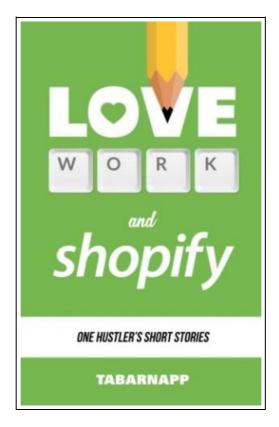
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# LOVE, WORK SHOPIFY: ONE HUSTLER S SHORT STORIES (PAPERBACK)



**→** 

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*\*\*.Love, Work Shopify explains what it takes to start a business and a love relationship, through 18 short stories. Written by Derek Morin, CEO of Tabarnapp, a Shopify expert company building apps (Automatic Discount, Ultimate Upsell) and themes (Konversion). Real4 Choice 8 Pickup10 Kiss14 Million17 Timing20 Rejection22 Fail25 Check27 Switch30 Support33 Weather36 Unsexy39 The42 Shit44 Less47 Fit50 Focus52 REAL (1ST chapter) Starting a business is like starting a romantic relationship-a love-hate one. In his famous triangular theory of love, psychologist Robert Sternberg identifies the three key ingredients that make things happen. -Passion -Intimacy -Commitment His theory explains how these three elements should be present to experience a consummate love. Starting a business follows the same logic. At its root, there is an entrepreneur: you. And you need the same three ingredients to thrive. -Passion: To have a strong feeling of enthusiasm. -Intimacy: To feel close and attached to it. -Commitment: To stick to it, to work hard and be loyal. An entrepreneur s power depends on the absolute strength of these three components, and the success of a cofounding team, exactly like that of a couple in love, depends on their strengths relative to each other. [.] Let s have a look at Sternberg s types of love, remixed into Tabarnapp s types of entrepreneurs. -Wannabe: He s close to his startup but lacks passion and commitment (except maybe the passion for getting rich and commitment to procrastination). -Crush: He has a crush for an idea and feels passionate about it but has no intimacy with or commitment to it. Over time, he vanishes without leaving an impression. -Empty: He s committed without any intimacy or passion. He s like a person...



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