

Adam Anderson

Entrepreneur, Thought Leader, and Author.



In 2019 I had **my life threatened** by the 2018 Nobel Peace Prize winner during a beach volleyball game on Sir Richard Branson's home, Necker Island. (He was joking.)

My name is **Adam Anderson** and my life as an Entrepreneur has taken me to awe-inspiring places and connected me with amazing people.

I've started over 20 businesses, navigated the sale of my first company for a multimillion-dollar exit, and now nurture other entrepreneurs by investing in their companies through my Ansuz Capital Fund or inviting them into the business community I co-founded, M3.

As you might imagine, I have earned some hard-won scars and wisdom.

I discovered is that there are **4 Phases of Business:**

1. To Me,
2. By Me,
3. Through Me,
4. and For Me.

To move from one phase to the next you have to **adopt something and surrender something**. I've also learned that you don't have to burn out during this process!

Founders of companies must be willing to transform who they are and how they lead to **move from transactional, day-to-day work to transformational business and personal growth**.

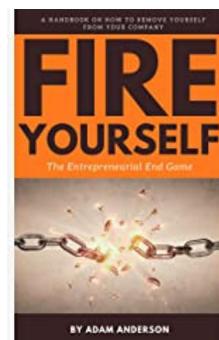
After writing 6 books, being the Entrepreneur in residence for two universities, and **guiding over 100 business owners to their ideal lifestyle**, I've developed a real passion to share what I've learned in mass.

Why I wrote the book.

In 2015, the president of the **COMPANY I OWNED** fired me! It resulted in unlimited free time and an extra \$1MM in valuation when I sold my company. I want that for all entrepreneurs.

I wrote, "**Fire Yourself, the Entrepreneurial Endgame**" to help other business owners like me make the same transition from transactional day-to-day grinding to transformational value creation and freedom of time.

The book is meant to open a business person's eyes and to introduce them to the concepts of moving through the different phases of running a company and show them what to look out for during that amazing journey.



To explore hosting me on your PODcast, conference, or event head over to my website. <https://ceo2owner.com/book-adam>