

A stylized illustration of a man in a dark suit, white shirt, and dark tie. He is standing with his arms raised in a gesture of triumph or confidence. The background consists of a series of radiating lines in shades of teal and blue, creating a sunburst effect. The man is positioned in the center of the frame, and the overall style is graphic and modern.

CONFIDENCE

The Entrepreneur Spirit

Prof. Paul Marino

The Entrepreneur Spirit

By Professor Paul A. Marino

Creating Purple Cows

For those of you who remember their statistics class recall that we are always instructed to market to the mean.

But in today's electronic global world of expanded consumer choices and less time how do you do that?

Conventional marketing tells us to create an advertising campaign, interrupt a few people, generate sales and buy some more ads.

But with Ti-VO, You Tube, streaming video, cable, the so-called TV industrial complex has been broken or at least seriously interrupted!

We are bombarded with emails, spam, pop ups etc. So how does a new product/idea gain traction or better yet go viral in today's environment?

Enter Seth Godin who makes the analogy that if you were driving down a country road filled with cows you wouldn't give it a second thought. Cows are invisible. But, if you passed a farm where the cows were all purple you would take notice.

Frank Gehry, the architect who designed the Guggenheim Museum Bilbao or Jeff Koons, who created a 40 Ft dog made out of bushes in New York City to gain fame by creating something remarkable. You may not like either, but they are remarkable! Which translates into worth making a remark about!

The Entrepreneur Spirit

Mr. Godin's point is that today's consumers believe the world revolves around "them." They only care about what interests "them" and not other individuals' tastes or issues. If what you say doesn't interest "them" they will simply ignore you!

If you want to get their attention you have to market, not to the mean, as we have been taught, but to innovators and early stage adapters because they will listen to you. They like to listen because it's about "them". They will talk about your product and spread your idea. And maybe, it will spread to the rest of the curve. Sell the people who are listening!

In short he feels we are living in an era of 'Idea Diffusion. "

**IF YOU WANT TO BE SUCCESSFUL WITH YOUR
PRODUCT/IDEA – GO CREATE A PURPLE COW!**

How To Live before You Die

In Steve Jobs' commencement address at Stanford University he speaks about Connecting the Dots; a concept we discuss frequently in class. He goes on to say that you can only connect them going forward not going backward. What he is referring to is the faith that

what we learn today will serve us in the future. Although the dots don't seem to connect today you have to believe that they will come together in the future. You must have the conviction to follow your heart and trust that it will all somehow work out!

At 30 years old he recounts how he was fired from Apple; a company he started. How can you be fired from your own company; he wondered?

But he came to realize that this parting, although painful, was the best thing that happened to him. It allowed him to be free! And in being so he started NeXT, Pixar and eventually the road lead him back to Apple when they purchased NeXT! Sometimes life will hit you in the head with a brick. Don't lose faith!

Follow your heart; it somehow

knows where you want to go!

The saying goes that: "If you live each day as if it were your last then surely one day you will be correct!" When you get up in the morning ask yourself if you are excited about what you are going to do today. If the answer is no for more than a few days; then you are probably not doing the right thing!

Remember that death is an experience we all share. So, don't compromise. Don't waste time following someone else's path and most of all -

STAY HUNGRY/STAY FOOLISH!

This Steve Jobs video can be seen in its entirety @

http://www.ted.com/talks/steve_jobs_how_to_live_before_you_die.html.

The Seth Godin video can be seen in its entirety @ <http://www.youtube.com/watch?v=xBIVIM435Zg>

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