HYBRIDANCHOR | THE Entrepreneur NEXT DOOR

[THE ENTREPRENEUR'S BOOKSHELF]

THE RIGHT BOOK FOR THE STAGE YOU'RE AT

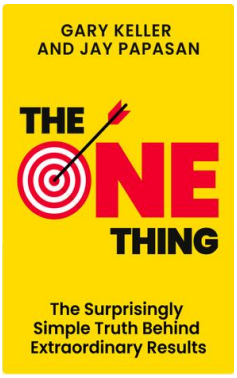
AS DISCUSSED ON THE ENTREPRENEUR NEXT DOOR SCOTLAND WITH JOHN LOUDON

HYBRIDANCHOR.COM

[STAGE 1]

STARTING OUT

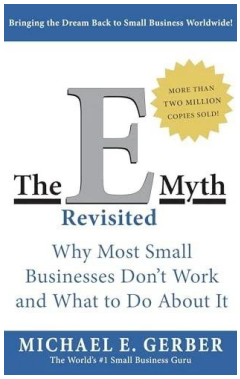
Too many options, not enough focus.



The ONE Thing

Gary Keller and Jay Papasan

Find the one activity that makes everything else easier or unnecessary. For Hybrid Anchor that's the website video audit: when audits go up, deals follow.



The E-Myth Revisited

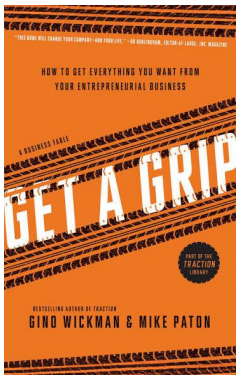
Michael E. Gerber

The technician trap: someone good at the work starts a business, then keeps doing the work. John read it before launching and hired seniors on day one to avoid it.

[STAGE 2]

BUILDING THE TEAM

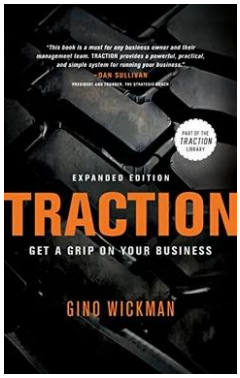
The business has grown past you.



Get a Grip

Gino Wickman and Mike Paton

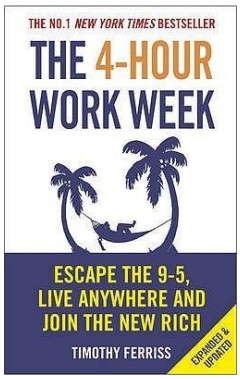
The story version of EOS, told as a business fable. John's advice: read this first and Traction will land faster.



Traction

Gino Wickman

The operating system: leadership seats, a weekly meeting rhythm and a scorecard. John's first read changed little. The second, with someone asking if he'd implemented it, changed everything.



The 4-Hour Work Week

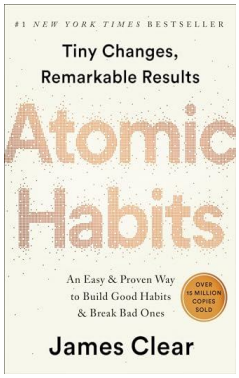
Tim Ferriss

John re-read it during COVID while building remote teams. Different moment, different book.

[STAGE 3]

LEADING YOURSELF

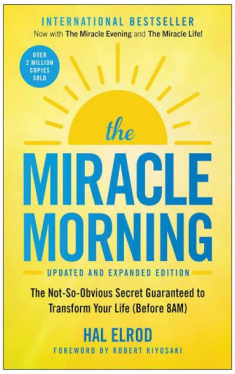
Habits, resilience and energy.



Atomic Habits

James Clear

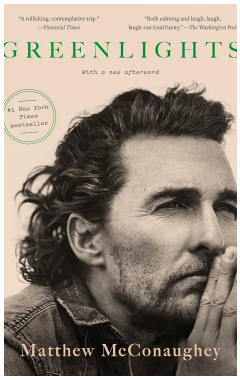
Your systems decide your results more than your goals do. Aim to be a little better than yesterday.



The Miracle Morning

Hal Elrod

The source of the re-read rule below: a second read of a great book can beat a first read of a new one.



Greenlights

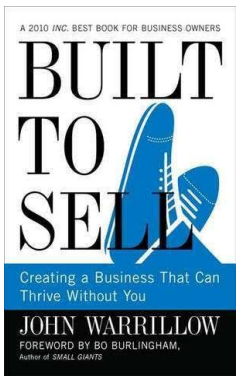
Matthew McConaughey

Red lights turn green again. Put your energy into what you can control, not into the recession or the pandemic.

[STAGE 4]

PLANNING THE EXIT

Building something that runs and sells without you.



Built to Sell

John Warrillow

A business that depends on bespoke work and its founder is hard to sell. John used it to see why a bespoke service like Off Canvas is hard to scale.

[WHICH BOOK NOW?]

START FROM THE PROBLEM, NOT THE BESTSELLER LIST

I have too many ideas and can't decide what to focus on	**The ONE Thing**
I'm busy every hour but the business isn't growing	**The E-Myth Revisited**
My team isn't pulling in the same direction	**Get a Grip, then Traction**
I want my team to work well remotely	**The 4-Hour Work Week**
I keep setting goals and not hitting them	**Atomic Habits**
Things outside my control keep knocking me back	**Greenlights**
I want a business that could run, or sell, without me	**Built to Sell**

[Continued on next page...]

TIPS ON READING MORE BOOKS EACH YEAR AS A BUSINESS OWNER

[01]

Always carry a book

Reading happens in the gaps: trains, waiting rooms, the ten minutes before a meeting.

[02]

Pick one or two ideas, not ten

Most business books repeat each other. Take the one or two that fit, test them, and ignore the rest for now.

[03]

Check the book against the business

When looking at older books you've read. John asks: can I see this book inside me or my company? If not, he's missed something.

[04]

Execute fast

A book is only valuable when you put it to work. He'd rather try an idea and fail than leave it on the shelf.

[THE RE-READ RULE]

You are a different person on the second read, so it's a different book. Every few years, scan your shelf. Any book you remember liking but can't name the lesson from is due a second read.

/// Your reading plan for this quarter

The Stage I'm At	
The Book I'll Read Next	
The Book I'll Re-Read	
One Idea I'll Put To Work By	