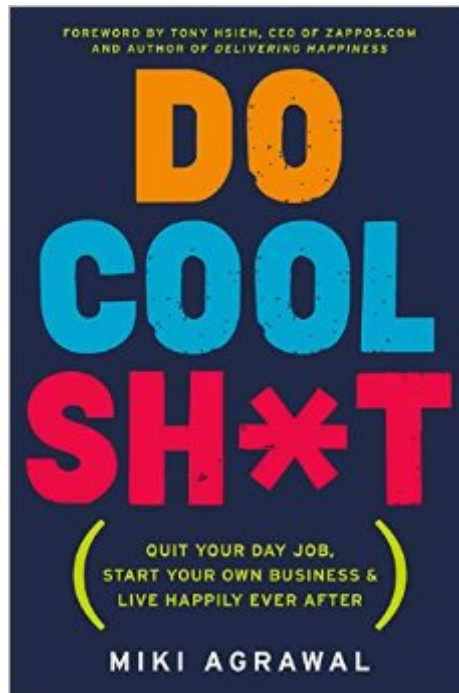


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# Do Cool Sh\*t: Quit Your Day Job, Start Your Own Business, And Live Happily Ever After



## Synopsis

Is it possible to make a career out of something you love? Miki Agrawal, entrepreneur, angel investor, and cool-sh\*t doer, has figured it out and now shows you how. In *Do Cool Sh\*t*, she shares her adventures in entrepreneurship and life, from learning to step out of her comfort zone in a foreign country to achieving her dream of playing soccer for the New York Magic to partnering with Tony Hsieh of Zappos.com to launch her dream business. Now Miki shows you how to start a business, fund it on a shoestring budget, brainstorm a business plan, test a product, get great (free) press coverage, and more—all while living a life to be proud of.

## Book Information

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## Customer Reviews

In defence of this book I'd say that she does seem full of energy and enthusiasm, which plenty of readers will find helpful to get them fired up and motivated to take some action on their own big ideas. That's a big plus. On the other hand, the information contained in the book is limited and specious. It's great to be presented with new ideas for raising capital and meeting contacts, but as an Ivy League graduate, and a former wall-street analyst I think it's fair to say that Miki's contact book and access to resources is a little different than 'most people'. I mean, suggesting that you invite all the business people you know to a dinner to pitch them your idea is great; but plenty of budding entrepreneurs don't already have a pool of friends and contacts that have cash to spare. In fact, I think a lot of 'normal' folks would laugh at the very idea that they know even a handful of people who'd be willing to fork over thousands for a random business venture. So, the advice is

sweet and genuine, but maybe not actionable for those who don't already move in Ivy League circles, with friend's of friend's who own Tao (!). I should also mention that I'm British, not American. I don't know how this reads on the other side of the pond (and admittedly in Britain we are a little bit over-reserved) but some parts of this book were really cringey; either quite self-aggrandising, or just out-and-out 'NO'. She gives an anecdote where she busts in on a successful businessman having dinner in his restaurant, Tao, in New York City. Firstly, that alone would be considered atrocious bad manners in Europe, and would certainly not lead to a positive business connection.

The exercise on removing friends who deplete you is straight out of Fiona Harrold's Be Your Own Life Coach. The exercises to help you find your passion are straight out of Martha Back, Finding Your Own North Star. If you want some life coaching or help working out the sort of life you want, I suggest either of these authors have a far superior offering. She dilutes and strips back the concepts so they're like bubble gum - completely lacking substance. Obviously not a deep thinker this one. If she was a deep thinker, she might have thought twice about getting her twin sister (who is mentioned throughout the book) to write the first review of this book on , giving it 5 stars of course, without disclosing the conflict of interest. She advises taking a cheese platter to a company when you're trying to win people over. She obviously thinks she is a lot cleverer than she actually is, and that most people are a lot more stupid than they actually are. This arrogance and a kind of breezing through life thinking no-one will notice her lapses in integrity (or probably more that they don't matter because it's her, and she's special), is common in people who have privileged backgrounds, as this author does. The complete lack of appreciation of the fact that her wealthy background and parental support (they paid for her Ivy League college education) put her in a seriously advantageous position compared to most people is quite shocking. Totally lacking self awareness. Most people can't afford to be interns as they need to work to pay the rent and put food on the table. Most people pay for themselves to go to University so can't afford to have semesters doing optional internships overseas.

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