



Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide)

By Lucas Carlson

Download now

Read Online →

Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson

"This book is a fantastic Entrepreneurship 101 course. If you are serious about building a company, this is where to start." ~**Tucker Max, New York Times #1 Bestselling Author and Entrepreneur**

Want to make millions (or even billions) as an entrepreneur in just 18 months?

So did I. And I used to read anything that promised it.

It was a constant disappointment. Time after time I would read these books feeling like I couldn't apply or reproduce their efforts.

But after 10 years of struggling, something finally clicked. I signed up over 100,000 users for what started out as just a side project, raised almost \$10 million, and ended up having my company acquired.

So what did I do differently?

The real question you should be asking is what I DIDN'T do to find success in failure.

In every field, from chess to gymnastics, *we can make bigger gains by reducing mistakes than by making winning moves*. This is especially true in business. We study the greats, trying to extract valuable lessons, when avoiding a few key blunders would be more valuable.

Fortunately, advice on what not to do is universally applicable. The ways to fall down the mountain are shared by all climbers, no matter which path they've chosen.

This book is here to teach you how NOT to fall down the mountain.

How can you be an entrepreneur that beats the odds? How do you build a successful business that not only changes the world for the better, but creates generational wealth for you and your family? You simply need to avoid mistakes -- and this book will show you how.

 [Download Finding Success In Failure: True Confessions From ...pdf](#)

 [Read Online Finding Success In Failure: True Confessions Fro ...pdf](#)

Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide)

By Lucas Carlson

Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson

"This book is a fantastic Entrepreneurship 101 course. If you are serious about building a company, this is where to start." ~**Tucker Max, New York Times #1 Bestselling Author and Entrepreneur**

Want to make millions (or even billions) as an entrepreneur in just 18 months?

So did I. And I used to read anything that promised it.

It was a constant disappointment. Time after time I would read these books feeling like I couldn't apply or reproduce their efforts.

But after 10 years of struggling, something finally clicked. I signed up over 100,000 users for what started out as just a side project, raised almost \$10 million, and ended up having my company acquired.

So what did I do differently?

The real question you should be asking is what I DIDN'T do to find success in failure.

In every field, from chess to gymnastics, *we can make bigger gains by reducing mistakes than by making winning moves*. This is especially true in business. We study the greats, trying to extract valuable lessons, when avoiding a few key blunders would be more valuable.

Fortunately, advice on what not to do is universally applicable. The ways to fall down the mountain are shared by all climbers, no matter which path they've chosen.

This book is here to teach you how NOT to fall down the mountain.

How can you be an entrepreneur that beats the odds? How do you build a successful business that not only changes the world for the better, but creates generational wealth for you and your family? You simply need to avoid mistakes -- and this book will show you how.

Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson Bibliography

- Sales Rank: #1104746 in Books
- Published on: 2015-02-13
- Original language: English
- Number of items: 1

- Dimensions: 8.50" h x .34" w x 5.50" l, .39 pounds
- Binding: Paperback
- 147 pages

 **Download** [Finding Success In Failure: True Confessions From ...pdf](#)

 **Read Online** [Finding Success In Failure: True Confessions Fro ...pdf](#)

Download and Read Free Online Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson

Editorial Review

Review

"When I grow up I want to be like Lucas, who not only knows the pitfalls of startups, but don't keep falling into them" ~**David S. Rose, Legendary NY Angel Investor and TED Speaker**

"Lucas' perseverance makes him an unstoppable entrepreneur." ~**Neil Patel, Serial Entrepreneur and Popular Blogger**

"Lucas is the real deal when it comes to entrepreneurs. His commitment to long-term vision makes him stand out amongst a sea of people just trying to make a quick buck." ~**Rob Hayes, Venture Capitalist**

From the Back Cover

"Lucas is a passionate entrepreneur and totally dedicated to his craft -- I backed him once and I'd do it again in a heartbeat" ~**Chris DeVore, Seed-Stage VC**

"Startup life is a bizarre, thrilling, exhausting, painful and occasionally amazing ride. But it's easy to feel alone on the trip. Let Lucas be your companion and remind you of what to do and, more importantly, what not to do." ~**Dave Hersh, Founder of Jive Software**

"His hard-won entrepreneurial wisdom and a penchant for sharing his inspiring stories is why I chose to profile Lucas in The Lean Entrepreneur." ~**Patrick Vlaskovits, New York Times Bestselling Author of The Lean Entrepreneur**

"Lucas has distilled years of painful startup lessons into one clear and actionable book. Don't waste your time and money learning these lessons the hard way!" ~**Kurt Sussman, Serial Entrepreneur**

"Lucas writes with passion and provides rock solid advice based on personal experience. Building a startup is hard, but this book can make it a lot easier by showing you the essentials you need to focus on, and the pitfalls you should avoid." ~**Justin Sumner, Founder**

About the Author

LUCAS CARLSON is an author and entrepreneur, profiled in The New York Times best-selling book The Lean Entrepreneur. As a keynote speaker in the technology arena and innovation leader in the cloud space, Lucas helps companies discover opportunities for growth. Lucas is also a publisher and popular blogger at craftsmanfounder.com, where he guides entrepreneurs toward success.

Lucas was formerly the CEO and founder of AppFog, a massively popular startup acquired by CenturyLink in 2013. AppFog signed up more than 100,000 developers, raised nearly \$10M in venture funding and has become an industry leading Platform-as-a-Service.

Lucas now serves as the Chief Innovation Officer for CenturyLink, in charge of building next-generation products for a \$20B company.

He lives in Portland, Oregon, with his family, plays go, practices magic and plows through as many books as humanly possible.

Users Review

From reader reviews:

Kim Bogdan:

With other case, little persons like to read book Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide). You can choose the best book if you appreciate reading a book. Providing we know about how is important the book Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide). You can add understanding and of course you can around the world with a book. Absolutely right, simply because from book you can realize everything! From your country until foreign or abroad you may be known. About simple issue until wonderful thing it is possible to know that. In this era, we can easily open a book or searching by internet system. It is called e-book. You should use it when you feel bored to go to the library. Let's study.

Anthony Anderson:

In this 21st one hundred year, people become competitive in every single way. By being competitive currently, people have do something to make them survives, being in the middle of the actual crowded place and notice by surrounding. One thing that at times many people have underestimated that for a while is reading. Yes, by reading a reserve your ability to survive improve then having chance to remain than other is high. For yourself who want to start reading some sort of book, we give you this Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) book as basic and daily reading reserve. Why, because this book is greater than just a book.

Amy Petersen:

Reading a book can be one of a lot of exercise that everyone in the world adores. Do you like reading book consequently. There are a lot of reasons why people fantastic. First reading a publication will give you a lot of new facts. When you read a e-book you will get new information simply because book is one of several ways to share the information or maybe their idea. Second, examining a book will make anyone more imaginative. When you examining a book especially tale fantasy book the author will bring you to imagine the story how the figures do it anything. Third, it is possible to share your knowledge to other folks. When you read this Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide), you are able to tells your family, friends in addition to soon about yours reserve. Your knowledge can inspire different ones, make them reading a publication.

Luther Keller:

Is it a person who having spare time and then spend it whole day by means of watching television programs or just laying on the bed? Do you need something totally new? This Finding Success In Failure: True

Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) can be the reply, oh how comes? A fresh book you know. You are and so out of date, spending your time by reading in this completely new era is common not a geek activity. So what these publications have than the others?

Download and Read Online Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson #MJW8N62VH40

Read Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson for online ebook

Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson books to read online.

Online Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson ebook PDF download

Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson Doc

Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson Mobipocket

Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson EPub

MJW8N62VH40: Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson