

# David Meerman Scott

## Quotes

*Marketing, Media, Creating, Business, Real, People, Thinking, Ideas, Important,  
Communication, Experts, What If, Way, Organization, Buyers, Publish, Today,  
Problem, Care, Sells*

On the web, you are what you publish.

~David Meerman Scott

Don't fear sharing your best ideas online: 1) Competition already knows what you are up to 2) People like leaders not followers.

~David Meerman Scott

Instead of one-way interruption, Web marketing is about delivering useful content at just the right moment that a buyer needs it.

~David Meerman Scott

Think like a publisher, not a marketer.

~David Meerman Scott

Creating great content that educates and informs is always the best marketing strategy.

~David Meerman Scott

Today's marketing success comes from self-publishing web content that people want to share. It's not about gimmicks. It's not about paying an agency to interrupt others.

~David Meerman Scott

Social Media are tools, Real Time is a mindset.

~David Meerman Scott

Marketing is not about your agency winning awards. It's about your organization winning business.

~David Meerman Scott

The urgent can drown out the important.

~David Meerman Scott

Don't start by talking about your products and services instead think

about the people you are trying to reach

~David Meerman Scott

Focus on your buyers and your buyers problems

~David Meerman Scott

What if i fail?" ...the more profound question is, "what if i never fail?"  
"Stop making excuses and start managing your fear.

~David Meerman Scott

Nobody cares about your products (except you)

~David Meerman Scott

You sell more when you stop selling.

~David Meerman Scott

The time is now. Now we can market in real time. Now we can market instantly.

~David Meerman Scott

It's no longer about pitching the Today Show. It's about creating content that will attract the Today Show.

~David Meerman Scott

...many organizations don't realize that they have a much better option-they can tell their story directly to an interested market.

~David Meerman Scott

Real time is a new mindset in marketing, and that's what inbound marketing is all about.

~David Meerman Scott

The difference is conflict, an important yet overlooked aspect of all good communications.

~David Meerman Scott

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