

The background features a large solid orange circle on the left, a smaller solid orange circle in the top right, and a dashed orange arc in the bottom right.

A Playbook for Entrepreneurs

SARA BLAKELY

Sara Blakely

Youngest self-made female billionaire in the world





Call the Director!



**Make a decision,
set your intention**

Don't be defeated by the
tyranny of 'how'




This is not a dress rehearsal

There is strength in our
weaknesses



**Lack of experience is not
an obstacle. It's an
opportunity.**



**Don't try. Train.
And train to fail.**

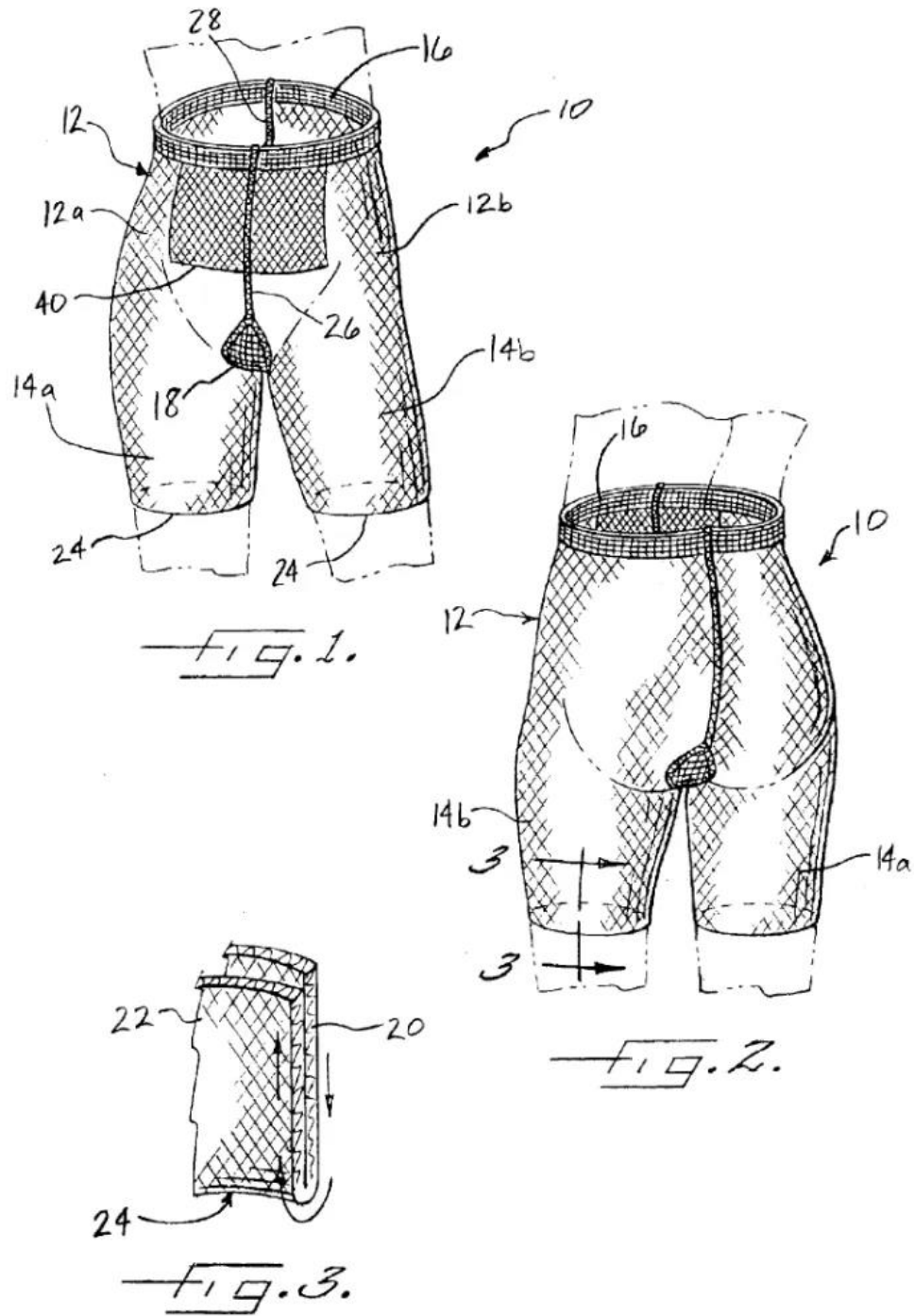


Embarrass Yourself

Practice Gratitude

Self-doubt is defeated along with
the self





**Hire Your
Weaknesses**



Start small

Think big

Scale quickly