

PERMISSION

CONTENT

PUBLICITY

Have you earned the attention of the user?  
Does each engagement come at little incremental cost?

**MEDIA**

**PAY ONCE (Fixed Cost)**

TRIBAL LEADERSHIP

DESIGN

EMPATHY

ONCE: What do you stand for, how does it work, what are your values, the story, the resonance with your customers? Where's the promise and the change you offer?

**USER EXPERIENCE**

Who can you pay to reach the folks you need to reach?

ADVERTISING

**PAY EACH TIME (Variable Cost)**

PER TRANSACTION: Do you invest in staff and processes and materials so that each additional user experience leads to ongoing loyalty and word of mouth?

EFFORT TO DELIVER

SERVICE

# {GETTING THE WORD OUT}

FROM THE MARKETING SEMINAR, BY SETH GODIN