



## The purple cow may be the best idea yet!

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We’ve been conditioned since the beginning of our school years to line up in straight rows with the kids in our grade--to walk quietly with nobody standing out, falling behind, running ahead, or making a ruckus. We’re conditioned to feel in place by doing the same thing, over and over, every day, with the same people to achieve the same result. How long does this ritual work?

While learning the basics is important, it’s just as important to discover new and creative ways of doing the same old things. The path to success is a combination of learning and creative thinking--not by always conforming to the norm.

In his book, *Purple Cow*, Seth Godin’s message is quite simple: be

remarkable. A purple cow is something counterintuitive, phenomenal, and exciting. His lesson is to put a purple cow into your business thinking, whether you’re in marketing, production, sales, or even if you work in the mail room, so that you will attract the attention you deserve. Purple cows stand out because they’re different and unexpected. These factors alone will get people’s attention.

Once you have the attention of potential customers or clients, you’ve enhanced your chances of making a successful sale or transaction. So often we have the right sales pitch but overlook the fact that we actually have to convince people to stop, look, and listen before we can sell them something!

If you always follow the manual, it could very well be time to change your mindset. Even in environments saturated with business-as-usual politics, you can

keep looking for and thinking about better and/or cheaper ways of attracting attention and conducting business.

In their book *Selling Blue Elephants*, Howard Moskowitz and Alex Gofman show how to make great products that people want before they even know they want them. I couldn’t think of a single reason why I’d want or need a blue elephant but they had me reaching for my wallet to purchase one!

So whether it’s blue elephants, purple cows, or florescent-pink giraffes, if you convince your boss and/or fellow associates of the great idea to produce and sell one of these unorthodox concepts, you may very well persuade customers to buy it. And if you do, you’ll hit the jackpot for your company and your career.

~ The End ~