



What To Do When It's Your Turn (and it's always your turn)

Seth Godin

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Seth Godin has pushed the boundaries again by creating a new book format that reads more like a magazine. The book is in full color and is a collection of short stories and essays that help the reader know "what to do when it's your turn" in life.

What To Do When It's Your Turn (and it's always your turn) Details

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Tyler Hurst says

"That voice in your head is describing what you're about to do after a different part of your brain has already initiated that action."

"Your body decides, the voice in your brain narrates."

I read that passage once, twice, three times, and then lay the book on my chest and closed my eyes.

Holy shit. HoooooooooLLLLLLLLly shit. Is it really that easy? Sure, I always THINK I'm right when responding to others — often, I'm proven true, which is great and flattering and makes me feel useful — but I second guess every damn thought and action I even consider making.

But those quotes...if those quotes above are true, everything is different.

I know what I want to do. Making decisions isn't the issue, it's sticking by them once the voice in my head has had a chance to be critical.

I'm not saying your gut is always correct, but it sure as hell thinks it is. Why not trust it for myself as much as I trust it for others?

John says

The back flap says that Godin "writes about treating people with respect, the changing economy and ideas that spread." This book is that. And I think the respect is not just that shown to others, but also self-respect. As in, how would you live your life if you honored your highest capacities?

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Great work is the result of seeking out tension, not avoiding it. Great work doesn't require reassurance, in fact, it avoids it.

Chris says

As always, Godin delivers.

A book to be read from cover to cover in one sitting - then back again with a highlighter, then action points.

A book that makes me think about who I am and what difference I want to make.

A book that snaps me out of any resistance to change or aversion to risk and shouts loud "just go and do it!"

And I will.

Alex Linschoten says

Just what I needed. (At this moment).

Rayna says

I believe this book is quietly building a determination inside of me. A determination to stop holding myself back. I say quietly building because some of the ideas need time to resonate and sink in and some of them already have.

It reads easily, one could almost say too easily but the message that's in there... Woo!

Andra says

A few pages into the book and I already wanted to put it down and get to work!

It's amazing how Seth Godin's energy makes you want to start doing whatever it is that you want to do.

This book is a concentrated version of Seth's main take-aways (or teachings, as I'd like to call them). It packs a punch. It makes you want to DO. It inspires you to shift your thinking, to challenge your assumptions, to leave your ego behind, to find pleasure and the ultimate reward in the process of toiling over your art, whatever it may be.

This book is a force if you decide to draw inspiration from it.

Samantha Price says

You can read this book in one sitting or pick it up when you need some inspiration. Formatted more like a magazine, yet filled with the same marketing and entrepreneurial advice that Seth Godin is known to give. More than just your boring business book, I loved the aesthetic and would love to see more books follow suit. Additionally, when you buy one, they send an extra for you to give to a friend. Brilliant.

Ahmad Moshrif says

This is what I call a peace of art, Seth is keep surprising me again and again, short content in well designed book.

highly recommended.

Faisal Khan says

If you're down and you want an ignition to get started, you should read this.

Jane says

I am a huge fan of Seth Godin and this latest venture did not disappoint. As always, a good swift kick in the pants for getting busy, creating, sharing and putting yourself out there! I have gifted this to 8 people because I love it so much! Enjoy!

Derek Neighbors says

I generally dig Seth Godin, but often feel that his works are just compilations of quotes and ideas re-packaged for easier consumption. I have come to respect that more and more. This book is no different, but it seems more powerful than normal. Specifically, it lends itself by calling for generosity. Seth builds that into the purchasing of the book itself.

I loved Notice, dream, connect, do. We fail to notice because we're busy keeping busy. We fail to dream because dreaming implies that we have to take a risk to realize our dream. We fail to connect because we might get rejected. And we fail to do because we haven't noticed, we haven't dreamed, and we haven't connected.

Equally compelling is this call to action. Avoid certainty. Pick yourself. Postpone gratification. Seek joy. Embrace generosity. Dance with fear. Be paranoid about mediocrity. See the world as it is. Be the boss of you.

Just a sample of the type of wonderful nuggets you will find within.

Adam Ashton says

The ultimate Seth. This is approaching 'absolutely everyone must read' status. Not much more I can say, just read it, then take your turn.

Abdul says

Incredible potential, but mediocre execution.

To me, a lot of this book was just empty inspiration, like a list of nice sounding quotes that make you feel all great, but don't really end up changing your actions at all. A lot of the things Godin says sound really inspiring, but aren't at all that actionable. I end up with the feeling of "awesome! Now what?"

One thing that really bothered me was the lack of continuity or logical progression between pages and topics. It makes it very hard to want to keep reading, and just leaves me more and more desensitised to all the inspirational stuff.

I've never before realised the importance of headings, titles, chapters, sections. This book desperately needs some sort of organisation, order and direction. Trying to go back and find a quote I remember reading is an insane mission, and I usually just give up.

The book is filled with one logical fallacy after another - eg "they were not invited because they won, they won because they were invited" - Godin often sacrifices making logical sense for sounding clever and inspirational.

There are actually some amazing gems and quotes, but unfortunately it's all haphazard and buried amongst a lot of much less impressive stuff. My favourite line is probably "If it doesn't work, make better art"

All in all, it's great if you're after a bit of inspiration to get into something new. But honestly, this book could have been a quarter of its length and would have been just as good - only shorter and sweeter.

Charlene says

Whether it's tribes or cows or ducks; well he has gone and done it again, only this time, It's my turn. Let's be perfectly clear about that. There is no doubt, Seth says so. He not only is a marketing genius, he has turned this new book into quite a racket or promotion! Buy one and he'll give you another. You can get through this book in a flash, like fast food. Just devour it. Or, like a work of art, fine food or exquisite music, you can savor it. Are you motivated to move, to act, to write, to do? You should be, it's your turn now!

Robin Boomer says

I like Godin, but I didn't find anything that resonated with me in this book. It is really well put together and looks nice; it reads like a daily affirmations calendar. Full of name dropping and vague anecdotes meant to inspire, however it has very few original ideas or even fresh takes on well trod material.
