



## **Summary: A Good Hard Kick in the Ass - Rob Adams: Basic Training For Entrepreneurs**

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**Complete summary of Rob Adams' book: "A Good Hard Kick in The Ass: Basic Training For Entrepreneurs".**

This summary of the ideas from Rob Adams' book "A Good Hard Kick in The Ass" shows that many aspiring entrepreneurs believe that their ideas are groundbreaking, their markets are ripe and all they need is some capital and a bit of advertising and they're good to go. This summary points that it is not the case, it offers instead a frank reality check about what really matters in a startup. It highlights a set of nine fundamentals to starting and growing a business. It also pinpoints five key milestones to reach for when getting your product to market, from validating the prospective market and designing a business model to lining up investors and proving the product can be made.

This summary demonstrates the importance of shifting your emphasis from the business model to the sales model, with useful explanations of the four most common sales models used by startups. If the product sells investors will back it and your company will be a success. Anyone looking to start and grow a new business will appreciate the candid advice in this engaging summary.

### **Added-value of this summary:**

- Save time
- Understand the key concepts
- Increase your business knowledge

**To learn more, read "A Hard Kick in the Ass" and discover advice to start and grow a new business.**

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