

At first, Seth didn't pick me to spend the summer in New York. I spent the next two weeks throwing myself into the virtual internship, pushing myself and leading at every opportunity. Then 1 of the original 4 interns dropped out, and I booked my plane ticket.

Over the summer I created projects to promote squidoo and supervised 100 virtual interns.

Now I work with Seth, creating and running a community of over 3000 leaders worldwide.

I believe in the radical notion that marketing should help customers. Not to increase revenue by scams or ploys.

I am passionate about the book industry, and would love to connect it to the new generation of media.

I want to help find the role of marketing and advertising in social media.

I believe it is both a privilege and obligation to give back to our community. I currently lead the local chapter of a community service sorority and mentor a brilliant second grade girl.

If you are enthusiastic about any of these ideas (or just enthusiastic), please connect with me. My email is jessneill@gmail.com.

I am currently a senior at the University of Georgia, after graduation I will get a job or go to graduate school for an MBA or a Master's degree in new media.

Jess Neill

Richard Millington

www.feverbee.com

I help companies build online communities. Like [this](#), [this](#), [this](#), and soon, [this](#). I specialise in the early stage, finding the first 10 members and scaling it to 100, perhaps 1000. You can read more on my blog, [FeverBee](#).

This December, I want to build a community for my own company. It's in the property sector, and it smells like fun. I'm looking for people who can scale a community, fast. I'm also after talented web builders and, yup - you've guessed it, genius designers.

So if this sounds like your cup of tea (I make no apologies for being brilliantly British), then get in touch and lets work out the details.

Be sure to read the blogs of [Aidan](#), [Jess](#), [Seb](#), [Bert](#), [Ryan](#) and [Charlie](#). They're the best young marketing minds around.

Richard@feverbee.com

bert

I'm Robert (often just Bert) Hart. Before we get into the fun stuff, I should run through the quick, boring facts. Please skip them:

- Senior at the University of Georgia, Honors Program. GPA: 3.69 (Major GPA: 3.8)
- English Major (focus in Creative Writing)
- Certificate in Music Business from Terry College at UGA

Okay, that's done. You can tune back in now.

seth

I worked with Seth in person this summer, mostly on Squidoo projects. With a budget of roughly zero dollars and a deadline of three months, we interns were each supposed to find a niche and lead them, eventually making something happen inside Squidoo. The details were up to us; we had only to set a goal and reach it.

Every one of us failed. It sounds horrible, but it wasn't. We're a talented group, insightful, and courageous – and we all learned the value of failing at something. If you've read enough of Seth's writing, I'm sure you agree: failure is a creative force if you react at the right angle to it. I'm grateful to Seth for that challenge. It isn't easy to see someone with potential and let them fall. Often it's the right thing to do.

tribe

The four full-time interns Seth hired for the summer (me, Jess, Lillian, and Kangai) were in charge of directing a group of online interns working on projects similar to ours. Though we started with over 100 volunteers, we ended with only a tiny fraction of that number (as expected). Those who stayed involved (whose pages are included here) were incredible to work with, offering so much more than we expected. I predict you'll be seeing all of them doing famously innovative work in the next few years.

next

I don't know where I'm headed immediately after school; right now I'm following leads. Maybe you can help me figure out the next turn. I know what inspires me, and I need to do inspired work. Here's a list of those inspiring things:

- Music
 - I love to play and write music, and I expect my future to lie somewhere in the music business.
 - I hope to be a part of the sweeping change in business models that's happening in the recording industry.
- Marketing
 - As purely as I can describe it: I'm excited by the spread of ideas. I believe that marketing is a necessary step in changing anything.
 - The new economics of non-scarce goods: for makers of music, media, and information, generosity is now the precursor to great storytelling. Making a living is now about creating unique experiences and inventing new kinds of conversation.

hopefully

...I'll never force anyone to support my work, whether it's writing, marketing, or music. Instead they'll give me their time and money because they believe in what I do, and they want to be stars in the story I tell. Hopefully when all is done, my work will add up to more than the widgets I've sold or the money I've made; it will be about the people I worked with, the people I served, and the joy we had from years of conversation.

Hopefully the right people will read this, want in on it, and email me at rhhart@gmail.com.



www.kangaimwiti.com



She's a 25 year old gal who lives and works in Nairobi, Kenya. In her spare time she loves to go on wild-game safaris in national parks while writing up proposals for marketing courses she teaches to government officials and college students.

Her evenings are spent pursuing her life's dream of becoming the world's foremost expert in makeup artistry, and she spends alternate weekends traveling the world.

And for fun, she recently spent three idyllic months working as one of Seth Godin's 4 in-house marketing interns at [Squidoo](#).

She loves eating great seafood, sewing, watching [Unbeatable Banzuke](#) and long walks on the beach. She has friends in Sydney, New York, London, Tokyo, Dubai, Murrietta and of course, Nairobi.

To contact her, you can write a little note with your query and all your contact information, roll it up and place it inside an empty coke bottle, toss it into the Indian Ocean and wait for a few years. She will get back to you. Promise.

But for a more conventional approach, go ahead and email her at kangai@kangaimwiti.com or give her a call on +254 - 738 - 905 353.

Work Experience

Marketing Consultant for:

[Oasis Africa](#), Nairobi
August 2007 - Present

Leadership Institute of Kenya, Nairobi
August 2007 – Present
Leadership and Career Choice Trainer

Kenya Agricultural Research Institute
Nairobi, Kenya
April 2008 - Present

Creative Director for:

[Jim Chuchu \(Photography\)](#)
Nairobi, Kenya
2007 - Present

The Zambarau Beauty Company, Nairobi
August 2006 – Present
Makeup Artist and Stylist

Internship with:

[Squidoo LLC](#)
New York, NY
May 2008 - August 2008
In-House Marketing Intern



Trista Myers

trmyers@clarku.edu

www.tristamyers.com

Twitter: [tristamyers](#)

Education:

Clark University, Worcester, MA

Bachelor of Arts: Sociology, minor in Communication and Culture Studies; May 2010

Special academic interests:

- How marketing techniques and campaigns change to cope with rapidly growing new platforms, venues, and a new generation of consumers.
- How advertising allows us to track our sociological history.
- Deconstructing advertising and studying ads in the context of cultural studies as they relate to media depictions of women and minorities and understanding hidden messages and social meanings of contemporary advertising.

A little more about myself...

I am a junior at Clark University, 20 years old and studying sociology and communications focusing on marketing and advertising.

I am interested in internship and learning opportunities within these fields for the summer of 2009.

Goals: To find work that really makes me excited, to never stop learning, to help others and make a difference, to travel, laugh often, and keep enjoying the sunshine.

Work attributes: I really like to learn and I learn quickly. I am organized, predictive, have great attention to detail, and am good at multi tasking and working in fast-paced, busy environments.

Recently read books: Freakonomics, Provocateur; third edition and Blink.

Current Blog favorites: *Get Rich Slowly*, *DoshDosh*.

Last podcasts I listened to: Diggnation, The Economist.



bjoern.weidlich

21 years old, born and raised in Berlin, Germany. Came to the U.S. in 2004 to finish high school, ended up staying, and am now a junior at Clark University studying Economics and Entrepreneurship.

My passions lie in marketing, web applications, entrepreneurship, and finance.

My goal is to be happy and enjoy what I do for a living.

Some more about me

(for a traditional resume see bjoernw.com)

3 Books that have impacted me most

- Fooled By Randomness
- Marketers Are Liars
- The Consolation of Philosophy

3 Movies I still think about sometimes

- V for Vendetta
- Blood Diamond
- I Am Legend

3 Favorite Internships

- Cantor Fitzgerald at CBOT
- Z1 Technologies (tech consult.)
- Reforestation Project (Kenya)

3 Blogs I read regularly

- Mashable
- Freakonomics
- Seth Godin's blog

3 Courses that have impacted me most

- Entrepreneurship
- History of Medieval Philosophy
- Game Theory

3 Favorite skills I have taught myself

- Web Design/Development
- Public Speaking
- Microsoft Excel

I am extremely passionate for what I love and learn quickly. Economics and marketing fascinate me because they give me different ways of analyzing people's behavior. Currently I am looking for internship opportunities in marketing or finance for the summer of 2009. Please feel free to get in touch with me using the info below.

Thank you for your attention.

There are over 100 million websites.

Unfortunately, an abundance of resources does not constitute a solution.

After a point, the proliferation of blogs, tweets, pages, and images actually inhibits problem-solving. Too much noise.

Thus Google rose to prominence. Soon the web hit 2.0, and search diversified into Technorati, YouTube favorites, and SimplyHired. A lot of hype.

But it was all a pull-model. And my on-demand searches still contain noise.

What if the next step is a push-model?

It only works if search is perfect. Search results delivering exactly what I want, when I want it. Nothing else. Otherwise the noise overwhelms me.

You see, [wallable content](#) doesn't happen everyday. And when it [does](#), we want to know. But technology is limited. That's why the SEO industry exists.

I wonder. If the next step in search isn't about technology, but about refining our ability to sift through information. (My brain consistently generates better search terms than my parents.)

I wonder. If the next step hasn't already happened.

If my generation searches information differently. *Sees the world differently.*

Generation Y.

Hype. Or truth? Join [the conversation](#).

Hello, my name is Snow White Bui.

My passions lie in business, current affairs and generally, in people. I'm about to finish my last semester at Loyola Marymount University, and I'm exploring the idea of working on the economic development of regions around the world. I don't know what I'm going to do exactly, but what I do know is that I have a heart. If you want to chat, brainstorm or even join me, please email me at snowwhite.bui@gmail.com. I'm from the Southern California area and I'd love to hear from you.



References:

"I look forward to the day I will see Snow White's picture on the cover of Fortune Magazine with the caption "Snow White Saves the World". I have no doubt that all that she is learning today will be applied to a great social entrepreneurship venture tomorrow."- *Elizabeth Amini, Managing Partner of Brighter World Consulting, LLC*

"Never in my time have I ever seen a student this dedicated to her education. Snow goes above and beyond 100% of the time and truly understands the big picture of why we learn, how we incorporate this knowledge into our lives, and ultimately, the value of service." - *Dr. Jennifer Pate, Experimental Economics & Industrial Organization Professor*

"Snow White is a talented, thoughtful, and caring person, and will be an asset to any group or organization of which she is a member." - *Tim Clegg, CEO of Americhip, Inc*

"On the face of it, Snow is very smart, contemplative and very concerned with what's happening on the planet. And at the same time, Snow reminds me very much of my all-time favorite singer/songwriter Bob Dylan - an enigmatic genius - just when you think you have figured out, she comes at you from a totally different angle." - *Dr. Joseph Earley, Economics Professor/Advisor*

David M. Isaacson

david@indiemuse.com

Experience

[**MusicFloss.com**](#) (January 2007 – Present)

Founder and President of start-up company, MusicFloss.com, a music e-commerce/social networking site:

- Work with programmers, designers, and attorneys to launch site
- Communicate with bands and labels to get music onto the site
- Expected beta launch: October 2008

[**IndieMuse.com**](#) (March 2006 – Present)

Founder & Editor of IndieMuse.com, a music blog promoting independent music:

- Interact frequently with bands, labels, and management
- Cover live shows and festivals including Bonnaroo, Lollapalooza, Virgin Festival, and Austin City Limits
- Featured by New York Magazine twice
- Manage six contributing writers
- Have received up to 5,500 daily unique visitors, and was invited by MOG to be one of 30 launch partners for their new music ad network.

[**Examiner.com**](#) (June 2008 - Present)

“National Music Examiner” for Examiner.com:

- Column appears on Examiner.com’s 60 local sites
- Write reviews, cover shows, and interview bands & CEO’s
- Examiner.com receives over 2 million unique page views a month and continues to grow

[**HotPads.com**](#) (Summer 2008)

Full-time marketing intern for VC backed start-up company HotPads.com, a free map-based real estate portal:

- Presented marketing proposal to Co-Founders
- Created partnership proposals
- Conducted competitive analysis
- Developed site improvements

Education

American University, Kogod School of Business, Washington, DC. Class of 2011.



SUI GENERIS

LET YOUR TRUE COLOURS SHINE THROUGH

It's been said that "your brand is not what **you** say it is – it's what **they** say it is."

The same is true for personal brands, I think. So instead of telling you about myself, here's what others have said about me.

"If the world needs nothing else, it is people with the courage to be their most authentic selves. Derrick sounds like he's on the right course to me." - Kevin Carroll

(from http://kevincarrollkatalyst.com/index.php/blog/sui_generis)

"[Derrick] has some great thoughts on formal vs. informal education, and on finding your own path through life - if you're interested in making your own decisions and choosing the path that's right for you, I'd definitely encourage you to check out his blog." - Sarah Deutsch

(from <http://farm.dramafarm.org/2007/08/08/promotion-love/>)

"Derrick is a very impressive individual to say the least. I have been following his blog, Sui Generis for the last couple of months and he always seems to have an interesting angle on a topic." - Tom O'Leary

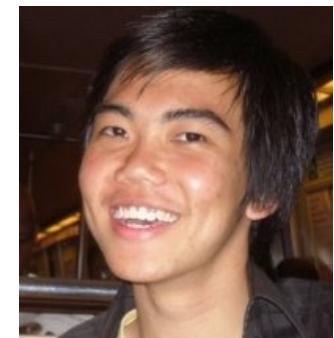
(from <http://www.lifegoalaction.com/derrick-kwas-story/>)

"Derrick is a 17 year blogger from Singapore. He manages to find some of the best links on the net, but it is his thoughtful reflections on life I enjoy most." - Peter

(from <http://www.thechangeblog.com/my-top-20-list-of-personal-growt-sites/>)

Born 16 December 1990 in Singapore, Derrick quit school at 16 and is now trying to forge his own path in life. He blogs at Sui Generis, where encouraging others to not just go through the motions of life, but to think about what they are doing, and to pursue their passions. Find out more by visiting my blog, reading more about me, checking out what I've done and seeing what Google has to say.

He's always willing and interested in hearing from others, and meeting new people, so feel free to [drop him an email](#) anytime.



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Hi Seth,

yesterday I got ur e-mail about
the DT Thanks for that
opportunity You are a very
generous person and patient!

I've really learned a lot
last summer and am very
grateful thank you so much.

The Shutter dashboard thing, with
the quotes was so cool

Well it's back to school for
me on Monday MORNING 9AM.
So No colorfull PDF, just
a short NOTE that says

THANKS

Sure/CSC
KATHIN

ryanstephensmarketing@gmail.com

The best way to describe me is an aspiring entrepreneur (and current Texas A&M graduate student – last semester) who is extremely passionate about both marketing and helping people. I sincerely believe generosity is the key to a successful business.

My experience in the 'corporate world' consists of consulting projects with [OfficeMax](#), [HEB Grocery](#), and [CarGo Blue Magic](#). Additionally, I'm working with [Apple](#) during the upcoming semester.

I have also gained valuable entrepreneurship experience working with [Oates Specialties](#), one of the foremost suppliers of innovative training devices for athletes, particularly the consummate pitcher.

I have also done work with respect to various aspects of eMarketing including blogging, social media, web 2.0, search engine optimization, niche marketing, affiliate marketing, copywriting, and basic web design.

Currently, I have become increasingly interested in relationship marketing as it relates to Generation Y.

Specialties:

HTML, social media, eMarketing,
Generation Y

Ryan Stephens

Looking For:

A marketing-related job and/or opportunity with a company that:

- Prides itself on innovation and taking risks.
- Practices authenticity and transparency.
- Values integrity and accountability.
- Respects consumers and believes strongly in generosity.

Contact:

[Email Me](#)

[Twitter](#)

[LinkedIn](#)

Phone: 936.661.6548

Blog and some corresponding posts:

[Ryan Stephens Marketing Blog](#)

[Stay True To Your Personal Brand](#)

[Six Tips on Marketing Your Brand](#)

[How I Learned How To Network](#)

[Three Things You Shouldn't Be Afraid To Tell Your Boss](#)

[Reciprocity in Online Marketing](#)

<http://ryanstephensmarketing.com/blog/>

Few Things You Should Know About Me (aka why I think I'd be a good employee):

- Passionate About Marketing
- Thinks outside the box
- Wants to help people
- Pioneers change against tired, conventional approaches
- Charismatic
- Believes in social media and the power of web2.0
- Markets to the Myth
- Color me curious
- Well read, maintains finger on the pulse of social media and marketing
- Dreams big
- Highly competitive
- Innovative and entrepreneurial mindset
- Thrives in fast-paced environment
- Polished written and verbal communication skills
- Loves to collaborate and build working relationships
- Good at leading others

For explanations accompanying these reasons please go here: [Interesting Facts About Ryan Stephens](#)

Charlie Hoehn

Denver, Colorado

CONTACT INFO

email ➔ charhoehn@gmail.com
site ➔ <http://charliehoehn.com>

How I Can Help You

-  **Video Editor** - Over four years of experience shooting and editing video.
-  **Email Marketing** - Had 41% conversion to membership while recruiting for micro-social network, Summer 2008.
-  **Online Research** - Developed a comprehensive report on the ten most popular social networking sites in 2007.

Let's chat for ten minutes about how I can help you:

[EMAIL ME](#)



Seth Godin Internship

Co-established 'The MacGuff,' the first user-generated, online film school.

Collaborated with other interns on various ideas for Squidoo (taglines, new modules, etc.)

What Else I've Done

Ad agency internship: Wrote report to bring company up to speed with Web 2.0 marketing. Came in on days off to learn Photoshop & Flash.

Slideshow business: Created customized, evocative movies for banquets, weddings, etc. 2004-08.

About Charlie

I recently graduated from **Colorado State University**.

I have a bachelor's degree in Business Administration, with an emphasis in **Marketing** and a minor in **Media Studies**, Final business **GPA was 3.78**.

**Conversations
are no longer
yours to control,
I apologise. You
can use these
conversations to
your advantage
if you accept 4
simple truths.**

Hi everyone, my name is Sebastian Graham, I'm 24 and studying business at the University of Technology, Sydney in Australia, graduating at the end of next year.

Working with Seth and the other interns over the last few months has been a great honour, I've learned so much more than I thought possible and together they have inspired me to start a business I have been thinking about for some time now, an advertising agency specialising in Google AdWords campaign management.

AdWords: The "Sponsored Links" on the right hand side of a Google Search.

A few truths (and years of experience) are the foundations for why I chose to specialise in AdWords.

1. Nobody cares about you.

I've shamelessly stolen this truth from Seth and it's true. If nobody cares about me, what do they care about? They care about themselves, their lives, their friends, their interactions. All they want from you is the utility they get from your product/service/business.

2. Commodities are a bad thing.

Rationally then the easiest way to get more business is to give people the utility at the lowest possible price, isn't it? You'll get more people choosing you because they get more for less. The problem with that is that you train your customer to buy based on price. Someone will always be able to give your utility for less price than you. Don't become a commodity.

3. You have only 1 first impression.

People make snap judgements about you and your business. How professional you are, is this spam. Any time you interact with anyone, you are judged, deservedly or not. Your first impression is the term people use for this judgement. You will only ever get one of them, make it a good one. I recommend [Blink](#) by [Malcolm Gladwell](#).

4. People matter, companies don't.

Interaction with each other is what matters, people will forgive people, talk to people, listen to people. Only rare companies get the same privilege.

So What?

It's not like this are new ideas for anyone reading this. Seth has been saying this since before I even knew who he was, [Hugh Macleod](#) has been talking about [conversations and their implications](#) and impacts forever. Marketing is all about people, the value people give you with their attention, time and money and what they want back. It's about interactions, how people react to each other, to you and to your product.

Interactions are what defines the value of your product, not what you say about it.

I chose to work with AdWords because for so many small or online businesses it is the first impression that people have of you. It enables people who have never heard of you to find you, even better, it's efficient because only people who are searching for what they get from your website will see your advertising. What I do is aid the first impression, I use my experience and knowledge to make sure that the first impression people have of you is positive, moving some of them from a Google search directly to your website.

**Read my
Adwords blog**

Thanks to anyone who's read this far, I hope to see your comments on my [blog](#) (you can subscribe [here](#)).

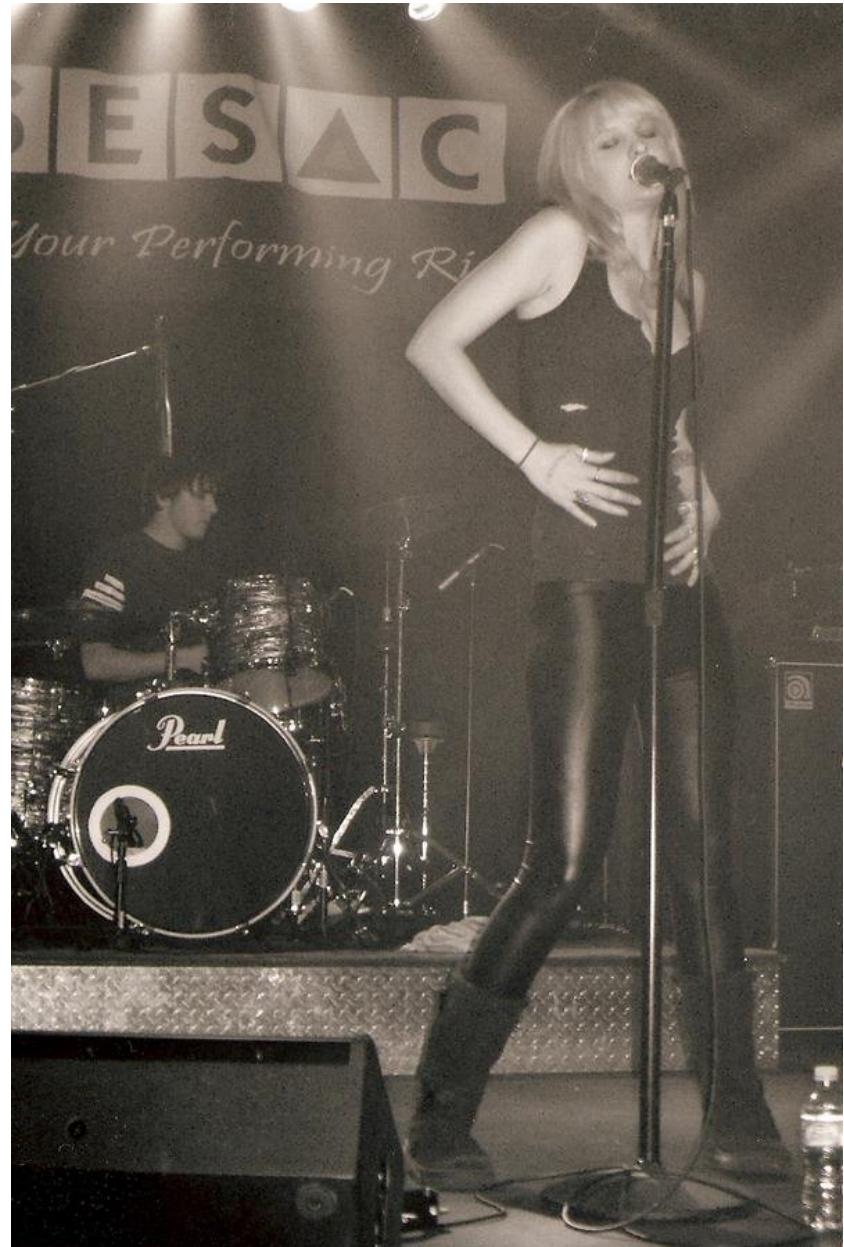
Sebastian

Matthew Lee Artist Manager

Nashville, TN
845.269.1568

matt@auramusicgroup.com

Claire Guerreso
<http://www.claireguerreso.com>



A Surefire Strategy For Success:



Engage the disengaged.

The success of Web 2.0 is commonly attributed to “conversations.” But really, when you look at it, conversation is just the tip of the iceberg. Myspace, Facebook, Wikipedia, Ning... they’re more than conversation facilitators; they’re the keys to your home on the web.

The whole Web 2.0 movement opened up the box. It gave people the chance to become part of the community, to rub shoulders with Microsoft, Honda, CNN, and Marvel Comics. Some people are more involved (Wikipedia editors), others less (Facebook). Still, Brad Greenspan, Jimmy Wales, and others involved at the early stages of the Web 2.0 movement found ways to engage the disengaged.

There are 6,602,224,174 people out there (and counting) who aren’t you. Let’s assume that half are less enthusiastic than you about whatever it is that you do -- and if the number is that low, you’re in trouble. You have two choices:

- 1) Leave them out of it, and keep the committed in limbo between you and your competition.
- 2) Figure out why these people don’t care and do something about it.

Turn your industry into an auditorium, and you suddenly have the power to be the biggest rockstar around. Sure, the diehards may still be reading Wine Spectator, but [Gary Vaynerchuk](#) (with Mott at the lens) inspired so many unlikely followers that he needs a Hollywood agent to keep track of his public appearances.

A [local charity](#), which I tried to integrate into a number of events, focuses on re-integrating street-involved youth through artistic expression. Instead of finding jobs for the young and the homeless, it teaches them how to use their voices pro-actively. Needless to say, its growth has been consistent since it opened its doors in 2003.

Trying to win votes? [Getting people to vote](#) is a lot easier than getting people to switch camps.

Trying to win customers? [Make new ones for your industry](#); don’t try to take them from competitors.

Why fight from within when you can innovate to bring in?

Aidan Nulman is a student at the University of Toronto, and was one of Seth Godin’s virtual interns in Summer 2008. He’s passionate about music and marketing, though he studies Psychology and Cinema because he finds them interesting.

Aidan responds promptly to email: aidan@twonotesahead.com. He would especially love to hear from you if you have a problem you need solved! (Don’t worry about the questions, just let him know what’s in your way).

He blogs (whenever appropriate) at [Two Notes Ahead](#); you can find him on [LinkedIn](#) and [Facebook](#), too!

Oh, he also wanted to thank Lynn & [Andy Nulman](#), [Justin Adler](#), [Charlie Hoehn](#), and [Jeff Widman](#) for helping him collect and edit his thoughts.