



## The Challenge 2010 – Module 4 – Day 1

### 2010TCMD4D1d: Market Leadership Part 3

Running Time: 7 mins

**THE JULIE/JULIA PROJECT**  
Nobody here but us servantless American cooks...

Sunday, August 25, 2002

**The Book:**  
"Mastering the Art of French Cooking". First edition, 1961. **Louissette Berthole**, **Simone Beck**. And, of course, **Julia Child**. The book that launched a thousand celebrity chefs. **Julia Child taught America to cook**, and to eat. It's forty years later. Today we think we live in the world **Alice Waters** made, but beneath it all is **Julia**, 90 if she's a day, and no one can touch her.

**The Contender:**  
**Government drone** by day, renegade foodie by night. Too old for theatre, too young for children, and too bitter for anything else, **Julie Powell** was looking for a challenge. And in the **Julie/Julia project** she found it. Risking her marriage, her job, and her cats' well-being, she has signed on for a deranged assignment.

365 days. 536 recipes. One girl and a crappy outer borough kitchen.

How far will it go? We can only wait. And wait. And wait....

The Julie/Julia Project. Coming soon to a computer terminal near you.

9:39:20 PM • [comment \[\]](#)

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## The Julie/Julia Project

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The contender: **government drone** by day, renegade foodie by night. Too old for theatre, too young for children and too bitter for anything else, **Julie Powell** is looking for a challenge. And in the **Julie/Julia project** she found it. Risking her marriage, her job and her cats' well-being, she has signed on for a deranged assignment.

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Sunday, August 25<sup>th</sup>, 2002."



Who would've thought that *that* humble blog beginning back in 2002 - let alone **Julie Powell** would think - that it would become a bestselling book, an incredible movie and propel her on to a completely new career in food journalism? And she's written a second book and completely changed her life. That's the awesomeness of a market leadership-type project.

Now, we can, I suppose, do it a little bit more scientifically with that. But I find this an extraordinary example of market leadership and how that simple blog could start up and produce this extraordinary phenomena. And again, it wasn't done out of any sort of self-interest, it was just a challenge.

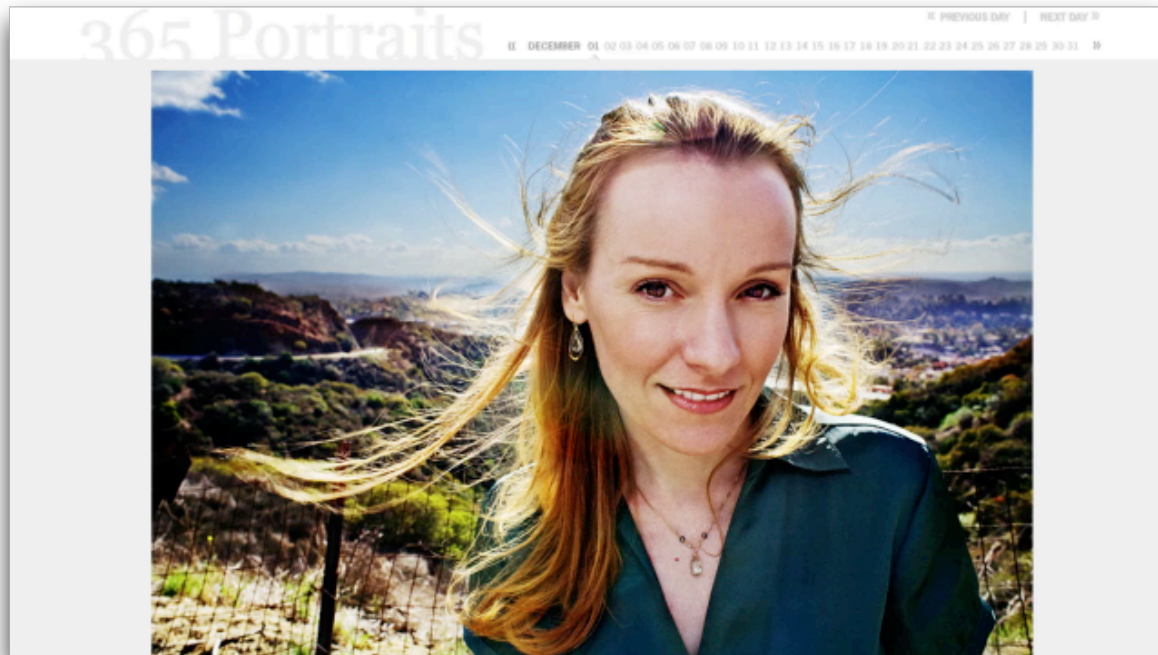
Why would I play you a movie trailer as part of **the Challenge**? And the fact is I can't think of a better example of what market leadership is all about. And if you dig under the surface, you'll literally find hundreds and hundreds of examples of where somebody's taken on a project for no other reason their own satisfaction.

Julie Powell didn't start this to make money. You can see that. She's "*signed for a deranged assignment. 365 days, 536 recipes.*"

## 365 Portraits Project

One of my favorite portrait photographers, **Bill Wadman** started off in January of 2007 to take a portrait every day for 365 days. And what's phenomenal is, of course, in the end, this bought him extraordinary critical success, extraordinary critical acclaim.

But he didn't do it because of that. What you'll find as we scroll through the months here, how much better does he get with his portraits. I mean, they just get better and better and better as we go through.



And he kept at it and he stuck at it and continued and photographed some amazing people, did some extraordinary work and just did just wonderful work, which in the end, got him work at **Time Magazine** and **Newsweek**. Compare this portrait to the first one he took because of the practice and the habit of doing this. And this is what market leadership is all about.

The first I also think a lot of you are thinking, "Well, hang on a second! I just discovered this niche. I don't even know what I'm going to do or how I'm going to do it," don't worry about that! As I've said to you, if you want to practice on this, practice on your hobby. Just pick your hobby. And do it. Pick a project and do it.

Of course, what I prefer you to do it on is your niche. Even though we haven't decided the market is there, practicing this sort of strategy. And the point is not necessarily a project. Doing a project is one way to do it. Doing a project is one way of doing this, a way that I love and adore. But the point is this, **the formula never changes**. It's consistent work into your particular niche pretty much on a daily basis. You are adding into your niche.

Now, when Julie started off on her product and her project here on the Sunday of August 25<sup>th</sup>, 2002, nobody read that post. In fact, if you go along and it's quite wonderful to see, it's not for some months. And again, one of your assignments maybe for the off-week next week is to watch **Julie/Julie** because I think it's one of the most marvelous ways to do it. Or indeed, read the book about it, which is equally as excellent!

But do you notice here, her whole thing was -- look at that -- **text on a page**. Who would know that it would lead to a movie starring Amy Adams and Meryl Streep and a best-selling book. Did Bill know that he was going to be taking photos for Time and Newsweek and have wonderful exhibitions and all these sorts of things when he started out?

No! **They weren't doing it to that end**. And I think that's the crucial thing about market leadership. It's about serving your market or indeed, putting something into it. And this is what's exciting. And the exciting thing about this module is that first, we're going to prepare you for this.



We're going to set the stage. We're not going to throw you in straightaway. We're going to prepare you so that you can start contributing being a servant to every niche because we know the best servants are the greatest leaders.

## Wrap Up

So, with that, again, I want you to go out, hire **Julie/Julia** and download it onto your Apple TV and watch it! A great excuse. (Hey, by the way, fellows, you can get some chick flick points because they think, "Ah! It's a chick flick," but it's actually a marketing movie. So, just between you and me).

Alright! So, with that, let's get -- I'm so excited about these two modules. And I think I'm going to mention that about three dozen times. So, let's get cracking into market leadership. And this first week, we're going to prepare you for starting to dip your toes in your market. Alright! We'll speak real soon!

## Actions

- Set your timer and do ten minutes of fuelling for content and information relating to your micro-niche
- Set your timer and do a ten minute free writing session, then put the article away for editing at a later time
- Spend ten minutes editing an article you wrote last week that still needs to be edited
- Find some content or newsworthy item related to your micro-niche and post it to your Posterous network.

**Handy Tip** - Don't find the concept of being a market leader to be a daunting one. Over the next two modules Ed will cover everything you need to know as far as the process to follow and guidelines to work by.

## Resources:

**The Julie/Julia Project** - <http://blogs.salon.com/0001399/2002/08/25.html>

Click here to visit the original Julie/Julia Project Blog.

**The 365 Portraits Project** - <http://www.365portraits.com/>

Click here to visit the 365 Portraits Project site.