

Oddly, many of these unusual businesses thrive by giving things away, recruiting a legion of fans and followers who support their paid work whenever it is finally offered. “My marketing plan is strategic giving,” said Megan Hunt, who makes hand-crafted dresses and wedding accessories in Omaha, Nebraska, shipping them all over the world. “Empowering others is our greatest marketing effort,” said Scott Meyer from South Dakota. “We host training sessions, give away free materials, and answer any question someone emails to us at no charge whatsoever.” ([Location 193](#))

Lesson 1: Convergence As we’ll examine it, convergence represents the intersection between something you especially like to do or are good at doing (preferably both) and what other people are also interested in. The easiest way to understand convergence is to think of it as the overlapping space between what you care about and what other people are willing to spend money on. ([Location 299](#))

I succeeded as a cartoonist with negligible art talent, some basic writing skills, an ordinary sense of humor and a bit of experience in the business world. The “Dilbert” comic is a combination of all four skills. The world has plenty of better artists, smarter writers, funnier humorists and more experienced business people. The rare part is that each of those modest skills is collected in one person. That’s how value is created.² ([Location 320](#))

To succeed in a business project, especially one you’re excited about, it helps to think carefully about all the skills you have that could be helpful to others and particularly about the combination of those skills. ([Location 324](#))

Lesson 3: The Magic Formula Bringing the first two ideas together, here is the not-so-secret recipe for microbusiness alchemy: Passion or skill + usefulness = success ([Location 326](#))

Instead of just popping up one day with an offer, it helps to craft a launch event to get buyers excited ahead of time. ([Location 352](#))

- Microbusinesses aren’t new; they’ve been around since the beginning of commerce. What’s changed, however, is the ability to test, launch, and scale your project quickly and on the cheap.
- To start a business, you need three things: a product or service, a group of people willing to pay for it, and a way to get paid. Everything else is completely optional.
- If you’re good at one thing, you’re probably good at other things too. Many projects begin through a process of “skill transformation,” in which you apply your knowledge to a related topic.
- Most important: merge your passion and skill with something that is useful to other people.

([Location 371](#))

“Catch a man a fish, and you can sell it to him. Teach a man to fish, and you ruin a wonderful business opportunity.” —KARL MARX ([Location 380](#))

the secret to a meaningful new career was directly related to making people feel good about themselves. ([Location 438](#))

Value means helping people. If you’re trying to build a microbusiness and you begin your efforts by helping people, you’re on the right track. When you get stuck, ask yourself: How can I give more value? Or more simply: How can I help my customers more? Freedom and value have a direct relationship: ([Location 468](#))

features it offers, but it’s much more powerful to talk about the benefits customers receive. A feature is descriptive; a benefit is emotional. ([Location 473](#))