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The answer you  
are looking for  
may be a few  
pages away!




**BUSINESS  
OWNER  
MINDSET**

**BRANDING &  
MARKETING**

**BUSINESS  
FOUNDATIONS**



A top-down view of a person lying down, reading a book. The person is wearing a pink robe and has a white lace-trimmed sock on their right foot. A white cup of dark coffee sits on a saucer to the right. In the upper right, a small blue plate holds a round dessert topped with cream and a cherry. The background is a light-colored, patterned surface.

TAKE THE TIME  
TODAY TO FEED  
YOUR MIND WITH  
THE FUEL IT WILL  
NEED TOMORROW.

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LISA SMITHEN

# Why You Should Make Reading Part of Your Business

*There are so many reasons and excuses why business owners don't have enough time to read. And though many of them are valid, I am here to share with you four reasons why you have to make reading a fundamental part of your business.*

01

You will never know everything. It doesn't matter how long you have been in business or how many years of experience you already have under your belt, there is always something new to learn.

02

You will reduce your chances of making mistakes by learning about the mistakes and hiccups of other business owners and executives.

03

Inspiration comes when we allow ourselves to think outside the box. Sometimes that inspiration can be found within the pages of the next book you read.

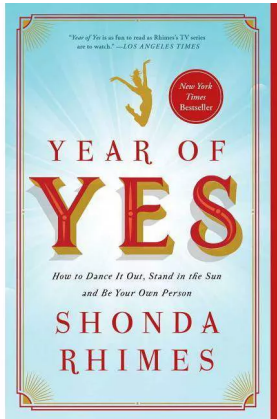
04

Learning something new helps to reinforce the good things you already know and it also helps to remove the negative thinking you may have inherited from your past experiences. This includes learning new business tips, strategies, and formulas.



# YOUR MINDSET

You could have the best tools, the biggest network, and access to the most capital. However, if your mind isn't strong, success will always evade you. Here are three books to help you step out of your own way and onto your path to peace and success.

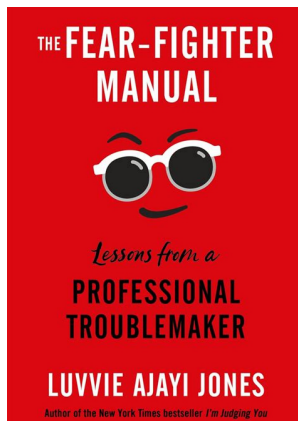


## YEAR OF YES

by Shonda Rhimes

Shondra Rhimes provides us with a glimpse into the mind of the world-known creative. She shares with us how we can become our worst enemy by blocking our blessings. This book shares the simple yet highly impactful way of getting out of our own way by just saying **YES**.

[CLICK HERE TO ORDER YOURS](#)

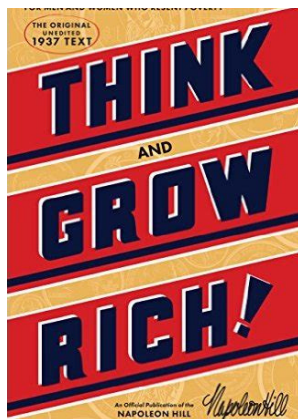


## THE FEAR FIGHTER MANUAL

by Luvvie Ajayi Jones

Luvvie is the giver of no damns! And this book will drag you while helping you to fight through every level of fear and self-doubt. This book isn't just for personal development; it is definitely relatable to your business decisions too.

[CLICK HERE TO ORDER YOURS](#)



## THINK AND GROW RICH

by Napoleon Hill

If you have ever wondered how the rich and successful achieved it all, or what were they thinking or doing, then this is the book for you. The thirteen common habits practiced by over 500 individuals are laid out for you to learn and implement in your business and life.

[CLICK HERE TO ORDER YOURS](#)



# HER STORY

If you have never seen someone else achieve their dreams, how will you know that it can be done? Here are three books that share the stories of entrepreneurs while providing gems, strategies, tips that you can start using today.

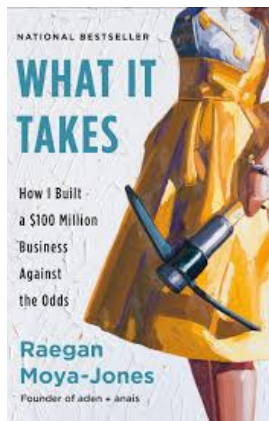


## 90 DAYS TO CEO

by Rochelle Graham-Campbell

Rochelle breaks down her journey to success while sharing gems on maneuvering many of the pitfalls, taking care of yourself, and growing a successful business.

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## WHAT IT TAKES

by Raegan Moya-Jones

This book is not for everyone but it is great for many. Raegan shares her story in a straightforward way. She uses humor to let you in on the challenges she faced while sprinkling the pages with advice to inspire and encourage you.

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## IN THE COMPANY OF WOMEN

by Grace Bonney

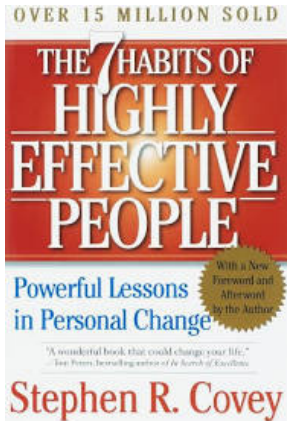
A must-read! Being an entrepreneur can be lonely, especially when you are the first and only one. This book shares over 100 stories and interviews of women who are creating the businesses and lives they wanted.

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# THINK DIFFERENTLY

To achieve something different, you will have to start with a different way of thinking. These three books give an alternative perspective on business and success by sharing habits, whys, and the muck behind the business scenes.

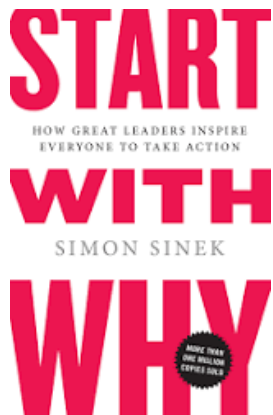


## THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

by Stephen R. Covey

This book aims to help you work on the things you can control—your habits. By taking the reins of your life and business you learn how to be proactive and shift the way you see and react to things around you.

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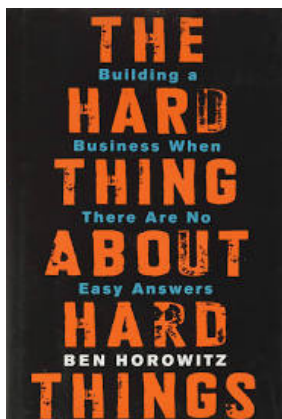


## START WITH WHY

by Simon Sinek

Knowing and working from the WHY is vital in everything. In this book, you will learn how inspiring your customers, clients, and employees will always be more impactful and sustainable than manipulating them. Simon reviews the infamous Golden Circle and why you should implement it in business.

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## THE HARD THING ABOUT HARD THINGS

by Ben Horowitz

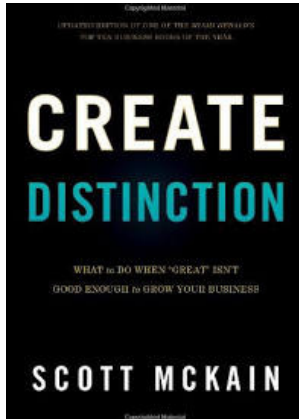
Want to get an inside scoop on the realities behind running and maintaining a business? Ben uses his love for hip hop, humor, and straight talk to share the things that many people tend to leave out—business is hard.

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# YOUR BUSINESS

Take a look at how you can stand out as a business, serve your super consumers, and use strategy in business. These three books put you to work and help you to step up your business decisions and procedures.

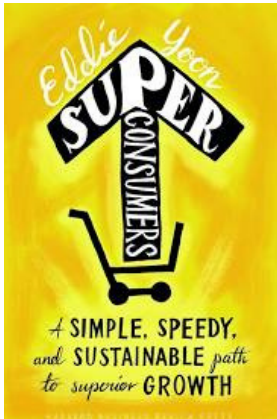


## CREATE DISTINCTION

by Scott Mckain

Scott shares why you should—and how you can—step away from the crowd and deliver distinction. This book can be used not just by business owners but also for individuals looking to stand out and climb up in their careers.

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## SUPERCONSUMERS

by Eddie Yoon

Eddie shares one of the secrets that big corporations have known forever: the superconsumer is instrumental to growing and sustaining your business. In this book, he shares the whys, hows, and case studies to support his strategies.

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## STRATEGY FIRST

by Brad Chase

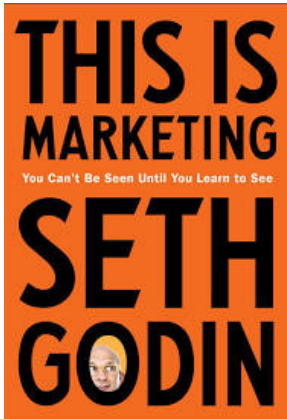
Brad shows the importance of implementing strategy in business and why it has to come first. A business must-have! This book provides you with key tips and examples that cover a broad range of companies.

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# BRAND & MARKETING

No matter what type of business you have [or want], you will need branding and marketing. These three books take a unique look at not just the why but also the how.

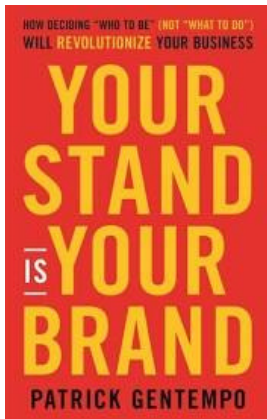


## THIS IS MARKETING

by Seth Godin

Seth is world-known for his straightforward, no fluff given approach to marketing. His ideas and methods can be implemented in any type of business and I encourage you to make this book a go-to resource within your business.

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## YOUR STAND IS YOUR BRAND

by Patrick Gentempo

If you are in the process of creating a business or rebranding, you need this book. You will get a different way of thinking about business and impact the way you view life. This book helps you to find the soul of your business and your WHY.

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## BRAND IS A FOUR LETTER WORD

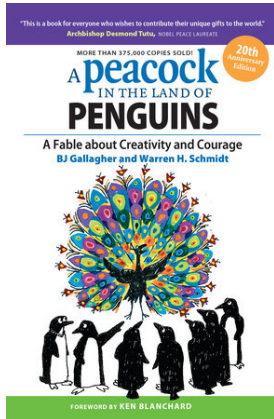
by Austin McGhie

Austin shows you that there is so much power in the positioning of your business and brand. This book gives you practical steps to take within your business and is an easy read with a very common-sense approach.

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# QUICK READS

If you don't have lots of time to dedicate to reading, these quick reads pack a punch and can be consumed over a weekend. Size does not determine importance, and these three books are all must reads.

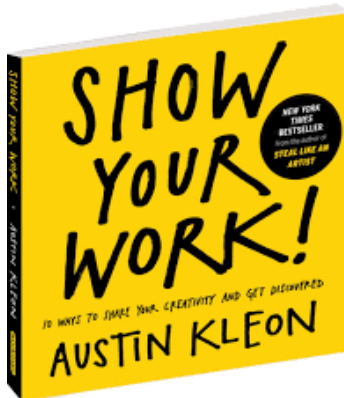


## A PEACOCK IN THE LAND OF PENGUINS

by BJ Gallagher & Warren H. Schmidt

This short read provides a glimpse into organizational staffing. The authors were able to use the animal characters to show how we are all different and how that difference should be moulded and celebrated within organizations.

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## SHOW YOUR WORK!

by Austin Kleon

Austin shows us how important it is to get known. Yes, creativity is important but as business owners, we have to let people know who we are and the problems our businesses solve. He shows you how to take small steps to get over the anxiety of sharing.

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## THE WAR OF ART

by Steven Pressfield

Steven shows you how to unlock your creativity by getting to a point where your fears and other personal blocks no longer keep you back from being your best person, creative, and business owner.

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Don't  
lose  
track of  
all those

# NEW IDEAS!



**Catch & write  
them down!**



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