

**THIS IS MARKETING:
YOU CAN'T BE SEEN
UNTIL YOU LEARN TO SEE**
by Seth Godin

Interactive Worksheet

INTERACTIVE SHEET FOR NOTES

Reading alone won't help you understand the actionable notes. You need to engage with the content. Answer the question below (just type inside the boxes) to outline your future steps:

1. What type of people you want as customers?
2. What are your customers saying about your product?
3. What type of emotion you want to spark in people?
4. What change do you seek to make?
5. What's your promise to your customers? What's your brand?

Don't forget to save your changes.