



LANDMARK  
VENTURES

## **10 TIPS FOR ENTREPRENEURIAL SUCCESS**

April 2015



# The Unreasonable Man

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“The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself.  
**Therefore, all progress depends on the unreasonable man.”**

**- George Bernard Shaw**



# 1. Vision

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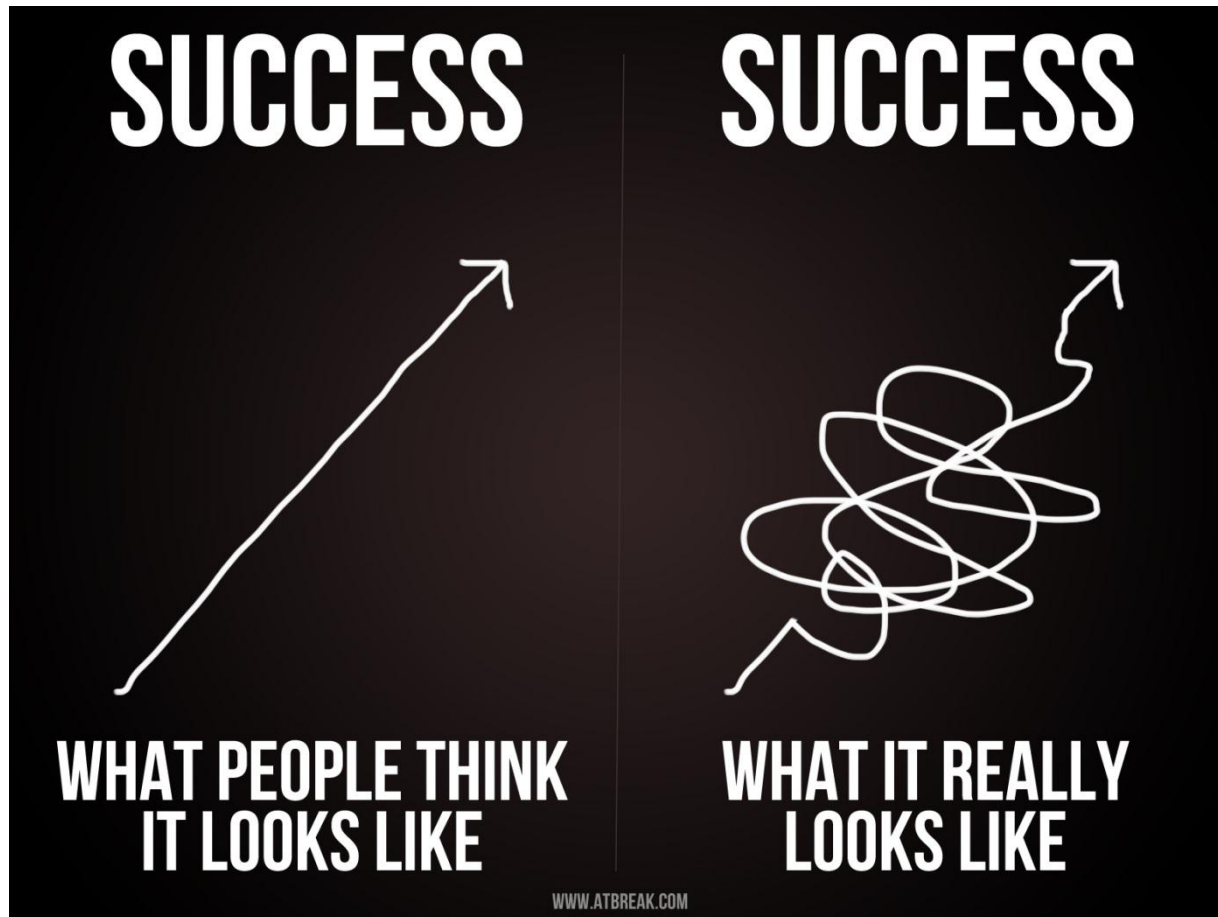
*Big Enough to Matter; Small Enough to Win*





## 2. Not Just Hard Work

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### 3. Continuous Relationship Building

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The **BEST** time to build a relationship is when you **LEAST** need it.

The **WORST** time to build a relationship is when you **MOST** need it.





## 4. NETWORKING 101: Its Called Net-**working** not Net-**resting**

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Hand, Hello. Repeat.





## 5. The **Perfect** Follow Up = An Easily Forwardable Email (EFE)

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## 6. Storytelling

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*Once Upon a Time...*







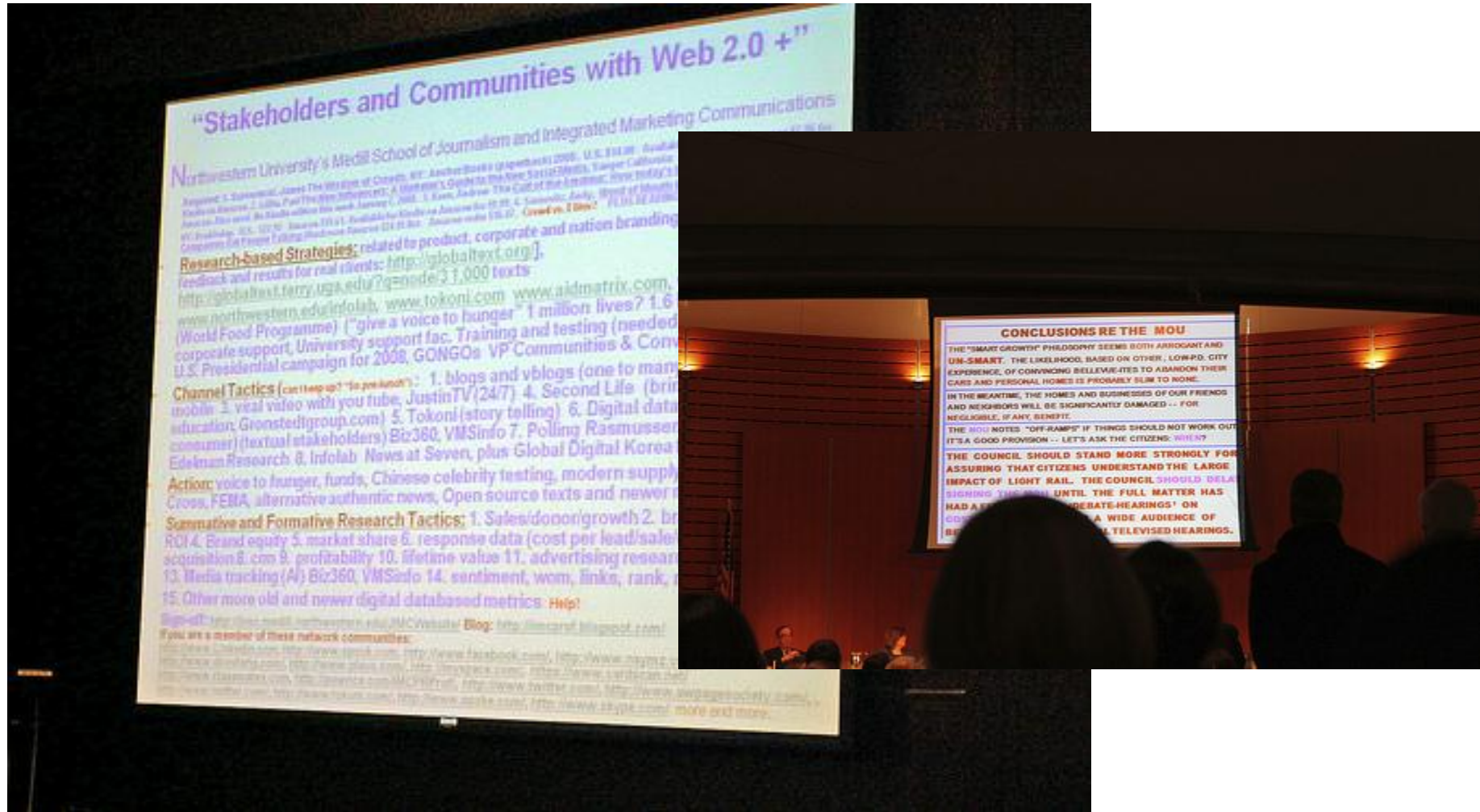
# Say it in 30 seconds...or don't say it at all

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- Value Brevity
- Learn to describe yourself in:
  - One Word
  - One Sentence
  - One Paragraph

*In today's digital age, the **Written word** will get read much more than the **Spoken word** will get heard*

## 7. Be a Good Presenter





## In other words...

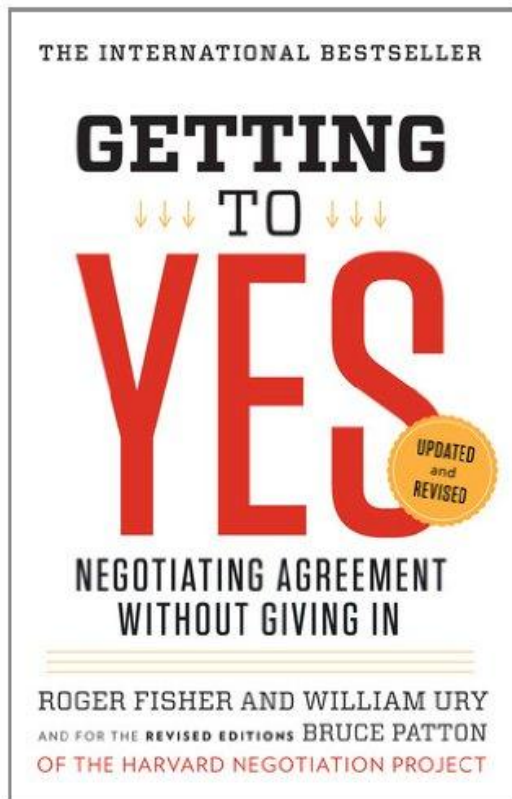
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1. 6 x 6
2. The Basics:
  - Say what you are going to say
  - Say it
  - Say what you said
3. No Data without Stories and No Stories without Data
4. Be interesting & Passionate & Memorable

## 8. Persistence (Overcoming Rejection)

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Jeff Bezos had to take 60 meetings to raise \$1 million for Amazon, giving up 20% to early investors





## 9. Always Do It

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**"Find a way to say yes to things.** Say yes to invitations to a new country, say yes to meet new friends, say yes to learn something new. Yes is how you get your first job, and your next job, and your spouse, and even your kids."

*~Eric Schmidt, Chairman, Google*

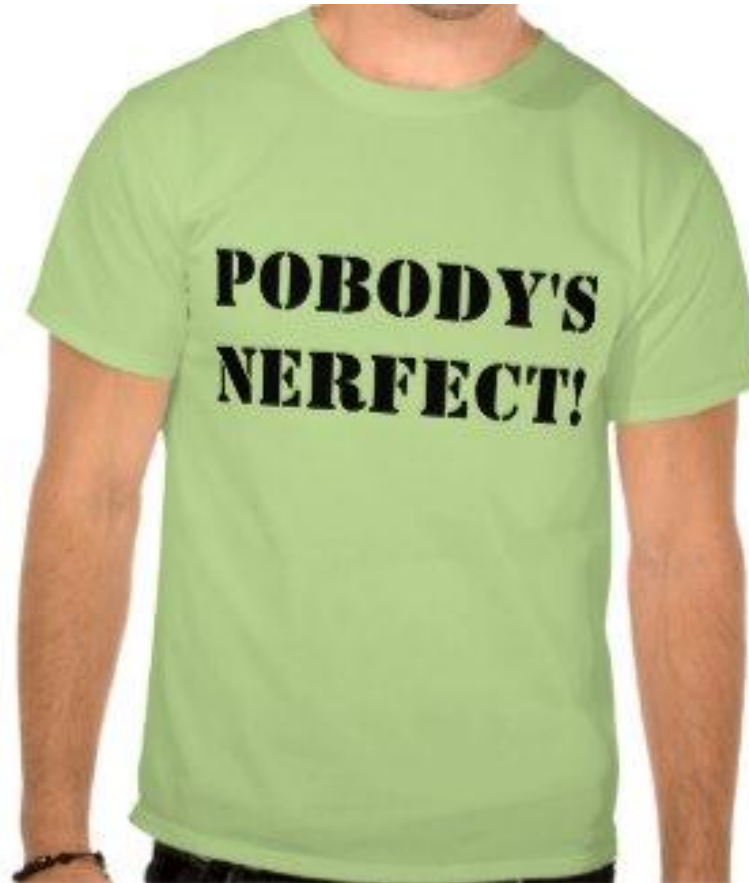






## 10. The Enemy of Good is Great

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# Summary

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- 1. Big Enough to Matter; Small Enough to Win**
- 2. Not Just Hard Work**
- 3. Relationship Building**
- 4. Net-WORK**
- 5. Easily Forwardable Email (EFE)**
- 6. Storytelling**
- 7. Be a Good Presenter**
- 8. Persistence**
- 9. Always Do It**
- 10. The Enemy of Good is Great**



## Keep in Touch!

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Zeev Klein



@ZeevKlein



zklein@landmarkventures.com