

FM 21-76

**THE KEEP WALKING FUND
FIELD MANUAL**

**AN
ENTREPRENEUR'S
SURVIVAL GUIDE**

FROM JOHNNIE WALKER®



THE KEEP WALKING FUND FIELD MANUAL

RESOURCES:



- Brad Boyle, entrepreneur: 800-852-7085 walkabouttravelgear.com
- Matthew Shollar, Yitz Francus, entrepreneurs: 412-432-0203 e-Cruise.com
- Brian Herbst, entrepreneur: 616-243-7630 officestation.com
"as is" and remanufactured office furniture and equipment
- newdealinc.com: 617-625-1890
greenpc.com: toll free 877-380-8440
affordable refurbished PCs and smart software
- Visit the entrepreneur's resource at KEEPWALKING.COM

LEARN HOW TO:

- tolerate pain
- sneak up on the competition
- ask someone other than your parents for money

JOHNNIE WALKER® THE KEEP



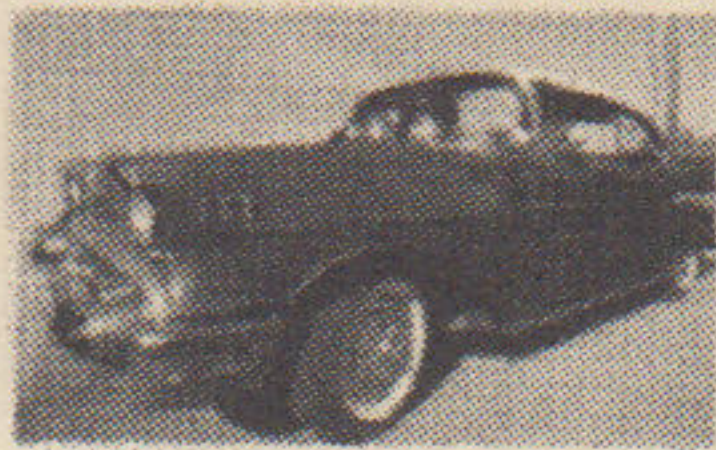
WALKING™ FUND/KEEPWALKING.COM

THE ONLY WAY TO START A BUSINESS

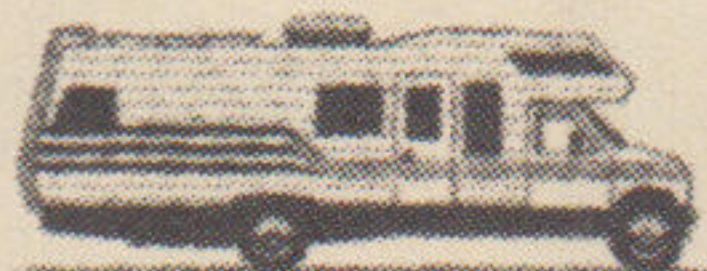
- is to invest everything you have in it--this includes all of your money. So even if you're backed by some multi-millionaire venture capitalists, you'd better be frugal with what you have. After all, there's a very good chance the whole thing will fail within a year, and you'll end up moving into your parents' basement and raking leaves for money.

- When you're a start-up, every penny you can save on luxuries like food, clothing and toothpaste is a penny you can put into your business--to hire a rising star away from your competitor, or to buy a sixty second radio spot to launch your brand.

- If you're running an internet business, even an office may be an unnecessary expense. Brad and Gia Boyle, of Moab, Utah, run walkabouttravelgear.com. Operating out of their house and their 37-foot motor home, they pull in revenues of \$250,000 a year.



Nice car. Now sell it and buy a color copier.



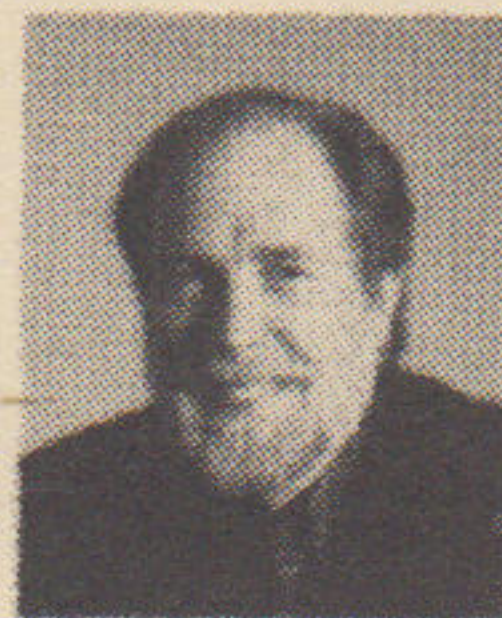
Your new office...just add propane.

WHAT SHOULD YOU DO?

- Because your new business will be your life, it should be something you love doing. The less it feels like work, the more likely you'll be to keep your sanity through the long hours, the financial strain, and the intense competition.
- Of course, the only business idea that will ever succeed is one that fulfills a

need--preferably a need that lots of people have. Clive Smith is a veteran computer industry executive, whose new business arose from two simple observations:

- (1) Tens of millions of "obsolete" computers have been piling up around the world, and
 - (2) 95% of the world's people have no computer or internet access. Smith founded NewDeal,™ a company which makes advanced office and internet applications that function efficiently on older computers. The potential market for his software and refurbished GreenPC systems is virtually limitless.
- Whatever you do, don't let money be your sole motivation. Entrepreneurs who think this way often make short-term decisions for immediate financial gain, at the expense of the long-term health of their venture. They will also have trouble motivating employees who may not stand to make as much money.



Clive Smith, computer industry executive

ARE YOU INSANE?

- "AFTER NINE TO TEN MONTHS, YOU BEGIN TO QUESTION YOURSELF, BUT THAT'S GOOD."

-Dinesh Katiyar, co-founder, iLeverage



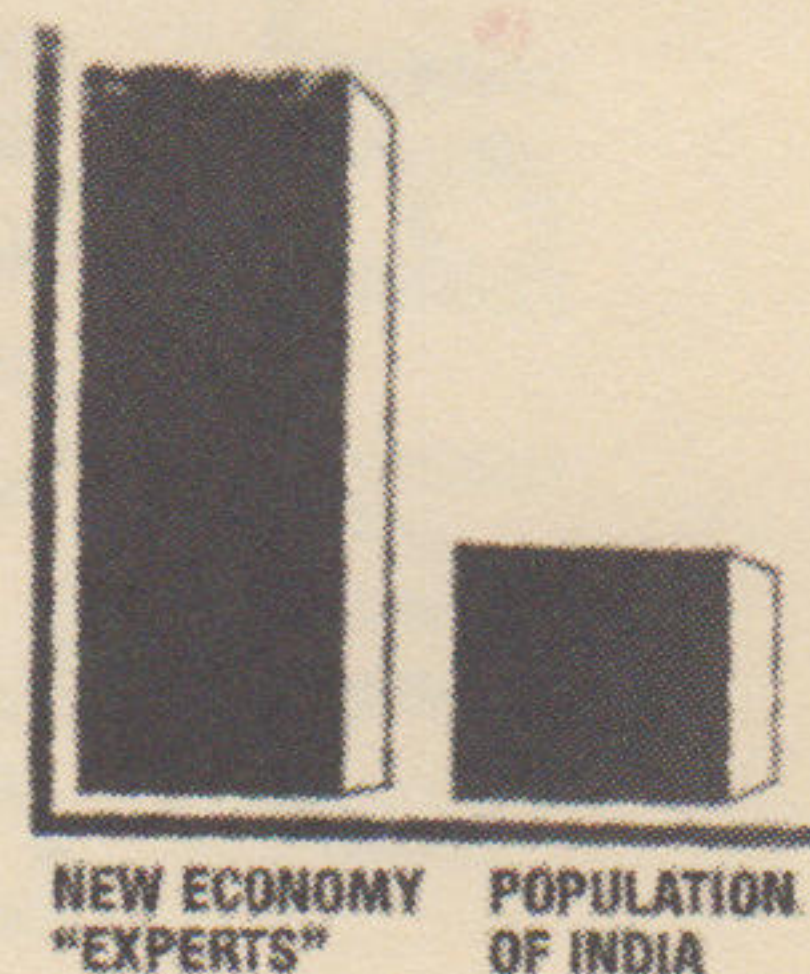
Starting your own business instantly makes you an outcast. People who love you will openly question your sanity. Forget about the competition, you'll be fighting your own friends to get this thing going. They will watch and wait, expecting you to fail. There's no way to prevent this--we just wanted to warn you.

WHO CAN GIVE YOU ADVICE?

AN EXCERPT FROM A SMALL BUSINESS CHAT ROOM:

- BIZ4LIFE: denim toaster cozies.
TAMMY332: no-thats my idea!
BIZ4LIFE: mine have ruffles.
BIZDAWWWG: employees are so 1997
BIZ4LIFE: Do pumpkin muffins have nutmeg?
RIOZZ 66: I'm soooooo confuzd!
TAMMY332: The toaster cozy mkt. is dead.

- You can drown yourself in new economy Web sites, magazines and TV programs, and still not learn a thing. The internet is a new and ever-changing phenomenon. Advice that seems fundamentally sound one day can be completely wrong the next. In the end, no one knows exactly how e-business will evolve, and there are plenty of talking heads out there who are simply dishing out sound bites to get their fifteen minutes of fame.



LEARN WHAT YOU CAN

- from the successes and failures of those before you, and even if you're venturing onto the Web, keep in mind the time-tested principles of starting an offline business (e.g., you will need customers.) In times as volatile as these, trusting your instincts and common sense may be the best idea.

IVAL TACTIC

ND BANANA SANDWICHES

NUTRITION FOR THE MONEY.

FAST COMPANY

WHAT ARE YOU WORKING ON? | FEBRUARY 2001

OVER?

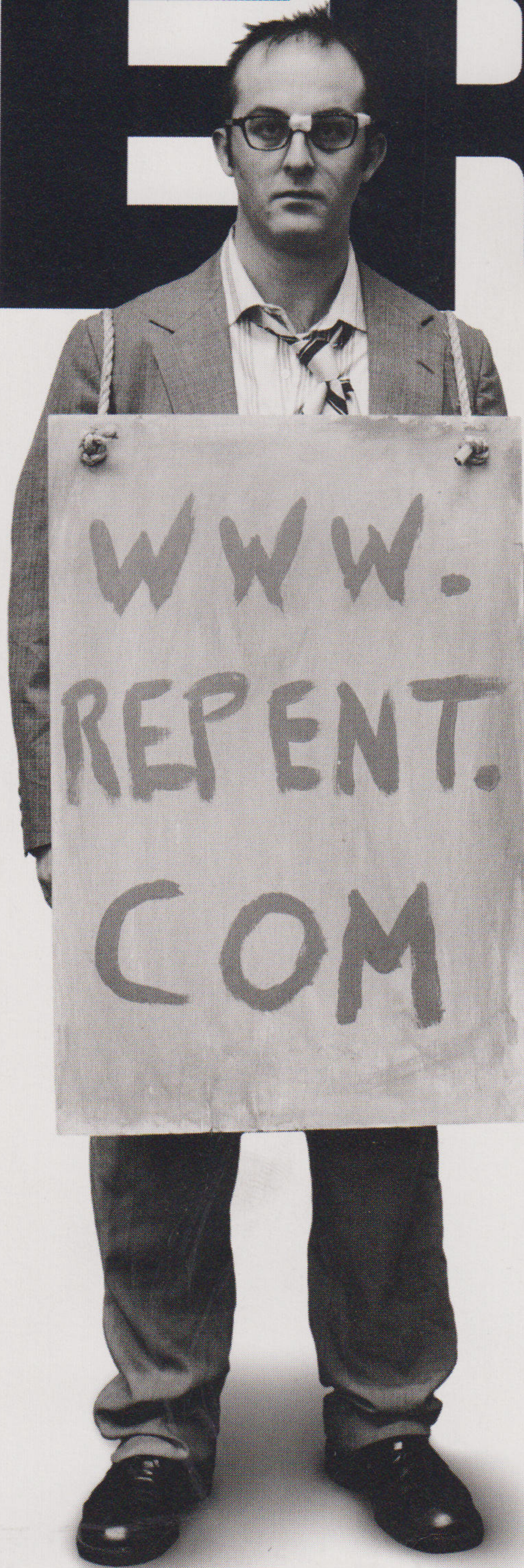
(Sez Who!)

What went right.
What went wrong.
What to do next.

**Act II for the
New Economy**

The Reeducation of a
Web Consultant

Dotcom Survivors
Tell All!



PLUS

Face Time With
Jeff Bezos

The Perfect
Vision of Dr. V

Sweet Company

Fast Foundation

E-nough About
E-Leadership

