



52 Books a Year presents:

# THE ART OF THE START 2.0

By Guy Kawasaki

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## About The Author

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**The Art of the Start is written by Guy Kawasaki and is 1 of 12 books he has authored throughout his hugely successful business career.**



*Guy Kawasaki*

Guy has been a brand ambassador for Mercedes; he was one of the Apple's original chief evangelists and now fulfills the same role in Canva, which is an online graphic design tool. Guy's established success in business investments has acquired the nickname 'Guy's Golden Touch' because 'whatever is gold, Guy touches.'



## Summary

**This summary will help you understand, through a simple twelve step process, how easy it can be to become an entrepreneur when you master the 'Art of the Start.' The different sections are formulated to teach you a different skill to master in key areas that are vital to starting a successful business.**

The Art of the Start's main objective is to make entrepreneurship easy. Guy's focus for this book is to reach as many different people, from as many different backgrounds as possible. The book is separated into four subheadings:

**Conception**

**Activation**

**Proliferation**

**Obligation.**

# Conception

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## The Art of Starting up

Before you begin any entrepreneurial endeavor it's vital that you ask yourself some key questions:

### Therefore, what?

This question requires you to think about your new business venture, in relation to current trends and their positive and negative consequences. Guy uses the example of smartphones that now have cameras and internet access. He explains how the trend in smartphones has resulted in people taking photos and wanting to share them online, therefore, as a consequence Instagram was created.

### Isn't this interesting?

Curiosity is key in this instance so make sure you ask questions, try and fail at new things, and in the process, you never know what you might discover.

### Is there a better way?

Use frustration to your advantage with this question. If you're frustrated at a product not being right for you, or not existing at all this is your opportunity to make that ideal product. The chances are, if you're frustrated, then lots of other people are too.

### Where is the market leader weak?

To make a business idea work, you need competition. So, this question urges you to consider what makes the leader in your market weak. Three conditions make a market leader vulnerable:

1. If your market leader is stuck in their ways and committed to a certain way of doing business.
2. If your market leader's customers are becoming increasingly dissatisfied with the service.
3. If your market leader has become complacent and is no longer being innovative.

If you can identify any one of these weaknesses, then you have an opportunity to infiltrate the market.

Once you have the answers to these simple questions, you'll be ready to move forward with your business idea.



# Activation

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## The Art of launching

It is vital to pick a good name that your market will remember, understand and integrate into their lives. Here are some pointers to consider:

1. Pick a name with 'verb potential' for example: 'Facebook someone' or 'Google it.'
2. Check your name works in other countries and cultures, so you don't cause confusion or offense.
3. Check other usage by utilizing websites such as:
  - <https://www.uspto.gov/trademarks-application-process/search-trademark-database>
  - <https://www.networksolutions.com/>
4. Pick a name that sounds different and will stand out in the marketing crowd.
5. Try to keep your name as short as possible, so it's easily remembered and will stick.

## The Art of Leading

As a leader, you have to strike a balance between authority and accessibility.

You must: set goals; measure progress and set up single points of accountability. These actions will position you as a figure of authority.

To also be accessible to your employees it is vital that you: be an active part of any problem solving; rewards success and admit when you are unsure or are at fault.

If you get the balance right, you will have a driven and dedicated workforce that will help your business prosper.

## The Art of Bootstrapping

When you first launch your startup business, it's going to be tough, and you're going to face challenges. A key tactic to get your business through the initial hardship is to position yourself against the leader in your market: Aim high and identify the most successful market leader in your field and find a critical differentiation that makes your product better. Some examples of differentiations are:

- **Price**
- **Product practicality**
- **Performance**

As long as your competitors will remain a strong competitor, won't be able to usurp your advantage and you, as a business and brand, remain truthful and transparent throughout the process, you will see how cost-effective and advantageous this form of bootstrapping can be.



## The Art of Fundraising

Unfortunately, fund-raising is a necessary evil of all starting businesses. One way to fundraise, up to the amount of \$50,000-\$250,000, is crowdfunding. This is a process whereby you use kickers, in the forms of gifts, rights to your products or other innovative ideas, to encourage people to pay for something that is yet to exist. Through using social media to spread the word about your crowdfunding project, you can gain enough financial backing to aid in the completion of your business idea. As long as you stick to your word and deliver the benefits promised to your backer's, crowdfunding has huge benefits. It allows you to test-run your idea and gage its popularity by the amount of the interest you generate. Always remember people invest in crowdfunding kickers that are unprecedented and cool, so try to be original and innovative.

## The Art of Pitching

As an entrepreneur, you need to have phenomenal pitching skills in your arsenal. It is your greatest weapon to secure sales, come to agreements and increase your likeability. So, to ensure your pitching is to a high standard, you need to observe the 10/20/30 rule:



### 10 slides:

1. Title page: Your organization's name and contact details.
2. Point out the problem: Identify the problem you're about to solve and how you're going to do it.
3. Show its value: Ensure your audience understands what you're selling and the value you're going to inject into it.
4. Make it magical: Identify your products unique technology or selling point.
5. Brag about your business: Explain your entire business model, including everything from your gross margins to the names of the organizations who are already using your product.
6. Mould your marketing movement: Show how you're going to market your product and reach your customers.
7. Compare competitors: Point out your competition and why you're better.
8. Team talk: Describe your whole business network and why it's successful.
9. Follow a five-year forecast: Outline an all-inclusive 3-5 year forecast of everything from money to metrics.
10. Close with class: Highlight everything you've accomplished so far, your current company status and your end goals. This slide is your last chance to make an impact so use it to encourage action.

### 20 minutes:

This is the maximum length your pitch should be to ensure you leave enough time for technical issues, time restraints, and questioning.

### 30-point font

The readability of your presentation is important. You do not want people straining to see your presentation; you want them to be stretching out their hand to give you an offer.

# Proliferation

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## The Art of building a team

Once your start-up is succeeding, the next step is to build a committed, clever and coherent team. The first step to creating a great team is conducting a great interview:

- Structure your interview's format, so it reveals the type of candidate you want to employ.
- Ask specific job-related questions, so you know they're capable before being likable.
- Avoid any spontaneity so you can fairly compare candidates.
- Phone interviews are a valuable tool which should be utilized because they allow candidates to start off on a level playing field. They also allow you to gain a vital first impression without race, dress or social background having any overriding influence.
- Take notes during the interview, so you don't have to rely on your memory. You want it to be as objective as possible to ensure you employ the right person.
- Check references early to confirm your initial selection for the interview was the correct one. Do not, however, use references as a way of predetermining your choice of candidate.

## The Art of Evangelizing

Evangelizing, or proclaiming good news, is important in any budding organization. Through evangelizing your product, you're telling your customer what your product is doing for them. The key to successfully evangelizing your product is to remain human, don't be afraid to have fun and remain relatable.

## The Art of Socializing

It's common knowledge that social media has become a vital ally in the success of the majority of modern businesses. So, it's important to understand how to heighten your visibility online; one way is to increase your repost potential. There are four types of content which will heighten your chances of getting reposted:

1. Information: "What happened?"
2. Analysis: "What does it mean?"
3. Assistance: "How can I do that?"
4. Entertainment: "What the hell?"

If you can emulate any of the above reactions to your content you are going to increase reposts, awareness, and profits.

## The Art of rainmaking

A rainmaker in the world of business is a master of acquiring sales through predetermined systems and rituals. It is distinctively difficult for start-ups to initially make it rain because you're relatively unknown in your marketing field. To start to make it rain you've got to 'suck up' to organizations that will complement yours and ultimately lead to sales. Obviously, with huge organizations, you can't just walk into the building and secure a deal. Instead, you'll need to persevere and play the long game. By tweeting organization's twitter accounts, emailing and calling employees and talking to assistants of the bigger players you can get onto the organization's radar.

If you get the chance to talk to someone, it is imperative that you are prepared. You need to be completely omniscient about the particular organization you've been hounding because you're more than likely only going to get one opportunity to make yourself heard.

## The Art of Partnering

Good partnerships ensure great results, so when considering any business partnership, you need to narrow down some deliverable and objectives:

- Will it increase profits?
- Will it decrease cost?
- Will it drive new customers and deliver new products?
- Will it provide new technological, training and marketing gains?

If all of your answers to questions like these are 'yes,' then your partnership should prosper. However, all partnerships take time and effort and sacrifice so consider all of your options before committing to one.

## The Art of Enduring

To be a successful entrepreneur you have to have endurance and insight. The key thing to remember is that you need to focus, not on the high money earners and the big organizations like you might be inclined to, but on the middle and lower people.

These are the people that will be more likely to reciprocate your actions. But these people do not come 'cheap' either. You need to get a reciprocation cycle rolling almost immediately so when you need their help you can call on them immediately. Ways to do this are: doing favors for those who need it; happily helping someone out financially and giving generously, often and unexpectedly. The key to this is not expecting anything in return during that moment but letting them know that in the future, there will be an opportunity for all of your generosity and favors to be reciprocated. This will ultimately help you endure the harder times that will you face as an entrepreneur.

# Conception

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## The Art of being Mensch

Menschhood is an acclaimed and thoroughly desired status all entrepreneurs wish to achieve. This is where people who are important and influential in your world of business characterize you as someone who is graceful, ethical and admirable. To achieve this status, you'll need to aspire to a much more valiant goal than merely making millions.

Being a mensch means:

- Helping the powerless and the poor.
- Offering help with no expectation of reciprocation.
- Reaching as many people as you can with your help.
- Choosing the right path even when it's easier not to.
- Repaying society through donations, volunteering and charity work.

If you embody all of the values that define an entrepreneur and master that art of the start, you'll be on your way to achieving the 'mensch' accolade.

Now the only thing left to do is start.

## Key Quotes

'Entrepreneurship is about doing, not learning to do.' (iBooks, pg. 11)

'if you make meaning, you'll probably also make money.' (iBooks, pg. 21)

'It's much easier to do things right from the start than to fix them later.' (iBooks, pg. 14)

'Entrepreneurship is at its best when it alters the future.' (iBooks, pg. 40)

## Key Takeaways

- I. Entrepreneurial success is an art that can be mastered.
- II. No one can prosper alone, so utilize other companies, partnerships, and connections.
- III. Every new business will face hardships, but there are tools to help you through it.
- IV. To be an entrepreneur you must balance generosity with gain.

## The ONE Action To Take

Choose one of the 'arts' in this summary to master. Focus all of your energy, commitment, and enthusiasm into becoming the best you can be within that particular art. You'll soon see how influential and effective they can be in your business.

The more arts you accomplish, the more successful your new venture will be.