**law of diffusion of innovation**

* something called the law of diffusion of innovation and if you don't know the law you definitely know the terminology the first two and a half percent of our population are our innovators the next 13 and a half percent of our population are our early adopters the next 34 are your early majority your late majority and your laggards   
    
  we all sit at various places at various times on the scale but with the law of diffusion of innovation tells us
* is that if you want Mass Market success or mass Market acceptance of an idea you cannot have it until you achieve this Tipping Point between 15 and 18 Market penetration and then the system tips leading to conversion on new business
* it's this here this little Gap that you have to close as Jeffrey Moore calls it crossing the chasm because the early majority will not try something until someone else has tried it first and these % the innovators and the early adopters they're comfortable making those gut decisions they're more comfortable making those intuitive decisions that are driven by what they believe about the world and not just what product is
* There's social phenomena about the law of diffusion , it's Emmett Rogers in the 1960s

what the law of diffusion tells us is that the first two and a half percent of any population are your innovators is your big idea people right then the next about 13 and a half percent of your population or early adopters these people are very comfortable spending extra money time energy making some sort of sacrifice to be a part of something that's bigger than themselves that reflects who they are then you have the majority the early majority in the late majority a little more cynical a little more practical   
  
and then finally the last 16 you have your laggards the only reason they do anything is because you basically don't have a choice anymore right what the law of diffusion tells us is that if you want to have mass Market success if you want an idea to spread or be sticky um you have to achieve between uh 15 and 18 Market penetration and then a social phenomenon happens called a Tipping Point and it just goes but because most of us want the majority we aim all of our efforts at the majority which actually doesn't work because the majority will not try something new until somebody else has tried it first and so there's nothing that I'm doing that's mythical or magical