"Why you need to lead a tribe - Seth Godin" Mixergy.com Interview

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- **Tribes**
  - **what's the point?** 1
    - tactic / method / approach
      - to bring about change
        - such as
          - grow business
          - get elected
          - making the world a safer place
  - **w hat do you need?** 2
    - message
      - how are heretical messages created?
        - be passionate
          - change something for the better
            - try to make an impact
              - on a community
              - on individuals
              - on a marketplace
    - way to communicate
      - with each other
        - twitter is an example of this
          - doesn't create movement
        - just doing this creates just a coffee shop
      - leader to tribe
        - on the change you want to make
          - mission
          - movement
  - **Seth Godin** 3
    - **why doing the interview?**
      - Trigger?
        - Andrew asked
          - Yes: mutually beneficial
            - invitation to cocktail party
          - No: selfish
            - buy you sandwich to pick your brain
      - Motive?
        - Wants people like Andrew to succeed
          - helps Seth spread his ideas
        - Helps organize thoughts
    - Any ideas that didn't work to promote your book?
      - All Marketers Are Liars
        - title didn't resonate with potential readers
      - Free Prize Inside
        - Promo tactic was too literal
    - Do you regret not working on a business instead teaching?
      - S: No
        - 2009 will be unbelievable time... in retrospect
        - Don't have fortitude to build 90-hr company for 5 yrs
    - What's next?
      - Created alternative to MBA
        - not going to be public
      - Squidoo
        - others do things better than Seth
      - No longer need books to learn how to do stuff
        - Need books to persuade us to do stuff
          - that's what I'm interested in
    - **success stories?**
      - started church from 18
        - now it has 3000 people that come every sunday
          - started with "purple cow" thinking
          - embraced ideas of "free prize inside"
          - embraced ideas of "all marketers are liars"
          - it was about
            - connecting people
            - being remarkable
            - telling stories
            - reinvesting the statusquo of what it meant to run a spiritual institution
            - looking at rules and asking why do we have that rule
      - note from guy who made $19 mil last yr
        - where ideas from
          - Meatball sunday
          - Purple Cow
        - situation?
          - went into industry that was
            - broke
            - stuck
            - boring
          - stalized
            - industry had tremendous value in it
              - if had guts to unveil it
      - presidential campaign
        - senior members of campaign had 3 of his books on the desk at all times
      - 23 yr old girl
        - been reading Seth's books since 11
        - last yr, raised hundreds of thousands for charity
        - gives speeches at middle & high schools around the country
        - Seen what make's people tick
      - Andrew: GooToDo
  - **What about the 2009 economy?** 5
    - Best thing that could happen to you
      - Makes it easier to be the winner
        - The dip is closer & shallower
      - You have to spend less to make stuff that's worth while
    - emphasis
      - shouldn't be
        - how do I raise money & hire people
          - how irreplaceable are your people?
      - should be
        - how do I build value today
          - connect people with people who find you irreplaceable
          - 37 signals
            - ship on time & on budget
              - by
                - ship the day you hit budget & deadline
                - you'll become irreplaceable-able
  - **how did you (seth godin) do it?** 3
    - I'm not poster child
    - I gave people
      - common vocabulary
        - purple cow
        - meatball sunday
      - common sense of purpose
    - Andrew: Tactics?
      - Seth: My job is to get you to decide
        - Once you decide, you'll figure it out.
          - cut's down hesitation
          - you've been lead all your life
        - do something people want to follow
          - Bill Richardson vs Barack Obama
        - ask for it
          - directly connect w th people & say i need you in my...
          - every movement starts with no one but the leader
            - examples
              - people who push through the dip, drive
              - positive flattery of being asked to join
              - Seth's blog started with 3 readers a day
              - In start, Obama traveled with drive a drive and a photographer
            - you can find enough people who agree / want to champion it
              - connect them
                - to each other
                - to the cause
              - if not, you need another cause
            - start with a small change you want to make
      - A: How do you get people to engage/join/follow?
      - Book contains 400 examples
      - A: Tactics?
        - A: T-shirt company gave away shirts
        - A: Hacker News gave special access to top members
        - Seth: Think recognition & rewards instead of bribes
          - Pope of Eastern orthodox church example
            - Contributor pic next to previous Popes
          - Reward is worth far more than the face value of it
            - unless leader tries to manipulate them
      - Book contains 400 examples
  - **How do you protect yourself against the tribe?** 4
    - All tribes are more powerful than the leader
      - wrong question: how do I keep the tribe from becoming more powerful?
    - Closely assocate success of tribe with success of individual
      - Typical individual shouldn't have incentive to take down the tribe
    - 1% will want to take you down for whatever reason
      - solutions
        - embrace the 99%
          - they identify your success with their success
        - pay attention to asymmetrical nature of Internet
          - Anonymity online is a curse
            - Remove anonymity
  - **Andrew's suggestions** 7
    - Go to www.sethgodin.com
      - Blog
      - Books
    - Go to www.mixergy.com
      - learn
        - from
          - other's like Seth Godin
            - such as
              - Guy Kawasaki
              - Jason Fried of 37signals
              - etc
        - about
          - various topics
            - how to build a successful Internet business