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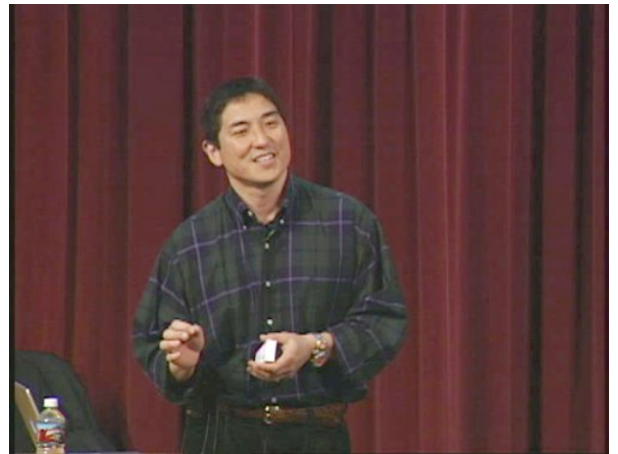
Selling the Dream

Guy Kawasaki, *Garage Technology Ventures*

February 19, 2003

Video URL: <http://ecorner.stanford.edu/videos/276/Selling-the-Dream>

Kawasaki talks about the essence of Selling the Dream, his new book. You need evangelists, those who sell your dream, he says. The way to get others to believe in your dream is to show them you're making the world a better place, he adds. Kawasaki uses Google as an example of a company that has changed the world and has evangelists supporting their cause and spreading the word.



Transcript

The essence of Selling the Dream is this, that evangelism, which is what Selling the Dream is about, the root word comes from Greek which is bringing the good news. So the essential part of evangelism like in Christianity is that Jesus Christ or Macintosh or whatever you're evangelizing is good news. And the good news that Macintosh will make a person more creative or productive or, you know, Jesus will give you eternal life is essentially good news. So what you want to do is when you have a product or a service that is good news, then that will catalyze evangelists. These evangelists are not necessarily employees of the company. They are also not stockholders but they see your product or services a way to make the world a better place. So I believe, for example, you could evangelize Google because I think Google makes the world a better place; search sucked prior to Google. Okay? Now Google is better. Now Google has Froogle. Now you can search and save money.

This is even better. Macintosh made it so that mere mortals can use a personal computer. So when you find that kind of thing, when you -- then you want to sell the dream and the way you sell the dream is to get other people to believe in the dream. And the way you get other people to believe in the dream is to show them how it makes the world a better place. So the rest of the book is about the tactics of getting other people to believe in that dream and going forward and changing the world. So that's Selling the Dream in one minute. Okay. I just saved you \$10 there.