



## Seth Godin

**Author, entrepreneur, blogger, and most of all, a teacher**

Named one of the top 21 speakers for the 21st century by Successful Meetings Magazine, Godin draws on his best-selling books and years of being a marketing pioneer to bring audiences of all kinds to their feet.

### Seth's biography

#### Seth Godin's background

Continuing to push the envelope and make waves in the marketing and publishing worlds, one of his latest endeavours, The Domino Project, completely excludes a traditional print publication for his book, Poke the Box. Hailed as “the kick in the pants you need to shake up your life,” Poke the Box urges everyone to do just as The Domino Project does, move away from conformity and toward ingenuity, toward answering unknown questions for ourselves.

Further to The Domino Project, his latest book, We Are All Weird printed only 11,000 hardcover copies for sale on Amazon, with no plans to print more. This model encourages readers to utilize the digital platform and also creates a scarcity effect that drives demand for the limited copies available, underlining the importance of the book. The book itself calls for the end of mass and for the beginning of offering people more choices, more interests and giving them more authority to operate in ways that reflect their own unique, albeit sometimes weird, values.

Godin's first book [Permission Marketing](#) was a New York Times best-seller that revolutionized the way corporations approach consumers. Fortune Magazine named it one of their Best Business Books and Promo magazine called Godin “The Prime Minister of Permission Marketing.” He has written more than a dozen worldwide bestsellers that have been translated into more than 30 languages. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, [leadership](#) and most of all, changing everything.

Godin's second book, Unleashing the Ideavirus, is the most popular e-book ever published, and in 2003, his book Purple Cow was the #1 best-selling marketing book on Amazon. His other works include The Big Red Fez, Survival Is Not Enough, Free Prize Inside, All Marketers Are Liars, The Big Moo, Small is the New Big, and Meatball Sundae.

His recent release, Tribes: We Need You to Lead Us, became an instant best-seller, and his 2010 Linchpin: Are You Indispensable? inspires audiences to overcome the resistance that holds them back from becoming an indispensable asset to any organization.

In his enlightening lecture programme, Godin focuses on the creative thinking necessary for a business to create a “purple cow”—an offering that stands out from the crowd and causes customers to take notice. Using real-world examples from extremely successful companies, Godin reveals the benefits of using creative, remarkable thinking to transform business ideas and practices. Godin explores how ideas spread, why the stories companies tell matter, why treating customers with respect pays off, and how these and other business decisions determine whether your business becomes invisible or remarkable. It seems as though he has been on a path combining business and [technology](#) his entire life. He designed his first game for a mainframe computer while still in high school. While attending Tufts University, he co-founded one of the largest student-run businesses in the country. After receiving his MBA from Stanford University, Godin was named Brand Manager at Spinnaker Software where he managed 40 engineers and introduced more than 60 software and videotape products. In 1991 he created the trivia game GUTS, which became the most popular product in Prodigy’s history. Godin founded the breakthrough Internet company Yoyodyne in 1995. By 1998 it was the #1 creator of direct mail and promotions on the Web. Companies as diverse as AT&T and Skechers Shoes retained Yoyodyne to create campaigns that went far beyond websites. Godin and his company were featured in The Wall Street Journal, Forbes, Wired and [Advertising](#) Age. In 1998, Yoyodyne was sold to Yahoo!, with Godin taking over as Vice President of Direct Marketing for the Internet giant. Godin left Yahoo! in January 2000 to pursue his work as a change agent full time.

## Seth's talks

- **The Icarus Deception: How High Will You Fly?**

Everyone knows that Icarus’s father made him wings and told him not to fly too close to the sun; he ignored the warning and plunged to his doom. The lesson: Play it safe. Listen to the experts. It was the perfect propaganda for the industrial [economy](#). What boss wouldn’t want employees to believe that obedience and conformity are the keys to [success](#)? But we tend to forget that Icarus was also warned not to fly too low, because seawater would ruin the lift in his wings. Flying too low is even more dangerous than flying too high, because it feels deceptively safe. The safety zone has moved. Conformity no longer leads to comfort. But the good news is that [creativity](#) is scarce and more valuable than ever. So is choosing to do something unpredictable and brave: Make art. Being an artist isn’t a genetic disposition or a specific talent. It’s an attitude we can all adopt. In this speech, Godin shows audiences how it’s possible and reveals why it’s essential.

- **Purple Cow: Transform Your Business by Being Remarkable**

You’re either a Purple Cow or you’re not. You’re either remarkable or invisible. Make your choice. What do Starbucks and JetBlue and KrispyKreme and Apple have that you don’t? How do they continue to confound critics and achieve spectacular growth, leaving behind former tried-and-true brands to gasp their last? Cows, after you’ve seen one, or two, or ten, are boring. A Purple Cow, though...now that would be something! Purple Cow describes something phenomenal, something counterintuitive, exciting, and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff—a lot of brown cows—but you can bet they won’t forget a Purple Cow. And it’s not a marketing function that you can slap on to your product or service. Purple Cow is inherent. It’s built right in, or it’s not there. Period. In this presentation, Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable.

- **Tribes: We Need You to Lead Us**

The Web can do amazing things, but it can’t provide leadership. That still has to come from individuals... people just like you who have passion about something. The explosion in tribes

means that anyone who wants to make a difference now has the tools at her fingertips. If you think leadership is for other people, think again. Godin shows fascinating examples in this talk, such as leaders coming in surprising packages, with the desire to change things, the ability to connect a tribe, and the willingness to lead. If you ignore this opportunity, you risk turning into a “sheepwalker”, someone who fights to protect the status quo at all costs, never asking if obedience is doing you (or your organization) any good. This presentation will make you think (really think) about the opportunities in leading your fellow employees, customers, investors, believers, hobbyists, or readers. . . . It’s not easy, but it’s easier than you think!

- **Unleashing the Ideavirus: Stop Marketing AT People! Turn Your Ideas into Epidemics by Helping Your Customers Do the Marketing Thing for You**
- **How to Win at Business**
- **Permission Marketing: Turning Strangers Into Friends And Friends Into Customers**
- **The Difference Between [Leadership](#) and [Management](#)**
- **How to Get Your Ideas to Spread**
- **Invisible or Remarkable? Tips From Seth Godin’s Best-Selling Books**