

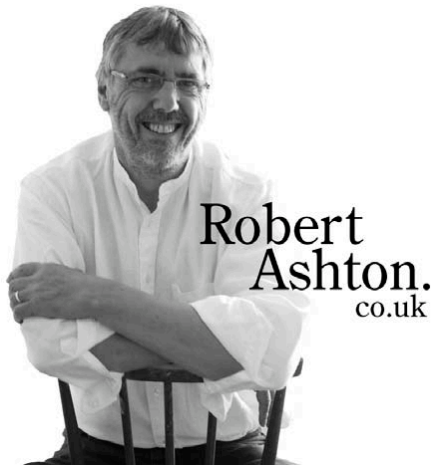


**So you want
to build
your business**

Robert Ashton

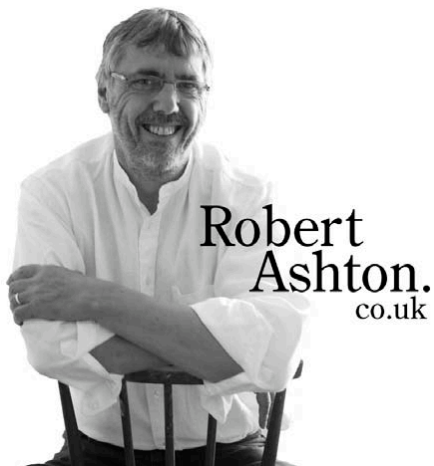
The Barefoot Entrepreneur

**Success is all
in the mind**



**Entrepreneurship is an
attitude, not a skill**

**If you think it's
real, it can hurt
like it's real**



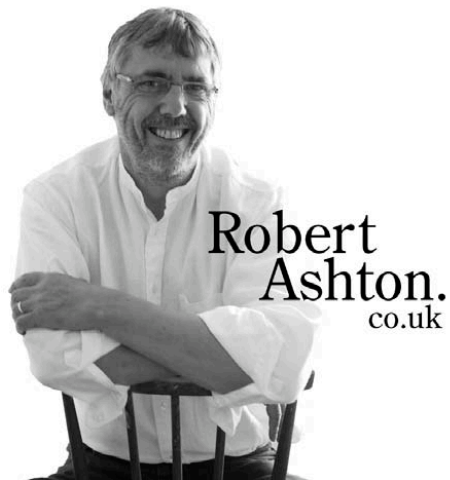
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Beware the placebo effect

Passion pushes the entrepreneur

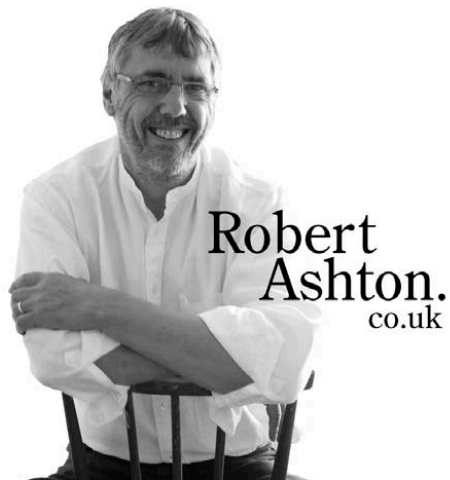


People are people first,
entrepreneur's second



Tip 1

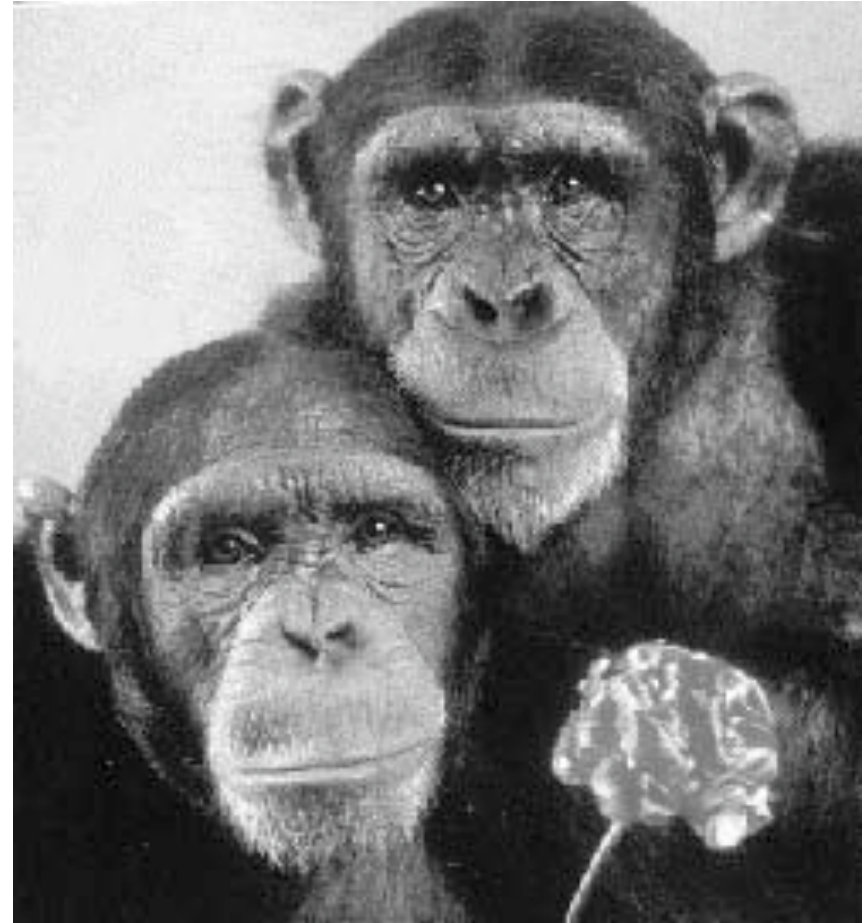
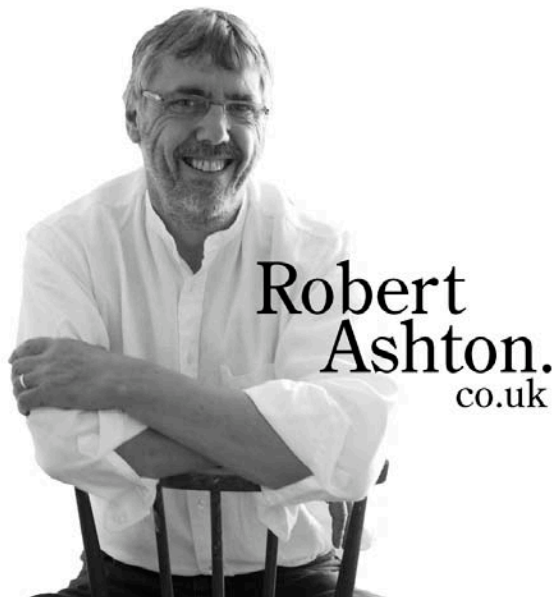
Avoid mixed messages



. . . and recognise and respect desire lines

Tip 2

Use your hearts as
well as your heads



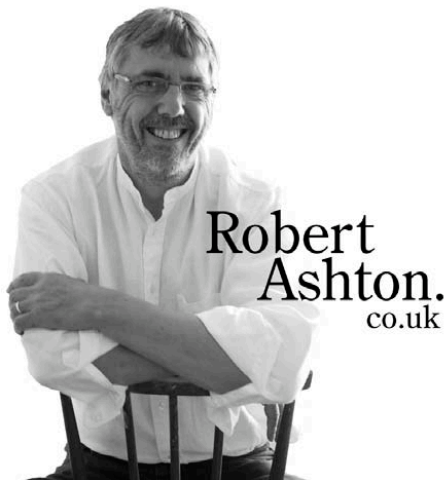
It's an emotional
journey

Tip 3

Collaborate and
don't try to do it
all yourself

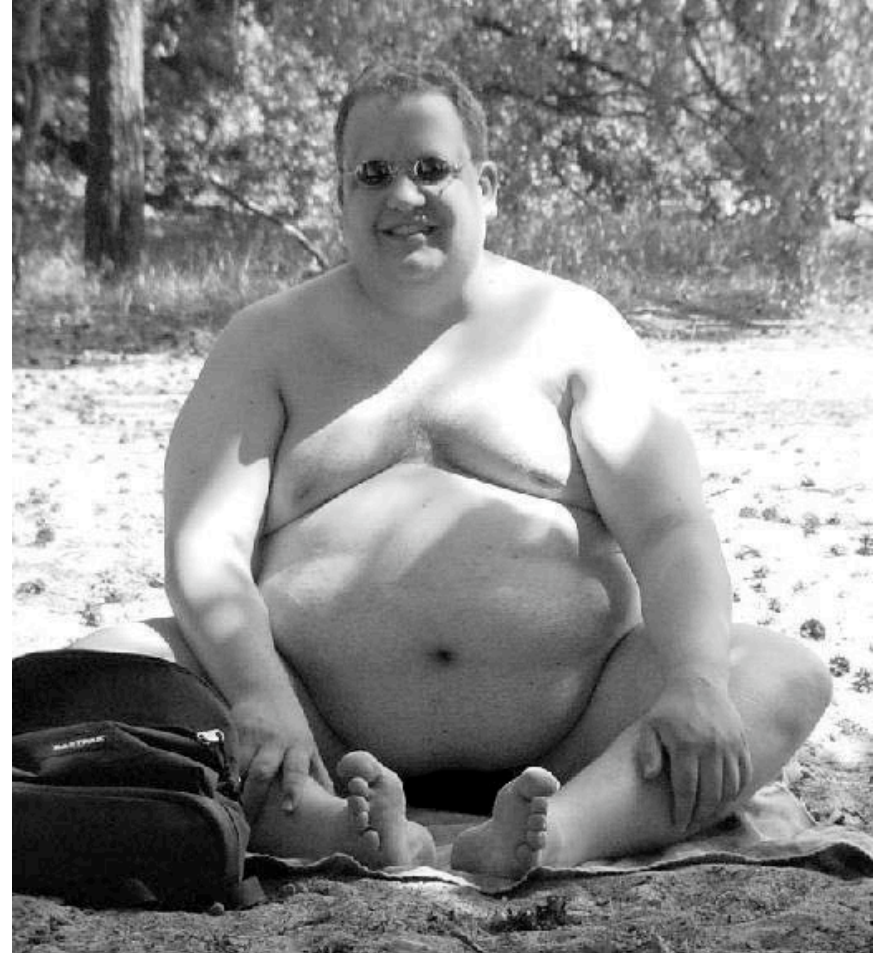
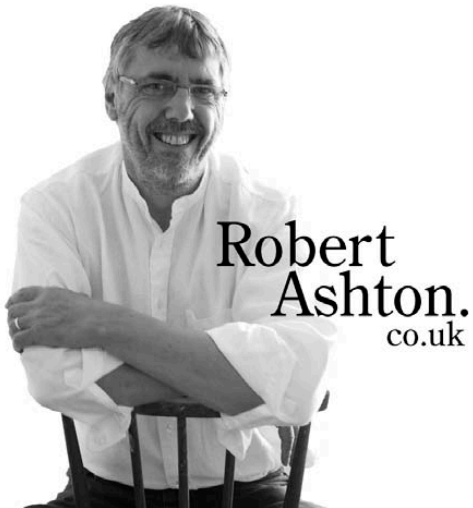


Fishermen don't grow
potatoes



Tip 4

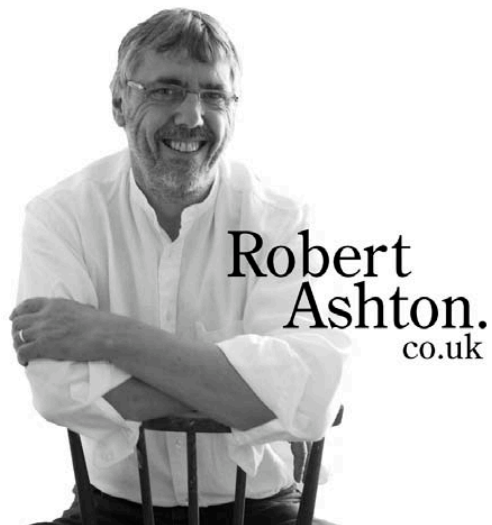
Listen to your gut
instincts



Reality rumbles!

Tip 5

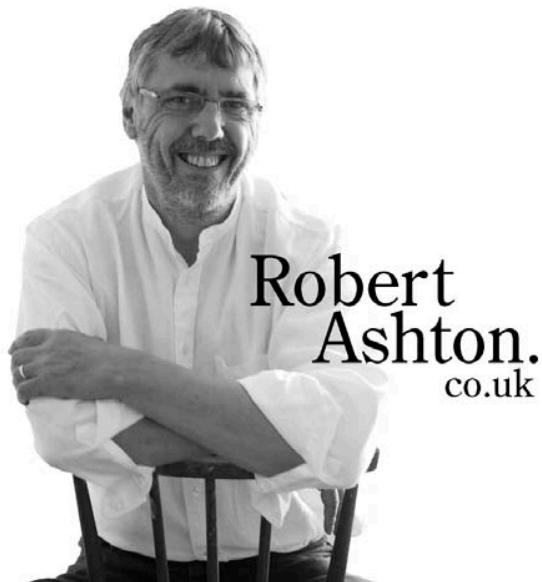
‘Only dead fish swim with the tide’










Buck the trend

Tip 6

It's important to
measure things



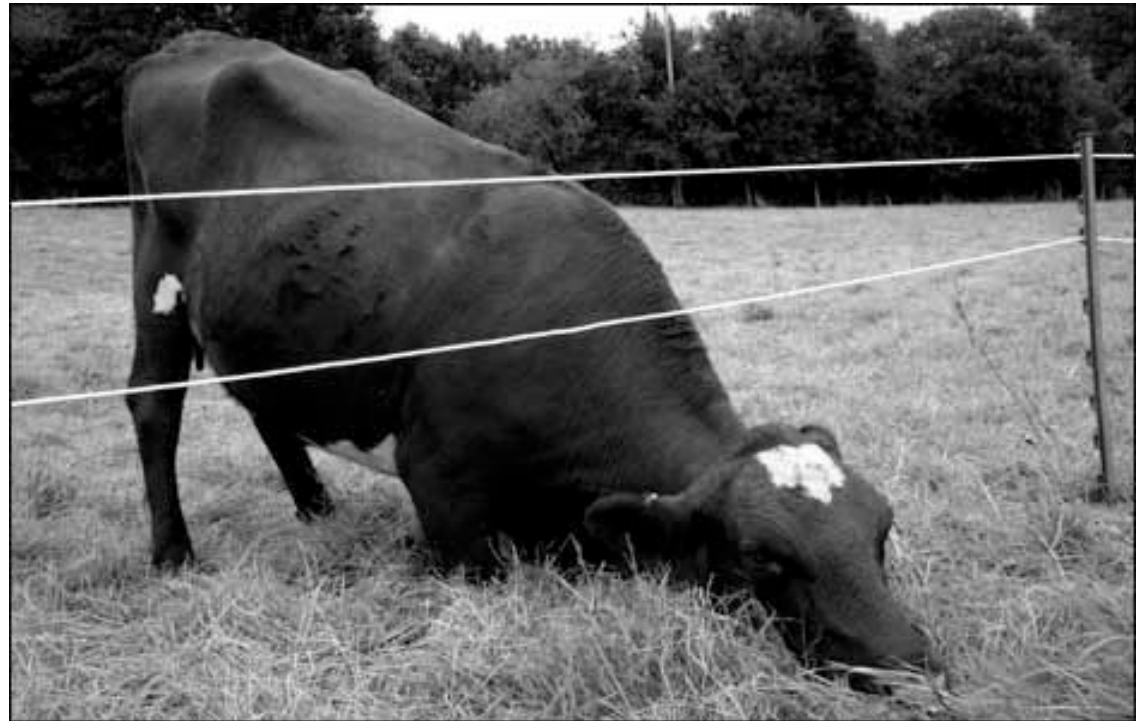
Bristol Stool Chart

Type 1		Separate hard lumps, like nuts (hard to pass)
Type 2		Sausage-shaped but lumpy
Type 3		Like a sausage but with cracks on its surface
Type 4		Like a sausage or snake, smooth and soft
Type 5		Soft blobs with clear-cut edges (passed easily)
Type 6		Fluffy pieces with ragged edges, a mushy stool
Type 7		Watery, no solid pieces. Entirely Liquid

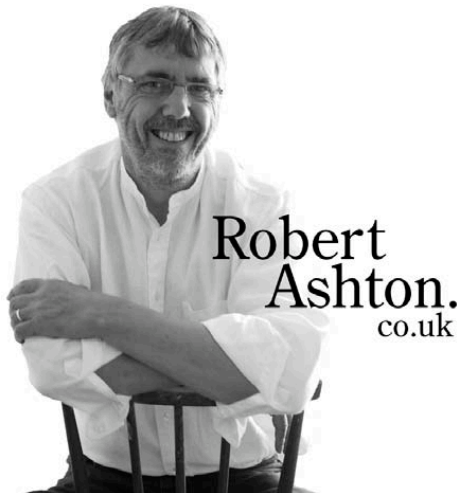
But don't get anal about it

Tip 7

All grass tastes
the same



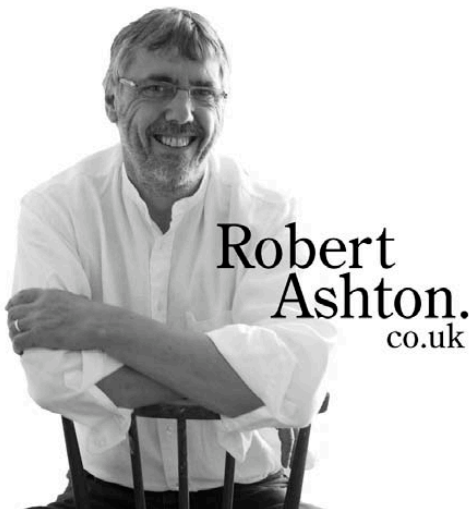
So only stick your neck out
where it matters



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Tip 8

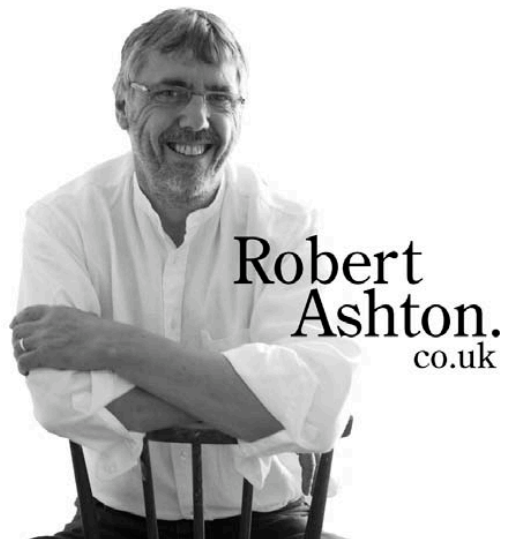
It's never too late
to realise an
ambition



Hull's 94yr old bride

Tip 9

Benchmark your progress

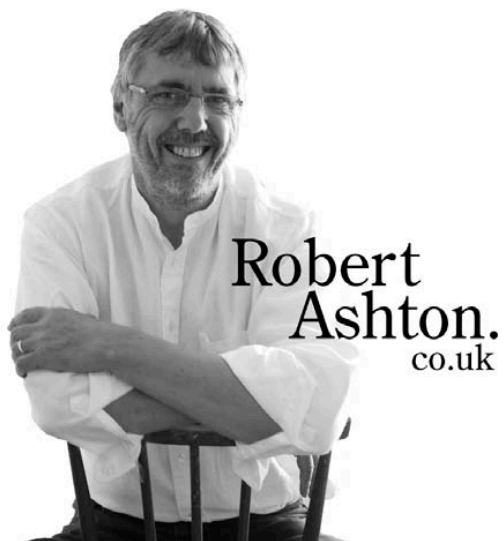


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Heroes can be Handy

Tip 10

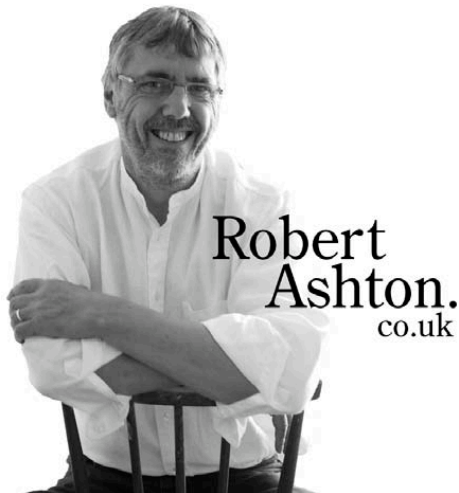
Don't be afraid to
blow your own
trumpet



If you don't say it,
who will?

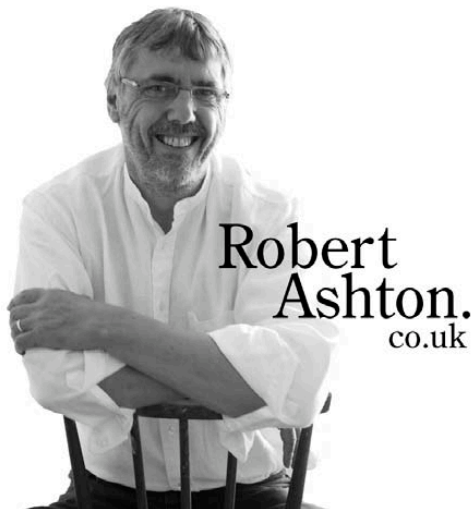
Tip 11

Always
under-promise
and over-deliver

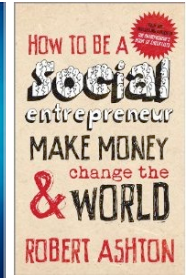
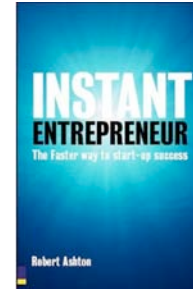
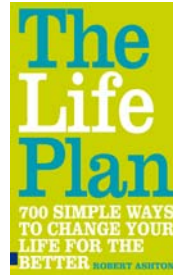
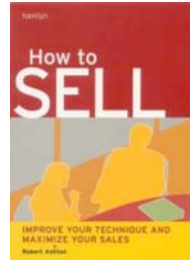
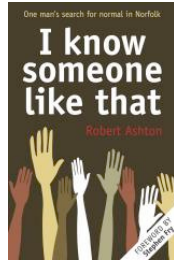
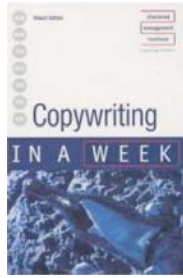
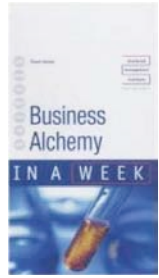


All people like
nice surprises

**Success can
be sweet**



Why not suck it and see?



Robert Ashton
The Barefoot Entrepreneur

