The ART of the START

Info

- title: The ART of the START
- writer: Guy Kawasaki
- published by: Penquin Books
- year: 2004

1. CAUSATION

- [1] The Art of Starting
  - GIST - GREAT IDEAS FOR STARTING THINGS
    - Make meaning
    - Make Mantra
    - Get going
      - Think BIG
      - Find a few Soulmates
      - Polarize people
      - Design different
      - Use prototypes as market research
  - Define your business model
    - Be specific
    - Keep it simple
    - Copy somebody
  - Wave a MAT
    - Milestones
    - Assumptions
    - Tasks
  - [mini chapter] The Art of internal Entrepreneuring
    - Put the company first
    - Kill the cash cows
    - Stay under the randar
    - Find a Godfather
    - Get a separate building
    - Give hope to the hopeful
    - Anticipate, then jump on, tectonic shifts
    - Build on what exists
    - Collect & share data
    - Let the Vice Presintents come to you
    - Dismatle when done
    - REBOOT YOUR BRAIN

2. ARTICULATION

- [2] The Art of Positioning
  - Seize the high ground
    - Positive
    - Customer centric
    - Empowering
    - Self-explanatory
    - Specific
    - Core
    - Relevant
    - Long-lasting
    - Differentiated
  - Niche thyself
  - Don't compromise on your name
    - Have a first initial
    - early in alphabet
    - Avoid numbers
    - pick a name with "verbal potential"
    - Sound Different
    - Sound logical
    - Avoid the trendy
  - Make it personal
  - Apply the opposite test
  - Cascade the message
  - Flow with the go
- [3] The Art of Pitching
  - Explain yourself in the first min
  - Answer the Litle Man
    - "so what"
  - Know your audience
    - Organization background
    - Executives
    - Current efforts
  - Observe the 10/20/30 rule
    - 10 slides
    - 20 mins
    - 30pt fonts
  - Set the stage
  - Let the person do the talking
  - Catalyze fantasy
  - Get to one thousand feet and stay there
  - Shut up, take notes, summarize, regurgitate, and follow up
  - Rewrite from scratch
  - Pitch constantly
  - [mini chapter] The Art of Powerpointing
    - Use a dark background
    - Add your logo to the master page
    - Use common, san serif fonts
    - Animate your body, not your slides
    - "Build" bullets
    - Use only one level of bullets
    - Add diagrams & graphs
    - Make printable slides
- [4] The Art of Writing a Business Plan
  - Write for the right reason
  - Pitch then plan
  - Focus on the executive summary
  - Keep it clean
    - Do not exceed 20pages in lenght
    - Select one person to write the Business plan
    - Bind the plan with staple
    - Simplify your financial projections to 2 pages
    - Include the key metrics
      - # of customers
      - Locations
      - Resellers
    - Include the assumptions that drive your financial projections
  - Provide the right numbers
  - Write deliberate, act emergent

3. ACTIVATION

- [5] The Art of Bootstrapping
  - Manage for cash flow, not profitability
  - Build a bottom-up forecast
  - Ship, then test
  - Forget the "proven" team
  - Start as a sevice business
  - Focus on function, not form
  - Pick your battles
  - Go direct
  - Position against the leader
  - Take the "red pill"
  - Get a Morpheus
  - Build a board
  - Sweat the big stuff
  - Execute
    - Set and communicate goals
    - Measure progress
    - Establish a single point of Accountability
    - Reward the achievers
    - Follow through until an issue in done or irrelevant
    - Heed Morpheus
    - Establish a culture of execution
- [6] The Art of Recruiting
  - Hire "A" players
    - Don't confuse correlatio and causation
    - Don't confuse big-organization skills with new-organization skills
    - Dramatize your expectations
    - Read the tea leaves when cheking references
    - Trust richest vein
  - Hire "infected" people
  - Ignore the irrelevant
    - Experience...
      - in a big, successful organization
      - in a failed organization
      - educational background
      - in the same industry
      - in the same function
  - Use all your tools
    - your vision
    - your team
    - your board of directors, advisors, investors
    - resume-building potential
  - Sell all the decision makers
  - Wait to compensate
  - Interpret the lies
  - Double-check your intuition
  - Apply the Stanford shopping center test
  - Define an initial review period
  - Don't assume you're done
  - [mini chapter] The Art of Reference Checking
- [7] The Art of Raising Capital
  - Build a Business
  - Get an Intro
    - Current Investors
    - Lawyers and accountants
    - Other Entrepreneurs
    - Professors
  - Show Traction
  - Clean up your act
  - Disclose everything
  - Acknowledge, or Create, an enemy
  - Tell new lies
  - Dont fall for the trick questions
  - Herd the cats
  - Understand what you're getting into
  - Find your train ticket
  - [mini chapter] The Art of Raising Angel Capital
    - Don't underestimate them
    - Understand their motivation
    - Enable them to live vicariously
    - Make your story comprehensible to a spouse
    - Be a nice person
    - Sign up people they know or have heard of
  - [mini chapter] The Art of Managing a Board
    - Typical roles
      - The customer
      - The geek
      - Dad
      - The tight-ass
      - Jerry Maguire
    - Save trees
    - Provide useful metrics
    - Send those reports two days before a board meeting
    - Never suprise a board [except with good news]
    - Get feedback in advance

4. PROLIFERATION

- [8] The Art of Partnering
  - Partner for "spreadsheet" reasons
  - Define deliverables and objectives
  - Ensure that the middles and bottoms like the deal
  - Find Internal Champions
  - Accentuate Strengths, don't cover Weaknesses
  - Cut Win-Win deals
  - Follow with the file
  - Wait to legislate
  - Put an "out" clause in the deal
  - Get out of the belly
  - [mini chapter] The Art of Schmoozing
    - Get out
    - Ask good questions, then shut up
    - Follow up
    - Make it easy to get in touch
    - Unveil your passions
    - Read voraciously
    - Give favors
    - Return favors
    - Ask for the return of favors
  - [mini chapter] The Art of Using e-Mail
    - Fix your subject lines and name
    - Answer within 24h
    - Don't use all CAPS
    - Quote back
    - Keep it short and simple
    - Blind Carbon Copy [BCC] e-mails to large groups
    - Reduce Carbon Copies [CC]
    - Include a good signature
    - Don't forward something you think is funny
    - Wait when you hate
- [9] The Art of Branding
  - Create a contagion
    - Cool
    - Effective
    - Distinctive
    - Disruptive
    - Emotive
    - Deep
    - Indulgent
    - Supported
  - Lower the barriers to adoption
    - Flatten the learning curve
    - Write a good manual
    - Include pictures
    - test it on you mother or father
  - Recruit evangelists
  - Foster a community
  - Achieve humanness
  - Focus on publicity
  - Thalk the walk
  - [mini chapter] The Art of Speaking
  - [mini chapter] The Art of Designing t-Shirts
- [10] The Art of Rainmaking
  - Get 100 flowers blossom
  - See the Gorilla
  - Paek the right lead generation method
  - Find the key influencer
  - Suck down
  - Go after agnostics, not atheists
  - Make prospects talk
  - Provide a safe, easy first step
  - Learn from rejection
  - Manage the rainmaiking process
    - Encouraging everyone to make it rain
    - Set goals for specific accounts
    - Track leading indicators
    - Recognize and reward true achievements

5. OBLIGATION

- [11] The Art of Being a Mensch
  - Help many people
  - Do what's right
    - Observe the spirit of Agreements
    - Pay for what you get
    - Focus on what's important
  - Pay back society