



# 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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