TANGENT daily

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BUSINESS NOTE

Seth Godin on why the big launch fails

Seth Godin argues in "One swell foop" that the all-at-once launch, paid for and finished in a single push, almost never works, and that the path to better results is "a process, an iterative, evolving, persistent path."

A seller can treat a printable or book idea the same way, releasing a small first version and revising it from buyer questions and reviews rather than saving every improvement for one big release. A meal-planning printable could start as a single weekly page and gain a shopping list, a leftovers section, and a holiday version over several months, with each edition giving past buyers a reason to return.

Source: Seth's Blog, One swell foop
https://seths.blog/2026/11/one-swell-foop-2/