Bestselling author Guy Kawasaki encourages entrepreneurs to tell a great story. In this clip, he uses Silicon Valley examples to explain the importance of the skill. He also urges entrepreneurs and startups to "plant many seeds" when it comes to getting the word out about new products. According to Kawasaki, this advice may eschew traditional marketing philosophy, but with the media world now inverted, entrepreneurs never know which outlets will make the difference in building critical mass for a product.