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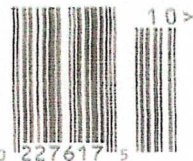
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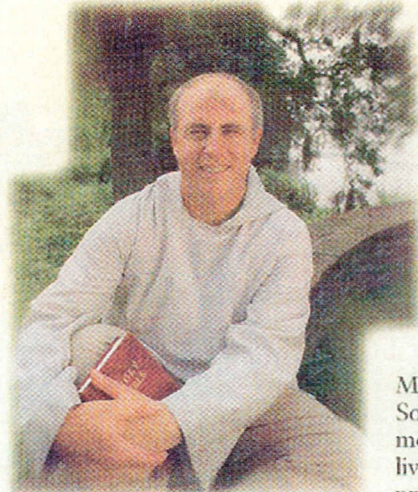
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IN SPIRIT

What's good for the soul is good for the entrepreneur.

August Turak was 21 years old when the spirituality bug bit him, leading him to quit college to study with a Zen master. Although he went on to finish college and has since founded four software publishing companies, spirituality is still foremost in his mind. "I consider myself a spiritual person who happens to own a business—not a business-person who does spiritual



MONK SEE, MONK DO: August Turak gets up at 3 a.m. to greet days of quiet contemplation. No, it's not deadlines; it's a monk's life.

things," says Turak, founder of Houston-based Elsinore Technologies Inc. and Raleigh, North Carolina-based Flynt Technologies, TeamVizor Inc. and Raleigh Group International.

Turak, 47, spends every Christmas, Easter and

summer vacation at the Mepkin Abbey in South Carolina as a monastic guest—living, working and praying with 25 Cistercian monks. Although he jokes his employees fear he won't return from

one of his trips, Turak says his business wouldn't be as successful if he didn't go.

He finds his inspiration in the monks (average age: 65), who run several successful businesses and maintain a 7,000-acre farm.

"What I take away [from my visits] is marvel and awe of what these quiet men accomplish by having an attitude of 'Ask not what the community can do for me, but what I can do for the community,'" Turak says. "They don't teach this kind of behavior, attitude and values in business school. I'm

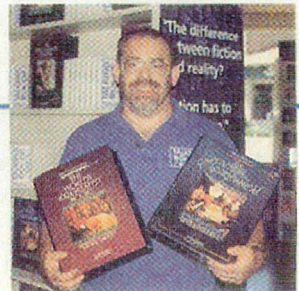
the ultimate product for a population that prides itself on being able to do two things at once.

NOW: After reading our listings and sending away for *Entrepreneur's Business Start-Up Guide How To Start Your Own Audio-Book Store* (no longer published), Riverside, California, resident Ric Berg, 47, jumped on the bandwagon and opened The Audio Store in February 1994. In 1997, he partnered with Southfield, Michigan-based Talking Book World, and today, he's vice president of operations and co-owner along with co-founders Richard Simtob and Tyrone Pereira. With a total of 40 stores in the United States and Canada, Talking Book World has reaped systemwide sales of about \$7 million, contributing vastly to the now more than \$2 billion industry. —Victoria Neal

BOOK 'EM

If you've ever wanted to pick the brains of the world's top entrepreneurs, you're in luck: Amacom's new series does just that. In *Business the Bill Gates Way*, *Business the Jack Welch Way*, *Business the Rupert Murdoch Way* and *Business the Richard Branson Way*, authors Des Dearlove (who wrote *Branson and Gates*) and Stuart Crainer (who wrote *Murdoch and Welch*) share each entrepreneur's story along with tips on how to follow in their enterprising footsteps. Although the books are primarily made up of second-source anecdotes with few direct quotes from the actual entrepreneurs, they are well-researched and presented in a quick, read-between-meetings style. —L.T.

doing what some guys do by going to Harvard Business School for a few weeks every year to hone up on econometrics. I think most of them would be far better off going to a monastery and learning the kind of values that allow them to find, meet and hold on to the right people." —L.T.



POSTSCRIPT

NOTHING TEMP ABOUT IT

THEN: John Chuang, 33, founder of Mactemps, was featured in our November 1998 "Young Millionaires" article. With an initial loan of \$5,000 that "took months of hard negotiating" and a small Harvard Square storefront, his temporary employment agency of Mac-trained personnel spawned offices in 35 cities and seven countries, and he projected 1998 sales at \$130 million.

NOW: Sure enough, Chuang hit that \$130 million mark. Mactemps has since acquired the corporate moniker Aquent and relaunched into a full-service agency for independent professionals, including freelancers, contract workers and temporary employees. Chuang remains CEO, overseeing 41 offices in 10 countries, a Web site, an e-zine (*Aquentmagazine.com*) and a niche search engine. Aquent provides experts in Web design, print design and technology, placing over 35,000 professionals in permanent and contract positions.

YOU HEARD IT HERE

THEN: In 1991 and 1992, we listed audiobook stores as a hot business to be in, with industry sales at an estimated \$1 billion and more than 30,000 titles available. A product that "transformed downtime into uptime," we dubbed it the "new entertainment medium,"

YOU HEARD IT HERE

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TOE-TAPPIN', HUM-INDUCIN', FINGER-SNAPPIN' ...

On-hold music—the opiate of customers everywhere. Curious what music businesses request most? We conducted an informal survey of several on-hold music providers:

1. Light jazz
2. Contemporary pop
3. Classical