

Safe is Risky

From a Seth Godin video

For [Seth Godin](#) the Riskiest thing you can do is Play-it-Safe. In this hectic era with thousands of media driven messages assulting us every day, it is the Re-Markable that touches us. It is the Re-Markable that we remember. When it is Re-Markable, we talk about it. Those who care about what we care about listen. We are heard and our message spreads.

We have no attention to spare. We do not want e-mail. We want me-mail. Reach out to reach those who really love and care deeply about what you do, the rest are not going to notice anyway.

I think he is right.