

Sound Smart. Save Time.

# SpotNotes.

## 5-Minute Guides for 5 Top Marketing Books



# Introduction

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## About SpotNotes

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There are countless fantastic marketing books out there that we all would love to read, but for whatever reason we don't have the time. That's why we put together SpotNotes – HubSpot's version of book notes – for five of our favorite marketing books. With SpotNotes, you can:

- Get the gist of a book to decide if you want to read the whole thing
- Pick up some quick-hitting marketing knowledge so you can sound smart in your next meeting
- Capture some basic concepts of how marketing and business are changing, and what you can do about it.

Each SpotNote is approximately 5-6 pages of bulleted text that includes:

1. A synopsis
2. Chapter-by-chapter takeaways
3. A handful of quotes worth tweeting, complete with links (look for the Twitter logo!) to instantly tweet them.

We hope you find SpotNotes useful! Enjoy!



# Contents (Click to Jump to a SpotNote)

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Permission Marketing by Seth Godin

CTRL Alt Delete by Mitch Joel

Influence: The Psychology of  
PERSUASION by Robert B. Cialdini

Made to Stick by Chip Heath and Dan Heath

The Tipping Point by Malcolm Gladwell

# Permission Marketing by Seth Godin

★★★★☆ on Goodreads

Published 1999

## Bullet Point Synopsis:

- “This is a book about the attention crisis in America and how marketers can survive and thrive in this harsh new environment.”
- “Smart marketers have discovered that the old way of advertising [Interruption Marketing] and selling products isn’t working as well as it used to, and they’re searching aggressively for a new enterprising way to increase market share and profits.”
- “The alternative [to Interruption Marketing] is **Permission Marketing**, which offers the consumer an opportunity to volunteer to be marketed to ... [and] encourages consumers to participate in a long-term, interactive marketing campaign in which they are rewarded in some way for paying attention to increasingly relevant messages.”

## Chapter - by - Chapter Takeaways:

### Chapter I: The Marketing Crisis that Money Won't Solve

- “The mass market is dying. The vast splintering of media means that a marketer can’t reach a significant percentage of the population with any single communication.”

# Permission Marketing by Seth Godin

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- “As the marketplace for advertising gets more and more cluttered, it becomes increasingly difficult to interrupt the consumer.”
- Interruption Marketers face a catch-22: “The more they spend, the less it works. The less it works, the more they spend.”

## Chapter 2: Permission Marketing-The Way to Make Advertising Work Again

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- Permission Marketing is:
  - **Anticipated**—people look forward to hearing from you.
  - **Personal**—the messages are directly related to the individual.
  - **Relevant**—the marketing is about something the prospect is interested in.

## Chapter 3: The Evolution of Mass Advertising

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- “Giant brands and multinational companies were created as a result of several interconnected sociotechnological changes that occurred simultaneously. The first change was the Industrial Revolution.”
- “Interruption Marketers needed something to interrupt, so newspapers flourished and magazines were started by the thousands.”

# Permission Marketing by Seth Godin

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## Chapter 4: Getting Started-Focus on Share of Customer, Not Market Share

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- Focus on increasing your “share of wallet” with the customers you have rather than paying gobs of money to find and interrupt new customers.
- “This means that sometimes you have to endure the entrepreneur’s nightmare—you must fire a customer... A customer who distracts you, or one who cherry picks your line of products, or one who requires a disproportionate percentage of your company’s time and resources, for example, is going to cost you money.”

## Chapter 5: How Frequency Builds Trust and Permission Facilitates Frequency

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- Frequency works, and getting permission allows you to drive home a message with repetition to increase the likelihood that it will stick.
- “Muhammad Ali did not become heavyweight champion of the world by punching twenty people one time each. No, he became the champ by punching one guy twenty times.”
- “In virtually every industry, the most trusted brand is also the most profitable. Frequency led to awareness, awareness to familiarity, and familiarity to trust. And trust, almost without exception, leads to profit ... And permission is just a step away from trust.”

# Permission Marketing by Seth Godin

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## Chapter 6: The Five Levels of Permission

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- “The best marketing programs get better over time. They don’t depend on novelty to burst through the clutter, nor do they build on a foundation that doesn’t actually deliver value in the long run.”
- The **five levels of permission**:
  1. Intravenous (Marketers can make the buying decision on behalf of the customer. Ex: Book of the Month Club).
  2. Points (Ex: reward programs).
  3. Personal Relationships
  4. Brand Trust
  5. Situational – When “May I help you?” is relevant.
  6. (Unsolicited Spam) – No permission.

## Chapter 7: Working with Permission as a Commodity

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- Four rules about permission every marketer has to understand:
  1. Permission is nontransferable.
  2. Permission is selfish.
  3. Permission is a process, not a moment.
  4. Permission can be cancelled at any time.

# Permission Marketing by Seth Godin

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## Chapter 8: Everything You Know About Marketing on the Web Is Wrong!

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- “The idea that the Internet is a medium just like TV supports the old way of thinking about marketing, but it just doesn’t work the same way.”
- Five questions every marketer must answer in order to have a coherent web marketing strategy:
  1. What are we trying to accomplish?
  2. Can it be measured?
  3. What is the cost of bringing one consumer, one time, to our website?
  4. What is the cost of having that consumer return?
  5. If this works, can it scale?

## Chapter 9: Permission Marketing in the Context of the Web

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- “Every commercial Web site should be set up to accomplish one goal. Your Web site should be 100 percent focused on signing up strangers to give you permission to market to them.”

## Chapters 10-11: Case Studies & How to Evaluate a Permission Marketing Program

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- Grab a copy of the book to dig deeper here.



# Permission Marketing by Seth Godin

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Click the birds to tweet!



## Quotes Worth Tweeting:

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- “Increasingly, there are only two kinds of companies: brave and dead.”



- “Advertising is not why we pay attention. Yet marketers must make us pay attention for the ads to work.”



- “Almost no one goes home eagerly anticipating junk mail in their mailbox.”



- “Interruption Marketing is the enemy of everyone trying to save time.”



- “You can’t build a one-to-one relationship with a customer unless the customer explicitly agrees to the process.”



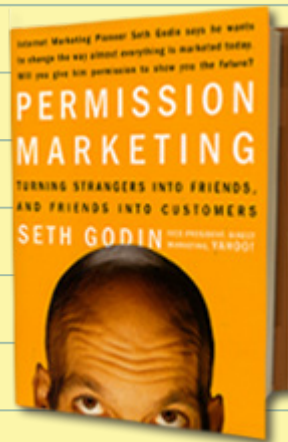
- “Without trust, marketers know there are no sales.”



- “Spam is like shoplifting. [It's] theft of a tiny amount of a very valuable asset [time].”

# Permission Marketing by Seth Godin

Want to read the whole thing?  
You really should.



Click Here to  
Buy a Copy of This Book at

**HubShop** 

# Control Alt Delete by Mitch Joel

★★★★☆ on Goodreads

Published 2013

## Bullet Point Synopsis:

- “Technology has sent business through a rapid state of genetic mutation, and we’re still in the middle of this evolution. I [Mitch] call this moment in time the following: purgatory. We’re not in hell ... but this certainly isn’t heaven either. *Ctrl Alt Delete* is intended to both clear the brush and act as your roadmap through this purgatory.”
- *Ctrl Alt Delete* is divided into two sections: one that covers five major movements that are forcing humans and businesses to adapt, and another that covers seven ways to transition from being a nine-to-five-er into “doing the work that you were meant to accomplish.”
- “The only question this book will truly answer is: Do you want to be employable in the next five years?”

## Chapter - by - Chapter Takeaways:

### Chapter I: From Me to You

- “The true opportunity going forward is for your business to develop a direct relationship with your consumers.”

# Control Alt Delete by Mitch Joel

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- “In the pre-Internet media world, your business could not have a direct relationship with the consumer ... Now in this world where consumers are liking, friending, tweeting, and +1-ing brands, not only have the tables turned, but the game has completely changed. And yet, if you look at what the majority of brands are doing in these digital spheres, [they’re begging for likes, views, subscribes, and follows when they should be creating things people naturally want to consume].”
- How to build direct relationships with consumers:
  - Deliver value first
  - Be open (transparent)
  - Be clear and consistent
  - Create a mutually beneficial world
  - Focus on true fans

## Chapter 2: Give Me Utility (OR Give Me Death)

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- “Utilitarianism marketing is going to be the next great business disruptor.”
- “[Marketing is] about providing a true value and utility: something consumers not only would want to use—constantly and consistently—but would derive so much value from it that it would be given front-and-center attention in their lives.”

# Control Alt Delete by Mitch Joel

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## Chapter 3: Built to Touch

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- “No more platforms. One platform. We’re quickly moving toward a world where we simply see media as text, images, audio, and video. The truth is, the subtle differences between movies, TV shows, and video podcasts feel like they are gently going away. It’s just video—when we want it and how we want it. The subtle differences among a newspaper story, a magazine article, a book, and a blog post drift away. We’re no longer putting a premium on something printed/physical against something digital/bits and bytes. It’s just text (or images or audio or video)—when we want it and how we want it and then how we share it and talk it up.”
- “Media will either be passive or active. That’s it. These are the two options.”

## Chapter 4: Sex with Data

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- Every business should be using data to personalize their marketing, but in a responsible fashion. Consumers need to be informed about how their data is getting used.
- “If you know someone is looking at something, why not show them a relevant ad instead of a random one? It’s not only a smart marketing strategy, it’s a better user experience as well. People often lament advertising, but what they really don’t like is untargeted messaging.”

# Control Alt Delete by Mitch Joel

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## Chapter 5: The One-Screen World

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- **Mobile ubiquity** is coming. Quit counting devices or betting on “the year of mobile.” Mobile will continue to dominate the way in which we connect with content and people.
- “Stop looking at your business as physical, Web, and Mobile. It’s about consumers, and the only thing that matters to consumers is the **one screen** that is in front of them.”
- “Fixed screens will simply be places that we toss our cloud-based content, marketing, and advertising for convenience when we’re sitting on a couch. We must believe that smartphones (and devices like the iPad and others that have yet to be created) will be the source of our ever-growing connectivity, and that everything else will be a big dumb terminal or a piece of glass that is suitable for viewing and hanging on a wall.”
- “The commonly held misperception is that social media is all about the conversation. I [Mitch] do not believe that to be true. For social to be social, it has to be something that people can both easily find and share. The goal to being social is to make everything that you are doing as sharable and as findable as possible.”

# Control Alt Delete by Mitch Joel

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## Chapters 6-12: Reboot: You

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- Become a digital native, have some humility, and treat your online connections with kindness. While some people are busy hiding behind a keyboard, your strategy should be to use technology to make who you are come to life.
- Adopt a **digital-first posture**: “In it’s simplest form: A digital-first posture means that the first place your consumers go when making a business decision is to their computers, smartphones, and/or tablets. This should be your default posture as well.”
- “The most successful and interesting entrepreneurs and businesspeople don’t have a very linear career path. In fact, it’s actually very squiggly. Always bear that in mind. Embrace the **squiggle**.”
- Create action. Get stuff done: “With tons of information readily available, there is still a significantly low percentage of people who actually do things versus those who are talking and criticizing. It’s easy to be a slacktivist and it’s hard to be an activist.”
- Read and write—without basic spelling and grammar mistakes. “Any real work that you do will be all about *communication*, so you need to be great at it.”

# Control Alt Delete by Mitch Joel

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## Chapters 6-12: Reboot: You (Continued)

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- “If social media has shown us anything, it’s that we are all—constantly—pitching ourselves.”
- Don’t be a social media jerk. “The easiest way to improve the on-ramp success of your digital efforts to build reputation is to always imagine that the person you’re connecting with is standing right there in front of you.”
- “There are so few companies that will admit that the quality of their content can’t match the quantity that they are producing.”
- “Step away from the publish button and take a breather. Instead of looking at your content calendar or barking at someone in your organization to tweet more frequently, take a fifteen minute siesta and ask yourself this one question: What great stories can we tell? Stop thinking about content as the endgame and consider that the true value is the stories you tell.”
- “Remove the workplace from the work. Enable and empower yourself to work from any place and every place because the new office is the laptop, smartphone, and tablet (and everything that powers them).”
- Treat your career like a startup and start something (like a blog): “The startup mentality is one where you are actively taking a hands-on approach to your own professional outcome.”



# Control Alt Delete by Mitch Joel

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## Quotes Worth Tweeting:

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- “Brands will need to make their marketing more useful. Period. End of sentence.”



- “If you give something to people that they actually want and need ... they will love you forever.”



- “Arianna Huffington is right when she says, ‘Self-expression is the new entertainment.’”



- “If your marketing is not driving sales, it is flawed. Sorry.”



- “Fact: We’re almost twenty-five years into the commercialization of the Internet. Social media is almost fifteen years old.”



- “Creating a mobile version of your website is like creating a website that is a digital version of your brochure.”



- “When you’re online, you’re still in the real world. This is the real world. This is real life. This is the one screen world.”

# Control Alt Delete by Mitch Joel

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Want to read the whole thing?  
It's worth it.



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# Influence: The Psychology of Persuasion by Robert B. Cialdini

★★★★☆ on Goodreads

Published 1984

## Bullet Point Synopsis:

- “Just what are the factors that cause one person to say yes to another person?”
- “Although there are thousands of different tactics that compliance practitioners employ to produce yes, the majority fall within six basic categories. Each of these categories is governed by a fundamental psychological principle that directs human behavior, and in so doing, gives the tactics their power.”
- “The principles—consistency, reciprocation, social proof, authority, liking, and scarcity—are each discussed in terms of their function in the society and in terms of how their enormous force can be commissioned by a compliance professional [or marketer] who deftly incorporates them into requests for purchases, donations, concessions, votes, assent, etc.”

## Chapter - by - Chapter Takeaways:

### Chapter I: Weapons of Influence

- “[Like animals], we too have our preprogrammed tapes; and, although they usually work out to our advantage, the trigger features can be used to dupe us into playing them at the wrong times.”

# Influence: The Psychology of Persuasion

by Robert B. Cialdini

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## Chapter 2: Reciprocation: The Old Give and Take...and Take

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- **The reciprocity rule:** “The rule says that we should try to repay, in kind, what another person has provided us ... By virtue of the reciprocity rule, then, we are obligated to the future repayment of favorites, gifts, invitations, and the like.”
- If you give first, it’s easier to take. Giving can come in many forms. Offer freebies, insider information or exposure in exchange for a desired action.
- “Make no mistake, human societies derive a truly significant competitive advantage from the reciprocity rule, and consequently they make sure their members are trained to comply with and believe in it.”
- “There is a strong cultural pressure to reciprocate a gift, even an unwanted one; but there is no such pressure to purchase an unwanted commercial product.”

## Chapter 3: Commitment and Consistency: Hobgoblins of the Mind

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- “People consider inconsistency a negative trait. It seems as indecisive, confused, two-faced, or even mentally ill. In contrast, people associate consistency with logic, rationality, stability, and honesty. Because of this, we tend to automatically fall into a state of being consistent...even when it isn't sensible.”

# Influence: The Psychology of Persuasion

by Robert B. Cialdini

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- "Once a stand is taken, there is natural tendency to behave in ways that are stubbornly consistent with the stand."
- Exploiters can structure their interactions so that our own needs to be consistent can lead directly to their benefit. Example: your promise your son an amazing toy for Christmas. The toy companies know people are doing this, so they purposely don't have the toy in stock for Christmas season. Their motivation is to boost revenue in the usual post-Christmas slump. Your motivation is to stay consistent with what you told your son.
- The **"foot-in-the-door" technique**: the tactic of starting with a little request in order to gain eventual compliance with related, larger requests.
- Written commitments are more effective than verbal ones because they require more effort. The evidence is clear, the more effort that goes into making a commitment, the more influence that commitment will have over the person who made it.

## Chapter 4: Social Proof: Truths Are Us

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- Canned laughter has been shown to increase the frequency and duration of an audience's own laughter. This demonstrates the principle of social proof: "It states that one means we use to determine what is correct is to find out what other people think is correct."

# Influence: The Psychology of Persuasion

by Robert B. Cialdini

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- “Usually, when a lot of people are doing something, it is the right thing to do.”
- “Ah, uncertainty – the right-hand man of the principle of social proof.”
  - Example: Bystander inaction. When in large groups, people are less likely to help victims. They all look to each other for social evidence on how they should act (and no one ends up taking action).

## Chapter 5: Liking: The Friendly Thief

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- People do business with people they know, like, and trust. Make communications personal. Be enthusiastic. The closer you can draw a personal connection to your target, the more willing they might be to take the desired action.
- The **halo effect** occurs when one positive characteristic of a person dominates the way that person is viewed by others.
- The causes of liking:
  - Physical attractiveness
  - Similarity
  - Compliments
  - Contact and cooperation
  - Conditioning and association

# Influence: The Psychology of Persuasion

by Robert B. Cialdini

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## Chapter 6: Authority: Directed Deference

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- In order to recruit authoritative supporters, you have to be authoritative yourself.
- “... Once we realize that obedience to authority is mostly rewarding, it is easy to allow ourselves the convenience of automatic obedience. The simultaneous blessing and bane of such blind obedience is its mechanical character. We don't have to think; therefore, we don't.”
- “Generally, authority figures know what they are talking about ... The trick is to be able to recognize without much strain or vigilance when authority promptings are best followed and when they should be resisted.”

## Chapter 7: Scarcity: The Rule of the Few

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- The thought of missing out incites action. You can manipulate prospects with limited-time sneak previews, limited-edition products or services, or limited quantities.
- Two techniques to create scarcity: the **limited-number technique** (a certain product won't be in stock for long!) and the **deadline tactic**, in which an official time limit is placed on a customer's opportunity to obtain something.
- Banning things (a certain type of soap, alcohol, pornography, information) will only make us a) want it more, and b) think that it is worthwhile.

# Influence: The Psychology of Persuasion

by Robert B. Cialdini

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Click the birds to tweet!



## Quotes Worth Tweeting:

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- “There is a strong cultural pressure to reciprocate a gift, even an unwanted one.”



- “Observers trying to decide what a man is like look closely at his actions.”



- “The principle of social proof operates most powerfully when we are observing the behavior of people just like us.”



- “We have such an automatically positive reaction to compliments that we can fall victim to someone who uses them in an obvious attempt to win our favor.”



- “For the most part, we like things that are familiar to us.”



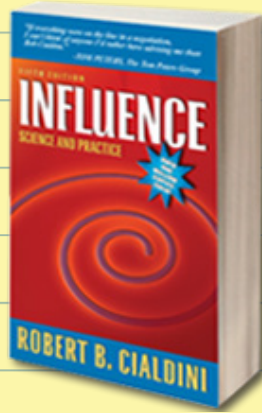
- “When our freedom to have something is limited, the item becomes less available, and we experience an increased desire for it.”



# Influence by Robert B. Cialdini

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Want to read the whole thing?  
You'll learn a ton more.



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The HubShop logo icon is a stylized orange gift box with a white ribbon and bow on top. The front of the box features a white graphic of a person's head and shoulders, with a white line extending from the top of the head, suggesting a connection or network.

# Made to Stick by Chip Heath & Dan Heath

★★★★☆ on Goodreads

Published 2007

## Bullet Point Synopsis:

- “Given the importance of making ideas stick [in marketing, teaching, journalism, politics, etc.], it’s surprising how little attention is paid to the subject.”
- Made to Stick unlocks the answers to the following questions:
  - How do we find the essential core of our ideas?
  - How do we get our audience to pay attention to our ideas, and how do we maintain interest?
  - How do we make our ideas clear?
  - How do we make people believe our ideas?
  - How do we get people to care about our ideas?
  - How do we get people to act on our ideas?
- “There are two steps to making your ideas sticky – Step 1 is to find the core, and Step 2 is to translate the core using the **SUCCESS** checklist.” Successful ideas are:
  - (S)imple, (U)nexpected, (C)oncrete, (C)redentialed, (E)motional, and they tell a (s)tory.
- For an idea to stick, it must make the audience pay attention, understand and remember it, agree or believe in it, care, and be able to act on it.

# Made to Stick by Chip Heath & Dan Heath

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## Chapter - by - Chapter Takeaways:

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### Chapter 1: Simple

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- Strip ideas down to their very core. “Saying something short is not the mission – sound bites are not the ideal. Proverbs are the ideal. We must create ideas that are both simple *and* profound [like The Golden Rule].”
- “Prioritization rescues people from the quicksand of decision angst, and that's why finding the core is so valuable ... Core messages help people avoid bad decisions by reminding them of what's important.”
- Example: “The proverb ‘A bird in hand is worth two in two in the bush’ gives us a tangible, easily processed statement that we can use for guidance in complex, emotionally fraught situations.”

### Chapter 2: Unexpected

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- “How do we get our audience to pay attention to our ideas, and how do we maintain their interest when we need time to get the ideas across? We need to violate people's expectations.”
- “We can engage people's curiosity over a long period of time by systematically ‘opening gaps’ in their knowledge—and then filling those gaps.”

# Made to Stick by Chip Heath & Dan Heath

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## Chapter 3: Concrete

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- “Naturally sticky ideas are full of concrete images—ice-filled bathtubs, apples with razors—because our brains are wired to remember concrete data.”
- Use concrete language. “Concrete ideas are easier to remember. Experiments in human memory have shown that people are better at remembering concrete, easily visualized nouns (‘bicycle’ or ‘avocado’ than abstract ones (‘justice’ or ‘personality’).”
- “Abstraction makes it harder to understand an idea and to remember it. It also makes it harder to coordinate our activities with others who may interpret the abstraction in very different ways. Concreteness helps us avoid these problems.”

## Chapter 4: Credible

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- “We need ways to help people test our ideas for themselves—a ‘try before you buy’ philosophy for the world of ideas.”
- “When we’re trying to build a case for something, most of us instinctively grasp for hard numbers. But in many cases this is exactly the wrong approach.”
- In the absence of an external authority who can vouch for your idea, use vivid details to boost believability.

# Made to Stick by Chip Heath & Dan Heath

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## Chapter 5: Emotional

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- To get people to care about your idea or message, you have to make them feel something.
- We are wired to feel for people rather than abstractions. “Research shows that people are more likely to make a charitable gift to a single needy individual than to an entire impoverished region.”
- “When people [are primed to] think analytically, they’re less likely to think emotionally.”
- “The goal of making messages ‘emotional’ is to make people care. Feelings inspire people to act.”
- “The most basic way to get people to care is to form an association between something they don’t yet care about and something they do care about.”

## Chapter 6: Stories

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- “Hearing stories acts as a kind of mental flight simulator, preparing us to respond more quickly and effectively [in the future].”
- Mental simulation is not as good as actually doing something, but it prepares us to act “because we can’t imagine events or sequences without evoking the same modules of the brain that are evoked in real physical activity.”

# Made to Stick by Chip Heath & Dan Heath

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tweet!



## Quotes Worth Tweeting:

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- “If you have to tell someone the same thing ten times, the idea probably wasn’t very well designed.”



- “Even a boring story will be stickier than a set of facts.”



- “What the world needs is a lot more fables.”



- “We are wired to feel things for people, not for abstractions.”



- “Once we put on our analytical hat, we react to emotional appeals differently. We hinder our ability to feel.”



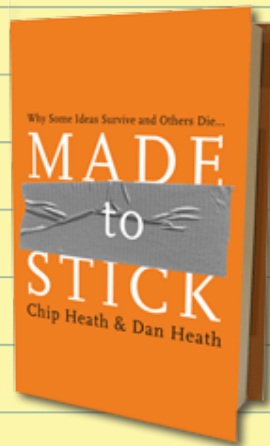
- “Belief counts for a lot, but belief isn’t enough. For people to take action, they have to care.”



- “It’s not enough to tell a great story; the story has to reflect your agenda.”

# Made to Stick by Chip Heath & Dan Heath

Want to read the whole thing?  
We only scratched the surface!



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# The Tipping Point by Malcolm Gladwell

★★★★☆ on Goodreads

Published 2000

## Bullet Point Synopsis:

- “*The Tipping Point*’ is the biography of an idea, and the idea is very simple. It is that the best way to understand the emergence of [ideas, trends, and social behaviors] is to think of them as epidemics.”
- “Ideas and products and messages and behaviors spread just like viruses do.”

## Chapter - by - Chapter Takeaways:

### Chapter I: The Three Rules of Epidemics

- “Epidemics are a function of the people who transmit infectious agents, the infectious agent itself, and the environment in which the infectious agent is operating. ... These three agents of change I call the Law of the Few, the Stickiness Factor and the Power of Context.”
- **The Law of the Few:** Social epidemics are usually driven by a handful of exceptional people with tendencies beyond the norm.
- **The Stickiness Factor:** There are specific ways to make a message more memorable and impactful so they don’t go in one ear and out the other.
- **The Power of Context:** Human beings are a lot more sensitive to their environment than they seem.



# The Tipping Point by Malcolm Gladwell

## Chapter 2: The Law of the Few: Connectors, Mavens, and Salesmen

- “The success of any kind of social epidemic is heavily dependent on the involvement of people with a particular and rare set of social gifts.”
- Gladwell calls these gifted individuals Connectors, Mavens, and Salesmen.
- **Connectors** are the kinds of people who have a foot in many different social circles, know everyone, and link us to new worlds by introducing us to people.
- “Perhaps one of the reasons why so many fashion trends don’t make it into mainstream America is that simply, by sheerest bad fortune, they never happen to meet the approval of a Connector along the way.”
- **Mavens** know things the rest of us don’t, and they’re usually ready and willing to share and help.
- “Mavens are data banks. They provide the message. Connectors are social glue: they spread it. But there is also a select group of people—**Salesmen**—with the skills to persuade us when we are unconvinced what we are hearing, and they are as critical to the tipping of word-of-mouth epidemics as the other two groups.”
- When all three of these types of people endorse an idea or trend, it is much more likely that it will tip.

# The Tipping Point by Malcolm Gladwell

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## Chapter 3: The Stickiness Factor: Sesame Street, Blues Clues, and the Educational Virus

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- For an idea to tip, the message needs to be memorable, able to create change, and spur someone to action. “In epidemics, the messenger matters: messengers are what make something spread. But the content of the message matters too. And the specific quality that a message needs to be successful is the quality of “**stickiness**.”
- “Reaching the consumer with the message is not that hard part of direct marketing. What is difficult is getting consumers to stop, read the advertisement, remember it, and then act on it.”
- The stickiness of trends, methods, and ideas usually mean they’re contrary to conventional wisdom.
- *Sesame Street* was sticky, and defied the popular assumption that children couldn’t learn through TV: “*Sesame Street* was built about a single breakthrough insight: that if you can hold the attention of children, you can educate them.”

## Chapter 4: The Power of Context (Part One): Bernie Goetz and the Rise and Fall of New York City Crime

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- “Epidemics are sensitive to the conditions and circumstances of the times and places in which they occur.”

# The Tipping Point by Malcolm Gladwell

- “In Baltimore, syphilis spreads far more in the summer than in the winter. Hush Puppies took off because they were being worn by kids in the cutting-edge precincts of the East Village – an environment that helped others to look at the shoes in a new light.”
- In the 1990s, New York City saw a massive decline in violent crime rates as a result of a few small, environmental changes rather than monumental shifts in social, economic, or racial inequalities – what people often believe contributes to crime.
- The Power of Context says that “our inner states are the result of our outer circumstances.” Our immediate environment – and the situations we find ourselves in – have more impact on our behavior than we think.
- “When we think only in terms of [our] inherent traits and forget the role of situations, we’re deceiving ourselves about the real causes of human behavior.”
- “When we are trying to make an idea or attitude or product tip, we’re trying to change our audience in some small yet critical respect.” This can be done:
  - through the influence of The Law of the Few;
  - by making a message so memorable that it sticks (The Stickiness Factor); and
  - tinkering with the context or situation at hand (The Power of Context).

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## Chapters 5-8: The Power of Context (Part Two): The Magic Number One Hundred and Fifty, Case Studies & Conclusion

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- “Once we’re part of a group, we’re all susceptible to peer pressure and social norms and any number of other kinds of influence that can play a critical role in sweeping us up in the beginnings of an epidemic.”
- “Small, close-knit groups have the power to magnify the epidemic potential of a message or idea.”
- **The Rule of 150:** Groups with fewer than 150 members are the most effective for epidemic potential. After growing beyond 150 members, intimacy, interdependency, and efficiency starts to erode.
- If you’re interested in starting a word-of-mouth epidemic, your resources should be allocated toward Connectors, Mavens, and Salesmen.
- Note: All of the concepts within *The Tipping Point* are supported with countless detailed examples and stories. To fully grasp how little things can make a big difference, we highly encourage you to check out the book.

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## Quotes Worth Tweeting:

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- “There are exceptional people out there who are capable of starting epidemics. All you have to do is find them.”



- “There is a simple way to package information that, under the right circumstances, can make it irresistible. All you have to do is find it.”



- “The reason that most of us seem to have a consistent character is that most of us are really good at controlling our environments.”



- “In order to create one contagious movement, you often have to create many small movements first.”



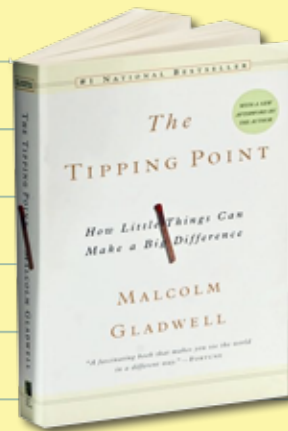
- “Those who are successful at creating social epidemics do not just do what they think is right. They deliberately test their intuitions.”



- “People can radically transform their behavior or beliefs in the face of the right kind of impetus.”

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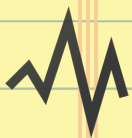
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