

Permission Marketing™

*Turning Strangers into
Friends, and Friends into
Customers*

SETH GODIN

Vice-President, Direct Marketing, Yahoo!

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This book is dedicated to Jerry Shereshewsky, visionary, apostle to the uninformed, brave marketer. Yoyodyne wouldn't have developed without him, and this book wouldn't have been written without his insights and agita.

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Foreword

by Don Peppers
coauthor, *The One to One Future*
founder, marketing 1:1, inc.

I predict that businesses all over the world will soon be familiar with most of the concepts outlined in this book. Sales and marketing people everywhere will soon be talking about the very commonsense principles of “Permission Marketing” and how best to put these principles to work for their own businesses.

To prove the accuracy of my prediction, I’ll ask you to consider your own hectic life. The truth is, your whole problem comes down to a question of time and energy, doesn’t it? Technically, life is easier for you than it was for your parents, because so much of the drudge work is now done by machines. But for some reason you’re busier than ever, isn’t that right? And doesn’t it seem as though every day you get still busier?

How can this be? Simple. Because there are so many more claims on your attention, that’s why. You’re already overloaded with an embarrassment of opportunities to absorb your time and expend your funds doing things, watching things, using things. But every day even more opportunities are presented to you. So now when you decide to spend an hour surfing the Web, the first thing researchers want to know is: Hey, where did that extra *hour* come from, anyway?

It came out of your life, that’s where. You made a tough choice. Decided to use an irreplaceable hour of your life cruising the Net rather than watching one of the 115 channels on the tube, or answering one of the 25 e-mail messages stacked in your queue, or driving out for a snack at one of the 30 fast-food restaurants located within a few miles of your home, or sunning at the pool, or playing Scrabble with your teenage daughter.