TANGENT daily

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BUSINESS NOTE

Choosing your local world

Seth Godin argues that the most useful comparison is often local, not global. He says a strong score can still look ordinary once the field changes, and that “awareness, trust and convenience” usually decide who gets chosen.

For a person who sells books, printables, or print-on-demand products, that means building for a specific buyer and setting instead of chasing a broad category. A workbook for new dog owners in one city, for example, can speak to local routines, weather, and training habits in a way a generic pet book cannot.

Source: Seth's Blog, The best in the world is a local problem
https://seths.blog/2026/10/the-best-in-the-world-is-a-local-problem/