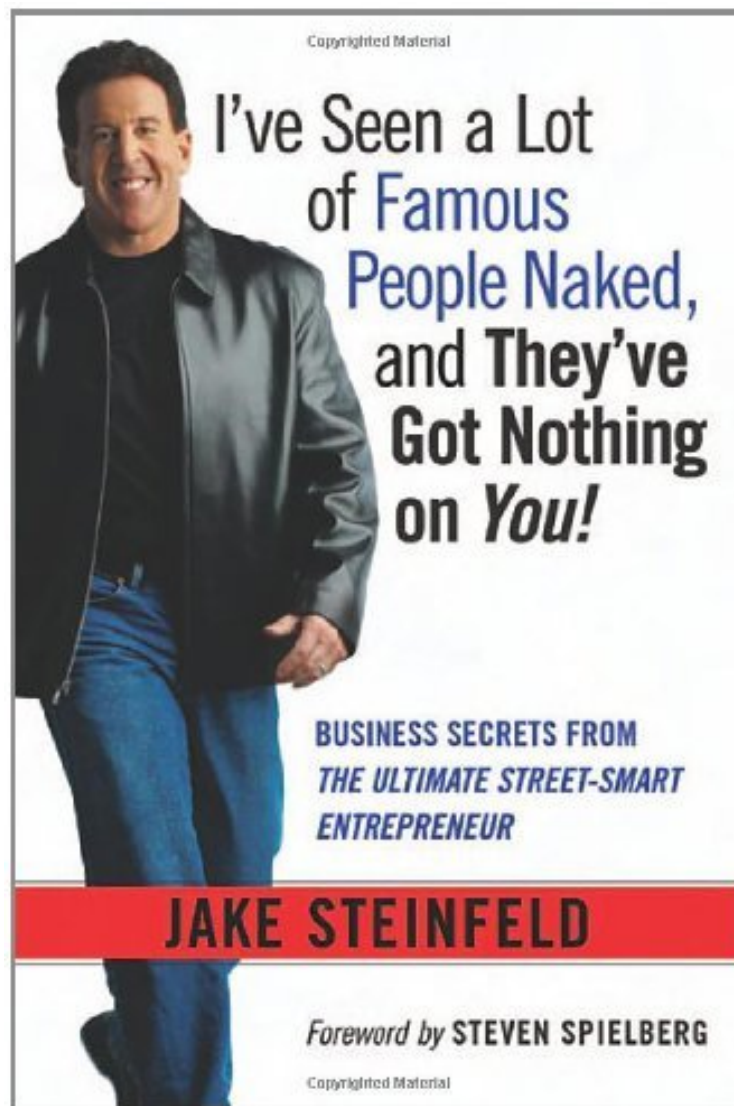


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## **I've Seen a Lot of Famous People Naked, and They've Got Nothing on You! Business Secrets from the Ultimate Street-Smart Entrepreneur**

*Jake Steinfeld*

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**Jake Steinfeld : I've Seen a Lot of Famous People Naked, and They've Got Nothing on You! Business Secrets from the Ultimate Street-Smart Entrepreneur** before purchasing it in order to gage whether or not it would be worth my time, and all praised I've Seen a Lot of Famous People Naked, and They've Got Nothing on You! Business Secrets from the Ultimate Street-Smart Entrepreneur:

0 of 0 people found the following review helpful. THIS IS NOT A FITNESS BOOK--BUSINESS ONLY  
By Smartgirl06  
This was my fault somehow, as I did not understand that THIS IS A BUSINESS BOOK---HAS NOTHING TO DO WITH FITNESS OR WORKING OUT OR KEEPING POSITIVE WHILE WORKING OUT! I thought this was a book to inspire re: staying fit, getting fit, starting out, etc. but it is not--it is a business book AND it is full of understandings that I don't believe can work in the current US economy where jobs are being flown out by the minute, and the US worker does not have the entrepreneurial ability they once MIGHT have been able to expose within themselves, as everything now is TECH oriented vs. human. Sad in today's world to see how big business rolls right over those in need the most--as it is with those who have enough money to live outside the economy--meaning they have so much money it doesn't matter WHAT happens since they can live unaffected by it because they never have to worry about any of their own bills, food, mortgages, place to work--because they already have the money to live without care to what happens in someone else's world. In any case, I love Jake himself, and REALLY MISS HIM FROM BEING ON T.V. where now there is NO exercise t.v., no fitness on in the a.m.'s to feel to be a part of with other humans, just big-pharma commercials, tech commercials, with nothing to bring people together--just individuals being sold things to keep them that way.  
0 of 0 people found the following review helpful. blahblahblah  
By sadbuyer  
read it or use it to start a fire. it could have been written in half the space. not bad if you are really really into this self help stuff. you can do it man!!  
9 of 9 people found the following review helpful. Fun and Informative!  
By Shirley Priscilla Johnson  
Jake Steinfeld is a man with a mission and it screams from the pages of his new book, I've Seen a Lot of Famous People Naked, and They've Got Nothing On You! His mission is living life, and not in survival mode as many do, but in fulfillment of dreams, visions and hopes. In his book he takes you on a mini journey of his life and his rise to fame. He shares with you fears, mistakes and triumphs that he encountered along the way; and he does this in a sincere honest manner that leaves you comfortable with the author and the information that he is sharing. The main thrust of this book is to help you achieve the dream in your heart to be your own boss; look forward to going to work, and have more than a get-by existence, all the while doing something you love. His business start-up advice is top-notch, very detailed and given with a few giggles along the way. He leaves very little details out, giving much needed steps to proceed, shares advice from his heart and his words truly inspire you to charge forward. I know that this work was mainly written to help hopeful Entrepreneurs; yet I sense others maybe encouraged by Mr. Steinfeld's words in many areas of their lives. It is always refreshing when you read a success story of someone who started out with little and ended up with much; and it is sweeter when that person also is content and happy as Mr. Steinfeld is. Whether you are about to undertake a new venture in business, take a leap of faith towards your dreams or just want to smile at the success of another; this book will encourage and uplift you. A down-to-earth, face to face read awaits you in these pages and I think everyone who reads it will find at least one morsel of advice to apply in their own lives. Well done Mr. Steinfeld  
Shirley Johnson  
Senior Reviewer  
MidWest Book Review

Jake Steinfeld has seen a lot of big-name celebrities naked - that is, "stripped" of the trappings of fame and fortune. He has learned what makes successful people tick and he has used that knowledge to turn a personal training business into a premiere fitness product brand, a 24-hour fitness television network, a professional sports league and instant recognition everywhere he goes. This book is "Business by Jake." I've Seen a Lot of Famous People Naked, and They've Got Nothing On You is an eye-opening success story and an entrepreneur's toolkit-combined with a motivational kick in the "buttissimo" that is pure Jake!

.com After a brief career in professional bodybuilding, Jake Steinfeld found his calling in helping others pump themselves up. Beginning as a personal trainer to Hollywood celebrities, he soon started his remarkably successful Body by Jake brand of health and fitness programs. Now he hopes to motivate readers to start their own businesses. His experience of learning on the fly and following his instincts led him to believe that street-smart, self-taught entrepreneurs like him have a unique perspective on starting, running, and growing a business that MBA teachers and graduates don't have. And he must be on to something--in addition to his workout videos and exercise products, he also started a 24-hour fitness television network (that he later sold for \$500 million), a professional lacrosse league, and many other ventures. In a humorous, down-to-earth way, Steinfeld offers practical tips on writing a business plan, building a team of partners, hiring and training employees, securing start-up money, branding and marketing, and even working with philanthropic organizations. Though the information he offers is not groundbreaking, the way he tells his own success story should inspire would-be entrepreneurs. Steinfeld obviously loves what he does and his enthusiasm is contagious. He wants people to not just build a career, but to build a life; something that makes them excited to go to work, or better yet, to not think of it as work at all. Breezy and fun to read, the book strives to help people find their motivation, pick a goal, learn from failures, and most importantly, never quit. Good advice for business or any other pursuit. --Shawn Carkonen  
From Publishers Weekly  
Here's a book where the title really sets the tone; as the reader quickly learns, the fitness trainer and Body by Jake founder really has seen a lot of famous people naked (or at least in their workout clothes), including Steven Spielberg and Harrison Ford. Of course, Steinfeld's point is that everyone is pretty much the same underneath it all, and therefore business success is attainable to anyone willing to

put in some dedicated effort. Indeed, Steinfeld himself proves an exemplary role model. Working his way up from an early career in bodybuilding, he started a personal training business that has since expanded to include a line of fitness products and a 24-hour cable station. While the book's business start-up advice is basic and sometimes gets bogged down in details like how to register a Web site domain name, Steinfeld really hits his stride in the second half, where he talks about branding and marketing. Steinfeld's goofy sense of humor also adds a down-to-earth honesty to the book and makes it a worthwhile read for those who need to get pumped up about starting a business. (Sept.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Publishers Weekly: "...a worthwhile read for those who need to get pumped up about starting a business." Co-Ed: "If you're looking for a straight-forward, super peppy (lots of exclamation points there, Jake!) and informative look at today's success stories and how you, too, can succeed (think partnerships, careful money management, and 'not being cutters' about your brand), read along to Jake." Direct magazine: "an inspirational business book. There's a lot of solid advice for wannabe entrepreneurs." St. Louis Daily Record: "... perfect for anyone new to entrepreneurship. Cover your fanny, and pick up a copy." Collegedowntime.com: "This fantastic book covers all the bases, from how to construct your very own business plan, to choosing trustworthy business partners, where and how to borrow money, why you should never quit in times of failure, and oh so much more. The book also features a fantastic foreword from world renowned film director, Steven Spielberg, who is not only a close friend of Jake's but also his very first celebrity client. If you've ever dreamt of running your own business, working for yourself, and making yourself money, Jake Steinfeld's book is for you. It's a short yet addictive read which is perfect for the busy college student, especially the college student who isn't sure where they want to go after graduation." My San Antonio (www.mysanantonio.com): "Jake is an All-American success story with real insights into what it takes to build a great business and achieve your dreams. His candid, down-to-earth, and likeable, and the book captures his enthusiasm and spirit perfectly." Business to Business (Atlanta): "The plainspoken, yet ebullient, language used in the books [sic] convey a series of basic principles for the small business owner in a format that a business owner can absorb and even enjoy. Steinfeld's self deprecating, 'street smart' style makes familiar principles genuinely fun to absorb." Inland Empire Business Journal (California): "The book's organization and writing style make it unusually easy to read. It [the book] is a feast of fresh approaches to understanding what it takes to be a successful entrepreneur." "A straight-forward, super peppy and informative look at today's success stories and how you, too, can succeed." -Con-Ed Magazine "an inspirational business bookhellip;. There's a lot of solid advice for wannabe entrepreneurs." -Direct Magazine "If you're looking for a straight-forward, super peppy (lots of exclamation points there, Jake!) and informative look at today's success stories and how you, too, can succeed (think partnerships, careful money management, and 'not being cutters' about your brand), read along to Jake." -Co-Ed Magazine