

Purple Cow

Seth Godin

Intro

- Cows, after you've seen one, or two, or ten, are boring. A Purple Cow, though...now that would be something. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff-a lot of brown cows-but you can bet they won't forget a Purple Cow. And it's not a marketing function that you can slap on to your product or service. Purple Cow is inherent. It's built right in, or it's not there. Period.

In *Purple Cow*, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for marketers who want to help create products that are worth marketing in the first place.

Key Ideas

- Passion
- The adoption curve – Crossing the Chasm
- Niche
- Don't Fit In – Stand out
 - Take risks

Passion

- Tom Peters in *The Pursuit of Wow* said:
 - the only products with a future -> those created by passionate people.
- Steve Jobs – Passion and obsession
 - People watched 2 hour commercials by him
- Connect with passionate early adopters
 - They have Otaku
 - Bordering on obsession – like obsession for Apple products

Crossing the Chasm – Geoffrey Moore

- Bell Curve
- Innovators
- Early Adopters
- Early and Late Majority
- Laggards
- Go for the extreme left – innovators and early adopters
- Future belongs to those who stand out
 - Riskiest thing = be safe and middle of the curve
- Don't cater to mass market. That's avg stuff for avg people

Niche -

- Find the market niche first and then the remarkable product. Not the other way around.
- Don't try to make a product for everybody
 - because that is a product for nobody.
- The way you break through to the mainstream is to target a niche instead of a huge market.
- Differentiate your customers
 - Find the group that's most profitable.
 - Find the group that's most likely to sneeze (spread the idea)
 - Figure out how to develop/advertise/reward either group.
 - Ignore the rest.
 - Your ads (and your products!) shouldn't cater to the masses.
- In a crowded marketplace, fitting in is failing. In a busy marketplace, not standing out is the same as being invisible.

Standing Out – Arnold S

- Mass Market
 - Avg Products for Avg people
- What all of these companies have in common
 - They have nothing in common.
 - They are outliers.
 - They're on the fringes. Very exclusive or very cheap. Very big or very small.
- Go for the edges.
 - Test which edge is most likely to deliver the marketing and financial results you seek.
- The old saying is right: "A camel is a horse designed by a committee."
 - If the goal of marketing is to create a Purple Cow, and the nature of the Cow is to be extreme in some attribute, it's inevitable that compromise can only diminish your chances of success.
- Compromise is about sanding down the rough edges to gain buy-in from other constituencies.
- The real growth comes with products
 - that annoy, offend, don't appeal, are too expensive, too cheap, too heavy, too complicated, too simple - too something.
 - Of course, they're too too for some people
 - But just perfect for others

Taking Risks – Arnold S

- It's safer to be risky - to do truly amazing things
 - Risk has tremendous upside
- Boring almost always leads to failure
 - Boring is always the most risky strategy.
- we face two choices
 - to be invisible, anonymous, uncriticized, and safe
 - to take a chance at greatness
- We mistakenly believe that criticism leads to failure.
 - We hide, avoid the negative feedback, and thus (ironically) guaranty that we won't succeed!
 - If the only way to cut through is to be remarkable,
 - and the only way to avoid criticism is to be boring and safe, well, that's quite a choice, isn't it?
- You'll never catch up by being the same
 - make a list of ways you can beat them by being different.

You don't know if its remarkable

- People will tell you that