



# Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide)

By Lucas Carlson

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## Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson

"This book is a fantastic Entrepreneurship 101 course. If you are serious about building a company, this is where to start." ~**Tucker Max, New York Times #1 Bestselling Author and Entrepreneur**

Want to make millions (or even billions) as an entrepreneur in just 18 months?

So did I. And I used to read anything that promised it.

It was a constant disappointment. Time after time I would read these books feeling like I couldn't apply or reproduce their efforts.

But after 10 years of struggling, something finally clicked. I signed up over 100,000 users for what started out as just a side project, raised almost \$10 million, and ended up having my company acquired.

### So what did I do differently?

The real question you should be asking is what I DIDN'T do to find success in failure.

In every field, from chess to gymnastics, *we can make bigger gains by reducing mistakes than by making winning moves*. This is especially true in business. We study the greats, trying to extract valuable lessons, when avoiding a few key blunders would be more valuable.

Fortunately, advice on what not to do is universally applicable. The ways to fall down the mountain are shared by all climbers, no matter which path they've chosen.

**This book is here to teach you how NOT to fall down the mountain.**

How can you be an entrepreneur that beats the odds? How do you build a successful business that not only changes the world for the better, but creates generational wealth for you and your family? You simply need to avoid mistakes -- and this book will show you how.

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## **Finding Success In Failure: True Confessions From 10 Years of Startup Mistakes (The Craftsman Founder's Guide) By Lucas Carlson Bibliography**

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### Editorial Review

#### Review

"When I grow up I want to be like Lucas, who not only knows the pitfalls of startups, but don't keep falling into them" ~**David S. Rose, Legendary NY Angel Investor and TED Speaker**

"Lucas' perseverance makes him an unstoppable entrepreneur." ~**Neil Patel, Serial Entrepreneur and Popular Blogger**

"Lucas is the real deal when it comes to entrepreneurs. His commitment to long-term vision makes him stand out amongst a sea of people just trying to make a quick buck." ~**Rob Hayes, Venture Capitalist**

#### From the Back Cover

"Lucas is a passionate entrepreneur and totally dedicated to his craft -- I backed him once and I'd do it again in a heartbeat" ~**Chris DeVore, Seed-Stage VC**

"Startup life is a bizarre, thrilling, exhausting, painful and occasionally amazing ride. But it's easy to feel alone on the trip. Let Lucas be your companion and remind you of what to do and, more importantly, what not to do." ~**Dave Hersh, Founder of Jive Software**

"His hard-won entrepreneurial wisdom and a penchant for sharing his inspiring stories is why I chose to profile Lucas in The Lean Entrepreneur." ~**Patrick Vlaskovits, New York Times Bestselling Author of The Lean Entrepreneur**

"Lucas has distilled years of painful startup lessons into one clear and actionable book. Don't waste your time and money learning these lessons the hard way!" ~**Kurt Sussman, Serial Entrepreneur**

"Lucas writes with passion and provides rock solid advice based on personal experience. Building a startup is hard, but this book can make it a lot easier by showing you the essentials you need to focus on, and the pitfalls you should avoid." ~**Justin Sumner, Founder**

#### About the Author

**LUCAS CARLSON** is an author and entrepreneur, profiled in The New York Times best-selling book The Lean Entrepreneur. As a keynote speaker in the technology arena and innovation leader in the cloud space, Lucas helps companies discover opportunities for growth. Lucas is also a publisher and popular blogger at craftsmanfounder.com, where he guides entrepreneurs toward success.

Lucas was formerly the CEO and founder of AppFog, a massively popular startup acquired by CenturyLink in 2013. AppFog signed up more than 100,000 developers, raised nearly \$10M in venture funding and has become an industry leading Platform-as-a-Service.

Lucas now serves as the Chief Innovation Officer for CenturyLink, in charge of building next-generation products for a \$20B company.

He lives in Portland, Oregon, with his family, plays go, practices magic and plows through as many books as humanly possible.

## Users Review

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**Richard Oneal:**

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