

Richard Branson on startups and marketing and giving back

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Great interview by some hot young marketers with Sir Richard Branson on startups and marketing and giving back. My notes here, interview video at bottom

- Interview from <http://www.marieforleo.com/resources/rb/>
- Vision - where is gap in market, pain
- People skills - we vs I, praise, inspire to go further, care, listener
- Delegate and move on (vs manager of details)
- Market
 - great product first
 - promo it yourself (30% of CEO job) - get out front and use yourself
 - humor and leverage your competitors/ pull the tail of them
 - press on the front page, ok make a fool of yourself
- have fun! Be the leader of fun, not take too seriously (and still be serious about running it)
- protect against the downside. worst case
- resell, market others work - let them invest in overhead
- balance - work from home
- leverage
 - money and action
- business as a force for good
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