

Seth Godin, live at the Helen Mills in NYC

The Impresario Workshop

©2014, Seth Godin

March 1, 2014

A close-up, profile view of a woman with dark hair, looking down at a violin she is holding. She is wearing a dark, patterned top. The background is a bright, out-of-focus field under a clear sky.

<http://bit.ly/MichelleRoss>

MICHELLE ROSS

violinist

composer



RCA VICTOR presents
ELVIS



IN THE ORIGINAL SOUNDTRACK ALBUM
FROM THE UNITED ARTISTS PICTURE

CLAMBAKE

A LEVY-GARDNER-LAVEN PRODUCTION

SPECIAL BONUS

FULL COLOR PHOTO
INSIDE THIS ALBUM
OF

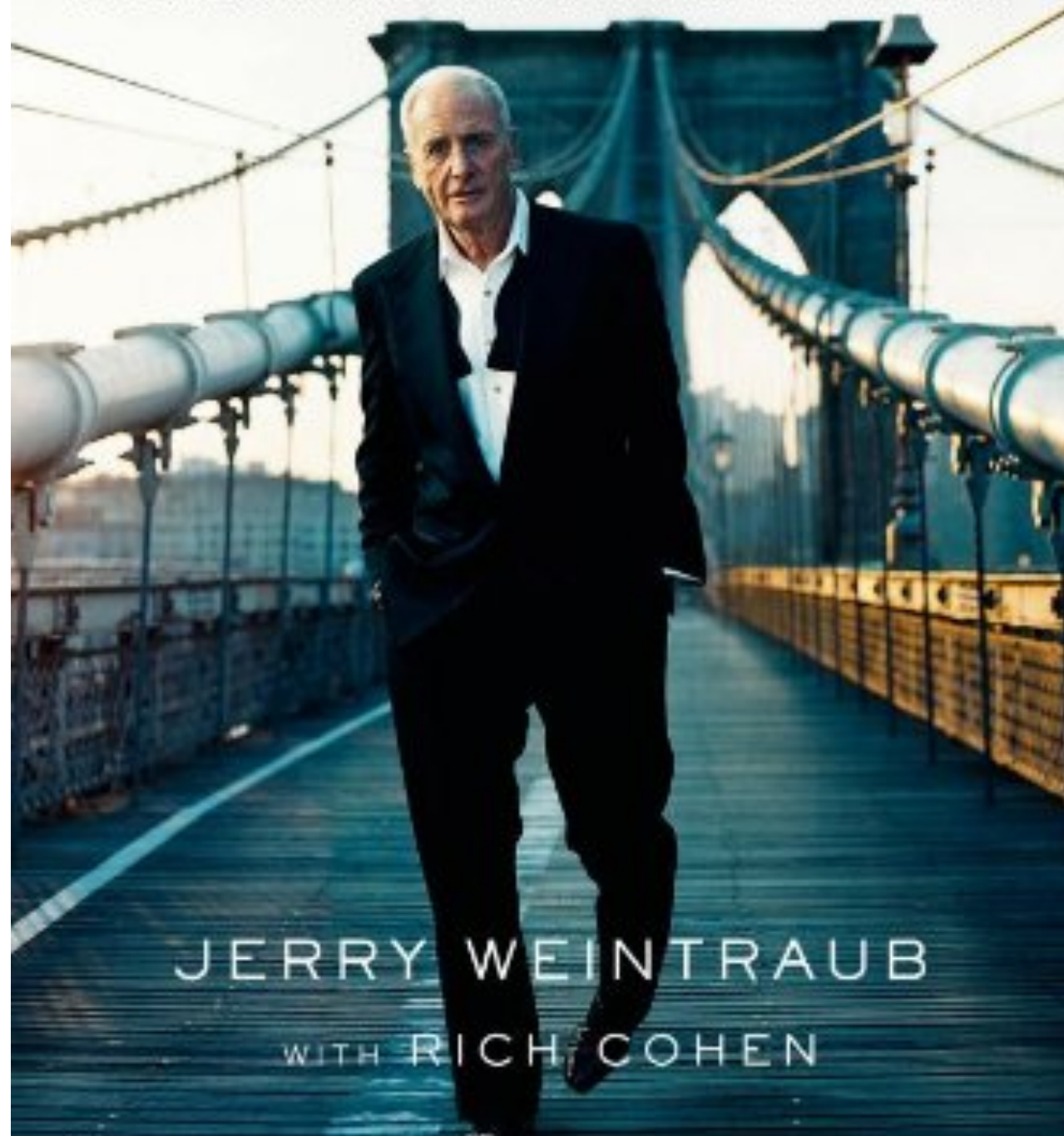
ELVIS AND PRISCILLA
SPECIALLY AUTOGRAPHED

THIS OFFER FOR A LIMITED TIME ONLY



WHEN I STOP TALKING, YOU'LL KNOW I'M DEAD

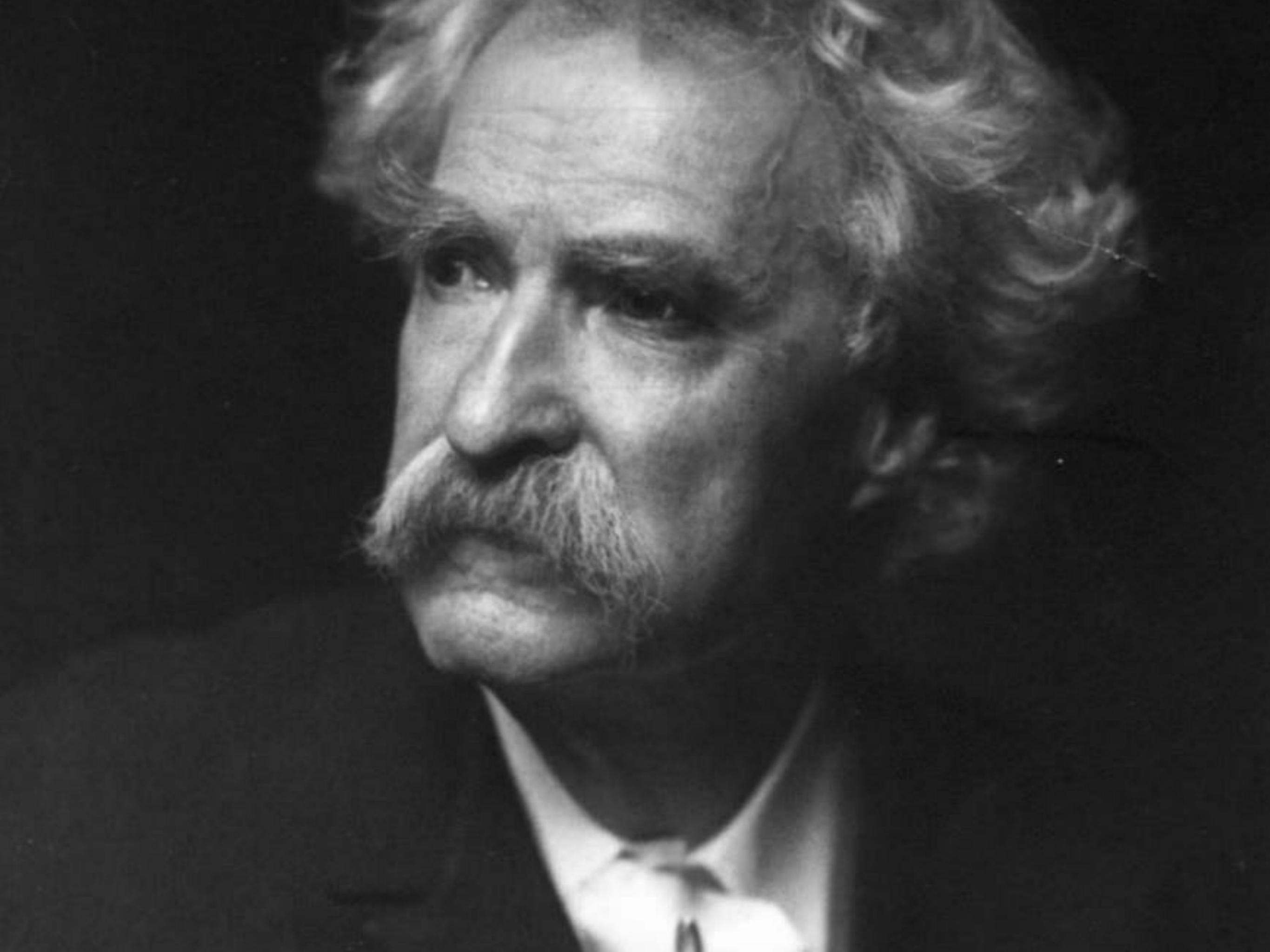
USEFUL STORIES FROM A PERSUASIVE MAN



JERRY WEINTRAUB

WITH RICH COHEN





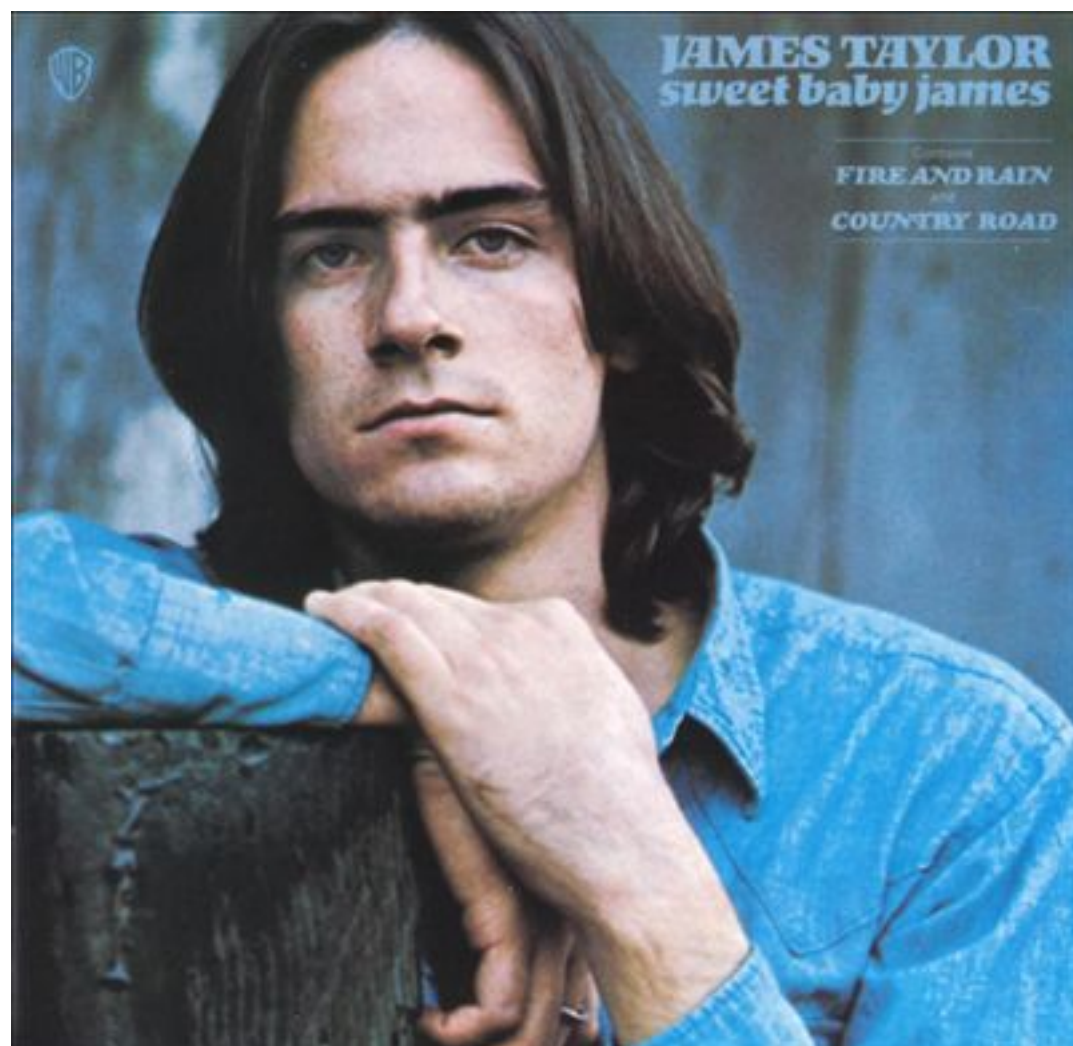
DAVID SEDARIS



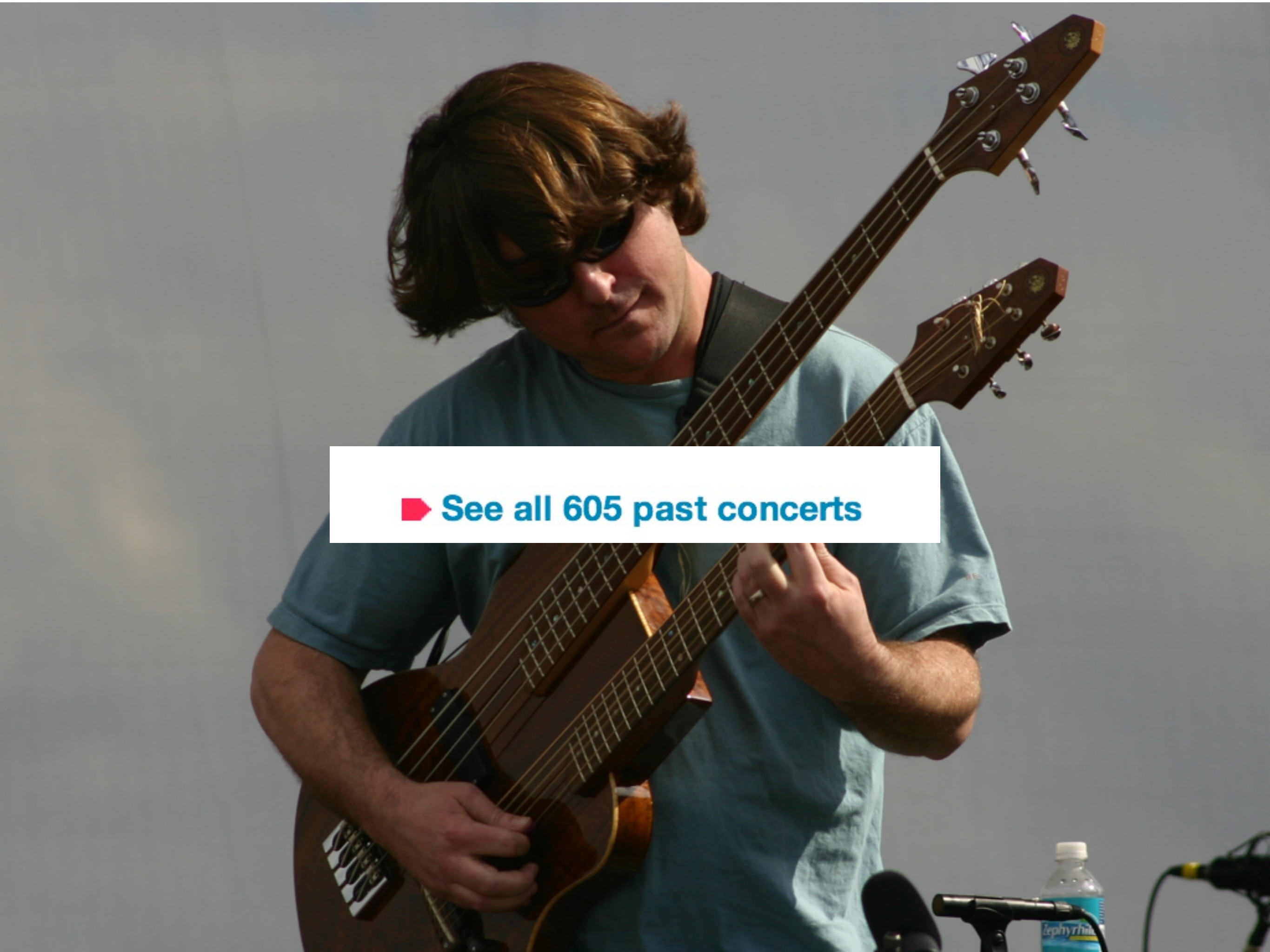
LIVE FOR YOUR
LISTENING PLEASURE

2-72718

In Stereophonic Sound





A photograph of a male musician with long, wavy brown hair and dark sunglasses, wearing a light blue t-shirt. He is playing a double bass guitar. The background is a plain, light-colored wall. In the bottom right corner, there is a microphone stand and a clear plastic water bottle with a blue label that says "Zephyrhills".

 [See all 605 past concerts](#)

UPCOMING EVENTS

Virginia Beach, Virginia

4.26.14

Details ▼

GET DIRTY

DIRTY GIRL WOMEN-ONLY 5K ISN'T ABOUT WHO FINISHES FIRST. IT'S ABOUT EMBRACING LIFE'S MESSSES, CELEBRATING ITS OBSTACLES AND HELPING OUR MOTHERS, DAUGHTERS, SISTERS AND FRIENDS DO THE SAME.

LEARN MORE



The Longest-Running Annual Event In the Transgender World!

FANTASIA FAIR

Participant's Guide · October 14 - 21, 2012



Mara Keisling

*A Leading Voice for
Transgender Equality*



NY Tech Meetup

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**NYTECH
MEETUP**

New York, NY

Founded Sep 25, 2004

NYC **37,888**
Technologists

Group reviews **582**

Upcoming **4**
Meetups

Past Meetups **166**

Our calendar 

Looking for More Detail Information on NYTM? Head over to our full website at www.nytm.org

Who We Are

NY Tech Meetup is a 36,500 member non-profit organization that supports the growing NY technology community.

Our goal is to help build a sustainable technology industry that drives economic growth, leads innovation, and creates positive, high-impact change for our local communities and the world.

NY Tech Meetup was first founded as a Meetup group in 2004 by Scott Heiferman (Founder of Meetup.com) and Dawn Barber. The organization became an independent non-profit in 2010 and hired Jessica Lawrence, its first full-time employee and now Executive Director in 2011.

Contact Information

www.nytm.org

@nytm





TED TALKS

Ideas worth spreading



Trends

Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾



Hot Searches

▸ Top Charts

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Locations

Time ranges

+Add term

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Interest over time ?

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TEDxTA

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Select date

March

2014

☐ Spaces available☐ Webcast Spaces available Sold out / Invite only





CREATIVE MORNINGS

TM

™

CREATIVEMORNINGS

Find closest



[CITIES](#)

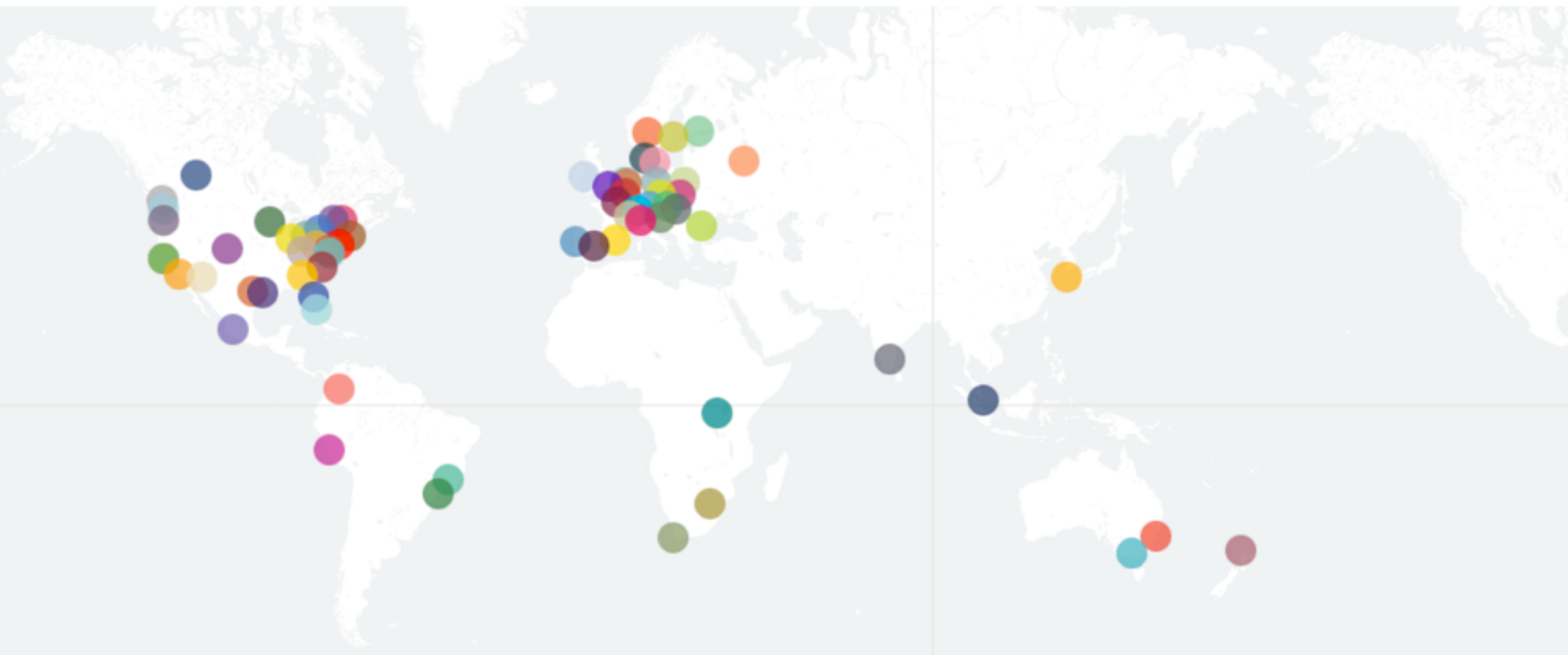
[TALKS](#)

[QUOTES](#)

[THEMES](#)

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68 Creative Cities

CreativeMornings are organized by talented volunteer hosts and their teams.

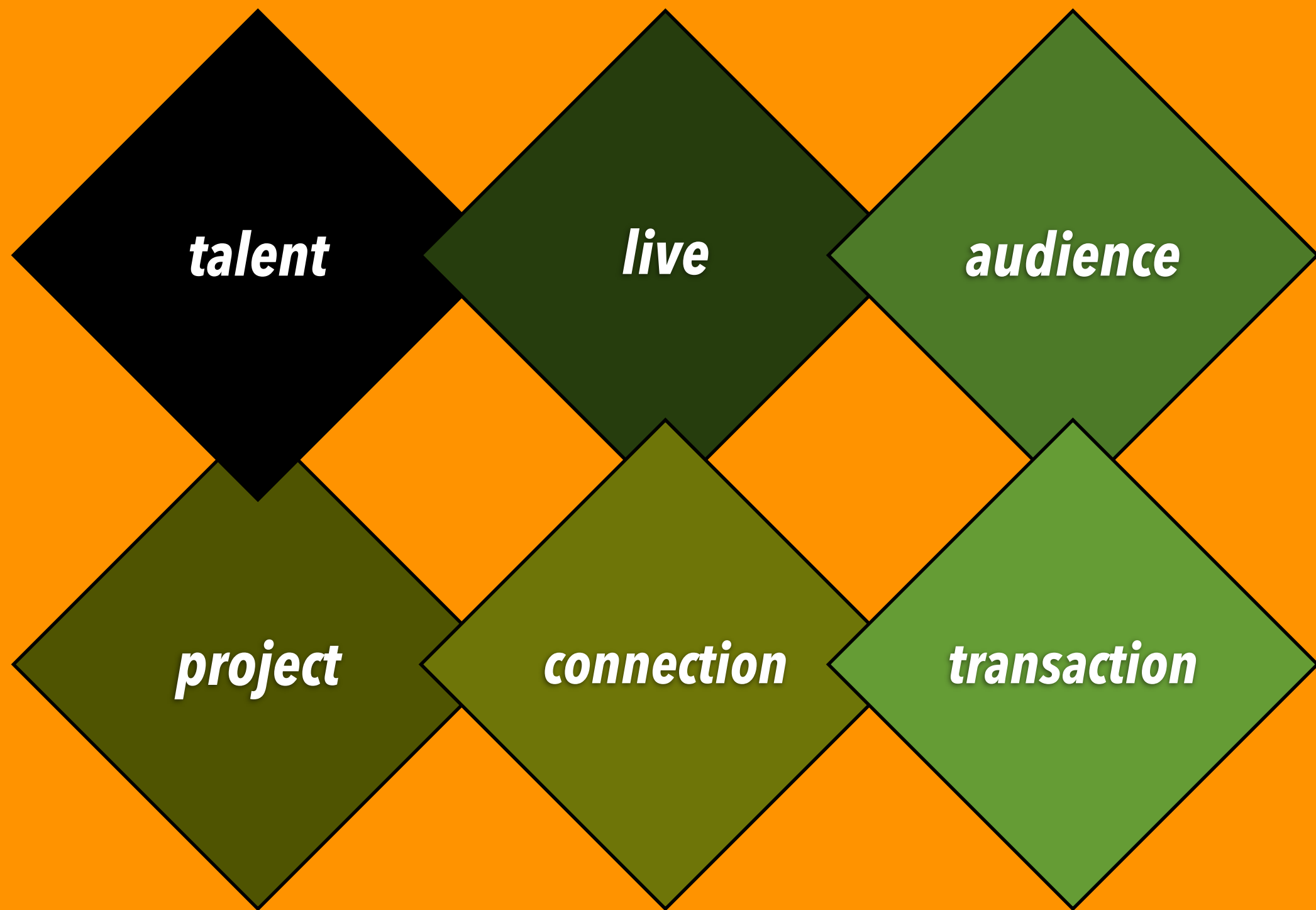




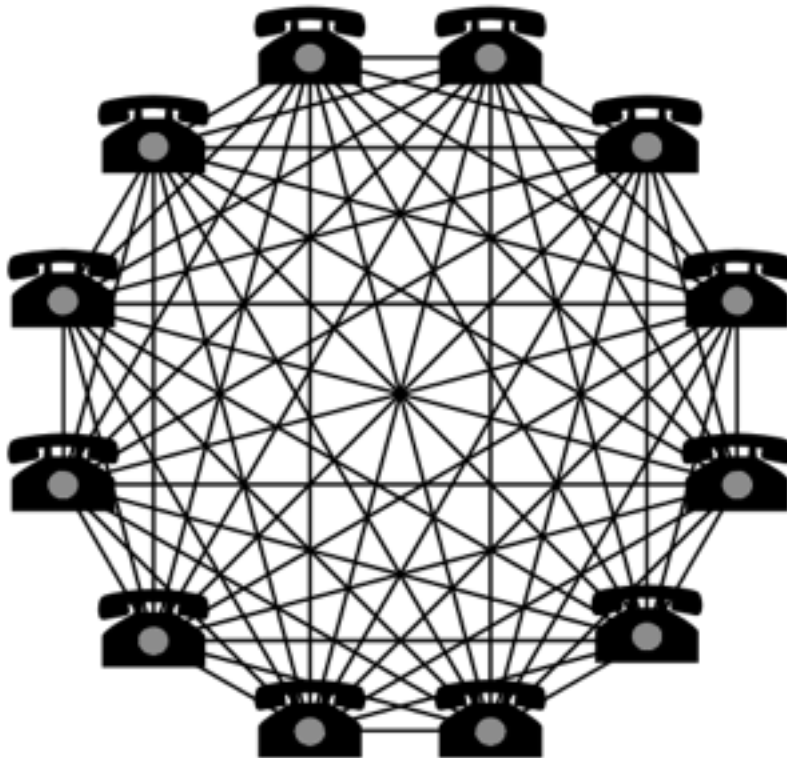
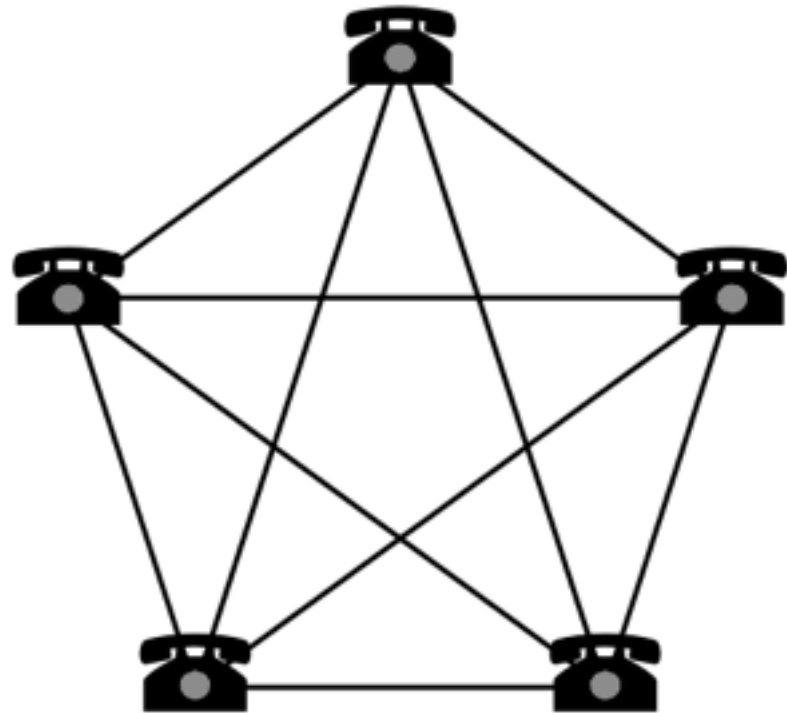


XOXO is an experimental festival celebrating independently produced art and technology. **We're bringin' the love back.**

SEPTEMBER 19-22, 2013 / PORTLAND, OR







metcalfe's law

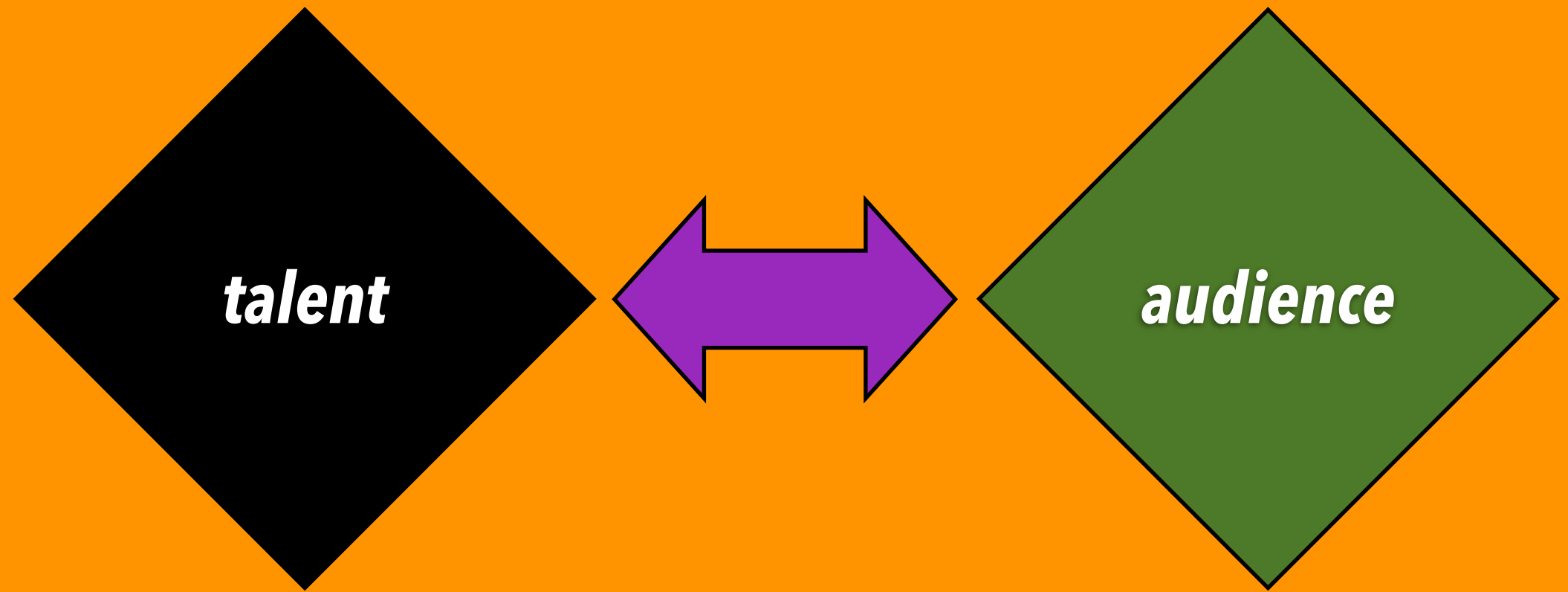
cost vs. value

linear vs. exponential

scale vs. scarcity









connection

access

endorsement

trust

awareness

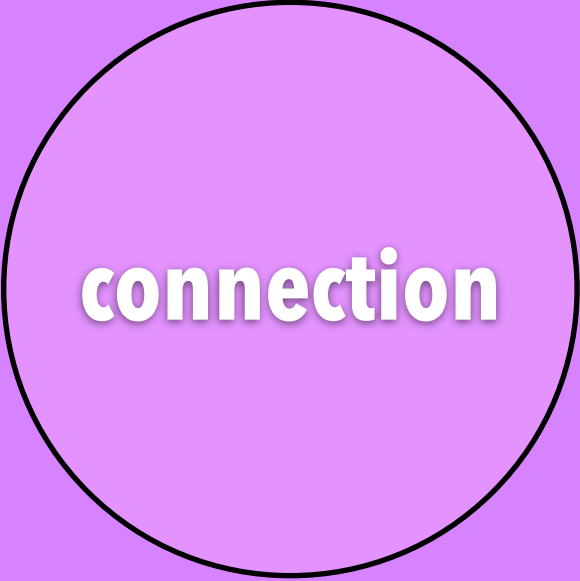
sync

logistics

**efficiency
(wholesale)**

scale

amplification



connection

**Connection from stage to audience
from audience to stage
from audience to audience
from impresario to audience
from impresario to stage**

**Giving an audience
awareness of the next thing
(daily candy, TED)**



awareness



September 10, 2007

Whistle While You Work It

Whistle & Flute Debuts



Girls who love boys who like boys to be girls always fare well when gender-bending fashion comes back into play.

Consider adding some gentlemanly style to your currently frilly wardrobe with Whistle & Flute, the debut line of two Cynthia Steffe

alums now making its first round of deliveries.

Built almost entirely on shades of black and white (with hints of plum and green), the freshman collection (eight years in the making) is a small but tightly edited mix of androgynous knits and silks.

Dig the slightly UK undertones (the name is cockney slang for "suit"; both ladies are married to Brits) in crepe tops, tailored trousers, and top coats fit for a Hepburn. We've got our eye on the military jacket sweater. It's kind of masculine, kind of feminine, kind of gangster.

Which should always be something you really love.

Available at Big Drop, 1321 Third Avenue, between 75th and 76th Streets (212-988-3344 or bigdropnyc.com); 425



botkier

WHO:
tons of celebrities

WHAT:
sasha duffle, black rose
satchel, & bryant hobo

WHERE:
www.botkier.com

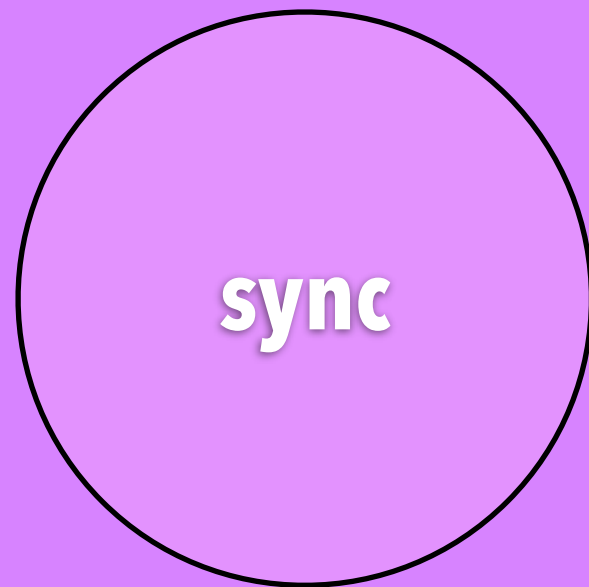


Giving talent access to a difficult to find audience
Giving the audience access to leverage/resources





**The value that comes when we
all do it at the same time**



SOUL TRAIN



**The change in the rest of the culture
that comes from the right people,
in sync, engaging**



amplification



Benefits from being picked



endorsement

Mark Bertolini
Gary Bettman
Jeff Bewkes
Jeffrey P. Bezos
Aneel Bhusri
The Rt. Hon. Tony Blair
Gregory R. Blatt
Anthony H. Bloom
Michael R. Bloomberg
Steven R. Boal
Scott A. Bommer
Cory A. Booker
Jeffery H. Boyd
Sergey Brin
Glenn A. Britt
Tom Brokaw
Michael J. Brown
Howard G. Buffett
Susie Buffett
Warren E. Buffett

Allen & Co.

**Offering a shortcut in
logistics or reaching
the masses**



**efficiency
(wholesale)**



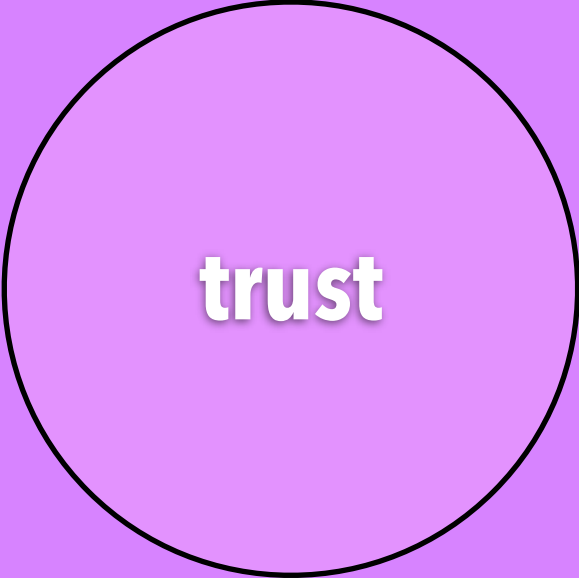
**Minor compared to some of
the other elements, logistics
represent a hurdle for
both sides**



logistics



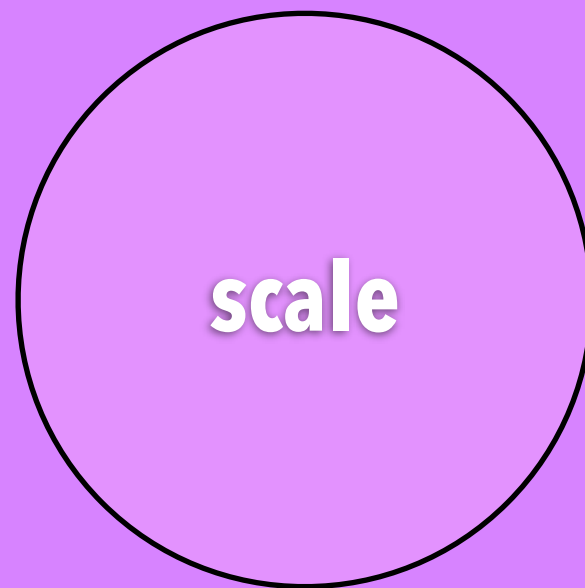
Should I leap?



trust

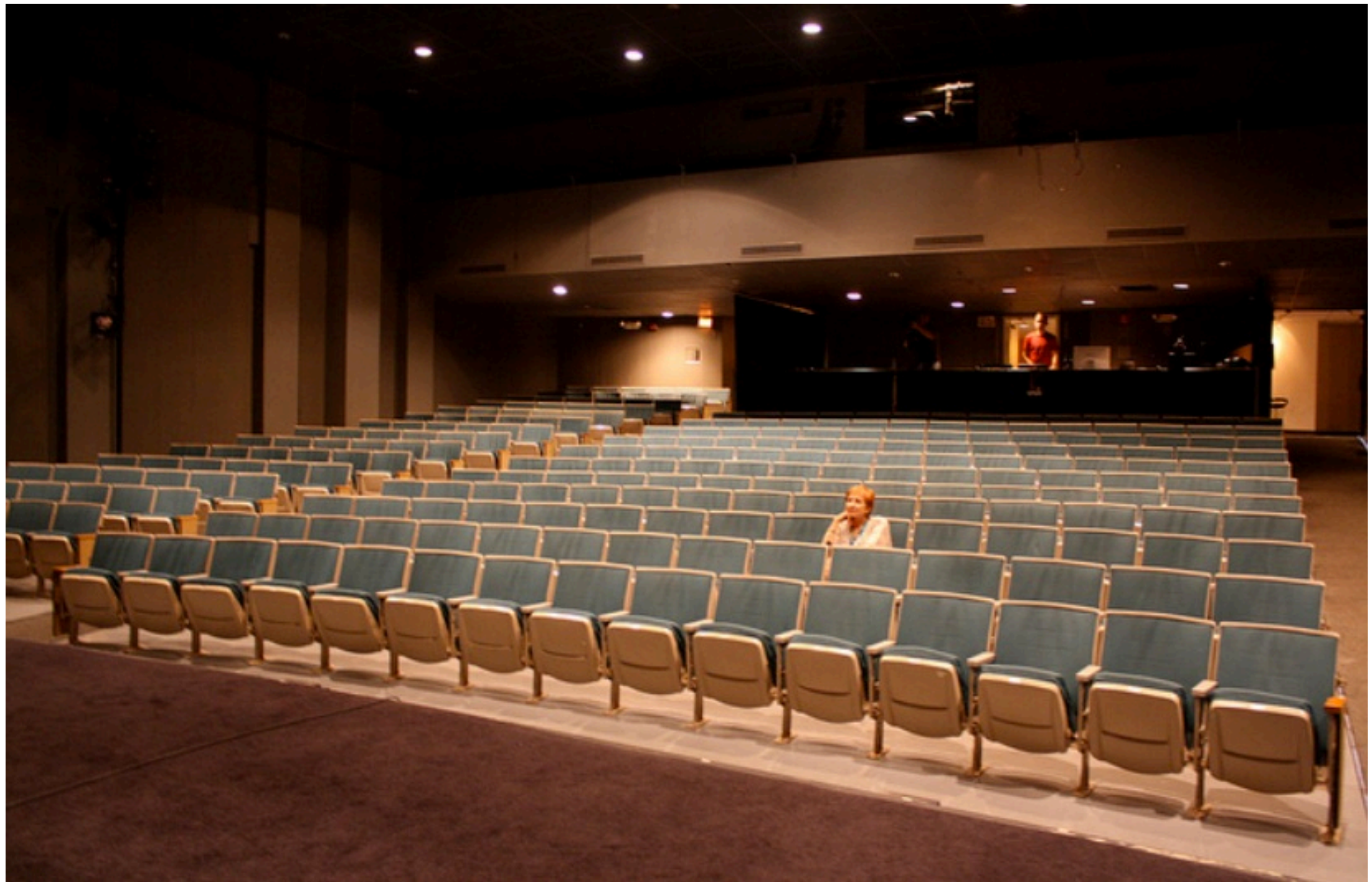


Bigger might be better.





**SCALE is an opportunity
and a pitfall**









easy audience
hard audience

TALENT WITH A FAN BASE

Authors

Musicians

Experts

Entertainers

GATEKEEPERS

Admissions

Tastemakers

Access to capital

Media

TALENTED But currently without fans

**Bandstand, prodigies,
open mic, combines,
talent shows...**

