James Sinclair

READING LIST

THE ESSENTIAL BOOKS ALL BUSINESS OWNERS SHOULD KNOW

Hello gang,

If you are an entrepreneur or business owner, reading is one of the fastest and most reliable ways to level up your thinking. Success leaves clues.

And of course, I genuinely believe you should read all of my books too. Every one of my books is built on practical experience: the real lessons I've learnt running businesses day in, day out.

I've taken inspiration from the books on this reading list and from my own business journey. I've seen what works and what doesn't, and the authors in this list have all shaped the way I think about business, leadership, and growth.

The list contains the books I believe every entrepreneur should read. They'll change how you think and help you make better decisions. Together with my own titles, they form a powerful toolkit for any ambitious entrepreneur.

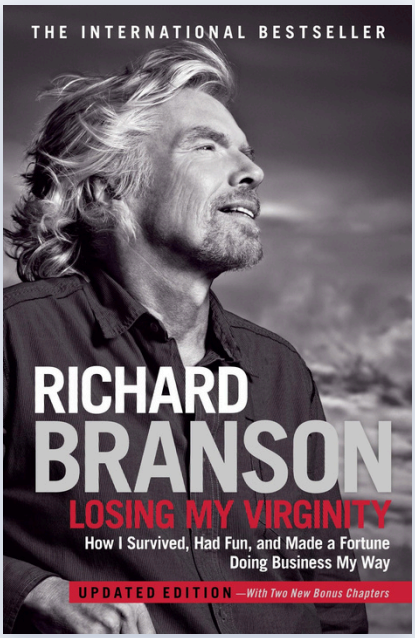
To your continued success,



> P.S. If you know any great business books, or books that have helped you, let us know via my contact page at **jamessinclair.net** and I will be sure to check them out.

THE TWELVE BOOKS

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LOSING MY VIRGINITY

Richard Branson

Reading this book at sixteen genuinely gave me permission to build businesses in a way that felt natural to me. Branson is seriously dyslexic, yet he built a global empire by buying in skills he didn't have.

We all grow up hearing: "If at first you don't succeed, try, try again." But actually, if you're not good at something and it doesn't bring out your best, the smart move is to bring in someone who is great at it.

THAT'S WHEN I CREATED MY OWN PHILOSOPHY:

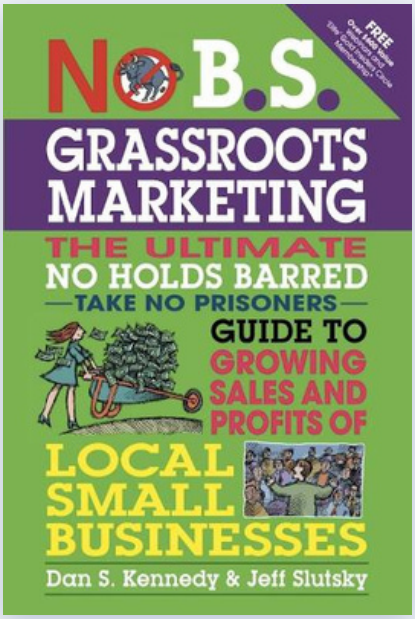
ENTREPRENEURSHIP + MANAGEMENT = SUCCESS

As entrepreneurs, our job is to lead, create opportunities, pursue the impossible, and bring in managers to run the day-to-day so we can stay focused on what we're brilliant at.

This book taught me to lean into my strengths, buy in my weaknesses, and build teams that allow you to grow multiple businesses at once.

Losing My Virginity
Richard Branson

PURCHASE ON AMAZON →



GRASSROOTS MARKETING FOR SMALL BUSINESS

Dan Kennedy

Dan Kennedy is one of the godfathers of direct response marketing, and nobody explains practical, low-cost, high-return marketing for small businesses better than he does.

Kennedy teaches that if you're running a small or medium-sized business, or even up to tens of millions in revenue, you must use direct response marketing. You must know exactly what return you're getting on every pound you spend.

Kennedy's principles include:

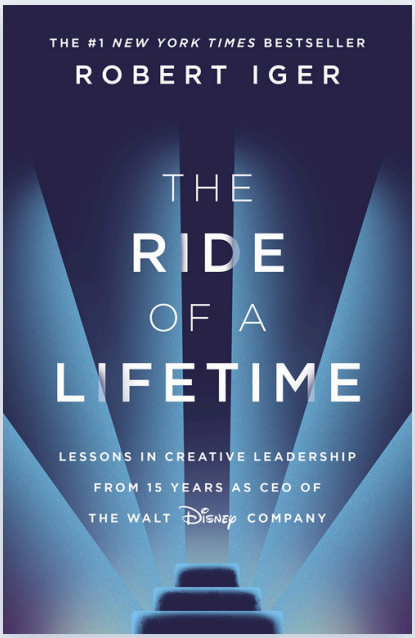
- **Finding a hungry audience**
- **Targeting customers with money and intent**
- **Understanding average customer value**
- **Prioritising lifetime value**
- **Getting customers to buy more, more often**
- **Making offers people can't ignore**

He is a huge advocate of offline direct mail. When everyone is obsessed with digital, fewer people are posting letters, which means your direct mail stands out even more.

Apply this book, and you will stop seeing marketing as a cost and start seeing it as an investment.

Grassroots Marketing for Small Business
Dan Kennedy

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THE RIDE OF A LIFETIME

Bob Iger

Bob Iger took Disney from a solid business to one of the world's greatest entertainment companies. When he arrived, Disney had become slow and predictable, resting on past glories.

SO IGER BOUGHT INNOVATION.

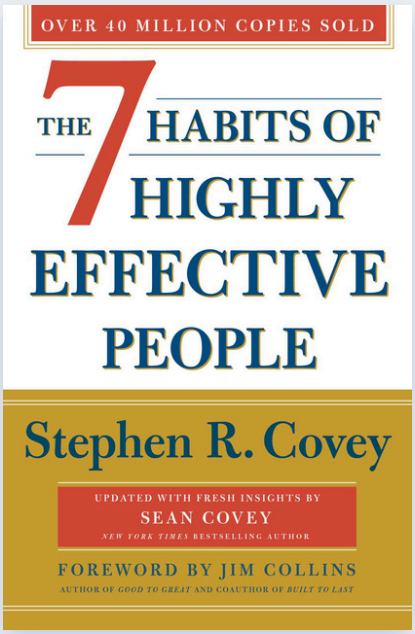
He acquired Pixar, Marvel, and Lucasfilm, bringing extraordinary talent, fresh energy, and world-class creativity into Disney's culture. He modernised the business, transformed revenues, and showed the world what strong leadership and smart deal making look like.

If you want to learn leadership, innovation, and how to take a good business to greatness, this book is essential.

It's in my top three of all time.

The Ride of a Lifetime
Bob Iger

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7 HABITS OF HIGHLY EFFECTIVE PEOPLE

Stephen Covey

I read, attend seminars, listen to podcasts, and spend time with other entrepreneurs because I want to stay teachable. Covey's book is one of the best guides on how to behave as an entrepreneur and leader.

The final chapter, "Sharpen the Saw", is my favourite. Before you go out chopping trees, you sharpen your saw. Highly effective people work harder on themselves than they do on the business, because when you improve yourself, everything else improves.

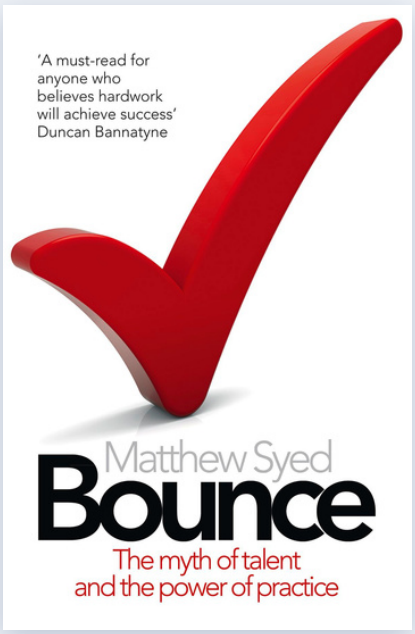
If you've listened to my podcasts or watched my videos, you'll recognise the influence of this book when I talk about:

- **Thinking with the end in mind**
- **Being stoic**
- **Focusing on important non-urgent tasks**
- **Personal development**
- **Getting things done**

It's a timeless guide for becoming more effective in business and life.

7 Habits of Highly Effective People
Stephen Covey

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BOUNCE

Matthew Syed

Bounce tackles the myth of natural talent and shows that excellence comes from:

- **Hours of purposeful practice**
- **Great coaching**
- **Meaningful feedback**
- **The right environment**
- **A growth mindset**

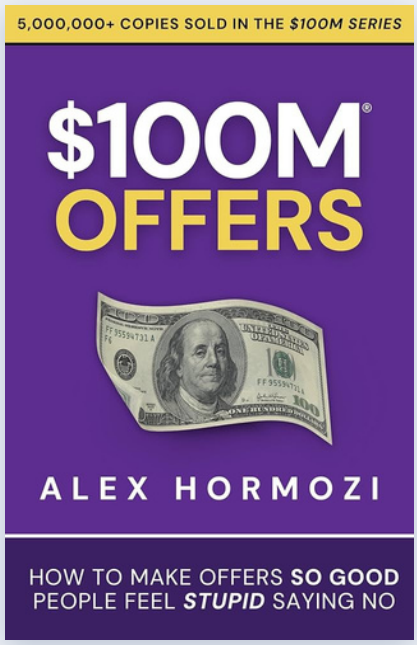
Syed explains how Olympic performers often do better in training than in competition, and why the mental environment matters just as much as the physical environment.

For entrepreneurs, there is a huge lesson here: you rise or fall to the level of the people and the environment around you.

Greatness is learnable, and this book shows why.

Bounce
Matthew Syed

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$100M OFFERS

Alex Hormozi

A modern classic. Hormozi is heavily influenced by Dan Kennedy, and the principles overlap: find a hungry audience, charge properly, and build offers people are desperate to buy.

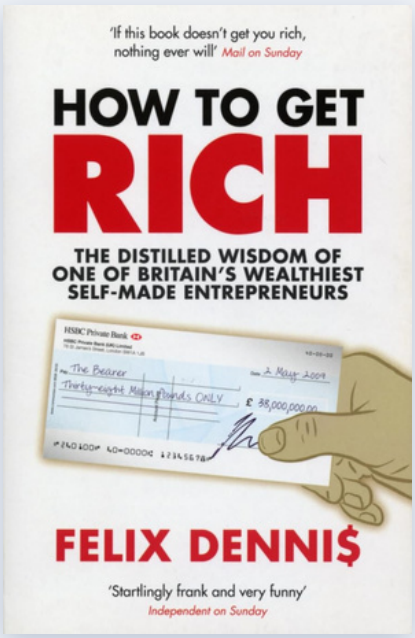
This book covers:

- **Choosing the right market**
- **Avoiding commodity businesses**
- **Building "grand slam" offers**
- **Pricing powerfully**
- **Using scarcity, urgency, bonuses, guarantees**

It's clear, sharp, and incredibly practical. Read this if you want offers that convert repeatedly.

$100M Offers
Alex Hormozi

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HOW TO GET RICH

Felix Dennis

Felix Dennis built a publishing empire worth around half a billion pounds. His book is raw, honest, funny, dark in places, and packed with truths most entrepreneurs never hear.

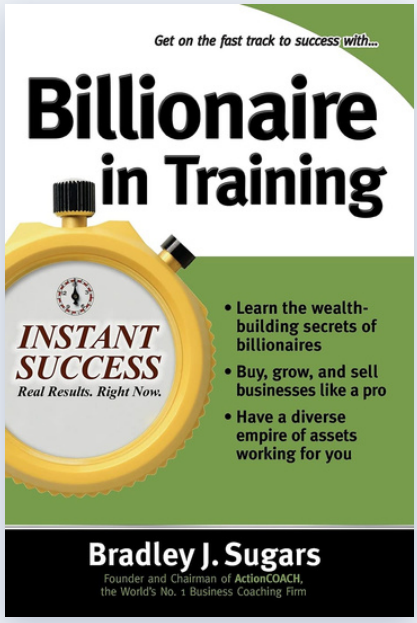
Key lessons include:

- **Own assets: equity is everything**
- **Staff and payroll will make or break you**
- **Managers can go stale: move them or stretch them**
- **Cashflow is king**
- **Frugality and discipline win**
- **Work for yourself when you can**
- **Choose growth industries**

Dennis also talks openly about the loneliness of entrepreneurship and the personal cost of wealth. It's one of the most unfiltered books on what being rich is actually like.

How to Get Rich
Felix Dennis

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BILLIONAIRE IN TRAINING

Brad Sugars

I read this book when I was nineteen, and it completely rewired how I thought about entrepreneurship.

Before this, I assumed you had to build every business from scratch. Brad Sugars was the first person who made me realise you could buy companies for little or no money, and do it in creative ways the average person never even considers.

This was my first real introduction to acquisitions, long before it became trendy, long before the YouTube gurus, and even before Cody Sanchez wrote Main Street Millionaire, which teaches similar principles. I was buying companies as a teenager because of what I learnt from Brad.

Sugars teaches how to improve margins, increase conversions, systemise operations, and scale through multiple businesses. But the biggest impact on me was the mindset shift:

YOU DON'T HAVE TO WAIT TO BUILD A GREAT BUSINESS. YOU CAN ACQUIRE ONE.

And Brad has a great line about this book: "This book helps you eat millionaires for breakfast."

He's right. It teaches you how the wealthy think, how deals are actually done, and how opportunities often sit right in front of you if you know how to structure them.

Billionaire in Training
Brad Sugars

PURCHASE ON AMAZON →



SHOE DOG

Phil Knight

One of the greatest entrepreneurial memoirs ever written. Phil Knight takes you into Nike's early days with honesty, grit, and emotional depth.

He sold running shoes from the boot of his car. He built early credibility through athlete partnerships, long before influencer marketing was a thing. He survived setbacks, cash crises, and heartbreaking losses.

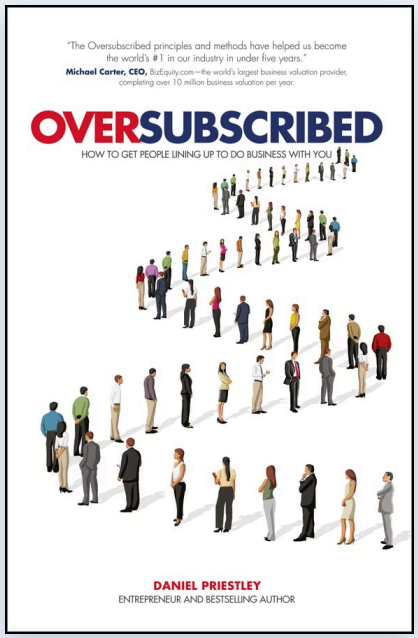
SHOE DOG PROVES THAT RESOURCEFULNESS BEATS RESOURCES.

Knight didn't have huge funding. He had belief, persistence, and a loyal team of true believers.

If you want the truth about building a global brand, read this.

Shoe Dog
Phil Knight

PURCHASE ON AMAZON →



OVERSUBSCRIBED

Daniel Priestley

Dan Priestley is a good friend of mine. He wrote the foreword for one of my books, and he's a smart cookie I genuinely admire.

I believe the purpose of marketing is to create demand and supply tension. Demand must always outstrip supply. Oversubscribed shows you how to build that, whatever you sell.

Priestley shows you how to:

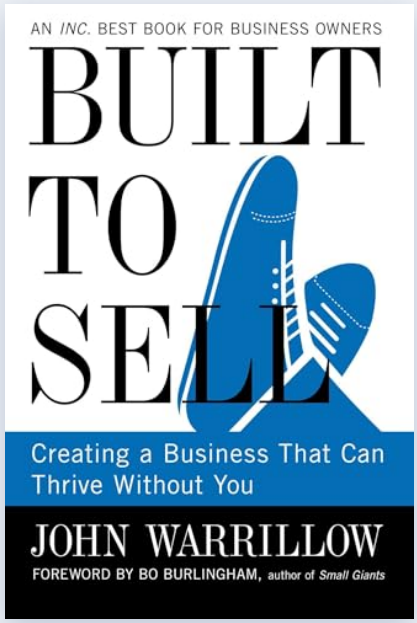
- **Build demand before you launch**
- **Sell in campaigns, not a constant trickle**
- **Be clear about how much you can take on**
- **Become the known name in your niche**
- **Charge more when demand outstrips supply**

When people are queuing to buy from you, you can put your prices up and choose who you work with.

Straightforward, smart, and extremely relevant to today's business landscape.

Oversubscribed
Daniel Priestley

PURCHASE ON AMAZON →



BUILT TO SELL

John Warrillow

I tell guests on the podcast to read this book all the time. It's written as a story, so it's a brilliant listen in the car.

It follows a marketing agency that does everything for everyone. Then the owner changes the model. They only do logo design, the same steps every time, and the client pays 50% up front before any work starts. The cash comes in before the work, rather than 30 to 60 days after it.

The lessons:

- **Specialists make the money; generalists need huge scale**
- **A repeatable product beats bespoke work**
- **Get paid up front and your cash flow changes**
- **Build a business that runs without you**

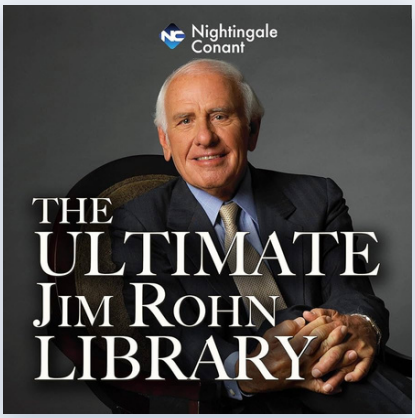
EVERY BUSINESS SHOULD BE BUILT TO SELL.

Even if you never sell it, you'll own something far more valuable.

If you run an agency or any service business, this is the one to read first.

Built to Sell
John Warrillow

PURCHASE ON AMAZON →



THE ULTIMATE JIM ROHN LIBRARY

Jim Rohn

Jim Rohn shaped generations of entrepreneurs. His teachings on discipline, mindset, habits, communication, and personal responsibility have influenced so many people, including me.

YOUR BUSINESS GROWS WHEN YOU GROW.

Rohn is one of the best foundations for personal development, and if you want to upgrade your thinking and performance, start here.

My favourite Jim Rohn quote is “You’re the average of the 5 people you spend most of your time with.”

Dive into Jim’s catalogue of content and use it as a reminder on how effective people think and wealthy people operate.

Jim Rohn’s advice might be the most timeless piece of guidance from this entire list.

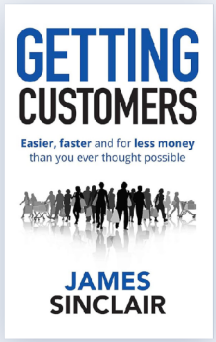
The Ultimate Jim Rohn Library
Jim Rohn

PURCHASE ON AMAZON →

WHAT'S NEXT?

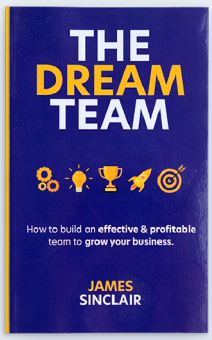
Well gang, I hope you find this list useful and that it sparks ideas and inspiration for your journey in business.

MY BOOKS



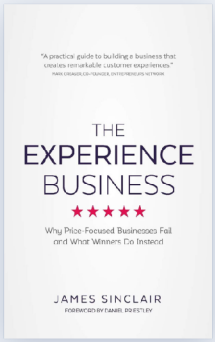
GETTING CUSTOMERS

Easier, faster and for less money than you ever thought possible.



THE DREAM TEAM

How to build an effective and profitable team to grow your business.



THE EXPERIENCE BUSINESS

Why price-focused businesses fail and what winners do instead.



THE MILLIONAIRE CLOWN

The rules for making it in business, entrepreneurship, leadership and management.

SEE MY BOOKS →

YOUTUBE

I also post weekly YouTube videos going behind the scenes of my business. I share the good, the bad, the ups and the downs, from buying businesses to investing in commercial property, anything I can share to help other entrepreneurs.

WATCH MY YOUTUBE VIDEOS →

BUSINESS MASTERCLASS 2027

Two days in a room with me, and all the stuff I can't share in my YouTube videos. 19 and 20 January, Ashridge House.

SECURE YOUR SEAT →

To your continued success,