

QUESTION the RULES

Johnny B. Truant & Lee Stranahan

VIRTUAL NOT TRADITIONAL MODELS

Start w/ customer base
build list
pop-up restaurant
1.99 restaurant
unique events

What have you gained?
What have you lost if it fails?

Stripped down, keep it simple

challenge assumptions
STRENGTH IN THIS

No one can do it for you.

Do what works for you

Do it yourself

Do it.

1st person to do something will look stupid.

Rebellion in a Community

Just form a band - 3 chords = all you need

You can have what you want RIGHT NOW.

Don't be a poser

ignore traditional advice

Just b/c it seems ridiculous, doesn't mean you can't do it.

BE A BOSSSTONE

focus on customer

DESIRE TO GO SOMEWHERE ELSE
Must make the jump.

MINDFUL EYES OPEN!



APPEARANCE = SIGNAL of who you are
UNIFORM or YOU?

learn FAIL

DIY heart of PUNK ROCK

Do what works for you - not following someone else's script.

HAVE BALLS. ACCEPT RISKS. don't magnify failure