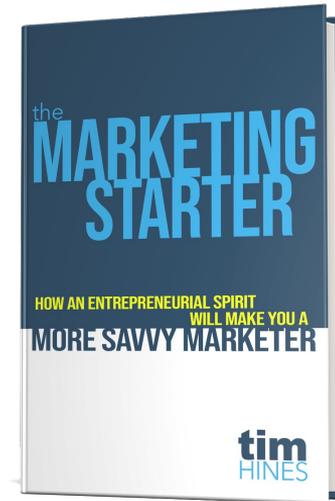


THE STARTER STATE OF MIND

Using an Entrepreneurial Mindset for Growth

A LITTLE ABOUT ME

- Author, speaker, & podcaster
- Marketing guru & consultant
- Entrepreneurism evangelist
- 4x startup founder



CurbNinja



PITCH TRAINING CAMP

WHO I HAVE MARKETED FOR



Keeps

ticketmaster



groupize



AmTrav



RECAST SOFTWARE



vituity®

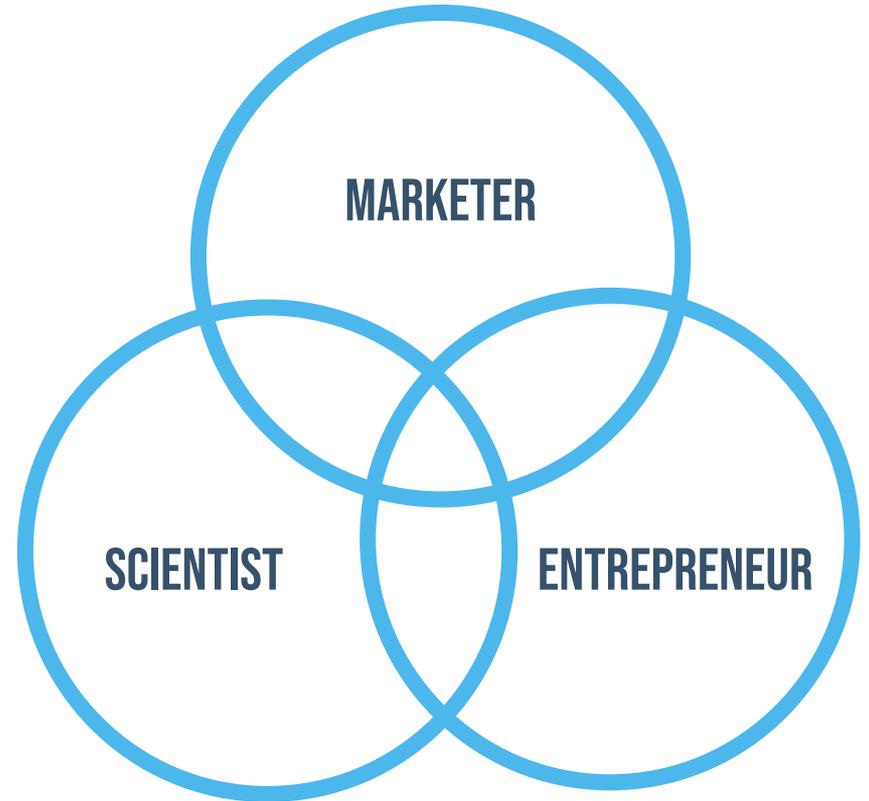
WHAT WE'RE GOING TO COVER

1. A new worldview that instills confidence in the way you do marketing
2. How to influence and inspire people within your organization
3. How an entrepreneurial mindset drives success

**HARNESS THE POWER OF A
STARTER TO OVERCOME NEW
MARKETING CHALLENGES**

WHAT IS A MARKETING STARTER?

Any marketer (*no matter the skill or seniority*) who applies an entrepreneurial mindset to challenge the status quo and achieve better outcomes.



slido

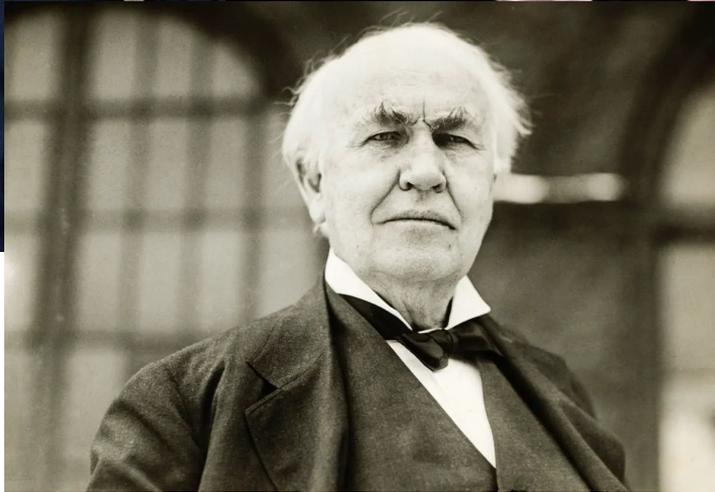


What have you started?

- ① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

PUT YOUR ENTREPRENEUR HAT ON...





An aerial photograph of a construction site in a dense urban environment. The foreground is dominated by a complex network of red steel reinforcement bars (rebar) and wooden formwork, indicating the early stages of a concrete structure. Several tall construction cranes are visible, their long jibs extending over the site. In the background, numerous high-rise buildings with grid-like window patterns surround the construction area. A prominent building on the left features a large, dark, curved architectural element. The overall scene conveys a sense of active development and infrastructure growth.

BUILD GREAT THINGS

SHOOT FOR THE STARS



A photograph capturing a moment on a rocky, uneven path. In the foreground, the lower legs and feet of an adult are visible, wearing dark cargo pants, white socks with blue and orange stripes, and brown sneakers. In the middle ground, a young child in a light blue dress and white sneakers is walking away from the camera. To the right, the lower legs and feet of another adult in shorts and sandals are partially visible. The ground is composed of dark, wet-looking rocks and patches of dirt. The text "FEET ON THE GROUND" is overlaid in a bold, yellow, sans-serif font across the center of the image.

FEET ON THE GROUND





APPLE



GOOGLE



AMAZON



HARLEY



DISNEY



**MICHAEL SCOTT
PAPER COMPANY**



HEAD IN THE CLOUDS

SIGNS OF A STARTER MINDSET

Be **FEARLESS** and don't ask for permission

Welcome **CHANGE** and be open to challenges

Consider yourself an **OUTSIDER**

Recover quickly and **LISTEN** to feedback

FOCUS on what matters (the problem)

Be ridiculously **RESOURCEFUL**

Take action - **DO SOMETHING!**



FIXED VS. GROWTH

BEYOND
AWESOME

BEND, DON'T BREAK



WHAT DOES THAT LOOK LIKE?

EXTRINSIC VS. INTRINSIC: Be purpose-driven vs profit-driven

RESILIENCE: Optimism vs pessimism

PROBLEM FOCUSED: Making meaning out of something & understanding why

OPPORTUNISTIC: Seeing what's possible rather than risk



BENEFITS OF A STARTER MINDSET

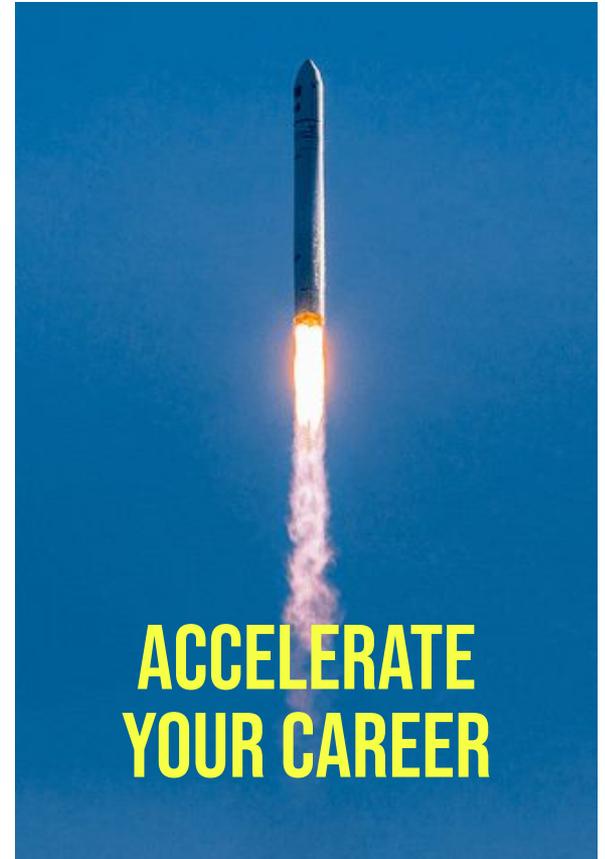
GET HIRED: Skills that the world and employers demand

IMPROVED WELL BEING: Personal, environmental & economical

BREED GOOD CULTURE: With optimistic and positive perspectives

BETTER OUTCOMES: The more useful we are, the better we can be

GET MORE SH*T DONE: Creates a steady pipeline of action



**ASSOCIATION PROS
ARE STARTERS!**

**DONE IS BETTER
THAN PERFECT!**

HOW DO YOU START?

1. Set clear and attainable **GOALS**
2. Redefine your **PERSPECTIVES**
3. Learn to be **DECISIVE**
4. Focus on **GROWTH** and be flexible
5. Build relationships to **GET SH*T DONE**

HOW A STARTER WOULD DO IT

Focus on the **BIG** problem

OWN your business

Be **COMFORTABLE** with the uncomfortable

Set **YOURSELF** up for success

INNOVATE like crazy

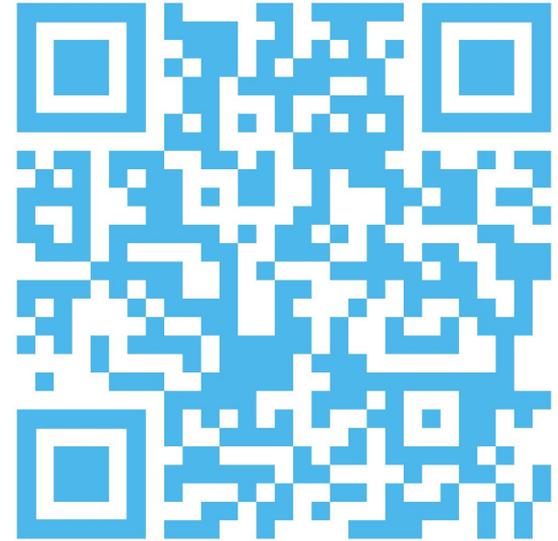
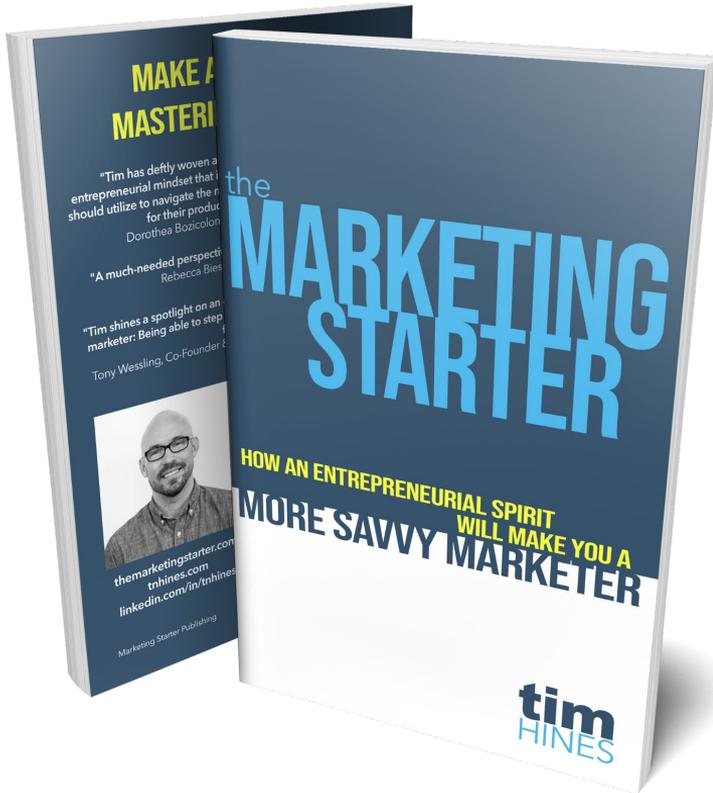
Be a master of **HYPE**

Remember fortune favors the **BOLD**



GET BACK ON THE HORSE!

GET A COPY OF MY BOOK!



[TNHINES.COM/BOOK/GETACOPY](https://tnhines.com/book/getacopy)

THANKS!



@TNHINES • TNHINES.COM



THE THREE PHASE APPROACH

**ASSESS &
INVESTIGATE**

**ORGANIZE
& BUILD**

**IMPLEMENT
& SCALE**

LEARN THE BUSINESS

A close-up, shallow depth-of-field photograph of several people sitting around a light-colored wooden table. They are focused on their work, with their hands and arms visible. Each person has an open notebook or document in front of them. One person on the left is pointing at a page with a pen. Another person in the center is holding a pen over their notebook. A person on the right has their hands clasped. The background is bright and out of focus, suggesting an indoor setting with large windows. The overall atmosphere is one of collaborative learning or professional discussion.

LABS > FACTORIES



GOOD VS. (EVIL) BAD MARKETING



GREETINGS FROM MARKETING ISLAND



GREETINGS FROM MARKETING ISLAND

SEND
FOR
HELP