



JAY ACUNZO

BREAK THE WHEEL



How the World's Best Organizations
Escape Conventional Thinking
to Become the Exception Others Love

Scout Social shows that 81% of people believe businesses have a

The Top Event Marketing Trends for 2019



AUGMENTED/VIRTUAL REALITY

Augmented reality and virtual reality are increasingly being employed by brands to provide more immersive and engaging experiences.

AR and VR can be used for anything from providing an entertaining experience to boost brand awareness and perception, to hosting a fully digital event where people can only attend virtually.

Last year the creator of Second Life hosted the world's first virtual event. Hosting a purely digital event is more effective than a traditional real-life event, but with careful use of technology and experiences available to the attendees can be just as compelling.

On a smaller scale, AR and VR can be used to demonstrate products or services in a way that is historically difficult or cost-prohibitive. For example, a virtual vacation apartment in Mexico for example) when it's not possible to visit in person.

This technology is already being used successfully by brands to create a more immersive VR experience that gave participants the opportunity to interact with the brand.

TREND #1: REGAINING CONTROL

2. Business companies are looking for majority opportunities to increase customer loyalty.

is 2019"

nages Videos

Social media marketing

Event Marketing Trends for 2019

One of the most striking trends is the use of technology. Music festivals, technology and entertainment conferences, trade show and exhibits and even simple product launches feature impressive interactive displays and engaging visuals.

EXPERTS CITE INFLUENCERS AND DATA AS TOP EVENT MARKETING TRENDS IN 2019

Unusual Venues

Direct mail

Guest Management with Facial Recognition

Search engine optimization (SEO)



Holograms

Brands are taking advantage of facial recognition technology to create more personalized experiences for their customers. This report shows how brands are using facial recognition technology to improve their marketing efforts and more.

Scout Social shows that 81% of people believe businesses have a

OR BUST

Showing results for "event marketing"

Podcasts

Event Planners Club
Event Planner Associ...

Brand Hero w/ SwagSam

Podcast Episodes

NAME	Duration
1 What to Expect From Marketing School Live Event! Ep. #1056	7:03
2 Finding Wholesalers at a Trade Show Event-9	16:38
3 E942: #StartupTuneup @ Founder.University: 9 founders pitch to Jason & Dave Samuel of...	22:57
4 Strategy Sessions: Facebook Ads for Professions Services + Live Events with Heather Stevens	6:25
5 How to Throw an Event Without Losing Money Ep. #999	30:49
6 I Just Spoke At Tony Robbins Event!! (The UNUSUAL Insight I wasn't Expecting...)	44:56
7 How to Create a Successful Business Event	
8 Why We're Going to Do An In Person Event (and You Should Too) Ep. #775	
9 002: How to Get Theatres to Book Your Act with Thom Britton	
10 Ep #104: Using Events to Close 327 Loans, Drive Agent Referrals and Explode Your Volume	

amazon prime

Prime Day deals on July 15 & 16

Books event marketing

1-16 of over 3,000 results for Books "event marketing"

Amazon Prime

Delivery Day Get it by Tomorrow

Department

Books Marketing, Advertising, Public Relations, Travel & Tourism, Business, Economics & Finance, Social Sciences

Avg. Customer Review

New Releases

Kindle Unlimited

Book Language

Amazon Global Store

International Shipping

Conditions

Availability

Russell Brunson

John Jantsch

Neil Patel & Eric Siu

William Rader | Founder of WellAttended - Box Office...

Mortgage Marketing Radio

The Future of Event Marketing

An outlook on the tech and social tools to use for the future

- Gaming
- Movies
- TV Shows
- News

LinkedIn

event marketing consultant

Build Shopify Mobile Apps - Build A Mobile App For Your Shopify Store Now. Learn More About

Showing 9,809,746 results

Senior Event & Integrated Marketing Consultant
Greater New York City Area

Current: Marketing + Events Consultant at Senior Marketing & Events Consultant

Leslie Carruthers and Sasha Kravetz are shared connections

Connect

Event Marketing Consultant
San Francisco Bay Area

Current: Event Marketing Consultant at Independent Contractor

Phuc Truong, Ann Handley, and 4 other shared connections

Connect

Event Producer and Marketing Consultant
Philadelphia Area

Current: Event and Fundraising Consultant at Self Employed + Events

Connect

EVERY BUSINESS SHOULD KNOW HOW TO SELL OUT AN EVENT

We recently just sold out our event... marketing ideas. Sell all your tickets super easy with these ...

CC

Event Marketing Bootcamp (Part 1) by Stacey Ruth

Plan Your Meetings - 12K views - 6 years ago

Are you ready to jumpstart your event marketing? Do you know how to build an event marketing strategy that creates real value for ...

23:34

Experiential marketing is the future of advertising | Layne Braunstein | TEDxFultonStreet

TEDx Talks • 15K views • 10 months ago

To hold the attention of a millennial audience driven by social media, experiences need to be unique, live, and interactive. Layne ...

CC

Event Promotion: 6 Advanced Tactics To Promote Events with Social Media

Event Manager Blog • 25K views • 11 months ago

Millions of events are being promoted on social media every day. These 6 tactics are very powerful to promote events on social ...

4K

How To Become an Event Promotion Machine

Eric Wone - Network Marketing Pro • 72K views • 2 years ago

and more.

ognition in order to gather data from th...



IN A WORLD DROWNING IN
ENDLESS POSSIBILITIES,
THE MOST VALUABLE SKILL IS
KINOWING HOW TO VET THEM.

OUR HOPE

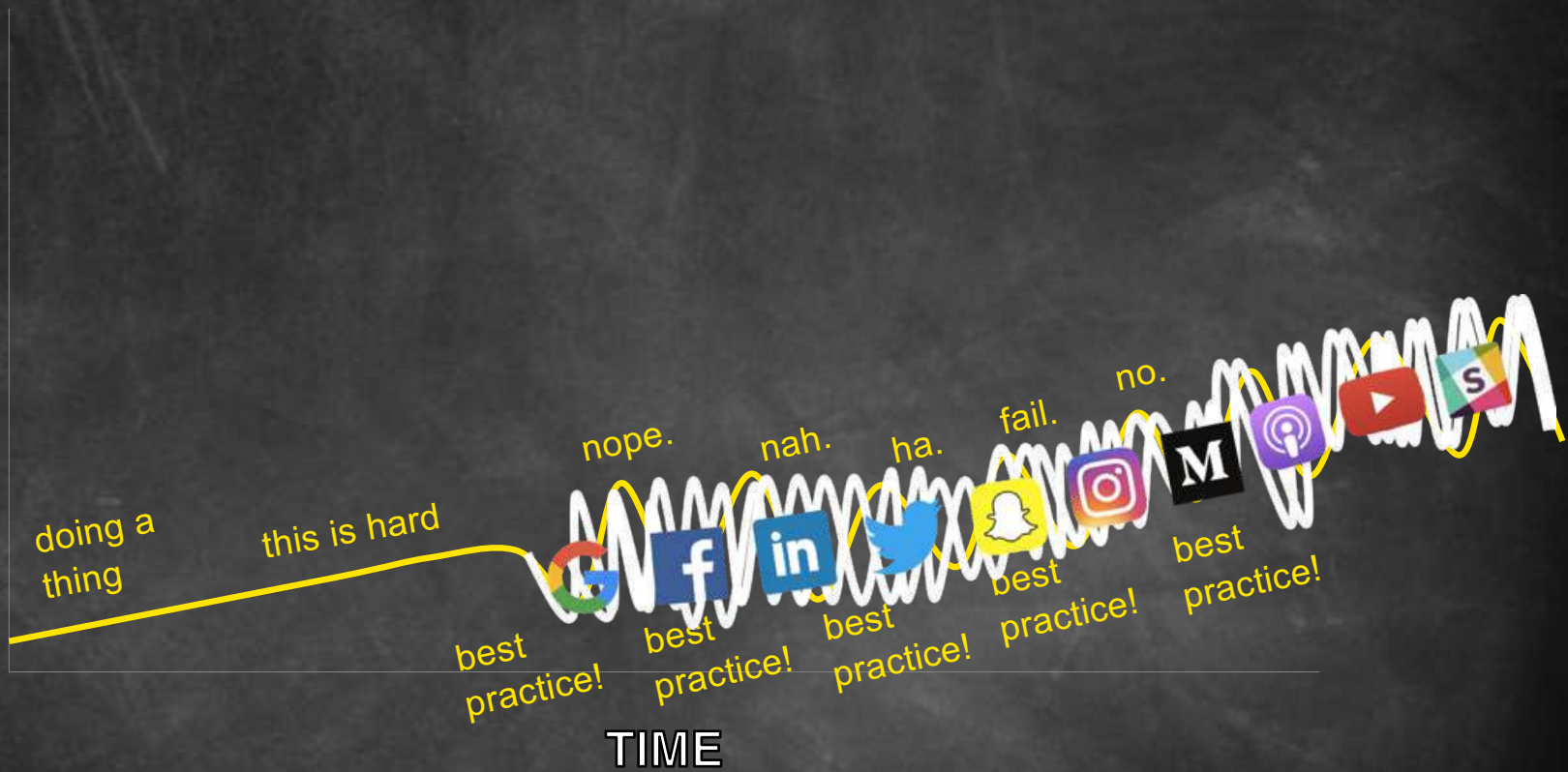
RESULTS



TIME

OUR REALITY

RESULTS



CONVENTIONAL WISDOM
Whatever is most common

**best
practice**



Google Inside AdWords

Google's official blog for news, tips and information on AdWords

Ad Sitelinks now available for any campaign

Thursday, June 24, 2010

Back in November we launched [Ad Sitelinks](#) to help you get even better results from your top performing ads. Since then, we've seen advertisers experience [huge gains](#) with Ad Sitelinks, boosting their clickthrough rates on average [by more than 30%](#). Today, we're introducing a new one-line format that allows you to get the benefits of Ad Sitelinks for even more of your campaigns, including your more generic, unbranded campaigns.

What's more, we're also enabling the option to set up Ad Sitelinks for any campaign. This means that you don't have to wait for your campaigns to pre-qualify before you can

LATEST TRENDS
Whatever is newest

best practice

[Nike.com](#) | [Nike Official Store](#) | [Nike Official Site](#)

(Ad) [www.nike.com/Shop/Nike](#)

Push Yourself Further with NikeShoes for Women, Men, Girls & Boys.

Nike Women's New Releases

Shop the Latest Women's Apparel, Shoes, & Gear at Nike.com Today.

Nike Men's New Releases

Shop our Latest Men's Shoes, Gear & Clothing. Available Now at Nike.

Custom Nike Shoes

Customize Your Shoes with NIKEiD For Performance, Fit and Style.

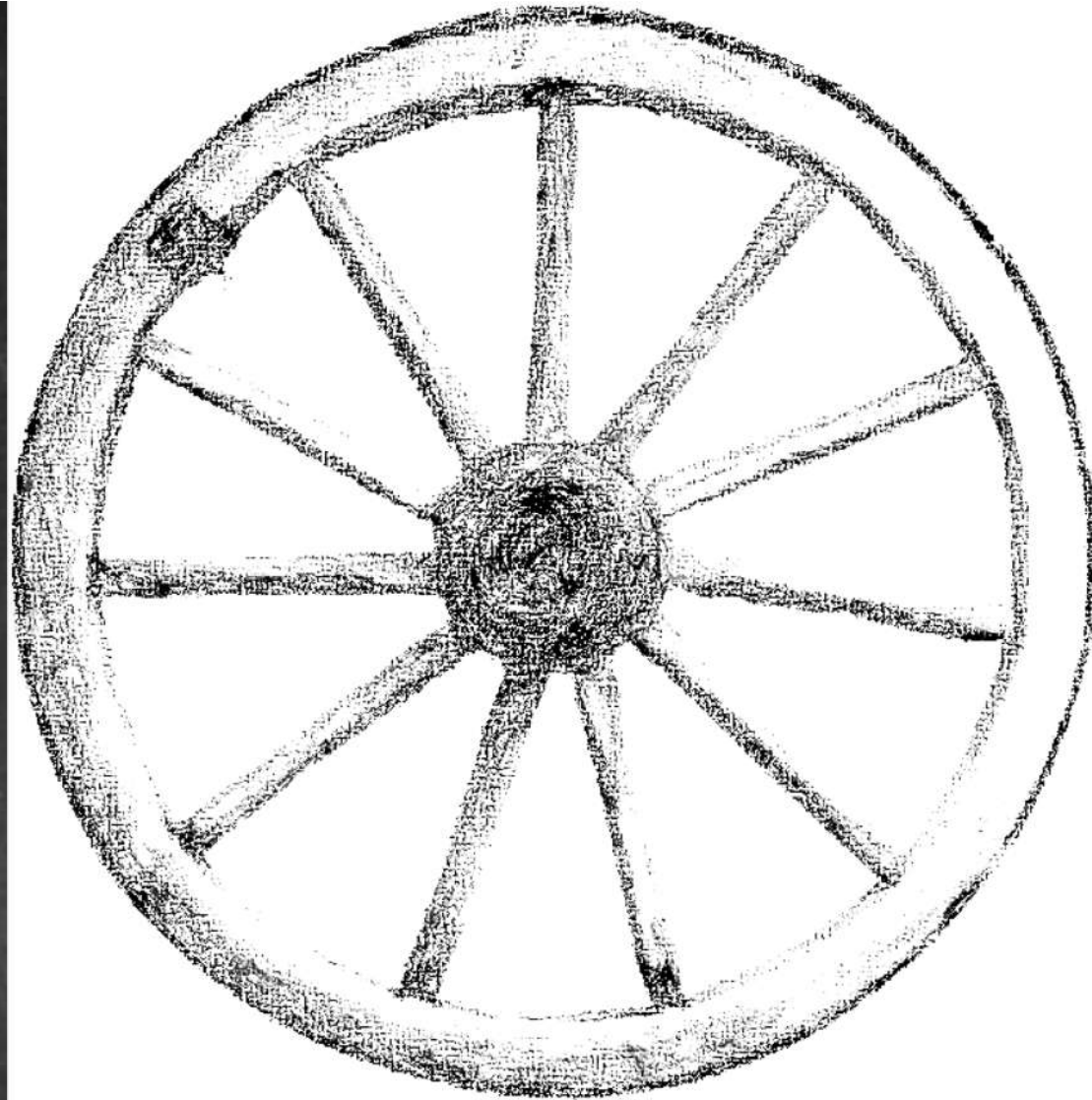
Nike Epic React

A Revolution in Foam Cushioned Comfort. Shop Now at Nike.com.











FINDING BEST PRACTICES **ISN'T** THE GOAL.
FINDING THE BEST APPROACH FOR US **IS**.



OUR CONTEXT



BEST DECISION FOR US



MIKE BROWN

ay Salon

CAFE

SARATOGA
COFFEE TRADERS

CANDY

Open

ESPRESSO

Apple CIDER

French Toast

The Evolution of Coffee



BREAKFAST

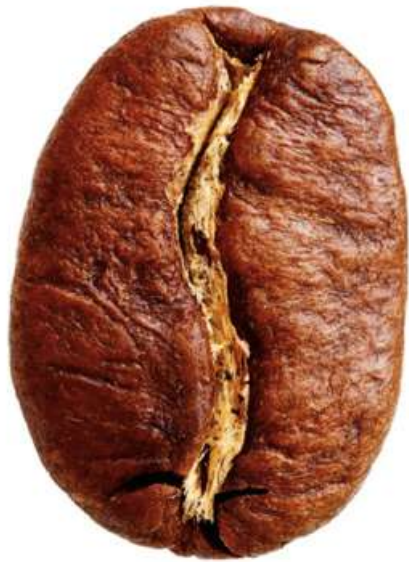
LUNCH

DRINKS

- BREAKFAST SANDWICH
- PANINIS
- WRAPS
- SALADS
- SOUPS
- COFFEE (10 oz. or more)
- Blueberry Cider
- Java House Latte
- EGGS WITH LATTE
- SHR. 40 TEAS!
- Candy (10 oz. or more)



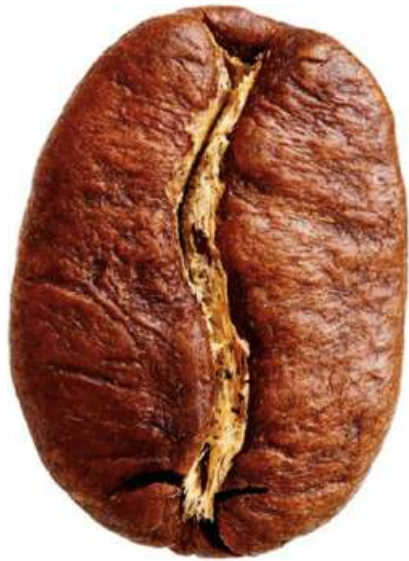
2 COMMON COFFEE BEANS



Arabica

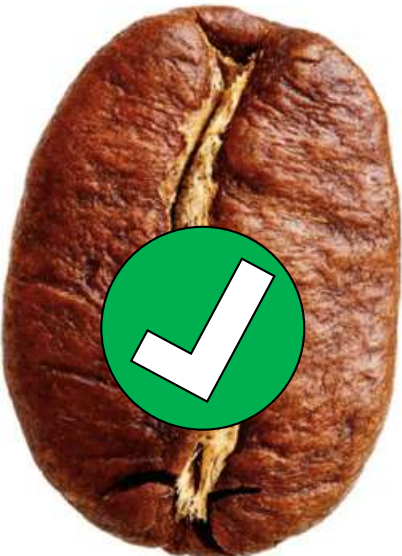


Robusta





2 COMMON COFFEE BEANS



Arabica

Robusta





“

What's the
strongest cup
of coffee you
can make?

”



**“
I’ll create
the world’s
strongest coffee.
”**



DEATH WISH COFFEE

The screenshot displays the Death Wish Coffee website. At the top left is the logo, a skull and crossbones inside a circle with the text "DEATH WISH COFFEE CO.". Navigation links include "SHOP", "REWARDS", "BLOG", "ABOUT", "FAQ", "LOG IN", and icons for search, a US flag, and a shopping cart. The main headline reads "BUY THE WORLD'S STRONGEST COFFEE" in large, bold letters, with "STRONGEST" in red. Below this, it says "100% MONEY-BACK GUARANTEE" and "FREE DOMESTIC SHIPPING OVER \$50". The price "\$19.99" is prominently displayed. A large black coffee bag with the Death Wish logo is shown on the left, with a small pile of coffee grounds in front of it. To the right is a white product selection interface with three steps: "STEP 1: SELECT SIZE" (radio buttons for "1 Pound" and "2 Pounds"), "STEP 2: SELECT GRIND" (radio buttons for "GROUND" and "WHOLE BEAN" with corresponding coffee bean images), and "STEP 3: SELECT ONE-TIME OR SUBSCRIPTION" (radio buttons for "One-time purchase" and "Sign Up For Coffee Subscription & Save 20% \$15.99"). A "SELECT GRIND" button is at the bottom of the interface. At the bottom of the screenshot is a collage of social media posts featuring the hashtag "#DEATH WISH COFFEE" and various images of coffee products and people.



DEATH WISH COFFEE



Roses are red,
Violets are blue.
Decaf is gross
That's why I don't
drink it.



Did you ever
stop to think
that maybe
coffee is
addicted to me?



I put
coffee
in my
coffee.





SUPER BOWL





The
New York
Times

CBS

TODAY

abc
NEWS

CNN

FORTUNE



BEST PRACTICE: ROAST ARABICA

**“I’ll create the
world’s
strongest
coffee.”**



BEST DECISION FOR MIKE:
ROAST MORE ROBUSTA



WHEN WE QUESTION
CONVENTIONAL THINKING
USING OUR OWN CONTEXT,
**WE MAKE BETTER DECISIONS,
FASTER.**

ASK YOURSELF:

IN A WORLD FULL OF BEST PRACTICES,
WHAT ARE THE RIGHT PRACTICES FOR US?
WHAT IS OUR ROBUSTA COFFEE BEAN?

DATA



What's the strongest cup of coffee you can make?

COMMODITY

Stronger Coffee

Caffeine

Energy

INSIGHT

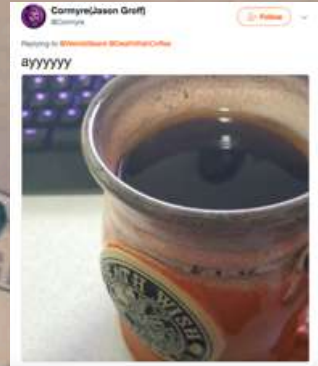


Hard Work



EXCEPTION





[Redacted Name]

Follow

17 likes

4d

[Redacted Name] Happiness is coming home to a big bag of coffee! #deathwishcoffee :{>



Roo-Roo
@BardRooRoo

Follow

Here we gooo!
#DeathWishCoffee





deathwishcoffee Following

deathwishcoffee Tattoos and coffee.
(@rachel_twa)

View all 31 comments

hyperbole_jones Great ink!
skjones2 @pinupfarmer
cmhotchkiss @falonkenzie
virps2 @elina_emma
lisajonesfit Lmao!
jake_sanders13 @claybillman 🤔 THIS is awesome!!
farmerjoe56 missing you guys right now lol!
dluxradio Best tattoo
infusing.that.agave Real talk
hkchelle @palaadnotpaload yes!
palaadnotpaload @hkchelle I'd put "More espresso, less depresso"

2,936 likes

SEPTEMBER 9



WHEN WE PAY MORE ATTENTION TO
THE CUSTOMER THAN TO THE INDUSTRY,
THE CUSTOMER PAYS MORE ATTENTION TO US.

ASK YOURSELF:

ARE WE SPENDING MORE TIME
LEARNING ABOUT MARKETING & SALES
OR OUR CUSTOMERS?
WHAT IS OUR “DEATH WISH” INSIGHT?

TESTING HIS INSIGHT



- 1 NEW ROAST
- MORE CAFFEINE
- 1 CUSTOMER NICHE
- SELLING 1 BAG/WEEK
- IN THE NEXT 3 MONTHS



Death Wish Coffee Company

Home Videos Playlists Channels Discussion About



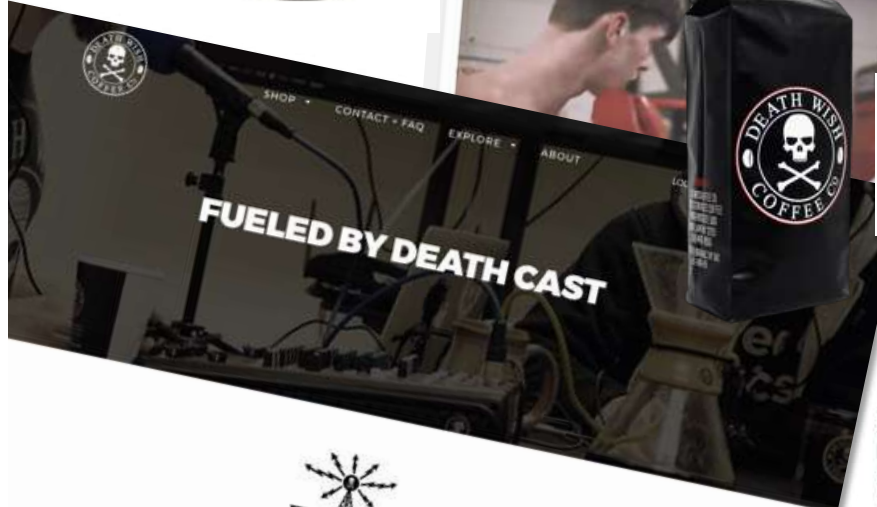
Death Wish Coffee Presents: #GrindItOut
63,238 views 4 months ago
Learn more: <http://deathwishcoffee.com/>...

#GRINDITOUT is where Death Wish Coffee lives... nights of the pod...

 **Robert J. Sodaro**
@Funnybook_City

Follow

You haven't had coffee until you've had Death Wish! #deathwishcoffee



We are all Fueled By Death - the idea that we all want to leave our mark on this world before we inevitably leave it for good. Death Wish Coffee proudly presents a podcast that asks the question, "What Fuels You?" Join hosts The Incredible Jeff and The Amazing D-Man as they stimulate your mind with entertaining conversation, science discoveries, and a special guest each week that includes rock stars, authors, astronauts...



Death Wish Coffee Took Over Google [WATCH]

By Jeff Ayers - Aug 17, 2017 - 0 Comments



BLOG ENTRIES

Death Wish Coffee Took Over Google [WATCH]
I googled it. Google is probably the search engine you...

Guess How Many Coffee Beans Are In Our Warehouse
As Death Wish Coffee grows, we are adding more...



WHEN WE MAKE
LEARNING THE GOAL,
INSTEAD OF RESULTS,
WE GET BETTER RESULTS.

ASK YOURSELF:

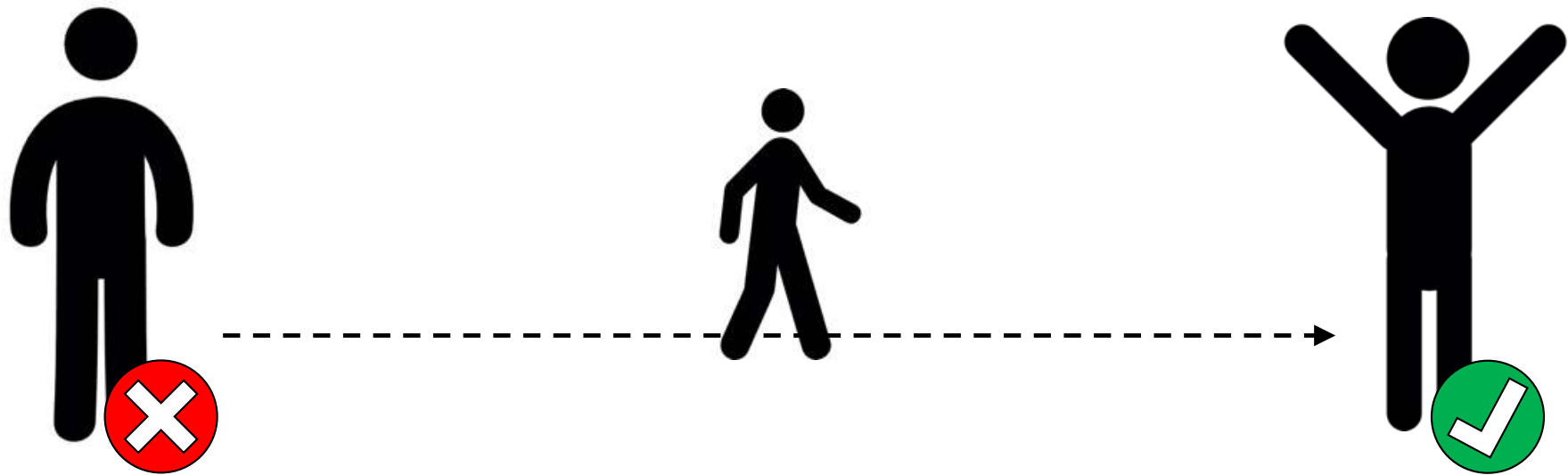
DO WE WANT “THE” ANSWER HANDED TO US,
OR DO WE KNOW HOW TO FIND OUR OWN?

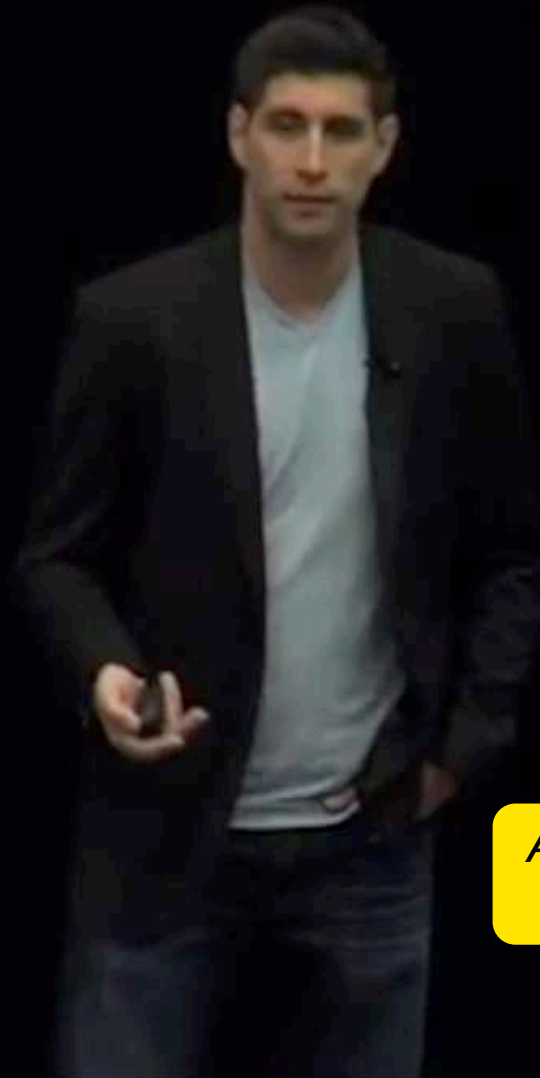
WHICH DO WE UNDERSTAND BETTER:
BEST PRACTICES? OR OUR CONTEXT?

Public Speaking Tips: How to Move On Stage

Acting Techniques for Greater Stage Presence

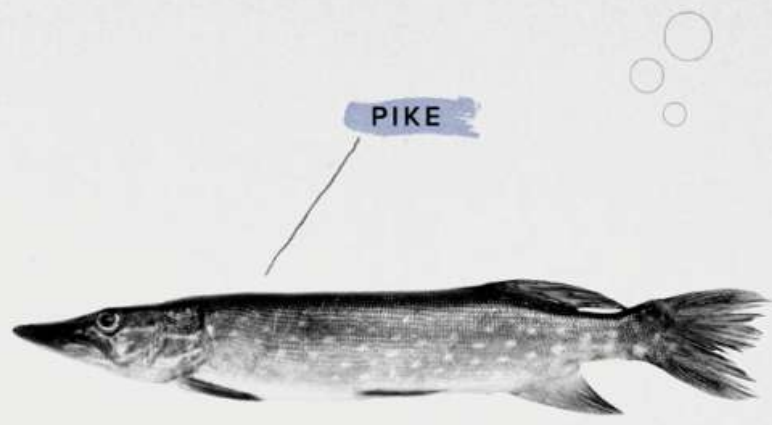
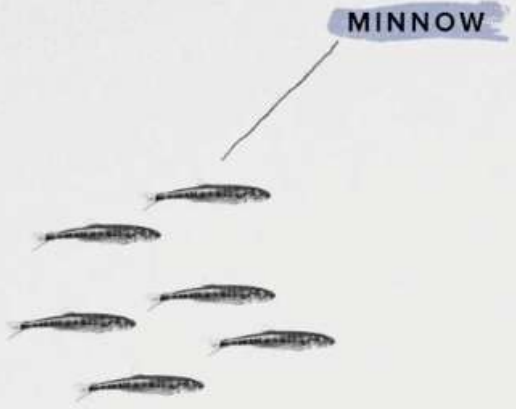
How to Command a Stage for Business Presentations





*Available for birthdays, bar mitzvahs,
and pocket-related events.*

PIKE SYNDROME



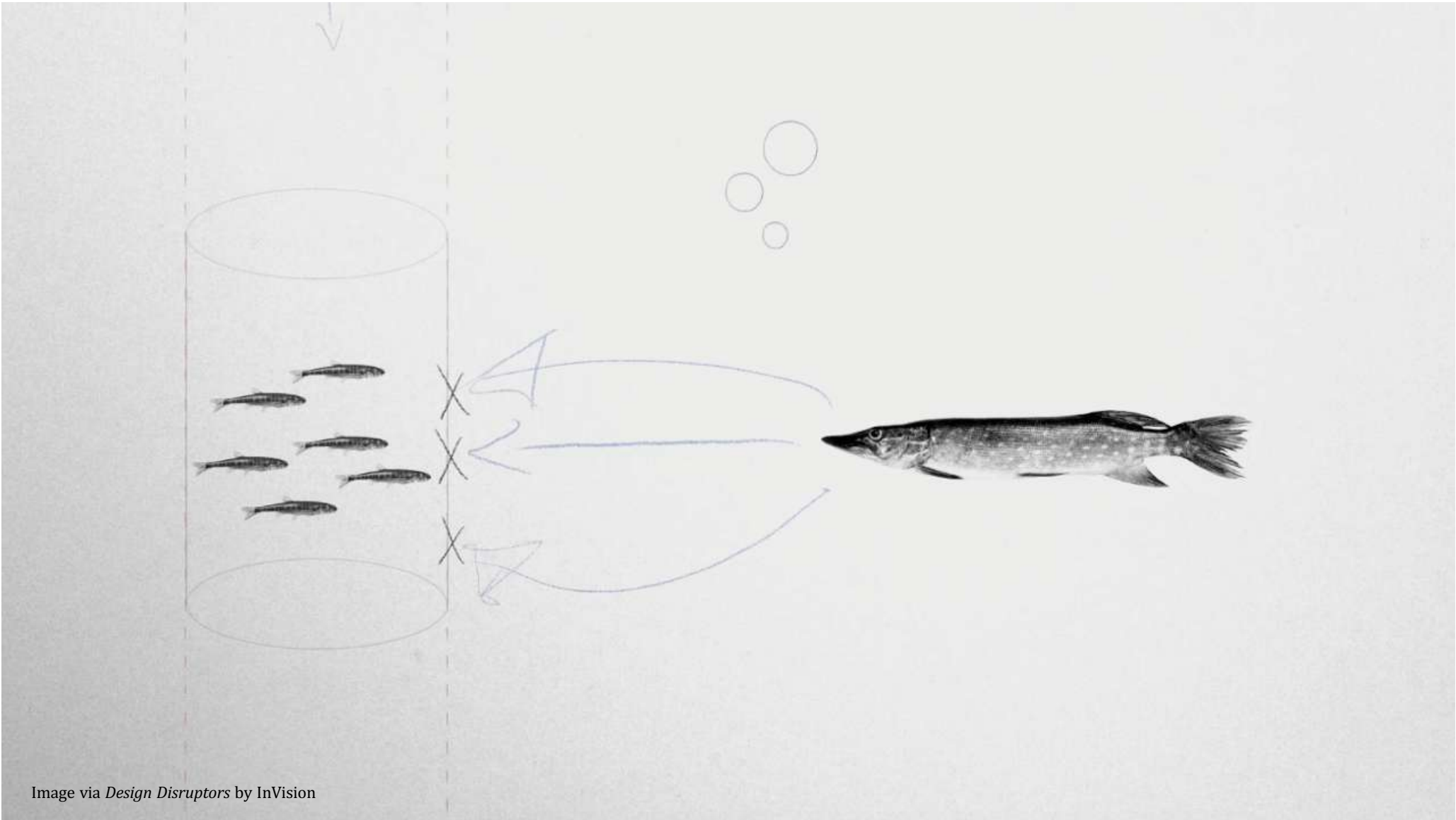
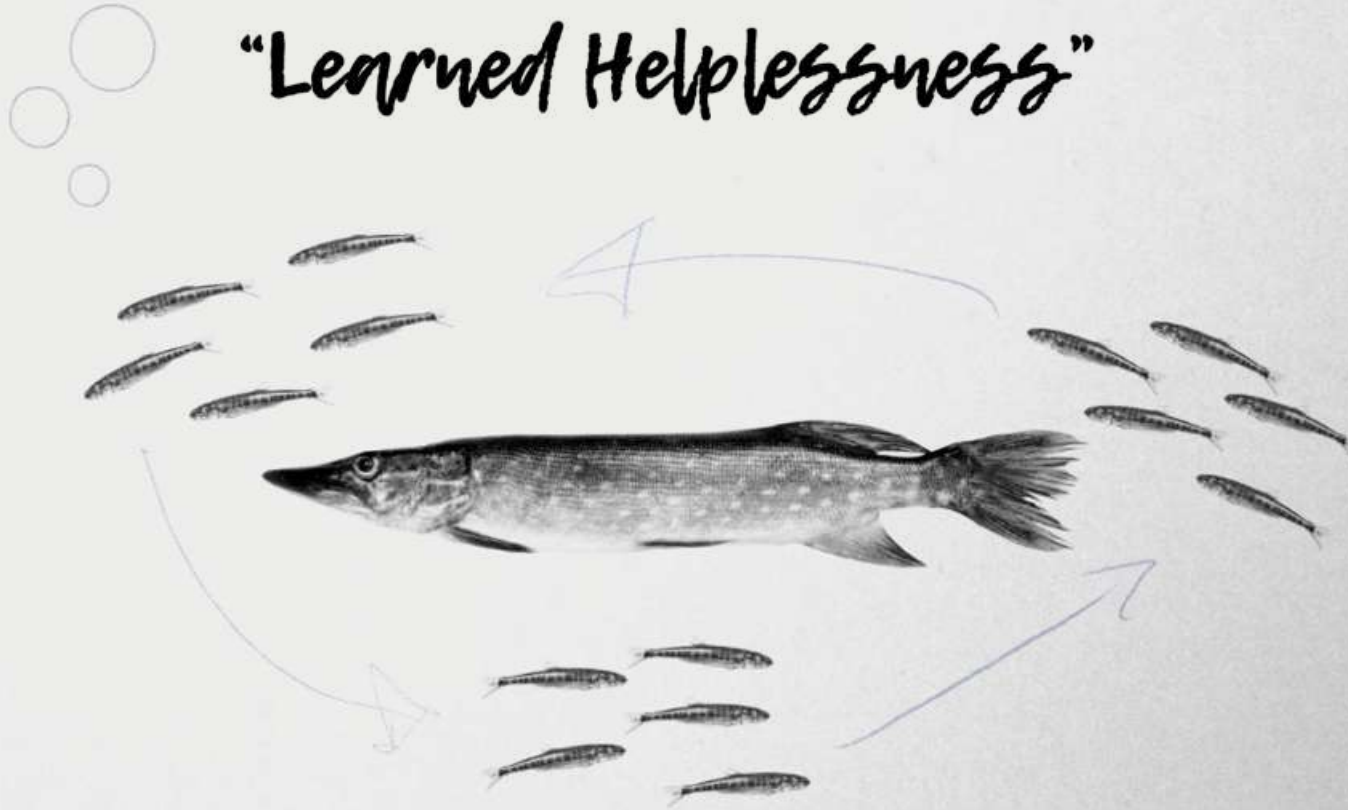
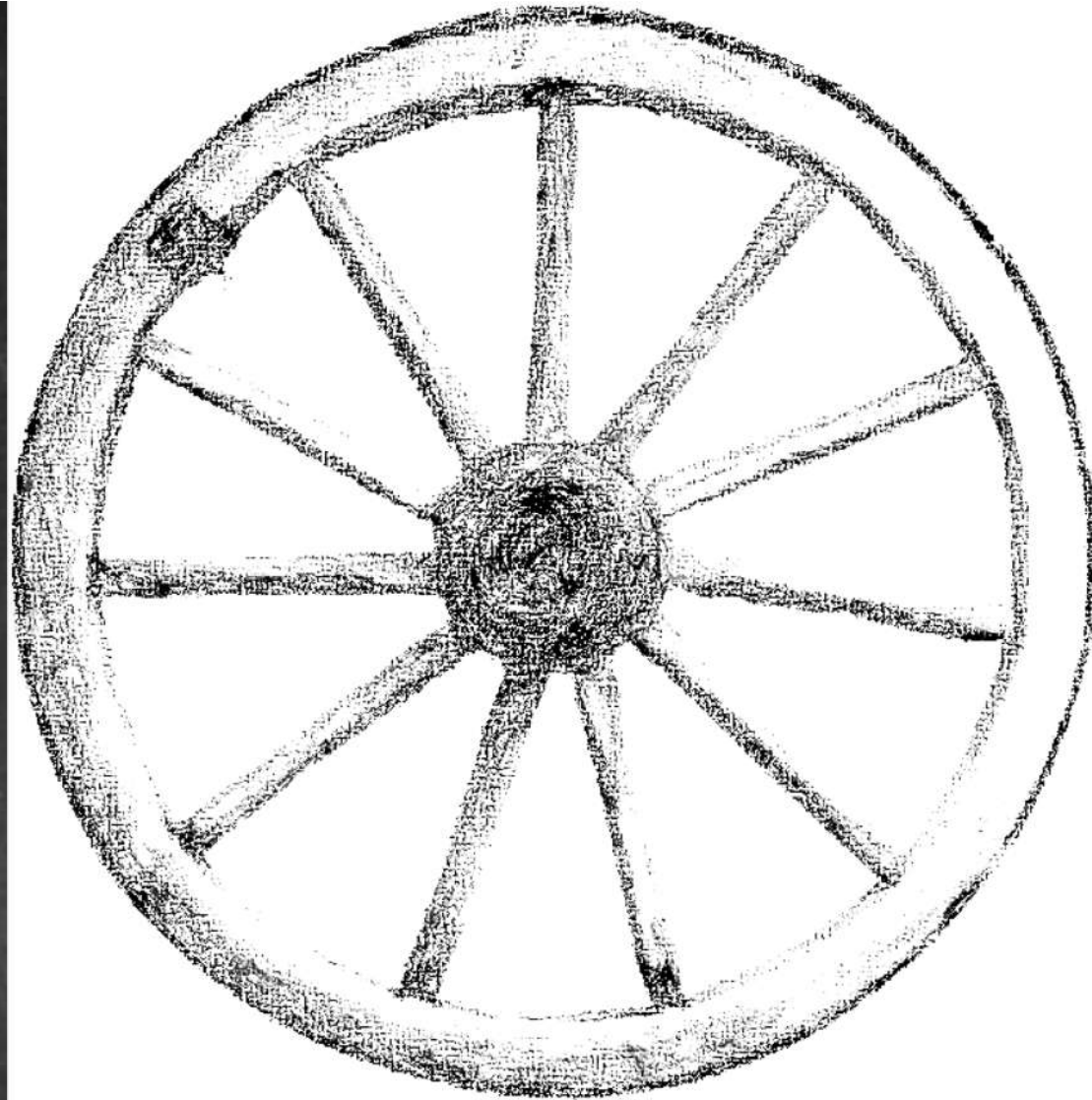


Image via *Design Disruptors* by InVision

"Learned Helplessness"







STOP ACTING LIKE EXPERTS.
START ACTING LIKE INVESTIGATORS.



ABSOLUTES



EVIDENCE

BREAK INTO 3 KNOWABLE PARTS



**OUR
CONTEXT**



BEST DECISION FOR US

YOU

**Person or People
Doing the Work**

CUSTOMER

**Person or People
Receiving the Work**

RESOURCES

**The Means to
Do the Work**




LISA SCHNEIDER
Chief Digital Officer



 **Merriam-Webster** @MerriamWebster · Mar 13
Do you know the original meanings of these common words? merriam-webster.com/word-games/wor...

 **Merriam-Webster** @MerriamWebster · Mar 13
Good morning! The **#WordOfTheDay** is deem. merriam-webster.com/word-games/wha...


 **Merriam-Webster** @MerriamWebster · Mar 3
Turning and turning in the widening gyre
Take our new word **quizz**.
merriam-webster.com/word-games/wha...

WORD OF THE DAY
JANUARY 4, 2017

deem

verb | DEEM

to judge or consider

 m-w.com/word-of-the-day


 **Merriam-Webster** @MerriamWebster · Feb 2
Good morning! The **#WordOfTheDay** is imprecate.

WORD OF THE DAY
FEBRUARY 2, 2017

imprecate

verb | IM-PRĪ-KAYT

to invoke evil on

 m-w.com/word-of-the-day

Word of the Day: Imprecate

It may surprise you to learn that a word that refers to wishing evil upon someone has its roots in praying, but imprecate ultimately derives from t...
merriam-webster.com


 **Merriam-Webster** @MerriamWebster · Feb 26
Good morning! The **#WordOfTheDay** is indigenous.

WORD OF THE DAY
FEBRUARY 26, 2017

indigenous

adjective | IN-DIJ-uh-nus

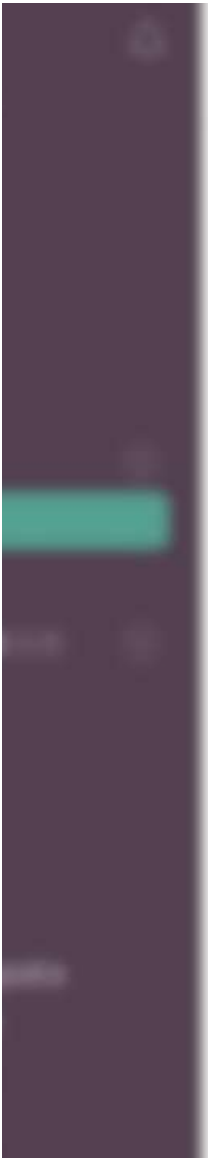
living or existing naturally in a region

 m-w.com/word-of-the-day

 **Merriam-Webster** @MerriamWebster ·
What word would you use for a gap between
things you may not have known had words: merriam-webster.com/word-games/wha...

**The past, present, and
future walked into a bar.**

...It was tense.



Did you hear about the kidnapping at school?

**...Everything's fine.
He woke up.**


**“Let’s show the world
how fun & relevant
we really are.”**



BEST DECISION FOR US

“Let’s grow followers.”
“Let’s go viral.”



 BEST DECISION FOR US

**“Let’s show the world
how fun & relevant
we really are.”**



BEST DECISION FOR US



Merriam-Webster 
@MerriamWebster

 Follow 

Have a great [#MemorialDayWeekend](#). The hot dog is a sandwich.



To Chew On: 10 Kinds of Sandwiches

Yes, the hot dog is one of them

merriam-webster.com

RETWEETS
1,197

LIKES
1,077





Eric Geller ✓

@ericgeller

@MerriamWebster: I trusted you



Eric Morrissey

@ericmorrissey

@MerriamWebster you've gone too far



Andrea Romano ✓

@theandrearomano

 Follow



And yea, for the hot dog is NOT a sandwich, for the meat tis exposed to the heavens and not blanketed by bread! This is my decree.

ODD NEWS

Merriam-Webster settles debate, calls a hot dog a sandwich

Published May 29, 2016 - New York Post



Are hot dogs sandwiches? Merriam-Webster says yes

USA TODAY NETWORK Ashley May, USA TODAY 10:55 a.m. ET May 31, 2016



(Photo: ALBA VIGARAY/EPN)

Hot dogs are just as much a sandwich as your ham and cheese, *Merriam-Webster* recently declared.

By definition, a *sandwich* has two or more slices of bread or a split roll with a filling in between. Mind blown? You aren't alone.



Is a hot dog a sandwich? #OrangeRoom
6:06 AM - 30 May 2016



4,550 votes • Final results

When Merriam-Webster *tweeled* this news on Memorial Day, people freaked out. It started questioning if *tacos* were also *sandwiches*. Some just *didn't* agree. Other's to it a step further and threatened to *burn their copy of the dictionary*.

Merriam-Webster *was prepared* for the uproar: "We know: the idea that a hot dog is a sandwich is heresy to some of you. But given that the definition of a sandwich is 'two more slices of bread or a split roll having a filling in between,' there is no sensible way around it."

In celebration of Memorial Day weekend, the people from Merriam-Webster decided to throw gasoline on the fire of a debate that has long divided America.

The producers of the "most trustworthy dictionary and thesaurus of American English" have declared that a hot dog is a sandwich.

share link





Merriam-Webster @MerriamWebster · Sep 7
Does 'damp down' drive you up the wall? What about 'tamp down'?

Either way, let's take it down a notch.



Is it 'Damp Down' or 'Tamp Down'?

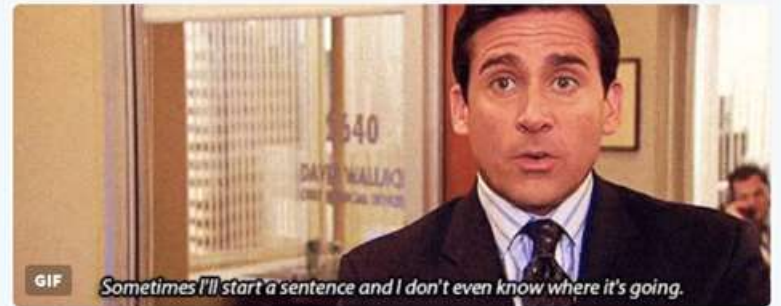
English: always throwing a wet blanket on your assumptions
merriam-webster.com

22 58 203



Merriam-Webster @MerriamWebster · Sep 8

The #WordOfTheDay is 'extemporaneous'
merriam-webster.com/word-of-the-da...



8 137 520

ent feeling of women



LISA SCHNEIDER, MERRIAM-WEBSTER



795K followers

+6000% impressions

+7000% press hits

BuzzFeed



INDEPENDENT

THE
HUFFINGTON
POST

The Washington Post

The New York Times

Mashable

Slate



VICE

Vox



CollegeHumor

Daily  Mail

VOGUE



INTENT + HUNGER = ASPIRATION



Part of the conversation.



Our voice is bland.



Show the world how fun & relevant we are.



GOALS

focus on what and where.

ASPIRATIONAL ANCHORS

focus on why and how.



ASPIRATIONAL ANCHORS
give us a reason to apply
WHO WE ARE
to our work.



“
This isn't
manufactured.
This is just
who we are.

”

- *Unthinkable* podcast, “Voices”

INVESTIGATE YOUR CONTEXT

YOU

What is your aspirational anchor?
What is your unfair advantage?

CUSTOMER

Person or People
Receiving the Work



KATIE BRUNETTE
Director of Marketing



Homo economicus
(Knowledge)



BEST DECISION FOR US



JAMIE MADISON

Employee Learning & Development
Lessonly Customer & Event Attendee

Homo economicus
(Knowledge)

**Knowledge is table stakes.
Our attendees
really want
a sense of
belonging.**



FIRST-PRINCIPLE INSIGHTS:
Basic but hard-to-reach truths
about your audience.



YELLOWSHIP

and beyond
Learn Together. Win Together.



YELLOWSHIP

Learn Together. Win Together.



Keynote
SPEAKERS

Podcast Personality

An acclaimed radio and podcast personality and creator of shows, including *100 Radio Hour* and *How I Built This*, are heard by more than 25 million people around the world.



YELLOWSHIP

Learn Together. Win Together.



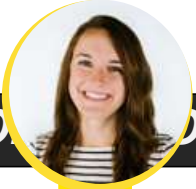




FIRST-PRINCIPLES

make creativity and innovation
feel logical, not lofty.

HO *DNOMICUS*





```
const pluckDeep = key => obj => key.split('.').reduce((accum, key) => accum[key], obj)
const compose = (...fns) => res => fns.reduce((accum, next) => next(accum), res)

const unfold = (f, seed) => {
  const go = (f, seed, acc) => {
    const res = f(seed)
    return res ? go(f, res[1], acc.concat([res[0]])) : acc
  }
  return go(f, seed, [])
}
```




I've had partnership discussions with every vendor I do business with, but it almost never happens. This frame represents to me that it can.

You didn't give this to the customer who signed the largest contract. You gave this to those who helped you succeed. I'm truly honored that you believe my company can do that.

Congrats on many fronts, but most importantly, on proving to me and my company that we can form a genuine partner relationship. The Lessonly team continues to help my team and company get better every day.



Work informed by
FIRST-PRINCIPLE INSIGHTS
generates an emotional reaction.
We rally our **TRUE BELIEVERS**.



A place for

learners, leaders, & llamas

Yellowship brings together some of the world's greatest trainers, enablers, and thought leaders for three days of learning and fellowship. If your team is growing quickly, pursuing innovation, or looking to Do Better Work—Yellowship is for you. High-performing leaders will find inspiration, camaraderie, and advice for moving their teams onward and upward. You might even run into Lessonly's quirky llama mascot, Ollie.

Need help convincing your boss to let you attend? Download [this letter](#).



INVESTIGATE YOUR CONTEXT

YOU

What is your aspirational anchor?
What is your unfair advantage?

CUSTOMER

What is your first-principle insight?
Who are your true believers?

RESOURCES

The Means to
Do the Work



CAMILLE RICKETTS

Prev: Head of Content, First Round

Now: Head of Marketing, Notion



[Philosophy](#)

[Team](#)

[Companies](#)

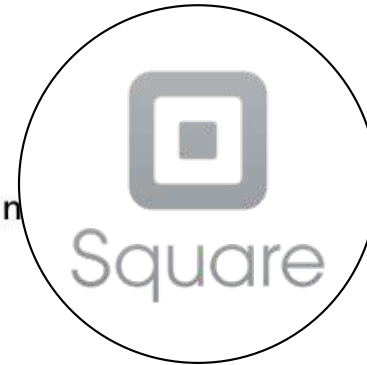
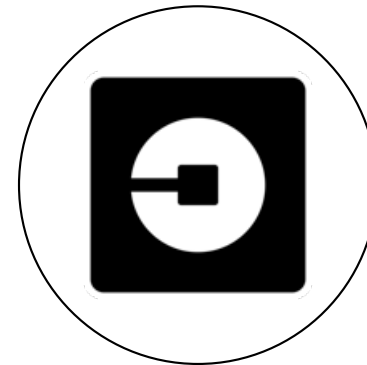
[Talent](#)

[FAQ](#)



We're named First Round for a reason.

Whether it's seed, pre-seed, friends and family, angel, man anything in-between. **No idea is too early.**



The Periodic Table of Venture Capital Blogs

An overview of active bloggers in the venture capital, angel and accelerator community

Symbol → **Fw**
Investor → Fred Wilson

- VC firm bloggers (\$100M+ funds)
- Corporate VC bloggers
- Micro VC bloggers (<\$100M)
- Angel bloggers
- Accelerator bloggers

created by OBASH

Fw Fred Wilson	Bg Bill Gurley																	Jc Jason Calacanis		
Cd Chris Dixon	Ms Mark Suster	Om Om Malik																Jw Joanne Wilson	Eg Elad Gil	
Bf Brad Feld	Bh Ben Horowitz	Ma Marc Andreessen	Gb Greg Bettinelli	Jd Jamie Davidson	Gs Glenn Solomon	Ap Andrew Panigrahy	Is Igor Savchenko	Lp Leo Polovets	Li Leo Liu	Jl Jason Lemkin	Co Charlie O'Donnell							Je Jeff Carter	Nr Naval Ravikant	Fg Fabrice Grinda
Be Benedict Evans	Al Albert Wenger	Bb Bruce Booth	Bm Bubba M...	Dw Drew...	Wl Will...	Wb Will...	Wc Will...	Gt Guy Turner	Km Kanyi Maqubela	Db David Biesel	Gn Gerry Neumann	Sp Satya Patel						Pk Paul Kedrosky	Dm Dharmesh Shah	Pg Paul Graham
Jj Jeff Jordan	Sl Scott Pruss	Sp Scott Pruss	Nh Nathan...	M Matt...	Bc Bruce Cleveland	Mt Matt Turk	Dh David Hornik	Mg MG Siegler	Mb Mike Brown Jr.	Lh Lee Hower	Jd Jay Deng	Zs Zachary Shulman						Se Semil Shah	Ac Andrew Chen	Dc David Cohen
Ds David Skok	Tt Tomas Tunguz	Ss Steve Schlafman	Bz Bilal Zuberi	JK Josh Kopelman	Cf Chris Fralic	Jb Jeff Bussgang	Lc Larry Cheng	Ch Christina Herron	Rr Renee DiResta	Bw Boris Wertz	Cj Christoph Janz	Eg Ezra Galston						Jy Jalak Jobanputra	Mc Mark Cuban	Sa Sam Altman
Fd Fred Destin	Jh Josh Hannah	Re Roger Ehrenberg	Js Jon Sakoda	Cs Cem Serdoglu	Ma Mike Abbott	Aj Amish Jani	Rd Rob Day	Ja Jason Ball	DI David Lee	Br Bryce Roberts	Nb Ilic Brisbourne	Ab Adam Besvinick						Jz Jason Heltzer	Mv Martin Varsavsky	Ct Christine Tsai

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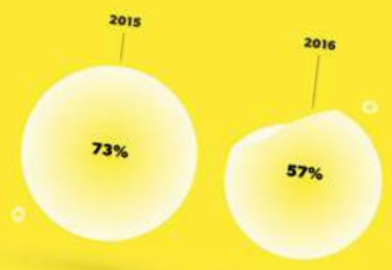
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Established

The bubble is deflating.

We asked 700+ founders to answer one of the most frequently asked questions we receive: are we in a bubble? Last year 73% said we were. While this year the majority still say yes, it's closer to a coin flip (57%), down 22% from 2015.



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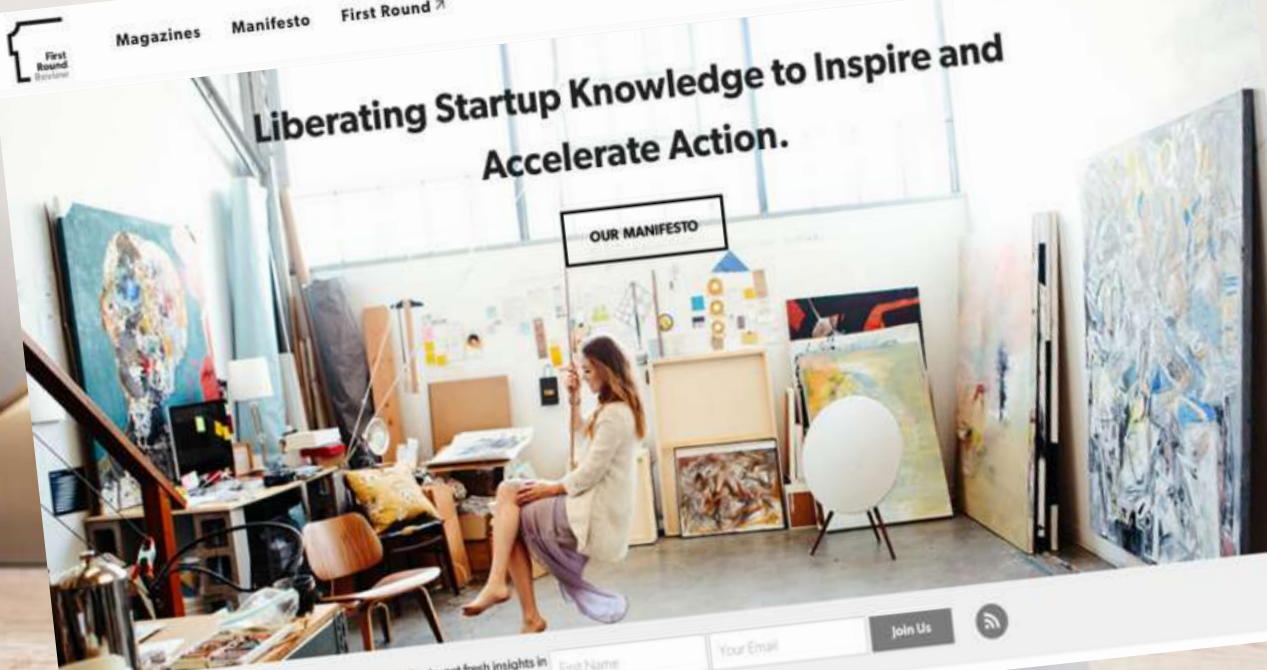
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are your strengths.

CREATIVE FREEDOM DOESN'T WORK



VS.





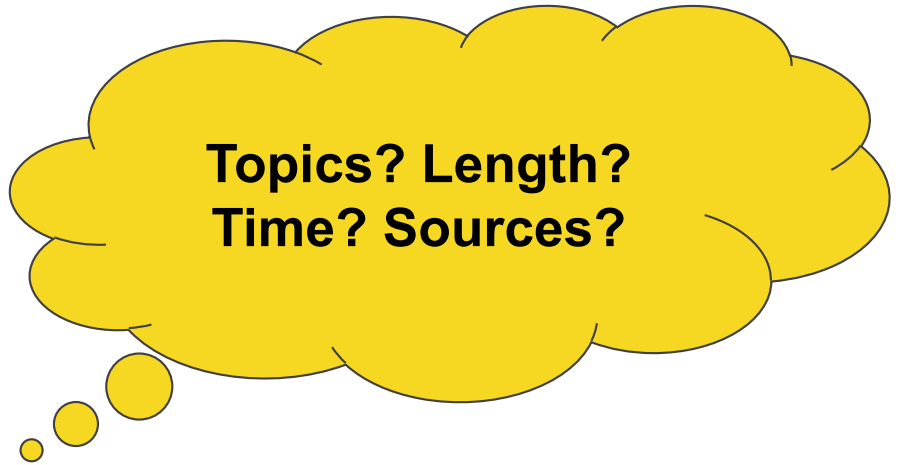
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**Topics? Length?
Time? Sources?**



If we embrace our
CONSTRAINTS,
we can scale our work
based on results, not theories.

INVESTIGATE YOUR CONTEXT

YOU

What is your aspirational anchor?
What is your unfair advantage?

CUSTOMER

What is your first-principle insight?
Who are your true believers?

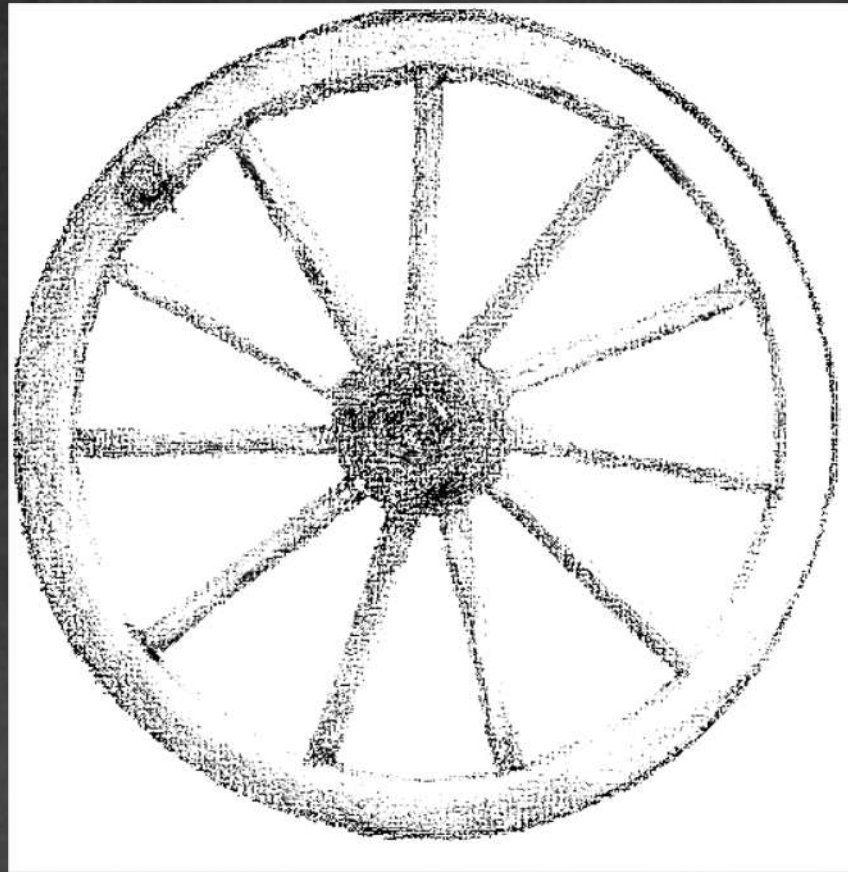
RESOURCES

What are your constraints?
How might you expand?



jay@unthinkablemedia.com

**Email me with subject “Frameworks”
to get 2 methodologies for
getting buy-in for your ideas.**





EXCEPTIONAL WORK ISN'T CREATED
BY THE ANSWERS OTHERS GIVE US

BUT BY THE QUESTIONS WE ASK OURSELVES.



THE DETAILS BEST PRACTICES MISS:
INVESTIGATE YOUR CONTEXT

YOU

What is your aspirational anchor?
What is your unfair advantage?

CUSTOMER

What is your first-principle insight?
Who are your true believers?

RESOURCES

What are your constraints?
How might you expand?

