



Entrepreneurial **Schizophrenia**[®]

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

by Daniel Comp & Angelina Musik-Comp

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Entrepreneurial Schizophrenia®

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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.

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Bootstrapping with NO Boots

CHAPTER 2 - PART 8

Maximizing in a niche

The Trans-America Expeditions have given me a glimpse of hundreds of small communities across the United States. There's a bootstrapping principal that is almost the exact opposite of the belief that frequents a small community - "there's no opportunity here."

In architecture, a niche is a place to display something, and like a crack in climbing, it can be a route to success if you're prepared to narrow your service.

The stereotype of having a "small-town mentality" means that you think that the market is very limited and there's no way to profit from it. The Internet has proven the opposite is true. Your reach from any Internet connection is nearly a billion people. This means that in even the smallest market, say for Pez candy dispensers, you can reach thousands of buyers. Pierre and Pamela Omidyar started eBay with a small niche in mind.

Another way to think of this principle is this: I had a business which had a very narrow niche for a very high ticket item. We created 1 to 1-1/2 projects a year of extremely sophisticated remodels in the Pacific Northwest - which meant that a kitchen was \$300,000 and a typical house remodel was \$1,500,000.

"There's a lot more business out there in small town America than I ever dreamed of."

*Sam Walton
Founder of Wal-Mart*

Bootstrapping with NO Boots

The profit line was 7% - 10% so, it made for an effective business - if someone didn't make a mistake.

I'm suggesting you look in the opposite direction. You CAN have a decent profit item that is needed by a globally distributed niche of people if your overhead is low. The Internet can do this.

Example: Don Leask of Dons Obsolete Auto Parts found that he can make more money selling hard-to-find parts to auto restorers than he could selling replacement parts to do-it-yourself mechanics through auto part stores. He closed his stores and sells online to fanatics that 'have to have' the part! He has better job benefits and more profit from items that people gladly get rid of.

Craig Sherman of Sarda Imports supplies sterling silver jewelry components from Bali to jewelry designers around the world. Small item in a narrow niche in a big world. He's in charge of his hours, and loves his work.

When you consider bootstrapping with no boots, think how can you fashion your product or service in such a way that the niche becomes extremely narrow, but it can be sold to a very dispersed market.

A lot of entrepreneurs decide to work with their passion, and struggle to find the market for their product or service. Think instead of locating as many distribution points as possible, like Amazon and their Affiliate Program. If you can further target a passionate group of people that will help you promote it through referral then you're on the way to the top.



Think of a 'niche market' like a crack in a granite face. It can help you make your way to the top. Bullet point several niches you can ascend. What cracks in the market have you ignored, because they aren't big IN YOUR TOWN? What ideas have you dismissed?

Business vs. Busyness



CHAPTER 3 - PART 2

Chunking it down

Some things are best solved in chunks. I learned this 'troubleshooting' method in the Navy.

Imagine this problem:

You drag your garden hose around the side of the house and all the way into the front yard. You walk all the way back and turn on the faucet, and then back to the front yard to be sure your neighbor's car isn't getting soaked, but there's not a drop of water coming out of the sprinkler. What's the most efficient route to solving this?

You can 'chunk it down' quickly. First, check that there is water at the faucet end. Then take the sprinkler off the other end. Then cut the hose in half and be sure there is water midway. If not, cut the hose in half again, and again, until you spot the crimped hose at the corner of the house. Aha - now you can fix the problem!

Obviously the 'chunking' method is a mental tool - not a literal procedure for shortening your garden hose. In electronics, software and other complex systems, you can find the fault, and fix the problem faster by checking the beginning, the end and then by 'halving' it to death.

When planning a big project, you might get stuck with the complexity or enormity of the mental challenge, especially if you habitually start at the foundation. We're taught to start at the bottom, to read from the beginning,

Business vs. Busyness

and to count in sequence. I've found that a great way to get 'un-stuck' is to chunk the problem up. Envision the final outcome and jot down some key words, bullet points or images. Then jump to the beginning and do the same. Find a point in the 'hose' between the two and do more bullet points, then move to another point as soon as you get stuck again.

Chop your challenges in half and then in quarters - and into smaller and smaller bits. Write down just the big chunks, the milestones that can be used to measure progress later on. Keep subdividing until the smallest measurable tasks are written down. Then you have both a sequence and a set of targets or milestones. Then by putting dates to the sequence you have a game plan.

For the work on Entrepreneurial Schizophrenia® I wrote a lists of turning points or memorable events on index cards. I then chunked them into similar groups and called them chapters. Then I worked on each of the points as mini goals, and look at the results!

To be real, this work took a few years because I had to earn a living and I got distracted on bigger promises that tempted my attention, but now, in hindsight, I'm sure glad it wasn't an impossible mountain, but just a pile of points I could easily climb, one-at-a-time.

To avoid project intimidation and procrastination, try 'chunking' it down!

Ready? Set? Go!

See how easy it is to chunk stuff? Now you try it:



Business vs. Busyness



CHAPTER 3 - PART 3

Focus and Reward

Focus is an easy topic for me to talk about. Think of the classic motivation/punishment story about the 'Carrot and/or the Stick'. In one case, the master of the horse ties a string to a carrot and then to a stick. He sits in the driver seat of the wagon and holds the stick - dangling the carrot in front of the horse. The horse moves a bit forward to get to the carrot, and then the wagon moves, with the master in it, which moves the carrot again, and the whole act starts over - and over and over. Another interpretation is that the master offers the carrot as a reward or the switch (stick) as punishment.

Think about how this applies to business. Oh, have I learned some big life lessons here. There's two sides to this story. One side is that YOU need to be responsible to find YOUR OWN carrot and stick - dangling it the appropriate distance so that you're both the Task Master and the animal pulling the wagon. Put some kind of reward (carrot) at the end of that task (stick) and you'll find it works fabulously to keep you going - and going.

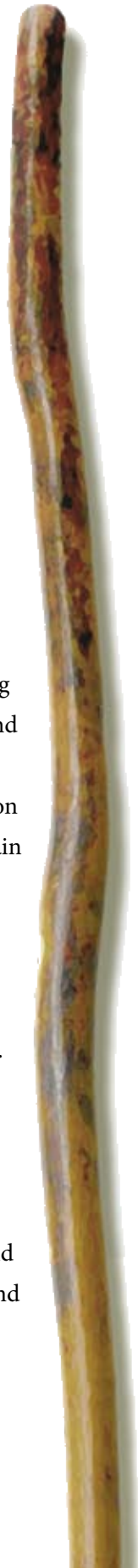
Example: if you want to loose weight, you gotta have rewards along the way. In order to give up a vice, you gotta have something to replace it. If you're going to work hard for a season then you need to have something as a reward to encourage yourself - and it can't be something

Business vs. Busyness

lame like "I'll get to pay my bills". The reward needs to be one that is a deeply felt psychological/emotional need like laughing with your kids during a memory making adventure, or laying on on the beach with your partner watching the sun set.

Example: Cycling across America in the Trans-America Expeditions I learned that in order to get over a mountain pass, I needed to mentally break the climb into stages. For each of the stages I created a reward. The reward was usually a bite from a nutrition bar, a glob from a gel pack, or a nice big drink from a water bottle. Each time I reached a mile marker - 15 to 20 minutes up the mountain, with my head down, grinding on the crank at 4 miles an hour, I enjoyed the reward and immediately created a new reward - this time, a stretch out of the saddle, a change of gears, a dribble of water on my head - something nice to focus on other than the pain in my legs or the contact points of my saddle.

The carrot and/or stick works extremely well in both business and personal issues. I bought a vacation timeshare and worked very hard because I could look forward to several weeks a year with family and friends. It was the greatest investment I've ever made because it created life-long memories, that to this day I enjoy over and over. I can recall all kinds are projects well, but I don't remember the pain of delivering them. I can vividly remember the rewards of laughter, adventure and bonding with my kids and not the project problems - and that's why it's so, so, important to find a carrot.



"Carrot and stick (also spelled "carrot-and-stick")[1] is an idiom used to refer to the act of rewarding good behavior and punishing bad behavior. The carrot represents the edible reward, while the stick refers to a punishing switch."

"This saying belongs to the same general family as "you can draw more flies with honey than with vinegar."

"The Usenet Newsgroup alt.usage.english has debated this expression several times. No one there presented definitive evidence, but dictionaries agree that the proper expression is "the carrot or the stick"."



Business vs. Busyness

On the flip side - I want you to run like Forest Gump away from any proposed project or deal that you're about to make where the other party is dangling a carrot in front of you. You've got to be very attentive on this point, because I've gone into some of the most excruciating multi-million dollar projects because I fell for the carrot that was being dangled by the other party.

The carrot can sound like this:

"We'll give you stock options"

"You'll be creating a residual income from this"

"Trust us, we'll deliver as soon as YOU finish the..."

"I have tons more work for you as soon as..."

On every single one of the projects where the other party controlled the stick and carrot, I got nothing but hard labor and broken promises. I delivered the work, but never enjoyed the reward of the carrot.

If you think that only petty projects or small companies use this tactic, think again. This tactic was employed by Fortune 100 companies, municipalities and entrepreneurs alike. If I can reach your heart and mind on any topic in this entire series, I hope this one sticks.

I've just finished a five month volunteer effort which postponed the writing of this book - and even though the project hasn't yet delivered a return, I don't regret the sacrifice one bit. It was MY CARROT!

You will save yourself more heart-ache, grief and pain to your family if you recognize who's dangling the carrot. If it's your boss, fine. If someone else is, I can't say it any clearer than "RUN FOREST RUN!"

Business vs. Busyness

CHAPTER 3 - PART 4

Tunnel Vision on A1

I can focus on the task at-hand so well that when family drop in (interrupting), which is more frequent the younger the children, I could resist until I noticed the consequences - hurt feelings. To help communicate my availability, I put a flag top of my computer monitor. They would see my back, and the flag, and understand the warning that 'I was out' mentally.

This tip may help you get through your to-do list with focus and resolve.

After ranking your to-do list A - B - C, and grading each A list item sequentially 1, 2, 3, etc. Put the flag up and focus on A1 until it's sufficiently finished or you have invested the allocated time.

The more important and urgent your A1 item is, the more other things appeal or distract. It's OK for you to focus for a time on your business demands, so long as you save emotional and mental energy for others, including family, they will wait. Periodically drop the flag, surface for air, refocus on their needs, and then put the flag back up. Your 'power hour' may be early or late - but unless you communicate this to others, they'll take it wrong, and you'll soon be extending your leave-of-absence in the search for another family.

Focus on your A1, but not without a clear signal.



In medical terms, tunnel vision is the loss of peripheral vision with retention of central vision, resulting in a constricted circular tunnel-like field of vision.

In business it's a common pathway to living as an estranged parent with visitation rights.

Take the time to signal your availability - and take extra care to really be available for your family. Then they'll honor your needs - and your signal.

When they believe they're important (A1) too, then you'll get the freedom to focus on your other A1 priorities.



**What's your signal look like?
A flag, a closed door, or
maybe a...**