



Stanford eCorner

Do It (All) Yourself

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November 18, 2015

Video URL: <http://ecorner.stanford.edu/videos/3608/Do-It-All-Yourself>

Brit + Co's Brit Morin discusses all that was involved in single-handedly launching a company focused on building an audience by offering engaging content. She also points out how her original mission to "help others live a more creative and efficient life at home" has remained essentially the same – calling that unique among startups that survive the first few years.



Transcript

So I decided to do this as a business. I really didn't know exactly how I was going to do it, but I knew I had to just start. And I went back to my Google roots, especially the Google TV roots. I thought if I'm going to attract a large audience, I don't have to pay for that audience, so I'm going to create a lot of really amazing content that's going to get them to come to the site. Then I can market whatever it is I end up wanting to market to them for free. And hopefully, I can actually teach them some things as well. So I literally did this all on my own. I spent a few months just making content. I was the photographer, the editor, the writer, the CEO, the accountant-- everything. I did have an outsource design reGENCY.

I think I paid \$5,000 to make our now now-looks-ghetto website. I did all my press alone, actually scored an LA Times article on the day of launch, which was huge, in my opinion. I try to pretend I was a 10 person company when I was a one person company. And I just kept deciding to like keep going. It was really hard at first. I actually said this in the launch blog post I wrote, which was "Creating things-- businesses, products, software, and crafts-- is my life's destiny. It's my true passion, and I couldn't be more excited about putting my knowledge and skills to use to help others live a more creative inefficient life at home." It's nice to look back at that. I actually found that on Monday, which was our four year anniversary, like I told you. And to see that your mission hasn't really changed in four years is something a lot of startups can't say, so I feel proud that that leaves that still intact.