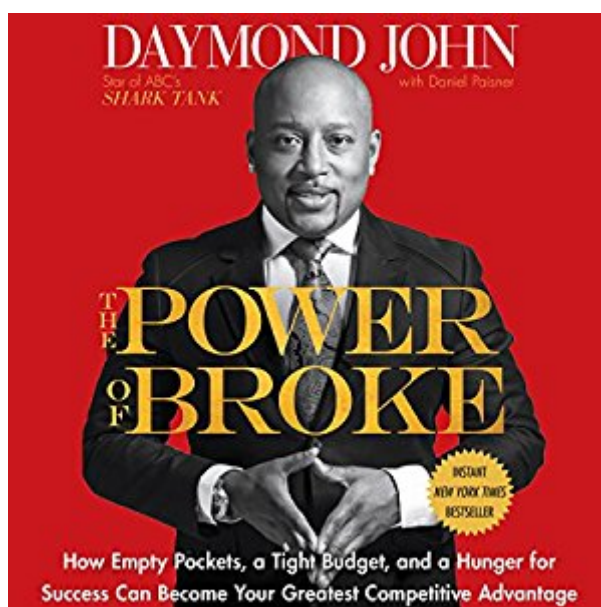


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# The Power Of Broke: How Empty Pockets, A Tight Budget, And A Hunger For Success Can Become Your Greatest Competitive Advantage



## Synopsis

Skillfully read by DJ, MTV News reporter, and radio host Sway Calloway, whose effortless style and distinct voice perfectly capture John's message, and featuring a customized introduction from the author himself, this audiobook is the go-to source for all those wanting to learn the importance of staying hungry in order to succeed. Interspersed throughout its chapters, listeners are treated to "Power Facts" and "Shark Points" told directly by Daymond John, giving the famed entrepreneur and branding expert a chance to impart some of his invaluable wisdom. Daymond John has been practicing the power of broke ever since he started selling his home-sewn T-shirts on the streets of Queens. With no funding and a \$40 budget, Daymond had to come up with out-of-the box ways to promote his products. Luckily, desperation breeds innovation, and so he hatched an idea for a creative campaign that eventually launched the FUBU brand into a \$6 billion global phenomenon. But it might not have happened if he hadn't started out broke - with nothing but a heart full of hope and a ferocious drive to succeed by any means possible. Here, the FUBU founder and star of ABC's Shark Tank shows that, far from being a liability, broke can actually be your greatest competitive advantage as an entrepreneur. Why? Because starting a business from broke forces you to think more creatively. It forces you to use your resources more efficiently. It forces you to connect with your customers more authentically and market your ideas more imaginatively. It forces you to be true to yourself, stay laser focused on your goals, and come up with those innovative solutions required to make a meaningful mark. Drawing his own experiences as an entrepreneur and branding consultant, peeks behind the scenes from the set of Shark Tank, and stories of dozens of other entrepreneurs who have hustled their way to wealth, John shows how we can all leverage the power of broke to phenomenal success. You'll meet: Steve Aoki, the electronic dance music (EDM) deejay who managed to parlay a series of \$100 gigs into becoming a global superstar who has redefined the music industry. Gigi Butler, a cleaning lady from Nashville who built a cupcake empire on the back of a family recipe, her maxed-out credit cards, and a heaping dose of faith. Eleven-year-old Shark Tank guest Mo Bridges, who stitched together a winning clothing line with just his grandma's sewing machine, a stash of loose fabric, and his unique sartorial flair. When your back is up against the wall, your bank account is empty, and creativity and passion are the only resources you can afford, success is your only option. Here you'll learn how to tap in to that power of broke to scrape, hustle, and dream your way to the top. BONUS: This audiobook features an exclusive interview between author Daymond John and narrator Sway Calloway, touching upon topics that include entrepreneurship as "the ultimate equalizer", loving what you do, and why the author handpicked Calloway to read his book.

## Book Information

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## Customer Reviews

This book should be required reading in business schools as the first 43 pages alone blow away most business books out there. This book is rich in content and great stories you can apply to just about any industry or idea. If you are an entrepreneur or salesperson you need this book. Being able to read Daymonds narrative of success and mindset allows you to see where the power of broke come into play. What this book starts out with is the idea that there is an education you can get from a school and read about and then there is an education you can get from doing something. This also translates to without some sort of risk there really isn't a reward. Here are the most common themes in the book by the way these are just the tip of the iceberg:

1. You have to come up with something when you have no money and this forces an authentic creativity. There are things you learn from hustling and grinding you can't learn from a book, there is long term power in this knowledge.
2. Learn the core concepts of business and sales as they never change but be willing to try new approaches and use the core knowledge as your base of knowledge.
3. Understand power and where it comes from meaning how do you get attention and then use it for your product or service. Those who have the attention have the most power.
4. Being hungry keeps you focused, it's easy to lose focus on what is important and chase other ideas or get pulled away from the core concept or idea. Some people or businesses try to do too much too soon and lose sight of what they started out as.
5. There is invaluable valuable knowledge to be learned in the struggle. The struggle of being broke helps

shape ideas for the future and for the good of the product or the service being offered. Easy money may be easy to squander.<sup>6</sup> Understand the power of proof for the buyer. Social proof is huge and understanding what people want is important. Sometimes you have to come up with a more original idea to make it happen.<sup>7</sup> Sometimes you have to do the things you don't want to do but need to do in order to find the success in the middle of the chaos.<sup>8</sup> Most people will never take the steps necessary out of fear of what others may think.<sup>9</sup> Most people fear adversity when it is exactly what they need to find the hunger or the reason why to move on.<sup>10</sup> Think about the assets you already have and how they can be used for the product or service.<sup>11</sup> Be willing to trade and help others out, they may need to be there for you at some other time. This means make sure to build a network of people for a future infrastructure.<sup>12</sup> Learn the power of making a deal and living up to it. This book goes through and gives examples of successful people and how they used adversity and being broke to their advantage. The cool thing about this section is this isn't the typical group you read about or hear from in the business world for the most part. There are examples from different industries and services. Here is a short list of the people used:

- Steve Aoki - Electro Dj / Record Label owner
- Acacia Brinley - Social media superstar
- Rob Dyrdek - Professional Skater
- Jay Abraham - Marketing and business superstar
- Ryan Deiss - Internet and marketing superstar
- Mark Burnett - Creator of Shark Tank and other series

This book has amazing content that can be applied in any circumstance, your true power is coming up with an idea, finding out how to make an attempt while looking for the big lesson in the success or failure and then trying again.

Loved this book! As an avid fan of Daymond John, I gobbled this book up; couldn't put it down. The stories Daymond shares with his readers are both relatable and inspiring. He clearly shows through the entrepreneurial stories of others as well as his own, that it doesn't take a million bucks to start and sustain a business. Daymond gives readers hope that with enough determination and tenacity, they, too, can make a go of anything they have a passion to achieve. I was sorry to finish reading this book! Daymond's writing style is just like him; edgy, street-smart, and incredibly brilliant.

Every morning before I start work I read. Sometimes I read for 10 minutes, sometimes for an hour. This book has provided me with some incredibly valuable tips about running my own show, and

making good business decisions. You know that over-used quote from Jim Rohn, that you're the average of the five people you spend the most time with? Reading Daymond John's book I felt I was there with him as he shared his own story and stories of others he's helped. I read books that help me with my mindset. So this is one I'll return to for a tune-up.

Power of Broke provides five general themes that are presented through a variety of entrepreneur success stories ranging widely from teenage social media giants to cupcake empires to Josh Peck. All are interesting stories providing more inspiration than a guide and plan for entrepreneurial success.

I suppose if you're going to be on a show like Shark Tank and not already have a library of how-to books and autobiographies to promote yourself, you should write a book and promote yourself. I respect that. When I read this book, that's the kind of vibe I get. There's nothing incredibly profound in here but there is good solid advice and perspective from someone who is done well for himself by seeking out an opportunity and making more smart decisions than bad ones. I love that sort of thing and I enjoy reading books about people who do it. Again, if you are expecting some sort of profound thunderclap moments that will solve all of your problems and help you achieve the business success that you've been struggling with for so many years, spending money on a book is probably not your solution. In fact, if you are struggling, I think an underlying message of this book is that buying this book right now isn't a smart play for your bucks. Buy it later.

I wish I had read this book before I sunk a lot of money into buying all these materials for my business. Doing research about the location you intend to business in, realizing you don't need a million bucks to start up, working with what you have available, and making things happen when your back is against the wall. This book was a gemstone. I'm glad I read this book and I highly recommend this book to anyone who is planning on starting a business and even those who have an existing business.

Incredible book...I always joke that Daymond is my "brother from another mother!" We're both of West Indian heritage, left handed, have two weiner dogs and have been in the clothing design biz...then transitioned into branding! The book is a must read for anyone who doesn't want to spend their lives punching a time card, but doesn't have deep pockets to make their dreams happen. This book will inspire you and show you how!!!This book deserves 100 stars!!

Good book if you understand what it is. It's not a how-to, nor is it analytical. It's just a collection of motivational stories. In this regard, it's pretty good! I'm not much of a "motivational" reader, but this one gets a pass. It's not the greatest book I've ever read, but it's far from the worst. My favorite stories were UnderArmor and Ryan Deiss (Digital Marketer)

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