

**Marketing**  
**is not selling**  
**is not advertising**  
**Marketing is the**  
**the generous act**  
**of helping others**  
**achieve their goals**

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**To make things  
better  
make better  
things**

**Find the people  
worth serving and  
then find a change  
worth making**

**Create a product  
worth selling with  
a story worth  
telling**

**People do not buy  
goods and services  
They buy relations  
stories and magic**

**Empathy, generosity,  
humility and  
frequency can  
definitely help you  
built trust and have  
permission to  
reach people**

**Real permission  
works like this: if you  
stop showing up,  
people are  
concerned  
They ask where  
you went**

**The demographics  
aren't anymore  
enough**

**Understand the  
client's beliefs  
and see the world  
from their worldview**

**Don't target  
everyone**

**Look for a small  
viable group of  
people and  
make them feel  
special**

**What do you  
think about  
this ?**

