

Author Q&A

Q. What is your book about?

'Create, Automate, Accelerate' takes a controversial look at what it takes to build a business. It explores a framework called the 5 P's of Priority – Purpose, Passion, People, Place and Profit. It looks at the need to ask the right questions to get these priorities answered, and the importance of doing so in the right order.

It also explores the phases of starting, automating and then accelerating your business growth in a very practical manner. Rather than give a 'one solution fits all' approach, it encourages the reader to ask questions at each step of the journey to identify what will be most effective for them.

In short, it is a book to help the reader find the deeper meaning for their life through their business. It helps to do so through combining philosophy, simple models and frameworks as well as real life examples.

Q. What makes this book unique?

A fresh and often controversial perspective on what it takes to become a successful entrepreneur, and some unique models in how to achieve this.

Q. What problem is your book solving?

The dilemma of where to begin when starting a business, or what to focus on while growing a business.

Q. How does your book solve the problem?

By giving people frameworks to think so they can solve their own problems and make information relevant to them (instead of relying on a 'one size fits all approach').

Q. Who is this book for?

Entrepreneurs