

# All Marketers Are Liars

by Seth Godin

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A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

<sup>01</sup> **Map your customer's worldview**

Survey your best customers. What do they believe about themselves and the world? What stories do they tell?

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<sup>02</sup> **Identify the tension**

What problem keeps your customer awake at night? Frame your product as the relief to that tension.

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<sup>03</sup> **Make the customer the hero**

Your product is the guide. Your customer is Luke Skywalker-you're just providing the lightsaber.

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<sup>04</sup> **Gather social proof**

Collect testimonials and case studies. Let happy customers tell your story for you.