

[PROPS: Stack of these books on her desk: The War of Art, Who Moved My Cheese?, Anything You Want: 40 Lessons For A New Kind of Entrepreneur, Steal Like an Artist, The Dip, #Girlboss, and a block of cheese, deck of playing cards]

Ready for some books that are small BUT mighty... kind of like me? [ACTION: flex]

Books you'll finish BEFORE you finally change the battery in that one smoke detector? [B-roll of Marisa plugging her ears... super annoyed, shaking her head because of the beeping noise]...

Or fold and put away that ever-growing pile of laundry? [Insert b-roll of a giant pile of laundry]

Or finally, hit "send" on that email that's been sitting in your drafts? [Pause] [In post-production, add this fun GIF:

https://media.giphy.com/media/CzbiCJTZOzHTW/giphy.gif?cid=790b7611pId344wp64vym7szyia0hdc3vltmbmrwa9yulti&ep=v1_gifs_search&rid=giphy.gif&ct=g

In case you're tuning into my channel for the first time, hi there! I'm Marisa Murgatroyd.

I've coached and supported tens of thousands of entrepreneurs [ACTION: Lean In] -- from side-hustlers to 7-figure empires -- on how to grow their online businesses... [Pause]

And I'm here to help you succeed, too! [Quick Pause]

In this video, I'm sharing some of the BEST reads to help you grow your business -- absolutely zero fluff... but with a fun twist...

Each of these gems [ACTION: point to the stack of books] is under 200 pages!

Yep, no more getting halfway through a book and then putting it back on your shelf [B-roll of Marisa putting a book back on her bookshelf] to "get back to later" [ACTION: Do quotes]...

Or pretending you've read it in conversations with your entrepreneur friends... lol... I see you...

Every single one of these [ACTION: Point to the pile of books] is super actionable and can be finished in one afternoon or even quicker if you're an audio book kind of person.

[B-roll of Marisa outside on her balcony reading a book with her feet up... looking super relaxed and engaged]

Intrigued? Let's get to it! [Quick Pause]

First up, clocking in at 190 pages... just under our 200-page limit is [ACTION: Dramatic Pause]...

[ACTION: Pull out "The War of Art" and hold it up] Steven Pressfield's The War of Art.

I recommend this one for anyone who "thinks for a living" [ACTION: Do air quotes] -- meaning YOU. [ACTION: Points at camera]

This book teaches you a truth that you'd otherwise be blind to -- that we are at war...

A war that many of us are losing.

The war against resistance.

Resistance is the evil force [In post-production, add one of these fun GIFs: <https://giphy.com/search/evil>] that holds EVERY creative endeavor back from reaching its full potential.

It's the silent enemy that prevents you from creating the timeless masterpieces you were put on this earth to create!

It's what makes you afraid and anxious and causes you to sabotage your best work.

[Pause] [In post-production, add this GIF:

https://media.giphy.com/media/NWYknTtYr114s/giphy.gif?cid=790b7611umqgf13gnxvmkceg04w4na2tgw7tkknqvgjha3ay&ep=v1_gifs_search&rid=giphy.gif&ct=g]

I've come across a lot of entrepreneurs who think that resistance is nothing more than laziness.

When in reality, this book [ACTION: Hold up The War of Art] shows you that resistance is something far more personal and vindictive. [Dramatic Pause]

Something that WILL destroy you if you don't put up a fight! [In post-production, add this GIF or even a clip from the movie:

https://media.giphy.com/media/GNBXzw552PSNy/giphy.gif?cid=790b7611a3ad10ysna510v553n7ztr9dq8ju7xohfa48rdqi&ep=v1_gifs_search&rid=giphy.gif&ct=g

So, if you want to WIN this battle -- overcoming Resistance with a capital “R” -- you need to acknowledge the battle and your part in it...

And this bad boy [ACTION: Hold up The War of Art] can help. [Long Pause]

Okay, let's get a little less serious and talk about cute mice [ACTION: Hold up a stuffed mouse, look confused then throw it away]...

No, I'm talking about “Who Moved My Cheese?” by Spencer Johnson. [ACTION: Hold up “Who Moved My Cheese?”]...

At a whopping 98 pages, this tiny book with its deceptively simple story, is a powerhouse of insights on change, adaptability and the pursuit of success in our ever-evolving business landscape.

“Who Moved My Cheese?” [ACTION: Hold up “Who Moved My Cheese?”] spins a tale of two mice, Sniff and Scurry, and two little people, Hem and Haw, living in a maze.

They all love cheese -- hey, don't we all... lol -- and find a huge stash of it one day... [ACTION: Hold up a block of cheese]

But when the cheese disappears, their reactions vary wildly... [Quick Pause]

The mice quickly move on to search for new cheese... [In post-production, add this funny GIF:

https://media.giphy.com/media/l1L2UkgpuiE4U/giphy.gif?cid=790b7611fqzkyuew7p889fi2st5rbnlnpjdcffz8y731und2&ep=v1_gifs_search&rid=giphy.gif&ct=g

But Hem and Haw [Quick Pause]...

Well, let's just say they learn their lessons in very human-like ways.

So, what does this cute story have to do with entrepreneurship?

Well, on our entrepreneurial journey, the cheese [ACTION: Hold up the block of cheese] represents what we want to achieve -- like success, fulfillment and innovation.

And the maze? [In post-production, add in b-roll of a maze]

Well, that's the environment we navigate -- the market, technology and customer behavior -- that's constantly shifting around us [Add b-roll of Marisa walking like she's on unsteady ground... she grabs the wall to steady herself... looks down at her feet and then up at the camera with a worried look].

Here's the thing: change is inevitable. Like the cheese [ACTION: Hold up the block of cheese again and point to it]...

Your market can shift, your products might need to evolve or new competition can emerge overnight.

Embracing change and staying adaptable is a necessary survival skill in business! [Quick Pause]

So, be like Sniff and Scurry and keep your eyes peeled [ACTION: Hold up a pair of binoculars and look around] for signs of change in your industry so you can be ready to act swiftly rather than being caught off guard...

And move WITH the cheese.

Because you never really know when finding new cheese can lead to success and happiness you never thought was possible! [ACTION: Take a bite out of the cheese] [Long Pause]

Next up, we've got this one: [ACTION: Hold up "Steal Like an Artist"]...

"Steal Like an Artist" by Austin Kleon.

Quick fun fact: Kleon and I both live in Austin, TX!

Anyway, this 160-page book IS critical if you feel like you're not good enough or have no new ideas.

Here's the thing: NOTHING is truly original, so you need to embrace influence.

Instead of trying to create something out of thin air, [ACTION: Hold up "Steal Like an Artist" and point to it] Kleon encourages us to collect ideas, mix them with our personal experiences and create something new.

It's about seeing the value in everything and finding your voice through the synthesis of those influences.

Look around, be curious and find inspiration in the everyday...

Because it's within the mundane, the ordinary and the routine that you'll find the space to create your best work!

I couldn't agree more!

One of my favorite quotes of all time and one that I share often with my students is from Gustave Flaubert. [Quick Pause]

It says -- "Be regular and orderly in your life so that you may be violent and original in your work."

And, yes, only the French would use a word like "violent" to describe their creativity but I live by this philosophy. [Quick Pause]

Anyone who knows me knows that I'm pretty darn boring in my everyday life [Add b-roll compilation of Marisa "being boring" -- we have this already that we can pull from]...

I rarely drink or go out and I NEVER stay out late. This regularity gives me the stability I need to be original in my work!

So don't EVER let anyone make you feel bad about being "boring" [ACTION: Air quotes]...

And use "Steal Like an Artist" [ACTION: Pick up the book again] as your permission slip to stop waiting for inspiration to strike and start finding it everywhere you look.

It's about making art out of life and business out of art! [Long Pause]

Next up, we have this underrated gem [ACTION: Hold up "Anything You Want: 40 Lessons For A New Kind of Entrepreneur"]

"Anything You Want: 40 Lessons For A New Kind of Entrepreneur" by Derek Sivers.

This one's a lean, mean read at just 96 pages.

Sivers is one of the strangest entrepreneurs on the planet... and I mean that in the best way possible.

In this wacky book, Shivers reflects on his journey building CD Baby, the largest online distributor of independent music on the planet. Inside, he shares 40 incredible lessons that redefine what it means to be an entrepreneur.

This isn't your typical business book -- think of it as a sort of manifesto for doing business YOUR way. It focuses on happiness and the real reasons we've chosen to make entrepreneurship our life.

[ACTION: Hold up "Anything You Want: 40 Lessons For A New Kind of Entrepreneur"] Inside Sivers points out that success comes from adaptability -- not sticking rigidly to a plan. It's about making constant adjustments based on real-world feedback.

I've seen far too many successful entrepreneurs promote the same offer they've promoted for years, using the same messaging and marketing.

And they've failed.

Here's the thing: the "same old, same old" just won't cut it anymore -- especially in an online landscape where everything changes in the blink of an eye...

You MUST be adaptable and this is a key theme [ACTION: Hold up "Anything You Want: 40 Lessons For A New Kind of Entrepreneur" again and point to it] in Sivers's book. [Put the book down and quickly pause]

Ready for another? [ACTION: Hold up "The Dip"]...

Here we have "The Dip" by Seth Godin.

Inside this 96-page goldmine...

Godin dives into this universal truth: No path to real success is without its Dip. [Quick Pause]

'The Dip' is that challenging phase where enthusiasm fizzles out and everything feels like a struggle... [Add b-roll of Marisa carrying the heavy backpack -- we already have this]

But here's the twist...

'The Dip' isn't just a phase to endure -- it's a test to pass. It separates the hobbyists from the professionals, the dabblers from the committed.

Understanding that 'The Dip' is inevitable is crucial because it means you're not failing -- you're just in the thick of it... and that's exactly where you need to be to push through to

greatness. [Add this fun GIF:

https://media.giphy.com/media/U7969wTwwtn6KBvEdA/giphy.gif?cid=ecf05e47wcxzgtla g2okjlh4wdo7rtgeiqo47frw8s18rwx&ep=v1_gifs_search&rid=giphy.gif&ct=g

One of the “The Dip’s” [ACTION: Hold up “The Dip”] most powerful lessons is learning to identify which Dips are worth pushing through and which dead ends are worth quitting.

Not all Dips lead to success, and Godin provides a framework to help us decide when to hold 'em [B-roll of Marisa holding 5 cards and looking confident, shaking her head yes] and when to fold 'em. [B-roll of Marisa holding 5 cards, shaking her head and then she gently throws them and says -- I fold!]

Here’s the thing: Don’t fear the Dip -- see it as an opportunity.

It’s in the Dip that we find room for innovation, growth, and ultimately, differentiation from the competition.

Being the best in the world -- whatever your ‘world’ might be -- is about leveraging the Dip, not avoiding it.

For you [ACTION: Point at the camera], yes you -- the entrepreneurs who are in it for the long haul -- ‘The Dip’ is your guidebook for navigating the inevitable lows of business... so you come out stronger on the other side. [Long Pause]

Alright with this last one... I’m cheating just a bit [ACTION: shrug]...

But it’s simply too good not to include!

I’m talking [ACTION: Hold up “#Girlboss”]...

Girlboss by Sophia Amoruso.

At 256 pages, it’s a wondrous coming-of-age narrative that tells the story of Amoruso going from broke and homeless to frugally hustling her ass off to build Nasty Gal -- an e-commerce darling that would eventually go bankrupt.

But she didn’t let that stop her! [Quick Pause]

Since then, she’s successfully built an empire where she helps other entrepreneurs fulfill their dreams.

There's even a Netflix series starring Charlize Theron based on her wild entrepreneurial ride!

Give #Girlboss a read [ACTION: Hold up “#Girlboss”] to discover...

Why your unconventional traits AREN'T liabilities -- they're actually a recipe for success.

Why you don't need a fancy degree or a fat bank account to start a business. It's about starting where you are with what you have and scaling with intention.

Why every setback is a setup for a comeback...

And why building a brand is about connecting with your audience on a genuine level.

This isn't just a book [ACTION: Hold up “#Girlboss”] -- it's a movement. It's about challenging the status quo, taking the reins of your life and building a business that reflects who you are. [Pause]

There ya have it -- 5 business game-changers under 200 pages and one that's just a hare [ACTION: thumb and pointer finger together indicating small] longer...

- The War of Art
- Who Moved My Cheese?
- Steal Like an Artist
- Anything You Want: 40 Lessons For A New Kind of Entrepreneur
- The Dip
- Girlboss

Drop me a comment below [ACTION: pointing down] with the one you're reading first and go ahead and share a small -- yet -- mighty recommendation of your own!

But, before you go...

If you want WAY more support in building and scaling a long-lasting and fulfilling business... because books can only take you so far... check out my yearlong business accelerator Momentum...

Usually, when it comes to the support you need to take your business to the next level, you're forced to choose between:

- Private Coaching...
- A Small Group Mastermind...
- Or Live Events & Workshops...

And -- while each one of these things is awesome... they're NOT enough to guarantee the business results you're after...

Because...

With Private Coaching... you're missing the perspective that comes from community...

With Small Group Masterminds... you're lacking the depth and accountability of having that private coach...

And with Live Events & Workshops, you get pumped, but then the excitement fades and you fall back into procrastination and overwhelm... [Quick Pause]

That's why I've created ONE cohesive program that gives you ALL 3. I like to call it a best of ALL worlds program! [Insert photo montage of Marisa coaching students]

You get [ACTION: Hold up one finger] Private Concierge Coaching, [Hold up a second finger] Small Group Masterminds and [Hold up a third finger] Live Trainings and Quarterly Events.

Yes, ALL 3 in one value-packed program!

If your ears are perked up and you're excited to learn more about how me and my team can support you in realizing your biggest business goals this year... check out the link below [ACTION: Point down] to schedule a no-pressure Call with a Program Specialist.

So, schedule that call and I hope to see you inside Momentum!

Now, go out there and Live Your Message!

