



# What If? and Why Not?: How to Transform Your Fears Into Action and Start the Business of Your Dreams

*By Jen Groover*

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## What If? and Why Not?: How to Transform Your Fears Into Action and Start the Business of Your Dreams By Jen Groover

Starting your own business is hard. But the biggest obstacles often have less to do with time and money, and more to do with fear and doubt.

In *What If? and Why Not?* serial entrepreneur and small business advocate Jen Groover—creator of the Butler Bag and creator and host of Launcher's Café, an online community for entrepreneurs—shows you how to transform your fears into action by rethinking the negative questions that can lead to failure before you even get started.

Being an entrepreneur, Groover says, isn't just about selling a product. It's about personal growth—about taking your vision and bringing it to fruition, and about always pushing yourself to take that vision further. What gets in your way isn't the money you don't have, or what you don't know about the industry you want to get into—it's believing you can't do it, that you don't have the power or the resources you need to make your dream into a reality.

Groover walks you step by step through ten negative “What If?” questions—What if I don't know what I'm doing? What if I don't have the money? What if I fail?—and how to turn them around by asking yourself: What if I can learn? What if I don't need much money? What if I succeed? She also asks “What Not?”: Why not find a mentor or take a class? Why not ask for investors? Why not try?

With dozens of personal stories from successful entrepreneurs in areas as diverse as dog walking and handbag-invention, plus practical advice for every step of your journey, *What If? and Why Not?* is the most complete guide available to help you start the business of your dreams.

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### **Editorial Review**

#### **About the Author**

Tagged by Success Magazine as a "One-Woman Brand" and "Creativity and Innovation Guru", a leading "Serial Entrepreneur" by Entrepreneur Magazine and having drawn comparisons to Walt Disney and Benjamin Franklin, Jen Groover's name has quickly become synonymous with innovation, entrepreneurship and evolution. She has gone from guest-hosting spots on QVC to inking deals with some of the industry's biggest heavyweights.

Jen's innovative handbag company is the award-winning Butler Bag Company, which launched just under 3 years ago and is now being tracked as one of the fastest growing handbag brands in history. She has become a regularly featured business and lifestyle expert for such programs as Fox News' "Strategy Room", ABC's "Money Matters", CBS' "Early Show", CNBC's "The Big Idea with Donny Deutsch", and Meredith Corporation's "Better TV" and a business contributor to the Huffington Post. Jen and her products have been featured in hundreds of media outlets such as O, The Oprah Magazine, Redbook, Us Weekly, People, Success and Entrepreneur.

Jen is a highly sought-after speaker and author – contributing editorial pieces to several prominent business magazines and booking speaking engagements that include political conferences, charity fundraisers, Learning Annex seminars, and women's leadership conferences. She is also the National Spokesperson for Girls Take Charge, a leadership organization for girls 9-18 years of age.

Jen has recently created and hosts Launchers Café - a cutting-edge entrepreneurial, multimedia, and interactive brand with tens of thousands of members that is changing the way entrepreneurs/launchers learn, share information, do business and accelerate business growth.

She has received numerous accolades and honors from women's organizations such as the Momentum Award from Ceslie Network/Ceslie.com recognizing her as one of the best and brightest women in business. Most recently Jen is the 2009 Honoree for the Women's Venture Fund for her prominent work in being a role model and advocate for female entrepreneurs.

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#### **Gary Kruse:**

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**Fred Swett:**

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**Scot Vines:**

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