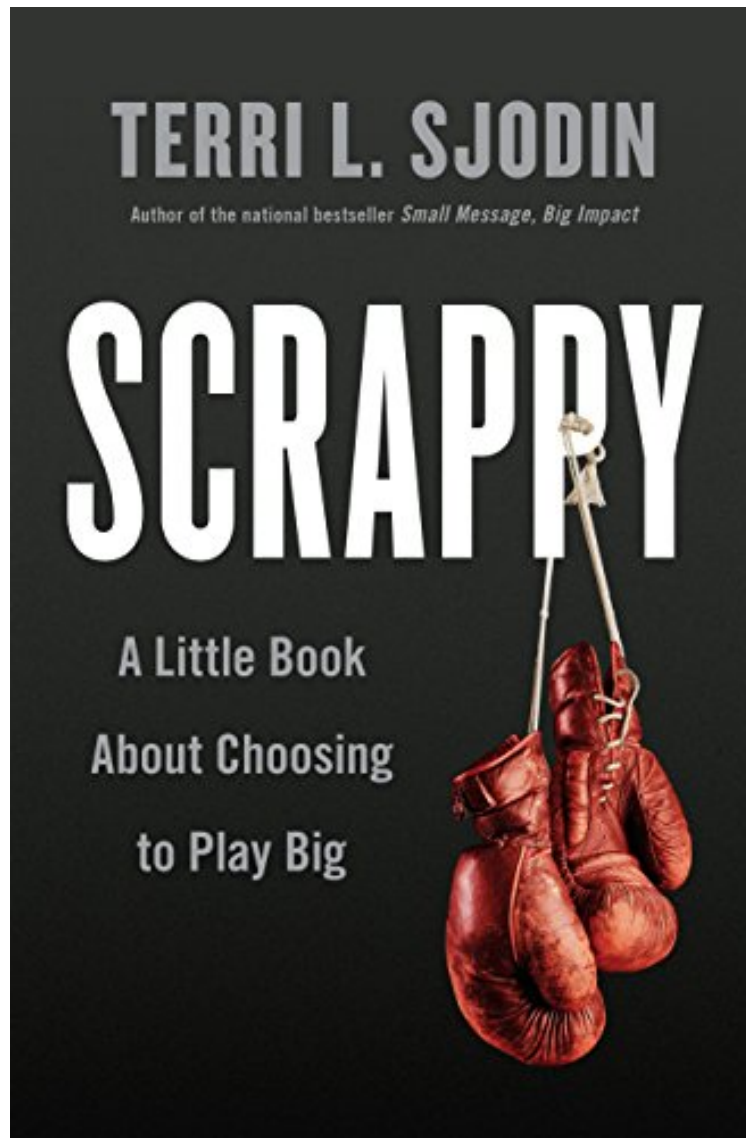


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Scrappy: A Little Book About Choosing to Play Big

Terri L. Sjodin

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Terri L. Sjodin : Scrappy: A Little Book About Choosing to Play Big before purchasing it in order to gauge whether or not it would be worth my time, and all praised Scrappy: A Little Book About Choosing to Play Big:

5 of 5 people found the following review helpful. Get Inspired to Play Big and Achieve Your Goals By Kristin J. Arnold I first heard Terri Sjodin speak about being "scrappy" when she was promoting her book, Mentoring, that she co-authored with Floyd Wickman (which I also highly recommend!). That was over 15 years ago and now she is sharing the precise details about how to be "scrappy" in her NEW book, Scrappy: A Little Book About Choosing to Play Big. So what is "Scrappy"? According to Terri, it's a determined effort to get

around an obstacle or challenge faster, smarter - in a clever way, even "against the odds." It's about choosing to play BIG, "being feisty, enthusiastic, gutsy, lively and spunky." As I read the stories and the strategies, I began to get inspired...to get scrappy about certain BIG goals I have in my life. She even provides a summary at the end of each chapter with a few key questions to help you achieve your goals. I believe this will be a book I routinely take off the bookshelf and re-read whenever I need to get scrappy!

0 of 0 people found the following review helpful. Another fantastic book from Terri...By C. Doyle This book really brings out Terri's philosophy of getting scrappy in order to get in front of potential clients. Her authentic voice is front and center which adds her wonderful style and personality, making Scrappy a fun and easy read with a lot of clever ideas to improving your game. Ken Doyle, Executive Director of Sales, LISI

0 of 0 people found the following review helpful. Good advice By Russell C. Smith Thoughtful

Scrappy *skra-p?* adj: Full of fighting spirit—synonymous with having moxie, being feisty, enthusiastic, gutsy, lively, and spunky. Maybe you have been told time and time again that if you pay your dues and keep plugging away, you'll gain enough experience through "the school of hard knocks" to be successful. That might be true. But maybe you want to reach your goals faster. Maybe you want to earn more, beat the odds—and do it with class and style. If so, it's time to get scrappy. Scrappy people see big problems and come up with big solutions. Or they see ordinary challenges and find a new path to extraordinary results. They're like the entrepreneur who turned his home into an indoor jungle—complete with waterfalls, tropical birds, and a live baboon—to sell investors on the now famous Rainforest Cafe; restaurant chain. Or the Girl Scout who skipped the usual door-to-door cookie sales and set up a table outside a medical marijuana dispensary, selling 117 boxes in just 2 hours. It can seem like these successes are just one-off acts of ingenuity or isolated flashes of brilliance...but are they? In today's world you need more than just an occasional burst of creativity. You need a consistent attitude, a proven strategy, and a tactical plan for execution. That's where Terri Sjodin's Scrappy can help you, by explaining and demonstrating the unique elements behind any successful scrappy effort. Drawing on research, interviews, and her own personal experience, Sjodin identifies the habits that will help you get into the right mind-set. She shares stories of scrappy tactics that have worked and those that have crashed and burned, in order to provide practical takeaways for achieving your vision, whatever it might be. She explains, for instance...

- Why getting scrappy is a choice to play big.
- How to cultivate your best ideas.
- How to manage risks and bounce back from mistakes and failures.
- How to scale a scrappy culture within any organization, big or small.

As Sjodin puts it, "This is not another book about persistence, although scrappy and persistent make a winning combination. Nothing annoys a persistent person more than a scrappy person who pulls off a classy, unexpected, amazing effort to land the deal, the sale, or the opportunity." Whether you're a sales rep, a job seeker, an entrepreneur with big dreams but a small budget, or a corporate executive aiming for the next level of success, the fastest way to get what you want is to get scrappy. From the Hardcover edition.

There's no one better to write a book about being scrappy than Terri Sjodin. She is proof positive that your approach can make all the difference. If you are ready to play big, follow Terri's game plan. One of the best new sales books I've read in years.

—HARVEY MACKAY, author, *Swim with the Sharks Without Being Eaten Alive*

I love this book! It will make you think, give you great ideas, and get your adrenaline pumping. There is fierce competition in the world and having a "scrappy" mind-set will help you stand the test of time.

—AMBER KELLEY LAUSCH, CEO and executive director, Surf Prescriptions

Scrappy is tremendously entertaining with great content and practical, real-world lessons from successful and clever entrepreneurs. It's so much more than just a typical business book. A definite must-read.

—TONI KO, CEO and chief creative director, Perverse Sunglasses; founder and chairwoman, NYX

Cosmetics

Clever and empowering! This little book really packs a punch.

—JOAN CLEVELAND, president and CEO, SWBC Life Insurance Company

While scrappiness isn't taught in business school, embracing the mind-set can be the difference between success and failure. Reading Terri's book is like taking a performance enhancing drug for your business career...with no bad side effects.

—ALEXANDER S. BHATHAL, co-president, RAJ Swim Spot; co-owner, Sacramento Kings

This book is a must-read for any sales organization. After reading it, I can't stop thinking about how important it is to be scrappy in today's business environment. I can't wait to give it to everyone on my team. (And I've grabbed copies for my kids as well!)

—KATHY BINTZ, CEO and principal partner, Creative Retail Packaging

Scrappy people are curious, creative, and resilient. And organizations with a scrappy culture leave their competition in the dust. Read this charming book and learn how being scrappy can help you—and your organization—win!

—KEN BLANCHARD, co-author of *The New One Minute Manager*; and *Collaboration Begins with You*

About the Author Terri L. Sjodin is the author of *Small Message, Big Impact* and the principal and founder of Sjodin Communications, a public speaking, sales training, and consulting firm. For more than twenty years she has served as a speaker and consultant for Fortune 500 companies, industry associations,

academic conferences, CEOs, and members of Congress. She lives in Newport Beach, California. From the Hardcover edition.