



Stanford eCorner

How Do You Find Evangelists?

Guy Kawasaki, *Garage Technology Ventures*

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Video URL: <http://ecorner.stanford.edu/videos/1183/How-Do-You-Find-Evangelists>

If a product or services is worthwhile, then evangelists will come to you, says Kawasaki. He believes that if you are having a hard time finding someone to spread the message about your product, then you may need to re-evaluate your product or your goals. Build something great, and the evangelists will be there.



Transcript

To a large degree, evangelists find you. And that if you have a compelling product or service, you will attract evangelists, and they will probably start pounding on you, to become evangelists for your company. So, you know, this is what is called "guys golden touch." "Guys golden touch" is, whatever is gold, guy touches. Which is very different from saying, "Whatever I touch, turns to gold." So what I am trying to say to you is, if I have a great product or service i.e. gold, people will want to touch it. And if you have crap, then it is hard to get evangelists. So the key here is, and I could teach you the five points of evangelism, but that will take a whole another hour, but the essence is create something great. You know, great companies start with a great product or service. I have really believed in the concept of, if you build it they will come. Very few other VCs believe that.

I really believe that. I think-- I am a product kind of guy. And I mean, just a product guy trapped in a marketing body. So that is how you get evangelists. You build something great. If you build something great, then I can touch you and help you get the evangelists, but the fundamental thing is, build something great.