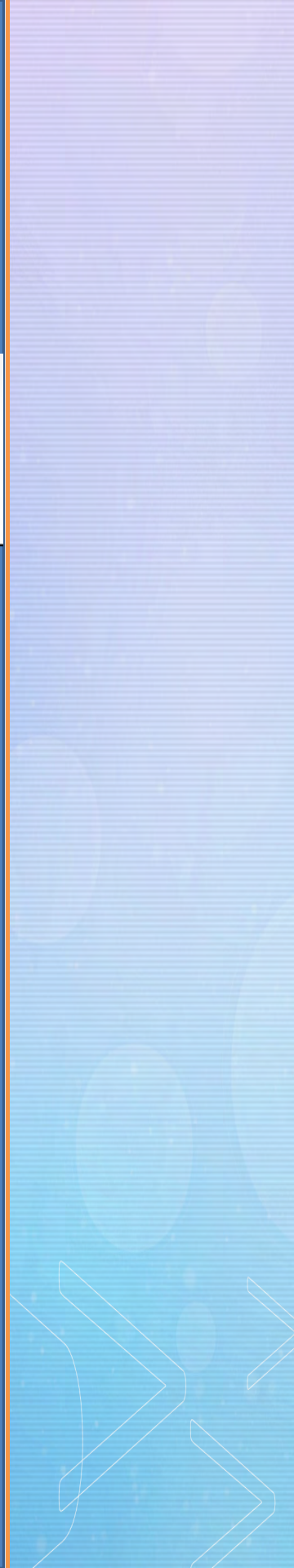




# *Your Entrepreneurial* **DNA**

THE BUSINESS LENS YOU LOOK THROUGH

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# ▶ *Your Entrepreneurial DNA*

## THE BUSINESS LENS YOU LOOK THROUGH

*Your Entrepreneurial DNA*  
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The various concepts regarding entrepreneurial DNA (eDNA) are not promissory in nature. They work only when coupled with your hard work and dedicated effort are applied. The underlying assumption is that the reader will follow the law of “GOYA” (which means they “get off your backside”). Ultimately, each individual's success depends on his or her background, dedication, desire and motivation, in addition to other factors not always known and sometimes beyond control. You recognize any business endeavor has inherent risks. In short, we can't force you to take action. Consequently, we cannot promise or predict your success.

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# Make This Your BEST YEAR, EVER

Let's get something straight, right away.

## ENTREPRENEURIAL DNA ≠ PERSONALITY TYPE

You can have two entrepreneurs, intrapreneurs (working for someone else), business owners, etc., with *exactly the same personality type* who do not behave at all alike when it comes to how they make business decisions. Whether it's who they work for, all the way up to how they run a Fortune 500 company, our *entrepreneurial DNA* (eDNA) is a force to be reckoned with. Even if we're unaware of it, it's influencing our actions as a company owner ...an employee ...an entrepreneur.

Knowing your eDNA is essential to your success. Not knowing is impacting you in ways you don't know.

Forget about working on improving. Play to your natural business strengths. But first, be certain what those strengths are. And life will get simpler.

**Small business owners,  
entrepreneurs,  
&  
dreamers:**

*You are...  
The bold,  
The daring,  
The strivers,*

*You are the backbone of economies everywhere.*

**Transform yourself.  
Transform your business.**

To your success,  
Joel Lund  
Boise, Idaho USA



# The Business Lens You Look Through

## ARE ALL ENTREPRENEURS THE SAME?

This isn't a trick question. However, the answer will vary depending on whether you ask an entrepreneur or someone who has never attempted to start, run, or inherit a business.

Entrepreneurs generally answer: "No way!"

But ask most people and they'll divide the world into two groups. The first group is the largest: people with jobs. The second group—made up of the people that run the companies that employ the people with jobs—is much smaller. These company owners are "different" than those with jobs. Because they're *entrepreneurs*. One size fits all.



Like the Borg (for Star Trek fans).

In other words, the world is made up of only two kinds of people:

1. Workers
2. Owners (entrepreneurs)

Workers would prefer to not have all the stress that the owners deal with, although they'd love to have the money the owners enjoy (real or imagined). But, ultimately, most people view entrepreneurs as strange. Risk takers. Lucky SOB's. Daring. Possibly possessed. Mad about money.

So when it comes to making money, are there only two kinds of people in the world?

Bosses...and those that work for them?

Well, we know that there are many kinds of "workers."

But what about the other side of the equation?

**Let's take a deeper look at the entrepreneurs.**



# The Entrepreneurial DARKSIDE

Not understanding your entrepreneurial DNA virtually guarantees that you will view the business world in simplistic terms.

The painful result is believing a fallacy. In a two-kind-of-people world, famous entrepreneurs—like each of our avatars—aren't different than you are. They're a *better version* of you.

So if you are not seeing the success of your favorite entrepreneurial avatar, well, you're a loser. Insufficient. A poseur.

Which leaves you with two choices.

## OPTION ONE

Add to your already insane work hours. Love marketing, even when you don't. Sell like a used-car salesman. Negotiate like a dictator. Adore firing people.



Sounds wonderful, right?

But it's the common narrative and belief system presented in loads of business books, blogs, articles, videos, podcasts and whitepapers.

*If an idea worked for Entrepreneur X but not for you...you shouldn't be here.*

Which brings us to your other choice.



# The Entrepreneurial DARKSIDE

## OPTION TWO

Give up. Stop pretending you're an entrepreneur.



“Get a J.O.B.”

No wonder enjoying your life while living entrepreneurially is often seen as a nearly magical quest. Like chasing unicorns.

That’s exactly why getting clear on how you are naturally gifted is essential.

The fact is that the world is more nuanced than this polarized thinking, “There are entrepreneurs and then there’s everyone else.”

And polarized thinking brings paralyzed behaviors.

Entrepreneurs fall victim to the belief that if they’re not “winning” like their business idol, they must not have what it takes. Is that a possibility? Sure. But the odds are much higher that they are not playing to their natural giftedness when it comes to business.

*Most entrepreneurs are, in fact, not playing to their entrepreneurial strengths.*

The elephant in the room is:

***What type of entrepreneur are you?***



# What Do These Entrepreneurs HAVE IN COMMON?



**A lot. And almost nothing.**

If you know anything about **Steve Jobs** and **Bill Gates** (lower quadrant), maybe your eye is twitching a little as you try to find any commonality between them in terms of how they ran their businesses.

Both became billionaires as a result of their entrepreneurial efforts. Both lead powerful tech companies. But how they got there is so different as to almost be alien from each other.

On the other hand, **Marcus Lemonis** and **Richard Branson** (upper quadrant) are as different from each other as Bill and Steve. Both are also billionaires. Yet, how they built their empires is vastly different.

## FOUR TYPES OF ENTREPRENEURS

Joe Abraham, author of *Entrepreneurial DNA*, uncovered four types of entrepreneurs. Their entrepreneurial DNA, as he chose to describe the distinctions, are revealed in how the entrepreneur engages in their business.

Their eDNA is *not the same as their personality type*, as many business people might describe themselves with DISC, MBTI or Kolbe. Entrepreneurial DNA isn't captured in a Strength Finder analysis. While all of these tools, and countless others, are very helpful in understanding our personality and behaviors, none of them provide insights into why we behave in very specific and predictable ways *within our business or work environments*.

Over a period of time, Mr. Abraham's research unearthed the four ways entrepreneurs engage in business.

This discovery has immense implications for you. It's the key to your falling in love with your entrepreneurial efforts, as well as enjoying the success that will come from them.



## bDNA



# The BUILDER

Ironically, of the four entrepreneurial types, the Builder is the one most entrepreneurs describe themselves as. In their mind, it's what they do.

*I'm building my company  
from the ground up.*

Or even...

*This is my company. I built it.*

Though most people would say that to be an entrepreneur means “building” something, less than 20% of entrepreneurial DNA is predominantly “Builder” (bDNA).

### THE BUILDER'S SUPERPOWER

But you know when you're in the presence of one, when you hear that the company's value or revenue crossed over \$5 million within a year or two. That's a big clue real builder DNA is running the show. They can scale up a sustainable company quickly.

Another clue is how the Builder talks about success, especially in how they measure it.

They speak in terms of infrastructure. Square footage. Personnel. Franchises. Net revenues. KPIs (key performance indicators for the non-bDNA entrepreneur).

In other words, their focus is on *actual measurements* that determine success. There's something to measure against the competition.

Marcus Lemonis, our avatar for bDNA, owns multiple companies (and may be confused with an Opportunist, as a result). But catch an episode of his hit cable show, *The Profit*, and you'll witness bDNA in action.

### THE BUILDER'S KRYPTONITE

What gets in the way of a strong builder's success are his or her relationships. It is not uncommon that a strong builder has churned through VPs of this and Chief Executives of that. Why? Because those people also have bDNA, and Builders don't play well with other Builders.

They may have multiple family units as a result of running their former spouse like they do their business. In other words, they feel controlling.

### WHERE ARE THE BUILDERS

You can find builders in positions of upper management. But you're more likely to see “Chief Executive Officer” in their title. Possibly even *Grand Poohbah*.





# The oDNA OPPORTUNIST

People with opportunist DNA (oDNA) driving them are always on the hunt for...

## *The Next Big Thing*

Success is measured by discovering a wildly cool opportunity before anyone else does. If they can jump in early and ride it to the top, the strong Opportunist is happy.

This success only comes with bailing out (selling) at the just the right time. That's never obvious and success isn't guaranteed.



## THE OPPORTUNIST'S SUPERPOWER

You know you're in the presence of an Opportunist because they're fun to be around. They're very optimistic.

Even when a "sure thing" goes down in flames, someone with strong oDNA will declare,

*"The next one! The next one is where it all comes together!"*

They see business as a vehicle for financial freedom. Having multiple streams of income is what an Opportunist is aiming for.

Sipping Mai Thais on their private beach is what they daydream about. But how many people are wired this way? Only ~13%.

## THE OPPORTUNIST'S KRYPTONITE

What gets in the way of a strong Opportunist's success is lack of focus. Another way of putting this is they suffer from SOS ("Shiny Object Syndrome"). It is not uncommon for an Opportunist to jump to "an even better opportunity" before seeing their current one return any success for their effort.

## WHERE ARE THE OPPORTUNISTS

You can find most Opportunists in sales positions.



## sDNA



# The SPECIALIST

The most common of all entrepreneurial DNA, we come to the Specialists.

They are the steady workers, and occupy many workplaces.

### THE SPECIALIST'S SUPERPOWER

Specialists (sDNA) are often precisely that: *specialists*. In other words, the word might be in their title. And it will almost certainly be in their job description.

They are dedicated to providing great experiences for the clients and customers. Their focus is on delivering “Raving Fan” service.

Specialists are often highly pedigreed, with specialized knowledge and certifications. You’ll know you are in the company of a specialist—or you are one—when their business card has letters after their name.

They are analytical. The stronger their sDNA, the more they’ll gravitate to complex work roles.

And they’re experts, enjoying the high reputation that comes with it.

This is largely why they tend to stay in the same business channel their entire career. They don’t jump around like an Opportunist might. Instead, they hunker down.

Growing their business is most commonly achieved through networking and referrals. At least, that’s what they say it is.

### THE SPECIALIST'S KRYPTONITE

What gets in the way of a strong Specialist’s success is lead generation. The stronger their sDNA, the more they want to protect their reputation. Because they’ve worked so hard to build it. So when faced with the challenge of growing their business, the last thing they want to do is risk their reputation.

Which means they’re unlikely to “try something new,” even if that would help them stand out from their crowded marketplace.

Worse, if they do remember to ask for referrals or go to the networking events they signed up for, that’s exactly what all of their competitors are doing.

### WHERE ARE THE SPECIALISTS

Think attorneys, accountants, bankers, financial advisors and agents. There are a lot of Specialists in the world. Nearly 50% of eDNA is predominantly Specialist. If in doubt, the odds are you’re looking at a Specialist.



iDNA

# The INNOVATOR

The Innovators of our world are focused on “The Mission.” They are the mad scientists, creating products we need, though sometimes we didn’t know it. They are the creatives, and represent about 24% of all eDNA.



## THE INNOVATOR’S SUPERPOWER

Innovators (iDNA) make stuff. The invent. In the past 10-20 years, it seems like Innovators have taken over the world, with their inventions resting in our hands throughout the day. Technological breakthroughs come from Innovators, and their teams.

The happy place for a strong Innovator is in the lab. In some cases, they really call that place “The Lab.” A favorite trope used to describe an Innovator is that “They invented \_\_\_\_\_ (some amazing, dazzling device or product) in their garage!” For most entrepreneurs, that’s not what they use their garage for.

The strongest Innovators will have nearly limitless amounts of intellectual property (IP). This is because one invention will trigger another. And another. And another.

Innovators live for the “A-ha!” moments in their creative lives. Some see them—especially family and friends—as mad scientists. But their creativity is most often aimed at impacting the world, not making gobs of money. **Their focus is on mission.**

## THE INNOVATOR’S KRYPTONITE

The primary consequence of their altruistic focus is that they are not geared to operations. Even though their invention might lead to the building of a company to support or fulfill that mission, they can’t do it. So a great many inventions, exciting new products, and amazingly creative companies will soon fail. At least if the Innovator that got it started—often by accident—tries running it.

## WHERE ARE THE INNOVATORS

This is a diverse group of entrepreneurs. It’s easy to picture the likes of Silicon Valley tech giants (like our avatar, Steve Jobs). But this group also includes website builders, authors, musical artists, graphic designers, and a great many solopreneurs working out of their home, apartment, basement...or garage.



# You: A GIFTED ENTREPRENEUR



Figuring out exactly which type of entrepreneur you are—Specialist, Builder, Opportunist or Innovator—is nothing short of **liberating**.

**First**, understanding your eDNA instantly provides eye-opening insights into *your predisposed* strengths. You'll have scientific evidence for what you are good at. Which might be different than what you are currently trying to do.

**Second**, the challenges you face are often due to working against your giftedness. Can you imagine what it would be like to feel in flow?

**Third**, knowing your eDNA allows you to pursue the best practices for entrepreneurs who are wired the same way you are. **BONUS:** those you care about will understand you better!

## It's YOUR TIME

Want to chat about this? You can schedule a time that's convenient for you. There's **no pressure** on this call. Seriously. You get to decide how much is it worth it to you to finally be in flow, feel empowered, and see the results you've always wanted in your business?



There's no cost to you for this except about 15-20 minutes of your time.

Click the calendar icon to set it up. Or click [here](#).

**It's your time. You deserve this. Step up and schedule your call.**



# Curious? WHO WE ARE



## Who We Are

Joel Lund is a certified eDNA (BOSI Global) partner who specializes in coaching business owners to a revenue breakthrough in their business.

His team brings 20+ years of experience working alongside hundreds of people just like you.

As a result, our clients have seen **great progress**, way **less stress**, and **more revenue** coming through their business as a result of playing to their unique entrepreneurial strengths. That's what we do.

**Let us help you rocket to the success you've always wanted!**

Discover your eDNA →

Yes, please!

