

THE JORDAN HARBINGER SHOW

Worksheet for Seth Godin | Shining in the Light of One-Star Reviews (Episode 234)

Seth Godin is a living tsunami of productivity. He **blogs** every single day. He hosts a **podcast**. He's an entrepreneur who's been inducted into both the Marketing Hall of Fame and the Direct Marketing Hall of Fame. He's a teacher who's trying to change the way we learn. Oh, and he's also found the time to write 19 international bestsellers — his latest is *This Is Marketing: You Can't Be Seen Until You Learn to See*.

So many of you requested that we interview Seth, so Jordan and Jen flew out to his office in New York to capture him candidly in his native habitat. If you find [this episode](#) more off-the-cuff than our usual fare, perhaps the talk of wabi-sabi, Harper Lee's one-star reviews, craftsmanship versus quality, and Miles Davis conceiving of and recording perhaps the greatest jazz album of all time made us eager to present it in unvarnished glory. Or maybe it's the best damn podcast you've ever heard in your life and it deserves a five-star review on iTunes! But, you know. Whatever you think is right.

THE JORDAN HARBINGER SHOW

Education vs. Learning

“I use the words education and learning differently,” says Seth. “Education is a management system to get you to comply. There’s a prize at the end; there’s a certificate. Whereas learning requires enrollment and voluntarily saying, ‘I want to move forward.’ The most important thing we can teach is thirst — the desire to learn. Once you want to learn, the amount of things you can learn goes to infinity because everyone has it. Every course they ever need to take is right in front of them. The problem is when we try to do it against people against their will.”

As a listener of this show, you probably already thirst for learning to some degree. Do you think this is because of — or in spite of — your formal educational experiences so far? Are the subjects for which you feel an affinity today the same as the subjects you enjoyed in school? If not, what’s changed?

THE JORDAN HARBINGER SHOW

A Fitting Key

“Most marketers say: ‘I have a key. Show me the lock it fits.’ That’s a really dumb way to get into a house!” says Seth. “The smarter way is to say ‘Here’s a lock. Why don’t you go make a key that will open that?’ That makes much more sense. That is a service mindset built on empathy. I’m not going to force you to change for me to serve you. I’m going to go to who you are and where you were going and bring you something that you know you need.”

Whether or not we’re truly entrepreneurs, we’ve all daydreamed about launching a business that would rescue us from whatever currently occupies our time. Do you tend to think up ideas that focus primarily on making you happy, or do you think up ideas that solve problems other people are trying to overcome? How might you merge the two so you’re making keys that fit doors already in need of unlocking while satisfying your urge for independence from someone else’s daily grind?

THE JORDAN HARBINGER SHOW

No Trade for Trust

So many magazines and websites Seth used to respect have now devolved into attracting attention with sensational, clickbait-oriented headlines, and he warns against using these tactics to inflate the subscriber base of whatever project you happen to be working on. You might attract more followers and clicks in the short run, but you won't drum up a quality audience that will invest in your well-being through sponsors or pay attention to your opinions.

"I clicked once, but I'm never coming back," says Seth. "So in the long run, we've seen it again and again. You can trade for attention, but you can't trade for trust."

How do you feel when a sensational headline lures you into a dull story that doesn't deliver what was promised? Are you compelled to give the offending publisher another chance, let alone subscribe to its newsletter or submit your email for whatever other abuses of trust could be aimed in your direction? When trying to figure out a strategy that works in attracting and retaining an audience, consider what strategy would work on you.

THE JORDAN HARBINGER SHOW

You're Doing It Wrong!

“This is a debate we have in the office every day,” says Seth. “I don’t use Instagram the way I’m supposed to. I don’t use Twitter the way I’m supposed to. I don’t use Facebook the way I’m supposed to. And I’m aware of that. But my job is not to make Mark Zuckerberg happy. My job is to work with the people who want to go on this journey with me. And if using a social media outlet the way that will make the CEO happy will undermine what I’m trying to do, then I don’t want to do it.”

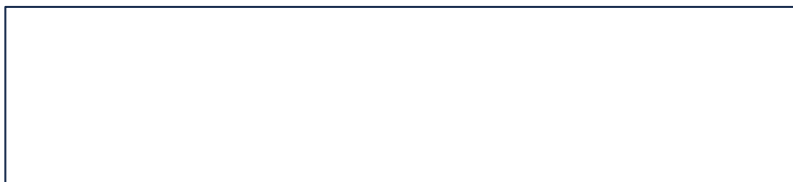
Are you using social media in a way that satisfies you in some way, or do you feel pressured to do it by someone else’s criteria? What would make the experience optimally worth your while? (Keep in mind that quitting it entirely is a viable option!)

THE JORDAN HARBINGER SHOW

Bad Reviews Aren't Good Advice

When we put our work out into the world, we need to come to terms with the fact that it's not going to satisfy everyone — and it might not even satisfy anyone but ourselves. Seth says: “The most important thing to remember is a simple sentence: ‘It’s not for you.’ I look at the 100 most beloved books ever written — all of them have more one-star reviews on Amazon than any book I’ve ever written. Because if you’re going to write *To Kill a Mockingbird* or *Harry Potter*, a lot of people are going to read it. And if a lot of people are going to read it, some of them need to say, ‘It’s not for me.’ And the way they do that is by writing a one-star review. Do not go looking for these one-star reviews, because they will not help you do better work.”

You may not have a book on Amazon or a podcast in production or a project that attracts a one-to-five-star review process, but you’ve probably felt the sting of someone leaving you negative criticism on the Internet in some form or another. Turn this around and consider how you might leave positive feedback for someone who’s created something that’s not for you. If you find this impossible, consider not leaving *any* feedback! It goes back to what everyone’s mother always said: “If you don’t have something nice to say, don’t say anything at all.”



Full show notes and resources for this episode [can be found here.](#)

THE JORDAN HARBINGER SHOW

About



Join us as we get deep into the untapped wisdom of the world's top performers – from legendary creators to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth – and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these valuable insights into your own life and live what you listen.

THE JORDAN HARBINGER SHOW

support@jordanharbinger.com

THE JORDAN HARBINGER SHOW



Share This With
Your Friends!



Share This