



**Book Title: *Selling The Dream: How To Promote Your Product, Company, Or Ideas—And Make A Difference—Using Everyday Evangelism***  
Author: Guy Kawasaki

Reviewed by Joyce Zhuang  
Genii Group  
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## Summary

*Selling the Dream* guides readers through the methods of putting evangelism into action. Guy Kawasaki, start-up evangelist and former Apple Software Evangelist, imparts his experience and knowledge to aspiring evangelists and even teaches the ways to find, train and recruit new evangelists. Kawasaki also shows the effectiveness of Evangelism, through many Case Studies and examples, in positively transforming people, products, and companies.

I used to dread reading Marketing books, especially those which offer thousands of theories that are of no use to the real world marketing. Yet, *Selling The Dream* managed to capture my attention throughout the entire read, thanks to all the bite-size “Rule Of Thumb” facts, amusing Exercises, multiple Case Studies and Interviews which Kawasaki has generously sprinkled across the book. No matter what type of organization you represent, *Selling The Dream* is sure to have some gems for you.

## What is Evangelism?

Kawasaki defines evangelism as the process of selling a dream, transforming your vision into a cause, and getting others to agree with your cause and share your dream; the dictionary defines evangelism as “any zealot effort in propagandizing for a cause”, sounding somewhat

negative. Kawasaki explains that evangelism is better than the old-fashioned concept of closing a deal and I fully agree. Evangelizing is like sowing a seed; you plant the idea in a few peoples’ minds, they love the idea and they in turn convince some other person to share the same idea and that person will spread it out again... you get the idea, no pun intended. The effects ripple out, sustaining and growing the cause.

## Finding your Cause

According to Kawasaki, cause is the basis of evangelism. As such, it is of utmost importance to be able to identify your cause before proceeding any further. Through several relevant real-life examples, Kawasaki manages to bring across the different ways to do so. The one which I liked most was to piggyback on other causes (of course you must believe

in the same cause as well). His example of how The Body Shop managed to profit from aligning itself by “exploiting” environmentalism enlightened me to the fact that it is still a win-win situation; you profit, yet stand firmly by your principles.

Piggybacking on other causes would ensure that there are already others out there who believe in the same cause, and thus be assured of ready “supporters”. It is a shortcut, yet just as effective.

### **Planning, Implementing and Presenting**

We are reminded that successful evangelizing is not just about going about and grabbing anyone who would listen to you, after all, it is still a marketing strategy. I whole heartedly agree that having a clear, concise vision and good objective and strategies would result in more people accepting the promoted cause. Implementation only comes after. Things to be considered range from intangibles, such as fostering fellowships in new groups, to real issues like fund raising and creating promotional materials. Kawasaki also provides guidance on presenting your cause to the public; you need to know your audience, your cause, the layout of the facility you are speaking at... but especially to focus on your cause. There are even tips and techniques on how to captivate your audience. However, one thing I find lacking is the limited examples of

Promotional Materials given by Kawasaki, which includes Facsimile. As this book was published in 1991, I would suggest for Kawasaki to update and revise this part of his otherwise still relevant publication.

### **Stages of Evangelism**

There are a total of three stages: Sowing, Cultivating and Harvesting, just like you would plant crops. Most of the advice given is plain logic, but I would like to point out some which I thought were quite useful to remember. Kawasaki mentioned exploiting enemies in an evangelistic movement. This is a move, if done correctly, would aid you greatly. Kawasaki gives an example of how he was used in an opponent’s movement, which will further enlighten you on how enemies can be used.

Another pointer not to forget is not to become a fanatic, explained by Kawasaki to be “when nothing except the case matters”. You would do more harm than good when you just try to push your cause onto others, and believing that “the cause justifies the mean”. People do not buy your ideas just because you push them hard enough; you would end up similar to one of those charity workers, who started out with a good cause, but turns annoying when they follow you across two whole streets to get you to buy a raffle ticket.





## Advanced Techniques of Evangelism

Kawasaki included reasons and tips on how to recruit others to aid you in your evangelistic movement. Having read some of the examples Kawasaki included on the attitudes and principles of some telephone operators, you will no doubt agree that screening and choosing the right people to embark on the mission with you is of utmost importance. Another important note would be that to succeed, your enemies would have to be defeated. We learn from *Selling the Dream* that it is not about destroying your enemies, that would take too much time and effort, but to make your cause shine against theirs and convince more to join your movement.

## Promoting Yourself

As a concluding gift, Kawasaki gives advice on how to evangelize yourself to the opposite sex. He gives advice like "Men should date twenty women before they marry one. Women should date 120 men before they marry one." Although it compliments women, I must say there is much I do not agree with in here. Yet, this example shows just how witty and interesting *Selling the Dream* is.

My advice to all Evangelists: read *Selling the Dream* before you embark on your mission. Success I cannot guarantee, but it will definitely lead you down a road with less "if-I-had-known"s.

Joyce Zhuang ([joyce@genii-group.com](mailto:joyce@genii-group.com)) is a Regional Associate Consultant at Genii Group, a technology marketing services company.