







“I’m no longer quite sure what the question is, but I do know that the answer is Yes.”

*Leonard Bernstein*

**WAIT.**

While standing on one foot, we ask, impatiently, “what’s this about?”

We don’t go to a movie unless the coming attraction tells us exactly what to expect.

We don’t listen to music we’re not sure we’ll like.

And we want to know how to pigeonhole every idea and every book so we can move on and click.

Please, wait.

Let it simmer. It might not be for you, but at least this time, postpone the relief of resolution.

This is your opportunity to make something that matters.

# ALSO BY SETH GODIN

Permission Marketing

Unleashing the Ideavirus

Survival is Not Enough

Purple Cow

Free Prize Inside

The Big Red Fez

Meatball Sundae

Small is the New Big

All Marketers are Liars

Tribes

The Dip

Linchpin

Poke the Box

We Are All Weird

V is for Vulnerable

The Icarus Deception

Watcha Gonna Do With That Duck

# WHAT TO DO WHEN IT'S YOUR TURN

(AND IT'S ALWAYS YOUR TURN)

BY SETH GODIN

THE DOMINO PROJECT

[WWW.YOURTURN.LINK](http://WWW.YOURTURN.LINK)

#yourturn



## **YOUR TURN TO:**

**Ship.**

**Speak up.**

**Stand out.**

**Build a following.**

**Market a product.**

**Make a connection.**

**Solve an interesting problem.**

**Write, sing, invent, create, ask a question, launch a project, organize a protest, open the door for someone, question authority, make a short film, direct, produce, create, or adopt.**

**Learn a new skill.**

**Help someone who needs you.**

**Be missed if you're gone.**

**YOUR TURN TO MAKE A RUCKUS.**



# **It's easy, it's fun, and it's guaranteed to work. Of course you can do it.**

All of that is true except for the part about easy, fun and guaranteed.

This is a book about an opportunity. The opportunity to take your turn and to make a difference. The opportunity to contribute, to lead and to live your life fully.

The thing is, there's no easy way to do this. No simple way to quiet the noise in your head, no proven method to earn the respect and applause of your family and friends, no guaranteed approach that's going to insulate you from heartache.

This might not work.

It might not be fun.

I hope you'll do it anyway.



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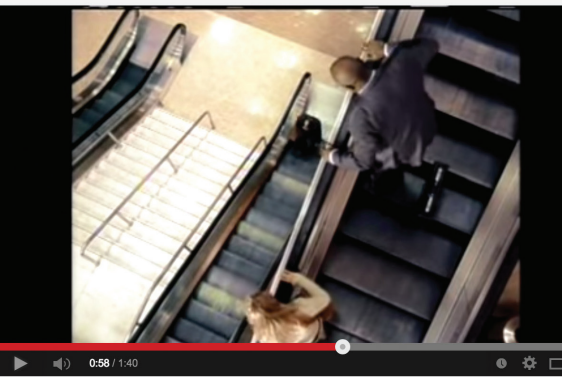
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**TWO PEOPLE ARE ON A ESCALATOR.** We know that they are executives because in addition to being well dressed, they each appear to be stressed and in a hurry.

Suddenly, with a lurch, the escalator comes to a stop. Both executives are now trapped on a broken escalator, apparently unable to get to safety. The first executive sighs in frustration, while the second starts calling for help. Here are important people, executives, unable to get to where they need to go because the escalator has broken and there is no one to fix it or rescue them.



In 2006, Tim Piper turned this modern parable into a commercial for a company called Becel. The virality of the video is a testament to the absurd truth of Piper's vision. Too many of us are unable to see that all we have to do is walk right off the escalator. The stairs are there, they're part of it. They're not as automatic or as convenient as a functioning escalator, but they beat being stuck.



This is a book about seeing the stuck, getting unstuck, and working within and swimming upstream in a system that often would prefer that you merely stand still. It's about realizing that it's your turn, always your turn, and understanding that once you see the opportunity, it's yours.

Most of all, it's about freedom and our almost automatic insistence on avoiding it at all costs.

# The opportunity is freedom

The freedom to connect, to reach out to just about anyone in the world.

The freedom to create, to sing and write and invent and share widely.

The freedom to lead, to stand up and say, “follow me.”

The freedom to learn, to take almost any course on any topic and to put that learning to work.

The freedom to choose your next project, the information you consume, and the people you associate with.

We live in a world that’s still filled with barriers and limits, a culture where too often people are judged, stripped of their dignity, and denied true freedoms. But at the same time, the economic and technological shifts around us have created an entirely new class of ruckus makers and have given people the freedom to stand up and acknowledge that it’s their turn.

Now, more than ever, more of us have the freedom to care,

the freedom to connect,

the freedom to choose,

the freedom to initiate,

the freedom to do what matters.

If we choose.

