



Hi!

March's book is Purple Cow: Transform Your Business by Being Remarkable by Seth Godin. I chose this book because, even though it was only published 7 years ago, I consider it a business classic and because it has a catchy, fun title. And who doesn't want a little fun in March? (St Patrick's Day is March's signature holiday and it's all about fun—and the color green too which isn't purple, but is is a color. Phew! That's a stretch of a tie-in, huh?)

Any way, I remember when I first ran across Purple Cow. It immediately caught my attention because it was unexpected and noteworthy—which, incidentally, is the point of the book.

For me, the 2 biggest take-aways from Purple Cow are:

1. Be remarkable, not just good, but truly remarkable
2. The definition of remarkable can change

Let's look at some ways that businesses (and individuals) can be remarkable. Most businesses think about individuating themselves through low price, high quality produce or amazing customer service. Godin suggests that businesses can also be remarkable and thereby differentiate themselves by

- Having a specific niche market, which may be very small
- Having unique packaging of the product, service, place of business or the people employed by the business
- The charisma of the head honcho
- Or even being able to refer customers to other businesses who may better serve their needs

I find this last point quite intriguing because it emphasizes the importance of not just knowing, but of truly understanding what makes both you and your competition remarkable.

Here's a little exercise you can use to help you develop an understanding of what makes you and your competition remarkable.

1. Write down 3 things you believe make you or your business truly remarkable
2. Write down the names of 2 or 3 peers who do the same job or are in the same business.
3. Identify what makes your peers remarkable. This step may require a little research and maybe a conversation over a cup of coffee to figure out.

At the end of this exercise, you'll be able to see if what you first identified as being remarkable about you and/or your business truly is remarkable AND you'll be able to better understand your peers and potentially be able to refer customers to others who may better serve their needs, which of course, will then make you more remarkable.

We'll chat about my second big take-away from this book during this month's Building Success Call. If you'd like to join the conversation, you can register by giving my office a call at 817-988-8086.

Would you like to add Purple Cow to your library? Click [here](#) to purchase the book and see other books I recommend.



Karen

Don't Forget

Reserve your spot for this month's 30-minute Building Success conference call!

To Register: Call 817-988-8086 or click your preferred time below.

- [Monday, Mar 15 @ 12:30pm Central Time](#)
- [Monday, Mar 15 @ 6:30pm Central Time](#)