

Purple Cow: Transform Your Business by Being Remarkable

Donnerstag, 4. September 2025

11:06

General Ideas

- The practice of Marketing has changed
- Marketing to a great mass has become nearly impossible
- You have to niche down to be profitable
- You need to be remarkable to stand out

The Ps of Marketing

- Product
- Pricing
- Promotion
- Positioning
- Publicity
- Packaging
- Pass-along
- Permission

The Purple Cow Principle

- **A Purple Cow** = something people have never seen and is so remarkable that they talk about it
- Being remarkable wears out over time, because people join in on what works
- You have to be the first one but still keep innovating

- Invite the users to change their behavior instead of improving their existing one
- Use the early adopters of your product to spread the word. Excite them first.
- Sell to people who like change first.
- Make your idea easy to spread and help by giving them tools to explain it.
- Design your product to be noteworthy in the first place
- Develop products the market will actually look out for (think of Google search)
- Don't look to be a little cheaper/better/easier
- Find a group to market to that will be most likely to spread the word about your product
- Look for competitors who are remarkable and understand why they are successful
- Allocate more of the marketing budget to designers, architects, directors and authors. Hire world-class ones if possible.
- Stop focusing on being very good and focus on being different
- Look for things one can parody about your product. If there can be a parody, it is remarkable
- Collect email addresses of the most loyal customers.
Show them the product and give them the tools and stories to sell the product. Once you turn profitable, outsource the marketing. Repeat testing products.
- Can you appeal to a strange and wacky, existing audience or create one?
- Create a slogan statement for your product
- Try to be outrageous if necessary