

10 things I've never heard a successful startup founder say

by Jason Cohen on August 15, 2011

Please stop repeating these ideas! This isn't how successful companies work.



"I started out under a bridge, moved to online commenting, but then I got into patents and everything changed."

- I built this software for myself, and then it turned out a million people wanted it *exactly* how I *originally* envisioned it.
- After hiring a few people, being the CEO became a lot easier, and I was able to focus on high-level strategic plans instead of fighting fires.
- I wish we had spent less time talking to prospective customers before designing interfaces and writing code.
- The decision of whether to form an LLC, S-Corp, or C-Corp made a significant difference in my startup's success.
- Selling the company was an easy decision, and everyone in the company was on the same page.
- We're such good actors, our first few customers never knew we were a new company with no employees and buggy software.
- Thanks to a software patent we filed, we never had a serious competitor.
- Our most effective marketing campaigns were the ones filled with buzzwords and non-specific claims.
- My lack of an MBA degree made building a company from scratch harder for me than for others.
- I wish I had spent more time reading and weighing the pros and cons of various philosophies instead of **just jumping in and doing what I thought was morally and financially sensible.**

Just get started, talk to potential customers, and ship stuff.

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