

Community or
Commodity?

brand vs. personality

efficient vs. fun

**consistent vs.
adventurous**

**competitive vs.
collaborative**

people use vs.
people enjoy

talk vs. participate

protected vs. vulnerable

focus on bottom line vs.
focus on people

short term vs. long term

order vs. chaos

generalized vs.
personalized

Commodity is cheap,
simple and far-reaching

Community is
inexpensive, complex &
slow growing

Commodity requires
you to cut overhead to
undercut the
competition

Community is all about
creating excellent
experiences to delight
customers

“How low can you go?”

VS.

**“How do I make myself
unforgettable?”**

Commodity is a zero-
sum game:
there is one winner

Community is a non-
zero-sum outcome:
everyone benefits

Commodity is the
modern reality

Community is the
return to craft

If you still want
community rather than
to be a commodity,
then...

community is not a
buzzword

ask yourself:
“why should anyone
give a flying snake?”

what you can count on:

#1.

it takes time and
patience

#2.

it requires
introspection,
commitment and
honesty

#3.

you'll need to stop
outgoing messages and
start listening to
incoming messages

#4.

you will need to open
up more than you are
comfortable with

#5.

you will have to put
community first...above
all else

#6.

there will be chaos

#7.

it will be the most
rewarding thing you
have ever done...for
yourself and your
business

tips

find ways to increase
the 'win' for your
customers

create open
communication between
customers...participate

be real

get a personality

reward your customers

“to be extraordinary,
the first step is to stop
being ordinary.”