

Stop Promoting. Instead, Start Telling a Story Worth Sharing

"Our biggest problem is awareness"

If that's your mantra, you're working to solve the **wrong problem**.

If your startup, your non-profit or your event is **suffering because of a lack of awareness**, the solution isn't to figure out some way to get more hype, more publicity or more traffic. Those are funnel solutions, designed to fix an ailing process by dumping more attention at the top, hoping more conversion comes out the bottom.

The challenge with this approach is that it doesn't scale. Soon, you'll have no luck at all getting more attention, even with ever more stunts or funding.

No, the solution lies in re-organizing your systems, in re-creating your product or service so that it **becomes worth talking about**. When you do that, your customers do the work of getting you more noticed. When you produce something remarkable, more use leads to more conversation which leads to more use.

No, it won't be a perfect virus, starting with ten people and infecting the world. But yes, you can dramatically impact the 'more awareness' problem by investing heavily in a funnel that doesn't leak, in a **story that's worth spreading**.

Read more from Seth [here](#).