

The SCIENCE of SUCCESS

Online components will complement print features, with interactive infographics and how-to stories dedicated to boosting your brain. Plus:

- **Quiz** – Are you a risk taker? Utilizing research that shows what separates risk-takers from the rest, this fun and shareable quiz will show you where you stand on the risk-taker scale.
- **Sleep Challenges** – For sleep month, we'll ask readers for their sleep goals and, every day, share the strategies, gadgets and science to rest that help you carve a path to success.
- **Science of Star Wars** – In time for May fourth, we'll dedicate slideshows that outline the technology we see on the screen (how much of it is close to being real?) to the actual groundbreaking tech used to make these films. Entrepreneur will also publish a video profile of George Lucas, the most successful independent filmmaker in history.

Supporting Print Features:

[The Secret to Happiness \(in Business\)](#) // [Make Yourself More Convincing](#) // [How to Master HR](#)

Entrepreneur
May 2017

Humans aren't as unpredictable as they seem. Social scientists are constantly uncovering new and fascinating insights into how we work... and, importantly for entrepreneurs, how to impress or influence others.

In this issue, we harness data and laboratories to offer guidelines on everything—like landing that investment, upselling that client, being smarter in the office, fresher in meetings, and, while we're at it, looking certifiably more trustworthy in our LinkedIn profiles. This is the Science of Success: Once you understand how people think, you can get ahead of the game.



Ad Close: 3/13/17

Materials: 3/20/17

On Sale: 4/25/17

Entrepreneur

May 2017



prspeller

The Propeller Innovation Festival kicks off May 18, uniting over 7,000 entrepreneurs, innovators, influencers, marketers, designers, and investors from all over the Northeast for a day of thought-provoking conversations, technology innovations, live music performances, food, hi-fives, and fun (with a gorgeous view of NYC!). Partner with Entrepreneur to be a part of the experience helping leaders propel their goals forward.

Native Integration Concept: How to Succeed In...

Let's face it: In the world of business, dreaming up a great new product or service is only part of the battle. To really succeed, entrepreneurs need to be effective at any number of things, from brokering deals to securing capital for growth. In a dynamic infographic creating meaningful context for your brand's products or services, Entrepreneur will highlight science-backed tips for how business owners can succeed when... Getting a Business Loan, Closing a Deal, Negotiating a Better Contract... Building a Website, Leading a Team, and many more potential topics. Expertise from executives or thought leaders inside your company can be woven into this content.

