

THE TUG Finding Purpose and Joy through Entrepreneurship

Barbara J. Zabawa, JD, MPH

ENDORSEMENTS

The Tug is a great one-stop manual for people considering any level of entrepreneurial venture. Barbara generously and authentically shares detailed insights from her own journey and considerations that are critical to the entrepreneurial process. Whether you're pursuing a full-time opportunity or side-gig, these principles apply and will help you every step of the way.

- Rosie Ward, Ph.D., CEO/Co-Founder of Salveo Partners and co-author of *Rehumanizing the Workplace and How to Build a Thriving Culture at Work*

Got an entrepreneurial idea that "tugs" at you but you're not sure where to begin? Whether you are looking to start a business that sells products or services, or even a podcast, Barbara Zabawa's "The Tug" will get you on your way, with confidence. A much-needed book in the self-help genre that gives budding entrepreneurs a practical roadmap to bring their idea to life.

- Laura Putnum, CEO of Motion Infusion and author of *Workplace Wellness that Works*

The Tug offers solid, detailed insights into the earliest stages of the entrepreneurship process. Whether you are looking to start a business that sells products or services, or even a podcast, this book will help you get started and feel more confident along the way.

- Michael Barbouche, Founder and CEO of Forward Health Group

So many in our society are searching for meaning in their life. This book serves as an essential guide to find that meaning through entrepreneurship and giving the reader a sense of community as they take their first steps on their entrepreneurial journey so they don't do it alone.

- Angus Nelson, Speaker, Consultant, Coach & host of the Up in Your Business Podcast.

In *The Tug: How to Find Purpose and Joy through Entrepreneurship*, Barbara Zabawa offers answers to questions most entrepreneurs will likely have - but more importantly she provides practical how-to advice, heartfelt encouragement, inspiration and priceless insights from her experience with her own start-ups to address "you don't know what you don't know" topics.

- Michelle Spehr, MA, M.Ed., MCHES®, CWWPC, CWF



As an entrepreneur who helps develop budding entrepreneurs, this book addresses the initial steps to bringing an idea to life in a practical, easy-to-read format. I recommend this book to all those who are considering starting their own venture. I know Barbara and how creative, smart and resourceful she is. Truly resilient - as is required of successful entrepreneurs.

- Robert J. Devita, Founder of Common Ground Health Care and Adjunct Professor of UW Milwaukee

So many of us are searching for meaning and fulfillment in our lives. This book serves as an essential guide to find that meaning through entrepreneurship. I particularly loved the "Valuable First Steps, 2021 Checklists and Bountiful Resources." I wish I had *The Tug* in my hands when I started my business. I will have it on hand now as a valuable modern resource.

- Jennifer Abernethy- 2x National Author and Entrepreneur, Founder SociallyDelivered.com and Mod.Lifedy