities arise.
- You increase your chances of winning, which hopefully means you can stay in the game longer.
- You end up doing the things and taking the steps which mean you win more than you lose.

Instead of trying to find a fail-safe formula for success, focus on getting and then maintaining the right mind-set. Once you develop these habits of mind, you can then acquire the kind of life you want to live.

"I believe it's such mental habits that allow people to become successful entrepreneurs. I myself have been an entrepreneur for three decades. I've built more than eight companies, including a messenger business that made the Inc. 500 list of fastest-growing private companies for three straight years and a records storage company that I sold for \$110 million in a leveraged buyout. Along the way, I've had the privilege of meeting many other successful men and women company builders, and I've noticed that most of us share these mental habits. They are the secret of our success."

– Norm Brodsky



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