

## Never stop learning

Throw off your traditional training about what it meant to have a suit and tie in business and really become more of a student.; become attuned to understanding and being aware of what people are doing.

I think that having that approach in this industry is absolutely critical because it just moves so quickly.

And if you think you know, you definitely don't know. And if you don't have this attitude that you're going to learn everyday and pick up new things from people, I think you'll get steamrolled.

## Outsource tasks

You've got to be careful not to get caught up in the infrastructure piece of it. I would encourage people to, wherever possible, get people that do that so you can focus on what it is that you do so well.

I think that for entrepreneurs there's a real risk that you overcompensate and spend too much time in a certain area. So get people around you that can do that stuff, and then get back to making money!

## Scott Rewick Success Guide

### It's not all in one place

Estimates are that 75% of the online media happens outside of Google. The great news is that for 100 bucks, you're in business. The bad news is that it's only 25% of the market. Google's obviously with the content network, but there just happen to be a lot of networks out there that have Google-like characteristics. They're self-service. They're CPC. They're both text and display-based creative, and allow you to start marketing very quickly.

## Fix it

What are the elements of that transaction that you think you can improve? Whether it's lowering the price or better targeting or better creative or eliciting a higher payout from the advertising.

## The Next Big Thing

Take the time to go out there rather than sit home. I think people pick up on it if naturally curious and trying to figure out what people are doing and how they're doing it.

I'm just constantly in there talking to people. I subscribe to a lot of different industry rags, so I'm reading constantly about what's going and who's doing what. I'm an IM fanatic. I'm a text fanatic. I'm totally wired in.

## Don't try to do it all

There are so many ideas out there, so many different ways to make money online - but if you go into it with this approach that you're going to do all 10 of them, invariably you're going to fail.

There are only 24 hours in the day, so, you're better suited driving all of your energy toward 1, maybe 2, good ideas and build around that.

I would encourage people to pick 1 or 2 verticals, and just get good at that. Believe me, you can build really big businesses by doing something like figuring out Facebook. or Adsonar or something like that.