

**EPISODE 157****[INTRODUCTION]**

FT: Hey everyone, welcome back! I'm Farnoosh Torabi. You're listening to So Money Greatest Hits Week. Today I'm featuring one of my favourite interviews with best selling author, and one of the most popular bloggers in the world, Seth Godin. For this very special guest who is profoundly changing everything - the rules of business, leadership, entrepreneurship, marketing - I decided to disrupt the So Money interview format and after hearing what he has to say on the show, I think this guest may even change or reconfirm the way that you think about money and I think that's a good thing.

Seth is the author of 17 books that have been best-sellers around the world and have been translated into more than 35 languages. His newest book is called "What to do When it's Your Turn" and it's available at [Yourturn.link](http://Yourturn.link). Now you might be familiar with his other books, "The Icarus Deception", "Linchpin", "Tribes", "The Dip", and "Purple Cow". Seth writes about the Post-industrial Revolution, the way ideas spread, marketing, quitting, leadership, and most of all, changing everything. And we get into a lot of that here on the show. Now in addition to his writing and speaking, Seth is the founder of Squidoo.com, it's a fast-growing, easy to use website. His blog is one of the most popular in the world, and before his work as a writer and blogger, Seth was Vice President of Direct Marketing at Yahoo. In 2013 he was actually inducted into the Direct Marketing Hall of Fame, one of 3 chosen for this honor.

Lots of takeaways from our interview with Seth as I was saying yesterday, he is perhaps to this day one of my most talked-about, if not thee most talked-about interview just because it's addicting what we talk about in the next 30 minutes. It might change your life, I'm not kidding. He talks about what "rich" means to him, how going to the edge in life gives you leverage, the resources beyond money that we can all take advantage of to live happier, more meaningful lives, and so much more. Seth actually took time to answer many of your questions that were submitted earlier from how to create financial stability as a freelancer to how to develop a business campaign that sticks in a world where there's so much noise and a lot of competition.

Sit back, maybe grab a pen and paper, and enjoy Seth Godin.