



The Zigzag Principle: The Goal Setting Strategy that will Revolutionize Your Business and Your Life

Rich Christiansen

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“Zig zag” your way to success!

The Zig-Zag Principle presents a proven method for achieving business goals by “zig-zagging”—making flexibility, bootstrapping, and the creation of multiple opportunities central to overall strategy. Because it’s better to be prepared for the inevitable bumps in the road than surprised by them.

The Zig-Zag Principle walks you through the process of establishing an achievable objective—working into the process room for the extra resources, time, and emotional latitude it will truly take to achieve the goal.

Rich Christiansen has started up and launched several technology-oriented companies, including Tornado Solutions, Know More Media, Cyclone Trading Company, and MortgageSaver101.

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