

# Let Me Suggest This: 156 Rants, Riffs and Real World Strategies on Business, Branding, Belonging and Believing



Interaction is the agent of human decision. If someone decides to pay attention to, press the like button for, buy something from, become a follower of, or tell others about your brand, its likely because of an interaction they had with another human being. Because real marketing isnt about what you do to people, its about what you enable people to do to each other. Its about creating social meaning above and beyond your product or service. If your brand is the instrument that connects the disconnected, gets them joyfully interacting with each other, persuading each other to step out on the dance floor, influencing each other on your behalf, telling each other about what you do, and ultimately treating each other as the final authority of trust, youre the hero. Because its not who you know. Its not who knows you. Its whose life is better connected to other people because they know you. I wonder what would happen if, in addition to selling a great product, your brand helped satisfy the underlying social need within each of us to belong.

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