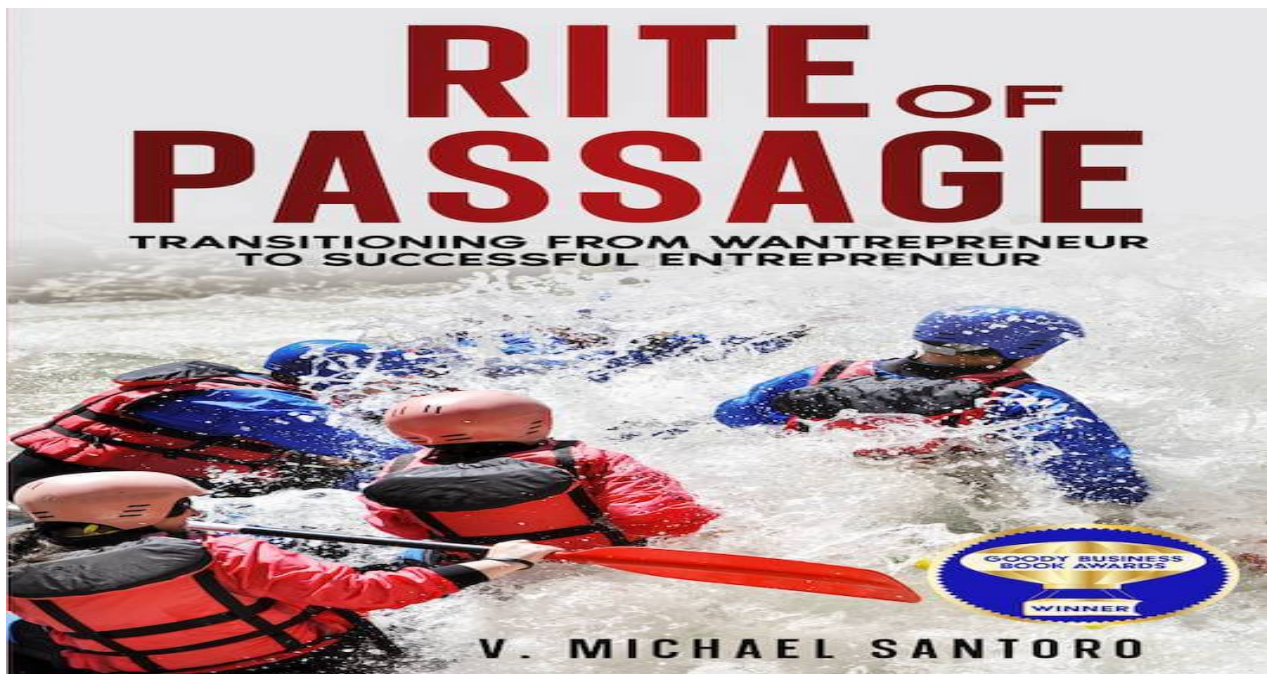




'Rite of Passage' by Award Winning Author V. Michael Santoro Helps Entrepreneurs Navigate Their Entrepreneurial Journey

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"Rite of Passage: Transitioning from Wantrepreneur to Successful Entrepreneur" by award-winning author V. Michael Santoro is a comprehensive guide to navigating the entrepreneurial journey.

It explores the human condition and subconscious barriers that hinder an entrepreneur's path to success. The book provides relatable stories and actionable advice that address the natural tendencies that hold entrepreneurs back from achieving their goals. It also covers the business challenges that entrepreneurs may face during their entrepreneurial journey.

The unconscious challenges and obstacles that can prevent entrepreneurs from reaching their full potential include fear, self-doubt, or limiting beliefs. Rite of Passage provides a process to help entrepreneurs ?reinvent their comfort zone? to consciously address these challenges.

It also addresses the business challenges, including correctly staffing a flat organization, dealing with investors, filing for a patent, and establishing an online brand to build authority and trust with Google, potential customers, and investors.

The purpose of "Rite of Passage" is to provide a pragmatic roadmap to sustainable success. It offers real-world case studies, expert insights, and proven frameworks to make entrepreneurs aware of unforeseen challenges and help them build a thriving business. It strives to help entrepreneurs develop the resilience, focus, and adaptability required to thrive amidst the ever-changing business landscape.

According to Tammy Ruggles for Reader Views, "V. Michael Santoro goes for the deep dive on the subjects of self-exploration, emotional intelligence, and mindset.?"

Additionally, Rite of Passage covers how to start and maintain an online presence in the digital age and cultivate effective marketing strategies and skills.

The book is organized into several sections that define the entrepreneurial journey. Part 1 begins with the dream most entrepreneurs have of building a startup company that attracts investors, goes public, or sells for millions of dollars. The book then cites sobering statistics about the failure rate and the resulting psychological challenges that entrepreneurs can face. The requirements to address these issues are then provided with tangible examples.

Part 2 provides direction on what entrepreneurs need to accomplish before starting their venture. This includes qualifying and making their business opportunity tangible. The focus is on clarity.

Part 3 addresses how building the business foundation is essential for success. It covers managing and staffing for a flat organization, planning long-term while delivering short-term, and ensuring that the correct sales staff fits the entrepreneur's business model.

In Part 4, the focus is on creating an online brand to build authority and trust with both Google and potential customers. Google rewards established brands with good search engine rankings, and the trust increases customer conversions.

A list of resources is also provided for each section to garner additional information.

About the Author

V. Michael Santoro founded Brand Velocity.io. He helps entrepreneurs build authority and trust with Google and potential customers. He previously co-founded Vaetas, LLC, a company that developed an interactive

video platform. Vaetas was awarded a U.S. patent in 2017 for its real-time call-to-action video technology.

He is also an award-winning published author who has been featured in Authority Magazine. His contributions have been featured in top-tier publications such as Forbes, Inc., American Express, Yahoo Finance, and several others.

To find out more about one of the best entrepreneur books currently available, visit V. Michael Santoro's website and explore "Rite of Passage: Transitioning from Wantrepreneur to Successful Entrepreneur."

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Brand Velocity.io

Brand Velocity helps entrepreneurs gain increased visibility, credibility, authority, and improved reputation through our Brand Velocity system. V. Michael Santoro, Founder, is an experienced entrepreneur with over 18 years of experience.

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