

## What We Can Learn from Apple's Simple Marketing Philosophy

By Martha Newman, J.D., PCC, TopLawyerCoach, LLC

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### ***Three-Point Call to Action Serves as an Example for Lawyers and other Businesses.***

The recent passing of Apple Co-Founder Steve Jobs has led a lot of professionals to reflect on the entrepreneurial legacy he left behind. There's no doubt that Jobs created an empire. But it's *how* he created that empire - and the people who helped him - that should make people stand up and take note.

By 1977, as Jobs and his business partner, Steve Wozniak, were busy taking orders for the very first Apple I and looking for venture capital as they developed the Apple II, the men brought on investor Mike Markkula into the business. Markkula injected \$250,000 into the company, became a third partner, and sat down to write, "The Apple Marketing Philosophy." It's a three-point call to action that has served Apple for decades, and can also be a prime example for your business practices.

**Top Lawyer Coach, LLC**  
601 Penn Street  
Fort Worth, TX 76102

817/992-6711  
[newman@toplawyercoach.com](mailto:newman@toplawyercoach.com)



### **Point No. 1: Empathy**

Apple should strive for an "intimate" connection with customers' feelings. "We will truly understand their needs better than any other company," Markkula wrote.

### **Point No. 2: Focus**

To be successful, Apple should center its efforts on accomplishing its main goals, and eliminate all the "unimportant opportunities."

### **Point No. 3: Impute**

Apple should be constantly aware that companies and their products will be judged by the signals they convey. "People DO judge a book by its cover," Markkula wrote. "We may have the best product, the highest quality, the most useful software etc.; if we present them in a slipshod manner, they will be perceived as slipshod; if we present them in a creative, professional manner, we will *impute* the desired qualities."

It's important to note that with this marketing philosophy in place, Steve Jobs was able to take Apple to the next level. Jobs pioneered Apple's customer first marketing plan. And, **instead of creating products they wanted to make, Jobs aimed to produce products that addressed consumers' needs, feelings and motivations.**

Are you doing the same for you clients? Perhaps it's time.

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