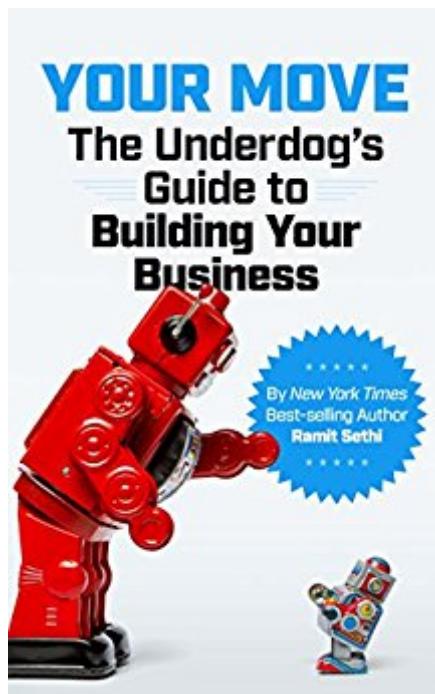


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# Your Move: The Underdog's Guide To Building Your Business



## Synopsis

In his first book in nearly a decade, New York Times bestselling author Ramit Sethi cuts through the BS and bad advice to show you how to really escape the 9-to-5. This no-nonsense guide distills the most important lessons Sethi learned building his dorm room blog into an 8-figure-a-year company. If you want to build a business that makes you an extra 5-figures a month, this book will show you how. Inside you'll discover:

- The 3 Rules of Money (any business that breaks these is doomed to fail)
- How to tell if a business will be profitable in under 45 minutes
- How to find your first 5 customers
- and just how critical these first 5 are
- Growing from \$300 to \$10,000 a month
- The truth about passive income and what it really takes to automate a business
- And so much more...

What people are saying about Ramit Sethi "Ramit Sethi is on the short list of people I respect in the world of finance. Ramit built his personal finance blog up to more than 1 million+ readers per month, and has turned it into a revenue generating monster and a growing business." — Tim Ferriss, Author of The 4-Hour Workweek "He is Generation Y's favorite personal finance adviser. His message: Motivation isn't enough. Develop a system, and get over yourself." — Fortune "Ramit is a trainer. He'll make you hustle." — James Altucher What Ramit's students are saying "Before this, I barely had the confidence to call myself a business owner." — Now, in just 5 months, I made \$30,000. I finally consider this a real business. — Heidi Marie, Sew Heidi "I went from no business, no idea • nothing to having my first launch in 3 months. With only an email list of 340 people, I made \$1,749 in 3 days. [Ramit's work] changed my life." — Alice Bush, Alice's Lifestyle "The freedom is incredible." — I was driving to New York and spent the entire day in the car. When I got to the hotel, I realized I made 5 sales while we were driving. That's \$1,500 in revenue. — Danny Margulies, Freelance To Win

## Book Information

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## **Customer Reviews**

I really enjoyed reading this book. It is a repackaging of some of Ramit's best content from his blog, but the content is still great information and very helpful for people who are looking to start a business or even just thinking about starting a business. Plus it's all in one place which is much easier than trying to dig through the blog. To me, the book is an introduction to building a business and can definitely get you started on your journey. Some of my favorite lessons include how to find a profitable business idea. Which includes questions to ask yourself. One question in particular was helpful for me "What do you do on a Saturday morning before everyone else is awake?" How to test for demand of the business you want to build. How to do real market research for your products so that the people you want to serve feel like you've created your products just for them. The 3 simple mindset shifts that will help you conquer your fear of starting a business. These are just a few of the lessons in the book that are all great and informative. I also really enjoyed the bonus content that you get from the book. The video's email scripts, and information provided is very helpful. I highly recommend this book to anybody thinking about starting a business.

I follow Ramit for 2 years now. I haven't bought any of his courses yet, but I'm trying to give his free material the best use and this book is one of the best books I've read about becoming an entrepreneur. It describes the best techniques and practices. Examples are also very solid. What I especially liked was your-move website content that is a perfect add-on to the book. I didn't go thru it all yet. I've stopped at an interview with Derek Halpern where he says to stop learning for a while and start actually doing the stuff for the coming week. That's when I realized that I'm becoming

wantrepreneur instead of entrepreneur, as I kept reading about it and never implementing it in my daily activities.I can proudly say that yesterday I've received my first freelance payment thru PayPal: 200 EUR, so I know this stuff is working! Sadly PayPal took 10EUR fee for this transfer from me :/

I was able to read this book in one sitting - it's just that great.Ramit is great at simplifying concepts and really explaining them on a human level that goes beyond "hey you should be doing this!" to "this is why I think it would be a great idea to do this". It comes from a place of teaching rather than "I'm an expert, so you need to listen."There's a lot in this book to learn and implement that one can't possibly just read this once and put this book away. You'll need to come back to it over and over. Even if not just for the tactics but for the recalibration of your mindset and psychology.By reading this book, you'll be able to immediately take one idea from this book to implement that will help you earn more money tomorrow - such as focusing on writing better copy for my website and marketing material. This may seem small, but honestly, I haven't seen many entrepreneurs focus on this. The ones that are focused on understanding how to write better copy are excelling in their industries.I would recommend this book for any entrepreneur that's making 6-figures or less.

If you're looking to build a business, you can read any other online business book. If you're looking to build a business with integrity that will position you as a top influencer in your niche, make you money, and make you feel good doing it, then Ramit's your guy. His no-nonsense approach and proven methods are hard to ignore, and are both inspirational and aspirational. His advice makes me excited to take action but also holds me accountable when I don't. I highly recommend this book to anyone who is serious about carving out a name for themselves in the online business world.

Online business building lessons combined with extra online material describing Ramit's experiences, both successes and failures. You can learn much from this, but you can also go further and purchase Ramit's course to get your online business going.I appreciate the wisdom and will use it.Not much info about building your product, more about how to run your business after you've got something to sell.There is a bit about figuring out what you should do if you are starting from Zero. But it is mostly a pitch for his Zero To Launch product

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