

*“This Is Marketing”
You Can't Be Seen Until You Learn to See
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Book Note ~ Dave Kraft*

The answer to just about every question about work is really the question, “Who can you help?”

The best ideas require significant change. They fly in the face of the status quo, and inertia is a powerful force.

Marketing is the act of making change happen. Making is insufficient. You haven't made an impact until you've changed someone.

First, you need to see it. Then you need to choose to work with human beings to help them find what they're looking for.

The first step on the path to make things better is to make better things.

Marketers make things better by making change happen.

Marketing involves very little in the way of shouting, hustling, or coercion. It's a chance to serve, instead.

It doesn't make any sense to make a key and then run around looking for a lock to open. The only productive solution is to find a lock and then fashion a key.

It's easier to make products and services for the customers you seek to serve than it is to find customers for your products and services.

You can learn to see how human beings dream, decide, and act. And if you help them become better versions of themselves, the ones they seek to be, you're a marketer.

Marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems.

Attention is a precious resource since our brains are cluttered with noise.

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

But it's not helpful to imagine that everyone knows what you know, wants what you want, believes what you believe. People don't want what you make. They want what it will do for them.

Regardless of what the specifics are, if you're a marketer, you're in the business of making change happen. All effective marketing makes a promise. Your promise is directly connected to the change you seek to make, and it's addressed to the people you seek to change.

But as marketers, we must begin with a worldview, and invite people who share that worldview to join us.

What's the minimum number of people you would need to influence to make it worth the effort?

Choose the people you serve, choose your future.

Specific means accountable. It worked or it didn't.

Organize your project, your life, and your organization around the minimum. What's the smallest market you can survive on?

Your work is not for everyone. It's only for those who signed up for the journey.

The goal of the smallest viable audience is to find people who will understand you and will fall in love with where you hope to take them.

"It's not for you" shows the ability to respect someone enough that you're not going to waste their time, pander to them, or insist that they change their beliefs.

It's impossible to create work that both matters and pleases everyone.

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 _____.

Instead of looking for members for your work, look for ways to do work for your members.

If you're unwilling to have empathy for the narrative of the person you seek to serve, you're stealing.

The magic question is: Who's it for?

The people you seek to serve—what do they believe? What do they want? Not everyone will be interested. But if you do your job right, enough people will.

This is the lock and the key. You're not running around grabbing every conceivable lock to try out your key. Instead, you're finding people (the lock), and since you are curious about their dreams and desires, you will create a key just for them, one they'll happily trade attention for.

The marketer can begin with an audience worth serving, begin with their needs and wants and dreams, and then build something for that audience.

Our calling is to make a difference. A chance to make things better for those we seek to serve.

When you know what you stand for, you don't need to compete.

Now that you've chosen your audience, where do you want to take them? Great marketing is the generous and audacious work of saying, "I see a better alternative; come with me."

And when we do the best version of our best work, our responsibility isn't to make it for ourselves . . . it's to bring it to the person we seek to serve.

You may say you're offering a widget, but don't believe it. When you're marketing change, you're offering a new emotional state, a step closer to the dreams and desires of your customers, not a widget.

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

Begin with dreams and fears, with emotional states, and with the change your customers seek.

We take people on a journey; we help them become the person they've dreamed of becoming, a little bit at a time.

Most of us do our most important work when we traffic in emotions, not commodities.

Find the people worth serving, and then find a change worth making. The people who are happy with boring aren't looking for you. They're actively avoiding you, in fact.

The only people we can serve are curious, dissatisfied, or bored. Everyone else can opt out and refuse to pay attention.

The real life of engaging with what's possible, and of working with people who want to make a change.

The heart and soul of a thriving enterprise is the irrational pursuit of becoming irresistible.

Your best customers become your new salespeople.

While it might be comforting to dream of becoming a Kardashian, it's way more productive to matter to a few instead.

It's worth the effort to insulate ourselves from a raw emotional onslaught and to tease out substantial useful direction instead.

If you care enough about the change you seek to make, you will care enough to generously and respectfully create tension on behalf of that change.

We each have our own narratives. The noise in our head, the worldview that is unique to us, the history and beliefs and perceptions that shape who we are and what we choose.

The people you're seeking to serve in this moment: What are they measuring?

Which is the narrative your audience resonates with?

Once you know what you stand for, the rest gets a lot easier.

It does require us to focus our stories and symbols with intent. Who's it for? What's it for?

Always be wondering, always be testing, always be willing to treat different people differently. If you don't, they'll find someone who will.

You can change tactics the moment you decide that they're not helping you achieve your strategy any longer.

The market has been trained to associate frequency with trust

If you quit right in the middle of building that frequency, it's no wonder you never got a chance to earn the trust.

A Simple Marketing Worksheet Who's it for?

- What's it for?
- What is the worldview of the audience you're seeking to reach?
- What are they afraid of? What story will you tell? Is it true?
- What change are you seeking to make? How will it change their status?
- How will you reach the early adopters and neophiliacs?
- Why will they tell their friends?
- What will they tell their friends? Where's the network effect that will propel this forward?
- What asset are you building?
- Are you proud of it?