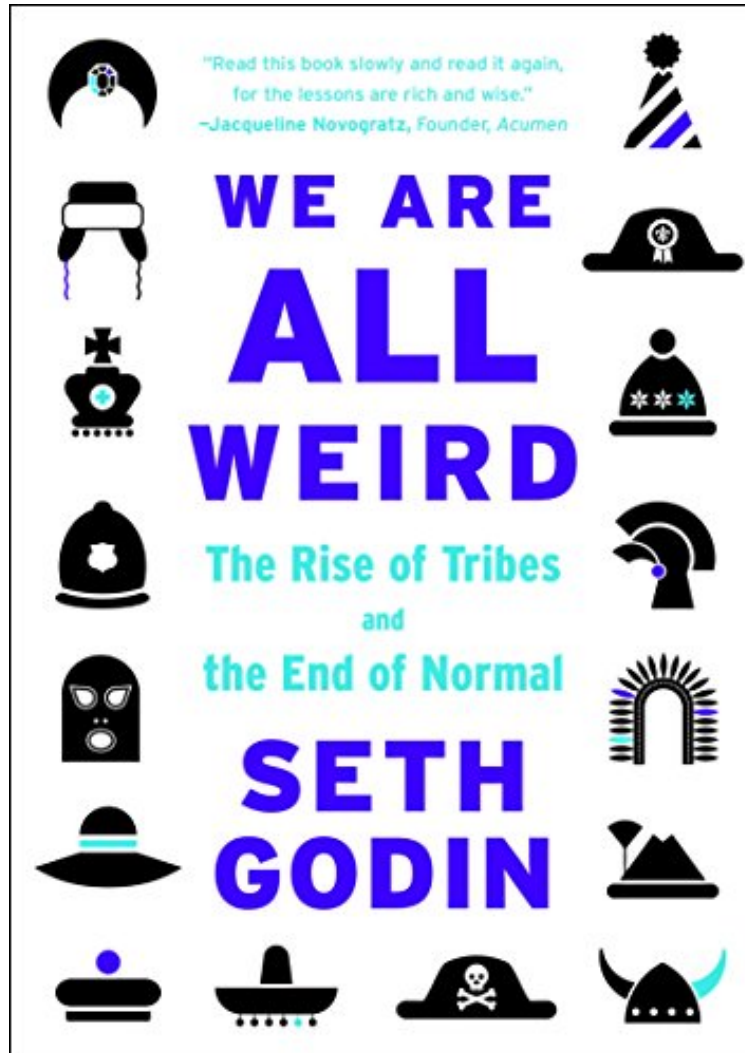


# We Are All Weird: The Rise of Tribes and the End of Normal

Seth Godin

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**Seth Godin : We Are All Weird: The Rise of Tribes and the End of Normal** before purchasing it in order to gauge whether or not it would be worth my time, and all praised We Are All Weird: The Rise of Tribes and the End of Normal:

0 of 0 people found the following review helpful. The End of Mass Marketing and the emergence of tribesBy Alan L. ChaseI am a huge fan of Seth Godin and the wisdom that he freely shares so prolifically. I make it a priority to read each of his books, as well as his daily e-mail messages. I have attended several of his live presentations. I always walk away from a Seth Godin encounter both challenged and energized. I read "We Are All Weird" a while ago, but am just getting around to sharing my thoughts on this little gem.He summarizes well the theme of this book on page 4: "The epic battle of our generation is between the status quo of the mass, and the never-ceasing tide of weird." This emphasis

on the end of the efficacy of mass marketing builds upon his earlier book "Tribes." I recently reviewed a book by Sebastian Junger called "Tribe," in which the author makes a similar point about the role of tribe and close tribal relationships in engendering emotional health and healing from short term PTSD for warriors. Tribal dynamics apply to the field of warfare, and to the field of business. And the growing awareness of our need to identify and utilize the power of small tribes stands in sharp contradistinction to the traditional American ethos of independence and individualism. Advances in technology, marketing, manufacturing, communication, and distribution now make it easy for any enterprising person or company to offer their unique services and goods to small niche markets of tribal members who appreciate something that is not geared for the unwashed masses. This is true of the commodities we buy, the foods we eat, the hobbies we enjoy, the politics we embrace, and the lifestyle we choose to pursue. Godin's book is a manifesto to push the envelope as far in the direction of tribal and weird as one dares to go. It is the end of mass marketing, mass production, mass communication as we have known it. In a sense, Seth is saying, with a smile on his face and a glint in his eye: "Go in peace. The mass is ended." 1 of 1 people found the following review helpful.

Club 52 - Paul's (Short) Review Of "We Are All Weird" by Seth Godin By Heidi Colligan The first Seth Godin book I read was "The Idea Virus." I enjoyed it, but didn't feel it was as groundbreaking as others did. It could have been that I heard about the book from so many people that it never could have lead up to expectations, but that's another review all together. I "appreciated" the stuff he came up with next and, then, Linchpin hit me like a ton of bricks. Huge fan since. This is not Linchpin. It's not even close. It's, in many ways, a examination of many of the forces that make Linchpin such an important book. It could almost be a chapter or Appendix of Linchpin (yes a long one). Paul, make your comments about "We Are All Weird" please. O.k. In short, mass media, mass marketing, mass everything (he just calls it "mass") is dying a quick death. You want to succeed and you need to cater to the niche - what he calls the "weird." We are all weird - we are all niche. Get it? "Productive and useful work for and by and with the tribe that cares about you" is the recommendation of Seth for dealing with this reality. The commoditization of mass (Linchpin) requires that everyone who wants to see and do great things reach out, and cater to, the "weird." He warns us that it is more than "going after niche markets" - that it is an open door for "creativity, innovation and art." I agree, but wish we had a bit more on how to accomplish the challenge he puts in front of us. Not a complaint, just an observation. The book is part of Seth's "Domino Project" which is as much about getting people talking about the concepts in the books as it is getting them to take action. I'm ok with that - but wanted to warn accordingly. I liked it, appreciated it, but won't be losing any sleep over it. Could be, like my first experience with Seth that the good stuff had all been leaked to me before I got a chance to consume. Worth the read, yes. If you haven't read Linchpin - do that first. One of my new years declarations was that I'd read a book every week. Join me on this journey? [...] 1 of 1 people found the following review helpful.

MKT 201-06: Kaiser Tan's Trade Book Review By Kaiser Tan The book being reviewed is We Are All Weird by Seth Godin. After hearing numerous great reviews about Godin's writing style and the topics he discusses, I decided to give one of his books a try. Needless to say, I thoroughly enjoyed this book and the topics that it discussed. I agreed with nearly all of the points Godin proposed and would seriously recommend this book to others. Before discussing the main arguments of this book, it is imperative to know four terms that Godin constantly refers to. The first term is 'Mass,' which represents the effortlessly reached majority that seeks to conform and survive. The second is 'Normal,' which refers to the people in the middle--marketers have made normal a moral and social standard (2). The third is 'Weird,' which characterizes people who are not normal and who choose to avoid conforming to the masses. The last term is 'Rich,' which describes those who can afford to make choices and have enough money to do more than survive. To begin, it must be understood that the audience of this book is everyone. The weird, the normal, and everyone in between. The main objective of this book is to enlighten people of the benefits of weird, and that successful marketing is no longer targeted towards the masses. Godin claims, "My argument is that the choice to push all of us toward a universal normal merely to help sell more junk to the masses is both inefficient and wrong. The opportunity of our time is to support the weird, to sell to the weird and, if you wish, to become weird" (3). Godin convinces the reader that there are better opportunities and more growth if people market to and lead the weird. The struggle of today's generation is between the status quo of mass and the increasing presence of weird. It is easy to see that mass is dying. Mass gave the world efficiency and productivity, but now everything ranging from the mass market, mass politics, mass production, mass retailing, and even mass education is fading (44). Godin writes, "My ulterior motive in bringing you this manifesto has little to do with helping you sell more stuff and more to do with allowing us (all of us) to embrace the freedom we have. The freedom to choose. The freedom to choose to be weird" (11). Weird is an unstoppable force, and Godin clearly explains its benefits in correlation to marketing. Fundamentally, marketing is far more efficient at reaching the weird. Godin points out that the attainment of mass has been the goal of most American businesses for quite some time. The rule was simple: if you can get the masses to desire the products you offer, and if you can satisfy their needs in bulk, you win (14). However, I agree with Godin when he explicates that weird means that an individual has made a choice--they have done what they wanted and not what the marketer wants. It is easier to reach particular niches of weird people with stuff they are obsessed with. That makes it much easier to be obsessed, because in today's society, marketers are willing to go along with one's desires instead of forcing them to do only what the marketer wants. Godin explains how marketing has the power to make

things happen, and he is correct by stating that marketers should enable weirdness to their advantage. Godin declares, "Marketers have shifted gears and are leading the push to weird. The smart ones are in fact co-marketing with parts of the market instead of marketing at the masses" (33). Essentially, the mass marketer is missing the point. Marketers need to look for smaller tribes of weird customers rather than giant clumps of mass. Additionally, Godin discusses how marketing to the weird is much more profitable. It is learned that more than half the revenue at Omnicom, the second-largest ad agency in the world, comes from activities that are not mass advertised (52). Basically, Godin is saying that if a marketer tries to be all things to all people, that marketer will fail. The only alternative is to be something vital to a few people. This ultimately means disappointing some normal people, but they can probably go on just fine. Godin contends, "If you cater to the normal, you will disappoint the weird. And as the world gets weirder, that's a dumb strategy" (54). Godin succeeds in achieving his objective by persuading the reader that the opportunity in marketing lies in being the company the weird seek out. The myth of uniformity that marketers sold us ages ago is disappearing. Without a doubt, marketers find their greatest profits in niches and what Godin calls "tribes"--groups of people who share a leader or a culture or a definition of normal (88). The progress of our society is relentless and it will only continue to get weirder. Moreover, weirdness has more than just marketing implications. Godin expresses, "...the ability to be weird, the freedom to make choices, and the ability to be heard are factors most highly correlated with happiness around the world. Regardless of income or race or geography, when we let people choose among things that are important to them, they become happier" (79). I wholeheartedly support Godin's opinion on this matter. The opportunity to be weird and have a choice empowers a person and definitely leads to greater happiness. Another point Godin makes is that weird is not immoral. Godin takes a strong philosophical stance when he claims that weirdness is a human ability to express their own art, to develop into the person they were meant to become. He mentions, "All of these arts and freedoms require a society that won't just tolerate weird but will actively applaud it" (90). I believe it is a great coincidence that in today's culture, smart marketers can make money doing something the people need done anyway--amplify the weird. Mass is no longer the center and people are no longer the 'normal' marketers insist they be. Unquestionably, people are at their best when they are weird, enabling others to become weird as well. If people are going to criticize and segregate others who no longer fit the definition of normal, society will fail. The only alternative is an attitude based on respect--the respect given to someone brave enough to choose exactly what it is they want. Godin fulfilled the objectives of his book while using convincing evidence to support his assertions. While some of Godin's arguments seemed biased or merely superfluous extensions of content already mentioned (he does repeat a lot of statements), this book hit the mark and reached its target audience--an audience of weird and normal alike. Godin conveys that marketing is far more efficient at reaching the weird. It is true that the decision of marketers to push society toward a universal normal merely to help sell to the masses is ineffective. Moreover, marketing to the weird is ultimately more profitable. Marketers must strive to be vital to small groups of people, or tribes. This book has inspired me to embrace my weird, rather than try to conform to the normal masses. People have the freedom of choice, the freedom to become weird. This was Godin's ultimate goal, and he has succeeded. Undoubtedly, weird has huge marketing implications, but it encompasses much more than that. In a world where the weird is only getting stronger, everyone, not just marketers, must embrace weird and all of its benefits.

World of Warcrafters, LARPerS, Settlers of Catan? Weird. Beliebers, Swifties, Directioners? Weirder. Paleos, vegans, carb loaders, ovo-lacto-vegetarians? Pretty weird. Mets fans, Yankees fans, Bears fans? Definitely weird. Face it. We're all weird. So why are companies still trying to build products for the masses? Why are we still acting like the masses even exist? Weird is the new normal. And only companies that figure that out have any chance of survival. This book shows you how.

.com Book Description: We Are All Weird is a celebration of choice, of treating different people differently and of embracing the notion that everyone deserves the dignity and respect that comes from being heard. The book calls for end of mass and for the beginning of offering people more choices, more interests and giving them more authority to operate in ways that reflect their own unique values. For generations, marketers, industrialists and politicians have tried to force us into little boxes, complying with their idea of what we should buy, use or want. And in an industrial, mass-market driven world, this was efficient and it worked. But what we learned in this new era is that mass limits our choice because it succeeds on conformity. As Godin has identified, a new era of weirdness is upon us. People with more choices, more interests and the power to do something about it are stepping forward and insisting that the world work in a different way. By enabling choice we allow people to survive and thrive. Jacqueline Novogratz's We Are All Weird Jacqueline Novogratz is founder and CEO of Acumen Fund, a non-profit global venture capital fund that uses entrepreneurial approaches to solve the problems of global poverty. Acumen Fund has invested over \$50 million of patient capital in 50 businesses that have impacted more than 40 million people in the past year alone. Any money returned to Acumen Fund is reinvested in enterprises serving the poor. Currently, Acumen has offices in New York, Mumbai, Karachi, and Nairobi. Read her guest review of Seth Godin's We Are All Weird: Seth Godin's latest book We Are All Weird is a song of freedom, an exuberant manifesto with the richness of choice that comes with wealth,

the markets, the internet, our increasing connection with one another across the globe. He argues that the era of mass marketing is over (thankfully) and that as humans we seek not just to consume but to "connect," and therefore we find those who love what we love and, when it works best, create or join "tribes." We are allowed, indeed, encouraged to be individuals, to specialize rather than fit in or be "normal" and this is where richness begins. As Seth says, "Stuff is not the point." Connection, choice, pursuing what we love is. Seth has advised the organization I founded, Acumen Fund, for many years. He constantly reminds us to be unafraid to focus on a small group of believers who make the choice to opt-in; and I can see that lesson elucidated brilliantly in *We Are All Weird*. We have the extraordinary luxury of choice and, for the most part, of doing what we want to do. How we use that choice to make the lives of others around us the richer for being connected to us is critical to Seth's evolving understanding of marketing and creating systems that release rather than stifle our energies; regardless of who we are, where we live, or what language we may speak. Read this book slowly and read it again for the lessons are rich and wise. I couldn't feel prouder to be a part of Seth's tribe.--Jacqueline Novogratz "This is a book about giving a damn. It's about caring about what you do and (as important) who you do it for. Professional apathy is a relic of a dead era and, as Seth teaches brilliantly, a mentality you cling to at great peril. Everyone with a pulse and a paycheck should be living *We Are All Weird*."--Chris Taylor, founder, ActionableBooks.com "This book will resonate with anyone who wants to lead a tribe, be authentic, dance to the beat of their own music, and make a difference in the world. If your inner critic (the resistance) has been telling you that you are not enough, your work is not good enough, and who do you think you are to make a difference, then buy this book. Let your freak flag fly high!"--Sherold Barr, master coach + freedom fighter "Seth has done it again. Open this book to almost any page. Read it, and change your thinking, your work, your life, or better express your art. Weird how he does this, isn't it?"--Rob Berkley, executive coach, VisionDay.com

About the Author Seth Godin is the author of eighteen international bestsellers--including *Purple Cow* and *Tribes*--that have changed the way people think about marketing, leadership, change, and the way ideas spread. He founded Yoyodyne and Squidoo, is a successful (and unsuccessful) entrepreneur, and is a very popular lecturer. He publishes inspiration daily on his blog, consistently ranked as one of the one hundred most popular in the world.