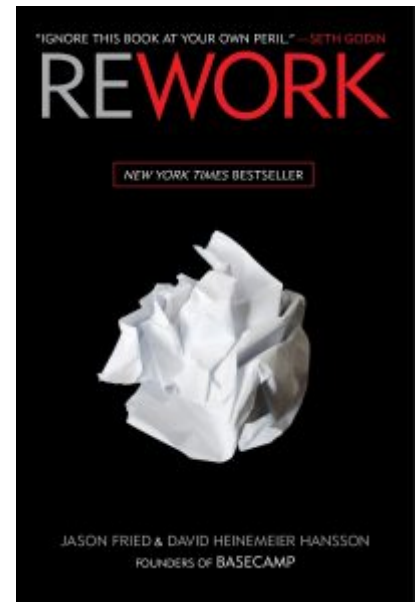


# ReWork by Jason Fried & David Heinemeier Hansson – Book Summary

Ready to learn the most important takeaways from ReWork in less than two minutes? Keep reading!



## Why This Book Matters:

A refreshing alternative to traditional top-heavy business approaches, *ReWork* shows how a less-is-more outlook will enable you to launch a successful company in less time with less money.

## Key Takeaways:

1. **Build a business on something you care about and can be proud of**
  1. Identify a need you have and then formulate the solution based on your firsthand experience with that need.
  2. *Example: The author created Basecamp, a highly successful project management product, on a shoestring budget because he and his team were*

*lacking a good solution.*

**2. Launch your company as soon as you've got the core of the business worked out and wing the rest of the details**

1. Launching your business as soon as possible allows you to get rolling towards a profit while working on the remaining details as you go.
2. *Example: Start selling hot dogs as soon as the cart and dogs are ready. All the other details can be worked out as you proceed.*

**3. Filter out what you "need to have" for your business from what you'd "like to have"**

1. You don't actually need so much of what you think you might need such as a business plan, investors, or your own dedicated office space.
2. *Example: Basecamp began on a shoestring budget using shared office space.*

**4. To stand out in the market, pick a fight with a competitor**

1. Become the anti-example to your competitor to give you instant positioning and get people talking.
2. *Example: Dunkin' Donuts markets itself as the Anti-Starbucks: simple instead of complicated and down to earth instead of stuck-up.*

**5. Do one thing amazingly well and make it unique**

1. Companies that focus on one product or service with perfection find more success than companies that are going in too many different directions.
2. *Example: Vinnie's Sub Shop in Chicago is so devoted to freshness that they stop selling sandwiches in the afternoon when the bread is no longer as fresh as they want it.*

**6. Bigger isn't always better, but don't forget you are aiming for profitability**

1. A smaller business footprint means more obscurity, and thus flexibility for experimentation and real interaction with your customer base.
2. *Example: Broadway shows usually are tested in*

*other cities where they are off the media radar before going to New York.*

**7. Don't copy big business marketing; go small and direct**

1. Smaller means being more personal, direct, and honest with your customer base, which strengthens the relationship between your product and your customers.
2. *Example: Instead of striving to be featured in a big newspaper, find a small publication that addresses a particular niche.*

**8. Create a culture of open communication and trust**

1. The most successful teams are trusted to make their own decisions, voice their opinions, work to produce and not to fulfill certain hours, and do not over plan.
2. *Example: Let employees manage themselves and focus on what matters, and encourage their thoughts about improving the company.*

## **Want To Keep Reading?**

1. **Read A Longer Form Summary on Blinkist**
2. **Buy The Book on Amazon**
3. **Listen To The Audiobook**