

The Marketing Lessons I Learned From Pablo Escobar

Author : Daniel DiPiazza

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The notorious drug lord committed some horrible acts, but he also built and ran a business empire.

On this episode of [Rich20Something](#), Daniel DiPiazza shares what he's learned from watching the Netflix hit series [Narcos](#), which is based on the life of notorious Colombian drug lord Pablo Escobar. One of the most well-known [cartel leaders](#) of all time, Escobar is remembered for his cocaine empire that swept the globe in the '80s and '90s.

During a time of political distress in Colombia at the beginning of his drug-dealing career, Escobar stepped up to help his community. His acts of service helped him gain support from followers and build a massive and loyal fanbase. He cared for his community -- handing out turkeys on Christmas and building neighborhoods in poor areas -- but if you looked closer, you'd find violence and crime. As an entrepreneur, it's important to develop relationships with customers and earn their [loyalty](#). Escobar knew this from the beginning.

Being obsessed with a [goal](#) also helped Escobar build his empire. Establishing an idea of what he wanted helped drive him to wealth and fame.

Although the drug lord committed many horrible acts during his lifetime, entrepreneurs can learn a few lessons from him. To find out more about Escobar's business acumen, click play on the video above.

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