

# Interactividad.org

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/// biografía



*Seth Godin is one of the world's most successful bloggers, an entrepreneur and the author of 12 international bestsellers. His newest book is called [Tribes](#).*

*He recently founded the community site [squidoo.com](http://squidoo.com).*

/// CUESTIONARIO

## 1.- ¿Tribes? What it is a tribe and why it is important?

*Tribes have been around forever. Work tribes and social tribes. What has changed now is that the **internet permits there to be thousands of tribes**. Tribes of folk dancers or fans of the Rolling Stones. Tribes of environmentalists and tribes of motorcycle freaks.*

*Every one of these tribes needs a leader. **Marketers today are really tribe leaders.***

## 2.- Speak about leaders... An important leader of the XXI century?

*I think we can all agree that **Barack Obama** fits my model of someone who has risen to power by marketing via a tribe. But someone as different from him as **Paris Hilton** does as well. People dress like her and connect with one another because of the sense of belonging.*

## 3. - You tell that a leader is made because they result from their own decision of "making". But, **is it possible to create an artificial leadership?**

*Not sure I understand, but the idea of artificial is very hard to pull off, because it's so easy for people to detect when you are being untruthful.*

## 4. - **Do brand names can be leader or a leader can only be a human being?**

*In the USA, Harley Davidson is a tribe. It's a brand, not a person. After Steve Jobs, Apple will remain. **Coca Cola, on the other hand, is not a tribe. It's just a drink.***

## 5. - **Jaime Polo**: Which are the steps in order to create your first fan?

**Great question.** When you create a movement, or art, or an idea, some people are eager to hear what it is. You won't have to seek them out. If the first few don't get it, aren't excited, etc., you should re-examine your story before you spend a lot of time finding new people.

## 6. - **Javier Godoy**: What kind of proposal you recommend brands to propose to their tribes? **Could Entertainment be one of them?**

*I think brands need to stop thinking in the TV way and **start building products and stories that people choose to follow, not things that are forced on them.***

**7. - Juan Luis Polo:** In the current economical situation: crisis; have brands to bet for emotions or for rationality?

*Emotion, every time. **Rationality by itself never works.***

**8. -** It is very difficult for me to explain to people what is my job and what I like. I speak about marketing and they think about sales when I speak about 2.0 and they think about technology. I have read that you speak about marketing as “telling a story”. **¿Could you help me to explain to those who do not know marketing, what it is and what it is used for?**

*Marketing is the act of telling true stories that spread, stories that change minds, stories that ultimately lead to commerce or action. That's what we do.*

**9. -** From interruptive marketing to permission marketing, then viral marketing which goal is to spread the ideas between people. **Are we in a new step, conversational marketing or is this another aspect of permission marketing?**

*No, I think it's different from permission. This is word of mouth writ large, and we're just beginning to understand it.*

**10. - Xavier Bermúdez:** The product (or service) is the message?

*No, the way you make people feel is the message.*

**11. -** A few days ago, you wrote in your blog about business models and the importance of building a network, which generates barriers for competitors. Do you believe that companies like twitter, without a clear model of business, have bet for this way of business to obtaining customer rather than obtaining money? **Do they have future?**

*They're way smarter than me! We'll have to wait and see.*

**12.-** I have a good and differentiate idea:

a. Is this enough to earn one's living or is it better to have an ordinary idea and put on this a lot of marketing?

*If marketing is the act of spreading true stories, an ordinary idea is not enough.*

b. How can I get to be well known by the market?

*You must be well known by a few before you can be well known by the masses*

c. How can I translate this idea into an idea to spread out. You called them ideavirus, didn't you?

*I wrote a whole book about it. It's free to download at <http://www.sethgodin.com/ideavirus/>*

**13. - Speak about cows. What is a purple cow?**

*A purple cow is a remarkable product or service, something worth talking about.*

**14. - Borja y Jaime:** Once you surprise the client with the purple cow, you might generate expectations that may be difficult to maintain. **How do you manage it?**

*That's the least of your worries. If you're boring, you've got nothing. If you're remarkable, you have to top it. Which would you prefer?*

**15. - Do you like social media concept?** Up to no, it has been quite easy to convince customers or management to take certain actions in the mass media (you can measure them), but how can I convince them that they have to take actions in the social media (it is said that blogs and twitter is for freaks)

*This is toxic reasoning. Management DOESN'T measure the mass media. They don't. They don't measure TV or radio. They pretend, they guess. Digital is the most measurable medium in history, but it is being falsely compared to the unmeasurable stuff that came before it.*

**16. - [Albert Garcia Pujadas](#):** Brand are more and more immerse within the development of “*conversational ecosystems*” which become wider (where each social application can become in a channel of conversation ) apparently, they are aimed to “brand anywhere” what is the future for person who is responsible for brand?

*I think the entire organization is now responsible for the brand. The market is too.*

**17. -** It is very fun. I think that you are a leader, you met all requirements, but you do not admit conversation, in your blog there is no possibility of sending a comment and you do not follow anyone at twitter. **Is this a little bit contradictory.**

*No, it's a lot contradictory. The thing is, I'm a human, not a brand. I'm not on a mission to get bigger or to sell anything. I've written extensively about my limitations as a human, and I don't recommend that anyone be me. [Seth's Post](#)*

**All interviews end with the same question ... What does interactive communication mean to you?**

*I guess communication, when it works, gives me a chance to interact with people (around the world!) that I'd never get a chance to hear from.*

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