



Understanding Your Fans: Where is the Love? Matchmaking between your art & your people

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Introduction

- Hey, everybody. Welcome to our course on Understanding Your Fans: Where Is The Love? We're gonna talk about why it's really important to answer that question, "Where is the love?" Because when we first start out, most of us discover that we're looking for love in all the wrong places.

I'm Mark Searle, I'm gonna tell you a little bit about my background. Right now, I teach entrepreneurship and innovation in a couple of different contexts. First, I teach entrepreneurship at UC Berkeley in the college of engineering as a part of their Entrepreneurship and Technology Center. Also, I work with a group of people all over the world called the Innovation Acceleration Group, and we train entrepreneurial teams and also corporate innovation teams who are trying to bring new products to market in all different industries.

And before I got into teaching, I was an entrepreneur myself. I worked in eight different start-ups as either the CEO or the COO, and we had all different outcomes for my companies. We had IPOs that had big valuations, we also had trainwrecks where everybody lost all their money they had invested and every employee ended up unemployed. So, I've kind of seen it all.

And what we're gonna do in this course is we're gonna dig into two big questions. One is, why do we need to understand our fans or our customers, as we might call them? The other is, how? Once we know that it's important, how are we gonna do that? And what are the really important pieces that we need to put in place to be able to understand those fans?

So, we're gonna dig in and I'm gonna draw on all my experience, both building companies myself, and teaching people how to build their companies and try to share some insights with you that I hope will help you on your entrepreneurial journey.

So, let's get started.