

Free prize inside

Seth Godin

Creating innovation

- the key to innovation is motivation: you must create desire and discipline and guts to do the difficult work of creating innovation.

Interruption based marketing

- Advertising cannot pay for itself anymore in an information rich era
- People have learned to ignore ads

Since the beginning of time

- Kids have nagged their parents to buy the product with the free prize inside
- In an era where there are so many products in every product category, products must be remarkable not boring

Consumers have always wanted
more than they say they want

- Sometimes they want the free prize more than the product itself

Need to spend your dollars to innovate in areas of style rather than technology

- In any industry where people make decisions, style matters.

Must figure out how to sell your product

- Before anything else
- Before inventing the technology

No organization innovates

- People innovate
- Successful innovations always have a champion behind them

Without a champion

- The myriad of obstacles that are thrown up in the front of any innovation will eventually kill the innovation.
- Behind every successful product innovation there is a champion.

By watering down an edgy idea

- You kill it.
- Well-meaning people in organizations intending to help reduce costs, kill innovations.
- Safer, easier to build, make it more mainstream, more easily understood....
Kills it.

Three questions you must answer to be a successful innovator:

- Is it going to be successful?
- Is it worth doing?
- Is the champion able to champion the product?

Three gates through which you
must pass

Almost all innovations within organizations fail

- Because innovation is different than optimization.

What matters to you doesn't matter

- What matters to the organization matters.

tactics

- Ask questions
- Ask obligation questions
 - Asked questions that require the questioning person to defend his position
 - Work to get them on your side

Sell individuals, not organizations

- Encourage each person to make your idea better
- Do not hold meetings, talk to individuals directly.
- Get people to think of it as their idea

- Convince people that there'll be trouble if they don't take action now
- Invent a new vocabulary
- Present the simple ideas first
- Paint a portrait of the future
 - Give people permission to get excited about your idea

Brainstorming doesn't work

- You need an alternative to brainstorming
- Find a clever idea in a different industry or product and consider modifying your own product to become like the successful product.