

Foreword by Tony Hsieh,

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startup
mixology



TECH

**COCKTAIL'S GUIDE TO
BUILDING, GROWING, &
CELEBRATING STARTUP
SUCCESS**

FRANK GRUBER

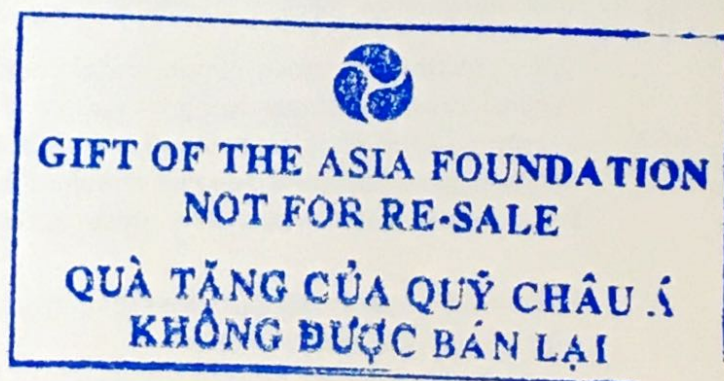
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CONTENTS

	<i>Foreword</i>	<i>Tony Hsieh</i>	<i>ix</i>
	<i>Introduction</i>		<i>1</i>
Part	1	GETTING STARTED	5
	<i>1</i>	<i>Entrepreneurial Mind</i>	<i>7</i>
	<i>2</i>	<i>Ideas</i>	<i>21</i>
	<i>3</i>	<i>Action</i>	<i>31</i>
	<i>4</i>	<i>Formation</i>	<i>47</i>
Part	2	PRODUCT	59
	<i>5</i>	<i>Product-Market Fit</i>	<i>61</i>
	<i>6</i>	<i>Launch</i>	<i>73</i>
	<i>7</i>	<i>Metrics</i>	<i>85</i>
Part	3	TEAM AND PEOPLE	95
	<i>8</i>	<i>Team</i>	<i>97</i>
	<i>9</i>	<i>Culture</i>	<i>109</i>
	<i>10</i>	<i>Celebration</i>	<i>123</i>
	<i>11</i>	<i>Relationships</i>	<i>135</i>

Part 4	SALES AND MARKETING	147
12	<i>Marketing</i>	149
13	<i>Sales</i>	165
Part 5	MONEY	179
14	<i>Bootstrapping</i>	181
15	<i>Funding</i>	193
Part 6	GROWTH AND CHANGE	211
16	<i>Failure</i>	213
17	<i>Success</i>	223
	<i>Conclusion</i>	237
	<i>Acknowledgments</i>	239
	<i>References</i>	243
	<i>Index</i>	247

FOREWORD

I'm a big believer in the 10,000 hours of practice theory.

If you want to become an amazing guitar player, you need 10,000 hours of practice. If you want to become a great golfer, you need 10,000 hours of practice. And if you want to become a successful entrepreneur, you need 10,000 hours of practice.

However, the other thing you need is to make sure that you're practicing the right things. If you spend your 10,000 hours doing nothing, except playing the basic chords, you will not magically turn into the amazing guitar player you imagined at the end of that journey.

Generally, my advice to entrepreneurs boils down to a few simple things:

1. Make sure that whatever you're doing, you're doing it for the passion, and money isn't your primary motivator. Chase the vision, not the money. If you do so, the chances of making more money are much more likely to happen.
2. Be unapologetically true to yourself, both in business and in life. This principle will help you build a unique brand as well as a strong company culture.
3. Trust your gut. Sometimes your gut will be wrong, but that's part of what the 10,000 hours of practice of being an entrepreneur is all about. It's about training your gut.