

# Re:Focus

simple ideas to help you thrive

by Simon Sinek

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## Good marketing vs. bad marketing

Marketing, per se, is neither good nor bad. It is simply the way a company speaks to us. People use their mouths, companies use marketing. It is objective. However, how companies choose to speak to us is another story. And in that case how they they market to us is mostly bad.

Good marketing offers us a view of the world.

Bad marketing offers you a product to buy.

Good marketing speaks for us.

Bad marketing speaks at us.

Good marketing starts with a cause.

Bad marketing starts with a goal.

Good marketing drives loyalty.

Bad marketing drives transactions.

Good marketing promotes values.

Bad marketing values promotions.

Good marketing tells us exactly what a company really thinks.

Bad marketing tells us what the company thinks they want us to think they think.

Good marketing seduces.

Bad marketing targets.

Good marketing never mentions price.

Bad marketing always mentions price.

Good marketing uses the products to help tell a story.

Bad marketing tells stories about products.

Good marketing is about us.

Bad marketing is about them.

Bad marketing manipulates.

Good marketing inspires.