
INNOVATIVE ENTREPRENEUR



The Entrepreneur's Guide to Creating
Innovative Products And Services That
Disrupt Markets And Change The Future

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Introduction



At some point, you might have been interested in the notion of making money online. It's an appealing concept after all – being able to earn money from the comfort of your own home, or even abroad!

So, you type in 'Make Money Online' and what do you find?

Usually, it's tips on how to sell eBooks, advice on how to earn money as an affiliate and tips on how to get to the top of Google. Often by essentially *spamming* Google until you get there...

Most of what you find won't be terribly ambitious in other words. And in fact, a lot of it isn't even going to be the kind of work you're likely to be very proud of, let alone passionate about.

Chapter 1: Two Massive Opportunities – Social Media and the Sharing Economy



We live in an incredibly exciting time for business and technology. Apart from anything else, I find it immensely satisfying and exciting that it is now possible to earn money online from *anywhere* in the world.

I am an entrepreneur myself and right now, as I write this book, I am sitting in a café in Oxford, England. I'm looking down at the street below, people watching while I sip my mocha and type this book out on my Surface Pro that sits on my lap.

The web has transformed the way we do business. Just fifteen years ago, it would have been unheard of to think that you could

earn a living this way. My Uncle put it well when he said that internet marketers and digital entrepreneurs are really pioneers – exploring new ways to live and work. I'll take that compliment.

But as I mentioned, internet marketing is really only the tip of the iceberg. The web is *far* more transformative than simply allowing us to work from other locations.

Right now, technologies like the web and mobile phones are transforming countless industries in ways that we could never have predicted or foreseen. And the future is looking even more incredible.

The opportunities that this presents for savvy business is *huge* and if you're willing to take advantage of the changing face of business and economy, then you can not only profit HUGELY but also steer the course of mankind's future.

Not to be hyperbolic or anything!

How Facebook Has Changed the World and Continues to Change the World

When you think of transformative businesses that work online, perhaps the one that comes to mind first is Facebook. Facebook