WHERE DOES PAYING, BUYING ADVERTISING COME IN. SHOULD NO ONE DO IT. IS THERE A LAYS FOR THE GUY MAKING CUPS OR SELLING CARPET OR WHATEVER THEY ARE DOING, LAWYER, ACCOUNTANT? ISN'T THERE A PLACE FOR THEM TO BUY FACEBOOK, TWITTER, WHATEVER ADVERTISING THEY WANT. WHERE DOES THAT COME IN.

TWO KINDS OF MARKETING. WE TALKED ABOUT THIS IN THE MARKETING SEMINAR AND IN THE NEW BOOK, DIRECT MARKETING AND BRAND MARKETING. LET'S BE REALLY CLEAR ABOUT THE DIFFERENCE. BRAND MARKETING IS UNMEASURED. IT TAKES A LONG TIME. IT'S ABOUT REPUTATION. MOST SMALL BUSINESSES ARE BRAND MARKETERS. DIRECT MARKETING IS MEASURED, SPEND A DOLLAR TODAY AND YOU MAKE TWO DOLLARS TOMORROW. IF YOU HAD A CATEGORY IN THE MAIL, THAT IS DIRECT MARKETING. IF YOU CLICK ON AN AD ON THE INTERNET WHERE YOU END UP ON A PAGE WHERE YOU CAN BUY SOMETHING, THAT IS DIRECT MARKETING. HOW IS IT THAT GOOGLE AND FACEBOOK ARE COLLECTING 85% OF ALL ONLINE MEDIA? THEY DO IT BY SELLING TO DIRECT MARKETERS. HOW? THEY SAY TO A DIRECT MARKETER, YOU CAN BUY THE AD FOR A NICKEL. THE DIRECT MARKETER DOES AND SHE MAKES $20. SHE IS, LIKE, GREAT, I WILL BUY MOREMENT THEN GOOGLE SAYS, WAIT, OTHER PEOPLE ARE BIDDING ON IT. SO, THERE IS AN AUCTION THAT GOES ON FOR THAT CLICK. YOU ARE WILLING TO PAY $2 BECAUSE YOU MADE 20. YOU CAN PAY $5. YOU MADE 20. NOW THE FIVE OR TEN OF YOU THAT ARE COMPETING BID UP THE PRICE OF THE ADS UNTIL YOU PAY LIKE $19. WOW, THAT MEANS ON EVERY INTERACTION GOOGLE MAKES 19 AND YOU MAKE ONE. WHICH IS GOOD FOR GOOGLE, NOT BAD FOR YOU AND YOU COULD GROW THAT. THAT'S WHERE CASPER MATTRESSES CAME FROM, ONLINE BRANDS. THEY ARE DIRECT MARKETERS. BUT IF YOU ARE A BRAND MARKETER AND YOU TRY TO DO MEASURED DIRECT MARKETING, SO, GOES IF YOU ARE AN ACCOUNTANT OR HOUSECLEANING SERVICE, YOU ARE GOING TO GET HAMMERED BECAUSE SOMEONE IS BIDDING AGAINST YOU FOR THE CLICKS AND THAT PERSON IS BETTER AT MEASURING THAN YOU ARE. THAT PERSON WILL MAKE THAT MONEY BACK IN A DAY. SO, MY ANSWER TO THE QUESTION IS, YOU DO BUY ONLINE ADS. JAY LEVINSON MY FORMER WRITING PARTNER SAID MOST BUSINESSES SHOULD SPEND 10% OF THEIR REVENUE ON ADVERTISING. IF YOU ARE DOING A MILLION DOLLARS A YEAR IN REVENUE, YOU SHOULD OPEN UP YOUR WALLET, BLOW OUT THE DUST AND SPEND $100,000 ON ADVERTISING THAT YOU DO NOT MEASURE. SPONSOR A CONFERENCE. SPONSOR A RAMON RAY CONFERENCE. SPONSOR ADS ONLINE. DON'T MEASURE. IF YOU MEASURE YOU WILL ADD FLAT BELLY DIET BECAUSE YOU GET MORE CLICKS. YOU MAKE BIGGER PROMISES AND GET MORE CLICKS THEN YOU BREAK THE PROMISES BECAUSE THEY ARE IMPOSSIBLE TO KEEP THEN YOU LOSE TRUST. IT ALL GOES DOWN THE DRAIN. YOU CAN MAKE IT GO UP INSTEAD NOT BY ACTING LIKE A DIRECT MARKETER WHEN YOU ARE NOT BUT EMBRACING THE FACT THANK YOU A BRAND MARKETER -- THAT YOU ARE A BRAND MARKETER SPENDING MONEY ON INTERACTIONS OVER TIME THAT WILL PAY OFF EVEN IF YOU ARE NOT SURE WHEN.

LOVE IT. SETH, WE LOVE IT. I AM SEEING THE QUESTIONS AND BENJAMIN, CHRISTIAN, BECKY, SHERRY, I COULD READ THEM ALL. THANK YOU FOR SUBMITTING YOUR QUESTIONS. THOSE WHO HAVEN'T HAD YOUR QUESTIONS ANSWERED, I WILL WORK WITH SCORE AND FIGURE OUT AWAY THAT I WILL ANSWER AND TRY TO -- MAYBE HELP EACH OTHER SOMEHOW. BUT I THANK YOU FOR THE SUBMISSIONS. WE HAVE ABOUT 10 MINUTES GIVE OR TAKE. TIME GOES BY FAST. I'M SURE YOU ARE ENJOYING IT BY THE FLOOD OF QUESTIONS I SEE COMING IN. FEEL FREE TO POST. THANKS TO SCORE ON TWITTER. THIS IS A QUESTION FROM BENJAMIN WHEN I THOUGHT GOES BACK TO THE TENSION POINT. BENJAMIN IS STARTING A HEALTHY SNACK BUSINESS. HE ASKS, CAN YOU GIVE ME THE EXAMPLE OF WAYS TO DISCERN THE CUSTOMER'S TENSION TO CREATE THE SIGNAL THAT SHEPPARDS THEM ACROSS THE BRIDGE. IS THERE SOME SPECIFIC WAY TO STUDY MARKET DEMANDS OR TRENDS THAT UNDERSTAND THE TENSION.

THIS IS A BRILLIANT QUESTION. WE ARE MAKING BIG PROGRESS HERE, RAMON. I LOVE THIS. IF YOU WERE A MULTIBILLION DOLLAR COMPANY, YOU COULD TRY TO HIRE SOMEONE BUT THEY WOULDN'T DO A GOOD JOB. THE QUESTION IS, HOW DOES JOHNNY FIGURE OUT THAT HE CAN MAKE AN ADDICTIVE INTERFACE FOR THE iPHONE OR HOW DID STEVE JOBS DECIDE WHERE TO LEAP AND WHAT TO CANCEL. HOW DOES ELVIS COSTELLO MAKE A RECORD ALBUM THAT IS A HIT THEN LOSES THE KNACK. IT BEGINS WITH THE VOICE IN YOUR HEAD. IT BEGINS WITH BECOMING AWARE ON YOUR OWN OF WHERE YOU FEEL IT. SO, MY GUESS IS IF YOU ARE IN THE HEALTHY SNACK BUSINESS, WHEN YOU GO TO THE SUPERMARKET AND YOU SEE A NEW SNACK YOU BUY IT IMMEDIATELY AND WITH JOY AND EXCITEMENT. THAT IS YOUR THING. BUT ALL OF THESE OTHER PEOPLE IN THE SUPERMARKET WALKED RIGHT BY. WHY DID THEY WALK BY? WATCH THEM, FOLLOW THEM THROUGH THE STORE, SEE HOW THEY SHOP. TRY TO UNDERSTAND BY MAKING ASSERTIONS AND PREDICTIONS WHAT ARE THEY GOING TO GRAB NEXT. PARK YOURSELF IN A CORNER OF THE STORE AND WATCH FOR AN HOUR. WHAT 7-YEAR-OLDS SAY TO THEIR PARENTS TO BULLY THEIR PARENTS INTO BUYING SUGAR POPS, RIGHT? WHAT MAKES SOME PARENTS CAVE AND OTHER PARENTS NOT CAVE. THIS IS WHAT I HAVE BEEN DOING FOR MORE THAN 30 YEARS. IF I CAN'T UNDERSTAND WHY A PHENOMENON IS HAPPENING, WHY PEOPLE ARE WAITING IN LINE FOR $75 FOR A SUPREME T-SHIRT, I NEED TO STAND THERE UNTIL I CAN FIGURE IT OUT, MAKE AN ASSERTION ABOUT IT THAT HOLDS UP. IF YOU CAN'T DO THAT, THEN YOU DON'T KNOW ENOUGH TO START A SNACK BUSINESS.

I GOT TO TELL YOU, SETH, THE SUPREME EXAMPLE, I SAW THAT THE FIRST TIME A FEW WEEKS AGO WITH A BIG EVENT IN BROOKLYN. SETH, I HAD NO CLUE WHAT SUPREME WAS. LIKE YOU HINTED, I'M SEEING LINES AND LINES OF PEOPLE, SECURITY, I WENT TO THE STORE AND ASKED QUESTIONS OF THE YOUNG PEOPLE. I LEARNED A LOT THAT DAY.

EXACTLY. YOU WOULD NEVER SAY, I WANT TO OPEN A BAKERY BUT I HAVE NO IDEA WHAT FLOWER OR WATER AND YEAST DO -- FLOUR OR WATER AND YEAST DO. WHY DO PEOPLE SAY YES AND WHY DO THEY SAY NO.

A LOT OF QUESTIONS BETWEEN TACTICS AND STRATEGY.

WE CAN BRING OUT TACTICS.

FIVE MINUTES, YEAH. JUST GIVING YOU A HEAD'S UP. FIVE MINUTES TO GO. CAROL, THANK YOU FOR YOUR QUESTION. THIS IS A QUESTION THAT I'M ASKED A LOT. CAROL ASKS WHAT ARE THE FIRST STEPS YOU RECOMMEND TO GET A NEW WEB SITE NOTICED. PEOPLE START THE BUSINESS, THEY GO ON THE WICKS OR SQUARE SPACE, ALL THE BRANDS HAVE EASY TO CREATE WEB SITE SERVICE, EVERYBODY ASKS HOW DO I GET TRAFFIC AND MAKE SALES. THAT IS WHAT CAROL IS ASKING.

WHAT A TRAP. SO GLAD YOU ARE ASKING. I AM ABOUT TO SAVE YOU A YEAR OF YOUR LIFE. YOU KNOW HOW MANY PEOPLE YOU NEED TO COME TO YOUR WEB SITE IF YOUR GOAL IS TO HAVE A WEB SITE WHERE WHEN PEOPLE COME SOME BUY FROM YOU. YOU NEED A MILLION. THAT IS NOT GOING TO HAPPEN. STOP TRYING. INSTEAD, WHAT YOU WANT TO DO IS BUILD A WEB SITE WHERE 50 PEOPLE COME, THEY SEE SOMETHING, THEY TELL OTHERS ABOUT IT. IF 50 PEOPLE COME, THEY SEE SOMETHING, THAT GETS THEM TO PICK UP THE PHONE AND CALL YOU. THAT YOU CANNOT OUT AMAZON, AMAZON. AMAZON HAS ALL THE TRAFFIC OF PEOPLE WHO ARE LOOKING TO BUY STUFF. THEY ARE NOT COMING TO YOU. KICK STARTER SHOULD BE CALLED KICK FINISHER. IT'S THE LAST STEP, NOT THE FIRST STEP. YOU NEED TO BUILD A FOLLOWING' OF PEOPLE THAT TRUST YOU AND CARE ABOUT YOU. IF YOU ADD FIVE PEOPLE A DAY, THAT'S PLENTY. IN A MONTH YOU HAVE 150. IF THEY TELL THEIR FRIENDS, 300 THEN 600, THEN 1200 THEN ON YOUR WAY. IF YOU BUILD THE SITE ON SHOPIFY OR WICKS, HERE I AM, PLEASE BUY FROM ME, YOU CAN CHASE ALL YOU WANT. IT WON'T WORK.

THESE ARE TWO QUESTIONS COMBINED IN ONE THAT I WILL GIVE YOU, SETH. ONE IS FROM RANDY AND ONE FROM DONNA. I SUSPECT THEY ARE RELATED. RANDY ASKS SHOULD I STILL OR IS RADIO ADVERTISING STILL A WAY TO ADVERTISE. DONNA ASKS WHEN WOULD YOU RECOMMEND DIRECT MAIL MARKETING. MAYBE THEY ARE UNRELATED BUT I WILL THROW THEM TOGETHER. RADIO ADVERTISING AND DIRECT MAIL MARKETING IS WHAT RANDY AND DONNA ASK ABOUT.

SO. RADIO ADVERTISING IS REALLY BAD AT DIRECT BECAUSE PEOPLE ARE DRIVING. SO, IT'S VERY UNLIKELY THAT SOMEONE IS LISTENING TO THE RADIO WILL PULL OVER, PULL OUT THE PHONE AND BUY SOMETHING FROM YOU. IT'S MORE LIKE A BILLBOARD IN THAT DRIP BY DRIP BY DRIP YOU CAN BUILD A BRAND, SOMETHING THAT PEOPLE WILL REMEMBER. I STILL REMEMBER THE RADIO ADS I HEARD IN 1977, BUFFALO, NEW YORK. IF YOU GOT THE MONEY AND A SMALL ENOUGH AUDIENCE THAT YOU ARE FOCUSING ON, YOU NEED TO RUN THE RADIO ADS SO OFTEN THAT EVERYONE YOU KNOW ACCEPT YOUR ACCOUNTANT IS SICK AND TIRED OF THEM. BECAUSE THAT IS HOW YOU USE RADIO. ONE STATION OVER AND OVER AND OVER AGAIN. THE ANSWER TO THE SECOND QUESTION IS IF YOU ARE A DIRECT MARKETER, TEST EVERYTHING. THAT IS WHY DIRECT MARKETING WORKS. YOU DON'T HAVE TO BUY A LOT OF STAMPS. SEND 100 LETTERS. IF YOU GET NO RESPONSES, DO SOMETHING ELSE. DIRECT MARKETERS MEASURE EVERYTHING. THEY FAIL, FAIL, FAIL, ON THEIR WAY TO SUCCEEDING. WHEN THEY SUCCEED THEY GO TO INFINITY BUT DIRECT MARKETING IS CHEAPER AND EASIER TO TEST THAN EVER BEFORE. BUT IF YOU ARE NOT COMMITTING TO THAT, STOP FOLLOWING AROUND. THERE ARE A LOT OF PEOPLE OUT THERE WHO ARE HOPING SMALL BUSINESSES, GETTING THEM TO BUY ROAD MAPS, EXPENSIVE COURSES, STEP BY STEP INSTRUCTIONS, LOADED WITH TACTICS AND THESE PEOPLE ARE DREAMING BECAUSE THAT'S NOT HOW IT WORKS. IT WORKS BY THE FIRST PRINCIPLE, SELL TO PEOPLE THE WAY YOU BUY. YOU DON'T BUY FROM PEOPLE WHO ARE BUSY HUSTLING YOU ON TWITTER. THAT'S NOT THE WAY HUMAN BEINGS DO IT. IT'S THE WAY CONSULTANTS LIKE TO PITCH YOU TO DO IT.

THAT'S VERY, VERY HELPFUL.

THIS SOUNDS LIKE A GUY OR I THINK IT'S A GUY THAT FOLLOWS YOU AND READS A LOT OF YOUR STUFF, NOT YOUR STUFF BUT YOUR MATERIAL. ROYCE ASKS IF YOU ARE ABOUT TO TAKE THE FIRST STEP IN STARTING YOUR TRIBE, CLEARLY HE HEARD ABOUT TRIBE, COMMUNITY AND FANS WHICH I AM ONLY THE LAST FEW YEARS, RAMON FORK CUSTODY ON WHO YOU ARE TRYING TO REACH. IF YOU ARE ABOUT TO TAKE THE FIRST STEP IN STARTING YOUR TRIBE, FAN BASE, COMMUNITY, WHAT WOULD BE THE BEST PIECE OF ADVICE.

IT'S NOT YOUR TRIBE. THE TRIBE IS ALREADY THERE. YOU GET TO WHISPER TO THEM. YOU MAYBE GET A CHANCE AT THE PODIUM TO LEAD THEM FOR A WHILE. YOU GET TO CONTRIBUTE TO THE CULTURE BUT THEY ARE NOT YOURS. I DON'T HAVE A TRIBE. THE PEOPLE THAT ARE MY FOLLOWERS FOUND ME BECAUSE THEY WERE READING FAST COMPANY BEFORE I SHOWED UP. THEY ARE NOT THE FAST COMPANY TRIBE EITHER AND ON AND ON AND ON. SO, ONCE YOU UNDERSTAND YOU ARE A VISITOR, YOU FIND THE GROUP OF PEOPLE THAT HAVE ALREADY CHOSEN TO ALIVE AROUND SOMETHING AND YOU SHOW UP FOR THEM AND WITH THEM.

LOVE IT. WE WILL GO, LADIES AND GENTLEMEN, FOR ABOUT FOUR MORE MINUTES THEN, ALEXA, I WILL TURN IT OVER TO YOU. ROSEMARY, FOR YOU, I REALLY ENCOURAGE EVERYONE THAT HASN'T ATTENDED -- I THINK SETH SAID THE LAUNCH DATES MAY NOT BE READY YET, BUT THE BOOT STRAPPER'S SEMINAR, RIGHT, SETH? THEN THE MARKETING SEMINAR.

WE WILL CALL IT WORKSHOP NOW. THE MARKETING SEMINAR STARTS IN THREE WEEKS.

GOT IT. WHAT I WANT TO SAY ABOUT, THIS SETH DOESN'T NEED ME TO SAY IT. I AM A STUDENT OF IT. MANY OF US ARE BOOT STRAPPERS. MANY OF YOU NEED TO UNDERSTAND THE FUNDAMENTALS. I SUGGEST YOU LOOK AT THAT. THE MARKETING WORKSHOP, IF YOU WANT TO KNOW HOW TO RETWEET AND USE FACEBOOK AND CUT IMAGES, DON'T USE IT FOR THAT. THESE ARE THE FUNDAMENTALS OF PRINCIPLE STRATEGIZE. ROSEMARY ASKS, SETH, ON THE ONE HAND, SETH, I CREATE THE PRODUCT. ON THE OTHER HAND, I SELL THE PRODUCT I WILL LATER CREATE. ONE OF MY BIGGEST PROBLEMS IS MANAGING BOTH OF THESE PRIORITIES AT ONCE. WHAT DO I DO, ROSEMARY ASKS?

IT'S SO HARD, ROSEMARY. I'M TALKING TO YOU RIGHT NOW, NOT WRITING A NEW BOOK. IT'S REALLY HARD. THERE IS NO OBVIOUS ANSWER EXCEPT I CAN HELP YOU WITH THIS. YOU NEED TO BUILD AN ASSET SO YOU DON'T HAVE TO DO IT OVER AND OVER AND OVER AGAIN. YOUR ASSET IS YOUR REPUTATION, THE PERMISSION BASE YOU HAVE TO TALK TO PEOPLE, THE MEDIA CHANNEL YOU DEVELOP. YOU WANT TO BE ABLE TO USE IT MORE THAN ONCE. YOU DON'T WANT TO BE A DOOR TO DOOR SALESPERSON ALWAYS COLD CALLING STRANGERS. YOU WANT TO MAKE IT SO IT GETS EASIER OVER TIME. THE WAY TO MAKE IT EASIER OVER TIME IS TO BUILD SOMETHING YOU OWN AND THAT MEANS DOING SOMETHING THAT MIGHT BE HARDER IN THE SHORT RUN BUT IS TRULY BENEFICIAL IN THE LONGER RUN.

IMPORTANT. I HOPE THAT HELPS, ROSEMARY. HOPE THAT HELPS. WENDY ASKS, SETH, HOW DO YOU DEVELOP A MARKETING BUDGET NOT KNOWING WHAT IT WILL TAKE TO GAIN CUSTOMERS. PEOPLE SAY I HAVE TO CREATE A MARKETING BUDGET OR PLAN BUT I DON'T UNDERSTAND THE MARKET YET. MAYBE THEY SHOULD UNDERSTAND THE MARKET. HOW DO YOU DEVELOP A MARKETING BUDGET NOT KNOWING WHAT IT WILL TAKE TO GAIN CUSTOMERS.

GREAT QUESTION. I HOPE WE CAN AGREE THAT SPENDING A LITTLE BIT TOO LITTLE ON YOUR MARKETING IS WAY WORSE THAN SPENDING A LITTLE TOO MUCH. BECAUSE IF YOU SPEND A LITTLE TOO MUCH, YOU END UP WITH A VIBRANT BUSINESS THAT GENERATES CASH FLOW SO THE NEXT CYCLE YOU CAN DO BETTER. IF YOU SPEND TOO LITTLE YOU END UP WITH NOTHING. SO, WHAT WILL IT TAKE IN TIME AND EFFORT AND, YES, CASH, TO EARN THE ATTENTION OF THE PEOPLE I SEEK TO SERVE. AND ONE VERSION OF THAT IS HOW MUCH DO I HAVE TO PAY ON RENT. IF YOU OPEN IN A WAREHOUSE ON THE OUTSIDE OF TOWN, YOUR RENT IS CHEAPER BUT YOU GET NO ATTENTION. IF YOU OPEN ON 5th AVENUE AND 48th STREET, YOU GET TONS OF ATTENTION BUT YOU CAN'T AFFORD TO PAY THE LANDLORD. WHERE DO YOU OPEN? AS WE START TO WRAP THIS UP, ONE THING I WANT TO REMIND EVERYONE OF DEEPLY, THIS IS NOT A CREATIVITY CONTEST. THIS IS NOT AN ORIGINALITY CONTEST. GET A NEW HOBBY LIKE PAINTING. THIS IS A BUSINESS CONTEST. SO, YOU SHOULD STEAL IDEAS, STEAM THEM CONSTANTLY. FIND SOMETHING THAT IS WORKING IN DETROIT AND BRING IT TO AKRON. YOU SHOULD LOOK FOR BEST PRACTICES. IF YOU WANT TO FEEL OUT THE MARKETING BUDGET, FIND SIX BUSINESSES THAT DO WHAT YOU DO AND WHAT THEIR MARKETING BUDGET WAS WHEN THEY LAUNCHED THEN COPY THEM. THE GOAL AT THE BEGINNING ISN'T TO WIN THE ORIGINAL PRIZE. THE GOAL AT THE BEGINNING IS TO SUCCEED ENOUGH THAT YOU GET TO DO IT AGAIN TOMORROW.

AWESOME. WE WILL TAKE ABOUT THREE OR FOR MORE QUESTIONS AND THAT WILL GET US TO ABOUT -- A LOT MORE QUESTIONS.

TIME IS FLYING BY HERE.

IT IS. SO, NICHOLAS ASKED SOME QUESTIONS. THANK YOU FOR YOUR QUESTION. I WILL ASK BOTH OF THESE. I WILL DO ONE AT TIME, SETH.

NO, ASK THEM BOTH AT THE SAME TIME.

OKAY. I WILL DO THAT THEN.

I'M GETTING YOU, RAMON. GO AHEAD.

OKAY. HERE WE GO.

YOU CALL IN ONE OF THOSE VOICEMAIL SERVICES AND THEY SAY ENTER YOUR SOCIAL SECURITY NUMBER ONE DIGIT AT A TIME. HOW CAN YOU DO THAT MORE THAN ONE DIGIT AT A TIME.

THEY SHOULD PROBABLY SAY ENTER IT SLOWLY. WITH THE TECHNOLOGY NOW KEEPING UP WITH IT. TO NICHOLAS' POINT. SETH, HOW TO ENCOURAGE MORE HAPPY CUSTOMERS TO PUBLICLY SHARE REVIEWS, ET CETERA, LIKE IN THE AA EXAMPLE. HOW TO ENCOURAGE PEOPLE TO SHARE MORE.

EXACTLY. IT'S WAY EASIER TO BE A SUCCESSFUL HAIR DRESSER THAN A SUCCESSFUL MASSAGE THERAPIST. THE REASON IS, WHEN SOMEONE GETS A GOOD HAIRCUT, EVERYONE SAYS WHERE DID YOU GET YOUR HAIRCUT, YOU HAVE TO TELL PEOPLE. WHEN SOMEONE GETS A GOOD MASSAGE, NO ONE SAYS LOOSE LIKE YOU GOT A GOOD MASSAGE. NO ONE TALKS ABOUT IT. THE REASONS WE TALK ABOUT IT ARE COMPLICATED. WE DON'T TALK ABOUT OUR THERAPIST BUT WE DO TALK ABOUT THE KNEE SURGEON THAT GOT US BACK AND RUNNING. WHAT IS THE DIFFERENCE? I DON'T KNOW. WHAT WE KNOW IS THAT PEOPLE ONLY TALK ABOUT YOU IF THEY BENEFIT. THAT'S THE ONLY REASON. IN THE CASE OF TRADE'S MECHANICAL, ME POSTING A REVIEW OR OF THE WORLD'S GREATEST THERAPIST IN NEW YORK, ME POSTING A REVIEW I BENEFIT IN TWO WAYS. ONE, THE NEXT TIME I INTERACT WITH THIS PERSON, I I FEEL BETTER BECAUSE THEY TREAT ME NICELY AND, TWO, THE PEOPLE WHO SEE MY NAME ASSOCIATED IN THE REVIEW THINK I AM SMART AND GENEROUS. SO, WHEN WE LOOK AT SOMETHING LIKE A FAX MACHINE, THE ONLY WAY ANYONE HEARD ABOUT A FAX MACHINE WAS WHEN SOMEONE HEARD ABOUT A FAX MACHINE THAT NEEDED TO SEND THEM A FAX. YOU NEED A FAX MACHINE BECAUSE IT HELPED THEM IF YOU GOT A FAX MACHINE, RIGHT? IN AA, SOMEBODY WHO USED TO BE IN PAIN AND ISN'T ANY MORE WHO SEES SOMEONE THEY CARE ABOUT IN PAIN, HAS A HUGE INCENTIVE TO TELL THEM I KNOW HOW TO GET YOU OUT OF PAIN. THEY ARE WILLING TO GET THROUGH THE CULTURAL BIAS AGAINST TALKING ABOUT WHAT FEELS SHAMEFUL BECAUSE THEY CARE ENOUGH ABOUT THE OTHER PERSON THEY ARE WILLING TO BRING IT UP, RIGHT? THIS ISN'T ABOUT MEETING STANDARDS BETTER THAN YOU ARE. ABOUT RUNNING FASTER, TRYING HARDER. THAT IS NOT WHAT DOES IT. WHAT DOES IT IS TOUCHING AN EMOTIONAL CHORD WITH PEOPLE TO THE POINT THAT THEY REALIZE SOMETHING GOOD WILL HAPPEN TO THEM INSIDE IF THEY TALK ABOUT IT.

LOVE IT. THE SECOND QUESTION, SETH FROM NICHOLAS IS AS FOLLOWS. HOW DO I SUCCESSFULLY SCALE A LOCAL FACE TO FACE MARKETING EFFORT AND I DON'T KNOW WHAT IT IS BUT WE HAVE TO GUESS, WHATEVER YOU WANT, SCALE A LOCAL FACE TO FACE MARKETING EFFORT TO A NATIONAL ONLINE MARKETING. SO, WHEN LOCAL FACE TO FACE TO NATIONAL BUT ONLINE. SCALING.

YEAH. I HAVE NO CLUE. YOU HAVE TO START OVER. THERE IS NOTHING ABOUT WHAT YOU JUST SAID THAT IS IN THE INTEREST OF THE CONSUMER. IT'S IN YOUR INTEREST. IT WILL MAKE YOUR LIFE EASIER. YOUR BUSINESS MORE PROFITABLE BUT WHY IS IT BETTER FOR ME? IF IT'S NOT BETTER FOR ME, I'M NOT CLICKING OVER. START OVER AND ASK THE FOLLOWING QUESTION WHICH IS, HOW CAN WE SERVE PEOPLE IN A WAY THEY WANT TO BE SERVED USING THE WEB BECAUSE WE USED TO ONLY BE ABLE TO SERVE THEM BY MEETING THEM IN PERSON FIRST. BECAUSE IF -- IF YOU CAN SERVE ME BETTER, BRING IT ON.

NONPROFITS, I BELIEVE, SETH ARE NEAR AND DEAR TOUR HEART. YOU HELP A FEW NONPROFITS. PATRICK ASKED THIS QUESTION, THANK YOU FOR THE WORK THAT YOU ARE DOING. I SEE THE DOMAIN NAME YOU ARE FROM. HAVE YOU NOTICED ANY TRENDS OF THINGS PEOPLE IN THE NONPROFIT SECTOR TEND TO FORGET WHEN IT COMES TO MARKETING AND OVERALL, SETH, I WOULD SAY, CAN YOU GIVE THOUGHTS, WORDS OF ENCOURAGEMENT, ADVICE TO NONPROFITS IN THEIR MARKETING.

NONPROFITS MAKE THE SAME MISTAKE THAT FOR PROFITS DO. THEY THINK THEY DESERVE IT. THEY DO DESERVE IT BUT THEY HAVE TO ACT LIKE THAT IS NOT WHAT IS GOING ON. IF SOMEONE GIVES A MILLION DOLLARS TO CHARITY, THE ONLY REASON THEY DO IT IS BECAUSE THE FEELING THEY GOT. IT'S BAR BEGIN. IF IT'S NOT A BAR BEGIN, THEY WON'T GIVE THE MONEY. WE ONLY BUY THINGS THAT ARE A BARGAIN INCLUDING DONATIONS. SO, AS THE MARKET FOR DONATIONS HAS GOTTEN MORE COMPETITIVE, SHOWING UP AND SHOWING ME PICTURES OF, YOU KNOW, SICK PUPPIES OR TALKING ABOUT HOW IMPORTANT YOUR WORK IS, IS NOT GOING TO WORK? IT WON'T WORK BECAUSE THERE IS ALREADY I AM IMPORTANT WORK. WHAT I NEED TO HEAR, WHAT WILL WORK, THIS FEELING THAT YOU GET CHANGES YOU IN A WAY THAT IS WORTH MORE THAN IT COSTS TO YOU. THE PROBLEM FUNDRAISERS HAVE, THEY ARE NOT PHILANTHROPISTS. THEY DON'T KNOW WHAT THE FEELING IS LIKE. UNTIL THEY EXPLORED THE FEELING OF WHAT IT MEANS TO SELFLESSLY GIVE MONEY TO SOMETHING THAT YOU CARE ABOUT, IT WILL BE HARD TO ACTIVATE THAT FEELING IN SOMEBODY ELSE.

BRIAN -- THANK YOU FOR THE QUESTION. LAUNCHING A CLEANING COMPANY. AMAZING, LADIES AND GENTLEMEN, THAT THIS IS THE BENEFIT OF PRINCIPLES IS THAT MANY THINGS ARE ABOUT THE SAME FOR ALL BUT WHAT I LIKE, SETH IS HEARING THE STORIES AND THE SPECIFICITY OF MANY OF THESE PEOPLE SO HENS THE QUESTIONS. BRIAN ASKS, HE IS STARTING A CLEANING COMPANY FOR HOMES AND OFFICES, IN THE NEXT SIX MONTHS, SETH, WITH LESS THAN $5,000 FOR A MARKETING BUDGET, WHAT WOULD YOUR SIX-MONTH MARKETING ATTACK PLAN LOOK LIKE. HE WANTS ADVICE FOR HIS NEW CLEANING COMPANY FOR HOMES AND OFFICES.

OKAY. SO, THERE ARE TWO KINDS OF PEOPLE THAT COULD POSSIBLY HIRE YOU. PEOPLE THAT USE A CLEANING SERVICE AND PEOPLE THAT DON'T. PEOPLE WHO ALREADY USE A CLEANING SERVICE, YOU HAVE TO PERSUADE THEM TO SWITCH. PEOPLE THAT DON'T NEED TO BE PERSUADE THAD THEY NEED TO HIRE ONE. I THINK YOU SHOULD PICK ONE OR THE OTHER. IF YOU DECIDED THAT YOU WERE GOING TO PICK THE PEOPLE THAT DON'T HAVE A CLEANING SERVICE, THEN I WOULD SAY WHAT KIND OF PERSON DREAMS OF HAVING A CLEANING SERVICE BUT DOESN'T HAVE ONE YET. WHAT ARE THEY AFRAID OF AND HOW CAN I MAKE THEIR LIFE EASIER. HOW CAN I MAKE THEM FEEL GOOD ABOUT PAYING MONEY TO HAVE SOMEONE CLEAN THEIR HOUSE. WHERE DO PEOPLE LIKE US DO THINGS LIKE THIS COME FROM. SO, IF I HAD TO DO IT, IF IT WERE MY ASSIGNMENT, I WOULD REALIZE THAT AT THE TRAIN STATION, EVERYDAY, COMMUTERS ARE GOING TO WORK AND THAT MANY OF THE COMMUTERS GOING TO WORK OR MAKING A DECENT LIVING AND AREN'T AT HOME BECAUSE THEY ARE GOING TO WORK. THAT'S MY TARGET. I WOULD THEN FIGURE OUT HOW TO ENGAGE WITH PEOPLE ON THE TRAIN PLATFORM IN SUCH AWAY THAT IT WAS SORT OF FUN AND TRUST INDUCING SO THAT I BECAME A FAMILIAR FACE SO THAT WHEN THEY FINALLY GOT UP THE NERVE TO TALK TO THEIR SPOUSE ABOUT IT, THEY ALREADY HAD THE ANSWER. I AM CHEATING A BIT BECAUSE A GUY ACTUALLY DID THAT AT THE TRAIN STATION IN MY TOWN FOR 15 YEARS FOR HIS MOVING SERVICE. AND THE PHONE NUMBER OF HIS MOVING SERVICE, THE FIRST THREE DIGITS BECAUSE IN NEW YORK THE FIRST THREE ARE NEIGHBORHOOD BASED WERE THE THREE DIGITS FROM MY NEIGHBORHOOD. PETE, 478-PETE. ONCE YOU KNOW IT'S 478-PETE AND PETE IS A REAL PERSON, ALL YOUR FEAR ABOUT MOVING GOES AWAY. THE NUMBER OF PEOPLE THAT YOU CAN TALK TO THAT USE 478-PETE IS HIGH. PEOPLE LIKE US DO THINGS LIKE THIS. MOVING IN OR OUT OF THE RIVER TIMES, DIAL 478-PETE BECAUSE YOU TRUST PETE, YOU KNOW PETE, IT'S OKAY TO HIRE PETE BECAUSE YOU WILL SEE PETE TOMORROW. THE MAGIC OF STARTING A CLEANING SERVICE, YOU ONLY NEED 50 CUSTOMERS AND ONE TRAIN STATION IS ENOUGH TO GET YOU 50 CUSTOMERS.

LOVE IT. SETH, LISTEN, ANYTHING ELSE THAT YOU WOULD LIKE TO ADD. I'M GOING TO WRAP UP. YOU ARE WELCOME TO STAY WITH US. A FINAL WORD THAT YOU WOULD LIKE TO SAY TO THE THOUSANDS OF SMALL BUSINESSES LISTENING LIVE AND WILL LISTEN IN THE MONTHS TO COME. ANYTHING TO ADD BEFORE WE CONCLUDE YOUR PORTION OF THIS WEBINAR.

WHAT YOU DO IS IMPORTANT. YOU KNOW IT'S IMPORTANT. YOU KNOW YOU WANT TO CREATE VALUE AND MY JOB, I THINK, HAS BEEN TO UNBRAIN WASH YOU INTO THINKING THAT YOU NEED TO DO AVERAGE STUFF FOR AVERAGE PEOPLE AND, INSTEAD, TO ENCOURAGE YOU TO DO REMARKABLE STUFF FOR A FEW PEOPLE. IF IT'S WORTH STARTING THIS BUSINESS, IT'S WORTH DOING MARKETING WITH INTENT AND LIKE A PROFESSIONAL. SO, SPEND A FEW HOURS. DIG IN DEEP AS TO WHO YOU ARE SEEKING TO SERVE AND THE CHANGE YOU SEEK TO MAKE. AND YOU WILL GET TO WHERE YOU ARE GOING MUCH FASTER THAN IF YOU LOOK FOR A SHORTCUT.

LADIES AND GENTLEMEN, THAT IS SETH GODIN. THANK YOU FOR YOUR TIME. AS YOU KNOW, IF YOU LOOK IT UP ONLINE, YOU CAN FIND OUT HOW TO REACH HIM AND SEE THE AMAZING STUFF THAT HE DOES. THANK YOU SO VERY MUCH.

YOU GUYS ARE GREAT. MAKE A RUCKUS. THANK YOU, RAMON.

THAT WAS SETH GODIN. I AM GRATEFUL TO PARTNER ON THIS. I LEARNED SO MUCH FROM SETH. 0 TO SUMMARIZE, IT'S HARD TO SUMMER RIZZY ALL THE THINGS THAT SETH DID. TARGET, GO NARROW. 2, WE DON'T HAVE TO REACH GAZILLIONS OF PEOPLE, RIGHT, ALEXA. AND SERVE THE PEOPLE WELL. DO GREAT WORK AND WORD WILL SPREAD. ON THIS WEBINAR WE DIDN'T HERE THE TACTICS OF HOW TO TWEET BETTER AND FACEBOOK BUT THE CORE OF MARKETING, THAT'S WHAT I GOT, I ENJOYED WORKING WITH YOU. I KNOW SCORE HAS AMAZE WILLING RESOURCES FOR AMERICA'S SMALL BUSINESSES. I ENJOYED PARTNERING WITH YOU, ALEXA. I HOPE YOU ENJOYED IT AND HOPE YOU ARE TWEETING SCORE MENTORS. WITH THAT, ALEXA, THE FLOOR IS YOURS.

THANK YOU SO MUCH. I WANT TO THANK YOU ALL VERY MUCH FOR TAKING THE TIME OUT OF YOUR DAY TO ATTEND TODAY. I WOULD LIKE TO MENTION THAT IF WE DID NOT HAVE A CHANCE TO ADDRESS YOUR QUESTION, AND YOU ARE NOT ALREADY DOING SO, WE ENCOURAGE YOU TO CONNECT WITH A SCORE MENTOR WHO CAN ASSIST YOU FURTHER WITH YOUR BUSINESS NEEDS. THERE IS A LINK THAT YOU CAN GO TO UNDER EVENT -- UNDERSCORE RESOURCES AT THE TOP OF YOUR SCREEN. CLICK THERE TO REQUEST A MENTOR. MENTORS ARE FREE TO HELP YOU WITH YOUR BUSINESS, HELP YOU TO APPLY THE STRATEGIES PRESENTED TODAY, FOR AS LONG AS YOU NEED AND AS OFTEN AS YOU NEED AS WELL THE. AS A REMINDER A LINK TO THE RECORDING OF THIS SESSION WILL BE SENT IN A POST EVENT E-MAIL. ON BEHALF OF SCORE, I WOULD LIKE TO THANK YOU ALL SO MUCH. I WOULD LIKE TO GIVE A VERY BIG THANK YOU TO SETH GODIN AND RAMON RAY FOR PRESENTING TODAY. SETH AND RAMON, THANK YOU SO MUCH. THE NEXT SCORE WEB ANYONE FAR IS TUESDAY, DECEMBER 8th. GAINING MORE POSITIVE REVIEWS AND MANAGE THE NEGATIVE ONES. WE HOPE YOU CAN SIGN UP AND JOIN US FOR THAT. I WOULD LIKE TO THANK YOU ALL AGAIN. WE SQUISH YOU A -- WISH YOU A GREAT REST OF THE WEEK. TAKE CARE. [ EVENT CONCLUDED ]