

**Author Name:** John St.Pierre

**Book Title:** The \$100M Journey: Your Guide to Growing the Business of Your Dreams without Going off the Cliff

**Book Formats:** paperback, hardback, ebook & audiobook

**Author Bio:**

John St.Pierre is an entrepreneurial executive with 25 years of business leadership experience who has co-founded and grown two companies to over \$50M in revenues

John began his entrepreneurial career in 1995, while a college student, as a franchisee for College Pro Painters. Upon graduating with a Bachelor's Degree of Science in Accounting from the University of Southern Maine, he continued to develop his entrepreneurial skills as a General Manager for College Pro. In 1998, John joined other prominent College Pro entrepreneurs as a VP of Sales for HandymanOnline.com, a venture capital-backed platform connecting homeowners with vetted contractors. After the Dot-com crash in 2001, John took a role as President of WorldAtMyDoor, an e-commerce platform for small businesses, which was successfully sold in 2002.

In 2003, John co-founded 2 companies, Selects Sports Management (which rebranded Legacy Global Sports) and Rhombus Services (which rebranded BrandPoint Services).

Legacy Global Sports, a global youth sports management company founded in 2003, rapidly rose to \$50M+ in global revenues before John was replaced as CEO in 2018.

Meanwhile, BrandPoint Services, a national commercial contracting and project management firm founded in 2003, is a \$100M+ company to which John is the majority owner and chairperson.

John is also the majority owner and chairperson of Rhombus Group, a private holding company formed in 2020 comprising several small businesses run by extraordinary entrepreneurs. His mission is to help entrepreneurs and their companies to achieve their goals and dreams by building a solid foundation based on a clear and concise strategic roadmap and following the 7 principles for entrepreneurial success in his book, "The \$100M Journey."

In 2020, John and his co-host, Rich Hoffmann, started the Entrepreneurs United Podcast, which can be found on YouTube, Apple podcasts, Spotify, Amazon, and other outlets, including EntrepreneursUnited.us.

John St Pierre is a role model for entrepreneurs and inspires many to achieve their desired goals as a coach and mentor.

**Book Description:**

*The \$100M Journey: Your Guide To Growing The Business Of Your Dreams Without Going Off The Cliff!* is an inspiring and thought-provoking read about an entrepreneur's wild journey and turnaround. It is written for entrepreneurs, business owners, and executives of small- to medium-sized businesses (SMBs) who seek to achieve their wildest dreams of entrepreneurship while navigating growth challenges and avoiding potential failures.

After making fatal errors in aggressively growing a business, the author was fired from the company he cofounded after 15 years of building it to over \$50M in global revenues. The author took this failure as an opportunity to learn from his mistakes, find his True North, and develop a Strategic Plan with the 7 Principles that he used to effectively and successfully grow a business to over \$100M, the right way!

The \$100M Journey is an essential read for anyone looking to build a successful, profitable, and sustainable business. The author provides an in-depth look at how to build a successful company while avoiding some of the most common pitfalls and mistakes entrepreneurs make.

In *The \$100M Journey*, the author outlines the 7 Principles of Entrepreneurial Success that must be mastered to break through the Messy Middle, overcome the Growth Paradox, and build a long-lasting business asset. Those principles are:

- Principle I: Protect and Grow Your Equity - How entrepreneurs must build and protect their equity and control of their business
- Principle II: Build Your Own Capital - How entrepreneurs must build their own capital by generating net operating cash flows versus relying on bank debt or outside investment
- Principle III: Reinvest Smartly - How entrepreneurs must reinvest wisely and patiently into their growth to build a High-Performance business
- Principle IV: Build a Culture of Intrapreneurship - How entrepreneurs must fully engage their leadership teams and provide them an opportunity to participate in equity appreciation
- Principle V: Protect the House - How entrepreneurs must strategically assess and manage internal and external risk factors that can harm the business
- Principle VI: Access Owner's Liquidity - How entrepreneurs can build their balance sheet's strength and access its liquidity
- Principle VII: Move from CEO to Chairperson - How entrepreneurs must replace themselves operationally to strategically rise above the business

*The \$100M Journey* provides in-depth knowledge to help you design a Strategic Plan for building a High-Performance business. With the tools and resources in the accompanying workbook, you'll be equipped to reach your goals and dreams.

**Are you ready to take control of your entrepreneurial journey? It's time to Kick Some Ass, take action, and achieve the success you've always dreamed of achieving!**

**Amazon Link:**

[https://www.amazon.com/100M-Journey-Growing-Business-without/dp/1961098261/ref=tmm\\_pap\\_swatch\\_0?\\_encoding=UTF8&qid=1707949240&sr=8-2](https://www.amazon.com/100M-Journey-Growing-Business-without/dp/1961098261/ref=tmm_pap_swatch_0?_encoding=UTF8&qid=1707949240&sr=8-2)