TANGENT daily

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BUSINESS NOTE

Make the thing worth asking about

Herbert Lui argues that the best reaction to your work is a friend thinking, "If I had something like that..." and that everything you make functions as a three dimensional business card. He points to his own daily writing on the blog as a case study of that idea in practice.

A seller can treat each finished product as a sample that invites the next request. A printable meal planner, for instance, can carry a short line on the back page offering a custom version for a family's own week, which turns one buyer's purchase into a conversation about a second product.

Source: **Herbert Lui, “If I had something like that...”**
https://herbertlui.net/if-i-had-something-like-that/