



## Stanford eCorner

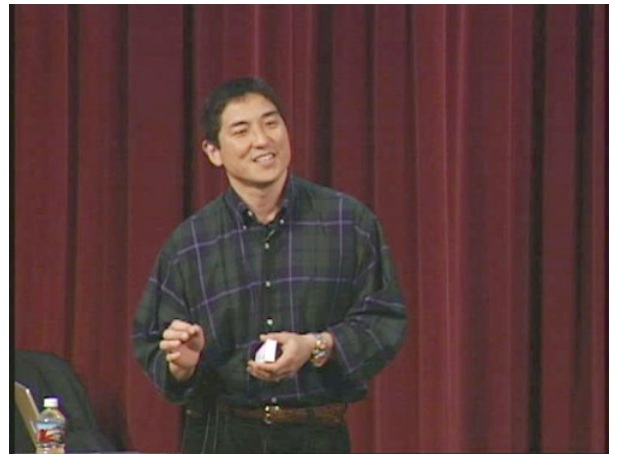
### Do What You Love and the Money Will Follow

Guy Kawasaki, *Garage Technology Ventures*

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Video URL: <http://ecorner.stanford.edu/videos/279/Do-What-You-Love-and-the-Money-Will-Follow>

Kawasaki thinks that companies like Nordstrom, Audi, and Nike make the world a better place. His advice: don't start a business because you think that's what's hot. You should study and do what you love, he says. He can't promise you that the money will come, he does promise that if you start a company simply for the money, you will probably end up miserable.



#### Transcript

You know, I hope you don't think that I have a particular high tech bias although I could see how you think that. I think those things -- many low tech things make the world a much better place and I would be complete in agreement. It happens that I am not a low tech investor, I only do high tech but, yeah, I mean, you know, Nordstrom makes the world a better place. Audi makes the world a better place. Nike makes the world a better place. Some would have argued with that but, you know -- this is not a high tech thing. I -- listen, I know I'm in an engineering school and I'm in Silicon Valley -- so I know all that but, man, don't start a business or take a curriculum up because you think that that's what's hot. You should really truly and I know this is a cliché, you should really truly study and do what you love. And I can't promise you that if you do that the money will come but I can promise you if you do stuff that -- if you take a curriculum or you start a company simply for the money, you'll probably end up miserable. Now you may end up miserable and poor, you may also end up miserable and rich.

It might seem an oxymoron but that's very possible. So I would encourage you to do what you love and then probably you'll do okay at it or you may love it so much that the money won't matter. But don't -- you know, when I was at Stanford as an undergrad, for a lot of reasons I went into law school after Stanford. And it was a lot of pressure, you know, because back then, this is the mid-'70s, if you're an Asian-American, you know, second gen -- third generation Asian-American, you wanted to be a doctor, a lawyer, or a dentist. That was sort of the pinnacle of being an Asian-American. So I don't want to look in people's mullts that my whole life and -- I didn't -- I kind of went to the med school on a introductory med class that I fainted, literally I fainted. So there was only a lawyer left. And so I went to law school and I went for 10 days and quit because I just hated law school. In law school they basically tell you, you know, your mind is nothing, we're going to take your mind apart and rebuild it. I just could not deal with that.

I had too fragile an ego. So you may find out how to believe now. So I quit law school. Now, I view that most -- I view that is inherent confirmation of my intelligence because most people go to law school for two years, they pass the bar, they practice 20 years, and then they figure out they made a mistake. I figured that out in 10 days.