

*The Birth of **NETFLIX** and
the Amazing Life of an Idea*

That Will
NEVER
Work

MARC RANDOLPH

CO-FOUNDER AND FIRST CEO OF NETFLIX

**ZACK'S FIVE FAVORITE
QUOTES AND LESSONS**

That Will Never Work

Marc Randolph



Battle-testing an idea:

*Most business plans are a complete waste of time. They become wildly obsolete the minute the business starts and you realize how wildly off the mark you were with all your expectations. ... The trick is to take your idea and **set it on a collision course with reality** as soon as possible.*

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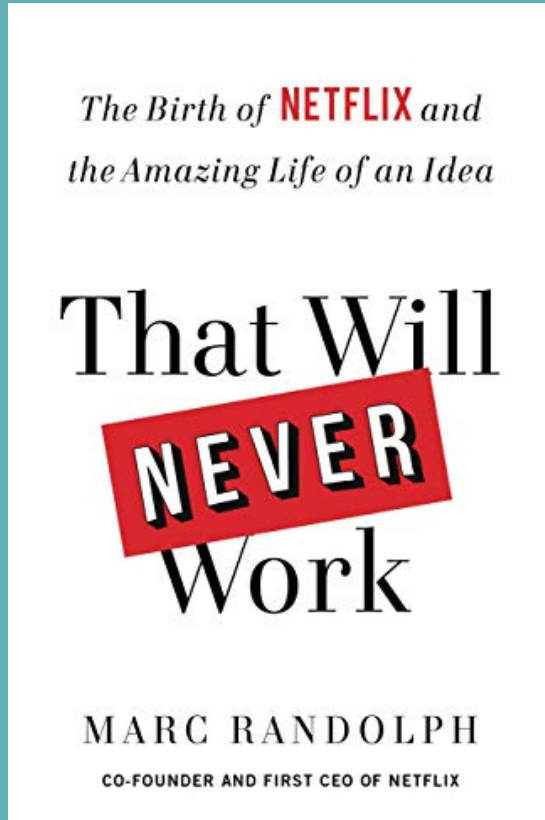
Value of exploring opportunities:

*When an opportunity comes knocking, you don't necessarily have to open your door. But you owe it to yourself to **at least look through the keyhole.***



The mirage of overplanning:

*Overplanning and overdesigning is often just overthinking - **or just plain old procrastination.** When it comes to ideas, it's more efficient to test ten bad ones than spend days trying to come up with something perfect.*





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True definition of success:

*I've come to realize that success is not defined by what a company accomplishes. ... **Success is what you accomplish.** It's being in a position to do what you like, do what you do well, and pursue things that are important to you.*



Step #1 to achieving a dream:

*The most powerful step that anyone can take to turn their dreams into reality is a simple one: **you just need to start**. The only real way to find out if your idea is a good one is to do it. You'll learn more in one hour of doing something than in a lifetime of thinking about it.*

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