

1. The Golden Circle

People don't buy what you do they buy why you do it. It doesn't matter if you are the first one to bring a unique product to the market if you don't know how to present that product. The first presentation of that new product or idea has a major impact on how people receive your message and product. If people want to hit the right spot while marketing they should always "Start with why" in the book by Simon Sinek where everything is described briefly. People should always start with why then how and at last what. A lot of significant companies take this the wrong way and start with what and end with why or sometimes do not even state the why part.

2. Law of diffusion of innovation

If you have got something brand new product or idea it is natural to let everyone know about it right away. But most often than not most people don't care unless it is groundbreaking or already famous, some people will still not care. It is because different ideas appeal to different groups of people at different times in different places. New ideas and products go through a predictable adoption cycle, starting with enthusiasts looking for new shiny things and eventually reaching the conservative ones. The writer Geoffrey Moore of the book Crossing The Chasm has broken down five groups of people based on their behaviour and the cracks that separate them. If you have a new product, it must be able to cross through these cracks to survive. The five groups of people are:-

- Innovators(I):- They are the first to buy new ideas and products and try the latest and greatest. They take pride in being the first.
- Early Adopters(EA):- They buy into new ideas in the early stage but are not so super into the industry. They love trying the latest and greatest but they are not actively seeking to be the first.
- Early Majority(EM):- This group of people understands that most things are temporary and fade with time. They wait and see what others are doing and jump on board.
- Late Majority(LM):- They are not very comfortable with buying something new. They wait until the product is proven and other people can vouch for it.
- Laggards(L):- These people don't want anything new, they like things the way they are. They will resist change altogether and only adopt when they have to.

Each group care about a different thing and react differently to your marketing. So if you want to cross through these cracks you have to market differently to each group.

3. Usage in daily life

As an entrepreneur or business owner the golden circle can be used to market our products and services more effectively by delivering the product on why we do it. Similarly, the law of diffusion of innovation can also be used to launch new products more effectively by understanding and targeting different groups of people by marketing our efforts to reach the right audience at the right time. For example, during a smartphone launch, you can target innovators and early adopters first and slowly make approaches towards early adopters and the majority. These concepts can also be applied to personal life. If you are trying to convince someone to try something new law of diffusion can be applied by learning their behaviour first and approaching accordingly. Also, the golden circle can be applied to reach out your values and beliefs to others helping in building deeper connections and relationships.