



## Billion Dollar Bullseye

Scale as big as you want, as fast as you want, and exit (if you want) on your terms.

by Jonathan Cronstedt



Non-Fiction - Business/Finance

200 Pages

Reviewed on 08/25/2024

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## Book Review

### Reviewed by K.C. Finn for Readers' Favorite

Billion Dollar Bullseye by Jonathan Cronstedt is a non-fiction business guide that reveals strategies for scaling a company to extraordinary heights and preparing it for a successful exit. Drawing from his experience as president of Kajabi, where he achieved a two-billion-dollar valuation, Cronstedt shares the 'Billion Dollar Bullseye' formula. This formula comprises seven principles: Purpose, Profit, Product, Prestige, Promotion, Persuasion, and People. These are ideas that can empower entrepreneurs to grow rapidly and strategically. The book also offers actionable tactics, insights on avoiding common pitfalls, and a curated reading list for continued growth.

Author Jonathan Cronstedt's ability to distill complex business strategies into clear, actionable steps makes this guide invaluable for entrepreneurs at any stage, and I found many of the principles transferable to all sorts of self-guided work strategies even if you're not running a full business yourself. There's a lot of real-world experience and success in the narrative which is layered in naturally to lend authenticity and credibility to the advice, making it both practical and inspiring as you can see how it worked in live situations for the author to develop his own success. I also appreciated the layout and organization of the book, as the structured approach of the key formula is a powerful tool that is simple to explain but suitably complex as you start breaking it down and applying it to different scenarios. Overall, I would recommend Billion Dollar Bullseye as a comprehensive roadmap for achieving entrepreneurial success on your own terms, and one that people seeking motivation to achieve will appreciate.