

# BUSINESS BOOK RECOMMENDATIONS



## Marketing

### **INFLUENCE: THE PSYCHOLOGY OF PERSUASION - ROBERT B. CIALDINI**

First published in 1993 and yet still lots of gems to takeaway. The book not only provides a bunch of ideas and concepts but also proven strategies and case studies. It contains heaps of marketing techniques to try on your website, your ads and in your emails.

### **DOTCOM SECRETS: THE UNDERGROUND PLAYBOOK FOR GROWING YOUR COMPANY ONLINE - RUSSELL BRUNSON**

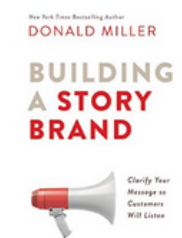
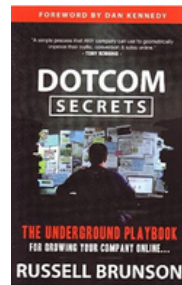
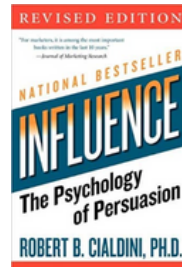
Published in 2015 by ClickFunnels founder, Russell Brunson and in my opinion an instant hit. This book is fantastic at helping the reader understand the different sales funnels you could or should be using in business. Particularly useful to information and coaching businesses.

### **READY, FIRE, AIM: ZERO TO \$100 MILLION IN NO TIME FLAT - MICHAEL MASTERSON**

This book is fantastic at breaking down a business into multiple stages. Zero to \$1 million. \$1 million to \$10 million and so on. It prepares the reader with specifics of what you should be doing at each stage...taking the guess work out.

### **BUILDING A STORY BRAND: CLARIFY YOUR MESSAGE SO CUSTOMERS WILL LISTEN - DONALD MILLER**

This marketing book will help you understand your business from a customer's perspective. Understand what your customers are looking for, and why they buy from certain businesses over others. This book walks you through how to convey what your business and brand is really about.



## Entrepreneurship

### **THE 4-HOUR WORKWEEK: ESCAPE 9-5, LIVE ANYWHERE, AND JOIN THE NEW RICH BY TIM FERRISS**

The material is somewhat outdated now (think Yahoo! stores lol) however I still recommend this if you want to open your eyes to a business that allows you to be a digital nomad and live a true laptop lifestyle.

### **PURPLE COW: TRANSFORM YOUR BUSINESS BY BEING REMARKABLE - SETH GODIN**

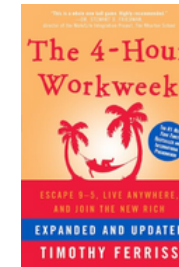
Published around 2003, this book shares marketing strategies from the big companies. Tried and tested. Ironically a lot of small business owners don't really think about the big picture as time is always tight. This book is a short read and will open your mind to thinking bigger.

### **TRACTION: GET A GRIP ON YOUR BUSINESS - GINO WICKMAN**

This book is not just theory and is full of actionable takeaways. This will show you how to structure your business and team for success and contains worksheets, scorecards, and organisation charts to help you set things up, the right way.

### **BUILT TO SELL: CREATING A BUSINESS THAT CAN THRIVE WITHOUT YOU - JOHN WARRILLOW**

This book goes into detail about different types of automation and processes. It will help you put together better standard operating procedures (SOPs) so your business can run without you. This book will introduce you into how to really leverage systems and procedures to run smoother and if desired be more sellable.



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## Finance

### THE MILLIONAIRE NEXT DOOR: THE SURPRISING SECRETS OF AMERICA'S WEALTHY - DR. THOMAS J. STANLEY AND DR. WILLIAM D. DANKO

This book teaches you how to be smart with your money. Real examples of people that are doing this, and how you can become a millionaire without the pretense of what that means.

### UNSHAKABLE: YOUR FINANCIAL FREEDOM PLAYBOOK - TONY ROBBINS

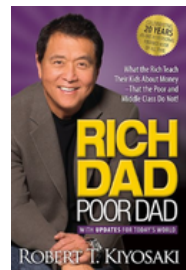
This book deals with where to put your money and how to invest it. This is almost like a condensed version of his previous book 'Money Master the Game'. This will help you to better understand some financial concepts, and how not to avoid a bunch of different fees when you're investing cash in traditional markets. More relevant to my North American friends.

### RICH DAD POOR DAD: WHAT THE RICH TEACH THEIR KIDS ABOUT MONEY THAT THE POOR AND MIDDLE CLASS DO NOT! - ROBERT T. KIYOSAKI

In short this is a great book on how to make money and then what to do with it once you have it. It helps you to understand how to think as a business owner, how to think through problems and what the real goals are for investing your money.

### THE BAREFOOT INVESTOR: THE ONLY MONEY GUIDE YOU'LL EVER NEED - SCOTT PAPE

In my humble opinion, this is the only money guide you'll ever need. This book will show you how to create your whole financial plan in a simple, guided, step-by-step formula. Inspiring and simple, managing my finances in under 10 minutes a week!



## Mindset & Motivation

### DO THE WORK: OVERCOME RESISTANCE AND GET OUT OF YOUR OWN WAY - STEVEN PRESSFIELD

A very short book at around 100 pages but covers off the age old problem that faces a lot of people...Procrastination and more importantly how to overcome it. If you read it, implement what you learn and things will change forever.

### EGO IS THE ENEMY - RYAN HOLIDAY

A great book that talks about ego and how to try to get rid of it in your decision making processes. It will help you become a much better business owner by making more calculated decisions that are not based on ego.

### PRINCIPLES: LIFE AND WORK - RAY DALIO

This book leads you through a number of different actionable tasks. The author provides a main principle, e.g. recognising that conflicts are essential for great relationships, and then breaks down examples of how he's encountered this himself and real world applications of this principle. Great info from one of the top business owners out there.

### EXTREME OWNERSHIP: HOW U.S. NAVY SEALS LEAD AND WIN - JOCKO WILLINK AND LEIF BABIN

This is a fantastic leadership book. Even if you don't have a team yet, read it anyway. As you grow, as you bring people on your team, this will help you be a better leader to them, which will help your business grow.

