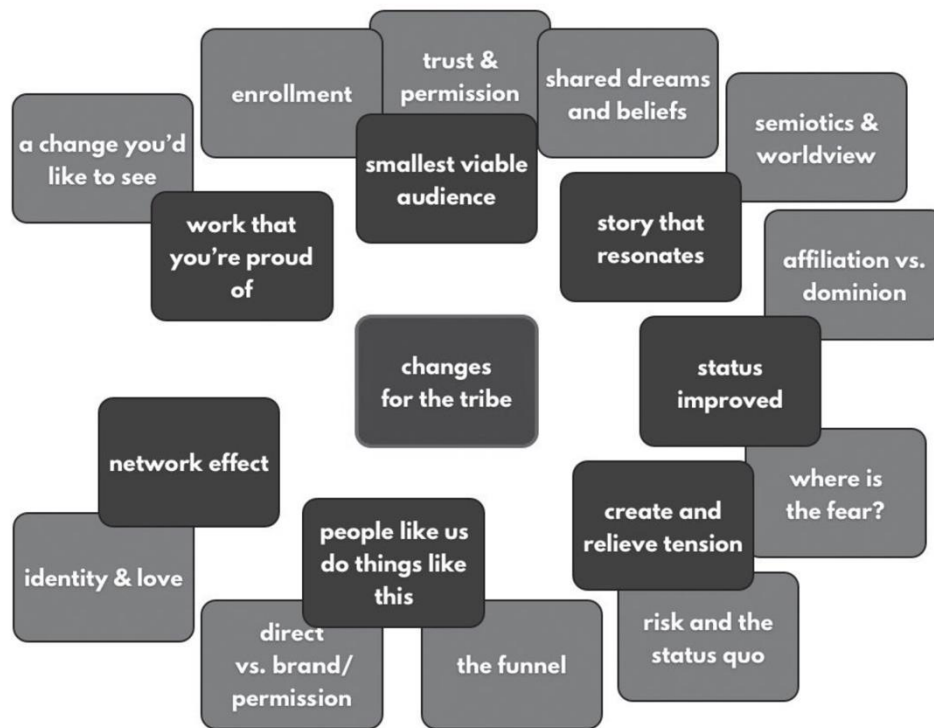


Coach Erin's Highlights



[a sketch to show you what's to come]

Author's Note

- You learned to read from the logos on the side of the road, and you spend your time and your money in response to what marketers have paid to put in front of you.
- It's time to do something else with marketing. To make things better. To cause a change you'd like to see in the world. To grow your project, sure, but mostly to serve the people you care about.
- Most of all, marketing is change. Change the culture, change your world.
- This is a book about roots. About anchoring your work deeply in the dreams, desires, and communities of those you seek to serve. It's about changing people for the better, creating work you can be proud of. And it's about being a driver of the market, not simply being market-driven.
- the best ideas require significant change. They fly in the face of the status quo, and inertia is a powerful force.
- Your most generous and insightful work needs help finding the people it's meant to serve. And your most successful work will spread because you designed it to.
- Marketing is the act of making change happen. Making is insufficient. You haven't made an impact until you've changed someone.
- If you see a way to make things better, you now have a marketing problem.
- Just as a movie is a problem, so is the story of your marketing. It has to resonate with the listener, to tell them something they've been waiting to hear, something they're open to believing. It has to invite them on a journey where a change might happen. And then, if you've opened all those doors, it has to solve the problem, to deliver on the promise.
- The first step on the path to make things better is to make better things.
- Better is the change we see when the market embraces what we're offering. Better is what happens when the culture absorbs our work and improves. Better is when we make the dreams of those we serve come true.

- For more on the ideas in this book, please visit www.TheMarketingSeminar.com

QUESTION: What is your “Current Version” path to better?

Chapter One - Not Mass. Not Spam. Not Shameful.

- When in doubt, we selfishly shout. When in a corner, we play small ball, stealing from our competition instead of broadening the market. When pressed, we assume that everyone is just like us, but uninformed.
- Instead of selfish mass, effective marketing now relies on empathy and service.
- Marketing is one of our greatest callings. It’s the work of positive change.
- Marketing is the generous act of helping someone solve a problem. Their problem.
- Marketing involves very little in the way of shouting, hustling, or coercion. It’s a chance to serve, instead.
- But the internet isn’t built around interruption and mass. It’s the largest medium, but it’s also the smallest one. There’s no mass, and you can’t steal attention for a penny the way your grandparents’ companies did. To be really clear: the internet feels like a vast, free media playground, a place where all your ideas deserve to be seen by just about everyone. In fact, it’s a billion tiny whispers, an endless series of selfish conversations that rarely include you or the work you do.
- ***The magic of ads is a trap that keeps us from building a useful story.*** **NOTE: Provocative!**
- Ads paid for themselves. Besides, they were fun to make. You could buy a lot all at once. They made you (or your brand) a little famous. And they were reliable: money spent equaled sales made.
- you’ll need to become a marketer instead. That means seeing what others see. Building tension. Aligning with tribes. Creating ideas that spread. It means doing the hard work of becoming driven by the market and working with (your part of) that market.
- The SEO expert promises that you will be found when people search for you. The Facebook consultant tells you how to interrupt just the right people. The PR professional promises articles and mentions and profiles.
- But that’s not marketing, not anymore. And it doesn’t work, not anymore.
- We’re going to talk about how you’ll be discovered. But it’s the last part, not the first.
- A short-term, profit-maximizing hustler can easily adopt a shameless mind-set. Spamming, tricking, coercing. Is there any other profession that proudly does this?
- This shameless pursuit of attention at the expense of the truth has driven many ethical and generous marketers to hide their best work, to feel shame about the prospect of being market driven.
- The other kind of marketing, the effective kind, is about understanding our customers’ worldview and desires so we can connect with them. It’s focused on being missed when you’re gone, on bringing more than people expect to those who trust us. It seeks volunteers, not victims.
- 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.
- Marketing is the generous act of helping others become who they seek to become. It involves creating honest stories—stories that resonate and spread. Marketers offer solutions, opportunities for humans to solve their problems and move forward.
- The other kind of marketing—the hype, scams, and pressure—thrives on selfishness. I know that it doesn’t work in the long run, and that you can do better than that. We all can.
- Your emergency is not a license to steal my attention. Your insecurity is not a permit to hustle me or my friends. There’s a more effective way. You can do it. It’s not easy, but the steps are well lit.
- ***It’s time!*** Time to get off the social media merry-go-round that goes faster and faster but never gets anywhere. Time to stop hustling and interrupting. Time to stop spamming and pretending you’re welcome. Time to stop making average stuff for average people while hoping you can charge more than a commodity price. Time to stop begging people to become your clients, and time to stop feeling bad about charging for your work. Time to stop looking for shortcuts, and time to start insisting on a long, viable path instead.

QUESTION: What is the essence of the “honest story” you aim to tell?

Chapter Two - The Marketer Learns to See

- I have a compass for what marketing is today, about the human condition, and about our culture. This approach is simple, but it's not easy to embrace, because it involves patience, empathy, and respect.
- The shortcuts using money to buy attention to sell average stuff to average people are an artifact of another time, not the one we live in now.
- 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.
- **Marketing in five steps.**
 1. The first step is to invent a thing worth making, with a story worth telling, and a contribution worth talking about.
 2. The second step is to design and build it in a way that a few people will particularly benefit from and care about.
 3. The third step is to tell a story that matches the built-in narrative and dreams of that tiny group of people, the smallest viable market.
 4. The fourth step is the one everyone gets excited about: spread the word.
 5. The last step is often overlooked: show up—regularly, consistently, and generously, for years and years—to organize and lead and build confidence in the change you seek to make. To earn permission to follow up and to earn enrollment to teach.
- Marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. They have the empathy to know that those they seek to serve don't want what the marketer wants, don't believe what they believe, and don't care about what they care about. They probably never will.
- Persistent, consistent, and frequent stories, delivered to an aligned audience, will earn attention, trust, and action.
- If you want to make change, begin by making culture. Begin by organizing a tightly knit group. Begin by getting people in sync. Culture beats strategy—so much that culture is strategy.
- **Things marketers know.**
 1. Committed, creative people can change the world (in fact, they're the only ones who do). You can do it right now, and you can make more change than you can possibly imagine.
 2. 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).
 3. Change is best made with intent. "What's it for?" is the posture of work that matters.
 4. Human beings tell themselves stories. Those stories, as far as each of us is concerned, are completely and totally true, and it's foolish to try to persuade them (or us) otherwise.
 5. We can group people into stereotyped groups that often (but not always) tell themselves similar stories, groups that make similar decisions based on their perceived status and other needs.
 6. What you say isn't nearly as important as what others say about you.

QUESTION: People like us do things like this. Describe your version of this.

Chapter Three - Marketing changes people through stories, connections and experience.

- If you've been living in abject poverty, it's hard to imagine the pleasure that more fortunate people take in shopping. To feel the thrill of buying something never bought before.
- The way we make things better is by caring enough about those we serve to imagine the story that they need to hear. We need to be generous enough to share that story, so they can take action that they'll be proud of.
- Marketing isn't a race to add more features for less money. Marketing is our quest to make change on behalf of those we serve, and we do it by understanding the irrational forces that drive each of us.
- People don't want what you make. They want what it will do for them. They want the way it will make them feel. And there aren't that many feelings to choose from.

- If you can bring someone belonging, connection, peace of mind, status, or one of the other most desired emotions, you've done something worthwhile. The thing you sell is simply a road to achieve those emotions, and we let everyone down when we focus on the tactics, not the outcomes. Who's it for and what's it for are the two questions that guide all of our decisions.
- We tell stories. Stories that resonate and hold up over time. Stories that are true, because we made them true with our actions and our products and our services. We make connections. Humans are lonely, and they want to be seen and known. People want to be part of something. It's safer that way, and often more fun. We create experiences. Using a product, engaging with a service. Making a donation, going to a rally, calling customer service. Each of these actions is part of the story; each builds a little bit of our connection. As marketers, we can offer these experiences with intent, doing them on purpose.
- When you're marketing-driven, you're focused on the latest Facebook data hacks, the design of your new logo, and your Canadian pricing model. On the other hand, when you're market-driven, you think a lot about the hopes and dreams of your customers and their friends. 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." You can make two mistakes here: Assume that the people you're seeking to serve are well-informed, rational, independent, long-term choice makers. Assume that everyone is like you, knows what you know, wants what you want. I'm not rational and neither are you.

QUESTION: How/what do your ideal customers want to feel and how does your marketing take them there?