

“This Is Marketing: You Can’t Be Seen Until You Learn to See”

Seth Godin

Marketing is about making change.

The best ideas require significant change.

Sharing your path to better is called marketing, and you can do it.

Marketing is the generous act of helping someone solve a problem. Their problem.

Time to stop making average stuff for average people while hoping you can charge more than a commodity price.

Show up—regularly, consistently, and generously, for years and years—to organize and lead and build confidence in the change you seek to make.

Ideas that spread, win.

If you want to make change, begin by making culture.

What you say isn’t nearly as important as what others say about you.

People don’t want what you make. They want what it will do for them. They want the way it will make them feel.

You listen to their frustrations and invest in changing the culture. Being market-driven lasts.

“When in doubt, assume that people will act according to their current irrational urges, ignoring information that runs counter to their beliefs, trading long-term for short-term benefits and most of all, being influenced by the culture they identify with.”

Perhaps it makes more sense to begin with a hurdle you can leap.

Begin by choosing people based on what they dream of, believe, and want, not based on what they look like.

Specific is a kind of bravery. Specific means accountable.

Once you’ve identified the scale, then find a corner of the market that can’t wait for your attention.

Find a position on the map where you, and you alone, are the perfect answer.
Your work is not for everyone. It’s only for those who signed up for the journey.

Perhaps instead of talking about prospects and customers, we could call them your “students” instead.

If you had a chance to teach us, what would we learn? If you had a chance to learn, what would you like to be taught?

My product is for people who believe _____. I will focus on people who want _____. I promise that engaging with what I make will help you get _____.

Start with empathy to see a real need. Not an invented one

Empathy is at the heart of marketing

Effective marketers don't begin with a solution, with the thing that makes them cleverer than everyone else. Instead, we begin with a group we seek to serve, a problem they seek to solve, and a change they seek to make.

We sell feelings, status, and connection, not tasks or stuff.

Your best customers become your new salespeople.

What the marketer, the leader, and the organizer must do as their first job is simple: define "us."

There are two ways to do your work.

- 1) You can be a cab driver. Show up and ask someone where they want to go.
- 2) Or you can be an agent of change, someone who creates tension and then relieves it.

You'll serve many people. You'll profit from a few.

Your goal is the change you seek to make in the world.

If you're buying direct marketing ads, measure everything.

If you're buying brand marketing ads, be patient. Refuse to measure.

Pricing is a marketing tool, not simply a way to get money

Marketing changes your pricing. Pricing changes your marketing.

The race to the bottom is tempting, because nothing is easier to sell than cheaper.

Low price is the last refuge of a marketer who has run out of generous ideas.

The road out of this paradox is to combine two offerings, married to each other: Free ideas that spread. Expensive expressions of those ideas that are worth paying for.

Lowering your price doesn't make you more trusted. It does the opposite.

People aren't going to spread the word because it's important to you. They'll only do it because it's important to them.

It turns out that the best way to earn trust is through action.

Invest in the lifetime value of a customer, building new things for your customers instead of racing around trying to find new customers for your things.

The one question that every business buyer asks herself is, "What will I tell my boss?" You're marketing the answer to that question: "If you choose this, you can tell your board/investors/boss that you ...". The marketer who is out of ideas or energy finishes that sentence with, "... bought the cheapest one."

The best marketers are farmers, not hunters.

Good enough leads to engagement.

Engagement leads to trust. Trust gives us a chance to see (if we choose to look). And seeing allows us to learn.