

The only thing worse than starting something and failing... is not starting something.

Turn a perceived risk into an asset.

The secret to successful hiring is this: look for the people who want to change the world.

Ideas are commodity. Execution of them is not.

If you are not embarrassed by the first version of your product, you've launched too late.

All humans are entrepreneurs not because they should start companies but because the will to create is encoded in human DNA.

No matter how brilliant your mind or strategy, if you're playing a solo game, you'll always lose out to a team.

What do you need to start a business? Three simple things: know your product better than anyone. Know your customer, and have a burning desire to succeed.

Whether you think you can, or think you can't – you're right.

Risk more than others think is safe. Dream more than others think is practical.

Always deliver more than expected.

Setting goals is the first step in turning the invisible into the visible.

The common question that gets asked in business is, 'why?' That's a good question, but an equally valid question is, 'why not?'

Your reputation is more important than your paycheck, and your integrity is worth more than your career.

Be undeniably good. No marketing effort or social media buzzword can be a substitute for that.

If you can't feed a team with two pizzas, it's too large.

Don't worry about people stealing your design work. Worry about the day they stop.

Make every detail perfect and limit the number of details to perfect.

It's not about ideas. It's about making ideas happen

Nothing works better than just improving your product.

Entrepreneur is someone who has a vision for something and a want to create.

The last 10% it takes to launch something takes as much energy as the first 90%

Ideas are easy. Implementation is hard.

Every day that we spent not improving our products was a wasted day

The sales department isn't the whole company, but the whole company had better be the sales department.

If you can run one business well, you can run any business well.

Business dispatched is business well done, but business hurried is business ill done.

Business has only two basic functions: marketing and innovation.

All businesses operate below their true potential. That is unavoidable, given the fallibility of human beings.

Without institution there is no management. But without management there is no institution.

Great things in business are never done by one person. They're done by a team of people.

The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.

You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you.

A business that makes nothing but money is a poor business.

To me, job titles don't matter. Everyone is in sales. It's the only way we stay in business.

If you're trying to create a company, it's like baking a cake. You have to have all the ingredients in the right proportion.

Customers don't expect you to be perfect. They DO expect you to fix things when they go wrong.

Your most unhappy customers are your greatest source of learning.

If you make a sale, you make a living. If you make an investment of time and good service in a customer, you can make a fortune.

The reputation of a thousand years may be undermined by the conduct of one hour.

Good customer service costs less than bad customer service.

To any potential entrepreneur I would say, don't go with the wave; find something unique.

If your aspirations are not greater than your resources, you're not an entrepreneur.

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.

Give them quality. That's the best kind of advertising in the world.

There is only one valid definition of a business purpose: to create a customer.

Your product is a starting point. A loyal customer is the goal.

A satisfied customer is the best business strategy of all.

There is little success where there is little laughter.

If you are not taking care of your customer, your competitor will.

Business is like riding a bicycle. Either you keep moving or you fall down.

Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust.

A goal properly set is halfway reached.

Stop selling. Start helping

Timid salesmen have skinny kids.

Take risks. If you win, you'll be happy; if you lose, you'll be wise.

Make a customer, not a sale.

Do not compromise on the quality and your customers will not negotiate on the price.

Convert your fans into your customers by adding value to what you do.

Make the customer the hero of your story.

The golden rule for every business man is this: 'Put yourself in your customer's place.'

Courteous treatment will make a customer a walking advertisement.

If customers leave without a purchase, you have not failed. But if customers leave without a smile, you have.

There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.

Without "big data", you are blind and deaf and in the middle of a freeway.

Profit is not a cause but a result-

It is better to pick the wrong priority than none at all.

The customer can have a car in any color as long as it's black

If you want to stay in business, satisfy customers. If you want to excel in business, delight customers.

When a customer asks what no one else has ever asked, pay close attention.

Success occurs when opportunity meets preparation.

Duty makes us do things well, but love makes us do them beautifully.

learn what customers really want, not what they say they want or what we think they should want.

Reading is good, action is better.

remove any feature, process, or effort that does not contribute directly to the learning you seek.

I want to do one thing, and do it well

Markets come and go, good business don't

You've found your market price when customers complain but still buy

Solve a real problem and the world is yours

Stop sketching and start building

It's not innovation until it's built

Good ideas need good strategy

The best investor is your customer

You can converge a toaster and refrigerator, but these things are probably not going to be pleasing to the user.

Never automate something that can be eliminated, and never delegate something that can be automated or streamlined

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Management is doing things right; leadership is doing the right things.

Time is the scarcest resource and unless it is managed nothing else can be managed.

The productivity of work is not the responsibility of the worker but of the manager.

Chase the vision, not the money; the money will end up following you.

The value of an idea lies in the using of it

Any time is a good time to start a company

You just have to pay attention to what people need and what has not been done

Make your team feel respected, empowered and genuinely excited about the company's mission

As an entrepreneur, you have to be OK with failure. If you're not failing, you're likely not pushing yourself hard enough

If things are not failing, you are not innovating enough.

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