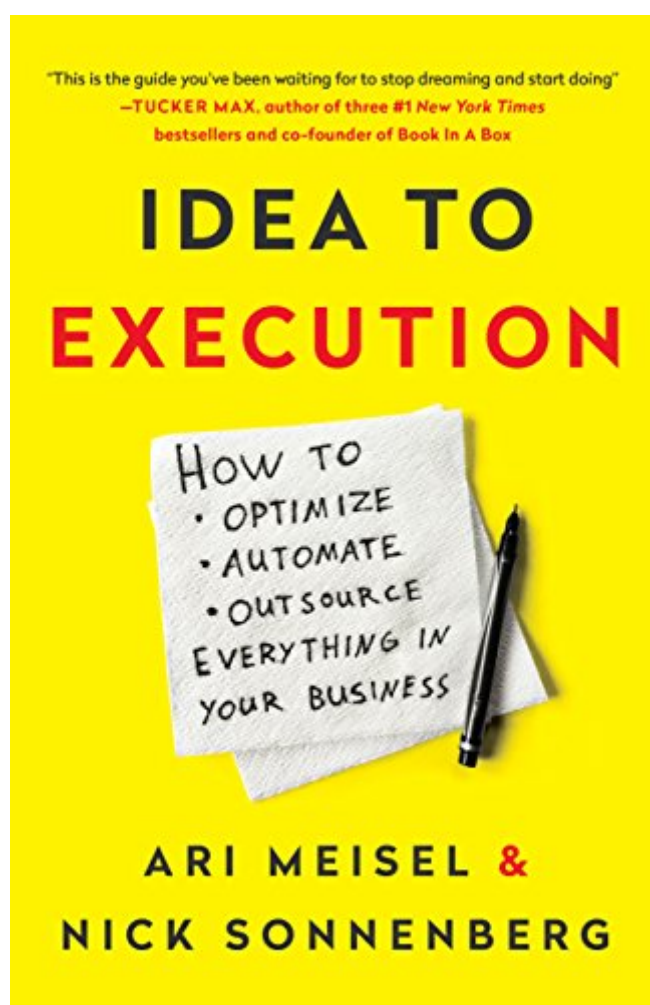


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# Idea To Execution: How To Optimize, Automate, And Outsource Everything In Your Business



## Synopsis

When Ari Meisel and Nick Sonnenberg launched their high-end virtual assistant (VA) company, Less Doing, they changed the culture of startups forever, effectively debunking the gospel that every new venture requires months of pre-planning and a hefty investment of capital. A business born from scribbled notes on a cocktail napkin during dinner was an up-and-running concern less than 24 hours later, ingeniously brought to life with the help of free, readily available digital tools and apps and no outlay of cash whatsoever. Meisel and Sonnenberg reveal how a scalable startup is done to perfection in this fascinating and informative chronicle of their first year in business together. An essential read for any budding entrepreneur, it follows the creative commercial process from inspiration to inception to success, detailing a bold new approach to 21st century business based on a fearless ingenuity and a willingness to rewrite the rules.

## Book Information

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## Customer Reviews

Meh, I don't why but I was expecting a bit more than a 10,000 ft overview. It read like a long form

sales letter. Some takeaways but there are better books on doing more with less.

The story of how they get from zero to one is amazing and inspiring, but I would liked a more distilled book. May one with better structured chapters with the clear lessons for the reader stated. Though, the advice about tech tools is great.

It's interesting, but not the "How To" manual I was expecting. It's more or less a log of their own experience launching their virtual assistant company from idea to full business.

I felt like I was reading a giant advertisement for the authors' VA company. Not a lot of applicable information.

I'm a huge fan of Ari's first book so I purchased this as soon as I knew about it. There were a few tools mentioned that I didn't know much about and I found it useful to hear how they are used.

I've followed Ari for years ever since taking his SkillShare class. This book is a quick read, but holds an enormous amount of functional real world examples. It is not impossible to start a business. It takes careful planning and this book is not only about the journey, the actual thought process that was used to create the framework to Optimize, Automate, Outsource.

Excellent quick read with plenty of new tools to implement -- I've already started implementing a number of them and am enjoying the streamlining process.

You can clearly start a business with zero money down. Ari and Nick do a great job of explaining their first year of starting a company, it's inspiring and practical. I loved how open they were about all their ups and downs. If you are looking to start a business, don't let money (or lack of it) hold you back. Ari and Nick prove there is always a solution.

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