

# Guy Kawasaki Quotes

*People, Thinking, Writing, Business, Book, Needs, Jobs, Entrepreneur, Believe,  
Enchantment, Media, Inspirational, Making Money, Self, Simple, Ideas, Use,  
School, Two, Mean*

Simple and to the point is always the best way to get your point across.

~Guy Kawasaki

Enchantment is the purest form of sales

~Guy Kawasaki

If you want to make a good first impression, smile at people. What does it cost to smile? Nothing. What does it cost not to smile? Everything, if not smiling prevents you from enchanting people.

~Guy Kawasaki

The best reason to start an organization is to make meaning; to create a product or service to make the world a better place.

~Guy Kawasaki

Better to fail at doing the right thing than to succeed at doing the wrong thing.

~Guy Kawasaki

Entrepreneur is not a job title. It is a state of mind of people who want to alter the future.

~Guy Kawasaki

Pursuing your passions makes you more interesting, and interesting people are enchanting.

~Guy Kawasaki

Greatness is won, not awarded.

~Guy Kawasaki

Eat like a bird, poop like an elephant.

~Guy Kawasaki

In giving presentations, use the 10/20/30 rule....use only 10 slides, take

20 minutes maximum, and use at least 30-point fonts.

~Guy Kawasaki

A good idea is about ten percent and implementation and hard work, and luck is 90 percent.

~Guy Kawasaki

Facebook is for people, Twitter is for perspective, Google+ is for passion, LinkedIn is for pimping

~Guy Kawasaki

Writing a book isn't an easy process nor is it always enjoyable, but it is one of life's most satisfying achievements.

~Guy Kawasaki

Patience is the art of concealing your impatience.

~Guy Kawasaki

Remember that nobodies are the new somebodies.

~Guy Kawasaki

Provide good content and you'll earn the right to promote your product.

~Guy Kawasaki

When you enchant people, your goal is not to make money from them or to get them to do what you want, but to fill them with great delight.

~Guy Kawasaki

I think that no one, or very few, are born as good presenters. It's a skill that you learn.

~Guy Kawasaki

Crowdsourcing is a great way to approach creation because in any given point there's always somebody on the Internet who knows

something better than you do.

~Guy Kawasaki

The hard part is implementing the decision, not making it.

~Guy Kawasaki

The higher you go in a company, the less oxygen there is, so supporting intelligent life becomes difficult.

~Guy Kawasaki

There are two types of people on social media: people who want more followers, and liars.

~Guy Kawasaki

Companies should always want to delight their customers.

~Guy Kawasaki

The hardest thing about getting started, is getting started.

~Guy Kawasaki

One must understand what people are thinking, feeling and believing in order to enchant them.

~Guy Kawasaki

Most venture capitalists won't read a business plan unless the entrepreneur is introduced to them by a contact.

~Guy Kawasaki

I do have a peripatetic and active intellectual curiosity.

~Guy Kawasaki

If you have to put someone on a pedestal, put teachers. They are society's heroes.

~Guy Kawasaki

Want to change the world? Upset the status quo? This takes more than run-of-the-mill relationships. You need to make people dream the same dream that you do.

~Guy Kawasaki

While we're living, we need to get over ourselves and accept others if we want to enchant people.

~Guy Kawasaki

Great companies start because the founders want to change the world... not make a fast buck.

~Guy Kawasaki

Don't worry, be crappy. Revolutionary means you ship and then test... Lots of things made the first Mac in 1984 a piece of crap - but it was a revolutionary piece of crap.

~Guy Kawasaki

You say: "I'm a blue sky thinker." Investor thinks: "You have no business model, and you don't know how to ship."

~Guy Kawasaki

Evangelism is selling a dream.

~Guy Kawasaki

It doesn't matter whether the Dow is 5000 or 50,000. If you're an entrepreneur, there is no bad time to start a company.

~Guy Kawasaki

At the end of the day in business, it's not about peer review and getting into a scientific journal. You either increase sales, or not.

~Guy Kawasaki

High achievers tend to have major weaknesses. People without major

weaknesses tend to be mediocre.

~Guy Kawasaki

Some things need to be believed to be seen.

~Guy Kawasaki

If you must use more than ten slides to explain your business, you probably don't have a business.

~Guy Kawasaki

Writing is the starting point from which all goodness (and crappiness) flows.

~Guy Kawasaki

Money is not the sole or most powerful motivation for many people. A higher and tougher test is to look back and see how you've made the world a better place.

~Guy Kawasaki

If you have more money than brains, you should focus on outbound marketing, If you have more brains than money, you should focus on inbound marketing.

~Guy Kawasaki

If you don't toot your own horn, don't complain that there's no music.

~Guy Kawasaki

Everyone is passionate about something. It's your job to find out what it is.

~Guy Kawasaki

Accept diversity and don't take any crap.

~Guy Kawasaki

Ideas are easy. Implementation is hard.

~Guy Kawasaki

A crash is when your competitor's program dies. When your program dies, it is an 'idiosyncrasy'.

~Guy Kawasaki

It's easy to say that entrepreneurs will create jobs and big companies will create unemployment, but this is simplistic. The real question is who will innovate.

~Guy Kawasaki

Arguably, in business books, I don't think there's much that has never been said before.

~Guy Kawasaki

Entitlement is the opposite of enchantment.

~Guy Kawasaki

Let yourself be enchanted in small ways.

~Guy Kawasaki

The jewelry business is a very, very tough business - tougher than the computer business. You truly have to understand how to take care of your customers.

~Guy Kawasaki

The mark of a good conversationalist is not that you can talk a lot. The mark is that you can get others to talk a lot. Thus, good schmoozer's are good listeners, not good talkers.

~Guy Kawasaki

Ambitious failure, magnificent failure, is a very good thing.

~Guy Kawasaki

How fast you are moving is more important than where you are.

~Guy Kawasaki

Leverage your brand. You shouldn't let two guys in a garage eat your shorts.

~Guy Kawasaki

The real question is who will innovate.

~Guy Kawasaki

If you're an entrepreneur and you think that the president makes a difference to your business, you should stay at your current job.

~Guy Kawasaki

If you make meaning, you'll make money.

~Guy Kawasaki

The key to evangelism is a great product. It is easy, almost unavoidable, to catalyze evangelism for a great product. It is hard, almost impossible, to catalyze evangelism for crap.

~Guy Kawasaki

Twitter, Facebook, Google + are the trifecta of marketing for authors (and bloggers).

~Guy Kawasaki

People are free or cheap. Marketing: using Twitter or blogs. Cheap or free. Infrastructure: call up Amazon, call up Rackspace, terabytes of data in the clouds, thousand dollars, two thousand dollars.

~Guy Kawasaki

I have developed a Zen-like approach to the operating systems that people use: 'When you're ready, the right operating system will appear in your life.

~Guy Kawasaki

Create something, sell it, make it better, sell it some more and then create something that obsoletes what you used to make.

~Guy Kawasaki

My books are always tactical, bullet lists, this is what you need to do because I'm trying to appeal to people who are trying to change the world and they need checklists.

~Guy Kawasaki

Luck favors the people who are willing to grind it out.

~Guy Kawasaki

Best way to succeed is to do things for the customer, not to the competition. Very few people buy a product in order to help you hurt the competition. To think otherwise is lunacy.

~Guy Kawasaki

Sales fixes everything.

~Guy Kawasaki

Revolutionary products don't fail because they are shipped too early. They fail because they aren't revised fast enough.

~Guy Kawasaki

For startups, SM is now crucial: it has never been cheaper and easier to reach one's customers. Entrepreneurs should thank God for Twitter, Facebook.

~Guy Kawasaki

The self-edited author is as foolish as the self-medicated patient.

~Guy Kawasaki

Just do what's right for the customer, and you'll be okay.

~Guy Kawasaki

Don't get stubborn, flow with the go. The key is to be open to unintended success. Some companies just can't take yes for an answer.

~Guy Kawasaki

Original visions are often wrong. Companies have to morph as they learn what customers don't want.

~Guy Kawasaki

There was no "decision" per se to re-position myself. I simply decided that I wanted to write a book that would help people influence others.

~Guy Kawasaki

It's a very valuable skill to succeed in life whether you work for a startup or a Fortune 500 company.

~Guy Kawasaki

Writing is one way to achieve enchantment.

~Guy Kawasaki

The most powerful sign is that your work no longer enchants you - it's not deep, delightful, and mutually satisfying. When this happens, it may be time to look for new challenges.

~Guy Kawasaki

For me writing is as close to being an engineer as possible.

~Guy Kawasaki

I would consider...Google Plus a push technology. It's closer to Twitter than to Facebook.

~Guy Kawasaki

If you look at my Twitter feed it is 99% links, but 1% is me responding and 1% of a big number is a big number.

~Guy Kawasaki

Inoculate yourself from dangerous bozos.

~Guy Kawasaki

When you give people too many choices it makes them hesitate and not buy stuff.

~Guy Kawasaki

My real mantra for my life is "empower others".

~Guy Kawasaki

Everything you want is cheap or free. If you went to a venture capitalist and said: "I need money to buy tools." You flunked the IQ test, I mean every tool that you need is free!

~Guy Kawasaki

If you just enchanted one person per day, you would make a big dent in the universe.

~Guy Kawasaki

An editor who is a mentor, advisor, and psychiatrist. Don't kid yourself-a good editor will make your book better.

~Guy Kawasaki

There is only one Steve Jobs, but if you want a shot at being the next Steve Jobs, learn to communicate using stories, demos, and pictures.

~Guy Kawasaki

You have to start with the basic premise that you need to know what your competition is doing.

~Guy Kawasaki

The beauty of Goodreads is that you know you're sowing in a field where everyone, by definition and self-selection, loves to read.

~Guy Kawasaki

Do you know what the difference is between PR and advertising? Advertising is when you say how great you are. PR is when other people say how great you are. PR is better.

~Guy Kawasaki

What I lack in talent, I compensate with my willingness to grind it out.

~Guy Kawasaki

You need to earn the right to promote.

~Guy Kawasaki

Customers can tell you how to evolve a product, but they can't show you how to make a leap.

~Guy Kawasaki

This is the beauty of social media: it helps you find people and then you can contact them fast and inexpensively.

~Guy Kawasaki

Disorganization is the enemy of good writing.

~Guy Kawasaki

Steve [Jobs] proves that it's OK to be an asshole... He just has a different OS.

~Guy Kawasaki

If you're in enough places at enough times, then some of them are bound to be the right ones.

~Guy Kawasaki

It's hard to build community around mediocre and mundane writing.

~Guy Kawasaki

The first good reason to write a book is to add value to people's lives.

~Guy Kawasaki

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