



## Tips & Ideas Heard at Carolina Connect 2011

*Miss out on AdvantageWest's Carolina Connect conference for entrepreneurs on May 5, 2011? Here's a sample of the tips, ideas and concepts offered by speakers and subsequently tweeted at this year's event (#carcon11).*

### 1. On Purpose and Passion.

- If you don't want to eat, drink and sleep your business, don't do it. You must have passion.
- Passion and effort are the most important attributes for a startup.
- Passion must drive you in your business. Start small and use that passion to network and grow, giving 110%.
- Great purpose and great ideas go hand in hand.
- Know your purpose, not just your profits.
- Passion is most important ingredient for building your business.
- Success isn't the absence of failure. It is reaching your goals and doing what you are passionate about in spite of your failures.
- You're going to fail. I do every day. But you must pick yourself up and keep going.

### 2. On Sales and Marketing.

- First obligation when trying to make a sale: Find the decision maker.
- Sales goals must be clearly definable, clearly achievable.
- Don't outsource your brand. Make sure you own your brand.
- Marketing and sales are two entirely different things. You have to know the difference.
- Find the pain. Satisfy that pain and the world is at your fingertips.
- Everybody has great ideas. It takes focus and tenacity to execute a market and be successful.
- Don't email; pick up the phone. It takes courage.
- Marketing is a science, not an art.
- Business is one victory at a time. Every sale, no matter the real size, is a big sale.

### 3. On Entrepreneurism.

- A mentor to an entrepreneur is like location for real estate.
- Being smart, being creative, having a good work ethic – that's what you need to start a business.
- We have a tremendous amount to learn from young entrepreneurs.
- These entrepreneurs are an example of a We Economy versus a Me Economy.
- We can be located here because of proximity to affordable high speed fiber optic.
- The people of Asheville is the Number 1 reason we can do business here.
- One of the most empowering thing as a business owner is to provide someone a job and help change their life.

### 4. Wisdom from Keynote Speaker Peter Shankman.

- Know your audience/customers and what they want or you will fail.
- First rule is transparency. If you screw up admit it.
- You don't control your business; your customers do.
- You will never meet a CEO that thinks revenue is trumped by "cool." Social media has to generate revenue.
- You plan for failure – you should be planning for success.
- Stay top of mind. Connect with people every day.
- Be relevant.
- Learn to write!