

T H E
ART
O F
SELLING

**THE ART
OF THE
START**



The Art of Rainmaking

Guy Kawasaki
Managing Director
Garage Technology Ventures

**THE
ART
OF THE
START**



1. Let a hundred flowers blossom

THE ART OF THE START



2. Pick the right lead generation method

THE ART OF THE START



3. Enable test drives

THE ART OF THE START



4. Find the influencers

THE ART OF THE START



5. See the gorilla

THE ART OF THE START



6. Go after agnostics, not atheists

THE ART OF THE START



7. Provide a safe, easy first step

THE ART OF THE START



8. Make prospects talk

**THE ART
OF THE
START**



9. Learn from rejection

THE ART OF THE START



10. Manage the process