



Entrepreneurial Schizophrenia[®]

*Living with creativity, purpose and passion
- without going crazy!*

by Daniel Comp & Angelina Musik-Comp

www.DanielComp.com www.AngelinaMusik.com

www.EntrepreneurialSchizophrenia.com

Entrepreneurial Schizophrenia®

Written/Illustrated by Daniel & Angelina Musik-Comp

www.DanielComp.com

www.AngelinaMusik.com

www.EntrepreneurialSchizophrenia.com

PO 171, 32 Mosier Creek Place, Mosier, OR. 97940

Daniel@EntrepreneurialSchizophrenia.com

First Edition © 1995-2008 by Daniel Comp

Second Edition © 2009-2010

by Daniel Comp and Angelina Musik-Comp

Notice of Rights

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of Daniel Comp. For permission for reprints, excerpts and/or electronic distribution, please contact Daniel Comp.

Notice of Liability

The information and opinions in this book are distributed on an 'as is' basis, without warranty. While every precaution has been taken in the preparation of this book, neither the author, nor heirs, nor Intelligent Netware LLC shall have any liability to any person or entity with respect to any liability, loss, or damage caused or alleged to be caused directly or indirectly by the suggestions, advice, opinions, instructions contained in this book.

Library of Congress Cataloging-in-Publication Data

Comp, Daniel

Entrepreneurial Schizophrenia® - 1st ed.

Comp, Daniel and Angelina

Entrepreneurial Schizophrenia® - 2nd ed.

Printed and bound in the United States of America

Entrepreneurial Schizophrenia®

About the Author, Daniel Comp

I was born in Cleveland, Ohio, May 16, 1955. I've never known my genetic father. My teenage mother struggled as a single parent. I suspect my childhood was the impetus of my creativity - a solution for days of nothing to do. No siblings, no pets, I remember laying on the floor of my grandmother's kitchen with Lincoln Logs and an Etch-a-Sketch - exploring.

My school years seemed to be a series of experimental physics and chemistry explosions, and the usual emotional rejections, as I was curiosity about science and girls. I sat in the front row of most of my classes, and volunteered for any and all artistic and creative opportunities.

During Vietnam, I studied Nuclear Power and Communications with the U.S. Navy. I greatly expanded my thirst for adventure by seeing the world from a deck of a ship - where the land was always just over the horizon!

In my twenties I struggled with a sense of purpose, direction and meaning. A simple prayer and a tragic fall from a glacier became a 'life-changing' experience. I learned what being a quadriplegic was about - and that miraculous healing could be really 'up-close and personal'.

I've had a thirst for learning as long as I can remember. I've learned character from dead people, in hundreds of books, and dozens of symphonies. I've learned from compassionate mentors to follow my 'knower'. I've learned that there's a time to listen, to speak, to duck, to stop, to turn and to slow down - and above all, to be patient ALL the time.

Through a lifetime of learning, ***I've found that we are more than our accumulation of knowledge. We are rich with experience, and plagued by our fears. We're often immobilized in life, hardly knowing our capabilities, and we are each our best challenge.***

For three decades I've been an entrepreneur. As a building designer and contractor, my crews created ten of million dollars of projects in the built-environment. I've been a contributing foot soldier of the web since '97 with



Intelligent Network™ and with Angelina Musik's two-time SBA award winning MOMtrepreneurs™. I've created tools in use by hundreds of entrepreneurs, start-ups and giants like UPS, RiteAid, Starbucks and Microsoft, but none of it comes close to the joy I get being with David and Carissa, my kids, now grown and accomplished artists and athletes. They above all things are the 'reward'.

I'm an outdoor fanatic for windsurfing, kiteboarding, snowboarding, trans-America cycling, glider soaring, and any opportunity to play with my kids.

To summarize; my life has been a series of 'best efforts' in honoring God through creativity, investing in other people's dreams, creating memories with loved ones, and being aware that each moment is an opportunity to 'Make a Difference' for someone, somewhere.

I hope Entrepreneurial Schizophrenia® will do that for you. Thanks for reading the book. I encourage you to participate in a workshop where you'll meet other cases like you, yourself and your boss! ***All of us look forward to meeting all of you.***

Daniel Comp

A large, stylized graphic of the numbers 1, 2, and 3 in a dark grey color. The numbers are overlapping and have a slightly irregular, hand-drawn appearance. The '1' is at the top, the '2' is in the middle, and the '3' is at the bottom. They are positioned on the left side of the page, partially overlapping the text area.

Table of Contents

Small Business IS personal

- 20 Beginning in the Middle
- 22 "It's NOT just business"
- 23 You're Not Crazy...You're Eccentric
- 24 Freedom to work ALL THE TIME
- 25 Letting Your Passion IN
- 27 Measuring Your Wake
- 30 Consider the Miners
- 32 Dealing with your Boss(es)
- 35 A Balancing Act
- 38 Emotions, Stress and Hormones
- 41 Balance Your Brain!
- 44 Your Memory IS the Reward
- 47 The 'dash' Between Birth-Death
- 49 When it's NOT Personal
- 51 Baggage can be GOOD!
- 52 A Legacy of Principles
- 54 Maslow's Hierarchy of Needs
- 55 Wrap up

Bootstrapping with NO Boots

- 58 Debt-free growth
- 60 What's in your hand?
- 64 Ask, Ask, Ask
- 65 It's Free – Get it
- 68 Leap-frogging or... paid R&D
- 69 From Digital to Bricks & Mortar
- 71 Find your 'Cause'
- 72 Maximizing in a niche
- 76 Barter-Trade-Exchange
- 78 'Discovery' Camping

Business vs. Busyness

- 82 Time Management and Planning
- 86 Chunking it down
- 88 Focus and Reward
- 91 Tunnel Vision on A1
- 92 The Milk Stool
- 94 Assessing Risk and ROI
- 97 You're NOT Jesus Jr.
- 99 When to Jump and when to Bail
- 101 Don't just TALK about ACTION
- 104 A Barrel of Bricks

Table of Contents



Media, Marketing and Web Technology

- 108 Blowing your OWN horn
- 110 Creating a 'Mini Me'
- 112 Working 'Out-of-the-Cubicle'
- 114 Presentation and Organization
- 116 SW, SW, SW, N
- 118 Fire-hosing vs. Whip-ping
- 120 Get a referral or settle for .01%
- 122 Dumb POWER
- 124 The 'We' in FREE
- 126 Convergence
- 128 Synergy in Relational Networks
- 130 Whales vs. Wabbits
- 132 Invest in Tools
- 134 The Six Factors
- 136 Giving Recognition
- 138 Passion in your Promotion
- 140 Facts Tell – Stories Sell
- 142 Fear of Loss
- 144 Black is a Fact
- 147 Chapter Wrap Up

Creativity and Invention

- 150 Question Transformations
- 152 Creative Whack Pack
- 154 Mental Cross-training
- 156 Shifting your par-uh-dahym
- 158 Sleeping on it. Zzzz...
- 160 Brilliant Silence
- 162 Claiming your 'POWER' hour!
- 164 There's nothing new?
- 166 Thinking in the 'GAP'
- 168 It's called RESEARCH?
- 170 "Give me a Break!"
- 172 Inspiration: Get it – do it!
- 174 An 'intuitive' plumb
- 176 Sarah Little-Turnbull

Table of Contents

Working as a Couple

- 180 Nothing Better Tougher
- 181 All Work and No Play?
- 182 Spats, Rows, Battles and Wars
- 184 Barnes, Mark & Iris
- 186 Staying Accountable in Vegas!
- 188 CompLeting or Competing?
- 190 Emotional Savings Account!
- 192 Duke, Charlie & Dottie
- 194 Packing Their Scent
- 196 Hardin, Dwight & Laura
- 198 Invisible Baggage
- 200 Communication and Feedback
- 202 Kerr, Graham and Treena
- 204 Whose job is this anyway?
- 206 Landis, Alan and Paula
- 208 Intimacy; by the Books.
- 210 Le, Kevin and Linh
- 212 Edification and Recognition
- 214 Developing your Domestic Diva
- 216 Rush, Dean and Vicki
- 218 Pick Your Corner
- 220 Sharman, Bill & Kathy
- 222 Setting Boundaries
- 224 Lord, Facilitator or Fool?
- 226 Time-out

Mental Survival Skills

- 230 Abundance vs. Scarcity
- 234 Finding the Pony
- 236 Life-long Learning
- 238 Cooperative or Competitive?
- 240 Pay your boss first
- 242 Revolution and evolution in business
- 244 Slavery of Debt
- 246 Faith, bills, work and provision
- 248 Going 'the Distance'
- 250 Distinction is POWER
- 252 Follow-up and feedback
- 254 Don't go it alone
- 256 Unconsciously incompetent
- 257 I do - you watch

Table of Contents

The Carrot, the Partner and other Cons

- 258 A \$5000 doorknob
- 260 The Specifications Con
- 262 Worker Comp Setup
- 263 Factory Certified
- 266 Advanced Fee Fraud
- 269 “Trust me” - yeah right!
- 270 Peeking under the hood
- 271 If you... Then I’ll....
- 272 The ‘Family’ Discount
- 273 The ‘Use’ Tax
- 275 “Let me handle the money”
- 276 10% of nothing!
- 278 “joint venture” or “partner” or “equity owner”?
- 279 Selling 'The Dream'
- 284 Fox in the Hen House
- 286 The ‘demo’ for spec sales!
- 287 Oh yeah, I learned this before!

Principles of Faith

- 288 Planning for the ‘miraculous’
- 290 Listen to your ‘Knower’
- 291 Asking for what's already there
- 292 Consider IT ALL joy?
- 293 Expectancy Theory
- 296 Leaping Tall Buildings
- 298 Prepared for flats
- 300 Take less stuff
- 301 Take notes
- 302 Forgiveness vs. Forgetfulness
- 303 Who’s ‘looking’ anyway?
- 305 Oh yeah, I learned this before!

Covering Your Assets

- 306 Non-Disclosure Non-compete
- 308 Justice isn’t about the truth
- 310 Collecting is the tough part
- 312 Documentation (yes and no)
- 314 DBA, SOLE or LLC?
- 316 Patience with Patents
- 318 Trademarks 4U
- 320 URLs and Domains
- 324 PIP insurance
- 325 Exit strategy!
- 326 My hope for you...
- 327 What's next?

Bootstrapping with NO Boots

CHAPTER 2 - PART 2

To solve any problem;

First, what could I do?

Second, what could I read?

Third, who could I ask?

Jim Rohn

Immigrants are four times more likely to become millionaires than Americans born here.

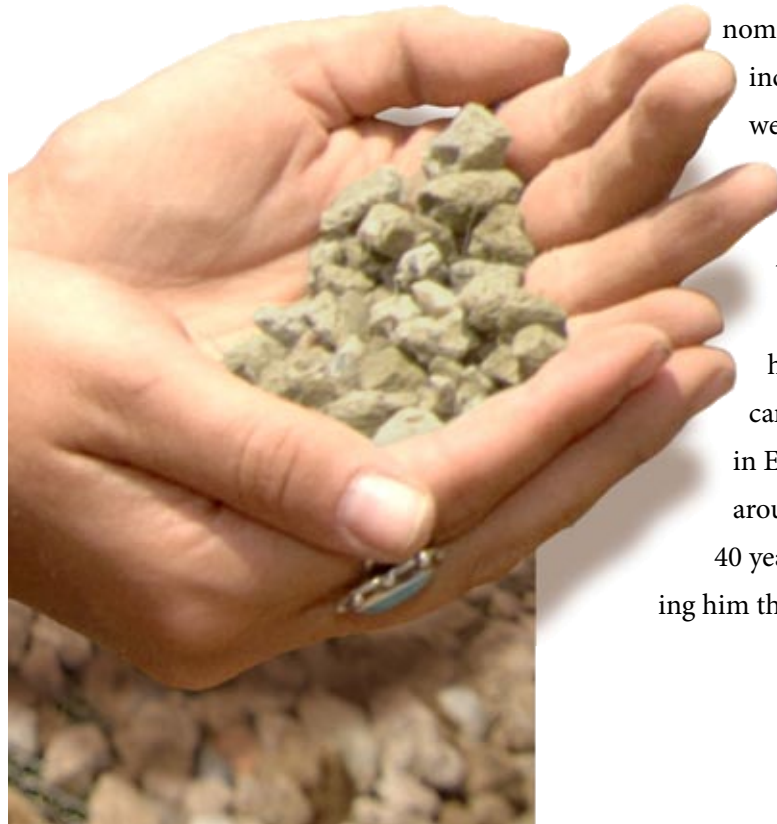
Zig Zigler

What's in your hand?

Business philosopher and motivational trainer Jim Rohn has a really wonderful teaching about recognizing all of the assets that we have at our disposal. He points out that people are not; *"dieing while fleeing their country to get into a worse situation. They die trying to come to America for the public wealth we all have."*

We have so much, we hardly recognize it. When we have a need, we rarely look in our hand for the answer that is already there. Consider our library system, our road system, and all the communications like the Internet, telephone, television, radio, print. We have an economic system that allows people with no income to start a business and become wealthy. It's amazing that Americans, in need, can completely miss the assets of public education and assistance that is everywhere.

The failure to recognize what we have in our hands is very human. We can see it in history. Take a look at Moses in Exodus, Chapter 4. Moses walked around tending sheep with a staff for some 40 years. God gave Moses a vision, inspiring him that he would be used as the instrument



Bootstrapping with NO Boots

to setting Israel free. He tells Moses to go to Pharaoh to request their release. The conversation God and Moses have is revealing. Moses counters God with his doubt, claiming he's not a good talker, he doesn't have the resources, he simply can't do it.

God asks Moses; "What is in your hand?"

Moses, and we are shown that God wants to do miracles with ordinary things we take for granted. Moses is told that God will provide all that he needs to help people. We learn from this that we can easily dismiss a solution because it's too familiar. We fail to grasp that it's not the thing in our hand, it's what God is willing to do with it in our hand to prove his presence and power.

Russell Conwell told his story "Acres of Diamonds" to over 5000 audiences. It's worth reading in full. Here's a digested version to support my point;

"Not far from the River Indus an ancient Persian by the name of Ali Hafed owned a very large farm with orchards, grain-fields, and gardens. He had money at interest and was a wealthy and contented man.

Ali Hafed was told by a priest;

"that if he had one diamond the size of his thumb he could purchase the county, and if he had a mine of diamonds he could place his children upon thrones through the influence of their great wealth."

"Ali Hafed went to his bed that night a poor man. He had not lost anything, but he was poor because he was discontented, and discontented because he feared he was poor. So he sold his farm, collected his money, left his family in charge of a neighbor, and away he went in search of diamonds."

Years of searching go by;

"and at last when his money was all spent and he was in rags, wretchedness, and poverty, he stood on the shore of that bay at Barcelona, in Spain, when a great tidal wave came rolling in



Who do you know that is a simpleton? What piece of equipment do you have stored that could be useful to someone else? What do you have in your HAND that has become familiar and therefor not very interesting?

Bootstrapping with NO Boots

"Oh, my friends, if you will just take only four blocks around you, and find out what the people want and what you ought to supply them, you would very soon see it. There is wealth right within the sound of your voice."

**Russell Conwell
'Acres of Diamonds'**

between the pillars of Hercules, and the poor, afflicted, suffering, dying man could not resist the awful temptation to cast himself into that incoming tide, never to rise in this life again."

"The man who purchased Ali Hafed's farm one day led his camel into the garden to drink, and as that camel put its nose into the shallow water of that garden brook, Ali Hafed's successor noticed a curious flash of light from the white sands of the stream. He pulled out a black stone having an eye of light reflecting all the hues of the rainbow. He took it into the house and put it on the mantel which covers the central fires, and forgot all about it.

A few days later the old priest came in to visit Ali Hafed's successor, and the moment he opened the door he saw that flash of light on the mantel, and he rushed up to it, and shouted:

"Here is a diamond! Has Ali Hafed returned?"

"Oh no, Ali Hafed has not returned, and that is not a diamond. That is nothing but a stone we found right out here in our own garden." "But," said the priest, "I tell you I know a diamond when I see it. I know positively that is a diamond."

Then together they rushed out into that old garden and stirred up the white sands with their fingers, and lo! There came up other more beautiful and valuable gems than the first. "Thus," said the guide to me, "was discovered the diamond-mine of Golconda, the most magnificent diamond-mine in all the history of mankind, excelling the Kimberly itself. The Kohinoor, and the Orloff of the crown jewels of England and Russia, the largest on earth, came from that mine."

It's amazing that the very thing we believe is missing so often turns out to have been within our reach the entire time. It's like misplaced keys. Have you noticed that when you relax and let your heart and mind rest that you remember where the keys were left - and where they are now?

Benjamin Franklin suggests a great way to make a difficult decision is to take an inventory. This works equally well to avoid feeling 'poor'. Everyone is broke now and again, but we're NEVER poor!



Bootstrapping with NO Boots

Try the Franklin method in the sidebar, but use headings of 'Haves' and 'Needs'. List EVERYTHING that comes to mind over a day or so, and you'll be amazed.

I believe everyone has *what they need* to start asking, trading, sharing, giving, etc. No one is given a 'short hand' in life. I can say this confidently because Angelina and I have seen this hundreds of times with our clients.

Look at the most successful people in history. They grew through their challenges. Helen Keller spent many of her childhood years locked in a cell, thought to be crazy. Albert Einstein, failed 4th grade math and worked as a clerk in a damp basement. Og Mendino has written numerous stories that have changed countless lives. Og didn't get the ideas for his books without being desperately homeless and suicidal. Mr. Honda went through an earthquake, a horrendous bombing and a depression. Colonel Sanders lived in his car. The only thing he owned was a recipe and a pressure cooker. Walt Disney had numerous bankruptcies. Sylvester Stallone sold his dog to get by until his screen play 'Rocky' sold.

Let me encourage you that no matter how desperate your situation seems to be - you might even be mirroring Job's losses - you've got *what you need* (right now) to take the next step. Be encouraged, your situation is temporary. ***Once you recognize what you have in your hand, you'll be able to regain the forward momentum.*** Getting things going is simply a matter of RECOGNITION, FOCUS and EFFORT. So let's talk about that.

Franklin wrote that the difficulty in making an important choice is because "all reasons pro and con are not present to the mind at the same time."

Franklin suggested dividing a sheet of paper into two columns, designating one as "FOR" and the other "AGAINST." Then, over a period of time, filling in each column as thoughts occurred to him so that "when each reason is thus considered separately and comparatively, and the whole lies before me, I think I judge better and am less likely to make a rash step."

Once you recognize what you have in your hand, you'll be able to start the forward momentum, and that matters because you can't redirect a stationary bicycle!



FOR AGAINST
needs moves

Bootstrapping with NO Boots

CHAPTER 2 - PART 3

"If you know what people need you have gotten more knowledge of a fortune than any amount of capital can give you."

**Russell Conwell
'Acres of Diamonds'**

Let's think for a moment. Imagine yourself a character in Aladdin's Lamp. Is your first instinct to be on the receiving end, as Aladdin? Consider that you might just be the Genie for someone else?

Consider asking what other people need - from the Genie's point of view!

Ask, Ask, Ask

Jack Canfield and Mark Victor Hansen in their book *Aladdin Factor* go into this principle in depth. Sometimes we repeat a 'mistake' and remind ourself; "Didn't I learn this before?" I was cycling on the second Trans-America with record low temperatures across Nevada. There were snow flurries over the passes and nighttime lows of 21° - 23°. I had a 40° sleeping bag, and even wearing everything I carried, I'd shiver most of the night. I'd been creative and bought an electric cord and a light bulb, but it only made the inside of the tent warm enough to keep the frost off.

It wasn't until the third night that it dawned on me that I should go ask if somebody if they had an extra blanket. Sure enough, the KOA Managers did. They said; "You should have asked last night! Here you go."

Hummm... didn't I learn that lesson before? Ask, ask, ask. You, like me, might be afraid of the rejection, because we're not always going to ask the right person, or someone who's willing, or capable, but surely if we just keep asking, someone will help, or buy, or tell us what THEY NEED. Don't give up on the first response - especially when bootstrapping - because you have to find the person that has the awareness, the resources, the willingness and the authority. *Ask, Ask, Ask.*



Bootstrapping with NO Boots

CHAPTER 2 - PART 4

It's Free – Get it

It's usually obvious that we need to ask for those resources and things we don't have. On that list of things that we often neglect or fail to recognize as needs (because we are entrepreneurs) are three things. Those are advice, feedback, and mentoring.

Asking for advice doesn't have to feel threatening or intimidating. It doesn't have to be emotionally draining.

Asking for feedback can be something we look forward to, and here's what works for me. I ask my clients; *"On a scale of 1-10 how would you rate the service I've just delivered."* I don't pay much attention to their answer, because they're going to say what they think I want to hear. The follow-up question, however, is worth a million; *"What would it take to make it a ten?"*

This answer you really want to listen carefully to because the feedback will be extremely helpful. If you follow the suggestion, especially if it's been given more than once, you'll be steering toward growth and success.

Advice and feedback are FREE.

Now, for mentoring. We all need to tuck ourselves under the wing of someone who's been there before. It's unlikely that if you're an entrepreneur that you are going to find somebody who's invented the same thing, or been exactly where you are going, so it may seem rather

In the early days of The New Yorker, the offices were so small and sparsely furnished that Dorothy Parker preferred to spend her days at a nearby coffee shop. One day, the editor found her sitting there.

"Why aren't you upstairs working?" demanded Harold Ross. "Someone was using the pencil," Mrs. Parker explained.

Nice...

Listening well is an acquired skill, as is recognizing the advice in a reply - especially when it's your own.

On a scale of 1-10, how's your life or business going? What would it take to make it a 10? Write it down!

AD
VIC
FE
ED
BA
CK
ME
N
TO
R
ING