

Seth Godin

Quotes

*People, Art, Marketing, Ideas, Thinking, Business, Way, Motivational, Believe,
Jobs, Want, Needs, Mean, Choices, Opportunity, Writing, Winning, Inspirational,
Goal, Important*

Instead of wondering when your next vacation is, maybe you should set up a life you don't need to escape from.

~Seth Godin

You can listen to what people say, sure. But you will be far more effective if you listen to what people do.

~Seth Godin

Leadership is the art of giving people a platform for spreading ideas that work.

~Seth Godin

The job isn't to catch up to the status quo; the job is to invent the status quo.

~Seth Godin

As our society gets more complex and our people get more complacent, the role of the jester is more vital than ever before. Please stop sitting around. We need you to make a ruckus.

~Seth Godin

Optimism is the most important human trait, because it allows us to evolve our ideas, to improve our situation, and to hope for a better tomorrow.

~Seth Godin

Don't find customers for your products, find products for your customers.

~Seth Godin

Fitting in is a short-term strategy that gets you nowhere. Standing out is a long-term strategy that takes guts and produces results.

~Seth Godin

You are not your resume, you are your work.

~Seth Godin

Social Networking that matters is helping people archive their goals. Doing it reliably and repeatability so that over time people have an interest in helping you achieve your goals.

~Seth Godin

Take the long way. Do the hard work, consistently and with generosity and transparency. And then you won't waste time doing it over.

~Seth Godin

Go ahead and act as if your decisions are temporary. Because they are. Be bold, make mistakes, learn a lesson, and fix what doesn't work. No sweat, no need to hyperventilate.

~Seth Godin

Successful people are successful for one simple reason: they think about failure differently.

~Seth Godin

If we can fall in love with serving people, creating value, solving problems, building valuable connections and doing work that matters, it makes it far more likely we're going to do important work

~Seth Godin

In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible.

~Seth Godin

Piracy is not the problem, obscurity is.

~Seth Godin

The secret of leadership is simple: Do what you believe in. Paint a

picture of the future. Go there. People will follow.

~Seth Godin

Just about every great, brave or beautiful thing in our culture was created by someone who didn't do it for money.

~Seth Godin

The only thing worse than starting something and failing... is not starting something.

~Seth Godin

Transferring your passion to your job is far easier than finding a job that happens to match your passion.

~Seth Godin

Finding new ways, more clever ways to interrupt people doesn't work.

~Seth Godin

Life is like skiing. Just like skiing, the goal is not to get to the bottom of the hill. It's to have a bunch of good runs before the sun sets.

~Seth Godin

If it scares you, it might be a good thing to try.

~Seth Godin

The industrial age brought compliance and compliance brought fear and fear brought us mediocrity.

~Seth Godin

I'm not a psychopath-I'm wearing a tie!

~Seth Godin

Things that look like shortcuts are actually detours (disguised as less work).

~Seth Godin

Own your dreams. There is no better way to make them happen.

~Seth Godin

The first step toward becoming extraordinary is, of course, to stop being ordinary.

~Seth Godin

When we intentionally seek out the difficult tasks, we're much more likely to actually create value.

~Seth Godin

I don't think we have any choice. I think we have an obligation to change the rules, to raise the bar, to play a different game, and to play it better than anyone has any right to believe is possible.

~Seth Godin

I define anxiety as experiencing failure in advance.

~Seth Godin

Being a leader gives you charisma. If you look and study the leaders who have succeeded, that's where charisma comes from, from the leading.

~Seth Godin

There's a huge difference between being a replaceable cog on the assembly line and being the one who is missed, the one with a unique contribution, the one who made a difference.

~Seth Godin

Good marketers tell a story.

~Seth Godin

What are you working on? If someone asks you that, are you excited to tell them the answer? If you're not, you're wasting away.

~Seth Godin

Choices lead to habits. Habits become talents. Talents are labeled gifts. You're not born this way, you get this way.

~Seth Godin

If you wait until you are ready, it is almost certainly too late.

~Seth Godin

Please stop waiting for a map. We reward those who draw maps, not those who follow them.

~Seth Godin

Ideas in secret die. They need light and air or they starve to death.

~Seth Godin

People who make a difference never wait for just the right time. They know that it will never arrive.

~Seth Godin

It's not an accident that successful people read more books.

~Seth Godin

How dare you settle for less when the world has made it so easy for you to be remarkable?

~Seth Godin

Loving what you do is almost as important as doing what you love, especially if you need to make a living at it.

~Seth Godin

Either you defend the status quo, or you invent the future.

~Seth Godin

Make a decision. It doesn't have to be a wise decision or a perfect one. Just make one.

~Seth Godin

The challenge with being an initiator of projects is that you are never, ever done.

~Seth Godin

Anyone who says failure is not an option has also ruled out innovation.

~Seth Godin

People don't believe what you tell them. They rarely believe what you show them. They often believe what their friends tell them. They always believe what they tell themselves.

~Seth Godin

You have everything you need to build something far bigger than yourself.

~Seth Godin

We are leaving the industrial economy and entering the connection economy.

~Seth Godin

Just because the tide is out, doesn't mean there is less water in the ocean.

~Seth Godin

You can raise the bar or you can wait for others to raise it, but it's getting raised regardless.

~Seth Godin

Make enough mole hills, and eventually you will build a mountain.

~Seth Godin

The secret to being wrong isn't to avoid being wrong! The secret is being willing to be wrong. The secret is realizing that wrong isn't fatal.

~Seth Godin

Be bold, make mistakes, learn a lesson, and fix what doesn't work.

~Seth Godin

If you take action, you will be judged. There's no way around it. The alternative, of course, is much safer. To be ignored. Up to you.

~Seth Godin

Marketing is no longer about the stuff that you make, but about the stories you tell.

~Seth Godin

There's a big difference between not settling and not starting.

~Seth Godin

If not enough people doubt you, you're not making a difference.

~Seth Godin

A book is a souvenir of an idea.

~Seth Godin

Just saying yes because you can't bear the short-term pain of saying no is not going to help you do the work.

~Seth Godin

Developing expertise or assets that are not easily copied is essential; otherwise you're just a middleman.

~Seth Godin

Organizations that destroy the status quo win. Whatever the status quo is, changing it gives you the opportunity to be remarkable.

~Seth Godin

Products that are remarkable get talked about.

~Seth Godin

Marketing is the act of inventing the product. The effort of designing it. The craft of producing it. The art of pricing it. The technique of selling it.

~Seth Godin

Set up a life you don't need to escape from.

~Seth Godin

Set a goal, and in small, consistent steps, work to reach it. Get support from your peers when you start flagging. Repeat. You will change.

~Seth Godin

Saying no to loud people gives you the resources to say yes to important opportunities.

~Seth Godin

Tell your lizard (brain) to shut up.

~Seth Godin

The key to success is to find a way to stand out--to be the purple cow in a field of monochrome Holsteins.

~Seth Godin

Tribes makes our lives better, and leading a tribe is the best life of all.

~Seth Godin

Figure out the people part and the technology gets a whole lot simpler.

~Seth Godin

The cost of being wrong is less than the cost of doing nothing.

~Seth Godin

Change almost never fails because it's too early. It almost always fails because it's too late.

~Seth Godin

People are buying only one thing from you: the way the engagement (hiring you, working with you, dating you, using your product or service, learning from you) makes them feel.

~Seth Godin

You have brilliance in you, your contribution is valuable, and the art you create is precious. Only you can do, and you must.

~Seth Godin

The best way to be missed when you're gone is to stand for something when you're here.

~Seth Godin

There's no shortage of remarkable ideas, what's missing is the will to execute them.

~Seth Godin

Before you tell yourself you have no right to invent this or improve that, remind yourself that the person before you had no right either, but did it anyway.

~Seth Godin

Dreamers don't have special genes. They find circumstances that amplify their dreams.

~Seth Godin

You can't have good ideas unless you're willing to generate a lot of bad ones.

~Seth Godin

Don't waste time looking for a better pencil: learn to write better.

~Seth Godin

Art changes posture and posture changes innocent bystanders.

~Seth Godin

A brand is the set of expectations, memories, stores and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

~Seth Godin

More than anything else, I think prospects, customers and citizens watch what you do more than they listen to what you say.

~Seth Godin

A brand that stands for what all brands stand for stands for nothing much.

~Seth Godin

Without people pushing against your quest to do something worth talking about, it's unlikely to be worth the journey. Persist.

~Seth Godin

One key to moving forward is knowing what to leave behind.

~Seth Godin

Most people are searching for a path to success that is both easy and certain. Most paths are neither.

~Seth Godin

Making promises and keeping them is a great way to build a brand.

~Seth Godin

No one has ever built a statue to a critic, it's true. On the other hand, it's only the people with statues that get pooped on by birds flying by.

~Seth Godin

Art is a personal act of courage, something one human does that creates change in another.

~Seth Godin

Quit or be exceptional. Average is for losers.

~Seth Godin

Leaders lead when they take positions, when they connect with their tribes, and when they help the tribe connect to itself.

~Seth Godin

If it's worth listening to, it's worth questioning until you understand it.

~Seth Godin

Following instructions is overrated.

~Seth Godin

Not adding value is the same as taking it away.

~Seth Godin

The definition of a revolution: it destroys the perfect and enables the impossible.

~Seth Godin

No organization ever created an innovation. People innovate, not companies.

~Seth Godin

If you believe that a given situation should make you unhappy, then it will, and the unhappiness will then reinforce the condition.

~Seth Godin

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