

THIS IS MARKETING

You Can't Be Seen Until You Learn To See

SETH GODIN

SETH GODIN is a prolific blogger, entrepreneur and author. He is the founder of altMBA, Squidoo, Do You Zoom, Yoyodyne and formerly worked as vice-president of direct marketing at Yahoo! Seth Godin is the author of 18 books including the bestsellers *Free Prize*, *Purple Cow*, *Linchpin* and *Permission Marketing*. The consulting company he founded and runs, Seth Godin Productions, has worked with major clients including AOL, Microsoft, Penguin, Random House, Simon & Schuster and others. Seth Godin is a graduate of Tufts University and Stanford University.

The author's website is at: www.SethGodin.com.

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MAIN IDEA

Marketing has fundamentally changed. The mass approach involving shouting, interrupting and spamming people no longer works all that well. Instead, the best way to market today has become to help the people in your tribe become better versions of themselves first and foremost and then progressively ramp up what you're doing to target more and more people in the future.



In short, ideas that spread win. Instead of using marketing to find more customers to solve your company's cashflow problems, use marketing to solve your tribe's most challenging problems first and foremost. Tell stories about what your tribe is achieving with your help and your ideas will spread through your early adopters, leap the chasm and slog their way to the masses.

Marketing is not what you do once your product is designed, manufactured and ready to ship. Instead, you want to tell persistent stories to an aligned audience in order to earn their attention, trust and ultimately their action. Make the culture of your tribe bright and vibrant as you organize people and get them in sync and your marketing will take care of itself. Remember, ideas that spread, win.

"Culture beats strategy—so much that culture is strategy. You cannot change everyone; therefore, asking, "Who's it for?" can focus your actions and help you deal with the nonbelievers (in your head and in the outside world). Change is best made with intent. "What's it for?" is the posture of work that matters. What you say isn't nearly as important as what others say about you."

– Seth Godin



Step #1 – Invent something worth selling and talking about Page 2

Marketing rises or falls on what you do and how you do it. The only sustainable way to market anything is to create a culture of people who are in sync and getting results. Start with acknowledging the reality that you cannot change everyone and therefore you have to ask: "Who's this for?", "What's it for?" and "What change will I help them get?"

Step #2 – Design and build it in a way which hugely benefits your tribe Page 3

Empathy is at the heart of marketing. You have to obsess over what "better" looks and acts like for your tribe. Better is what your market is waiting for and actually craves so figure out how you can make things better for those you seek to serve and how you can take them there and your marketing tactics will become obvious.

Step #3 – Tell a story which aligns with the narrative of your tribe. Pages 4 - 5

People always act in ways which are consistent with the narrative they tell themselves. Therefore, to sell something, you've got to make change not only possible but desirable and the best way to do that is to use people's desires to fit in and belong. Build the change you want people to make into the culture and narrative of your tribe.

Step #4 – Spread the word about the results you're getting for your tribe. Pages 6 - 7

Earn the trust of the people you want to market to by taking action with your tribe. Talk about the results you're generating for your tribe and do so consistently and frequently. Trust is as scarce as attention in today's world but focus on getting great results for your tribe and the word will spread. Build a showcase for your story and your best ideas.

Step #5 – Keep showing up and adding massive value for your tribe Page 8

Nothing beats frequency when you're trying to achieve credibility and trust. Earn permission and trust by showing up again and again and by treating your tribe with generosity. Create a product or service worth talking about, deliver it to your tribe and make a difference and you have a story worth telling. Make something you're proud of and make your tribe remarkable.

