

7 minutes
of fame



We need to become famous

Why is fame important?

“B2B buying behavior shows that two-thirds of the time, when a business decision-maker purchases software, they already have a brand in mind. And 94% of the time, the buyer ends up sticking with that brand. So if you’re not part of the original consideration set, there’s no way you’re getting bought.”

Colin Fleming Head of Brand at Salesforce



RULES OF FAME:

#1 STAND FOR SOMETHING







RULES OF FAME:

#2 BE BOLD

“I never read
The Economist.”

Management trainee. Aged 42.

SPOTIFY

Dear person in the Theater District who listened to the Hamilton Soundtrack 5,376 times this year,

Can you get us tickets?



Spotify

Dear person who played "Sorry" 42 times on Valentine's Day,

What did you do?



Spotify

Thanks, 2016.
It's been weird.





RULES OF FAME:

#3 REPEAT THAT AGAIN & AGAIN



"Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can praise them, disagree with them, quote them, disbelieve them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They invent. They imagine. They challenge. They explore. They create. They inspire. They push the human race forward. Maybe they have to be crazy, but who else can you stare at an empty canvas and see a work of art? Or sit in silence and hear a symphony that never been written? Or gaze at a red planet and see a laboratory on which we make tools for these kinds of people. While some see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do."



Here's to the crazy ones



The world's thinnest notebook. **MacBook** Air.





Shot on iPhone

by Andrew L.



