



# Launch!: The Critical 90 Days from Idea to Market

*Scott Duffy*

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**WANT TO GET YOUR BIG IDEA TO MARKET? In 90 days, you can successfully launch a new business, product, or service by following the steps in this playbook.**

Ninety-seven percent of a rocket's fuel is used in the first three feet of its launch. The same is true when launching a new business. These first few steps are absolutely critical and help determine which ventures will take off and which will fail.

Scott Duffy has developed a practical approach for turning your big idea into a thriving venture by focusing on the crucial period of 90 days immediately before, during, and after starting your business. Based on his own experiences as a successful serial entrepreneur who has worked with Richard Branson and Tony Robbins—and true stories of other big names in business—Duffy has collected all of the lessons you need.

Duffy also emphasizes the personal side of entrepreneurship, including balancing finances, relationships, and your health. Successful business endeavors depend on preparation and execution of these two key sides—and Duffy provides real-life examples and practical guidance for both.

In his rapid-fire, 90-day plan, *Launch!* walks you through:

**The Prelaunch Checklist:** What it takes to get your house in order, develop your plan, and limit your personal risk every step of the way. **Fueling the Tank:** How to assemble your resources, pull together your team and capital, and ready your business to execute successfully. **Countdown and Blastoff:** How to bring your idea to market through partnerships, marketing initiatives, and customer-engagement strategies. As Duffy writes, “Today everyone is an entrepreneur. It’s not about building the next Virgin or Google or Facebook. It’s about planting a flag. Transforming what you are passionate about, what you are good at, into a responsible moneymaking venture that benefits others in the process. *Launch!* is a handbook for entrepreneurs on how to think big, take on any size competitor—and eat their lunch.”

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