

# THINK DIFFERENTLY: lessons from Steve Jobs

The recent passing of Steve Jobs got me wondering what the rest of us mere mortals could learn from such a visionary businessman and creative genius.

Carmine Gallo's book, **The innovation secrets of Steve Jobs**, distils Jobs' philosophy down to seven principles. After thinking about how I can apply those ideas to a new venture a friend and I are planning, here's what I came up with.



## 1. Do what you love: Think differently about your career

After a recent period of stress, I'm keen for the next phase of my business-life to be all about flow, fun and good vibes. As one of my mentors recently reminded me, "When you're self-employed there is absolutely no reason to do anything you don't want to do." Amen to that.

## 2. Put a dent in the universe: Think differently about your vision

Steve Jobs was a universe-changer on a grand scale. Can a couple of humble small business owners from Sydney put a dent in the universe too? We're going to give it a red hot go.

## 3. Kick-start your brain: Think differently about how you think

I'm so passionate and excited about the new business that I've noticed a huge burst in creative energy and I'm now actively looking out for ways to do things differently, just to see what unfolds.

## 4. Sell dreams, not products: Think differently about your customers

As a marketer and copywriter, I've long been familiar with the principle of selling in a way that solves a problem or relieves a pain.

## 5. Say 'No' to 1000 things: Think differently about design

Design applies to more than just the look and feel of a product or page. I'm applying this principle to our marketing plan to ensure we don't try to be all things to all people with our new products.

## 6. Create insanely great experiences: Think differently about your brand experience

How awesome would it be for someone to describe their experience of our brand as 'insanely great'? So far I've only got the tiniest inkling about how we're going to achieve this, but I love the idea, and am going to try to weave it into everything we do.

## 7. Master the message: Think differently about your story

The way we tell the stories of our products, and the way people respond to those stories is what sets one business apart from another. Hopefully ours will be a page-turner!

Jayne Tancred  
[jayne@flyingsolo.com.au](mailto:jayne@flyingsolo.com.au)  
[www.flyingsolo.com.au](http://www.flyingsolo.com.au)