

# Media Kit

***STARTUP TO SOLD – HOW I BUILT MY SIDE HUSTLE INTO A MULTI-MILLION DOLLAR BUSINESS***

AUTHOR: CHUCK TEMPLE

AVAILABLE FOR: SPEAKING, PODCASTS, PANELS, AND VIDEOS

## AUTHOR BIO



CHUCK TEMPLE is a successful entrepreneur and founder of three million-dollar, industry-leading companies. He launched his first startup, [DVD Your Memories](#), with no outside funding or formal business education and grew it to become one of the largest and most successful personal media transfer companies in the US.

Chuck received his MBA from UC Davis focusing on entrepreneurship. While studying, Chuck and a fellow classmate won the [Big Bang business competition](#) with a new form of non-invasive female birth control - aptly named the PlayPatch.

Chuck and his business partner Justin would eventually go on to found another company together -

the [Electric Scooter Guide](#). This personal mobility review site quickly became the largest media company in the world covering the personal electric scooter market.

Currently, Chuck teaches marketing at UC Berkeley Extension and as a business generalist, consults with other businesses to go from startup to sold. In his spare time, Chuck plays pickleball, hangs out with his toddler at the park, recently got into no-code programming, and launched his first web-app.

## Press Release

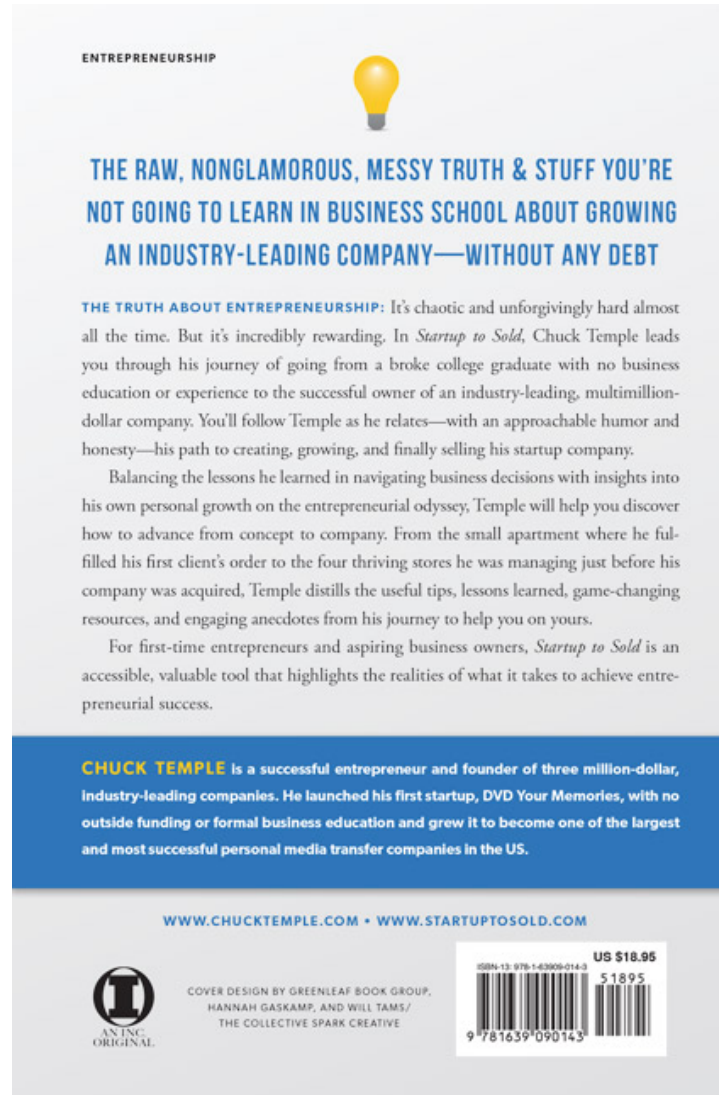
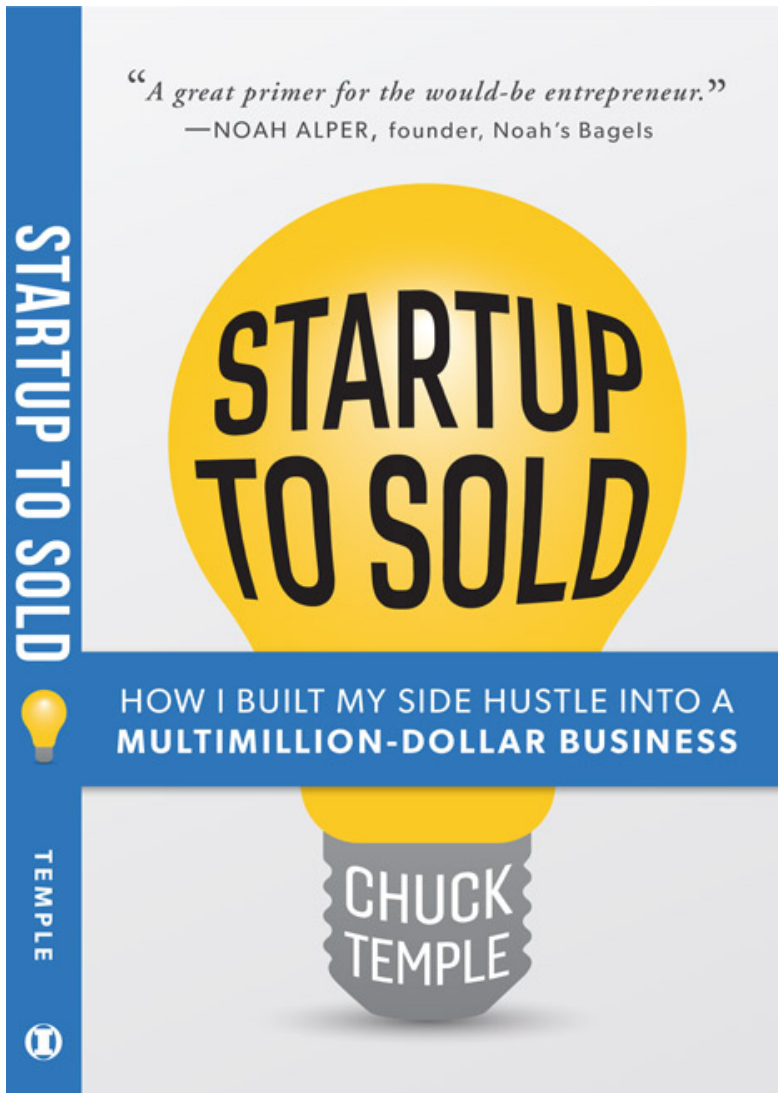
### **The Raw, Nonglamorous, Messy Truth & Stuff You're Not Going to Learn in Business School about Growing an Industry-Leading Company—Without Any Debt**

THE TRUTH ABOUT ENTREPRENEURSHIP: It's chaotic and unforgivingly hard almost all the time. But it's incredibly rewarding. In *Startup to Sold*, Chuck Temple leads you through his journey of going from a broke college graduate with no business education or experience to the successful owner of an industry-leading, multimillion-dollar company. You'll follow Temple as he relates—with approachable humor and honesty—his path to creating, growing, and finally selling his startup company.

Balancing the lessons he learned in navigating business decisions with insights into his own personal growth on the entrepreneurial odyssey, Temple will help you discover how to advance from concept to company. From the small apartment where he fulfilled his first client's order to the four thriving stores he was managing just before his company was acquired, Temple distills the useful tips, lessons learned, game-changing resources, and engaging anecdotes from his journey to help you on yours.

For first-time entrepreneurs and aspiring business owners, *Startup to Sold* is an accessible, valuable tool that highlights the realities of what it takes to achieve entrepreneurial success.

## Front and Back Cover



## Book Excerpts

Small Sample, view full list at [startuptosold.com/media](http://startuptosold.com/media)

### Mindset

#### *Smack-you-in-the-face Therapy*

What is going well and what is going wrong can always be traced back to those at the top. Good things about an owner become the strengths of the business; conversely, if an owner is weak in one area, the business will be weak in the same area. If owners pay attention and are willing to see the good and the bad about what they have created, they will have the opportunity to go through what I like to call “smack-you-in-the-face therapy.”

#### *Cognitive Dissonance*

I believed with 100 percent conviction that I was going to accomplish the task I set out to do, and since the brain doesn't understand time so well, it was confused about the reality that I hadn't achieved that task yet. It was cognitive dissonance at its finest. When my brain thought it should be at the goal, but in reality I wasn't there yet, my brain was constantly trying to bridge the gap.

#### *Risk Vs Reward*

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### Growth

#### *Noah's Bagels Says, "You're Not Ready."*

I didn't argue with him. In fact, I told him that he was right. Opening a store in Denver was not the right thing to do. Even so, I found myself saying, “Noah, I have to take this challenge. I have to keep pushing my limits.”

And with aplomb, Noah seemed to understand.

## Discussion Topics and Questions

### MARKETING

What is the most common, foundational element, that companies forget to create an implement?

How do you go about building a website?

How did you go about becoming the highest reviewed personal media company on Yelp?

How did you use Google Ads to choose the name of your company?

### GROWTH

How does business growth relate to real time strategy gaming?

What is “smack-you-in-the-face therapy?”

How do you know when it is time to stop planning and start executing on that plan, especially if you know it is not perfect yet?

Why did Noah (of Noah’s Bagels) tell you to not expand to Denver? Was he right?

How do you think about risk when growing a business?

I have kids and want to instill a good work ethic in them. What types of jobs are the best first jobs for my kids?

### HIRING / MANAGEMENT

Why is it important to recognize the genius or super-powers in others? How can we put our own ego aside to do this?

Why did you let new hires know that they could steal from the company?

What are some red flags you look for when hiring?

What are the three most important things to understand when onboarding a new employee?

Some people would say, if you’re not good at something then hire for it – why do you reject this advice?

What do you mean when you say an employee starts out as “for me” and eventually becomes “for us?”

### CULTURE

How did you maintain company culture while your company was growing?

How do you know if your company has culture?

Why is culture so important

### THE UPSIDE

What do you mean when you say, “the company gave me everything?”

Not including financial, what were the benefits of owning a business?

## Media Appearances

For full, up-to-date list, go to [startuptosold.com/media](http://startuptosold.com/media)

## Contact & Booking Information

Chuck is available and would love to be a guest on podcasts, videos, and panels, or to be a guest speaker at your event to speak on a variety of topics. He is recognized as a good speaker because he is engaging, funny, and brings a wealth of real-world experience - and he is not afraid to tell the raw truth about small businesses and startups.

Chuck Temple

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