

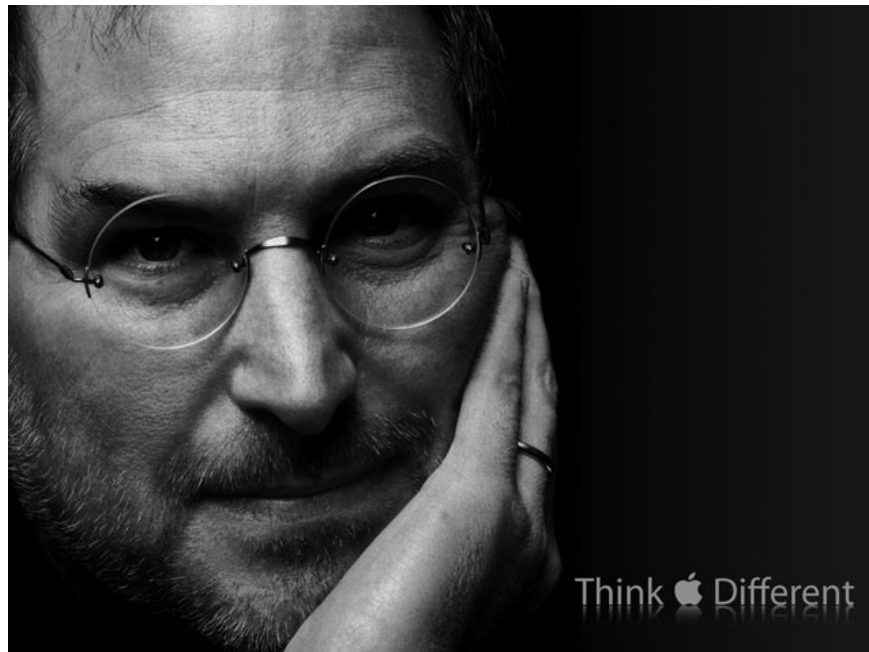
7 secrets of success of Steve Jobs

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The first secret of Steve Jobs is to do what you like. Not less than once, the boss of Apple told the employees: "*People, if they know passion, can transform the whole world in a better direction*".

With that motto, Steve Jobs has devoted his entire career to doing what he likes best, creating breakthroughs. Recently, Steve Jobs was voted by *Financial Times* magazine as the character of 2010.



Steve Jobs has just been named by Financial Times as the character of the year.

If the passion is considered a fuel for a rocket, then the vision will direct this missile to hit the target. Since 1976 when co-founding Apple, Jobs has been ambitious about the one day the computer (which is very cumbersome at the time) is present in the hands of every user.

By 1979, Jobs learned that Xerox's research division in Palo Alto, California tested a new graphical interface. At that time, researchers at Xerox did not realize they were holding a gold mine in their hands, only studying this application to create a copy. However, Steve Jobs knows that this is the tool to help dream about a compact computer into reality.

From there he developed the **Macintosh**, a product that completely changed the way people access computers. This secret of Steve Jobs shows a fact: **The two people see the same thing, but the perception may be different based on different visions.**

The third secret of Steve Jobs is always brainstorming. "*Creativity connects everything*" becomes the mouthpiece of the 42nd richest American billionaire. According to him, creative inspiration can come from anywhere, from a phone book, while meditating, while traveling to India or during a stay at the Four Seasons hotel. Jobs did not think that he "stole" the idea, but applied ideas from other industries to inspire his own creation.

"Selling dreams, not selling products" **is the fourth** and equally important **secret** of Apple technology owner. Steve Jobs shared that, for him, those who buy Apple products are not consumers, "*but people with dreams, hopes*" and products to satisfy that dream. He said: "*Many people think that people are crazy to buy Mac computers, but in this madness we see many geniuses.*" When Steve Jobs helps customers free their genius within them, he will capture their hearts and minds. Thanks to that, Apple is one of the few technology companies to build a huge fan base.

Speaking is also a secret. CEO Steve Jobs once said: "*Having things when we don't do it can make us as proud as we did.*" *Apple products are famous for their simple, neat style. Its simplified commitment goes beyond the product framework. From the design of the iPod music player to the iPad tablet computer, to how to package Apple products or its website website interface . are all illustrating the motto "innovation means eliminating all what is not needed"* .

Steve Jobs' sixth secret is to create a different experience. Apple's chain of stores has become the best retailer in the world thanks to the deep and inspiring way of connecting with customers. For example, in a store labeled "battered apple" genuine worldwide people do not see a cashier, though label the consultant. Apple does not set sales targets first, but the notion that they are in the business to enrich life.

The last but not least important **secret** is "**Make the message**". For a long time, Steve Jobs has been honored by the media as the best speaker in the world. With a gift of innate presentation, he can turn a new product launch into an art exhibition. The lesson from Steve Jobs is that even if you have the best product in the world, it doesn't make sense if people aren't interested in it.

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