

THINKING LIKE AN ENTREPRENEUR FOR WRITERS

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THE YEAR IS 1984: BIRTH OF THE MACINTOSH COMPUTER

- First generation of college students to use the Mac
- Pagemaker 1.0 for Harvard Political Review
- Illegal dorm business



WRITER LESSON: 1ST OR 2ND TO MARKET

- What is trending?
- Be the first or second NOT the 4th or 5th
- Education, parenting, news
- Growth Mindset, STEM, Hour of Code/Girls Who Code, yoga/mindfulness, kindness, Thailand cave rescue ...
- Just like it's hard to start a business, it's hard to sell books. Not just to publishers but to readers.
- Where does your idea fall in the marketplace?

FINDING THE RIGHT PARTNERS

- Freshman year trenches
- Struggled academically together
- 30+ years as partners
- Trust (internal motivation)
- Communication (blow out fights)
- My strength, your weakness



PARTNERS FOR WRITERS

- How to sort through advice
- Advice to validate **vs** advice to change
- At the end of the day, only the market can evaluate
- Finding the right partners: trust, communication style, their strength might be your weakness
- Find partners that help you stay true to your vision
- Blind faith a plus
- Fewer the better

I DON'T GOT THIS

- HBS Contract: 50th Anniversary Issue
- I did not know to typeset
- HBS Staff watched us
- \$5000 contract → laser printer
- Trial by fire



FAILURE IS THE BEST TEACHER

- Writers and entrepreneurs: we are in the business of failure and rejection
- Fail often, fail cheaply, fail quickly
- Don't make the same mistake twice
- The learning curve: stay on the steepest part
- It's the number of times "at bat"

LASER DESIGNS:

- My 2nd semester as Junior in college
- Typeset for hire
- Harvard Business Review Contract
- Used laser printer from HBS student
- Loan from HBS contract
- Set up shop on Mass Ave
- Laser Designs as born...

How It All Began...

Look What You Can Do At Laser Designs:



- Newsletters
- Brochures
- Annual Reports
- Flyers
- Presentations
- Résumés



Friendly Staff
Laser Designs is our office staff who love to use computers. They can answer all your questions on just about anything. We're here to make sure you don't get stuck. And you won't. So don't worry. They'll make you forget you're using "self-service" machines.

Software
No software? No problem. Use our extensive word processing, desktop publishing, financial, graphic and massive disk-art software library.
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Disks, Disks, Disks
At Laser Designs you can get the best quality brand name disks (Sony, Nubia, and BASF) at "mail order" prices. All disks are lifetime guaranteed. Size of one, 3.5" double sided from \$24. Box of five, 3.5" single sided disks with plastic carrying case \$9.95.

IBM PCs
New Service! Laser printing from your IBM disks! Use our IBM PC-XTs and Centra laser printer to produce crisp financial statements, authoritative reports, and stunning presentations. Also IBM c-to-Mac data transfer.



Self-Service Macintosh Laser Printing
Listen. If you own a Macintosh you learn to take advantage of laser printing. The results are amazing! Drawings will be smoother, words will be sharper, and documents will be more impressive. No more "jaggies" from your imagewriter. Best of all laser printing at Laser Designs is a snap. You don't have to do anything special in your files. Just create it, sit down at one of our terminals, and  print away. It doesn't take long to make all your Macintosh output look truly professional.

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For a low hourly rate you can use one of our 7 Macintosh computers to write your papers, reports, résumés or just about anything. You have complete control over how you want your documents to look: change typefaces, make words bigger or smaller, use italics or boldface. After your document is written perfectly, it will be printed perfectly on our Apple Laser-Writer Plus. Finally, you can save your document on disk for virtually effortless updates and corrections in the future.

Courses
Desktop publishing is a hot field and nobody knows it better than we do. Our desktop publishing courses are user oriented and our students speak on your level not computer jargon. Call for more details.



Laser printer produces typist quality documents from IBM and Macintosh!

The facts:

- ✓ Self-Service Laser Printing and Word Processing for Macs and IBMs
- ✓ \$6/hour & 60/page
 - No minimum
 - No charge for mistakes
 - No appointment necessary
- ✓ Mac+ disks: \$24/Box of 10
- ✓ Hours: Mon-Fri, 9 to 6

Laser Designs
1430 Mass. Ave., Suite 200
Harvard Square
Cambridge, MA 02138
(617) 868-0222

On the same block as the Harvard Coop, to the right of CVS drugstore, 2nd floor.

START UP LESSONS FOR WRITER

- Set yourself up as a business
- Treat yourself as a business
- Find a revenue source and reinvest it into your business
- Edit for hire? Use money for writing classes/events
- Invest in yourself as a business
- Set goals: 100 rejections? Critique new manuscript monthly? # of queries per quarter?

BOOTSTRAP MARKETING

- It all started with this flyer
- Guerilla Marketing by Jay Levinson
- Believe in what you are doing ...
- ... then that's your sales pitch
- Flyers-> cheap ads-> direct mail

Macintosh Laser Printing

- ✓ Use our self-service **Macintosh Pluses** and **LaserWriter Pluses.** ☞ **\$6/hour** ☆ **50¢/page** (no charge for mistakes!!)
- ✓ Use our 300 dpi **scanner** as much as you want. ☞ **No Extra Charge!!!**
- ✓ We do **IBM ↔ Macintosh** file transfers ☞ **\$10**
- ✓ Lowest prices on **Mac disks:** ☞ **\$3 each, 10 for \$24**

LASER DESIGNS

Kenmore Square
650 Beacon St., Second Floor
Boston, MA 02215
(617) 266-4920
Kenmore Ⓡ Stop
Same block as B.U. Bookstore

Harvard Square
1430 Massachusetts Ave., Suite 209
Cambridge, MA 02138
(617) 868-0222
Harvard Ⓡ Stop
Same block as the Coop

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BOOTSTRAP MARKETING FOR WRITERS

- You are a brand of one
- Social media is cheap
- Collaborative marketing
- Give to get back

MACTEMPS TAKES OFF

- Entrepreneurs not cool
- Nobody envied us
- Temp agency idea
- Cambridge->5 locations
- By 1992:
- 5 locations->36+
- #12 on Inc. 500 List
- Back in Business School
- We are 26 years old



When these firms needed a
computer they went to Apple.

When they needed a temp
they came to us.

MacTemps. The temps you don't have to train.

CREATING WRITER MOMENTUM

- This is not a spectator sport
- You have to be in it to find your path
- Follow the momentum that you create
- Everyone's path is different
- Keep pushing yourself into spaces of discomfort
- You should never really feel like "I got this"
- It's more "Drowning: head barely above water"
- Writing, query process, submissions, marketing ...

FAILURES

- litl computer (laptop computer)
- 1099 Magazine (for freelancers)
- Mizanne GolfWear
- FastCash (factoring business)
- AccountTemps (Online accounting temp agency)
- 1-800-Network
- ThinkTemps
- And many more...