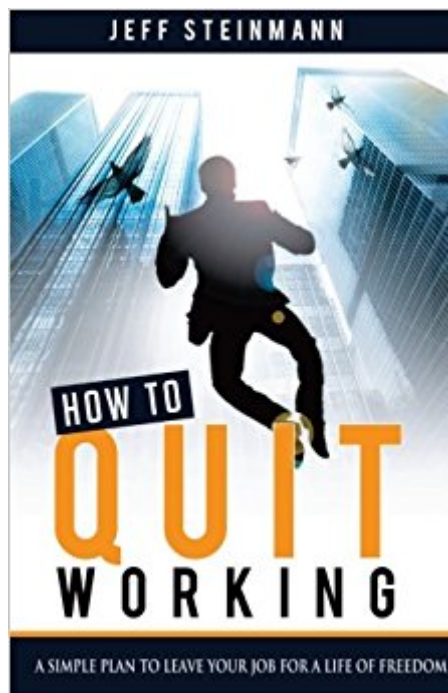




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# How To Quit Working: A Simple Plan To Leave Your Job For A Life Of Freedom



## Synopsis

Do you want to quit your job and start a business so you can do something you are passionate about, make a difference and have a lot of fun in the process? *How to Quit Working* shows you how. It is a concise, actionable, step-by-step guide to starting a lifestyle business while you're still working your job and (most importantly) still getting your paycheck. You'll develop a business idea and find your market so you have customers knocking down your door before you even think about quitting your job. How's that for eliminating risk? These simple and flexible strategies fit into YOUR schedule and budget, so you can start your own business without getting overwhelmed -- even if you have a family and kids. You can start a business around your passion and expertise, so you can do meaningful work that makes a difference in the world and lets you leave your mark, while enjoying every second of it. *How to Quit Working* is a comprehensive system for starting a business, yet still exquisitely simple and easy to understand even if you don't have any background in business, technology, sales or marketing. You'll find all experience chapter after chapter of simple, time-tested practical techniques and innovative business building strategies that have helped millions of aspiring entrepreneurs overcome the marketing, business and mental barriers that once held them back. Each chapter contains inspiring success stories from people just like you who quit their job and started a successful lifestyle business. The author is straight-talking and has walked the walk, having successfully conquered the challenges faced by employees becoming entrepreneurs. He gives the facts in a simple and friendly, yet straightforward and no-nonsense way. Using the worksheets provided, you'll finish *How to Quit Working* with a complete, customized strategy you can easily execute within your available time and budget. You'll be armed with the tools, attitudes, and habits you'll need to confidently start a business so you can quit your job. You will be left with no choice but to take action. Start living the amazing lifestyle of freedom you deserve today.

## Book Information

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## Customer Reviews

One part memoir, one part instructional manual, and several parts straight talk and humor, *How to Quit Working* is Steinmann's answer to Thoreau's haunting observation, "The mass of men lead lives of quiet desperation." If you think having the life you want sounds too good to be true, you haven't read *How to Quit Working*. This book will change your mind!" - Bobbi Linkemer "This is practically the Lonely Planet guide to successfully traveling to the unknown country of starting your own profitable company. I sure wish I'd found Jeff's book earlier, because even though I'm already doing it, there are many areas in which Jeff's advice continues to be valid and very helpful in growing that business. If you're genuinely afraid to make the leap, this section will explain how to do it without much risk at all." - Jason Kanigan "I love the idea of designing a life and making a living based on what you know. That's exactly how I created my own DIY career. In *How to Quit Working*, Jeff expertly shows you how to take the valuable assets that sit between your ears and turn them into a profitable livelihood. Bravo!" - Bob Baker, author of "The DIY Career Manifesto" and "Guerrilla Music Marketing Handbook" This book lays out a step by step approach to creating a life of freedom and quitting that 9-5 day job - you know, the one that's sucking the life right out of you day by day. No one plans to build a house without a set of blueprints, yet most people never consider creating a blueprint for how where they want their life to go. Hope is not a strategy. Nothing significant ever takes place without a solid plan of action. I recommend this book to anyone who is seeking to build a business around their passions and expertise. - Jonathan Taylor "I've been in the expert business for over two decades and I still found myself taking notes from Jeff's book. There are a lot of guru's out there in the experts industry, but *How to Quit Working* simplifies the whole process of sharing your message with the world. Highly recommend it." - Delia Miller, Ph.D., Author of "Dr. Del's Rapid Fatloss" book series & Founder, [thebestyouacademy.com](http://thebestyouacademy.com)

Jeff Steinmann is the founder of the boutique lifestyle consulting company, Braveau Experts and author of *How to Quit Working, A Simple Plan to Leave Your Job for a Life of Freedom*. He is a

speaker and hosts a weekly show called The How to Quit Working Show that features Lifestyle Fanatics who have rejected the idea of having a JOB and chosen to put what they want in life first. Jeff founded a real estate investing company, holds a Bachelor's of Arts in Business Administration and is a Certified High Performance Coach. Jeff worked as a vice president for major financial institutions for over 10 years, managing large technology programs, including website conversions for the largest bank mergers in the U.S. His extensive knowledge of marketing, sales, business strategy and technology, combined with his experience building expert businesses for clients and himself have made him a sought after consultant to experts and gurus at all levels of their businesses worldwide. Most of all, Jeff is a Lifestyle Fanatic, fiercely devoted to finding better ways to "do life".

"You deserve a life that lets you get up each day and do exactly what you want, and you can have it." This is the promise Jeff Steinmann makes in How to Quit Working. That sentence alone should compel you to rush to and buy it with one click. When an author describes his own book as "the smartest, most advanced, effective, streamlined, and proven system for creating and marketing a business you will find anywhere," you have to figure (a) he has delusions of grandeur, or (b) he knows what he's talking about. I would vote for (b). Steinmann has definitely walked the walk. He had a successful, yet unsatisfying, career in corporate America, until he quit to launch his own business. After one disappointing attempt, he not only figured out how to create his desired lifestyle, he also built a company that would help others build theirs. One part memoir, one part instructional manual, and several parts straight talk and humor, How to Quit Working is Steinmann's answer to Thoreau's haunting observation, "The mass of men lead lives of quiet desperation." Likening the design of an ideal life to a blueprint for a skyscraper, Steinmann guides readers through every step of planning, laying the foundation, erecting the building, and raising the spire. Interspersed among the information-packed chapters are first-person narratives by entrepreneurs who have "quit working" and created more fulfilling professional and personal lives. Sample bits of wisdom from the author: "The only thing we have that is worth anything is time. Create an income that never requires you to sell your time!" Being a successful entrepreneur (or successful anything) is not about being smart. It is about how committed you are. Target your niche. Your niche is not "everyone." To create your desired life, you must know and write down exactly what you want your life to look

like. If you think having the life you want sounds too good to be true, you haven't read *How to Quit Working*.

#### WARNING: Don't Get Into The Jungle Of Your Own Business Without This Guidebook

Jeff Steinmann had a legitimate high-level corporate career going. He could have sailed on with relative anonymity, good salaries, fairly interesting projects, and nice people to work with. But he wouldn't have been HAPPY with that. Are YOU in this situation? Comfortable but disgruntled? Well aware that you are doing about 20% of what you *could* be doing? But afraid to take that big step to go out on your own? Jeff gets this. He didn't leap into his own business the moment he got the notion--it took him *years*. And those years, and the experience he had with them, will save you tons of time and accelerate your own plans. Everything he learned he's passing on to you with this book. This is practically the Lonely Planet guide to successfully traveling to the unknown country of starting your own profitable company. Actually, it's more than a book. It's a roadmap. Complete with waypoints and can't-miss locations. Links inside give you worksheets so you can determine for yourself, with his expertise alongside, what your individual plan will look like. Exactly how you will make that step. Now I've been running my own business for years. And I sure wish I'd found Jeff's book earlier, because even though I'm already doing it, there are many areas in which Jeff's advice continues to be valid and very helpful in growing that business. My corporate career was fine; I was a plant manager at 25, and have had several senior management roles in which I've supervised over 150 people. Now I am using the book to reshape how my days look, because after a couple of years of evolving my sales training business, I find myself trying to do too many things at once. He uses the metaphor of putting up a building for making your business come alive. Foundation first, then putting up the structure, then raising the spire on top. The first section is all about the mindset and requirements for carefully and intelligently stepping out to create your own business. 13 critical decisions you must make are explained. If you're genuinely afraid to make the leap, this section will explain how to do it without much risk at all. (Hint: do NOT quit your job without a safety net!) The next section is for creating the blueprint for your business. Who will you serve? What will your day look like? How will you make money? And with the links I mentioned, you'll have everything you need to develop that vision. This is so important, I can't overemphasize it: if you don't have this clear vision, you *will* screw up and fail. Following this, Jeff discusses outsourcing, processes, systems and more to make your life as a business owner much easier. Fact is, there's a lot to this stuff. You probably know that, since you've likely been working at corporate jobs for awhile and have gotten the picture "from the inside". With Jeff's help here, though, it isn't overwhelming; he breaks

everything down into understandable and manageable chunks so you can deal with each piece correctly from the start. If you've been running your business for awhile, you'll get loads of tips for re-directing your efforts. Frustrated with how your days go? Disappointed with the amount of money you've been making? Not spending enough time doing the things you want to be doing? How To Quit Working will give you the tools to make those changes you desire. And probably get you thinking about things you haven't considered. This is the best manual on how to make the jump into your own successful business that I've found. If you haven't yet made that leap, but are yearning to, you will get that virtually risk-free plan to do so. If you already run a business, you will nod and smile at the first section, and then start rethinking how you're doing what you're doing because of what you read next. Don't miss it.

Jeff Steinmann's book "How to Quit Working" is not just for beginners! I've been working as a free-lance graphic designer for over 30 years, but with the changes in technology and the economy I had lost focus. When I started reading Steinmann's book I didn't realize that I was ready to rethink and refocus my work. He had me at his intro. All the while is Steinmann tells his own story in the introduction, he is leading the reader to think about their own paths to creating their personal dream business. I found it difficult to fill out the the "Evaluation View". I really had to work on: who am I; what I want my life style to be; and the steps I need to take to reach my goals. Steinmann's line, "Never abandon course ÆfÂçÃ â ÑÃ â • adjust course", really hit home, helping me think, evaluate and realize where I need to put my energies. Way to go Jeff, you've packed powerful thoughts and guidance into your book!

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