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BUSINESS NOTE

Seth Godin on AI and emotional labor

Seth Godin argues in "The Hallmark dilemma" that the greeting card slogan really means "when you don't care enough to be on the hook," because a store-bought card handles a low-stakes social moment safely and cheaply. He says AI now offers the same relief at scale, saving time and emotional labor while producing what he calls slop.

A seller can test the opposite approach on one product at a time: have the tool interview you about a single buyer before it writes anything. A printable sympathy card set, for instance, could begin with questions about what the buyer actually wants to say, and the answers become the wording that carries your name.

Source: Seth's Blog, The Hallmark dilemma
https://seths.blog/2026/10/the-hallmark-dilemma/