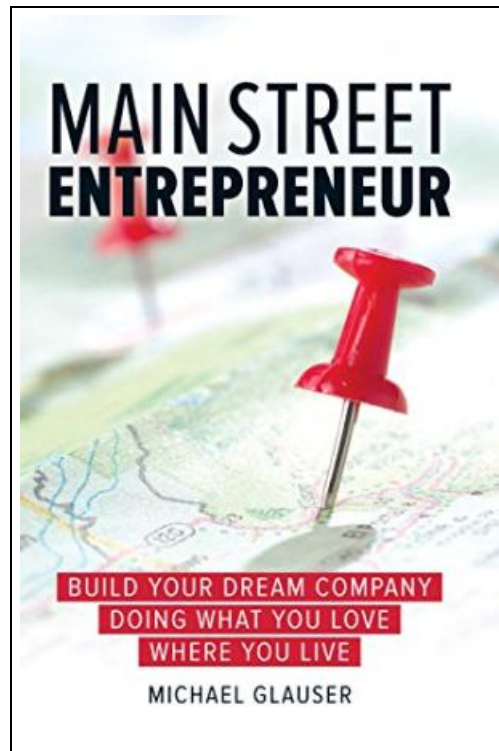


## Main Street Startup: Nine Essential Keys to Building Your Hometown Brand



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*(Hunter Witting)*

## MAIN STREET STARTUP: NINE ESSENTIAL KEYS TO BUILDING YOUR HOMETOWN BRAND



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Entrepreneur Press. Paperback. Condition: New. 224 pages. Main Street Startup presents nine powerful keys to help you build your own successful business. These keys were gleaned from interviews conducted with 100 small-town entrepreneurs during a remarkable bicycle ride from the west coast of Oregon to the east coast of Virginia. The author rode 4,000 miles in 45 days, spent 246 hours on a bike seat, climbed 155,000 vertical feet, and visited more than 100 cities across the country. Although he weathered hail and snow in Montana, unrelenting head winds in Kansas, a hard crash in Kentucky, and torrential rains in Virginia, his journey was mostly delightful sunny days, nights with stars as bright as diamonds, and a glorious homage to American ingenuity. The best part of his bizarre and beautiful escapade was the remarkable entrepreneurs he met along the way. These innovative business builders are living in attractive places they want to live and flying under the radar of the media. For example: Benny and Julie Benson design, build, and operate biomass power plants all over the country from their corporate office in Sisters, Oregon, a beautiful town of just over 2,000 people. Gail and Will Williams have built a thriving sewing company on a gorgeous ridge in northern Idaho that manufactures seat cushions for 600 ski resorts world-wide. Jason Kintzler has developed a disruptive technology in his hometown of Lander, Wyoming that has transformed the public relations industry his clients include Pepsico, Walmart, Budweiser and 50,000 other businesses. And Hank Viccellio creates and ships his elegant wearable art around the world from his shop on the vibrant waterfront of Yorktown, Virginia. These extraordinary role models have a great deal to teach us about building a purpose-driven business, meeting important community needs, developing a supporting cast,...



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