

Ernest Reinhardt Urges Creators to Start Before They're Ready

Entrepreneur and Inventor Advocates for Bold Action and Real-World Problem Solving in a Time of Overthinking and Perfection Paralysis

Los Angeles, California Jun 14, 2025 ([IssueWire.com](https://www.issuewire.com)) - Entrepreneur and inventor [Ernest Reinhardt](#) is calling on aspiring creators, entrepreneurs, and builders to stop waiting for the “perfect plan” and start solving real problems now. Drawing from his own experience across industries—from national beverage brands to patented fitness equipment—Reinhardt is raising awareness around the importance of acting on ideas, even before they feel complete.

“You don’t always start with a blueprint,” says Reinhardt. “Sometimes, you just start with an idea you can’t shake.”

According to the U.S. Census Bureau, over 5 million new business applications were filed in 2022 alone. Yet research from the Global Entrepreneurship Monitor shows that over 60% of potential entrepreneurs never take the first step—often due to fear of failure or perfectionism.

Reinhardt knows this struggle firsthand. After launching Adult Chocolate Milk into 38 states and seeing it acquired in under two years, he made a bold pivot into the fitness world. Frustrated by the lack of true full-body training equipment, he invented the ROWFORMER™—a machine that seamlessly blends cardio rowing with Pilates-style resistance training in a single workout. Today, the ROWFORMER™ is the exclusive equipment of Strong Pilates, a rapidly expanding international fitness franchise with 70+ studios open and 150 more in development across the U.S.

But his path hasn’t been linear. “I’ve failed. I’ve had to start over. But I always keep moving,” he says. When COVID shut down his Costa Mesa studio, Reinhardt pivoted from in-person classes to global licensing deals. It turned a potential dead end into a launchpad.

“People don’t need perfect plans,” he explains. “They need real stories. They need to see that it’s possible to start from scratch and still build something meaningful.”

Reinhardt is launching a personal blog to share those stories—the lessons, missteps, and insights that can only come from trying and adjusting in real time. “There’s a lot of fluff out there,” he says. “I want to share what worked, what didn’t, and what I’d do differently.”

Through his advocacy, he’s not pushing for more startups—he’s pushing for more problem solvers. “If something bugs you enough to keep you up at night—in a good way—chase it,” says Reinhardt. “It might be the thing that changes your life.”

- 64% of Americans say they have a business idea but haven’t acted on it (GEM Global Report)
- 75% of those cite fear of failure or not knowing where to start
- The average startup takes over 2 years to move from idea to action—often because of perfectionist mindsets
- Meanwhile, real-world problem solvers are needed now more than ever across health, education, and sustainability sectors

Ernest Reinhardt’s message is clear: Stop waiting. You don’t need a finished business plan. You don’t

need a fancy investor pitch. You need a real problem, a simple idea, and the willingness to test, tweak, and keep going.

“Launch, test, adjust,” says Reinhardt. “Most people get stuck in planning mode. Just get it out there and evolve as you go.”

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