



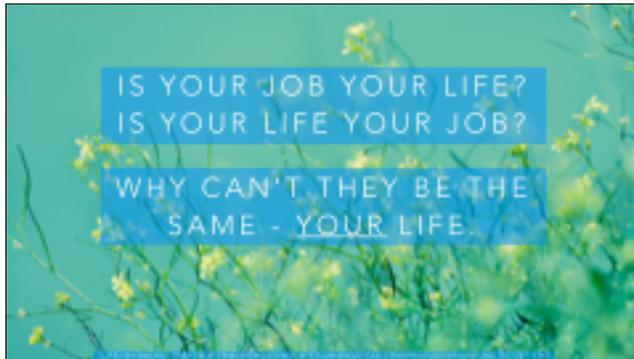
Welcome to today's talk and discussion on "taking the leap: a step-by-step process to entrepreneurialism. I'm Joshua McNary, longtime co-worker — first as an entrepreneur working fulltime for a company and now running my own business, McNary Marketing & Design LLC, providing marketing technology support to entrepreneurs, small and medium sized businesses, nonprofits, and anyone with an idea and a passion to expose to today's digital marketplace.

My background is in corporate strategy, tactical marketing, web development, and technology. I start out growing up and attending school in Ohio, worked as a Director of Marketing for a Washington DC based national nonprofit, then serving as Corporate Development Director for a medium-sized high-tech Iowa firm, and now am playing my own cards as a solopreneur.

I'm typical of many in our community - a family man with a beautiful wife and three kids, a Christian attending church every Sunday, weekend warrior playing ice hockey in the beer league most weekends, and long suffering Cleveland Browns & Indians sports fan.

What makes me a bit different is I've decided to follow my own career path. Enough with the corporate ladder and following others paths for me. It is time to get passionate about our work, life, friends, and family. Life is too short to do anything but, and we are all here to serve each other and our vocations with the skills and talents we have been given.

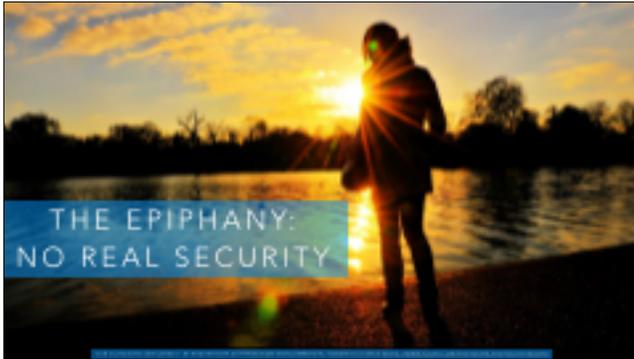
So today I'm going to talk to you about my year long journey to entrepreneurship, where I went through a number of phases - unplanned but in high sight, with a strategy — which will help you consider your next steps to follow my path and be a bit - "different."



Questions:

- Is your job is their life?
- Is your life is their job?
- Why can't they be the same - just LIFE.

- My friend Eric Ungs with his unlessyoucareproject.com and I met regularly during my lead up to starting my business and he would often would suggest there was no work life balance - just life.
- If you are following others path set for you, you will always be stuck in attempting to balance two personas - work and life - and only if lucky will be your true self in both.
- If you are an entrepreneur, forging a path on your own passions, you have the control to choose to be yourself in your work, home life, and everywhere in between.
- As my friend, Christoph Trappe of <http://authenticstorytelling.net> notes in regards to social media - be your authentic self. Let's do it in our work as well.
- So, why can't they be the same - work and life — just be your life.



The Epiphany: There is no security

- Internal epiphany — there is no such thing as a secure job.
- Big corporates, small business working for others, or being your own boss - all have risk.
- So why not manage this risk and effect the outcome yourself?
- It is all about who has the responsibility — Id rather have it be my own where I can more directly effect the results.
- You ultimately are in control of your destiny on this earth, take it!
- In my case, despite excelling with my former employer, I started to explore my options... and I started by talking to people.



Asking for Help: Discovery & Getting Mentorship

- This is a Process of discovery — asking for guidance, help, and suggestions from trusted mentors, family, and friends can lead you various ways.
- Depending on the answers to come to you may be to pointed to finally deciding it is the right time to make your dream a reality.
- How do you do it? Never eat (or drink coffee) alone.
- I once read Keith Ferrazzi's book "Never Eat Alone" by the same title and it has always stuck with me. It worked great for my discovery.
- Every time I was in Cedar Rapids working at Vault or sitting next to someone who could help me, I meet or asked questions.
- Start by asking those you know for meetings — people you trust and can be comfortable talking with.
- Then ask for suggestions of others to meet with to branch out to others networks.
- Make list of targets — big or small — start somewhere. Check those folks off as you go.
- I kept a Google Spreadsheet with verticals of those categories of people in my life - work, home, community.
- At meetings, be honest of your intents and ideas.
- More importantly, trust people. Sure you must be careful of outing yourself to a current employer, but chances are those you are meeting with to inspire you are not in the same crowd as them anyway.
- The return will be 10-fold the insight into your ideas and will allow you to be more successful down the line.



Open Mind

- Keep an open mind to full-time - entrepreneur - other options
- Take notes, think on it later — make connections and identify themes in your discussion of your ideas and yourself.
- Have a pitch regarding yourself (though it will change as you get feedback).
- I had/have an Evernote elevator note which I change as I learn what works and not.
- Take criticism and ideas with right mind frame — not a reason to give up but pushing you to success.
- For example for me marketing was not good enough unique selling proposition. I'd been doing a marketing brander and design - I had to pivot to be a marketing technologist to be unique, have a area to explore, and drive at a passion — as the digital marketing age and technical tools become ever more sophisticated.



Objections

- Break down the objections one by one — internal and those others lob (at the extent you feel comfortable anyway).
- We live in a free agent society now, the average tenure in the US at a job is somewhere around 4-5 years — a lot shorter than our grandparents decades working at the steel mill or otherwise.
- You need to take advantage of the society, world, and business time we are currently in — not a better time I can determine to go for it.
- In Iowa Creative Corridor, events like this and year round, Silicon Prairie booming, Cedar Rapids revitalized, and a community allowing innovation and bottom-up, organic economic growth which I believe can allow for a truly sustainable and prosperous region.
- Iowa is an awesome place to grow a business - people, cost of living, quality of life, work ethic, central US location (minus the cold!).
- Connect: via the internet you can work from and for people anywhere - networking with amazing local and related international connections.
- Technology is cheap - amazing — think back to when you were a kid, most of what we have now could only have been seen as magic - even 20 years ago. And the pace of innovation exponential going forward.
- Work hard and you really can achieve - there are no deal breaker excuses — depending on your background, location in life, financials, and any number of other factors your uphill battle will vary — but you CAN do it.



Buy-in: Not setting yourself up for failure - support of those closest to you

- Along the way I also learned valuable lessons regarding communicating with his spouse, family.
- Taking the leap when you have a family / wife at home — total buying from those closest to you needed.
- You are going to need them when you are on your lowest rung, so get them engaged and have buyin now.
- Also considering his family and friends' reaction to his “radical” change - get their buyin and support.
- This can bolster your case to proceed - in my case my wife told me one of my in-laws “thought it was a great idea” and this really meant a lot to me.



It was then time to act - setting a new venture up for success

- Do as much as you can moonlighting prior to acting: planning, side work, marketing, systems, networking.
- Build a war chest of funds to help cover your startup period
- Consider plan B's like PT jobs, delivering pizzas, cutting lawns. If not consider loans, grants, investment, etc.
- Consider a "bridge job" to help you put one toe in slowly — something to allow you more time and energy for your dream.



Determining the best way exit employment

- Never do your entrée work while at your current job unless you have agreement in place. It is basically stealing time from your employer.
- Don't burn bridges — be thankful and loyal — work hard to the end.
- Offer to stay on to help - transfer/monetize your knowledge — leverage contract if appropriate — could be considered as a bridge job?
- Note to your employer this about you not about the job, your boss, or company — it probably isn't — you are following your dream.
- All of this allows you to leave the door open in case your ideas do not work out and even if they do you have left with your reputation in tact.



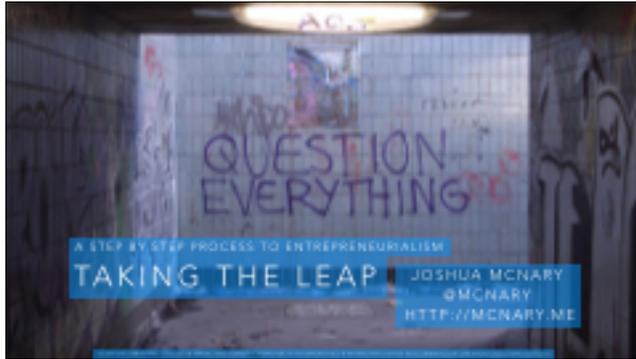
Do Not Be Anxious

- Have faith - I'm a Christian guy - not going holy roller on you here — but see the section called "Do Not Be Anxious" (Matthew 6:25-34)
- "Look at the birds of the air: they neither sow nor reap nor gather into barns, and yet your heavenly Father feeds them. Are you not of more value than they?" Matthew 6:26 (English Standard Version)
- You can go forward in your efforts and know you are going to be alright.
- If this bird here is able to find that seed in the dead of an Iowa winter, you as a high powered, intelligent, and passionate entrepreneur are going to be able to adapt and find your way to success.
- Even when it is rough, you can know there is a way about the world where things turn out alright. For me that is backed up by my faith in a higher power...
- This is a great comfort for me and why I felt I had to raise it today as we talk about risk and jumping at something in our lives unknown.
- Further, have an abundance mentality.
- To me this means contributing to others success with ideas, thoughts, and hard work.
- Sure someone in this room could be considered a competitor to me — there are a number of amazing marketing firms in town for instance — but I strive as a community member to always give back.
- This allow me to grow and expand my knowledge.
- But also, as our society, community, and economy grows, we all benefit with a bigger pie to take a slice from. That is the abundance mentality.



So In closing...

- Take action — at least explore the options — you owe it to yourself.
- Dissolve the idea of work-life balance – integrating you fully into your life — his is the whole point.
- Where it will lead you, none of us know - and I don't know my end location - but I am empowered now to guide this effort - not others ideas of what I should or should not be doing.
- Hopefully I helped to lower your internal barriers to taking the leap and take you one step closer your chasm of opportunity.



- Talking points:
- Books: 7habits (Covey), 48 hours to work to the work you love (Miller), Quitter (Acuff)
- Tools: evernote, blog/journal, RSS reading, Business model canvas, freelance switch (now defunked), EoFire Podcast/Site (Jonathan Dumass)