



21 MUST READ BOOKS

FOR ENTREPRENEURS



"It's not how many books you read, it's how many times you read the same books." – Tom Krol

INTRODUCTION

Today I want to share something that has been a powerful force in my life and that is reading. Reading is one of the greatest tools we have for personal growth and development, here's why:

In thousands of years of recorded history there is not a single dissenting opinion regarding the benefits of reading. Reading is where generational wealth begins.

Don't believe the well-meaning people from your childhood who told you that you were an audio or visual learner. If you can read street signs, you can learn to read a book.

Reading helps us connect different ideas, and improves our vocabulary and understanding of the world around us. Reading improves our ability to focus, concentrate, and think deeply. This allows us to pay attention to the under current rather than the noisy, crashing waves.

Reading reduces stress, improves our memory and recall, and reduces the risk of cognitive decline as we age. It also increases our empathy and compassion by viewing the world from the perspective of people who've had different life experiences.

Reading improves our writing skills and writing is a form of self-care. Reading is a source of inspiration and motivation; it increases our ability to handle pressure and challenging situations.

Reading helps us delay gratification and increases our impulse control. This reduces our risks in business and helps us to build our character. In the end, when our preferences are less than they are today, all we are left with is our faith, our memories and our character. This will be our entire source of joy and peace.



21 Books for Your Adventure:

1

Rhinoceros Success – Scott Alexander

2

Dream First Details Later – Ellen Bennett

3

Four Thousand Weeks – Oliver Burkeman

4

The Richest Man in Babylon – George Clason

5

The Road Less Stupid – Keith Cunningham

6

Man's Search for Meaning – Viktor Frankl

7

The Four Spiritual Laws of Prosperity – Edwene Gaines



21 Books for Your Adventure:

8

The E-Myth Revisited – Michael Gerber

9

The Dip – Seth Godin

10

I Can't Make This Up – Kevin Hart

11

Ego Is the Enemy – Ryan Holiday

12

100M Offers – Alex Hormozi

13

The Psychology of Money – Morgan Housel

14

The One Thing – Gary Keller



21 Books for Your Adventure:

15

Flip the Script – Oren Klafl

16

The Life Changing Magic of Tidying Up – Marie Kondo

17

Business Secrets from The Bible – Daniel Lapin

18

Profit First – Mike Michalowicz

19

The Slight Edge – Jeff Olson

20

The War of Art – Steven Pressfield

21

The Surrender Experiment – Michael Singer



Read today and every day, for the rest of your life. Reading is a beautiful gift. Life is short and can be a struggle, reading will reduce your suffering.

To Great Adventures,

Tom Krol

