



Monthly

FEBRUARY 2019

# Marketing

Morsels

## Books make great gifts!

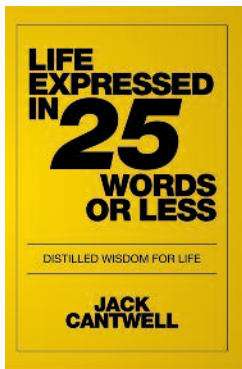
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## This is Marketing

This month we continue our focus on one of my favorite marketing thinkers, Seth Godin. His latest book, *This Is Marketing*, articulates what the profession I love is all about. “Marketing is the generous act of helping someone solve a problem, their problem”, Godin says, “It’s a chance to change the culture for the better”. He implies, correctly, that we are in business to serve. You don’t use consumers to solve the problems of your business. You use marketing to solve other people’s problems. People don’t want what you make. They want what it will do for them. Operate with that point-of-view and rewards will naturally happen.

Can you define the difference

between marketing-driven and market-driven? One focuses on the “offer”. The other pushes you to understand the hopes and dreams of your customers and their friends. Communicate to them in a language they understand, Tell stories that articulate why you exist for them. Operate with a clear vision, one that allows you to see what your product or service does for your customer. It’s not the shelf you manufacture. It’s the joy of putting it up yourself and finally getting your space organized. That’s the story you tell.

Lent is coming. Give up the “ing” in marketing-driven. Make things better and make change happen.



Call Jack Cantwell at Skylimit Marketing  
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