



## 'PURPLE COW' by Seth Godin

### KEY IDEAS

1. Advertising is losing its power because it is so abundant.
2. To make your product or service stand out in the modern world, it must be remarkable.
3. Today, taking risks is a safer strategy than avoiding risks altogether.
4. Focus on the customers who are willing to both try something new and spread the word.
5. Marketing is about inventing the product, not just selling it after it's been made.
6. Market to the people who are looking for your solution to their problems and measure the efficacy of that marketing.
7. Many companies fear the criticism, ridicule, and change that being remarkable would bring.

### SUMMARY

In today's crowded marketplace, there's no room for "ordinary" products or services anymore; either you're remarkable or you die. To become remarkable, you need to boldly take risks and not worry about criticism. Then, when you start spreading the word of your remarkable product or service, you need to target the people who are both willing to try new things, and eager to spread the word to others.

### GET THIS BOOK

Amazon: <https://amzn.to/3DZ0UHo>

Blinkist: <https://www.blinkist.com/en/books/purple-cow-en>



*SMALL BUSINESS OWNERS ROUNDTABLE IS...*

Presented by INFORMATION EXPERTS (<https://www.informationexperts.com/>)

Powered by DEFIANT ENTERPRISES (<https://www.defiantenterprises.com/>)