



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.

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

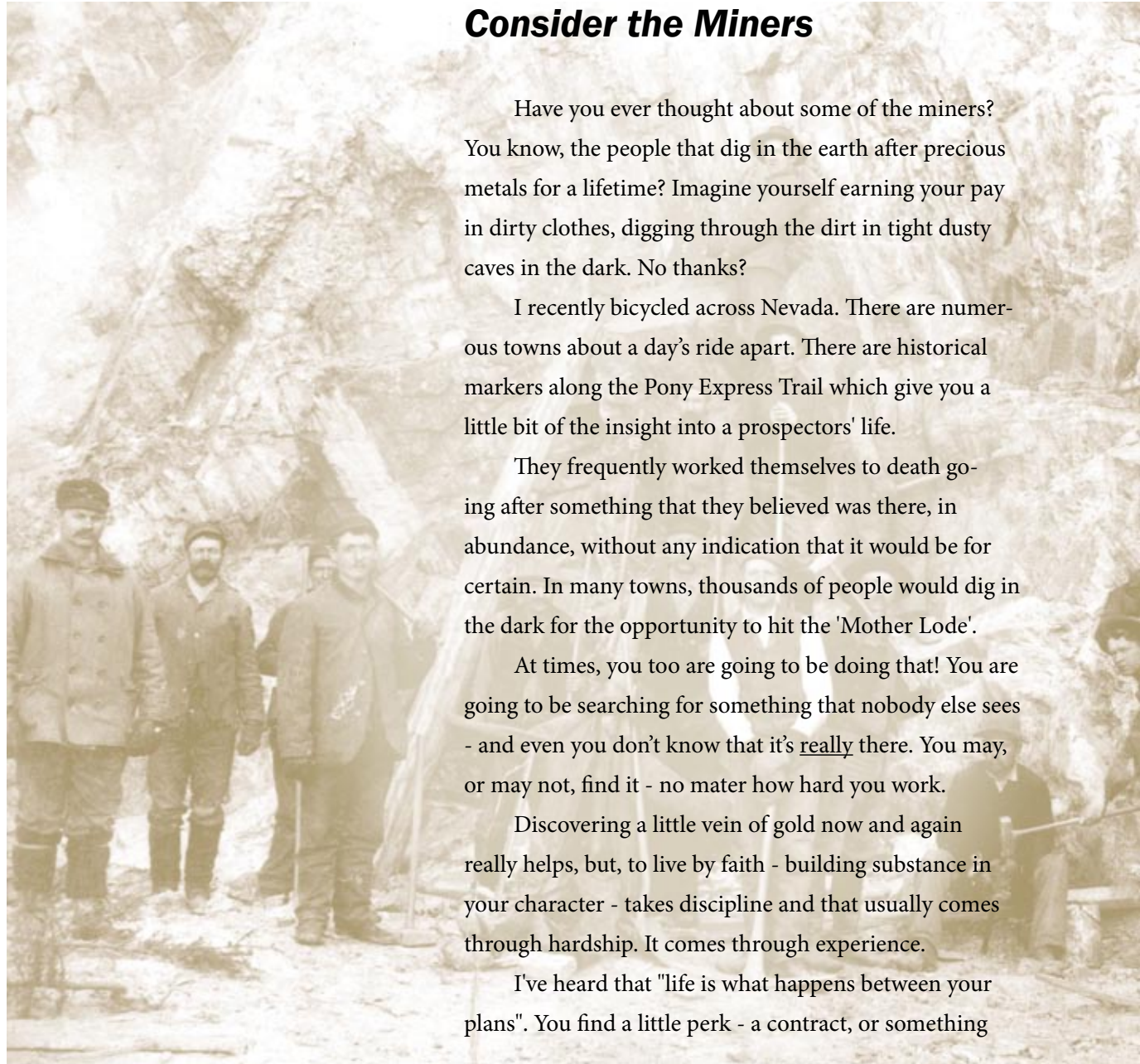
- 306 Non-Disclosure Non-compete
- 308 Justice isn’t about the truth
- 310 Collecting is the tough part
- 312 Documentation (yes and no)
- 314 DBA, SOLE or LLC?
- 316 Patience with Patents
- 318 Trademarks 4U
- 320 URLs and Domains
- 324 PIP insurance
- 325 Exit strategy!
- 326 My hope for you...
- 327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

Small Business IS personal

CHAPTER 1 - PART 7

**It's said that;
"Life is what happens
between your plans" I say;
"It's a good thing we don't
have to stick to our plans!
When you dig for character,
the effort will not return void.**

**You're the boss! You wrote
the plan! What vein is
tapped out? What in your life
should be reassessed and
abandoned?**



Consider the Miners

Have you ever thought about some of the miners? You know, the people that dig in the earth after precious metals for a lifetime? Imagine yourself earning your pay in dirty clothes, digging through the dirt in tight dusty caves in the dark. No thanks?

I recently bicycled across Nevada. There are numerous towns about a day's ride apart. There are historical markers along the Pony Express Trail which give you a little bit of the insight into a prospector's life.

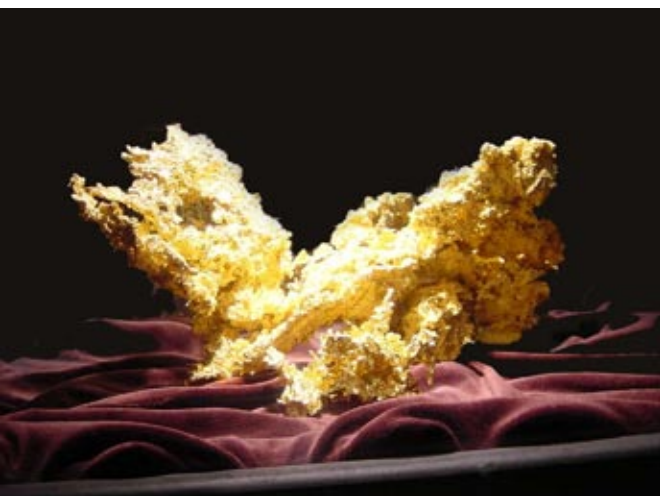
They frequently worked themselves to death going after something that they believed was there, in abundance, without any indication that it would be for certain. In many towns, thousands of people would dig in the dark for the opportunity to hit the 'Mother Lode'.

At times, you too are going to be doing that! You are going to be searching for something that nobody else sees - and even you don't know that it's really there. You may, or may not, find it - no matter how hard you work.

Discovering a little vein of gold now and again really helps, but, to live by faith - building substance in your character - takes discipline and that usually comes through hardship. It comes through experience.

I've heard that "life is what happens between your plans". You find a little perk - a contract, or something

Small Business IS personal



good that comes your way. Maybe you even think you've struck it rich, just to find out that it's already been tapped out. Maybe it's the stock market that is going to drop right out from underneath you - leaving you hanging on a precipice. It could be something simple like a car wreck. Maybe one of your receivable accounts will go bankrupt. Start digging!

I've been through numerous challenges, and I've learned that we can't control the situation, but we can control our attitude. The wind blows where it wills. We must learn to set our sails to head in the direction we

feel called to explore, irregardless of the weather.

Digging for gold in the dark requires something from inside of you. It requires listening to your "knower", your intuition, your "gut", your instinct, to God. That requires practice. And that comes with frequent periods of quite and occasional solitude.

Discovery is not legalistically sticking to a business plan you worked out in your head. No one can write a plan that deals with everything - the chaos of the market or historic events, the weather and all the things that go on in small business. Don't feel stuck. If you're the one that wrote it, then talk to 'your boss' and change it.

I did this with both the 2006 and 2007 Trans-America Expeditions. I needed to write this book before proceeding into the workshops. I decided to stop riding in Utah and return to the studio to produce. It was a tough decision, but it was the right thing.

Don't become an emotional ghost town. Take time out. Change your sails. Start a new tack. Dig in another cave. Try something different. You might just discover gold!

Where are you going to look for a new vein? When is the time to do it? What will it look like? Who will you share it with?

Principles of Faith

CHAPTER 9 - PART 6

Leaping Tall Buildings

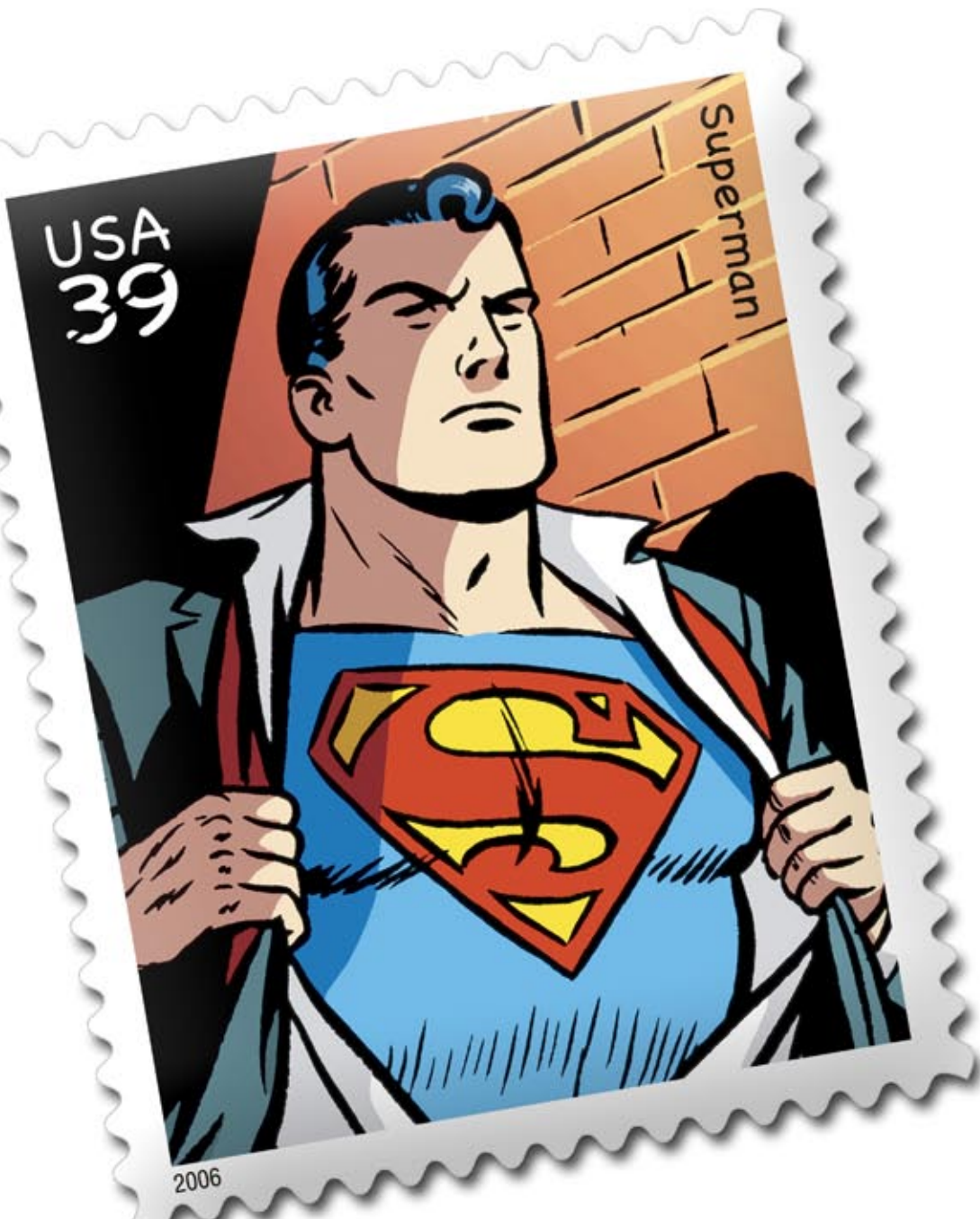
Superman leaps tall buildings in a single bound. He can stop a steaming locomotive, run faster than a speeding bullet. Some of us grew up half believing and wishing life could be like this. He became our standard. He's super, but he's NOT a man! He's a cartoon, an idea, a fantasy. Wouldn't it be nice? I don't think so.

Then Mr. Spock came to us on Star Trek, going where no man had gone before. Cool, he was enterprising! (bad pun). Spock was believable, because he didn't do superhuman things, he was simply super smart, and not inflicted with distracting emotions. I had to drop his model too, because I had emotions - lots of them. I couldn't make rational decisions because I was too involved - with the woman, the dream and the chase.

At 53, I'm still guilty of dreaming. When my boss tells me to do superhuman things, I try. Right now, he's got me leaping a chasm. Yes, as I write this, I'm jumping across time, to land in a new occupation as the author of *Entrepreneurial Schizophrenia*®. Maybe it'll happen?

Let me paint the picture so you can appreciate the current situation, then I'll share the principle I'm practicing so you too can practice *leaping* with confidence.

You've read; "Who Moved My Cheese" ? It's a cute fable about supply and demand. There's a couple of enter-



Principles of Faith

prising mice that discover their supply of cheese has vanished. It's gone, vaporized, missing. One mouse begins to fret, worry and crumple under the pressure. The other mouse picks up his faith and goes off in search of more cheese. He's leaping. With very little provision.

If you've been in business, then you know the routine for change. You go through the Elisabeth Kübler-Ross stages of grief. First we deny the cheese is missing; *"no, the market has hasn't shifted"*. Then we get really angry about it. Eventually we accept our situation and decide to either take things as they are, or take action to move on, in search of the next enterprise. So, how do I leap chasm's with little provision?

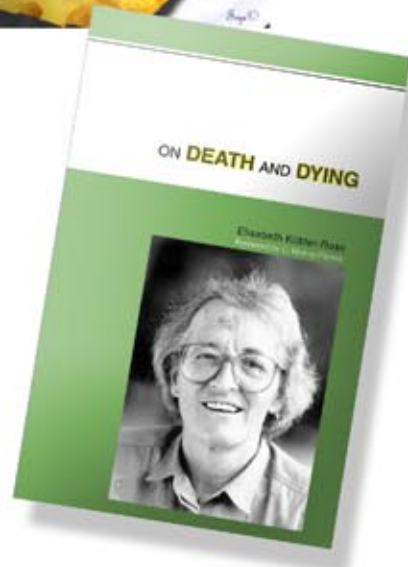
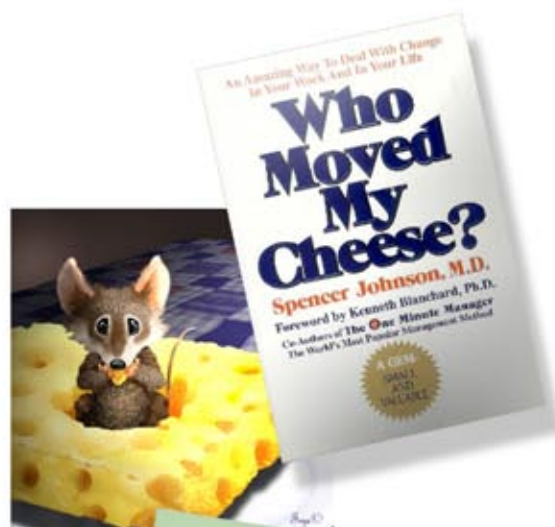
First, the situation doesn't just sneak up on us.

Really, we don't just wake up with a Sheriff at our door, ready to handcuff us. God starts hinting of it way in advance. Watch the videos from my second and third Trans-America rides and you'll hear it. I was getting hints in the desert two and a half years ago.

Second, you'll feel it. It'll be a nudge that won't quit. You'll keep waking up in the middle of the night - not with sleeplessness - with the feeling you 'have to' do it.

Third, there will be 'just enough' provision. It's provisional. If you fail to act, the provision will spoil, and you'll have a much tougher time. Learn from the adventures of the Israelites. Manna only lasted a day. (Ex. 16)

Fourth, you'll feel joy when you take action. You'll not be able to put the work down. *Speaking of - it's way past breakfast, I'm hungry, there's enough food, and I'm happy with how Part 6 came out. Let's leap!*



Elisabeth Kübler-Ross proposed the now famous Five Stages of Grief as a pattern of phases, most or all of which people tend to go through, not always in sequence, after being faced with the tragedy of their own impending death. The five stages of grief, in sequential order, are denial, anger, bargaining, depression, and acceptance. The five stages have since been adopted by many as applying to the survivors of a loved one's death, as well.

Can you see a correlation to business and faith? How so?