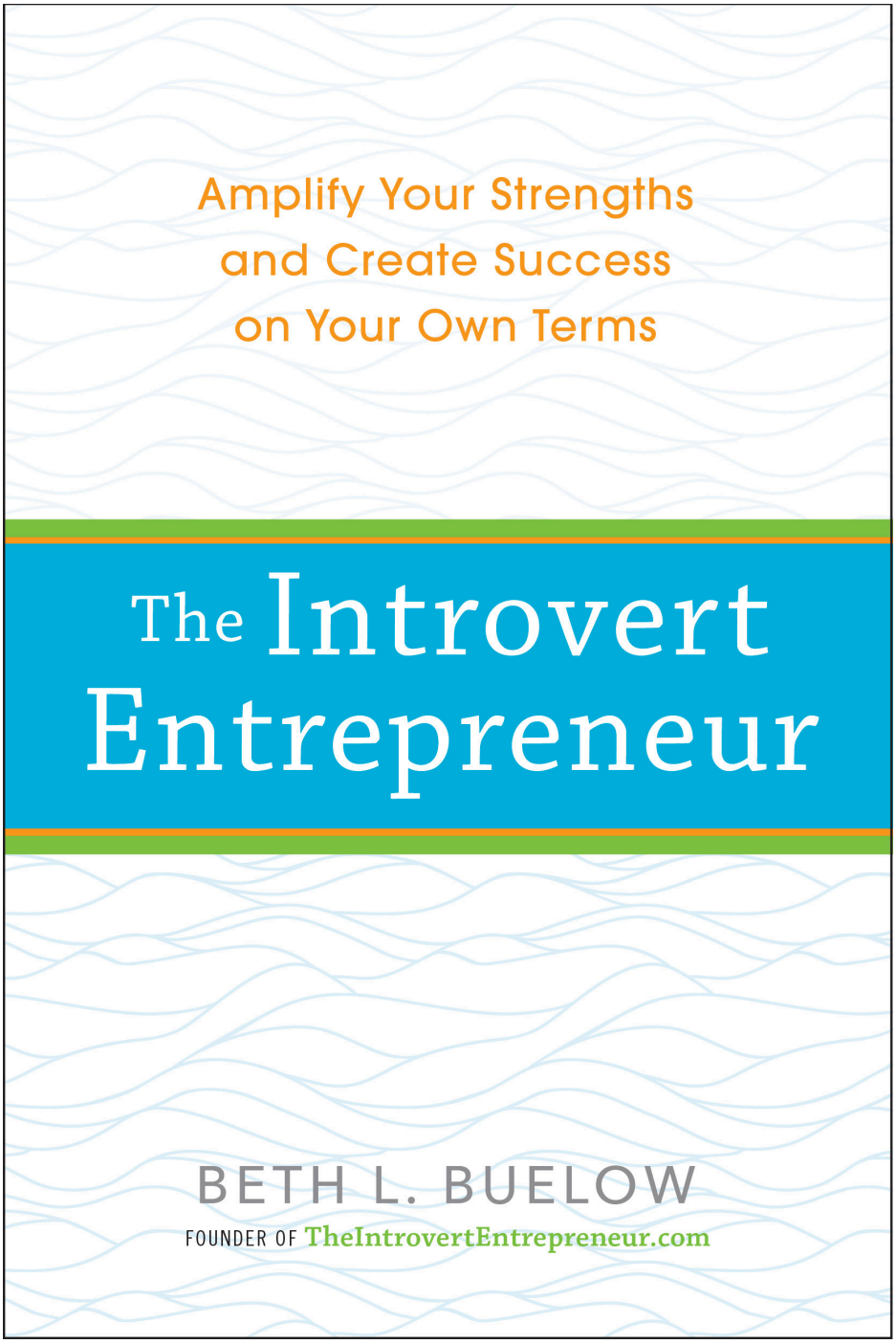

Excerpt from the Introduction
From the Back Cover
Advance Praise

Read This First

You are a walking contradiction.

On the one hand, you are an introvert. You tend to prefer ample alone time. You appreciate blocks of uninterrupted time so you can focus. You enjoy going deep rather than broad in whatever catches your fancy.

On the other hand, you are an entrepreneur. You are required to interact with employees, partners, clients, and customers on a regular basis. You must be accessible and responsive, even when it's not convenient. You have to wear multiple hats, taking on everything from product development to social media to finances.

How can one person be both of these things and remain sane?

This book is an attempt to answer that question as well as give you, the introvert entrepreneur, tools not only to save your sanity, but also to build a business that feeds your soul.

Since 2010, I've been coaching introvert entrepreneurs—those who own their own businesses and those who are "intraprenuers," assuming an entrepreneurial role within a larger company—and there are certain challenges that come up over and over again. Here's how my clients typically describe those challenges:

> **Sales:** I'm not very good at it. I dread making calls. People will think I'm bothering them. The phrase "sales funnel" makes me want to run for the hills.
>
> **Self-promotion:** It's challenging to talk about what I do without tripping over my words. I'm hesitant to toot my own horn; I don't want to come across as bragging or arrogant.

> **Collaboration:** I tend to wait until the last possible minute to ask for help. It's a lot of work, bringing other people into my business and bringing them up to speed. And if I do start a partnership, I'm concerned our personalities will clash.
>
> **Energy:** I'm supposed to be out and about so much, but it wears me out. I need lots of down time so that I have the energy to network and market my business. There don't seem to be enough hours in the day for it all.

These entrepreneurs are not complaining or whining. They are simply noticing the areas that drain their energy and stall their progress. And while these challenges aren't unique to introverts, how introverts experience and navigate these challenges is unique. We work from the inside out. We internalize, analyze, and sometimes even become paralyzed by the energetic tug-of-war that goes on between our private introvert nature and our public entrepreneurial passion.

The Introvert Entrepreneur: Amplify Your Strengths and Create Success on Your Own Terms does what no other book on introversion or entrepreneurship has done: It explores a range of entrepreneurial topics from an introvert point of view, including how your personality and energetic type play a role in building a sustainable business; fears, mindset, failure, and self-management; values identification; networking, marketing, and sales; creating community; and partnership and expansion.

The Introvert Entrepreneur directly takes on the mistaken but prevailing assumption that entrepreneurial success belongs to the extroverts. This book shares the stories and lessons from introverts who have chosen to defy that assumption, built successful businesses, and created a way of life that honors their natural energy.

…

An introvert trying to be a fake extrovert is just that: a fake extrovert. If you choose to approach your business with that mindset, you won't solve your problem. You'll only feed the energetic tug-of-war between your private and public personas.

…

You may have read one of the many books that provides general information about the nuts and bolts of entrepreneurship. This book, however, focuses more on your *relationship* to the nuts and bolts, which is a critical link. It addresses the oft-heard lament: "I know what to do, so why don't I do it?"

…

We're not going to dive deep into research or statistics; there are plenty of other resources that do an excellent job going into the mechanics of introversion or entrepreneurship. Instead, we're going to rely on practical advice, personal experiences, and lessons learned from introvert entrepreneurs at every stage of their journey. We'll dissect the fears, challenges, and opportunities that we encounter every single day.

I invite you to see this book as your personal coach, mentor, and reality check. It's part cheerleader, part gentle push off the cliff.

…

And, as with any advice you receive about living as an introvert or building your business, some of what you read here will resonate and some of it won't. Take what works and leave what doesn't. With every growth opportunity, you get out of it what you put into it. I've poured the best of my heart and mind into this book, and I invite you to do the same.

— Beth L. Buelow

From the Back Cover

A practical guide to help introverts harness their natural gifts and entrepreneurial spirit.

Think you have to be loud and brash to be successful in business? Think again. The strengths and traits of the typical introvert lend themselves well to entrepreneurship, as well as "intrapreneurship" and a range of business roles. In *The Introvert Entrepreneur*, professional coach Beth Buelow shows readers how to harness their natural gifts (including curiosity, independence, and a love of research) and counteract their challenges (such as an aversion to networking and self-promotion). She addresses a wide range of topics --from managing fears and expectations and developing a growth mindset to networking, marketing, leadership skills, and community-building--informed by interviews with introverts who have created successful businesses without compromising their core personality.

Filled with fresh insights and actionable advice, this essential guide will support anyone who's striving to make a difference in a loud and chaotic world.

Beth L. Buelow is a certified coach, corporate trainer, and professional speaker. Since founding her company, The Introvert Entrepreneur, in 2010, along with her popular podcast of the same name, she has established herself as a go-to expert for introvert entrepreneurs around the world.

NOW AVAILABLE FOR PRE-ORDER ON AMAZON AND IBOOKS

http://theintrovertentrepreneur.com/books/the-introvert-entrepreneur/

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Softcover, ebook and audio versions will be available.

Advance Praise for *The Introvert Entrepreneur*

"An essential resource for introverts who choose to follow their entrepreneurial vision and carve out their own unique path."

—Susan Cain, co-founder of Quiet Revolution LLC and *New York Times* bestselling author of *Quiet: The Power of Introverts in A World That Can't Stop Talking*

"As a longtime introvert entrepreneur, I was thrilled to discover a toolkit of resources for others like me. This book shows how you can go your own way while still being true to yourself. You can be successful in business without shouting—and you don't have to attend those boring 'networking' events either."

—Chris Guillebeau, *New York Times* bestselling author of *The $100 Startup* and *The Happiness of Pursuit*

"Finally, a book about entrepreneurship that celebrates the gifts, skills and strengths of introverted business owners. Beth does a beautiful job of helping introverts build a thriving business on their own terms -- without having to pretend to be extroverts. The stories, tools and frameworks will guide and support effective, sustainable business growth for introverts in every type of business."

—Pamela Slim, author of *Body of Work* and *Escape from Cubicle Nation*

"Based on the size and type of my business, most people don't know this but I am a massive introvert! In this book Beth takes you on a powerful journey of dismantling each of the destructive limiting beliefs that most of us introverts have about why we can't be successful entrepreneurs. This book is an empowering triumph for quiet leaders."

—Rory Vaden, *New York Times* bestselling author of *Take the Stairs* and *Procrastinate on Purpose*

"What introverted dreamer wouldn't want a smart, successful mentor available in the quiet of their living room? Beth Buelow is that mentor, and *The Introvert Entrepreneur* reaches introverts where they live: inside, with their hopes, fears and questions. An indispensable guide."

—Laurie Helgoe, Ph.D., author of *Introvert Power: Why Your Inner Life is Your Hidden Strength*

"Having spent my life as an extrovert, in a family of extroverts, I didn't fully understand that introverts saw the world a different way. Having followed Beth's work and then reading her latest book, The Introvert Entrepreneur, I feel like I have insight that I hadn't had before on how introverts do business. Upon finishing the book, I realized that many of my way of engaging with introverts was always based on my preferences rather than considering theirs. Now armed with increased understanding, I've changed my style and am getting better results in my communications with them. This book now has a permanent home on my desk as a valuable reference."

—Christopher Flett, founder of Ghost CEO and author of *What Men Don't Tell Women About Business and Market Shark*

"As an introvert, entrepreneur, and sales person, I have been waiting for a book like The Introvert Entrepreneur. I just didn't know it. Beth Buelow provides the essential guidance and encouragement for those who have been labeled as introverts *and* have the passion to grow their businesses."

—John E. Doerr, Co-President of RAIN Group and author of *Insight Selling: Surprising Research on What Sales Winners Do Differently*

"Beth Buelow's gem of a book is a coach and mentor in your pocket that celebrates your strengths, facilitates your creative thinking, and cheers you along (quietly!), step by step, toward your entrepreneurial dreams. Buelow asks smart questions and offers thoughtful advice that reflects her deep understanding of the experience of entrepreneurs who are building their own businesses, authentically and powerfully, as introverts. Her book is for you if you

run (or want to start) your own business or even if you have a 'job job' and an entrepreneurial mindset. Buelow spurs you to unleash the best of what you have to offer—from reflection to action, from your FUD (fear, uncertainty, doubt) to your prosperity perspective."

—Nancy Ancowitz, author of *Self-Promotion for Introverts®: The Quiet Guide to Getting Ahead*

"An introverted entrepreneur might sound like an oxymoron, but with an abundance of wisdom and compassion, Buelow teaches introverts not just how to survive the rigors of entrepreneurship, but how their particular gifts and quiet strength can help them thrive and prosper."

—Sophia Dembling, author of *The Introvert's Way* and *Introverts in Love*

"I have always loved listening to author Beth Buelow's engaging podcasts on introverted entrepreneurship. What a treat it is for all of us to learn from her in this well written and practical book. If you think only extroverts can sell or lead thriving businesses you will change your mind after reading *The Introvert Entrepreneur.* Interested in joining the growing ranks of entrepreneurs? This book is the definitive guide to have at your side."

—Jennifer B. Kahnweiler, Ph.D., author of *Quiet Influence*, *The Introverted Leader* and *The Genius of Opposites*