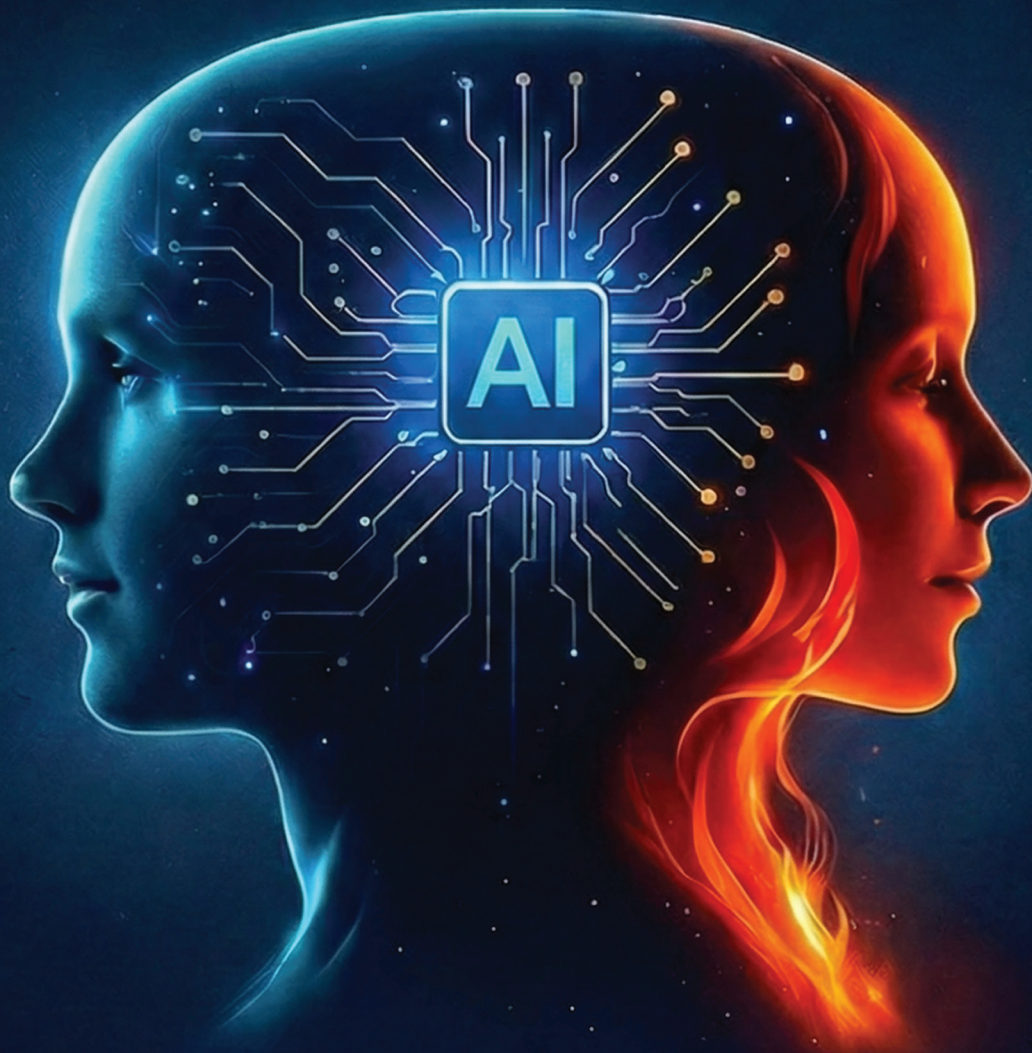


ENTREPRENEUR SURVIVAL GUIDE

WILL YOU SURVIVE IN AN AI WORLD?



THE GUIDE MOST FOUNDERS WISH
THEY HAD BEFORE AI HIT

THE LONELY ENTREPRENEUR
MICHAEL DERMER

SURVIVAL SYSTEM OVERVIEW

This document provides an **overview of the Entrepreneur Survival Guide**, outlining the six weapons and five tactics inside each that determine whether founders adapt or fall behind.

It shows **how survival is structured** before you move into tactics, tools, or execution.

WHAT THIS IS — AND ISN'T

THIS IS:

- An overview of the Entrepreneur Survival Guide — not the full Guide.
- The logic behind the 6 Weapons and 30 Tactics.
- A way to see the whole system before going deep on any part.

HOW TO USE IT:

Read it straight through — the weapons are ordered for a reason.

Focus on understanding the system — the goal is clarity, not agreement.

Pay attention to resistance — that's usually where exposure lives.

Return to it under pressure — this overview is most valuable when decisions stack up.

Once you understand the structure, execution becomes faster — and mistakes become fewer.

This overview makes clear what survival actually requires.

THE SIX WEAPONS TO SURVIVE AND THRIVE IN THE AGE OF A.I.

INTRO — THE BATTLEFIELD HAS CHANGED

A.I. floods the world with noise, multiplies competition, collapses trust, and compresses time. Entrepreneurs will fail — not from lack of intelligence or work ethic, but from fighting with old weapons on a new battlefield.

Survival now requires six human weapons — disciplines that machines can't replicate.

This isn't motivation. It's a manual for survival in the Age of A.I.

“



IF YOU DON'T
WIELD A.I.
AS A WEAPON,
IT WILL BE USED
AGAINST
YOU.



”



THE ARSENAL

WEAPON 1 — FINDING YOUR PLAYGROUND

If you are trying to differentiate between A and B, you have already lost.

WEAPON 2 — BRAND CHEMISTRY

In a world of machines, chemistry is the only human advantage.

WEAPON 3 — OBSESSION

Obsession isn't optional — but it has to be operationalized.

WEAPON 4 — RESILIENCE

You will get punched in the face. The resilient stop noticing.

WEAPON 5 — STRETCH YOUR LIMITS

If you don't stretch, your ceiling becomes your coffin.

WEAPON 6 — A.I.

You must apply A.I. to your most critical business goals — or it will be applied against you.

Choose: extinction or evolution.

Arm up. Move now.

WEAPON 1 — FINDING YOUR PLAYGROUND

If you are trying to differentiate between A and B, you have already lost.

CORE IDEA: If you can Google it, you're already late.

OUTCOME: Create a field where only you can play.

TACTICS

1. DON'T PENETRATE MARKETS — DEFINE THEM

If you can Google it, it's not a Playground. You don't win by competing. You win by defining.

2. INSIGHT + RISK

See What They Don't — And Show The Risk of Not Knowing

3. PUT THINGS THAT DON'T GO TOGETHER

If You Want to Create a Playground, Combine What Doesn't Belong — Until It Does

4. POSITIONING IS MORE IMPORTANT THAN PRODUCT

Founders spend 80% on product. 20% on Positioning. Flip it and flip your fate.

5. APPLES VS. ORANGES

Put competitors in one bucket — and stand in your own.

SURVIVAL LAW

**IF YOUR MARKET ALREADY HAS
A NAME, YOU'RE ALREADY LATE.
DEFINE IT YOURSELF
— OR DIE TRYING.**

WEAPON 2 — BRAND CHEMISTRY

In a world of machines, chemistry is the only human advantage.

CORE IDEA: In a world of machines, chemistry is the key.

OUTCOME: Build emotional connection at scale.

TACTICS

1. MORE THAN THEY ASK, BEFORE THEY ASK

Give more than they expect — before they expect it.

2. THE 3 CS — CLEAR, CONCISE, COMPELLING

In the noisiest world in history, the right message breaks all the rules.

3. RIDE THE WAVE OF BELIEF

Don't fight belief — ride it.

4. STORIES TELL THE STORY

Facts inform — stories transform.

5. YOU KNOW ME

Understand your audience so deeply they are heard before they speak.

SURVIVAL LAW

**CONNECTION
IS THE LAST
HUMAN ADVANTAGE.**

WEAPON 3 — OBSESSION

Obsession isn't optional — but it has to be operationalized.

CORE IDEA: Obsession isn't optional — it's the cost of greatness.

OUTCOME: Fire with structure — discipline that sustains intensity.

TACTICS

1. WORK-LIFE BALANCE IS BULLSH*T

Balance is the myth. Obsession is the requirement.

2. OBSESSION WITH MESSAGING

One message. One truth. One voice. Repetition with precision builds belief.

3. OBSESSION WITH STANDARDS

Excellence is non-negotiable. Champions act like champions before they are champions.

4. OBSESSION WITH CUSTOMERS

Treat their wins as your oxygen or risk suffocating.

5. OBSESSION WITH COSTS

Every dollar. Every day. Control it or it controls you.

SURVIVAL LAW

**BEING SMART, FUNDED, OR LUCKY
ISN'T ENOUGH. OPERATIONALIZED
OBSESSION IS THE LAST UNFAIR
ADVANTAGE.**

WEAPON 4 — RESILIENCE

You will get punched in the face. The resilient stop noticing.

CORE IDEA: You don't feel resilient — you build it.

OUTCOME: Systems that keep you standing when everything breaks.

TACTICS

1. NOT WORK-LIFE BALANCE: CONSTANT OBSESSION + DAILY RELEASE

There's no balance — only intense burn and release. Empty the tank each day so it doesn't explode.

2. SLEEP: THE ENTREPRENEUR'S WAY

Who has time to sleep? No one unless we do it the entrepreneur's way.

The resilient recover on purpose.

3. ONLY SPEND ENERGY ON WHAT YOU CONTROL

Work the problem, not the emotion. Energy is currency. Spend it wisely.

4. BUILD SYSTEMS THAT CAN TAKE A PUNCH

Emotion breaks under pressure. Systems don't.

5. DON'T EVALUATE YOUR LIFE IN THE MIDDLE OF THE FIGHT

When you're getting hit, perspective disappears. Stay standing — you can reflect after the bell rings.

SURVIVAL LAW

**ATTITUDE
RUNS OUT OF GAS. THE SKILLS
OF RESILIENCE ENDURE.**

WEAPON 5 — STRETCH YOUR LIMITS

If you don't stretch, your ceiling becomes your coffin.

CORE IDEA: You don't outwork machines — you outgrow your limits.

OUTCOME: Expand what's possible — mind, body, skills, team, and time.

TACTICS

1. STRETCH THE MIND

When rules stop working, make new ones.

2. STRETCH THE BODY

Stamina outlasts the chaos of being an entrepreneur.

3. STRETCH YOUR SKILLS

New capabilities are a must. Those who stop learning start losing.

4. STRETCH THE TEAM

When the team rises, the potential of your business sets new ceilings.

5. STRETCH TIME

Bend the 24 hours until they serve you.

SURVIVAL LAW

**YOU DON'T OUTWORK
THE MACHINES — YOU OUTGROW
YOUR LIMITS.**

WEAPON 6 — A.I.

You must apply A.I. to your most critical business goals — or it will be applied against you.

CORE IDEA: Unlock the power of differentiation, Chemistry, Obsession, Resilience and Stretch — with machines.

OUTCOME: One intelligence driving revenue, cost, speed, decisions, and brand.

TACTICS

1. A.I. FOR REVENUE

Sell smarter and faster — data becomes your advantage.

2. A.I. FOR COST SAVINGS

Spend less. Save time. Scale profit.

3. A.I. FOR SPEED TO MARKET

Get there first. Get there faster.

4. A.I. FOR DECISION-MAKING

From data to decision — faster, clearer, smarter.

5. A.I. FOR CONTENT & BRAND

Scale your voice, presence, and consistency across every channel.

SURVIVAL LAW

**THE ADVANTAGE DOESN'T GO TO
THE BIGGEST — IT GOES TO THE
FASTEST LEARNER.**

THE NEW BATTLEFIELD

A.I. isn't coming — it's here. It doesn't care how hard you work — only how fast you learn.

We used to compete on product and price. Now we compete on speed, chemistry and depth of understanding. Human judgment — sharpened by intelligence, tempered by obsession, sustained by resilience — still wins.

These six weapons are the new arsenal of entrepreneurship.

This is not theory. **It's survival.**

FINAL DECLARATION

We are the last line of human intelligence.

Instinct still matters. Creativity still wins.

You are a lonely entrepreneur — armed, awake, and ready.

You won't just survive the future. **You'll build it.**

“

A.I. CREATED
A NEW BATTLEFIELD.
THE **SIX WEAPONS**
ARE THE LINE
BETWEEN EXTINCTION
AND EVOLUTION.

”