

## **NOTES: *The Art of the Start*, by Guy Kawasaki**

1. Make Meaning:
  - Increase the Quality of Life
  - Right a Wrong
  - Prevent the end of something good.
2. Make Mantra:
  - Do Not: ~~The mission of \_\_\_\_\_ is to deliver superior quality products and services for our customers and communities through leadership, innovation, and partnerships.~~
  - Do: Make it meaningful to your consumers. What do they get from you!
3. Get Going:
  - Think different. Totally different. Increments do not Change the World.
  - Don't be afraid of polarizing people.
  - Find some soul mates to work with.
4. Get a Business Plan:
  - Be Specific.
  - How do I get my money out of his pocket?
  - Keep it Simple.
5. Weave a MAT (Milestones, Assumptions, Tasks):
  - Milestones measure progress.
  - Assumptions define assets.
  - Tasks get you moving.
6. Niche Thyself:
  - Shoot for high value on highly unique product.
  - Do not compete on price.
  - Do compete on your talent.
7. Follow the 10/20/30 rule (10 slides, 20 minutes, minimum 30 point font).
8. Hire *infected* people....those infected with a shared passion:
  - Ignore the irrelevant.
  - Hire better than yourself.
  - Beware the *Bozo Explosion*.
9. Flatten the learning curve:
  - Don't ask people to do something you wouldn't do yourself.
  - Embrace your evangelists (the bringers of good news).
10. Seed the clouds:
  - Let a hundred flowers blossom. *Take the money*.
  - Enable test-drives.
  - Find the true influencers (tech support, secretaries, administrative aides, etc.)
11. Don't let the bozos grind you down:
  - "Bozosity" examples. Watch out for the dangerous bozos, not just the garden variety.