

98: Fast Company SA, The Lean Startup methodology and Brad Sugars

On the last [Biz Takeouts Marketing and Media Radio show](#), host Warren Harding chatted to Brad Sugars (@actioncoachceo), Founder and Chairman of Action Coach Worldwide, about his new book, and his Cape Town talk happening on 17 July in Cape Town called - Buying Customers.

Then we shift our attention to Daniel Marcus (@danmarcusSA), CEO at Living Your Brand, Director at Magnetic, about The Lean Startup methodology. With "startup culture" being so popular at the moment, Dan takes us through the three "The Lean Startup" principles he uses.

Lastly, of a full show, we talk to Robbie Stammers (@daStamman), one of SA's most awarded editors and publishers, after he and Insights Publishing announced that he is bringing America's 'Magazine of the Year', *Fast Company* (@FastCompanySA) to South Africa.

Get all the information by listening to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



Lineup

Via telephone on Thursday 17 July we hosted Brad Sugars, Founder and Chairman of Action Coach Worldwide.

What is the book, and talk, 'Buying Customers' all about?

Brad Sugars: Really it is about a simple philosophy of marketing where it is to bring in customers, you have to invest money in getting customers. So really you're looking at the cost of marketing per customer. So we look at how you can get results from marketing and how marketing spend can bring you customers and make you money. So, really the talk looks at how you can make the most out of your marketing and actually make money from your marketing spend by attracting customers.

Find out more right here: www.buyingcustomers.com.

Get all the other information from Brad Sugars and Buying Customers by listening to the podcast.

In studio we hosted Daniel Marcus, CEO at Living Your Brand, Director at Magnetic, about The Lean Startup methodology.

What are the three principles you follow using the Lean Startup methodology?

Dan Marcus: There are a few principles, but the three I talk about in the post and follow for Magnetic are: 1: Get to market early and with minimal waste. 2: Learn from your early adopters and 3: Don't pivot too late. If your product is not working, pivot.

Find out more about Dan and the Lean Startup principles here: www.freshentrepreneur.co.za.

Also in studio we hosted Robbie Stammers, publishing editor for soon to be launched *Fast Company SA*.

If someone has no idea what Fast Company is, how would you describe it?

Robbie Stammers: *Fast Company* describe themselves as the most progressive media brand in the world, it is all about the different angles on business, looking at a progressive, innovative and creative perspective. So not your usually business magazine and we say that business does not need to be boring. South Africa is the first English version outside

of America to be launched.

The news roundup covered:

- [Featured Job: Digital Strategist](#)
- [Six things your website should do for you](#)
- [Prioritising responsive design](#)
- [\[NewsMaker:\] Alun Davies](#)
- [Did adidas get ROI on World Cup?](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (114MB) or [listen](#) to the podcast (102:36min).

Episode 98: FastCompany SA magazine, The Lean Startup methodology and Buying Cutomers with Brad Sugars.

Date: 17 July 2014 **Length:** 102:36min **File size:** 114MB **Host:** Warren Harding



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