

SOLOPRENEUR READING LIST

LETTER FROM YOUR TEACHER

When you bet on yourself, you become the main character in your story and the master of your destiny. You become invincible in the market and fearless in the world.

What if you choose to make a living on our own terms?

How would you feel being independently profitable, self-directed, and in control?

No matter where you are on the employee-to-entrepreneur spectrum, you have the freedom and power to make it happen. Own your life and live your “hell yes” lifestyle.

The books in this list helped me get to this point. I would never be where I am today without the wisdom of others. No matter how street smart you are, reading helps.

Luke Kim

Teacher & Course Creator

UC Berkeley Sutardja Center for Entrepreneurship & Technology (SCET)

ZERO TO HERO SOLOPRENEUR LAUNCHPAD [ONLINE COURSE]

If you want to take my cohort-based course, [sign up here](#) and use the code “STARTUPSTUDIO” in the ‘ID CODE’ box at registration to receive 10% off. You will get a UC Berkeley College of Engineering Certificate, access to campus resources, a LinkedIn badge, and an alumni network

SCET pioneered the Berkeley Method of Entrepreneurship (BMoE), a hands-on approach combining experiential education and real-world outcomes. Previously, this award-winning instruction was only available to Berkeley students and executives.

Now, you can discover the secrets of BMoE from anywhere in the world.

UC Berkeley Startup Studio

BUSINESS & SELF-DEVELOPMENT

[Employee to Entrepreneur: Earn Your Freedom and Do Work that Matters by Steve Glaveski](#)

[Give & Take by Adam Grant](#)

[Where Good Ideas Come From: The Natural History of Innovation: Steven Johnson](#)

[Range: Why Generalists Triumph in a Specialized World: David Epstein](#)

[The Monk and the Riddle: The Art of Creating a Life While Making a Living: Randy Komisar](#)

[Getting to Plan B: Breaking Through to a Better Business Model: John Mullins, Randy Komisar](#)

[Venture Deals: Be Smarter Than Your Lawyer & VC: Brad Feld, Jason Mendelsohn](#)

[Thinking in Bets: Making Smarter Decisions When You Don't Have All the Facts: Annie Duke](#)

[Regulatory Hacking: A Playbook for Startups: Evan Burfield](#)

[Chaos Monkeys: Obscene Fortune & Random Failure in Silicon Valley: Antonio Garcia Martinez](#)

[Never Split the Difference: Negotiating As If Your Life Depended On It: Chris Voss](#)

PHILOSOPHY & SPIRITUALITY

[The Pathless Path: Imagining a New Story For Work and Life: Paul Millerd](#)

[Outliers: The Story of Success: Malcom Gladwell](#)

[The Go-Giver: Bob Burg, John David Mann](#)

[Principles for Dealing with a Changing World Order: Why Nations Succeed and Fail: Ray Dalio](#)

[The Third Door: The Mindset of Success: Alex Banayan](#)

[Bullshit Jobs: A Theory: David Graeber](#)

[The Book of Five Rings: Miyamoto Musashi](#)

[The 15 Commitments of Conscious Leadership: Bill Burnett](#)

[Debt: The First 5,000 Years: David Graeber](#)

[How Will You Measure Your Life?: James Allworth, Clayton M. Christensen](#)

[Exhalation, Ted Chiang](#)

5 WEEK SOLOPRENEUR LAUNCH SYSTEM

Ready to put theory into practice? Let's begin.

Zero to Hero Solopreneur LaunchPad is a course that guarantees progress from 0 to 1. Transform into a profitable solopreneur with a cohort of compatriots.

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COURSE SYLLABUS

Week 1 - Ideation

How to Optimize for Passion & Profit: Founder-Market-Fit

Week 2 - Business Creation

How to Productize Yourself & Systematize Delivery

Week 3 - Funnels, Lead Magnets, Calls-to-Action

How to Attract Your 1,000 True Fans & First Customer

Week 4 - Automating & Scaling Business Development

Go-to-Market: How to Generate 1,000s of Leads & Automate Outreach

Week 5 - Elevating Rates, Increasing Margins, Building Revenue Lines

How to Systematize Your Quest for Profit By Testing Ideas & Revenue Lines

JOIN COHORT 1

Action is the only thing that separates you from your dream.

A healthy solopreneur business should make \$3,000~30,000 per month per project.

Ready to roll? Sign up here.

This is a cohort-based online course. Live lessons will be recorded for your convenience. This experience is for professionals who need flexibility and minimal time commitment.

WHAT PEOPLE SAY

“Luke's energy is infectious and the program was full of actionable recommendations and high quality resources - more than most could get through during the cohort, but available for the future to keep moving with. I highly recommend it!”

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Ali Winkle | CEO at Just Drive Media (Award-Winning Public Relations Firm)

“This course is EXACTLY what I needed. I had so many ideas and wasn’t sure how to efficiently or successfully move to execution. Now I’ve got a step by step plan to validate my ideas as well as launch them. If you’re looking for how to take your solopreneur ideas and legit create a lifestyle: Luke’s your guy and this is your course. His energy is unmatched and the amount of stellar content in this course is unreal. SIGN UP NOW!”

Caitlin, Programs Manager at National Security Innovation Network

“Luke is the real deal - he teaches from authentic firsthand experience, focusing on practice over theory. In 30 minutes with Luke, you'll learn more than you would in a semester of business school.”

Arezu Aghasey, Plug & Play Tech Center | 25x Hackathon Winner | Ex-Deloitte

“Luke has energy, enthusiasm, and passion for helping others! I came away with a ton of actionable items to help me think about, and actually START a business. Luke is a wonderful person to know and I'm so glad I took this course. Highly recommended! He is so positive and supportive of everyone's ideas.”

Bill James, CFA, CMT, FRM, Ex-Investment Director at University of Notre Dame

“Luke has been a mentor and thought partner to many aspiring hustlers and digital nomads, including myself. His superpower is to help you discover your superpowers, so you can live your best life.”

Justin Wong, Software Engineer at Google

“This course really helped me put structure and a system around all the ideas I've been having related to DIY businesses. The experience Luke has to share is incredible and this course does a great job at packaging years of experience into digestible and actionable insights that I can use to create a business out of something I thought would remain a hobby. Would 10/10 recommend this for anyone that has struggled to take something they're interested in and make a business out of it.”

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Kirit Thadaka, AI/ML Architect at Amazon

“Luke isn't just a great person, he has a brilliant business mind and remarkable track record of success across various industries. Highly recommend working with Luke. Regardless of career path, you'll gain priceless systems and mindset lessons, along with strategic insights and innovative approaches, unique to him that will grow you both personally and professionally. I'm not easily impressed, but his unique ability to identify opportunities and understand how to execute on them (for both himself and others) is unmatched. I've now seen his guidance take people from the start of an idea to monetizable product within a week and it's truly impressive. Working with Luke has simultaneously taught me new tactics and broadened my perspective on business. I'm continuously applying what I've learned and continue to learn from him.”

Dylan Grease, Founder and Chief Revenue Officer at Conjured Tech

“This course is a no-brainer for those who like to have their minds blown. The value is immense, the time commitment minimal, and Luke Kim is like a wish-granting genie. I've taken a lot of courses and sprints and this stands out as one of the best.”

David Lovejoy, Founder at Horizon Search

“I absolutely enjoyed this course. It helped me not only organize my business ideas but write out an entire business plan to bring it to market. Luke is very personable, and a pleasure to learn from.”

Esmi Thomas, Nonprofit President | Disability Advocate | TikTok Influencer