

# #GIRLBOSS

BY SOPHIA AMORUSO, CEO AND FOUNDER OF NASTY GAL

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At 22, Sophia Amoruso turned her ebay store into one of the leading online vintage clothing retailers today. In the first year, her company, called Nasty Gal, grew by 700 percent. After one year, Amoruso was profiled in Forbes, listed on CNNMoney's 40 Under 40 and got a cover on Entrepreneur. Eight years ago she bought an "Ebay for Dummies" book, now people are buying her own how-to book on what it takes to be in fashion.

1 "I didn't know anybody to turn to for business advice, and because of this, people ask me all the time how I figured it out. Well, I figured it out by doing what I think is one of the best strategies for learning anything anywhere: I Googled it" (p. 185).

2 "When you begin with the finish line in mind, you miss all the fun stuff along the way. The better approach is to tweak and grow, tweak and grow. I call it the incremental potential" (p. 181).

3 "You have to understand that even a creative job isn't just about being creative, but about doing the work that needs to get done. The GIRLBOSS who is willing to do a job that is below her-and above-is the one who stands out" (p. 164).

4 "A GIRLBOSS is someone who's in charge of her own life. She gets what she wants because she works for it...You take your life seriously, but you don't take yourself too seriously" (p. 11).

5 "If you're frustrated because you're not getting what you want, stop for a second: Have you actually flat-out asked for it? If you haven't, stop complaining. You can't expect the world to read your mind...Sometimes putting it out there is as simple as just saying, 'Hey, can I have that?'" (p. 112).

6 "Chaos magic is the idea that a particular set of beliefs serves as an active force in the world. In other words, we choose what and how we believe, and our beliefs are tools that we then use to make things happen...or not" (p. 123).

7 "Although playing hard to get might be cute in the dating world, it won't fly with potential employers. They don't have time to court you, so you had better romance the hell out of them" (p. 152).

8 "Knowing when to speak up and when to shut up will get you very far not only in business, but in life" (p. 160).

9 "But getting fired, especially from a job you're not actually that into, isn't the end of the world. For me, getting fired from the shoe store was an opportunity to find a job with health insurance. And although I got the job at the art school primarily to fix my hernia, I ended up with a lot more than I bargained for; the inspiration to start something that led me to where I am today" (p. 172).

10 "Great entrepreneurs are like Indiana Jones: They take leaps before seeing the bridge because they know that if they don't, someone else will get that holy grail. That holy grail is yours for the taking" (p. 239).