THE 5 SECRETS TO LAUNCHING YOUR SIDE HUSTLE IN 2018
HOW TO BECOME A 10% ENTREPRENEUR

THE OFFICIAL WORKBOOK

FREE WORKBOOK: WWW.PATRICKMCGINNIS.COM/BUILDYOUR10
FOMO
Fear Of Missing Out
SOCIAL THEORY AT HBS: MCGINNIS’ TWO FOS

Who created the term FOMO (fear of missing out)? Traces back to my buddy Patrick McGinnis when we were at Harvard Business when we were all afraid of being left out. Pretty awesome. http://buff.ly/1fPecoV

THE MEMO

The History of FOMO
The madness over our Fear of Missing Out began just across the Charles River. Discover how we tracked down the origin of FOMO, this year’s hottest meme.

Meet the man behind FOMO

BY KITTY KNOWLES 22 MARCH 2016

The Harbus

Bringing news to Harvard Business School since 1937

Following the Joneses: FOMO and conspicuous sociality
by Joseph Reagle
#GENERATION FOMO
HOW DO YOU FIGHT BACK?
ENTREPRENEURSHIP’S DIRTY LITTLE SECRET
STARTUPS THAT **DO NOT** GENERATE THE PROMISED RETURNS

75%

STARTUPS THAT RETURN **LITTLE TO NO CAPITAL** AT ALL

30-40%
GLOSSARY

10% Entrepreneur
(ˈten pərˈsent
ˌən-trə-p(r)əˈnər,-ˈn(y)ůr) • noun:

A 10% Entrepreneur is a person who spends 10% of his time and, if possible, 10% of his money, investing in, advising, and getting involved with new ventures.
WHY BECOME A 10% ENTREPRENEUR?

1. AUTONOMY AND DIVERSIFICATION

2. OWNERSHIP AND UPSIDE

3. MAKE LIFE RICHER AND MORE INTERESTING

4. BE MORE EFFECTIVE AT YOUR DAY JOB

5. LEARN WHAT IT MEANS TO BE AN ENTREPRENEUR
PART-TIME ENTREPRENEURS ARE 33% LESS LIKELY TO FAIL COMPARED TO THOSE STARTING FULL-TIME
SECRET #1

THERE A 5 TYPES OF 10% ENTREPRENEURSHIP
THE 110% ENTREPRENEUR
Take the Quiz

www.patrickmcginnis.com
SECRET #2: MAKE A PLAN

Resources + Investment Process + Network
SECRET #3: DEFINE YOUR RESOURCES

Time

Financial Capital

Intellectual Capital
SECRET #3: DEFINE YOUR RESOURCES

- Commuting
- On the phone or texting
- Responding to personal emails
- On social media, reading news sites, or shopping online
- Exercising
- Watching TV or movies
- Socializing with friends
- Eating out
SECRET #3: DEFINE YOUR RESOURCES

Financial Capital

How much financial capital can you set aside for your 10%?

How much financial capital will you have in 5 years for your 10%?
SECRET #3: DEFINE YOUR RESOURCES

Intellectual Capital

- Professional experiences
- Skills, credentials, and awards
- Academic history
- Personal interests and experiences
SECRET #4: THINK LIKE A VENTURE CAPITALIST

THE BUSINESS    THE PEOPLE    YOUR ROLE
SECRET #5: LEVERAGE YOUR NETWORK

SOURCING  DILIGENCE  ADDING VALUE
Signed Books!

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