



# How to Read This Book

Over the course of putting this book together, I was torn between telling the story chronologically—my life story, from the beginning—or structuring the book like a cookbook. Ultimately, we all agreed that the normal cookbook divisions: appetizers, entrees, and desserts had to take precedence. The words Beginning, Middle, and End at the bottom of the pages refer to the process of preparing meals and also relate to the structure of a story. All fables, parables, and stories are a quest for self-enlightenment. There's the challenge, the journey, and the lesson learned. Business poses the same obstacles.

The rune-like symbols at the top of the pages are simply designs I like. Someone once said my circle business logo for Win*Spin* CIC, Inc. looks like an Irish rune. The spiral symbol reminds me of our evolving journey in life with its turnings and changes. I thought graphic wayfinders would make interesting markers to help visual thinkers locate themselves in the book. Oh, and they're pretty on the page.

One other thing: I give brand names for ingredients as often as I can. I'm not getting any advertising dollars from these companies. I do it for two reasons. First, for its eventual historic value, and second, because there are very strong differences between brands. I also emphasize using real ingredients and products with high fat content. Changing these ingredients will radically effect the outcome. Baking is both a science and an art. Certain chemicals cause specific reactions. Learn the rules before leaving out things like salt.

Throughout this book, many things will be repeated, because so often people don't know the basics and they might start in the middle of a book without reading the introduction or this section. I'm sorry if it feels repetitious to those of you who actually do read all of the directions, know the basics, and start at the beginning. Many of the recipes in this book are what I call "master recipes." That means they can be easily changed to make different dishes or variations of the original. Ignore anything that annoys you, like when I say, "Use any color eggs." As this book went through edits, I discovered that lots of people ask questions like, "What mixer should I use," or "Do I need to wash my hands?" or "How much butter to grease a pan?" Those questions, for the most part, I tried to answer, but the reality is that books like *The Joy of Cooking* by Irma S. Rombauer and Marion Rombauer Becker should be in everyone's kitchen or, as books become museum pieces, any new way to locate information would be a good source. Build a business from scratch means do something with nothing. Producing a cake "from scratch" means you begin with flour, eggs, butter—in other words, not already prepared to any extent.

Hopefully you'll find what you need in the Table of Contents and the Index. I use cooking examples to emphasize a business or marketing example: the business chapter is beside the cooking story that best helps cement the concept. It's a book to help people enjoy life and encourage them to start a business. Read the parts that you need as problems or questions come around. Just remember, life is a balance.