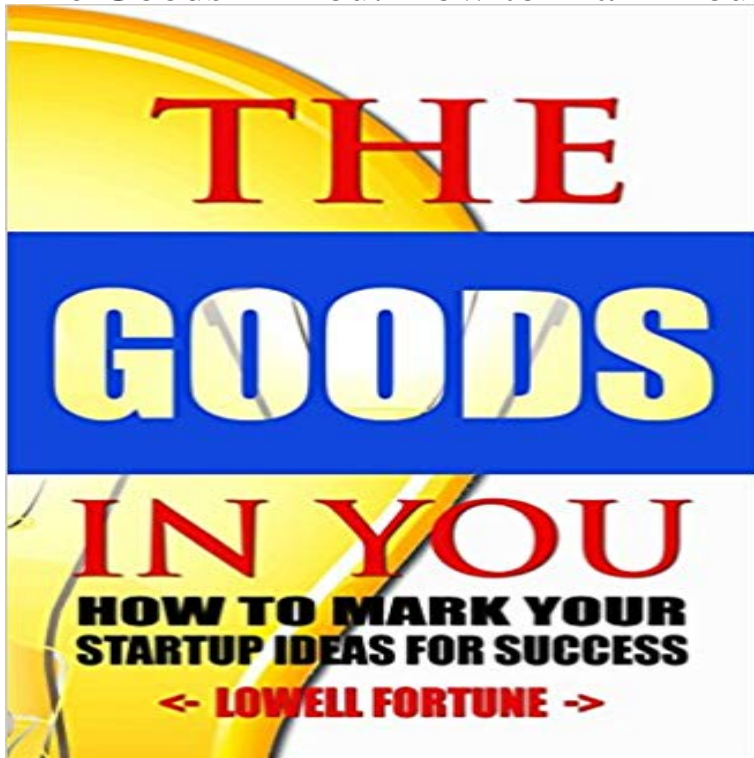


The Goods In You: How to Mark Your Startup Ideas for Success



As you work your way through the 39 markers in this book, you'll learn: how to mold your idea into something people want, the secret to the mindset of the 1%, the top earners; the 3 factors to look for when looking for a partner; the roles people, praise and you play towards success; how to nurture and build an on-line community around your idea; how to avoid underestimating people; 10 reasons to have a greater purpose than money and how to welcome criticism while objectively looking for the hidden jewel left behind to improve you. This is by no means an exhaustive list of what you can expect to glean from this book. It all boils down to what's identifiable in your DMA: desire, mindset, and action. These are the excavators of the goods stored in you. In studying 50 entrepreneurs heading some of the leading tech and service companies in the world, Lowell Fortune discovered that desire, mindset and action were the common thread of success for many of the world's tech and service giants. Companies like Google, Facebook, Dropbox, Amazon, Apple, eBay, LinkedIn, Twitter may vary in size, scope and even revenue, but they all owe their market prowess and existence to an idea fueled by finding out what people want and taking the steps to deliver it to them. Through its carefully woven chapters and breadcrumb-like markers designed to help lead, guide and nourish you along the way to the ranks of the successful, Fortune makes it apparent that *The Goods In You* isn't just about ideas and start-ups; it's also relevant and applicable to life; because, according to him, your life is your very first and most important start-up.

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