

Title: Purple Cow

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Summary:

The new “P” of marketing in addition to product, pricing, promotion, positioning, publicity, packaging, pass-along, and permission is “Purple Cow”. The essence of “Purple Cow” is to make your product or service remarkable to a specific niche target market group. Being remarkable makes your product or service worth talking about. If your product or service is not remarkable then it’s invisible to your potential customers. The old marketing and advertising methods no longer work. The new rule is to create remarkable products or services that the right people (those you’ve identified as your target market) seek out. You can’t copy the advertising techniques used by your competitors and have it work for you because it is no longer unique or remarkable when you do it.

Top take away points –

- Instead of making a better product to fit the user’s current needs and uses, invite your users to make the product work dramatically better.
- Instead of investing in a dying product that is no longer remarkable in the market place, innovate by building something new.
- Make it easy for your users to spread the word about your product or service. Make your product or service exciting enough that your users will want to tell others about it (sneezing). When the concept of the product or service is easy to understand and exciting enough that users want to tell others about it, it’s worth launching.
- Differentiate your customers. Find the group that’s most profitable and most likely to sneeze. Figure out how to develop/advertise/reward this group and ignore the rest. Focus your ads (and products) on the customer you’d choose if you could choose your customers.
- Pick an underserved niche to target (and to dominate).
- Don’t play follow the leader be different and communicate this difference to your target market.
- What would happen if you spent as much money on innovation as you’re currently spending on advertising?
- Measurement is the key to success. Use the results from your measurements to figure out what works.
- When your product is very good it’s time to move on to the next remarkable thing. The new purple cow.
- Utilize your packaging to make it part of the buying experience.
- Sometimes being ridiculous means getting attention.
- Follow the 80/20 rule and focus on the twenty percent of your customers that provide 80 percent of your revenue. Stay in contact with these folks and find ways to provide value for them.



Achieving Performance Excellence

- Could you make a collectible version of your product? Instead of offering new products each buying cycle offer a classic version and use the extra time to create something really special.
- Figure out a way to develop a cult-like following for your product. Get those users together to share their love of your product.
- Don't forget that people don't actually buy your product they buy what your product can do for them. With that in mind, think of ways to hype how your product fulfills the desired result better than any other product.
- Generate a true slogan or positioning statement and consistently convey it to your target market.
- Make your business cards remarkable.
- Put someone in your organization in charge of creating a new "Purple Cow" and get out of their way.
- Give those customers that spread the word about your organization your email address (top decision makers make yourself available) and invite them to write you. Write back. This will improve your relationship and further their enthusiasm about your new "Purple Cow".
- Cross train your designers and marketing staff, and take them to the manufacturing floor.
- Identify the remarkable products in your industry and mimic the innovation process not the actual product.
- Become an innovator and get your innovations to market ahead of the competition.
- Remarkable doesn't have to be expensive. It can be achieved through the little things in the way we deal with our customers and position our products.
- Challenge yourself to reduce your costs.
- Healthy growth is achieved through remarkable products.
- Challenge yourself to test the limits whether those limits are related to cost, speed, trendiness, efficiency...whatever sets you apart.

Review:

What's good-

The book is a quick easy read with lots of great case studies and examples. It challenges you to take a deeper look at your target market and your position within that market. It's fun and entertaining.

What's might not be so good-

If your organization hasn't taken the time to develop a truly meaningful strategic plan your search for the right target market could be a costly exercise in futility. If marketing isn't your area of expertise it's unlikely that you will walk away with enough information from this book to develop a remarkable marketing edge.

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