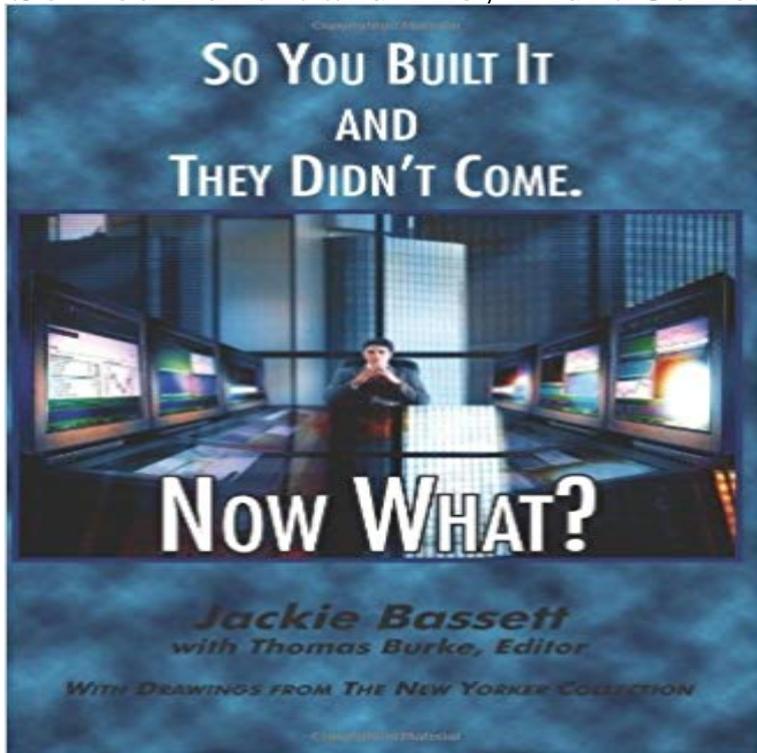


## So You Built It and They Didn't Come. Now What?



Yes, there can be great wealth and fame for those intrepid entrepreneurs who dare beyond the dream, to actual execution. But there is also great risk and no guarantees. Today the barriers to starting a company are almost too low and that can seduce an entrepreneur to build without truly thinking the idea through to its rightful conclusion. It's just full speed ahead - of the competition even when there isn't any. It's millions of investment dollars spent on a product with no customers yet. ? It's build it and they will come. Well, what if they didn't come? What are you going to do now? This is a far different situation than when you were driving the original idea, selling the vision, seeking and getting the intoxicating Wows, when everyone would talk to you and everyone was chasing you to share his or her sage. But when you've built it and they didn't come, when you have that epiphany that maybe they aren't ever coming, when the buzz and the fervor turn into fear, uncertainty and doubt, Now What? This book is filled with true stories and practical advice on what you can do today!

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