



Why fit in when you were born to Stand out!?

"The problem with the purple cow is actually the problem with fear...The cow is so rare because people are afraid." - Seth Godin



“The key to failure is trying to please everyone.” - Seth Godin

2. What niche of people can I be most remark-able to? Who would most easily choose me when I stand out? And what specific Pain Island and Pleasure Island do they have that I can help them with, in a remark-able way?

WHO: _____

PAIN ISLAND: _____

PLEASURE ISLAND: _____



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“Investing in the Cow is smarter than buying a Super Bowl ad.” - Seth Godin

3. If I were to look at my product or service solely on the basis of making it remark-able and standing out to my most ideal customers, what *might* I change in these key areas:

Product: _____

Pricing: _____

Promotion: _____



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Publicity: _____

Positioning: _____

Packaging: _____

Place (distribution): _____



4. If I let my “freak flag fly” what messaging **might** I communicate to my ideal customers, with regard to my product or service, that would help them see my “purple cow-ness”?