

New Book 'Rainbow Gold' Redefines Entrepreneurial Success for a Sustainable and Meaningful Future

David B. Hampson's latest release challenges the 'scale to sell' mindset with a transformative guide for entrepreneurs

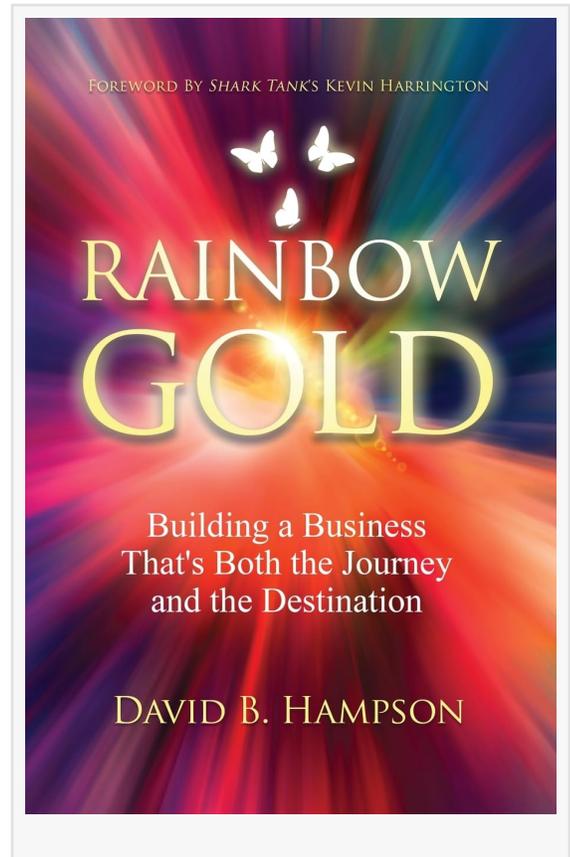
NH, UNITED STATES, January 8, 2026 /EINPresswire.com/ -- Visionary entrepreneur and seasoned business leader David B. Hampson has released "Rainbow Gold: Building a Business That's Both the Journey and the Destination," a groundbreaking book that redefines the benchmarks of entrepreneurial success.

This 264-page book, an Amazon Bestseller, blends strategic insights, personal anecdotes, and actionable advice to help business owners build resilient companies that prioritize longevity, profitability, and meaningful impact.

Unlike traditional entrepreneurial narratives that focus on rapid scaling and lucrative exits, "Rainbow Gold" advocates for a more sustainable and fulfilling approach to business. Hampson challenges readers to reconsider the true measures of success, emphasizing companies built to last rather than to sell. This timely counter-narrative offers a refreshing perspective in a landscape heavily dominated by venture capital-driven models.

"When it comes to entrepreneurship, success isn't just about financial exits or scale," Hampson explains. "It's about building businesses that align with purpose, that serve the community, and that allow their founders to live meaningful lives."

Drawing from decades of hands-on experience as president of multiple companies, including Schrage Hampson Aviation Insurance Group and Rainbow Gold Advisors, the author provides a field guide for entrepreneurs who dream of creating impactful, profitable, and community-anchored businesses. Readers will gain critical insights into leadership development, family capital decisions, and navigating the complexities of self-sufficient, purpose-driven companies.



Key highlights in “Rainbow Gold” include:

- The hidden price of the “growth at all costs” mindset
- Alternative paths to entrepreneurial success without venture capital
- Tools for building leadership, forging meaningful relationships, and staying resilient
- Reflective commentary on aligning personal fulfillment with professional achievement

Hampson’s compelling storytelling and thought-provoking ideas were inspired by his own unconventional path - one built without an MBA or reliance on startup methodology. His belief is clear: long-term, community-centered ventures can create success stories as profound and lasting as their rapid-scale counterparts.

With its inspiring and transparent tone, “Rainbow Gold” is an excellent read for anyone reconsidering what it means to thrive as an entrepreneur. Whether you’re an aspiring business owner or a seasoned leader, Hampson’s lessons unlock a blueprint for sustainable achievement and lasting satisfaction.

“Rainbow Gold: Building a Business That’s Both the Journey and the Destination” (ISBN: 9781967458295) can be purchased through retailers worldwide, including Amazon and Barnes & Noble. The paperback retails for \$18.99, and the ebook retails for \$2.99. Review copies and interviews with the author are available upon request. To learn more, visit www.myrainbowgold.com.

[Purchase the book on Amazon.](#)

From the Back Cover:

2025 American Writing Award Winner for Entrepreneurship and Small Business

"David Hampson has written the antidote to startup culture's obsession with quick exits and venture capital. Rainbow Gold presents a compelling case for building businesses that become life's work-sustainable, profitable enterprises that provide both financial rewards and deep personal fulfillment. Through his journey from restaurant owner in South Africa to aviation insurance entrepreneur, Hampson demonstrates that the real treasure isn't reaching the end of the rainbow, but enjoying every step of the journey while building something lasting for your family and community." - J.J. Hebert, Founder & CEO, MindStir Media; USA Today, WSJ, and #1 Amazon Bestselling Author

In Rainbow Gold, David Hampson shares his journey from a college student immersed in science courses—with no formal business education—to becoming a successful acquisition entrepreneur and recognized industry thought leader. This book is for aspiring and seasoned entrepreneurs alike, offering a candid look at the challenges, triumphs, and transformative

lessons of finding and building a business that is not just a stepping stone but the ultimate destination. Central to the narrative is the "butterfly effect"; the idea that small, decisive actions can create monumental shifts in your life and business. Through David's story, readers will learn how embracing opportunities and acting decisively can lead to extraordinary outcomes, often in unexpected ways. Rainbow Gold shows what the real "end game" looks like: not an exit strategy, but a deeply fulfilling business that doesn't need to be sold because its value goes far beyond dollars. It's about creating a business that represents the pot of gold at the end of your rainbow, one that provides both tangible and intangible rewards. And once obtained, rainbow gold doesn't trade in fiat currency! With humor, honesty, and practical advice, Rainbow Gold inspires readers to see entrepreneurship not just as a career path, but as a calling that can transform their lives and the lives of those around them.

About the Author

David. B. Hampson is president and general partner of Schrager Hampson Aviation Insurance Group, AvieAid Premium Finance, and Hampson Sturgis Wealth Advisory LLC (a TFW Advisors franchise). He is a graduate of Phillips Exeter Academy with degrees from both Wake Forest University and the University of Cape Town, South Africa, neither of which included a single course in business, finance, sales or marketing.

As an avid aviation enthusiast and instrument rated commercial pilot, he can regularly be found traveling in his company Cirrus SR22T aircraft to visit clients, attend conferences and commute between his offices. He is also a regular contributing author for FLYING magazine. He also offers business advisory and board of director services on a select basis to private and employee-owned companies through his consulting company, Rainbow Gold Advisors.

David lives in Portsmouth, NH with his wife and two sons.

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Michelle VanSledright

MindStir Media LLC

+1 800-767-0531

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