



Scrappy: A Little Book About Choosing to Play Big

Terri L. Sjodin

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For those times when hard work and persistence just aren't enough, Terri L. Sjodin offers a smart and savvy guide that will inspire you to get *Scrappy* and beat the odds.

Getting scrappy means working around an obstacle or challenge faster, smarter, and despite opposition. It means cultivating a fighting spirit, implementing a clever strategy, and following through with daring execution. Scrappiness is not just about doing something difficult in an ordinary way—it's about punching above your weight and achieving extraordinary results.

In *Scrappy*, Terri L. Sjodin tells the stories of ordinary people who reached their goals while saving time, money, or sanity, and shows readers how they, too, can get scrappy. For instance, you'll meet the Girl Scout who sold 117 boxes of cookies in two hours outside a medical marijuana dispensary, and an entrepreneur who turned his home into an indoor jungle to sell investors on his Rainforest Café Restaurant chain. Sjodin celebrates the astonishing success of scrappy people while showing that their success is not based on luck but is replicable.

Drawing on research, interviews, and her own personal experience, Sjodin reveals the common elements underpinning all successful scrappy efforts. She explains how to cultivate a scrappy attitude and strategy and walks you through execution of that plan. And she identifies best practices and shares stories of scrappy tactics that worked (as well as those that crashed and burned), providing both down-to-earth and over-the-top ideas to consider.

The beauty of the scrappy effort is that it can be employed by anyone, at will, in all manner of situations and circumstances. Whether you are a sales rep looking to close that big deal, a job-seeker trying to land your dream job, or a CEO who wants to take the company to the next level of success, the fastest way to get what you want is to get *scrappy*.

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