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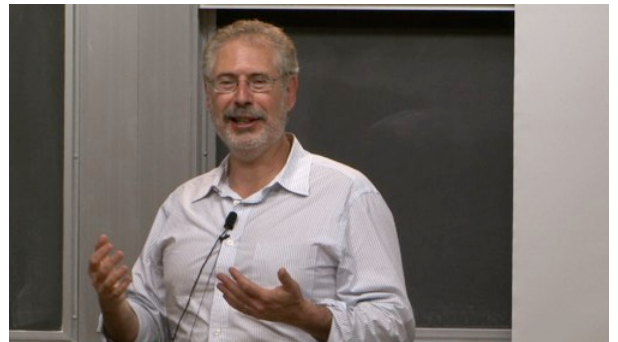
Don't Seek Publicity Too Soon

Steve Blank, *Stanford Engineering*

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Video URL: <http://ecorner.stanford.edu/videos/2060/Dont-Seek-Publicity-Too-Soon>

Public relations and media contact should be strategic, rather than serendipitous. Serial entrepreneur Steve Blank is deeply against media coverage for a fledgeling start-up, as too many factors are variable in the early stages of a growing business.



Transcript

Any of you read TechCrunch? Any of you read some other blogs? What's another good technology blog? Venture and Gadget, etc. Isn't it cool if like you start your company, the first thing you do is like, TechCrunch mentions you? Wouldn't that be the coolest thing ever? I got to tell you, if I'm on your advisory board or board, I'll break your arms. And you go, "Whoa! Whoa! What's that about?" Why would I say something like that? For me, any type of press, any type of PR, any type of talking about your company is not done over here. Because on day one, your hypothesis about what your company is about, what service you're offering, what pricing, whatever, trust me, will be radically different after you have some contact with customers. And while it might make you feel good being able to show your mother or father a picture of you in the press or a mention, I'll do that for free. I'll take your picture, we'll hold up the New York Times and then we'll send it to your parents. But I rather any press you get for a company is part of a strategy, not a random tactic. And that's typically done after you've understood what business you're in, who your customers are, and how do you need to scale demand for your company.