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hvbjmail@aol.com

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hvbjads@aol.com

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(845) 298-6236

Hudson Valley

BUSINESS JOURNAL

Success tips from Seth Godin – America's 'Greatest Marketer'

Westchester business guru shares candid advice

BY PATTIE SIMONE

Seth Godin, the best selling author, entrepreneur and agent of change who has been rated as one of the top 21 speakers for the 21st century, has some pointed

it's free)

They were careful with cash

They were very generous with customers (think non-monetary generosity, being kind and respectful, taking the long

summed up his advice for this set brilliantly: "I don't think there's a shortage of ideas. They (small business owners) don't need one more thing they can do, they just need to do 'it'."

There's a lot more good stuff in the world according to Godin – just Google him and you'll find a huge array of savvy, "I-just-had-a-V-8 moment" kind of business success insight. And whatever "it" means to you, the good news is that you can break through and make progress in any economy; yes, even profiting from some of the roadblocks that are currently holding you back. Survey your particular situation and make the necessary changes in your daily patterns, update your processes, listen to your customers, deliver what they are looking for, and whatever you do, incorporate online interaction into your business model. Take Godin's advice and get moving.

For more information about Seth Godin, his books, appearances, videos, etc. Google him, or visit his website at www.sethgodin.com

Pattie Simone is a Business Success Speaker, Writer and Mentor. She is an Ask Entrepreneur.com and Facebook Visa Small Business Network Expert. Simone owns Write-Communications.com, an innovative marketing consultancy delivering winning branding, messaging and strategy solutions to startups and growth-track firms. She is also the founder of WomenCentric™.org, a dynamic speaking bureau, tapping the expertise of diverse women thought leaders for lively career advancement, leadership & entre-



advice for Hudson Valley Business Journal small business owners.

"The most important thing to understand is that no one is going to save you, that the only chance – the best chance (to survive and thrive in these turbulent economic times) is to create that product or service that so many people want or need that they can't help but to do business with you," said Godin this week via a phone interview.

Godin, who is responsible for introducing a number of new marketing phrases, including permission marketing, ideaviruses, purple cows, the dip and sneezers, says there is a huge opportunity for intrepid entrepreneurs – because everyone else is scared. Per Godin, who just released his latest book "Tribes", when we look at when great companies are built, they are almost always built during down times. He referred to Google, saying the three most important years in their history were during the dot com melt down. When everyone else said it was over, Godin says Google survived and thrived because they did three things:

They saw opportunity (attitude is the most important thing you can change and

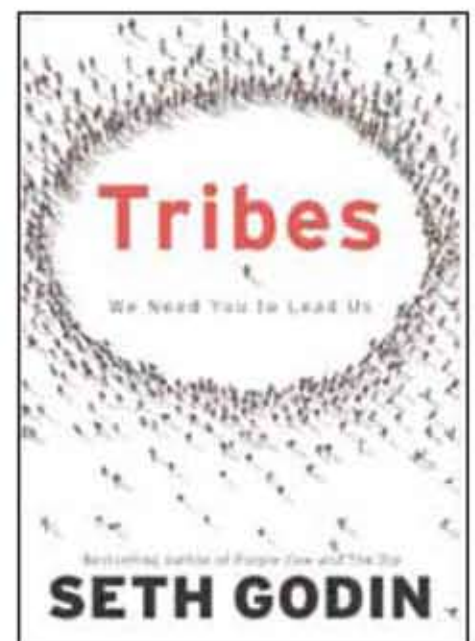
view of things)

Translation for any serious entrepreneur: Even if you are so far from ever becoming another global giant like Google – the principles they (and other successful brands) follow are a pretty good blueprint to pursue.

Yet, consider many "typical" entrepreneurial success scenarios. According to Godin, small businesses that succeed don't (succeed) because someone told them what to do. They succeed because the boss or founder has passion, and direction – which comes from their passion. "They don't whine, they don't hesitate."

Taking another viewpoint, Godin opined: We live in an environment where most people buy what they want, because they have what they need. As a small business owner you have to figure out what they (their customer) wants.

Lots of good advice is simple, and Godin's is no exception. And even though we operate in very different spheres of influence (Godin on a global level and myself in small pockets of entrepreneurial communities around the country) as speakers and writers we both experience people wanting "the magic bullet." Godin



preneurial keynotes, workshops and seminars. Contact her at 845-362.7880 or visit her website at www.write-communications.com.