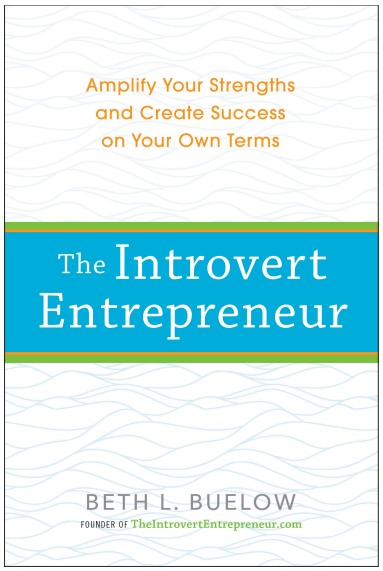
ABOUT THE BOOK



Title: "The Introvert Entrepreneur: Amplify Your Strengths and Create Success on Your Own Terms"
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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.

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. Rather than seeing introversion as a liability (as most of society treats it), this book provides a road map for entrepreneurs who want to cultivate and amplify their natural, internal strengths.

What many people, including introverts themselves, may not know is that the strengths and traits of the typical introvert—curiosity, desire for depth over breadth, comfort with going solo, thoroughness and introspection, love of research—lend themselves well to entrepreneurship.

Written for those who own their own business and those who are "intraprenuers," assuming an entrepreneurial role within a larger company, ***The Introvert Entrepreneur*** explores fears, mindset, failure and self-management; values identification; networking, marketing and sales; creating community; and partnership and expansion. Anecdotes and insights are offered from a range of introvert entrepreneurs, including Laurie Helgoe, Chris Guillebeau, Jadah Sellner, Mary Ann Radmacher, Susan Cain, John E. Doerr, and many others.