Gorilla Marketing 101, or what to do when the money runs out...

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- A little history
  - Who
  - When
  - Why
    - Didn't I go to business school?
  - What
  - Why ActiveWords?
- 3 Lessons
  - Don't let the inventor be the CEO
  - Raise smart money
  - Find someone who can write
- The Dip
  - The art of intelligent quitting
  - Charts
- Running out of money
- What could we do?
  - 60 day trial
  - 11 follow on emails
  - Double attach rate each time
- Cluetrain Manifesto
  - Markets are conversations
  - Products are conversations
- Having a blog
  - Talk about your customers
  - Talk about you
  - Give some personality to your team
- What's next?
  - Vision
    - Blackberry Fund
  - Microsoft
  - ActiveWords for Notes
- Thanking your customers
  - ActiveWords Odyssey
  - 300 days on the road 2005
- Ask for the order
- Following Up
  - Xobni
  - We couldn't run ActiveWords without ActiveWords
- Create user enthusiasts
  - Engage
  - Support
  - Praise
- Never stop pitching
- Four rules
  - You don't have to be a genius. ...
  - You have to listen to conversations. ...
  - You have to pay attention...
  - you have to see what people are watching/doing...
- Dealing with the press
  - Build a relationship
  - Technorati
  - Google News
  - Google Reader
- Attending Events
  - Find a way to speak
  - 2005-2007
    - 48 conferences
    - Spoke at 24 of them
    - Won a Demo god award at Demo
- Strategic Partners
  - Who are they
  - Ask/How can we partner?
  - How can we help you...
  - Rescue Time