



# **Blood, Sweat, and Goals: Finding Your Way as an Entrepreneur**

*Neva Williamson*

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# Blood, Sweat, and Goals: Finding Your Way as an Entrepreneur

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## **Blood, Sweat, and Goals: Finding Your Way as an Entrepreneur** Neva Williamson

Most aspiring entrepreneurs who dream of leaving a “safe” job for the excitement of running their own business never actually do. The few that try fail more often than not.

After years of too little pay and too much work, Neva Williamson unshackled herself from the depressing repetition of a “successful” corporate career to set her own course as an entrepreneur. Along the way she drew a roadmap for other entrepreneurs who seek clarity, confidence and energy to change their lives. Approachable, conversational and inspiring, Williamson’s words can help you if you are stuck and reassure you if you are wavering. If you need a boost to your entrepreneurial spirit; if you want to hear from someone who knows what it’s like to navigate between work and family while rolling with the punches—here is a truth that is raw, honest and real, spoken from the heart.

Blood, Sweat, and Goals lays out a path to follow not only for building a profitable business, but also for a complete and balanced personal life.

## **Blood, Sweat, and Goals: Finding Your Way as an Entrepreneur Details**

Date : Published July 14th 2016 by Lioncrest Publishing

ISBN :

Author : Neva Williamson

Format : Kindle Edition 154 pages

Genre : Business, Nonfiction

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# **From Reader Review Blood, Sweat, and Goals: Finding Your Way as an Entrepreneur for online ebook**

## **Spencer Miller says**

Disclaimer 1. I won this book as a goodreads giveaway

Disclaimer 2. I know nothing about business.

I really liked this book. The copy I won came with a hand written note in the front, which was cool. The whole book really makes it feel like Neva is on your side cheering you on and really wanting to help you succeed. I'm not very business minded, and the book was engaging and fun for me to read. I should mention I haven't read the entire thing, I just wanted to get my review up quick. The chapters I have read so far all start with insightful quotes and are full of simple explanations and fun examples, like what can Rapper 50 Cent teach us about targeting an audience. The book wasn't overly technical. I feel like experienced entrepreneurs might not find it that helpful whereas I think it really is great book for a budding entrepreneur to get some ideas and find some inspiration.

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## **John Bozlinski says**

it presents an interesting point of view, thank you.

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## **John says**

All in All I found "Blood, Sweat, and Goals" to be an interesting. There were a couple of things that I struggled with (due to belief system). It's well written, and only 154 pages. I did appreciate the hand written signed note, Thanks Neva . I won this great book on GoodReads and like I do with most my wins I will be paying it forward by giving my win either to a friend or library to enjoy.

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## **Russell Howen says**

Great help for the beginning entrepreneur, plus support for the ongoing sole-owned business person.

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## **Julie says**

I was given a copy of this book as part of a Goodreads giveaway.

I'm not sure what I was expecting from this book. As someone who is already an entrepreneur (having started two businesses--one with my husband 13 years ago, and one on my own 9 years ago), maybe I was looking for some confirmation that the hardships I have experienced were par for the course.

This book read more like a how-to-succeed-as-a-real-estate-investor book than a book for all entrepreneurs. She knows her business field, but that doesn't mean that her advice will translate to all fields. In fact, if I went into either of my businesses expecting results like she experienced (e.g. turning a profit in 8 months), I would have probably felt like a failure and given up. Also, her overhead/expenses had to be pretty low compared to businesses that require a retail space; it's a whole different ball game when you get into needing a commercial lease (especially in an area like mine where the lease rates are outrageous).

In addition, while I appreciated her positive attitude, it also read a bit too much like The Secret for my taste. Maybe it's the Think and Grow Rich influence on the author (wishing I had read the Kindle version right now, because I can't find where I read that she was influenced by that book), but sometimes that whole attitude of "If you're not successful, your thoughts must be holding you back/you must not want it enough, etc" really pisses me off. (And, I must admit a personal bias against that book due to the fact that the current president said it was inspirational to him.)

She gives one piece of advice regarding a business name and logo that I think is detrimental to entrepreneurs: "Pick a logo in a day and move on. It's just not that important. A logo isn't going to bring in paying customers..." and Just pick a (business) name; you can always change it later. Trust me--pick one, and move on" (p. 91). To me, this shows little understanding of the value of branding. From the moment you start marketing your business, you are building your brand. The author is essentially saying that the business name and logo don't matter. Try telling Nike that the logo doesn't matter. Branding matters. Your logo and your business name matter. I get her point of not agonizing over it for months, but I don't agree that "it's not that important."

While most of the time the advice essentially just common sense, sometimes it is technical yet under-explained. For example, on page 105, she says, "Consider the cycle graphics of your market personality, attitudes, value, interests, hobbies, lifestyle, and behaviors." But, she doesn't explain at all what cycle graphics are or what the statement means.

When I read books like this, I try to find at least one thing in the book that is new to me--something I have learned that I didn't know before. Then, it is worth it to me to have read the book. Unfortunately, I did not come away from this book with any piece of wisdom that was new to me.

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## **Ms. Reader says**

I received this book from Goodreads First Reads in exchange for an honest review...

First off, I know nothing about business. I do have "dreams" (sometimes hard to distinguish them between fantasy vs. goals) of owning my own business. I think the fear of failure is what prevents me from moving forward and setting those goals in place, as I've seen many businesses struggle and suffer, and drive their owners into bankruptcy and destruction. Not all of us can be a Steve Jobs or Mark Zuckerberg. So I've comfortably settled into my "safe job" in the meantime. Regardless, when I received this book in the mail I was very excited. There are a lot of running-your-own-business how-to-be-an-entrepreneur books out there, but this one stood out to me for some odd reason.

It was a solid, well-written, well-put-together book and I loved how the author throws in her personal life story (instead of you feeling like it was written by a entitled know-it-all lawyer). It was very encouraging, motivating, and definitely inspiring. Anyone who dreams of, is striving towards, or currently is an

entrepreneur, should read this book!

Last note: I loved the hand-written note the author left in the book!

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## **Mandy Weeks says**

Most aspiring entrepreneurs who dream of leaving a "safe" job for the excitement of running their own business never actually do. The few that try fail more often than not.

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## **Blueberry says**

Disclaimer - I won this book through a Goodreads Giveaway.

I appreciated the handwritten note signing my copy.

I really wish that I could post this without a star rating, as I am not quite ready to evaluate this book in that manner. I personally have a hard time reconciling talk of destiny and God's plan with the let-me-reveal-the-truth-to-you tone from the blurb on the back of the book. Everyone has their own beliefs, so that may not bother others. However I could not get past destiny being peppered throughout a book that is supposed to help people achieve their dreams. I believe that destiny has no part in a training regimen, as the book has been billed.

What this book does really well is talk about the mindset that you need to have to become an entrepreneur, in a conversational tone that makes it accessible. I think this book is really about making an entrepreneurial lifestyle (how to look for delegation opportunities, how to go about goal setting), and might be just the thing you need for an extra push towards starting if you have locked yourself into perfectionist mode. I don't think that this functions as a path to success as noted on the blurb, but I will be more ready to discuss this after diving in more deeply on a second or third read.

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