



Scott Gerber

"The Young Entrepreneur"

Under 30 CEO, Start-Up Expert,
Internationally Syndicated Columnist,
Author & Media Personality

As Featured On:

(columns & media appearances)



“Scott is the Simon Cowell of young entrepreneurship.”

-- Mike Michalowicz, Author, *The Toilet Paper Entrepreneur*

About Scott Gerber



Scott Gerber, 26, is a serial entrepreneur, author of the book *Never Get a “Real” Job: How To Dump Your Boss, Build a Business and Not Go Broke* and a syndicated small business and young entrepreneur columnist whose columns are featured on *Entrepreneur*, *Small Business Trends*, *AllBusiness*, *The Huffington Post*, *Reuters*, *Yahoo Small Business & Finance*, *Young and Successful*, *Smart Money*, *MSNBC*, *FOX Business Business Insider*, *The Street* and many others. He is also a regular contributor on the *FOX Business Network* and *FOX Business on Sirius XM*. An accomplished young serial entrepreneur and speaker, Scott has taught thousands of students and

young professionals his lessons about entrepreneurship. He is an expert in teaching aspiring entrepreneurs how to start business on shoe-string budgets and offers compelling insight on a number of topics including: pitching, selling, marketing, business development strategies and political and economic issues facing entrepreneurs.

About *Never Get a “Real” Job* (John Wiley & Sons, December 8, 2010)



Young serial entrepreneur Scott Gerber is not the product of a wealthy family or storied entrepreneurial heritage. Nor is he the outcome of a traditional business school education or a corporate executive turned entrepreneur. Rather, he is a hard-working, self-taught 26-year-old hustler, rainmaker and bootstrapper who has survived and thrived despite never having held the proverbial "real" job.

In *Never Get a “Real” Job: How to Dump Your Boss, Build a Business and Not Go Broke*, Gerber challenges the social conventions behind the "real" job and empowers young people to take control of their lives and dump their nine-to-fives -- or their quest to attain them. Drawing upon case studies, experiences and observations, Scott dissects failures, shares hard-learned lessons and presents practical, affordable and systematic action steps to building, managing and marketing a successful business on a shoestring budget. The proven methodology presented in *Never Get a “Real” Job* teaches unemployed, underemployed, small business owners, students and recent college graduates how to quit 9-to-5s, become their own bosses and achieve financial independence.



Scott Gerber: Young Entrepreneur

10 Tips for the First-Time Business Owner

Advice from a young entrepreneur in the trenches

By Scott Gerber | September 08, 2009

I write the Young Entrepreneur column because I believe there are far too few resources directly addressing the nonacademic trials and tribulations young entrepreneurs face along their journey. Whenever possible, I encourage up-and-comers and established entrepreneurs to mentor the next generation of dream-seekers; for it is this insight and insider education that will provide the foundation for the entrepreneurs of tomorrow. With that, here are 10 pieces of advice that I wish someone had given to me before I launched my first venture.

1. Focus. Focus. Focus.

Many first-time entrepreneurs feel the need to jump at every “opportunity” they come across. Opportunities are often wolves in sheep’s clothing. Avoid getting side-tracked. Juggling multiple ventures will spread you thin and limit both your effectiveness and productivity. Do one thing perfectly, not 10 things poorly. If you feel the need to jump onto another project, that might mean something about your original concept.

2. Know what you do. Do what you know.

Don’t start a business simply because it seems sexy or boasts large hypothetical profit margins and returns. Do what you love. Businesses built around your strengths and talents will have a greater chance of success. It’s not only important to create a profitable business, it’s also important that you’re happy managing and growing it day in and day out. If your heart isn’t in it, you will not be successful.

3. Say it in 30 seconds or don’t say it at all.

From a chance encounter with an investor to a curious customer, always be ready to pitch your business. State your mission, service and goals in a clear and concise manner. Fit the pitch to the person. Less is always more.

4. Know what you know, what you don’t know and who knows what you don’t.

No one knows everything, so don’t come off as a know-it-all. Surround yourself with advisors and mentors who will nurture you to become a better leader and businessman. Find successful, knowledgeable individuals with whom you share common interests and mutual business goals that see value in working with you for the long-term.

5. Act like a startup.

Forget about fancy offices, fast cars and fat expense accounts. Your wallet is your company's life-blood. Practice and perfect the art of being frugal. Watch every dollar and triple-check every expense. Maintain a low overhead and manage your cash flow effectively.

6. Learn under fire.

No business book or business plan can predict the future or fully prepare you to become a successful entrepreneur. There is no such thing as the perfect plan. There is no perfect road or one less traveled. Never jump right into a new business without any thought or planning, but don't spend months or years waiting to execute. You will become a well-rounded entrepreneur when tested under fire. The most important thing you can do is learn from your mistakes--and never make the same mistake twice.

7. No one will give you money.

There, I said it. No one will invest in you. If you need large sums of capital to launch your venture, go back to the drawing board. Find a starting point instead of an end point. Scale down pricey plans and grandiose expenditures. Simplify the idea until it's manageable as an early stage venture. Find ways to prove your business model on a shoestring budget. Demonstrate your worth before seeking investment. If your concept is successful, your chances of raising capital from investors will dramatically improve.

8. Be healthy.

No, I'm not your mother. However, I promise that you will be much more productive when you take better care of yourself. Entrepreneurship is a lifestyle, not a 9-to-5 profession. Working to the point of exhaustion will burn you out and make you less productive. Don't make excuses. Eat right, exercise and find time for yourself.

9. Don't fall victim to your own B.S.

Don't talk the talk unless you can walk the walk. Impress with action not conversation. Endorse your business enthusiastically, yet tastefully. Avoid exaggerating truths and touting far reaching goals as certainties. In short, put up or shut up.

10. Know when to call it quits.

Contrary to popular belief, a smart captain does not go down with the ship. Don't go on a fool's errand for the sake of ego. Know when it's time to walk away. If your idea doesn't pan out, reflect on what went wrong and the mistakes that were made. Assess what you would have done differently. Determine how you will utilize these hard-learned lessons to better yourself and your future entrepreneurial endeavors. Failure is inevitable, but a true entrepreneur will prevail over adversity.

Scott Gerber is Entrepreneur.com's Young Entrepreneur columnist and CEO of Gerber Enterprises, a brand development and venture management company that specializes in the entertainment, Internet, media and marketing industries. For information on speaking engagements, media appearances or Gerber Enterprise's portfolio of businesses visit www.GerberEnterprises.com. Follow Scott Gerber on Twitter @yngentrepreneur.



Hey Gen Y: It's "Get Real" Time

Why it's time for us to dump 9-to-5s and pledge to never get a real" job

By Scott Gerber | June 25, 2010

Our generation's future is headed on a one-way trip down the toilet -- that is, unless we do something fast.

Rising debts. Recessions. Mass layoffs. Two million recent college graduates jobless. Nearly 40 percent of Americans between the ages of 18 and 29 have been either unemployed or underemployed since 2008. And, perhaps the biggest kick in the teeth, members of Gen Y have been bestowed with the title "boomerangs": a generation so poor, jobless, and in debt that we've been forced to moved back into our parents' homes after college in record numbers.

So much for following the "work hard, get good grades, and go to college" mantra to the letter. That worked out real well for us, didn't it?

The fact is, our "traditional" options are shrinking by the day, and they aren't coming back anytime soon. Was this the way we were told it was supposed to be for us? No, of course not. But like it or not, this is our reality. We can either deal with the cards we've been dealt and thrive in spite of the harsh actualities or nosedive in the face of hardship and adversity.

I say we choose the former.

It's time for a new game plan: an age of Gen Y realism where we take on the roles of "real" entrepreneurs. Not simply by touting undeserved, inflated titles as fact or pursuing "going-for-millions" fantasies that will never come to fruition, but rather by becoming self-sufficiency experts well versed in turning hard work into cash flow and transforming passion into supportive livelihoods.

However, simply stating Gen Y needs to "get entrepreneurial" is but a first step. Let's face it: it's no big secret that the vast majority of us have had it too good for too long, and this coddled upbringing has made us lazy, spoiled entitlement junkies who believe the world owes us something simply for showing up.

Nothing could be a bigger load of crap.

Truth be told, the only way we'll unseat archaic captains of industry and take our rightful place as the most entrepreneurial generation in history is to get real about the task at hand and get our heads out of our asses. To that end, if we are to become a truly successful entrepreneurial generation capable of attaining the goal of self-sufficiency, we must adhere to these 10 principles of Gen Y realism:

1. Stop sending resumes or doing stuff you hate! Congratulations to the class of [insert your recent graduation year here]. No one wants to hire you. That is, unless you're lucky enough to get an unpaid internship or get hired as a roofer even though you studied to be an electrical engineer. Deal with it and reallocate your efforts toward something productive and proactive. This economy is not a job market, it's an opportunity market. It's a time when big companies cut back and smaller ones are able to steal precious market share. Rather than wasting time, money, and resources on sending out resumes or working dead-end part-time gigs to make ends meet, refocus your energies on attaining financial independence.

2. Don't listen to old people! Love your parents and mentors, yes. Listen to them about following the "real" job mantra? Absolutely not. The world as they knew is long gone. Job security, gone. Retirement with a gold watch, adios. High percentage of job placement out of college, that's a funny joke. No, they don't know what they are talking about anymore -- they don't get it. Worry about your actual reality, not the extinct one of those before you. Don't be pressured into following a dead-end career path because your parents believe you need to validate your diploma. You'll only be hurting yourself. Work hard to make your own living instead of begging others to give you one.

3. Drop the fame and fortune crap. If you're on a quest to be famous or a millionaire by 30, allow me to offer you some free advice: you're a hopeless dreamer who won't have any shot in the real world unless you get your act together. A business doesn't need to be "sexy" to make money; the vast majority of successful cash-flow-positive businesses aren't. Stop living in a fantasy world. No one will care about you unless you make them care. You need only concentrate on two things: putting all of your efforts into creating a business with immediate revenue-generating capabilities and keeping your head deflated with your feet on the ground. Letting this millionaire fantasy get to your head will destroy your decision-making abilities and put you in the poor house faster than you can say, "Do you want fries with that?"

4. Stop with the excuses. What do "I don't have time", "I don't have enough money to start a business," and "I'll start tomorrow" all have in common? They are all bull\$h@t. You either do something or you don't. That's it -- there's no grey area here. Get started right now. Not tomorrow. Not next week. Right now. Think of it this way: the longer you wait, the more potential income you are losing. Be proactive, start small, and figure out how to move your career forward yourself with the means you have at your disposal. There is ALWAYS a way to get things done. Our generation is already full of big talkers, so I suggest you not add to the noise.

5. Get focused fast. Worry about one real business. You heard me. Not an idea, one business! And not five companies simultaneously -- ONE! You can't be a serial entrepreneur until you actually have one successful business to your credit. Instead of spreading yourself thin, put

everything you've got into one thing and stick to it. Dedicate your full mind, body, and spirit to the cause.

6. Be unoriginal. Stop right now if you have plans to revolutionize the wheel. You don't need to. Keep your offering simple and easy for customers to understand. Don't feel like you have to disrupt an entire industry or reinvent the wheel to be successful. The vast majority of businesses in the world produce products and services that are cheaper, faster, or better than some other guy. Don't kill yourself trying to change the world or creating the next Twitter. You won't, nor will you make any income trying. Provide a simple service to a targeted niche and expand over time. Remember: unoriginal works, unoriginal can be profitable.

7. Make REAL Money. Put your delusions of Google acquisitions to bed. Hypothetical buyouts, going public, big Web advertising dollars, and other similar nonsensical business models will not enable you to generate immediate revenue and help you sustain yourself. Your business must be able to sell X service or product to Y customer for Z profit ... and repeat. If it doesn't do that, don't expect to quit your job as a Wal-Mart greeter anytime soon.

8. Accept that no one will invest in your idea! This should be self-explanatory, but allow me to reiterate since I KNOW most people seem to believe they are the exception to this rule! No one will give your startup money. You need to create a business that isn't dependent on big investments or unattainable traction. Starting with nothing is not an automatic disadvantage. Often it will make you stronger, more resilient, and more adaptable to change than well-entrenched competitors. Figure out what you can produce with your own two hands, not with someone else's imaginary wallet.

9. (Actually) work hard. I know: if watching cat videos on YouTube or Tweeting about our breakfast were careers, many of us would be six figure executives on easy street. Well, guess what. In the real world, time-wasting results in only three things: loss of productivity, a shrinking bottom line, and a likely chance of going bankrupt. Business takes a lot of real work. It's not a mystery why most businesses fail within five years. Without constant, unyielding execution, you're dead. Yes, entrepreneurship is the most rewarding career experience you'll ever have, but you get out what you put in. No one will do it for you. If you think you're entitled to anything because you've got some brilliant idea or life changing widget, think again. The only thing you'll be guaranteed is failure.

10. Realize everything isn't microwaveable. If you grew up with a microwave, then the concept of having to wait for anything has become absurd to you. Hungry? 30 seconds until you chow down. Want to watch a movie? It's on demand! Your car is dirty. Drive that sucker through the 5-minute car wash and, BOOM, effortlessly clean. But guess what? Everything in your life will not happen in 30 seconds or less. Rome wasn't built in a day, and if you think your business will be, you're in for a rude awakening and a trip to the soup kitchen. Success and traction take time, steadfast determination, and a strong work ethic. Don't try to run a sprint when the race is really a marathon, or you'll find yourself dying of an asthma attack before you hit the quarter mark. Be in it for the long haul with the right reasons in mind -- a living and a career, not fancy cars and private yachts.

Scott Gerber is a syndicated small business columnist, founder of GerberEnterprises.com and Managing Partner of SizzleIt.com. Find out about his upcoming book Never Get a "Real" Job: How To Dump Your Boss, Build a Business and Not Go Broke at AskGerber.com.

Contact

Steve Gnoza
Executive Assistant to Scott Gerber
steve@gerberentertainment.com

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