

best business startup podcast

best business startup podcast resources are essential tools for aspiring entrepreneurs and new business owners seeking practical insights and expert advice. These podcasts offer a wealth of knowledge on various aspects of launching and managing startups, including funding strategies, marketing techniques, business planning, and leadership skills. Identifying the best business startup podcast can significantly accelerate the learning curve and provide inspiration from successful founders and industry experts. This article explores top-rated podcasts dedicated to startup business growth, highlights their unique benefits, and provides guidance on selecting the right audio content for your entrepreneurial journey. Additionally, this comprehensive guide includes tips on how to maximize podcast learning and integrate valuable information into actionable business strategies.

- Top Business Startup Podcasts to Follow
- Key Features of the Best Business Startup Podcast
- Benefits of Listening to Business Startup Podcasts
- How to Choose the Right Podcast for Your Startup
- Tips for Maximizing Learning from Podcasts

Top Business Startup Podcasts to Follow

Discovering the best business startup podcast involves evaluating the credibility of hosts, the relevance of content, and the actionable value provided to listeners. Several standout podcasts focus exclusively on entrepreneurship and startup success stories, making them indispensable resources for new business founders.

1. The Tim Ferriss Show

The Tim Ferriss Show is renowned for its in-depth interviews with successful entrepreneurs, investors, and thought leaders. The podcast delves into business tactics, productivity hacks, and personal development strategies, making it a top choice for startup enthusiasts.

2. How I Built This

Hosted by Guy Raz, How I Built This shares inspiring stories behind some of the world's best-known companies. Entrepreneurs discuss their challenges and triumphs, providing listeners with real-world lessons on building a business from the ground up.

3. Masters of Scale

Reid Hoffman, co-founder of LinkedIn, hosts Masters of Scale, a podcast focusing on scaling startups. It brings insights from high-growth companies and emphasizes strategies for sustainable business expansion.

4. The Startup Podcast

Produced by Gimlet Media, The Startup Podcast offers a behind-the-scenes look at what it takes to launch a startup. It covers funding, team-building, and product development through storytelling and interviews with founders.

5. Smart Passive Income

Pat Flynn's Smart Passive Income podcast provides actionable advice on building online businesses and generating passive income streams, ideal for entrepreneurs seeking alternative startup models.

Key Features of the Best Business Startup Podcast

Identifying the best business startup podcast requires understanding the key features that distinguish high-quality content. These elements ensure the podcast delivers value and supports startup success.

Expertise and Credibility

Top podcasts host industry experts, successful entrepreneurs, and investors who share proven strategies and firsthand experiences. Credibility is critical for trustworthiness and actionable insights.

Comprehensive and Relevant Content

The best business startup podcast covers a broad spectrum of topics, including market research, funding, marketing, leadership, and legal considerations. Content relevance to current business trends is also essential.

Engaging Storytelling and Format

Engaging narratives, interviews, and case studies make complex business concepts easier to understand and more memorable. High production quality and a consistent release schedule also enhance listener experience.

Actionable Takeaways

Listeners benefit most when podcasts provide clear, practical steps to implement strategies discussed. The best business startup podcast delivers actionable advice that entrepreneurs can apply immediately.

Benefits of Listening to Business Startup Podcasts

Listening to the best business startup podcast offers numerous advantages beyond traditional learning methods, supporting continuous professional development and entrepreneurial growth.

Access to Expert Knowledge

Podcasts bring expert insights directly to listeners, democratizing access to knowledge that might otherwise require costly seminars or consulting.

Flexibility and Convenience

Podcasts can be consumed during commutes, workouts, or downtime, making it easy to integrate learning into busy schedules without disrupting productivity.

Inspiration and Motivation

Hearing success stories and overcoming obstacles motivates entrepreneurs to persist through challenges and innovate within their startups.

Networking Opportunities

Engagement with podcast communities and guests can open doors to networking, mentorship, and collaboration opportunities within the startup ecosystem.

How to Choose the Right Podcast for Your Startup

Selecting the best business startup podcast depends on individual needs, business stage, and learning preferences.

Assess Your Business Stage and Goals

Different podcasts cater to various startup phases, from ideation and early funding to scaling and exit strategies. Choose podcasts aligning with current entrepreneurial priorities.

Evaluate Podcast Content and Style

Consider whether you prefer interview formats, storytelling, or educational lectures. The tone and pacing should match your listening preferences to maintain engagement.

Check Frequency and Length

Regular episode releases and episode durations compatible with your schedule ensure consistent learning without overload or gaps.

Read Reviews and Recommendations

Listener feedback and industry endorsements provide insight into podcast quality and relevance.

Tips for Maximizing Learning from Podcasts

To fully benefit from the best business startup podcast, adopting effective listening strategies is crucial.

1. **Set Clear Learning Objectives:** Define specific topics or skills you want to gain from each episode.
2. **Take Notes:** Jot down key points, actionable advice, and questions for further research.
3. **Apply Insights Promptly:** Implement strategies discussed to reinforce learning and measure effectiveness.
4. **Engage with Podcast Communities:** Participate in discussions or social media groups related to the podcast for deeper insights.

5. **Revisit Valuable Episodes:** Re-listen to episodes that offer critical information or inspiration to reinforce understanding.

Frequently Asked Questions

What are some of the best podcasts for business startups in 2024?

Some of the best business startup podcasts in 2024 include 'How I Built This' by NPR, 'The Tim Ferriss Show', 'StartUp Podcast' by Gimlet, 'The GaryVee Audio Experience', and 'Smart Passive Income' by Pat Flynn.

Which podcast offers the most practical advice for new entrepreneurs?

'Smart Passive Income' by Pat Flynn is highly regarded for its actionable advice and step-by-step strategies that new entrepreneurs can implement to grow their startups effectively.

Are there any podcasts that focus specifically on tech startups?

Yes, 'StartUp Podcast' by Gimlet often features stories and insights focused on tech startups, including interviews with founders and investors in the technology sector.

Can listening to business startup podcasts help with funding and investment knowledge?

Absolutely. Podcasts like 'How I Built This' and 'The Tim Ferriss Show' often include discussions on funding strategies, investment insights, and tips from successful entrepreneurs and venture capitalists.

What makes a business startup podcast valuable for listeners?

A valuable business startup podcast provides inspiring success stories, practical advice, expert interviews, and actionable tips that listeners can apply directly to their own startup journey.

How frequently should I listen to business startup podcasts to gain maximum benefit?

Listening regularly, such as weekly or biweekly, allows you to stay updated with new trends, ideas, and strategies, helping you consistently improve and adapt your startup approach.

Are there podcasts that also cover marketing strategies for startups?

Yes, podcasts like 'The GaryVee Audio Experience' and 'Marketing School' by Neil Patel and Eric Siu cover marketing tactics specifically tailored for startups and small businesses.

Additional Resources

1. *Podcast Launch: A Step-by-Step Guide to Launching Your Podcast and Building a Loyal Audience*

This book provides a comprehensive roadmap for aspiring podcasters looking to start a business podcast. It covers everything from planning content to technical setup and marketing strategies. Entrepreneurs will find valuable tips on how to create engaging episodes that attract and retain listeners, helping to build a strong brand presence.

2. *Start Your Own Podcast: The Step-By-Step Guide to Launching a Successful Podcast*

Ideal for beginners, this guide walks readers through the essentials of launching a podcast with a business focus. It offers practical advice on equipment, recording, editing, and distribution. Additionally, it emphasizes how to monetize your podcast and use it as a tool for business growth.

3. *Podcasting for Business: How to Create, Launch and Grow a Successful Podcast*

This book is tailored for entrepreneurs and business owners who want to leverage podcasting as a marketing channel. It explores strategies for content creation that resonate with professional audiences and build credibility. Readers will learn how to integrate podcasting into their overall business development plan.

4. *The Podcast Startup Guide: How to Turn Your Passion Into a Profitable Business*

Focused on turning podcasting into a viable business, this guide covers monetization models, sponsorship acquisition, and audience engagement. It also provides case studies of successful business podcasts to inspire and inform readers. A perfect resource for those wanting to make podcasting a central part of their startup strategy.

5. *Business Podcasting Made Simple: From Idea to Launch and Beyond*

This straightforward guide breaks down the podcasting process into manageable steps tailored for business professionals. It discusses how to identify your target audience and craft content that drives engagement. The book also highlights promotional tactics to grow your podcast's reach effectively.

6. *The Entrepreneur's Guide to Podcasting: Building Your Brand and Reaching Customers*

Designed specifically for entrepreneurs, this book focuses on using podcasts to build brand awareness and customer loyalty. It includes insights on storytelling, interview techniques, and creating valuable content that positions you as an industry leader. Readers will gain practical methods to connect with customers through audio.

7. *Monetizing Your Podcast: A Business Startup Guide to Making Money with Podcasts*

This book dives deep into the financial aspects of podcasting as a business. It covers various revenue streams such as sponsorships, product sales, and premium content. Entrepreneurs will learn how to create a sustainable income from their podcasts while maintaining quality and audience trust.

8. *Podcast Growth Hacks for Startups: Strategies to Expand Your Audience and Influence*

Targeting startup founders, this book offers innovative marketing and growth strategies specific to podcasts. It explores social media integration, collaboration with other podcasters, and audience analytics to optimize growth. The author's actionable tips help startups gain visibility and influence quickly.

9. *Content is King: Crafting Compelling Business Podcasts That Convert*

Focusing on content creation, this book teaches how to develop podcast episodes that engage listeners and drive business results. It covers scripting, episode structure, and call-to-action techniques that convert audiences into customers. Perfect for startups aiming to use podcasting as a direct channel for lead generation and sales.

Best Business Startup Podcast

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best business startup podcast: *Start Your Own Podcast Business* The Staff of Entrepreneur Media, Jason R. Rich, 2021-05-18 TALK YOUR WAY TO SUCCESS Whether you're a master storyteller, skilled interviewer, branding genius, or have become passionate about making podcasts, now is the time to go from hobby to full-time business owner. And with million of listeners ready to discover your unique offerings it only makes sense to join the wildly popular podcast community.

best business startup podcast: The Side Business Playbook: Discover How 12 Successful Entrepreneurs Bootstrapped Their Startups While Working Full-time Shane Lee, ***Insights from Successful Entrepreneurs who built their Side Projects while working Full-Time *** Have you ever had an idea for a side project? Always wanted to work on a startup but didn't want to throw your day-job away? Thought about turning your passion into a passive income source? If you're in any of these situations, you're in good company. Many of the entrepreneurs in this book were in the exact same position, and they all found a way to build successful side businesses while working demanding full-time jobs. Learn Tips and Tricks from Successful Side Business Owners Shane Lee curated a selection of the world's most successful sideline entrepreneurs to find out how and why they started their side projects. These are the entrepreneurs behind successful startups such as Bidsketch, Appointment Reminder, fflick and Babylist. You'll Learn: • Why Trevor Page, the founder of How to Program with Java, believes in focusing on your expertise • How Brian Casel of Restaurant Engine slowly transitioned from consulting to his product-based businesses • How Sacha Grief juggles multiple side projects for a living • Why Larry Deane of Side Income Blogging believes in diversifying his income sources • How Kurt Wilms sold his side project to Google for \$10 million

best business startup podcast: ,

best business startup podcast: Master Digital Marketing and Skyrocket Your Sales: How

to Use Online Strategies to Grow Your Business Silas Mary, 2025-02-19 Master Digital Marketing and Skyrocket Your Sales: How to Use Online Strategies to Grow Your Business The future of business is digital—and if you're not leveraging online marketing strategies, you're leaving money on the table. Whether you're an entrepreneur, small business owner, or marketing professional, mastering digital marketing is the key to scaling your business, attracting customers, and increasing sales. This book is your step-by-step guide to using the power of online marketing to grow your brand, reach the right audience, and convert leads into loyal customers. Inside, you'll discover: □ The fundamentals of digital marketing and how to use them to your advantage □ How to create a powerful brand presence that attracts and retains customers □ The secrets of SEO, content marketing, and social media advertising □ How to build an automated sales funnel that drives consistent revenue □ The best online marketing strategies for sustainable and scalable growth No more guessing. No more wasting money on ads that don't convert. This book gives you the tools, strategies, and insights you need to dominate the digital world. If you're ready to maximize your online presence, grow your audience, and skyrocket your sales, this is the guide you've been waiting for. Are you ready to take your business to the next level? Let's get started!

best business startup podcast: *Handbook of Teaching with Technology in Management, Leadership, and Business* Stuart Allen, Kim Gower, Danielle K. Allen, 2020-09-25 Ever-evolving technological innovation creates both opportunities and challenges for educators aiming to achieve meaningful and effective learning in the classroom and to equip students with a well-honed set of technology skills as they enter the professional world. The Handbook of Teaching with Technology in Management, Leadership, and Business is written by experienced instructors using technology in novel and impactful ways in their undergraduate and graduate courses, as well as researchers reporting and reflecting on studies and literature that can guide them on the how and why of teaching with technology.

best business startup podcast: *Contemporary Business* Louis E. Boone, David L. Kurtz, Daniel Pfaltzgraf, 2024-09-18 Student-friendly, engaging, and accessible, Contemporary Business, 20e equips students with the skills to assess and solve today's global business challenges and succeed in a fast-paced environment. Designed to drive interest in business, our newest edition offers a comprehensive approach to the material, including a variety of resources to support today's students. Its modern approach, wealth of videos, relevant and up-to-date content, and career readiness resources keep your course current and engaging.

best business startup podcast: *So Good They Call You a Fake* Joshua Lisec, 2023-06-15 They call you a fake because you're the best. Being called a fake is the last rite of passage on the internet. In the relentless pursuit of excellence, you only know you've arrived when you have "haterz"—your most valuable marketers. So Good They Call You a Fake is how you get there. This book teaches step-by-step with no steps skipped how to get the visibility you've already earned, become an energy monster who thrives on all kinds of attention, and then monetize that attention to the max.

best business startup podcast: *BILLION DOLLAR STARTUP* Prabhu TL, 2025-05-16 From Idea to Empire: The Ultimate Playbook for Building and Scaling a Billion Dollar Startup What does it really take to build a billion-dollar startup? Beyond the myths, media hype, and glossy headlines, there's a brutal, methodical, and disciplined journey that separates the dreamers from the builders. In Billion Dollar Startup, you'll discover the exact mindsets, strategies, and execution playbooks that the world's most successful startup founders used to transform raw ideas into global, market-dominating, billion-dollar businesses. This is not just another startup book. This is your battle-tested, no-fluff founder's manual—crafted from the blood, failures, and victories of those who have scaled the summit. Whether you're a first-time founder, a struggling startup leader, or an ambitious entrepreneur aiming to rewrite the rules of your industry, this book will become your trusted guide, your mirror, and your compass. Building a billion-dollar startup is not luck. It's a system. It's a journey. It's a brutal, disciplined game. Billion Dollar Startup reveals the exact methods, frameworks, and lessons used by the world's most successful founders. Whether you're at idea stage, PMF, or scaling globally, this book will become your CEO playbook for building an

empire that lasts. No fluff. No theory. Only the raw, actionable truths of billion-dollar startup building. Inside this Book, You'll Discover: □ The entrepreneurial mindsets that separate billion-dollar founders from the rest □ How to validate obsession-worthy ideas and build products the market craves □ Proven growth hacking tactics and distribution strategies used by unicorns □ The billion-dollar startup roadmap—from spark to PMF, traction, blitzscaling, and beyond □ How to design defensibility, moats, and systems that scale beyond you □ Brutal lessons in financial management, profitability, and cash flow discipline □ Insider playbooks on global expansion, team scaling, culture building, and leadership evolution □ Emerging trends and industries that will birth the next wave of billion-dollar companies □ Checklists, templates, and dashboards to execute like the world's top founders Who Should Read This Book? First-time entrepreneurs with a billion-dollar vision but no clear roadmap Startup founders stuck in growth plateaus and looking for breakthrough strategies Ambitious bootstrappers and indie hackers ready to play at the next level Business leaders and investors who want to understand the DNA of enduring startups If You're Ready to Stop Playing Small... If you're ready to build not just a product, but a movement... Not just a company, but a billion-dollar empire... Not just a startup, but a legacy... Then this book is your call to action. Billion Dollar Startup is not theory. It is your blueprint for building a business that outlasts fads, survives downturns, and dominates markets. There is no way back now. Let's build.

best business startup podcast: Embedded Business Librarianship for the Public

Librarian Barbara A. Alvarez, 2016-07-28 Loaded with recommended practices for increasing engagement and developing courses and programs for business owners, professionals, and job seekers in the community, this book points the way towards making the library an integral part of the business community in ways that are realistic and sustainable.

best business startup podcast: Dream, Plan, Execute: The Journey to Small Business

Triumph Gabe Pacheco , Dream, Plan, Execute: The Journey to Small Business Triumph is the essential guide for aspiring entrepreneurs, crafted from the firsthand experiences of Gabe Pacheco, a seasoned small business entrepreneur. Fueled by his passion for sharing knowledge gained through numerous ventures, Pacheco fills the gap in the market by offering a comprehensive exploration into the intricacies of starting and succeeding in business. From foundational principles to practical tips, this book dives deep into every aspect of launching a business, addressing critical topics such as business planning, branding strategies (including choosing colors and names), and leveraging digital marketing tools for maximum impact in today's competitive landscape. Pacheco's insights are not just theoretical; they are drawn from real-world challenges and triumphs, making this book an indispensable companion for anyone embarking on their entrepreneurial journey. Whether you're starting from scratch or looking to refine your existing business strategy, Dream, Plan, Execute equips you with the knowledge and inspiration needed to navigate the path to small business triumph.

best business startup podcast: 35 Video Podcasting Careers & Businesses to Start

Anne Hart, 2005-12-05 Launch your career or business in video podcasting. Are you looking for a job in video podcasting? Anyone with a digital video camcorder, microphone, computer and some technical savvy can launch an Internet video podcast show to inform, direct or enlighten. You can offer foresight, insight, or hindsight. Open a business or find a job creating and delivering digital video recordings-usually free-as podcasts. If you want to make money with video podcasting, offer to sell a sponsor's publicity and advertising on your video, or an author's creative works, interviews, or sermons. You can even show people how to fill out tax forms using a video podcast for instruction on most any subject people can learn independently. People who subscribe to video podcasts usually want to view for free. You can charge for a course to train or teach a class by video lecture and/or demonstration, but what if you want an actual paid job in video podcasting? And can you make more money in video than in the older, audio MP3 file 'radio' podcasting? Careers in video podcasting are beginning to bloom as seen by a variety of podcasting associations, news publications, and career information. Even job listings unrelated to podcasting are 'broadcast' by RSS feeds. Create your own job in podcasting by showing others how to find new trends and applications in their careers. Make

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best business startup podcast: Issues in Entrepreneurship & Small Business

Management SAGE Business Researcher, 2017-03-31 How different is the sharing economy from the traditional economy? What can entrepreneurs learn from failure? Can start-ups change the world? SAGE Business Researcher's Issues in Entrepreneurship offers an in-depth and nuanced look at a wide range of today's latest issues and controversies in entrepreneurship. This new collection of timely readings delves into current topics such as learning from failure, social entrepreneurship, flat management, crowdfunding, and more. Written with the rigor and immediacy of the best explanatory journalism, each issue provides deep, balanced, and authoritative coverage on the selected topic and key research, pointing students to reliable resources for further inquiry. These articles are perfect for outside reading assignments or in-class debates for any introductory entrepreneurship course.

best business startup podcast: Blogging Business Entrepreneur magazine, 2014-01-01 This kit includes: Essential industry and business-specific startup steps with worksheets, calculators, checklists and more. Entrepreneur Editors' Start Your Own Business, a guide to starting any business and surviving the first three years. Downloadable, customizable business letters, sales letters, and other sample documents. Entrepreneur's Small Business Legal Toolkit. Blogs are still one of the internet's fastest-growing phenomena-and one of the best and easiest ways to make money online. Packed with the latest blog tools, tricks, and up-and-coming trends, this fully revised edition teaches you the ins and outs of creating an eye-catching blog that captures millions of eyeballs and reaps huge financial rewards-all within hours and with little to no financial investment. We'll reveal: The latest forms of blogging including Twitter/micro-blogging, mobile blogging, and video blogging •How you can make money as a YouTube partner and develop a YouTube Channel •10 proven ways to promote your blog •How to avoid the most common blogging mistakes •Priceless advice from successful bloggers for maximizing profits •How to create new and original content to attract new followers Now you can create your own incredible platform to showcase your thoughts, knowledge, expertise, and opinions to millions of web surfers and make money doing it!

best business startup podcast: PermaCOOLtura Tudás Alapítvány, 2023-07-15

"PermaCOOLtura" is an interactive book and audiobook that explores a Permacultural approach to improving the entrepreneurial culture among young people. This book and audiobook were funded by the Erasmus + programme and is available in four languages: English, Polish, Spanish and Hungarian. The proposed table of contents for the book covers a range of topics, including the Erasmus+ context and the role of entrepreneurship, climate change and youth in the EU, as well as strategies for engaging young people in environmentally responsible projects. The book also discusses the competencies and barriers faced by young entrepreneurs and offers recommendations for books, podcasts, films and other resources of useful information to motivate young people and help them develop the skills and knowledge they need to succeed as entrepreneurs. In addition, the book explores the principles of Permaculture and how they can be applied to various fields, including practical design processes and techniques, the Permaculture economy and project management. The book also addresses important issues, such as environmental and social inclusion, ethics in entrepreneurship and the role of NGOs in promoting Permaculture principles. Overall, "PermaCOOLtura" is a valuable resource for young people interested in learning more about Permaculture and how it can be used to create a more sustainable and equitable world.

best business startup podcast: Digital Marketing and Business Intelligence: A Comprehensive Guide Marcus Sheridan, 2024-03-14 Digital Marketing and Business Intelligence: A Comprehensive Guide" is a book that provides an in-depth look into the fields of digital marketing and business intelligence. It offers detailed insights on how to create, implement, and measure digital marketing strategies. Additionally, it includes practical examples and case studies on how business intelligence tools and techniques can be used in data analysis and decision-making processes. This book is an

ideal resource for professionals, students, and entrepreneurs looking to enhance their knowledge and skills in digital marketing and business intelligence.

best business startup podcast: Startup Accelerators Richard Busulwa, Naomi Birdthistle, Steve Dunn, 2020-01-22 The must-read guidebook for entrepreneurs looking to get into accelerator programs and to build and scale their startups with speed Accelerator programs have become one of the most powerful and valuable resources for entrepreneurs seeking to learn rapidly, build powerful networks, raise capital, build their startups and do this at speed and scale. In recent years, the number of accelerator programs around the world has grown at an incredible rate, propelling startups such as AirBnB, Uber, DropBox, Reddit, and others — many to billion-dollar valuations. The number of accelerators, the differences in accelerator program offerings and the unique benefits and costs of different accelerator locations makes choosing the right accelerator a challenge. Selecting the wrong accelerator, failing to be accepted in the right one, or not fully taking advantage of all the accelerator has to offer can be costly, sometimes fatal. With the stakes so high, entrepreneurs need to understand all their options, choose carefully and do the right things to maximize their chances of success. Startup Accelerators is the go to guide for any entrepreneur, providing a firsthand look into the acceptance criteria and inner workings of different accelerator programs. Written by entrepreneurs for entrepreneurs, this indispensable resource explains what different accelerator programs offer, how to get accepted, what to do during the program, how to raise money during accelerators, what to do after the program ends, and much more. Packed with real-world case studies and advice from leading experts on startup accelerator programs, this one-stop resource provides step-by-step guidance on the entire accelerator process. Reveals how accelerators help founders navigate different challenges in the startup journey Describes the differences in the benefits and costs of different accelerator programs Explains how to prepare accelerator applications Discloses what actions to take during an accelerator to make the most of it Depicts case studies of entrepreneurs' accelerator applications, experiences and outcomes across different accelerators Features interviews with accelerator program managers, founders who went through accelerators, and investors in companies going through or having gone through accelerators Includes insightful data and reflections from entrepreneurship education researchers and academics Startup Accelerators: A Field Guide will prove to be invaluable for startup founders considering or going through accelerators, as well as aspiring entrepreneurs, educators, and other startup accelerator stakeholders.

best business startup podcast: So You Want to Start a Business Ingrid Thompson, 2018-06-05 Get it right—from the start! “Entrepreneurship is like a roller coaster ride, exhilarating yet terrifying . . . Allow Ingrid to guide you” (Adam Franklin, bestselling author of Web Marketing That Works). Often, people leap into starting a business to pursue their passion without fully realizing what they’ve gotten themselves into. They may love what they do—but the financial and administrative side of the business ends up being more than they bargained for. So You Want to Start a Business takes you through the seven essential elements required to create a thriving business. With examples, exercises, and invaluable guidance, Ingrid Thompson provides a practical guide to unleashing one’s inner entrepreneur. With over twenty years’ experience helping people create successful businesses, Ingrid knows exactly how to help people decide what kind of business to start—and start out on the right foot.

best business startup podcast: Get Funded!: The Startup Entrepreneur’s Guide to Seriously Successful Fundraising John Biggs, Eric Villines, 2020-09-08 From a TechCrunch founder and award-winning strategist comes the most comprehensive guide to the newest fundraising options for today’s entrepreneurs. Fundraising for startups has changed dramatically in the past decade. There was a time when VCs were rock stars and a founder with a big idea and a little drive could raise a few hundred thousand dollars to build a business. But those days are gone. In the aftermath of the Great Recession and a massive drop in tech investments, it’s become harder and harder for founders to raise money. The good news? Today’s entrepreneurs have more options than ever before—with greater opportunities to get the ball rolling, get investors excited, and Get Funded! A

comprehensive, cutting-edge guide from tech journalist and entrepreneur John Biggs and communication strategist Eric Villines, *Get Funded!* will enable you to: Create a solid business plan and a powerful story that investors respond to Explore a wide range of funding options—and find the ones that are right for you Understand valuation and dilution Plan, prepare, and deliver the perfect pitch Raise money through grants, micro-loans, micro-donations, and crowdfunding Take advantage of the latest online resources and financial tools Filled with step-by-step strategies, ready-to-use resources, and on-the-ground insights, this is a must-read for every entrepreneur. Even if you've started a business before, you'll discover a whole new funding landscape with exciting tech-driven models—including crowdfunding platforms like GoFundMe and Patreon, cryptocurrencies like Bitcoin, IEOs (Initial Exchange Offerings), micro-loans, and micro-donations—as well as more traditional, tried-and-true methods. Beyond a road map to the current world of funding, *Get Funded!* provides proven strategies for pitching, marketing, bootstrapping, and more. It's a complete 360-degree tool with easy-to-follow worksheets and online resources that will help you build a sustainable funding strategy that's right for your business—and crucial to your success. Whether you're starting a food truck or a biotech startup, *Get Funded!* has got you covered.

best business startup podcast: [How To Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician](#) Ari Herstand, 2016-12-20 Ari is at the front of the front. He gets it. I've read a hundred how-to-make-it-in-the-music-biz books, and this one is today's definitive, comprehensive manual. —Jack Conte, 150+ million YouTube views, Pomplamoose, CEO of Patreon Forget everything you think you know about the odds of “making it” in the music industry. Today, odds mean nothing and success is not about lucky breaks. It's about conquering social media, mastering the art of merchandising and simply working harder and being smarter than everyone else. We are living in the midst of an industry renaissance, one that has left the record companies desperately struggling to maintain their prominence, as a subculture of dedicated, DIY (do-it-yourself) musicians have taken over. These days talent is a given and success has to be earned. In 2008, Ari Herstand boldly turned in his green Starbucks apron to his manager, determined to make a living off his craft as a singer/songwriter. Almost a decade later, he has become a founding member of the new DIY movement and a self-sustaining musician, all without the help of a major label. Now, drawing from years of experience, Herstand has written the definitive guide for other like-minded artists, the ones who want to forge their own path and not follow the traditional markers of success, like record sales, hits on the radio or the amount of your label advance. Incredibly comprehensive and brutally honest throughout, *How to Make It in the New Music Business* covers every facet of the new business, including how to: Build a grass-roots fan base—and understand the modern fan Book a profitable tour, and tips for playing live, such as opening vs. headlining etiquette, and putting on a memorable show Become popular on YouTube, Spotify and SoundCloud Get songs placed in film and television Earn royalties you didn't know existed and reach your crowdfunding goals Musicians will not only be introduced to all the tools available today but will be shown how to effectively leverage them to actually make money. More important, they will develop the mindset to be aware of new advancements both online and in the real world and always stay in tune with a constantly evolving landscape. There has never been a better time to be an independent musician. Today, fans can communicate with their idols by simply picking up their phones, artists are able to produce studio-worthy content from their basement and albums are funded not by record men but by generous, engaged supporters. As result, *How to Make It in the New Music Business* is a must-have guide for anyone hoping to navigate the increasingly complex yet advantageous landscape that is the modern music industry.

best business startup podcast: Facebook Steven Levy, 2020-02-25 One of the Best Technology Books of 2020—Financial Times “Levy's all-access Facebook reflects the reputational swan dive of its subject. . . . The result is evenhanded and devastating.”—San Francisco Chronicle “[Levy's] evenhanded conclusions are still damning.”—Reason “[He] doesn't shy from asking the tough questions.”—The Washington Post “Reminds you the HBO show Silicon Valley did not have to reach far for its satire.”—NPR.org The definitive history, packed with untold stories, of one of

America's most controversial and powerful companies: Facebook As a college sophomore, Mark Zuckerberg created a simple website to serve as a campus social network. Today, Facebook is nearly unrecognizable from its first, modest iteration. In light of recent controversies surrounding election-influencing "fake news" accounts, the handling of its users' personal data, and growing discontent with the actions of its founder and CEO—who has enormous power over what the world sees and says—never has a company been more central to the national conversation. Millions of words have been written about Facebook, but no one has told the complete story, documenting its ascendancy and missteps. There is no denying the power and omnipresence of Facebook in American daily life, or the imperative of this book to document the unchecked power and shocking techniques of the company, from growing at all costs to outmaneuvering its biggest rivals to acquire WhatsApp and Instagram, to developing a platform so addictive even some of its own are now beginning to realize its dangers. Based on hundreds of interviews from inside and outside Facebook, Levy's sweeping narrative of incredible entrepreneurial success and failure digs deep into the whole story of the company that has changed the world and reaped the consequences.

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