

The Entrepreneur's Journey with Kass and Mike Lazerow

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By Candace Dellacona

In this episode of *The Sandwich Generation Survival Guide*, host Candace Dellacona welcomes entrepreneurial power couple Kass and Mike Lazerow. They discuss their book *Shoveling \$h!t: A Love Story*, which details how to successfully build your business, and shares the harsh realities and joys of entrepreneurship.

During the episode, Kass and Mike delve into their origin story, the importance of picking the right partner in business as in life, and how they support the entrepreneurial community through investments and mentorship. They reveal their four-part approach—vision, communication, mindset, and workload—and the creation of their Go-Gauge™ to help evaluate business ideas. Kass and Mike also discuss work-life balance, offering personal anecdotes about juggling family life with running a business, the significance of modeling good behavior for their children, and the importance of consistency in both personal and professional spheres. The episode wraps up with a note on their continued commitment to giving back through initiatives like Cycle for Survival.

To preorder *Shoveling \$h!t: A Love Story*, visit:

- shovelingshit.com

For more information on Kass and Mike, visit:

- kassandmike.com
- cycleforsurvival.org

Follow Kass and Mike on social media:

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