



Killing It: An Entrepreneur's Guide to Keeping Your Head Without Losing Your Heart

Sheryl O'Loughlin

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The former CEO of Clif Bar, Co-founder of Plum, and serial entrepreneur offers insights about launching and growing a business while maintaining a fulfilled life in this practical guide filled with hard-won advice culled from the author's own sometimes dark, raw experiences. With a foreword by Steve Blank.

Aspiring entrepreneurs are told that to launch a business, you must go all in, devoting every resource and moment to making it work. But following this advice comes at an enormous personal cost: divorce, addiction, even suicide. It means sacrificing the intangibles that make life worth living.

Sheryl O'Loughlin knows there is a better way. In *Killing It*, she shares the wisdom she's gained from her successful experiences launching a company from the ground up (Plum), running two fast-growing companies (Clif Bar and REBBL), and mentoring aspiring entrepreneurs (Stanford University). She tells it like it is: If you don't invest in your wellbeing, your business will not succeed, nor will you.

Sheryl knows firsthand the difficulty of balancing the needs of her growing family with her physical and mental health, while managing other work and life challenges. In this warm, honest, and wise handbook, she gives you the essentials for killing it in business—without killing the rest of your life.

Filled with real-life examples and anecdotes, *Killing It* addresses common questions including:

- How do you prepare your significant other for your business venture?
- How do you time launching and growing your business with the ebb and flow of family life?
- How do you find joy in the day-to-day?
- How do you maintain meaningful, supportive friendships?
- How do you walk away and start again?

The ultimate life and business course, *Killing It* gives entrepreneurs the tools they need to start their enterprise and thrive—both in the office and at home.

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