



PE



& CO.



Paul Earle & Co.
A Statement of Beliefs

[1]
**Business
is personal.**

[2]

**An A+ story
wrapped around
a B+ product
will outperform
the inverse.**

[3]

**The more
things
you try,
the luckier
you get.**



[4]

Innovators must always honor their instincts, even in the face of muddled data. Potter Stewart had it right.

[5]

Emotion is the ace of spades in innovation. If you can't really *feel* the idea, form and function don't matter that much.

[6]

If you simply focus on doing cool things, and being good to people, financial success will follow.



[7]

**You must
infuse ideas
with something
that is strangely
anomalous,
unusually strong,
oddly
contradictory,
even
ever-so-slightly...
peculiar.
Then celebrate it.**

[8]

**The opposite
of love is
indifference,
not hate.
A toxic,
polarizing idea
may be
thisclose to
awesome.**

[9]

**The best ideas
often arise
within the first
few days of
tackling
a problem.
Be mindful of
the law of
diminishing
creative returns.**

[10]

**If you're
close to
greatness
but not quite
there yet,
ask yourself:
what would
be the
equivalent of
bringing in
Merry Clayton?**



[11]

**Innovators
must dismiss
“but we tried
that before”
as rationale for
inaction.**

**Key external
factors change
over time.
(Plus, you can
make it better.)**

[12]

**A smidgeon of
hustle and a dash
of opportunism
will get you further
than 25,000 pages
of planning.**

[13]

**Anything worth
doing is worth
overdoing.
(Well, mostly)**

[14]

**If you're
stuck
on a problem,
call five
interesting
people.
Your pathway
will be
illuminated
quickly.**



[10]

[15]

**The closest
you can get to a
“sure thing”
in business
is the insertion
of an inspired
story and
design into
a space
without any.**

[16]

**Optimism is
potent.
And required
for progress.
There are no
examples of
a cynic who
grouched his way
to success.**

**If you want
to achieve
real impact,
establish a wildly
audacious,
seemingly
impossible goal.
Declare it as
a choice, openly.
Entirely new
behaviors
may emerge.**



[18]

Creativity is impossible inside a cluttered mind. Remember, "know it all" is a pejorative term. Embrace your own naiveté.

[19]

Consumers are generally a forgiving lot. As long as you're honest, you'll get a second chance. Maybe a third. So go for it.

[20]

The brands that obviously enjoy their craft will win almost every time. Consumers can tell, and it's attractive.

[21]

The difference between \$0 and \$1 in sales is worth millions.

[22]

Carefully observe the orthodoxies of a space. Then you can systematically bust as many as possible.

[23]

**The world of
innovation is one
of abundance,
and we should all
help each other.**

[24]

**The promised
land is real.
Hit the road.**



TRANSFORM MIND INTO MATTER™

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