



**The FOMO Sapiens**

# HAND BOOK

Tips and Hacks for Finding the Power to Choose  
What You Actually Want and the Courage to  
Miss out on the Rest.

*Randy M. Smith*



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# INTRODUCTION

We live in the age of FOMO. If you're not familiar with the term, that's short for Fear of Missing Out. Thanks to a convergence of biological, cultural, and digital forces, FOMO has becoming one of the defining characteristics of the digital age. Surveys have found that 56% of people are afraid of missing out on events, news, and important status updates if they are away from social networks. Given that nearly 2 billion people have social media accounts worldwide, that means that there are at least 1 billion FOMO Sapiens wandering the planet. Today, if you search for the term on Google you get over 11 million results!

It's also no joke. While FOMO is usually associated with social media posts and memes, it has serious implications. The condition, particularly as connected to social media, is the subject of dozens of studies by psychologists and is blamed for causing:

Stress | Jealousy | DepressionInsecurity | Reckless online behavior

FOMO can also spill over from the online world and into the real world by hurting offline relationships. Psychology Today reports that people with FOMO tend to suffer from:

Lower general mood | Damaged self-esteem | Feelings of loneliness  
An inferiority complex versus people they consider to be «successful»



But it doesn't have to be that way.

**YOU CAN FIND THE POWER TO  
CHOOSE WHAT YOU ACTUALLY  
WANT AND THE COURAGE TO  
MISS OUT ON THE REST.**

The key to doing so lives in understanding what drives your FOMO and then finding a way to learn from it and then use it for good. This FOMO Sapiens Handbook will provide you with all of the tools you need to get started on this process today.

But first, if you want to understand FOMO, you first have to understand its history. Ask the average person on the street (and I have) and they'll probably tell you that FOMO originated as a response to the widespread adoption of social media in the internet age. While that's a completely plausible explanation, the actual story dates back to the waning days of a world that was still free of such distractions.

**HOW DO I KNOW ALL OF THIS?  
I KNOW BECAUSE I WAS THE  
FIRST FOMO SAPIENS.**



## CHAPTER 1 | The Secret History of FOMO



The year was 2003 and I was a student at Harvard Business School in Boston. Social media was in its infancy, although that was about to change. At some point, I signed up for an account on a network called Friendster, basically a primordial Facebook, that was slowly catching on at the time. Meanwhile, just across the river from my student apartment, the founders of Facebook were feverishly building the first version of their site. I distinctly remember my classmate Claire complaining that some undergraduate had rented her place that summer and left behind a mess. Her roommate Debora was so incensed that she withheld part of his security deposit as a penalty. If only she'd asked for some shares in his startup as well. That undergrad's name was Mark Zuckerberg.

## CHAPTER 1 | The Secret History of FOMO

The roots of my feelings of FOMO had a lot to do with the experiences I had in the years leading up to business school. First, I'd had a front-row seat to the implosion of the internet bubble and the carnage that followed. After peaking in March 2000 at over 5,000, the Nasdaq crashed nearly 80% over the next two years.

I was investing in startups for a venture capital fund at the time and overnight, my firm and I went from hero to zero. Far worse, I was a witness to the terrorist attacks on 9-11, which occurred just two miles south of my apartment in Lower Manhattan. The events of that day and the stories of friends and neighbors who were affected by the tragedy weighed deeply upon me. From that day forward, I was deeply fearful that the world in which I grew up was gone forever. With existential threats like terrorism and economic catastrophe around every corner, my default mindset when it came to moving through the world became all about YOLO (You Only Live Once).

When I left New York to start school in Boston, I felt like I was about to enter a safe and happy bubble that offered endless opportunities for learning, fun, and everything in between. This was my one chance - I had two years, no more, to make the most of this unique opportunity and I was firm in my resolve that I wasn't going to miss out on a thing. I wasn't alone. My classmates were also sensitive to missing out on anything because they had all just lived through that same series of traumatic events. This led us to try to do everything. It also led us to fear missing out on anything.

This combination of compulsions served as the fire that forged the phenomenon that is now known as FOMO.

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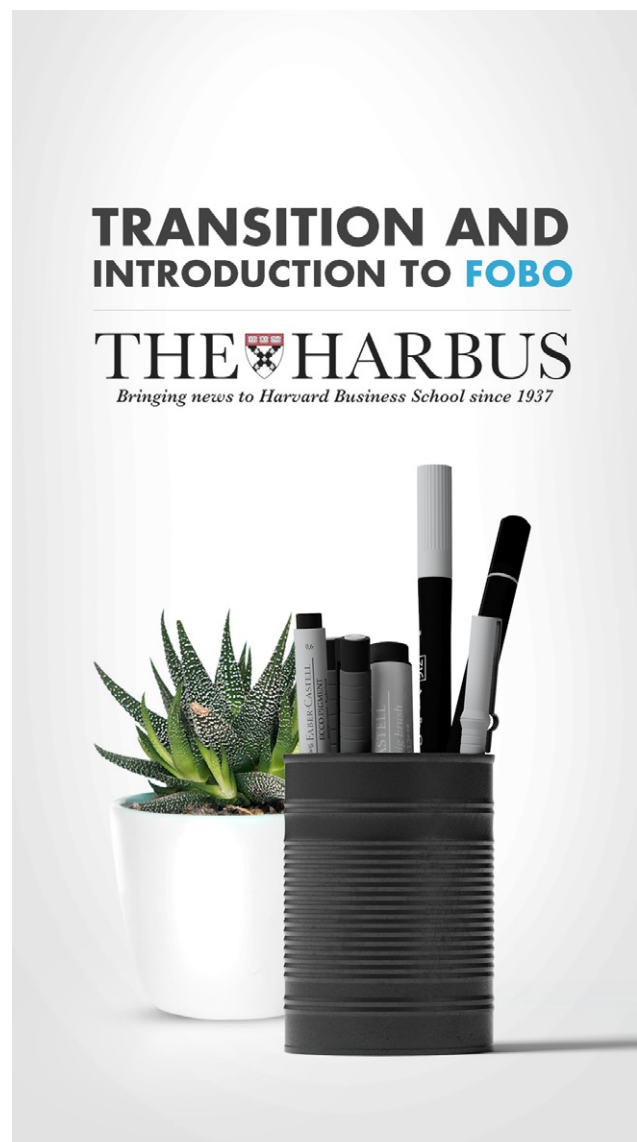


## CHAPTER 1 | The Secret History of FOMO

FOMO was such a huge part of my life as an MBA candidate that just before graduation in May of 2004, I decided that I had to find some way to memorialize the outsized role that FOMO had on my life – and the lives of my classmates – while at business school. Although I wasn't much of a writer at the time, I decided to write an article titled "Social Theory at HBS: McGinnis' Two FOs" for the school newspaper, The Harbus. I also wrote about two related terms, FOBO and FODA, that also shaped the culture at HBS.

I saw FOMO as a very niche problem. It was all about social engagements – you can tell by all of the early 2000's era references to restaurants and bars in the greater Boston area. I also saw FOMO as something that was very much limited to my friend group. In the absence of social media, you needed to live in very close proximity to other people to have enough information to experience a fear of missing out.

Finally, I saw FOMO as something that would dissipate after graduation and once my friends and I had returned to the "real world." Boy, was I wrong.



## CHAPTER 2 | What is FOMO?

For some reason, in the article I wrote about FOMO back in school, I never actually defined the term. Looking back, I probably figured that all of my peers would identify so closely with the concept that it wasn't required. In the absence of a clear definition, others stepped in to fill the void. For example, the Merriam-Webster dictionary defines FOMO as follows:

**FOMO \ˈfō-(,)mō.  
NOUN. INFORMAL**

Fear of missing out: fear of not being included in something (such as an interesting or enjoyable activity) that others are experiencing.

The definition in the Oxford Dictionary takes a slightly different approach, noting that FOMO can be driven by feelings of exclusion while referencing the role of social media. It also uses a far cooler looking phonetic to explain the pronunciation and places FOMO in a surprisingly unhelpful sentence.

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**FOMO /ˈfəʊməʊ/  
NOUN. INFORMAL**

Anxiety that an exciting or interesting event may currently be happening elsewhere, often aroused by posts seen on social media.pronunciation and places FOMO in a surprisingly unhelpful sentence.

**«I REALIZED I WAS A LIFELONG  
SUFFERER OF FOMO»**



## CHAPTER 2 | What is FOMO?



### ORIGIN

Early 21st century: abbreviation of fear of missing out.

Both of these definitions are pretty serviceable, but perhaps more importantly, they are correct when it comes to a pet peeve of mine: They capitalize all four letters of the acronym – FOMO – which is correct – versus FoMO – which is not.

For the purposes of clarity, I'd like to offer my own comprehensive definition of FOMO that will frame how we use and discuss the term from here onward.

### FOMO

\'fō-( )mō\Noun. Informal

1. Unwanted anxiety provoked by the perception, often aggravated via social media, that others are having experiences that are more satisfying than yours.
2. Social pressure resulting from the realization that you will miss out on or be excluded from a positive or memorable collective experience.

## CHAPTER 2 | What is FOMO?



### WHY DO YOU FEEL FOMO?

FOMO has been part of the human conditions since the dawn of time. It's contained within our biology – the first humans instinctively understood that if they missed out on food, shelter, or finding the right mate - the entire species would be in peril.

While FOMO is very much part of what it means to be human, it's been supercharged by technology. Think back to when I came up with the term, way back in 2003. At that point, most people had gotten their first e-mail account within the last 10 years and they probably used an AOL, Yahoo or Hotmail account, since Gmail was still in private beta. They surfed from their desktops (there was no mobile data) and spent much of their time online visiting portals, news sites, and search engines. There was no social media, there were no iPhones or other smartphones, and few people texted. I spent the summer of 2003 working in Prague, where I quickly learned that the Czechs were among the most prolific senders of text messages in the world. I told my friends about this clunky new form of communication and made what seemed like a pretty safe prognostication: "That text messaging thing will never become popular in the States!"



## CHAPTER 2 | What is FOMO?

Now, fast forward to the present day. 2:52 pm. Saturday. Anywhere.

You're at the grocery store picking up ice cream. As you wander aisle 7, perusing what looks to be 75 different flavors, your phone vibrates. It's your group chat with your family. You read about your sister's kids' exploits and text back an emoji (the one with the hearts for eyes). While you're there anyway, you check the score of the game and fire up your personal and work email accounts. You then scan WhatsApp, Facebook, LinkedIn, Slack, and Snapchat to see if you have any new messages or friend requests. In the process, you saunter forward, unaware that you're blocking the aisle until an old lady asks you to move over. She gives you a judgy look.

As you continue towards the end of the aisle, your phone vibrates again. This time it's your college friends' WhatsApp channel. The message ends up being some dumb joke. You roll your eyes. It's funny, but not "ha

ha" funny, so you send back a GIF of a laughing minion and then check the score again. The game is tight, so you decide to stream the last two minutes as you proceed to aisle 8, your eyes glued to your phone. On the way, you cut off the same old lady with the judgy eyes. She's now talking loudly on her phone, so you don't feel too bad and turn back to the game. By the time you get to aisle 8, you realize that you never got any ice cream.

No matter who you are or where you live, you probably spend your life tethered to devices that demand your attention, mire you in distraction, and give you endless opportunities to feed your FOMO. Now that you know how FOMO is defined, it's time to think about how it plays out in your life.

If you want to find out if you're a FOMO Sapiens, you're not alone. A 2013 diagnostic test for FOMO that was created by a team of psychologists in the United States and the United Kingdom shared widely online.

## CHAPTER 2 | What is FOMO?

### ARE YOU A FOMO SAPIENS?

For each of the ten questions below, rate yourself on a scale of 1 (not at all true of me) to 5 (extremely true of me).

- 1 I fear others have more rewarding experiences than me.
- 2 I fear my friends have more rewarding experiences than me.
- 3 I get worried when I find out my friends are having fun without me.
- 4 I get anxious when I don't know what my friends are up to.
- 5 It is important that I understand my friends' in-jokes.
- 6 Sometimes, I wonder if I spend too much time keeping up with what is going on.
- 7 It bothers me when I miss an opportunity to meet up with friends.
- 8 When I have a good time, it is important for me to share the details online (e.g., updating status)
- 9 When I miss out on a planned get-together, it bothers me.
- 10 When I go on vacation, I continue to keep tabs on what my friends are doing.

### NOW, FIND THE AVERAGE SCORE FOR YOUR RESPONSES ACROSS ALL TEN QUESTIONS.

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Here's how you can interpret them. In their research, the authors surveyed a sample of 2,000 users aged 22–65 and found that the average result was approximately 2. Thus, if you score below 3, you're pretty average. It's once you get above 3 that you join the ranks of the FOMO sapiens. So, if you're high on the FOMO scale, what do you do now? The most important next step is to figure out if you're letting FOMO cloud your intuition when you're making decisions.



## **CHAPTER 3** | Are You Making Important Decisions Based on FOMO?

If you're prone to feel FOMO, then you're also likely to allow it to cloud your decision making and hijack your intuition. That's why it's important to determine whether you're allowing FOMO to drive your actions. Once you've done so, you'll be in a much better position to do something about it! As a reminder, FOMO is caused by two major forces: (i) the perception that you are missing out on something better that is happening right now, and (ii) the desire to be part of a group experience (and to avoid exclusion from that group).

### **LET'S UNPACK THESE TWO ELEMENTS:**

#### **The Role of Perception**

Perception drives your FOMO when you believe that there is something better out there. You have no idea if that's true, or even available to you, but that doesn't matter. You have this feeling that it is and you let your imagination fill in the details.

#### **The Role of Inclusion**

From the dawn of time, humans have been biologically hardwired to seek inclusion and to avoid exclusion at all costs. Of course, unlike earliest humans, we can now compare ourselves to others very easily with the phones in our hands and with social media. Every minute of every day, we are bombarded with the risk that we might just be left behind when it comes to experiences and opportunities.

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## CHAPTER 3 | Are You Making Important Decisions Based on FOMO?



That's why, when you make decisions, you are going to ask yourself a few key questions. These questions will help to make sure that you are not letting perception and a desire to inclusion get the best of you:

**1** Is this opportunity even available to me? Do I have the time, money, and ability to make it happen?

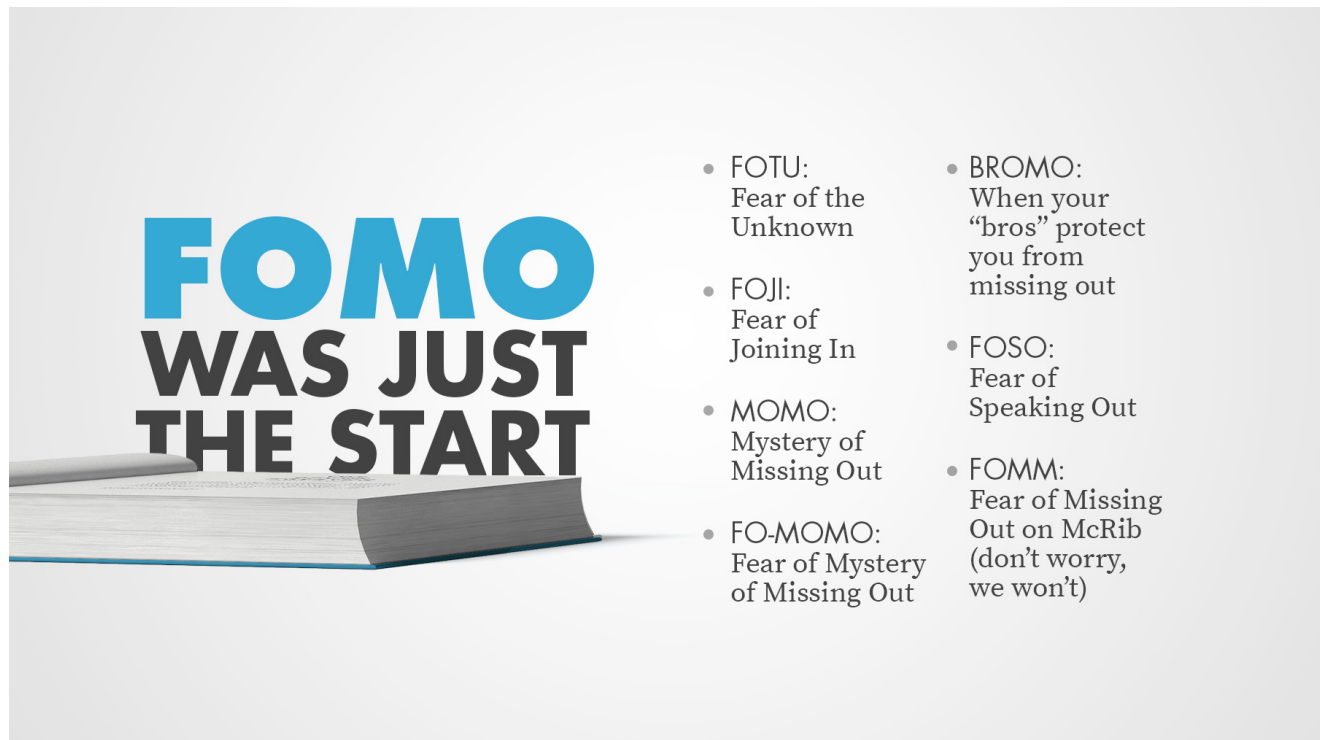
**2** Is my desire to take part in this driven by a realistic expectation of what's going to happen or is it based on my imagination?

**3** Am I doing this because I actually want to do this or am I doing it because everyone else is doing it?

If you answer yes to one or more of these questions, then you are likely letting FOMO get the best of you. So what should you do now? For many people, there is an easy answer and it's called....JOMO.

## CHAPTER 4 | Is JOMO the Answer?

FOMO is everywhere, but it's no longer the only FO in town. If you spend a few minutes Googling creatively, you'll discover that there is now an entire cottage industry of FO and MO words out there. Basically, a bunch of FauxMos. These include:



I'm going to be slightly crass here, but I feel like it needs to be said: All of the MOFOs who are coming up with alternatives to FOMO have given me an entirely new fear: FOFR, or Fear of FOMO Rip-Offs. Even though each of these acronyms describes feelings that are real, and sometimes even important, casually throwing around FOs and MOs makes very little sense. To me, this litany of FOs achieves little more than magnifying pretty marginal issues or re-branding fears that are already widely known and discussed. Take the fear of the unknown which has been a go-to topic for philosophers since the time of the Ancient Greeks. Calling it FOTU is the equivalent of deciding that tomorrow, arachnophobia should be called FOBS, or Fear of Big Spiders. Clever, sure, but

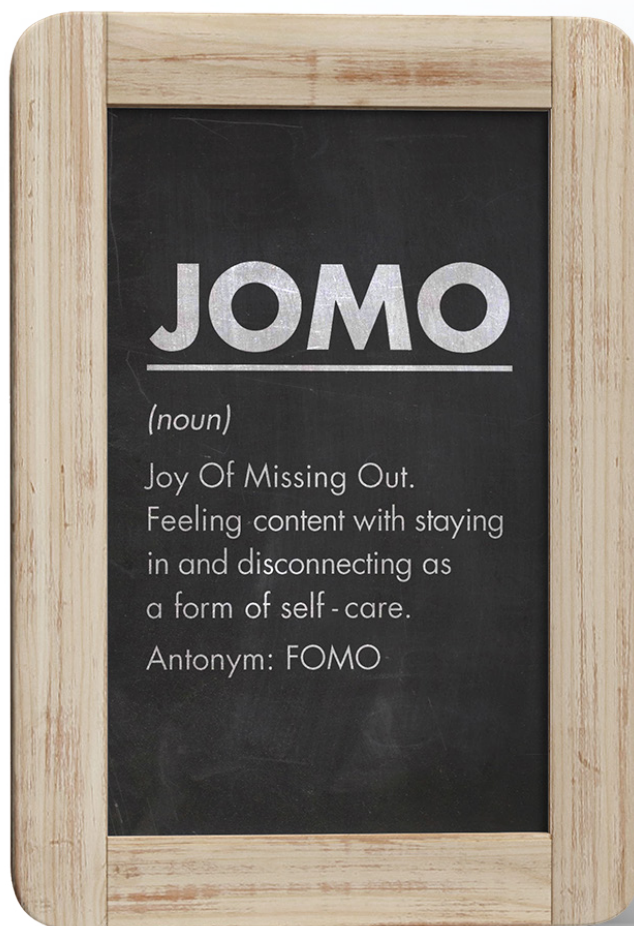


## CHAPTER 4 | Is JOMO the Answer?

definitely nothing life-changing. Plus, the Greeks already came up with a word for the fear of the unknown, agnostophobia. While it doesn't quite roll off the tongue as easily as FOTU, you'll sound way smarter when you drop it into casual conversation.

The big one, of course, is JOMO. Over the past few years, JOMO has become a meme in and of itself, with the image below becoming ubiquitous across social media in the process. This definition was posted by Dr. Will Cole (@drwillcole) on Instagram in 2019. When Brene Brown later shared it, it got over 180,000 likes!

So, is JOMO the solution to FOMO? Based on a quick perusal of the social media feeds of all of those JOMO Sapiens, the answer would seem to be yes. But not so fast! JOMO is a destination, it's not a journey. If you're a FOMO Sapiens, your problems won't be solved by simply deciding that from now on, you're done with FOMO and you're only going to feel JOMO. While that would be nice, it's not realistic. Plus, JOMO has limited utility. You can feel JOMO about missing that party if you just want to stay home, but are you going to feel JOMO about finding your calling or building a startup that changes the world?



## CHAPTER 4 | Is JOMO the Answer?

Nope.

That's why you need a lot more than JOMO if you're going to overcome FOMO. You need to learn how to make FOMO work for you. There is a way to do so. It just requires a change in mindset, an open mind, and a willingness to get to work to repurpose FOMO for good.





## CHAPTER 5 | Going All-In Some of the Time



Most FOMO is fleeting. It has to do with something that you want at that moment. When the moment passes, it's gone. There are times, however, when FOMO is persistent. If you find yourself feeling FOMO with regards to the same opportunity or decision over and over again, perhaps you should listen to that little voice in your head, the one that asks, "What if?" Maybe it's telling you that you should actually give in to your FOMO and try something new.

The secret is to first try doing something part-time rather than dropping everything and running after it right away. I call this going all-in, some of the time. When you take this approach, you are embracing a form of conscious multitasking that allows you to explore an interest or a passion without changing the rest of your life to do so. You can take this approach to start a business, explore a passion, or even change the world!

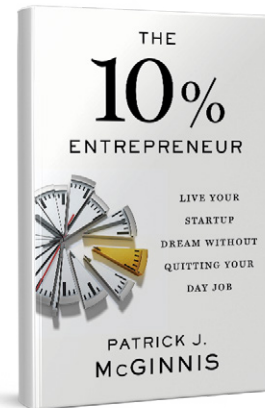


## CHAPTER 5 | Going All-In Some of the Time

### HOW DO YOU GO ALL-IN SOME OF THE TIME?

As little as a decade ago, there were plenty of other barriers to worry about if you wanted to start a new venture, but in their absence, mindset is now, in a fundamental sense, the new constraint to entrepreneurship. The challenge today is to have the courage to build something that is sustainable and that will create value, both financial and personal, over the course of your career. So if you're convinced that part-time entrepreneurship is for you, remember that it's mindset that will take you from daydream to action.

Also, remember that you really have very little to lose - when you are investing just 10% of your time and capital, what's the worst that can happen? Even if you fail, you'll have learned something. And when you succeed, you'll see the world from a new and far more entrepreneurial perspective.



When you are a **10% ENTREPRENEUR**, you leverage your base of experience and your network to choose opportunities that play to your strengths and that are complementary to your career and your interests. Most importantly, you are the owner of everything you create. You may change your career at multiple points in a lifetime, changing functions, changing roles, and changing companies, but you'll always be creating value for the most important employer of all: you. At the same time, you don't have to take massive risks to try something new. If you fail, the rest of your life is still intact. If you succeed, you have a new and exciting part-time (ad)venture in your life and you may even choose to pursue that option full time. The key is that you are in control of your destiny.

## CHAPTER 5 | Going All-In Some of the Time

**To achieve this objective you will follow critical rules:**

- You play to your strengths. You focus your energy and efforts in areas where you can have the most impact and where you will feel most fulfilled.
- You have an ownership stake in the endeavor. Rather than watching what happens from the sidelines or just volunteering your time, you have agency, a say in what happens, and a stake in the outcome.

How that you understand the concept of 10% Entrepreneurship, it's time to expand your horizons to see how else it might be applied in your life. You will see how in the next chapter.



## CHAPTER 6 | Going All-In Some of the Time in Life



As I have applied 10% Entrepreneur to my career and as I have studied how others do so, I have learned something truly remarkable: This approach to life doesn't have to be limited to professional pursuits. You can apply 10% methodology to many other parts of your life, thereby going all-in some of the time, in order to participate in meaningful projects in your personal life. This could involve getting involved in a political campaign or a cause that is meaningful to you. But instead of simply volunteering, you will think like a 10% Entrepreneur, or better yet, a 10% Activist to work on a political campaign, raise money for a cause, or get involved in a non-profit to make change in your community.

You can also apply this mindset more broadly, to learn a new skill such as a language or photography. The fundamental element that makes all of this work—and this is critical to anything you seek to achieve through an incremental approach—is that it's incremental: because you are working part-time, your efforts will be sustainable. You aren't quitting your job or radically changing your life in order to pursue this interest or opportunity.

Again, the key to pursuing this strategy successfully is to choose opportunities where you can (i) play to your strengths and (ii) have ownership in the results of your hard work.



## **CHAPTER 6** | Going All-In Some of the Time in Life

### **PLAYING TO YOUR STRENGTHS**

When you are choosing a project, whether it's in the business world or beyond, you want to make sure that you pursue something that achieves two objectives. You want to make sure that combines (i) what you like doing, with (ii) what you do well. Doing something you like will motivate you to work (and continue working) even when it's hard or it's not fun. Pursuing what you do well will increase your odds of success. The two exercises below will help you to find projects that meet each of these criteria.

### **WHAT DO YOU LIKE TO DO?**

Economists think in terms of “opportunity cost” in order to measure what you give up by choosing one alternative over another. It's calculated by adding up the value of the benefits that you forgo as a result of making a choice. For example, if you quit your job to start a company or a non-profit, your opportunity cost would be the compensation you left behind.

It's a useful concept that allows you to quantify the impact of your decisions, at least in terms of your finances. It also helps to explain why so many people find it hard to make changes in their careers. When opportunity cost is high, you can wake up one day and find yourself locked in golden handcuffs.

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## CHAPTER 6 | Going All-In Some of the Time in Life

What happens when you flip the notion of opportunity cost on its head? Imagine you show up to work tomorrow and find a padlock on the front door of the building. Your opportunity cost—the cost of simply walking away from your current job—is now zero. You must plot a path forward with nothing from your old life to encumber you. The first step is to grab a seat at the nearest coffee shop and make a list of the kinds of professional opportunities you'd like to pursue next. If you had to press the reset button, what would you want to do?

As you generate ideas that interest and excite you, feel free to dream, to think outside of your day job, and to explore all those ideas that you've kept tucked away for a rainy day. I'm going to throw down just one basic rule to keep in mind as you work on the Opportunity Cost Zero exercise below. Connect your thinking to the skills and knowledge that you have today or could reasonably acquire in the foreseeable future. Beyond that, don't worry about any other factors, say financial or logistical constraints, that could impede you.



## CHAPTER 6 | Going All-In Some of the Time in Life

The list of ideas from the exercise will stand independent of your day-to-day responsibilities, your job title, or the nagging doubts that can cause you to question whether you should just go for it. The idea is for each item on the list to feel completely natural, almost organic, within the context of your interests and skills. It's a list of ideas that will resonate with you and with people who know you well. If you were to show your parent, significant other, mentor, or best friend what you've included on your list they would smile and say, "Of course... that makes complete sense."

### EXERCISE: WHAT DO YOU WANT TO DO?

Thinking in terms of opportunity cost permits you to step outside of the responsibilities and tasks of your day job and instead focus on what you enjoy, your talents, and your dreams to answer the question, "What do you want to do?" One of the best ways to structure your thinking is by answering a series of questions that can help you uncover your interests. As you work through this exercise, take notes, as you will be returning to these answers later on. To get started, answer the following questions:

- How do you like to spend your time at work or leisure
- What day-to-day tasks do you enjoy?
- What talents do you have that are special and that set you apart?
- Do you prefer working on a team or working alone?
- What kinds of problems do you like to solve?
- Do you prefer to assist or to lead?
- Do you like doing one thing or many things?
- What do you do best at your job? Where do you struggle?
- What do you like about your job? What do you dislike?
- What have been your most enjoyable professional and personal experiences?



## CHAPTER 6 | Going All-In Some of the Time in Life

- If you had to do one thing for the rest of your life, what would it be?
- What were your favorite classes in school?
- What did you want to do for a living when you were sixteen? When you were twenty-five?
- Whom do you admire professionally and personally?
- Whose job do you wish you had?
- Are there any business or non-business ideas that you just can't get out of your head?
- What would your mentors or friends say are your ideal jobs or roles?
- What do you like to read? What subjects or fields do you follow in the news?

Now, based on your responses to the questions above, answer the following questions, in order to generate a list of industries, roles, or professional areas that appeal to you.

- What kinds of opportunities would you like to pursue? What industries or business models excite you?
- Who are the people with whom you would like to work?
- What kinds of skills do you want to acquire?
- What skills can you bring to a project or venture?
- What's your dream project?
- Do you prefer to lead, advise, or be an equal partner?



## CHAPTER 6 | Going All-In Some of the Time in Life

### WHAT ARE YOU GOOD AT?

In the Opportunity Cost Zero exercise, you spent some time thinking about “What do you like to do?” Now it’s time to begin narrowing down the long list of ideas in order to focus on those areas that play to your strengths. To do so, you will answer another question: “What do you do well?”

Even though most people have put together a resumé at one time or another, pinpointing and synthesizing what you’re good at, specifically your intellectual capital, can be more difficult than you’d think. Even if you’ve got lots of skills and talents, it can be difficult to identify and then articulate them. That’s why you are going to write them all down. By creating a detailed history of your professional and personal experiences, you will uncover the areas that set you apart and that will allow you to succeed.

### EXERCISE: WRITING YOUR PROFESSIONAL BIOGRAPHY

Make a list of the following, using your resumé as a guide (and if you haven’t updated your resumé lately, tackle that task first):

- Academic credentials
- Employers and roles
- Core skills
- Accomplishments and awards
- Key clients and relationships
- Leadership and management experiences
- Courses, training, and certifications
- Community activities
- Hobbies
- Publications and research projects
- Professional organizations

## CHAPTER 6 | Going All-In Some of the Time in Life

Once you have a list of all of your professional achievements and experiences, organize them into four sections:

1. Professional experiences
2. Skills, credentials, and awards
3. Academic experiences
4. Personal interests and experiences

Draft a comprehensive biography that covers the four sections listed above. Refine and edit until you present a straightforward, cohesive history of your career and achievements that highlights your strengths. Give it to a few people you trust and ask them for their feedback. What themes stand

out as they read the document? What do they perceive as your strengths? If they were starting a company and looking for talent, how would they fit you into their team?.

Based on this feedback, revise accordingly, until you successfully communicate the messages that you want to come across to the reader. When you have completed the comprehensive biography, prepare a shorter, more focused, version. Now, using your biography, make a list of the things that you do well, the specific skills you can offer to others, and the areas where you excel or stand out.





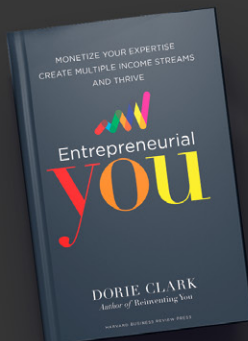
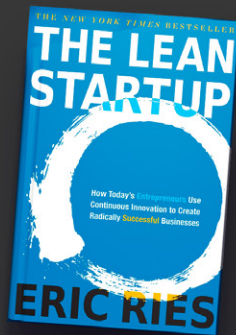
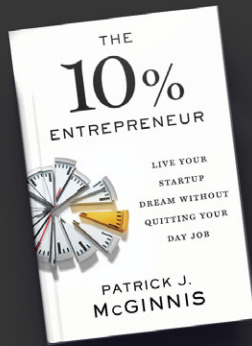
## CHAPTER 7 | Next Steps & Where To Go From Here

Now that you've thought carefully about what you like to do and what you do well, you will bring it all together. You will use your work to generate ideas, evaluate them, and then determine whether they meet your criteria. The work you have done thus far will serve as a basis for you to identify opportunities and projects that spark FOMO in you and then find ways to pursue them in a sustainable way that won't disrupt the remainder of your life. This will be the next phase of your work. In order to continue your work, you can draw upon the following resources. They will give you the requisite knowledge and support you need to make the most of being a FOMO Sapiens.





## CHAPTER 7 | Next Steps & Where To Go From Here



### THE 10% ENTREPRENEUR

Live Your Startup Dream Without Quitting Your Day Job: While this book is focused on for-profit ventures, the process that it sets out to find and evaluate potential 10% projects can easily be applied to all sorts of other projects as well.

### THE LEAN STARTUP

Eric Ries' seminal work shows you how to test and scale entrepreneurial ventures based on making small investments of time and energy, learning from them, and then adapting as you learn.

### ENTREPRENEURIAL YOU

Dorie Clark's book about how to monetize your skills is one of the finest and most practical books I have found on starting new ventures based on your interests and talents.

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To find a continuously updated list of resources on all things FOMO visit:  
[www.patrickmcginnis.com](http://www.patrickmcginnis.com).

If you have questions or just want to connect, find me at:

**Email:**

[letsconnect@patrickmcginnis.com](mailto:letsconnect@patrickmcginnis.com)



Finally, I invite you to listen to the FOMO Sapiens podcast. On the show, you will meet leaders in business, politics, and culture and learn how they choose from among the many opportunities and options in their busy lives. Episodes are available at:  
[patrickmcginnis.com/fomosapiens](http://patrickmcginnis.com/fomosapiens).

## ABOUT THE AUTHOR

Patrick J. McGinnis is a venture capitalist, writer, and speaker who has invested in leading companies in the United States, Latin America, Europe, and Asia.

He is the creator and host of the hit podcast *HBR Presents: FOMO Sapiens*, which is distributed by *Harvard Business Review*. Patrick coined the term “FOMO,” short for “fear of missing out,” which was added to the *Oxford English Dictionary* in 2013. He is also the creator of the term “FOBO” or “fear of a better option” and has been featured as the creator of both terms in media outlets including the *New York Times*, *The Financial Times*, *Inc.* magazine, *Boston* magazine, MSNBC, and Cheddar.

Patrick is the author of the international bestseller *The 10% Entrepreneur: Live Your Start-up Dream Without Quitting Your Day Job*, a guide to part-time entrepreneurship. Translated into over ten foreign languages, the book has been featured by the BBC, MSNBC, CNN en Español, *Entrepreneur*, *Fast Company*, *Forbes*, *Fortune*, and many other media outlets worldwide.

As a 10% Entrepreneur, Patrick has invested in, advised, or founded more than 20 part-time entrepreneurial ventures spanning the high-tech, real estate, and entertainment industries. Two of the companies in his investment portfolio have subsequently become unicorns. He is also an investor in the upcoming UK theatrical production of *The Last King of Scotland*.

A graduate of Georgetown University and Harvard Business School, Patrick has visited more than one hundred countries and is fluent in Spanish, Portuguese, and French. He is a proud member of the Leadership Council at Sesame Workshop and is an avid fan of Grover, who is clearly the Muppet with the most FOMO. He lives in New York City.

Patrick McGinnis

Learn more at  
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