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Monday, May 10, 2010

Voy a ir a las canarias!

Friday evening I met Pocholo and we talked a long time about how to create a sustainable business from his popularity, and not just one-timers. He is a fast thinker, a very energetic person and a fountain of new ideas. And I was surprised how well developed and thought through the ideas were. But he's an overflowing fountain actually, and his attention span is very short. Not easy to deal with. He clearly needs a marketing company who collects the ideas from him, and grills him patiently (oh, so patiently) about all the little details he has already thought of. Then add some more meat to the story and screen the whole thing for common sense, feasibility and profitability. If the results are positive, go and use his connections and popularity to market the stuff and cut Pocholo in on the revenues. Do I see any takers out there? Then Pocholo can do what he's best at: Come up with new ideas, fascinate people and get attention. Unfortunately not all of this attention is positive. Like this Saturday evening, when he lost his driving license for a year. Well, so much for the trucking through Spain . We put the truck on the yard of a construction company, and I'm afraid it's going to stay there for a while. Which means that I'm free to sail off to the Canaries this week, as soon as the wind changes from it's current southerly direction and picks up again. Yeah! Go Vespina, go!

Posted by Axel Busch at 04:57

.."los enanos" are with you !!!
Anonymous on May 11 2010, 05:12

tststs, only the good die young... you should have been a friend and not letting him drive?
Anyway, you go back to sea, and that's what you wanted to do.
Spain's not running away, but the time you have for sailing is!
Anonymous on May 13 2010, 17:46