stories I tell are used as examples to guide you toward what I call Startup Heroism. So, why would you read this book?

You’ve already accomplished so much. You’ve overcome impediments and slayed dragons. You’ve achieved challenges without ever having tried before. You’ve been honed by years of experience, and you’ve been tested by adversity.

The next step is to reach for the stars. You should read this book to help you face the future. This book will help you elevate your game and accomplish even more.

There are two places you can go from here:

1. The first place is the world of heroes—where you face your biggest challenges and accomplish the greatest feats.

2. The second place is the world of mediocrity—where you repeat the same mistakes over and over again and never achieve greatness.

We’re not talking about the stars in the sky. We’re talking about the stars in your dreams. We’re talking about the stars you want to meet and the stars you want to beat.

We’re talking about the stars you want to win.

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