

CHAPTER 1

THE ENTREPRENEUR REVOLUTION IS UNFOLDING

You live at the most incredible time in history. A massive transfer of wealth, power and possibility is taking place. If you approach it with the right mindset and strategy you will make a fortune by pursuing your passion and you will solve meaningful problems and improve the world along the way.

What's taking place is a revolution. Everything as you know it is changing and in the coming years the pace of change will accelerate.

The nature of work, lifestyle and wealth is all radically shifting in real time.

Before we look forward, however, let's look backwards at the last revolution.

Let's begin at the agricultural age. If you went back to 1750 in a time machine, the chances are the first person you would meet would be a farmer. The agricultural age was defined by the fact that most people worked the land.

Then came a series of technological breakthroughs. The steam engine, fossil fuels and machinery.

One tractor could do the work of 100 men in the field. One textile factory could make all the suits for a city at a fraction of the cost of a tailor. More energy could be extracted from lumps of coal than we could harness from our most impressive horses.

The technology changed things. You couldn't fight it, you couldn't avoid it, it was a revolution. The nature of work, life, education, healthcare and wealth creation massively transformed.

If you took your time machine back any time between about 1850 and the year 2000, there's a lot less chance you would meet a single farmer, even if you tried. You would meet factory workers.

In the early part of the revolution, you would see people who worked on machines making products. They were 'blue-collar' factory workers. If you went back to the late 1900s you would find people working on the new machines – computers – making data. These were 'white-collar' factory workers.



Regardless of the colour of their collar, their labour is repetitive. They sit at their work station and they repeat their tasks for hours on end until the day is over. This is just how it is for most people who live in the industrial age.

We have left the Industrial Revolution and we are now entering a new era. We are seeing the way people live and work dramatically shifting again. In this book we will call this new era the 'Entrepreneur Revolution'.

If you took your time machine forward to any time in the next 100 years you would most likely meet people whose work is very entrepreneurial. They probably don't work in a traditional office alongside hundreds of other similar workers. A lot of their work might look like play; their days might involve creating media to connect with a global audience, attending online workshops, creating something valuable with a coworker in a distant city or collaborating with an artificial intelligence (AI) system to make improvements to a campaign.

Most people will work in very entrepreneurial ways with entrepreneurial teams. Rather than having a traditional job at a massive company and receiving a monthly salary, they will be working in smaller more dynamic team and will probably earn money based on performance or part ownership of the firm.

Once again, it's technology that has changed things. A series of recent breakthroughs has robbed the big factories of their awesome competitive advantage and given an edge to small businesses.

Technology has made it possible for any small businesses to have a big impact. Today a tiny business can easily

find clients globally, access factories or tech developers, create media and be open for business 24/7.

Small businesses can do almost all the things big businesses can do; and they can do something more.

A small business has spirit. It has a team of people who care, they know their customers, they love what they do, they respond faster, there's less red tape, the workplace is more fun and everyone gets to have a say.

Your future is going to look very different to what your parents probably imagined it would be.

TECHNOLOGY HAS SET THE SCENE

When a company has less than 150 staff, everyone tends to know everyone else. There's a buzz and an excitement. There's a tribal feeling that often gets lost in big corporations.

When the founder of the business is involved in its operations, there's magic. Rarely is this magic scalable for big business.

For these reasons and more, top performers are going to quit their jobs and start businesses. They are going to take with them other top performers.

These entrepreneurial teams will be faster, more cost effective, more nimble, more responsive and more profitable.

If technology has created a revolution, let's take a quick look at how this revolution got started and what's likely to happen in the coming years.

In the late 1800s the telephone was invented, but it wasn't until the 1920s that it took off. It made it feasible for businesses to have multiple local locations.

In the 1920s commercial air travel was born, but it wasn't until the 1950s that it was popularised. Once again, there was a 20–30 year lag time before the systemic changes arrived. Once air travel was widely available, we saw the birth of national and international companies.

In the 1930s, along came television. However, most people believe it was a 1950s phenomenon – again, a 20-year lag time. Television gave birth to the brand. Whoever dominated the airwaves dominated people's spending habits.

Jump forward to the late 1960s and you will see the first computers. It wasn't until the 1980s, however, that computers were being purchased by a significant number of businesses or individuals.

You might not have spotted it right away but, if you looked closely, in the 1980s and 1990s people were beginning to use their computers in home-based business.

These home-based businesses might have been tiny, but they didn't necessarily appear so. For the first time in over 100 years, small businesses could be just as competitive as large businesses in a few industries.

In 1989, Tim Berners-Lee came up with the World Wide Web and the Internet was born. Again, it took close to decades for the majority to adopt it.

In 1998, Google made the whole web searchable. Anything you want, anyone you need, any question you have, all discovered in a matter of seconds. This gave rise to businesses that could offer highly niche products and services that would previously never have found a market.

In 2004, social media was born, democratising information in a way that enabled people who shared common interests to find each other and share ideas as never before. A couple of decades later and social media has displaced all forms of traditional media and every person consumes a totally unique diet of media alongside a community of people who are similar in values but not in geography.

Apple launched the iPhone in 2007 and began the process of putting a supercomputer in everyone's pocket. The impact was far from instantaneous though. A decade later, the true impact of these smartphones was only beginning to be understood.

In 2008, cloud computing was born, giving rise to the 'virtual business'. Staff and customers can be anywhere in the world and the business is exactly the same. Work can be done from home, teams can be spaced out globally and no one cares.

More recently, the explosive introduction of generative AI hit the mainstream and in 2023 over 100 million people started using ChatGPT. AI will totally disrupt and reshape every aspect of the way we live and work in the years to come.

Don't forget, though, that there's a significant lag time for business to catch on to a trend and reorganise the way things operate. Looking back, we see that it often takes over 10 years for even a massive trend to make a splash and reveal the true nature of the impact it makes on society.

We don't need to wait though; we know what's going to happen.

All of this technology allows a small business to look big. It makes micro-niches accessible. It levels the global playing field.

THE NEW WORLD OF WORK

Where would you rather work if given the choice? Would you like to work in a large, soulless company that cares only about its balance sheet and treats you like a number? Or, instead, would you like to be part of a small, dynamic team of creative people who are servicing the needs of a niche you feel passionate about?

Most people are in the process of evaluating their options and have noticed big corporate is no longer what it used to be and small business isn't so small anymore. Many people are being forcibly displaced from their traditional jobs and find themselves cast into the entrepreneurial world, having to make changes in order to survive.

As a result of technology changes the world of work has changed and huge numbers of people globally will either start a business or join an entrepreneurial team. These people are no longer in the industrial system, they are part of the Entrepreneur Revolution.

Entrepreneurship is about the team, not about the founder of the business. In my opinion, founders get too much credit. Entrepreneurship is about taking a risk to make valuable things happen.

In that context, high-performing entrepreneurial teams can only exist because the 'entrepreneurship' is shared by a

group of collaborators and not just the person who started the business entity on day one.

Taking your place in the Entrepreneur Revolution requires that you create value, to take on meaningful work and to care deeply about what you are involved in. You'll be fulfilling the desires of others and getting paid for the results you create rather than the time you clock in for. Whether you start the business or join a dynamic band of rebels, you'll be part of this mega trend and you'll be expected to think different.

Chances are, if you are a top performer, you want to work somewhere that you are recognised and where you feel that the work you do makes a difference. You also want to either own a piece of the business you work for or get paid in line with the value you create.

If you're entrepreneurial, this is your time. Never in history has there been a better moment for you to start or grow a business that brings excitement to the workplace and makes an inspiring difference to the world. There's never been more opportunities to make massive amounts of money – in exciting and fun ways.

The Entrepreneur Revolution is taking place. There's no point fighting it. It's happening.

The rest of this book is designed to help you to transition out of the old and into the new. It's designed to get you ahead of the curve, seeing the future and making the most of it.

Just like the farmers had to change the way they viewed the world or they would end up as factory fodder, we too must change. We must develop a more entrepreneurial nature.

We must awaken the part of us that loves change and challenges. The part of us that takes responsibility for outcomes and that cares deeply about others. The part of us that sees opportunities and knows how to seize them.

We must cease being industrial age workers and start being entrepreneurs.

LET'S LOOK AT THE SYSTEM

When I look around, I see plenty of people still living according to a system that makes very little sense to me anymore.

I see people giving up the best part of their day, to push power to a corporation that doesn't inspire them, for a small amount of money that barely affords them a comfortable life.

I see people stuck with mortgages that limit every decision they make. People who stay living in towns because they grew up there but who no longer find fulfillment there.

I notice some people spend time with friends they don't respect or admire. They are friends just because they have always been friends.

I see people who hold on to ideas that don't really make a lot of sense to them but they believe because everyone else does.

So many people are living by their past decisions. Or, even worse, they are living by someone else's past decisions.

Over the last 150 years that hasn't been such a bad thing. The Industrial Revolution set the tone; working for a factory or a big corporation was the norm. As a worker you needed to be on site every day from 9am to 5pm, holidays

had to be squeezed into your annual leave, fun was something you could look forward to when you were too old for it. But there weren't any alternatives.

Everyone alive today has new powers to create from anywhere in the world. You don't need any permission to set up the modern equivalent of a TV station, newspaper or radio programme and it's for free. The Internet takes your ideas and products and distributes them for you globally. It allows you to make big money from tiny, silly little ideas that you care about.

Radically, we can make money from our passion. This is an idea that seems so foreign to so many. For eons, work was work for the masses. The concept of pursuing a passion might have been reserved for nobility at best.

In this new digital economy, you are free to earn while you explore. Your personal breakthroughs, journey of self-discovery and creativity replaces the daily grind of the traditional workplace.

At the beginning of the Industrial Revolution a factory cost a fortune to set up. Now the means of production cost a few thousand dollars to set up. To be in business today requires you to have a phone and an idea.

This has given birth to a new breed of person: part owner, part worker, part artist. The new breed of workers are taking over – entrepreneurs.

MY STORY

For me, this has been a discovery I have witnessed first-hand.

I am an entrepreneur. I grew up in a beachside town in Australia. As a teenager I worked at McDonald's, I delivered

pizza, I went door-to-door selling and I worked behind a bar but all I wanted to be was an entrepreneur. I read books about business, I read business magazines and I collected articles about entrepreneurs who had been successful.

At 18, I went to university to study business. I believed that I would be rubbing shoulders with multimillionaire entrepreneurs and learning about how to raise big money, grow fast and exit big.

I was disappointed at university. None of my lecturers had built or sold businesses. Most of them were struggling and wanted boring jobs.

At age 19, I dropped out of university to work directly for a successful entrepreneur. I shadowed him for almost two years. I learned all about sales, marketing, product creation, team building and managing fast growth. It was exactly the kind of learning I had wanted from university!

I founded my first company at 21 years old after two years of apprenticeship in a fast-growth marketing business.

I created a highly niched marketing business specializing in event marketing and sales follow-up. By 25, I had a team of over 15 people and we were generating millions in sales.

At 25, I decided to expand internationally and set up an office in London. We generated millions in sales in the first year despite being warned that London was a tough city.

In my late 20s, business took me all over the world. I visited dozens of countries, did deals, worked alongside some awe-inspiring entrepreneurs and rubbed shoulders with my childhood heroes.

At age 29, I wrote a book called *Key Person of Influence*. It became a business best-seller and it put me in contact with thousands of entrepreneurs.

As a result, we set up Dent Global, a business growth accelerator specialising in small service businesses. Within three years we were set up in multiple countries, helping hundreds of entrepreneurs to grow their businesses with support from some of the world's most successful business leaders who are part of the programme.

In the 2010s, I bought up a group of businesses and grew them. The group included Rethink Press, a niche publishing business that has become the UK's top producer of non-fiction books. I bought and sold Ecademy .com, a social network with over 500,000 members. It included SOTechnology, which was sold to a publicly listed AI company in the USA, as well as August Recognition, a niche agency focused on entering and winning quality awards.

In 2020, I co-founded a software business, Score-App, which has grown to become the global leader for quiz marketing and pioneered AI-generated quizzes and data analytics for small businesses. In 2023, I co-founded BookMagic.ai, a software platform that allows authors to write and publish a book with the support of AI tools.

I live the Entrepreneur Revolution lifestyle. I can travel the world while working, I earn money from global small businesses, my time is my own, I raise money for causes that matter to me and I feel a huge sense of freedom.

When I want to take a break I can; when I want to attend an exciting event I do; if I want to buy something, I don't often need to think about the money.

Better still, almost every day I get emails from clients saying they love working with us, they want to recommend us and they feel we've made a difference to them.

It's a foreign idea to wake up to an alarm, to have a person who I think of as my boss, or to ask permission to take a holiday.

I have an awesome team. My business partners are my closest friends, we have incredibly talented people who have been proudly creating with us for years. We have charity partners who are now expanding their reach as a result of the partnership we have with them.

I'm not saying all that to be boastful, I'm saying it because I feel it has come as a result of the Entrepreneur Revolution. I owe my lifestyle to the new emerging world. I owe my lifestyle to the availability of key technologies. I owe it to the Internet being everywhere, valuable digital services being cheap or free, the cloud making my enterprise instantly global and living in an age of collaboration.

There's absolutely nothing special about me. I don't have any special skills or record-breaking intelligence. I use technology to build teams, create things people want and build communities of customers. The only thing that is unique about me is I have an entrepreneurial mindset.

Most people still have a mindset that was crafted by the Industrial Revolution school system. In the same way that

your computer can't function properly without upgrading its software, you must also be willing to delete some old files from your mind and install some new ideas so you can see opportunities and succeed at them.

A SYSTEM THAT NO LONGER MAKES SENSE

The Industrial Revolution was an awe-inspiring time in history. However, it's a system that no longer serves you. The system is made up of rules and ideas that were perfect for the Industrial Revolution but they are no longer right for people who choose to live in the Entrepreneur Revolution.

The Industrial Revolution needed workers to perform meaningless, repetitive tasks. It needed lots of them. The Industrial Revolution created schools and institutions designed to reinforce this way of living.

The Entrepreneur Revolution needs people who are passionate, free thinking, inspired innovators. The systems and rules you were taught at school are not a good fit for producing the types of people who thrive today.

Let's take a look at three common ideas – ideas that worked for the Industrial Revolution but don't serve you in the Entrepreneur Revolution:

1. 'Work hard now and you will get your rewards later.'
2. 'Work isn't meant to be fun.'
3. 'Work hard to prove how smart you are.'

These are just three examples to show how differently you must start to think if you're going to take full advantage of the times we are in.

Let's start with dismantling the first idea.

OLD IDEA: WORK HARD NOW AND YOU WILL GET YOUR REWARDS LATER

This idea is in religion, in institutional work, in governments, in schools and many other places you look – the idea that you should make sacrifices now for some far-off reward in the future.

It isn't the case. Right here, in this moment, is all your power, all your joy, all your life force. You have no power in the future or in the past, it's all here in this moment.

When you are present, you make better choices and you spot great opportunities all around you. When you project yourself into the future or the past you lose your power.

The Entrepreneur Revolution is about pursuing a path you enjoy being on with people you love spending time with.

When you are following an inspired path the rewards are in the present moment and will compound to create even bigger rewards in the future as well.

People who are paralysed by the 'jam tomorrow game', are stuck doing something they hate because they think some day it will pay off and the rewards will be worth it. They lose their spark, they project their power into a distant future and they miss opportunities to succeed now. The dull path is terrible now and it gets worse the longer you stay on it.

Agents of the Industrial Revolution controlled workers with the idea that in the future they would have great rewards for their labour if they suffered now. People had no choice but to put their dreams on hold to do monotonous work. They needed a fantasy of retirement to counterweight the workload they were enduring.

Today if you're doing something you hate, the sacrifice probably won't deliver a pay-off in the future. You will probably just spend a whole lifetime making sacrifices and then get resentful that you're too old to do the things that really matter to you.

If you continue to sacrifice, you will probably realise after it's too late that a great life is made up of great days.

NEW IDEA: THERE IS NO PAY DAY, THERE'S JUST LIFE

In the age of endless technologies and connectivity, if your work is boring, relative or hard, someone has already figured out how to automate it or outsource it to another lower cost country. It's only a matter of time before you'll be displaced – contrary to the plan, your hard work will bring even more pain.

A more fruitful way to live in this era is as if you will never retire. The goal is to work in a way that the idea of retiring is not exciting or desirable. Imagine what you would do for work if you knew you would have to do it until you drop. Imagine a way of working that involves travelling, sharing ideas, creating campaigns, supporting causes and having time for creative freedom and learning about topics that interest you. Imagine getting paid top-tier income to have fun.

Reading this, you might start to feel annoyed. You might think that sacrificing now for a distant reward is just the way it is and that I am mad for suggesting otherwise.

Playing the 'delayed gratification game' by putting joyful things off for the future, might have worked for people in the past but this is now. It's highly unlikely that retirement systems will be sustainable in the coming years; with an ageing population governments and companies are going to wiggle their way out of most obligations just to stay solvent.

When I speak to people who are diligently playing the delayed gratification game, it typically hasn't yielded much for them or if it has, the sacrifice wasn't worth it. They gave up the best part of their 20s and 30s only to spark a reckless midlife crisis later in life.

When I probe into a person's best choice, more often than not it arose from being brave and seizing the moment. Rarely do people achieve momentous things because they hesitated and put off what their heart was calling them to do.

For me the idea of passing up the most energetic years of my life so I can take a few Euro-getaway tours in my 70s is a non-starter. Why play golf when you could have played anything? Why wait until you are too old to do the things you are waiting to do?

Why cash in the nest egg when you could have been free as a bird in the first place?

One reason is fear. We are scared of living in the present and having more enjoyment now because of what might happen in the future. The Industrial Revolution mindset convinces people that joy is something limited and needs

to be rationed. Ironically, from a centred place, here in the present, we have our most authentic and powerful visions for the future.

The place to plan your future is in the present. The best place is on the beach or in a forest or in a rooftop penthouse apartment. If you are inspired you will create an inspired vision. If you are fearful you will create a vision based on mitigating your fear. It will be about scarcity and not abundance.

I'm not saying that you don't have goals, dreams and plans. I'm saying that you are living in a time where they can happen now, not later. You can enjoy the journey as much as the destination.

OLD IDEA: WORK ISN'T MEANT TO BE FUN

My grandfather worked hard. He was a factory technician making copper cable. It was hard work, in hot tin sheds with loud machines.

My grandfather got injured at work. He almost blinded himself when sparks flew in his face. Another time he chopped off a big chunk of his finger when he was operating heavy machinery. He didn't take time off, he was back at work the next day.

Apparently this was a good thing. It proved how hard he was willing to work and that getting work done was most important.

He got promoted to a junior manager, a foreman, then a middle manager. Eventually he became the general manager of the whole factory.

He never expected that work would be fun, he had his weekends for that. On weekends he liked to play golf or go fishing. Golf and fishing were fun, work was hard. Simple.

Many of us are stuck with these remnants of the industrialised worker mentality. We think it's wrong to have fun all day, it's wasteful to sit and daydream, it's bad to question authority. There's only one thing you are allowed to do without guilt – work – and the less fun it is the better.

NEW IDEA: FUN BUILDS YOUR BUSINESS

In the Entrepreneur Revolution it doesn't have to be that way. If my grandfather was alive today, and so inclined, he could easily make golf and fishing his business. He could build a website, he could invent products, he could have a community of like-minded people who subscribe to his tips, he could be an affiliate for other great products that he discovers.

Today, he could join a team anywhere in the world and work from home. His passion, combined with his methodical approach, could make him invaluable to a global small business.

Today, working hard probably indicates you are doing something functional, not something valuable. The value of anything functional is trending towards zero.

People who thrive in the Entrepreneur Revolution don't work hard. They create, they get stuff done, they make things happen, they organise change, they drive projects, they engineer results and energise teams.

Sometimes this requires dedicated effort, sometimes it takes time to work the angles, often there's many conversations to be had. However, it's not 'work' that is being done. At least not in the traditional sense. A great game has its challenges and requires effort but it's fun.

OLD IDEA: WORK HARD TO PROVE HOW SMART YOU ARE

One of the first rules you learn in school is that it's wrong to look to others for answers. If you pay a smart kid to do your maths homework, you're a cheat. If you find someone who's done the work before and use it, you're a cheat. If you have answers to problems and you sell them to others, you're a cheat.

Why on earth is all that called cheating? These are valuable skills as an entrepreneur. True entrepreneurs don't try to do their own homework, they find the best people they can afford to do it for them.

In school, if you see your friend has come up with a great answer to a problem, and you then copy it or improve upon it, you are labelled a copycat.

The kid who 'improved upon a competitor's best practices' gets punished and nothing happens to the kid who left his 'intellectual property unprotected'.

We should punish the child who created valuable answers but carelessly left them to be discovered by the competition. That would more accurately reflect the real world today.

The goal of the Industrial Revolution school system was to turn high-spirited little kids into reliable 'component

labour’ – a component is something that will fit nicely into a bigger machine – and that was their vision for what successful humans should be like.

Big businesses or organisations were machines and they needed replacement parts. The school system was tasked with creating those rigid, uniformed little cogs that would slot right in. The entrepreneur revolution doesn’t value those cogs very much anymore.

NEW IDEA: SMART PEOPLE SURROUND THEMSELVES WITH SMARTER PEOPLE

The Entrepreneur Revolution requires you to have energy and to pass that energy on to others. Rather than being a cog, you need to be more like a node.

A node inside a computer becomes more valuable if it is well connected to millions of other nodes. It contains information and passes that information on. Energy flows through the node and the more energy and information it can pass on to the network, the more valuable it is.

Being smart in business is about finding the best people to work with you. You don’t show how smart you are by having every answer; you show how smart you are by having fast access to every answer.

In business we reward the person who can find the answers quickly and who can use them to innovate in a new way.

Great entrepreneurs turn ideas into teams and those teams rapidly produce products, marketing campaigns, sales and profit. A truly great entrepreneur is not the most skilful

and knowledgeable person on their team – not even close. They are the person who has attracted the most brilliant people around them.

Today, the schooling system should find ways to reward students who can successfully form a team and solve the entire year's worth of homework in a few weeks while having a great time together.

If you went to school, you are probably riddled with old ideas that don't serve you in the new times we're entering. In the next chapter we will expose some more of them and attempt to flush a few out. If you are ready to get rid of some old industrial worker ideas and replace them with dynamic entrepreneurial ideas, then read on.

THE RISE OF THE GLOBAL SMALL BUSINESS

Almost every business can be a multinational now. Tiny little businesses can behave big. There are millions of 'global small businesses' that have emerged.

A global small business (GSB) isn't like a big global business, and neither is it like a traditional small business. As the name suggests, this is a business with less than 50 staff and it isn't limited by geography. It can reach into cities all over the world and can easily make millions in sales despite a relatively small headcount.

Most commonly, GSBs are service providers, or offer intangible products like software and information. However, many sell high-value physical products that get sent whizzing all over the globe to customers in faraway cities.

A lot of GSBs have valuable intellectual property and media they are known for.

Global small businesses have incredibly well-developed brands compared to traditional small businesses, making them look much bigger than they are. They have a potent culture that holds together a distributed team of people who work remotely from all over the world.

They are built around a focused 'micro-niche'. They don't define themselves by geography, they define themselves by the outcomes they produce, the values they hold dear and the type of people they serve (wherever they might be).

GSBs are exceptional with social media. They interact with the world through online videos, blogs, podcasts, downloads, streaming live events, presentations and communities.

A GSB revolves around the special talents of a few key people of influence. These businesses outsource or automate every function that is not their unique way of creating value.

Inside the team you'll find communications experts, community managers, technology developers and product creators. Everyone shares the passion of the business, the customers and the team.

These GSB teams are not fixed in a geographical location. They communicate on instant messaging apps and social media platforms, manage their operations in the cloud and are technically headquartered wherever it makes sense from a tax and IP protection standpoint.



With a team spread across multiple time zones, the edges of work and play blur for a GSB. Performance is more important than hours. GSBs are the attractive alternative to white-collar corporate employment. Professionals such as lawyers, accountants, consultants and managers are already leaving traditional employment in favour of their own GSB start-up, or to join a GSB that stirs up their underlying passion.

Lifestyle and flexibility are a huge advantage of being part of a GSB. Correctly structured, the owners of GSBs can pay less tax compared to their employee counterparts. Many GSB team members are physically located in low tax, high-lifestyle countries because they can work from anywhere.

Being part of a GSB creates an enviable lifestyle. A GSB isn't like having a traditional, local small business that prevents the owner from travelling and limits the money they can make to the local economy.

A GSB, on the contrary, *expands* as you travel and is only limited by the size of the niche and the creativity of the team. Many GSBs earn millions in revenue and have only a few staff (some of whom are based in low-labour-cost countries such as the Philippines or India). They leverage the latest media and technology to automate and scale the value they deliver. For this reason, many GSBs generate seven-figure profits with comparative ease.

The GSB is an exciting new category of business that has emerged as the barriers to entry drop for doing business across borders.

Being part of the Entrepreneur Revolution begins when you either start or join a GSB.

You won't be tied to a location and you won't have a traditional boss looking over your shoulder. You'll have the power to log into your business from your smartphone anywhere in the world. You will be able to see sales figures, workflow and financials instantly. Your boss will be your customers and the results that appear on your business dashboard.

You will have customers all over the world. Travelling for fun will expand your impact and your bank balance.

Your business won't sleep. You'll be making money 24/7 and you'll have clients in time zones that wrap around the world.

All of this is made possible by the times we are in. The foundations have been laid for people like yourself to unfold your passion into a highly functional business that delivers a ton of value to the world.

IT'S TIME TO CHOOSE

It sounds idealistic. However, it's entirely realistic. These are the times we live in. You have the power and the choice to leave the Industrial Revolution model of employment and become more empowered and free.

The two systems co-exist side by side for now, so it is your choice which one you want to operate in. You can struggle to keep a traditional job and live with the fear of being 'downsized' or having a wage that doesn't keep up with inflation if you really want to.

I attend dinner parties with both groups of people. At the table, my friends working in well-known corporations in traditional roles complain about a lack of job security and inadequate retirement plans. They aren't fulfilled in their work, they find it hard to move up the ladder and they aren't able to save enough money for holidays, a home or the retirement they want. They have to play along with the latest nonsense initiative they secretly believe is a waste of resource. Despite their standout performance, they miss out on promotions because they don't tick the latest made up criteria from up above. They feel like their organisations have become creepy and restrictive places where looking good is more important than going somewhere.

Around the same table are also my entrepreneurial friends. They talk about their latest product launch, their new technology and the freedom it's brought them. They are in control of their destiny and feel fulfilled in life. Also, they have discovered that they can make exponentially more money in their own business than in a job, and they don't

feel the need to retire but if they sold their company they could. They care about results and performance in their team and the quality of the ideas that people share.

The Industrial Revolution employment model is a dying animal. It's fundamentally not right for the times we live in. The entrepreneurial GSB is nimble, dynamic and rewarding.

The choice is in your hands because now we are at a turning point in history. Technology has been building and building like a giant wave. This wave has grown in size and speed and we are seeing the convergence of several unrelated ideas bump into each other and create massive, unpredictable results.

Breakthrough technologies are all bumping into each other, resulting in remarkable disruption to the status quo. Smartphones, cloud computing, voice recognition, social media influence, collaborative workspace, virtual reality, resource capacity sharing, video conferencing, large language models, crowdfunding, automation, robots, DNA sequencing, 3D printing, blockchain, facial and gesture recognition, machine learning . . . and the list goes on and on.

Each of these ideas, on its own, has the power to shift industries; but it's bigger than that. These technologies are all integrating with each other to reshape our world.

A great wave of change is dividing two types of people.

1. Those who are surfing this wave into the Entrepreneur Revolution.
2. Those who are clinging to the rocks of the Industrial Revolution and who are in serious trouble whether they know it or not.

As dramatic as it sounds, I believe there's just a brief window of time for people to 'get with the programme' or risk getting left behind.

Artificial intelligence, in particular, has the ability to really drive a wedge. It has two superpowers – the power to get people to consume more than they intended to and the power to get people to create more than they ever could. Some people use AI to generate content and media that propels their businesses forward at speed while others are being secretly manipulated by AI to waste time scrolling social media or buying things they don't need.

As AI becomes more widely deployed, it will become too hard for many people to make the shift from consumer to creator. The people who joined the entrepreneur revolution early will already be adept at leveraging this technology to move forward at light speed by comparison. Time is running out for traditional businesses and jobs that aren't adapting – you must make a deliberate choice to step out of your comfort zone today.

If you're reading this book, I dare say you're committed to stepping away from the old paradigms and towards the new.

If so, let's begin to take some steps forward into the Entrepreneur Revolution. If you're ready, turn the page and let's begin the journey.

Case Study: Changing Mindset

Tom is a fitness trainer who charges an hourly rate and he has a passion for football. His clients typically want to train before and after work so Tom's workday often starts at 6am and goes through to 8pm with a quiet time in the middle of the day. Working this way leaves little time for much else and Tom's relationships suffer and months go by without playing the game he loves.

At first, Tom thought the fitness business would be fun but he's losing his passion and becoming resentful. For Tom, more money means more hard work. He's also scared to charge more because he knows money is tight for everyone right now. He wants to be fair with his clients and doesn't want to be seen as greedy.

Tom's mindset shifts from being a fitness trainer to being an entrepreneur. He starts to realise that people don't want his time, they want better fitness. People love his energy and passion for fitness and they like the accountability and added fun of a trainer. Tom begins to notice that his clients typically have more energy, gain more respect and earn more money when they are fit. Some of his clients have better relationships with their spouses and kids as a result of fitness. He sees that his service is providing great value to people – a lot more than he charges.

As a result of this mindset shift, Tom makes a few key entrepreneurial decisions. He selects high-end clients who are happy to pay more and train during the day. His energy

is high again and his clients feel energised by him. His top clients can easily pay a higher rate and Tom doesn't need to do longer hours.

Tom uses some of his free time to create resources that people can access online and he starts building a niche business helping football players to improve their on-field endurance. He attracts a few collaborators to this project and the little team of four people start building an online 'Football Fitness' community who pay for courses and a membership.

A year after his mindset shifted, he found himself with half the fitness training clients willing to pay twice as much and a thriving online business serving a global community of people who share a passion for football. All of these positive changes started when Tom's mindset shifted. Rather than seeing money as hard work, he saw it as an exchange of value – and as soon as he started having more fun he spotted opportunities that were perfect for him.