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Sonia Lin

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SECRET TO STARTUP FAILURE



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Sonia Lin : Secret to Startup Failure: Fail Fast. Fail Cheap. Fail Happy. before purchasing it in order to gauge whether or not it would be worth my time, and all praised Secret to Startup Failure: Fail Fast. Fail Cheap. Fail Happy.:

6 of 6 people found the following review helpful. You Need This Book!!By KarlAs a perfectionist and someone who has started various businesses, not always succeeding, I found this concept hard to digest at first. I am very happy to say that after reading this book I really felt that I could relax a little. I always plagued myself with the small details and always managed to find obstacles rather than signs of success. This book really has lifted the lid of limitation for me; I feel that I can go ahead with plans AND still have a life. I no longer have to worry about failing because I know I would have still learned something from it. This incredibly original book will see you through your start-up failure; preparing you for your next success! I thoroughly enjoyed this book and the comic style images that I could easily relate to. I highly recommend this! Start failing today. *****4 of 4 people found the following review helpful. She Knows What She's Talking AboutBy KJWay back in the dinosaur age (early 2000s haha), I worked at a startup, so I found this book fascinating from the get-go. I've worked in both corporate and startup cultures, and I would take a startup gig over a corporate job ANY day. There are so many wonderful things about working at a startup, but some of us can get mired in the details. Lin's experience and insight are absolutely invaluable. I love that this book is peppered with questions that seem simple (i.e. "How long can you function without adequate rest and food?" "Who do you enjoy working with?") but these are the absolute most important questions one CAN ask in this scenario. Working at a startup can be like being involved in a war, and checking your food rations and war buddies can be the most relevant

thing that one can do! There are also some really funny comics in the book. A particular favorite of mine was "The Launch Day". HA! This was one of the most accurate depictions of startup life that I've seen. I also enjoyed the section on co-founders, which is another critical area to explore. Other practicals covered include working space and life/work balance, both of which can make or break a startup. I also love that Lin discusses the importance of sleep, as I'm sick and tired of reading news stories about young people literally working themselves to death. There HAS to be a balance, and we shouldn't have to sacrifice our circadian rhythms to the Startup Gods. That's no way to live. In short, I would recommend this book to folks who are of the startup variety, but also ANYONE who's in the workforce or wants to be. The guidance dispensed in this humorous and brilliant book can be applicable to practically any person in any industry. It will be especially helpful for those wanting to start their own business, but everyone can find something useful in this book.

1 of 1 people found the following review helpful. Entrepreneurs Need to Embrace Failure to Succeed
By xgamrx
This book is up your alley if you have established a vision, yet continue to fail or fear failure at anything in life. It is presented in a non-confrontational, humorous, comical nature to allow you to have fun in the process of learning. Success is inherent upon learning from your failures. Even Thomas Edison failed nearly one-thousand times, but proved nine-hundred and ninety-nine times what does not work for a lamp filament. Many entrepreneurs eventually find a way to overcome the obstacles by minimizing the level of risk while capitalizing on the opportunities. If you fall off a horse, you simply need to hop back in the saddle and finish the ride. "Secret to Startup Failure: Fail Fast, Fail Cheap, Fail Happy" provides invaluable advice as well as the necessary links to navigate you through shark infested waters in the business world. In effect, you must learn from your mistakes, plan, and strategize your way to the top!

Winner of National Indie Excellence Award, Entrepreneurship and Small Business category -

"Sonia Lin is a genius, and her every single truth made me think so freely."