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# The Art Of The Start 2.0: The Time-Tested, Battle-Hardened Guide For Anyone Starting Anything



## Synopsis

Whether you're an entrepreneur, an intrapreneur, or a not-for-profit leader, there's no shortage of advice on such topics as writing a business plan, recruiting, raising capital, and branding. In fact there are so many books, articles, and websites that many startups get bogged down to the point of paralysis, or they focus on the wrong priorities and go broke before they discover their mistakes. The Art of the Start 2.0 solves that problem by distilling Guy Kawasaki's decades of experience as one of the most original and irreverent strategists in the business world. Since late 2004 The Art of the Start has been the essential guide for anyone starting anything, from a multinational corporation to a church group. From raising money to hiring the right people, from defining your positioning to creating a brand, from driving buzz to buzzing the competition, this audiobook will guide you through an adventure that's more art than science: the art of the start.

## Book Information

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Investing

## Customer Reviews

I have read almost every book Guy Kawasaki has written and enjoy his "cut to the chase" style. This new book follows this trend: you will get practical, actionable, specific and above all, up-to-date advice without having to wade through verbiage to find nuggets that you can actually use. Below is a fragment of the many take-aways from the book:1. Pick a name for your start up that has a "verb potential." Kawasaki provides a way to test this. Imagine, you use this advice and the name of your new start up enters the mainstream vernacular and becomes a verb. Wouldn't you be happy you

thought of this before using a name that can't possibly have verb potential?2. The top ten mistakes entrepreneurs make and more important, how to fix them.3. So many speakers focus on the "What" and forget about the "So what"? The "So what?" is the significance of what you're saying because you can't assume that it's always self-evident. You need to connect the dots for people. Guy gives the two most powerful words in a pitch to handle the "So what?" question in your audience's mind.4. If you're thinking about crowdfunding, you will find help in this book including additional resources you can access.5. Kawasaki provides many examples for the advice he gives. For example, you will find three examples of what leading financial investors look for in financial projections. Also VERY useful is Kawasaki's edit of a 90-second pitch. It shows you a sample pitch he received, and how he edited it, including outlining the lessons to derive from his rewrite.6. He encourages you to abandon outmoded thinking - for example, why you should focus on your pitch when you first start and not waste time writing a business plan.7.

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