



**At age 19 I began selling t-shirts out of the trunk of my beat up '89 Toyota Camry. With a learning disability and little-to-no start up money, I was able to launch my quirky ideas into a a multimillion dollar, experience-based t-shirt brand with clothing stores set up like vintage bakeries.**

**Below are a few nuggets that will help you on your way to success in whichever field you choose to be successful in!**

**1** What are you passionate about? What are you good-at? Try connecting the dots between your passion and your super-powers. The most important things you need are unique ideas, motivation, and a positive mental attitude.  
*From there you can start anything!*

**2** Come up with original, clever ideas and make sure you're doing at least 12 things different from anyone else in your business category. If you don't give people something to talk about, then nobody is going to talk about you.

**3** If you have little-to-no start up money, a good way to test things out is to develop some pre-orders. If you get enough pre-orders, for your products, services, event, or idea—you'll be able to take a more calculated risk. When it comes time to order or pay for your product or idea, you'll be paying with other peoples money! Just make sure you give those people a good enough reason to place a pre-order.

**4** Make time for your ideas, even more so during the early stages as it takes a lot of sacrifice to build your foundation. In order to balance your passion in your already busy life, think about cutting back on excessive timely activities such as; television, video games, partying (I can't even begin to tell you the amount of time and money I've saved throughout my life from not partying!), or the rare case of the unsupportive significant other. Remember, the more you put in, the more you'll get back!

**5** Starting a business will be difficult, and there will be pain-in-the-butt obstacles. However, if starting a business was easy, then everyone would be doing it and it wouldn't be so special.

**Remember, If you're not failing, you're not learning! Now go and get your hands dirty!**

Keep Creating!

*Johnny Earle*

aka Johnny Cupcakes

*"Do more of what makes you happy."*

Inspiration, pranks, and rad t-shirts.

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