



## What to Do When it's Your Turn (and it's Always Your Turn)

By Seth Godin

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**What to Do When it's Your Turn (and it's Always Your Turn)** By Seth Godin

I THINK WE'RE WASTING THE CHANCE OF A LIFETIME. This is an urgent call to do the work we're hiding from, a manifesto about living with things that might not work and embracing tension when doing your art.

***The book:***

- Is in full color throughout. It feels more like a high-end magazine than a book, and I think even people who hesitate to buy and read books will be engaged by this one.
- The format is new for me and as far as I know, no author has written a book quite this way.
- It pushes us to dig deep inside so we can do better work and impact the things we care about.
- Is urgent, personal, in-your-face and as honest as I could make it.

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## What to Do When it's Your Turn (and it's Always Your Turn) By Seth Godin Bibliography

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### Editorial Review

#### Review

"I received my book order today. I devoured the entire book this evening. I could not put it down. My emotion, excitement, and energy built as I read. The book is remarkable. And in the spirit of the wisdom you share, I am expressing gratitude that you created it and yes, that you shipped it.... I received (12) copies. I will share 2 copies with my two beautiful daughters, 19 and 22, just finding their way in this world. I will share 3 copies with young women I currently mentor. I will share with my dear friend (best friend of my deceased mom) who at 78 still has so much art and love to share in the world. I will share it with a friend who has lost her confidence and given in to a corporate job we both know she hates. I will share this book with the principal of my girls' former high school (2 copies) just for him to give to the kids that could use a nudge to follow their dreams. I will save a copy and carry it in my briefcase, because someday, I will unexpectedly meet someone who might benefit from it and I want to have it handy. The last copy I will keep - by my desk - dog eared and visible for times I need a nudge to keep writing that book. Thank you, Seth."

Kathryn Robinson

Owner/Lumen Strategies

"If there is such a thing as a 'rule book,' for a time where the rules don't matter, What To Do When It's Your Turn is it. It's an easy book to read with great design, bold colors illustrations and images. It is a book that clearly communicates that it is your turn and you need to act...now."

Jordan Ayan

Co-Founder of Take Two Partners

"Seth Godin is unlike any other writer, and 'What to do when it's your turn' is unlike any other book. Instead of simply reading the book front to back, I found myself compelled to jump around - from one section to another, from spread to spread. This latest 'maga-book' is a new way to absorb Seth's wisdom and a remarkable way to share his thought provoking ideas."

Red Maxwell

President/ Onramp Branding

"Received my 12 copies yesterday. Picked one up to peruse and 90 minutes later finished the last page. Of all of the things that MUST be done today, What To Do When Its Your Turn managed to bump them down in priority page by page. I feel like investing that time was the very BEST thing I could have done for all those who look to me for some measure of leadership. Seth was a particularly timely gift to me today :)"

Paul

President, Image Auto LLC

"My books arrived yesterday!!! I already have 6 of them packaged up to send to some great women who are figuring out if this is their time. It's perfect for them! I was poring over it last night and just enjoying the words, the images, and the provocations. Thanks again, Seth Godin! Keep it coming!!!"

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Engagement Curator/Partnership Bank

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Designer

"I loved the second book, what a treat! The cover can be used as a bookmark, loved that. Loved the organization: I read a bit, write about it in my journal and read a bit the next day!

Janice Haagensen Collett

"WOW - for anyone needing a push to overcome the fear of the first step, here it is. I agree with Seth, making a ruckus is the path of Love."

Steve Denny

ABN

"I received my book order today. I devoured the entire book this evening. I could not put it down. My emotion, excitement, and energy built as I read. The book is remarkable. And in the spirit of the wisdom you share, I am expressing gratitude that you created it and yes, that you shipped it.... I received (12) copies. I will share 2 copies with my two beautiful daughters, 19 and 22, just finding their way in this world. I will share 3 copies with young women I currently mentor. I will share with my dear friend (best friend of my deceased mom) who at 78 still has so much art and love to share in the world. I will share it with a friend who has lost her confidence and given in to a corporate job we both know she hates. I will share this book with the principal of my girls' former high school (2 copies) just for him to give to the kids that could use a nudge to follow their dreams. I will save a copy and carry it in my briefcase, because someday, I will unexpectedly meet someone who might benefit from it and I want to have it handy. The last copy I will keep - by my desk - dog eared and visible for times I need a nudge to keep writing that book. Thank you, Seth."

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"Received my 12 copies yesterday. Picked one up to peruse and 90 minutes later finished the last page. Of all of the things that MUST be done today, What To Do When Its Your Turn ... --Readers worldwide

Seth Godin has written nearly 20 books and with every one of them I finish reading the book and say "Whoa - what just hit me!" I once had the experience of a fighter/attack jet fly very low over me faster than the speed of sound. It was really strange because I saw the jet approach but there was no sound. It flew over me, still no sound. And then BOOM - the sound finally arrived. I've found reading Seth Godin's books are sort of like that. I don't quite get the full force of them until after afterward. And then they hit me - like a sonic boom. This book is no different. Somehow Seth has hacked into the subconsciousness of anyone who has dreamed about trying something different or as he says "make a ruckus." It could be starting a business, a blog, making a career change or anything that has an element of fear and uncertainty. Particularly if it's the fear of what other people will say. Or the fear of failing. This book addresses fears. It will inspire you to make that big jump RIGHT NOW. It inspired me to start my podcast. And I know this sounds weird but this particular book reminded me of the first time I parachuted out of a plane when I was in the Army. It was noisy, disorienting and maybe a little bit frightening. But there was an Army sergeant (called a jump master) standing by the door who was screaming at you when it was your turn to jump. Go! Go! Go! And I went. And you know what? Everything turned out OK. The only difference is that in his book, Seth doesn't scream at you. He reasons with you. He encourages you. He tells you you'll be better for the experience and that the only thing you'll regret is not going for it. --Douglas Burdett

From the Author

I wrote, designed and self-published this book as a tool for teams, for colleagues and for friends.

It's sold in multi-packs for a reason, because it's easier to share that way.

With more than 120,000 copies in print, it's resonating with people, and I hope you'll get a chance to read it, put the ideas into practice and then share them forward.

About the Author

Seth is the author 18 bestselling books, including *Purple Cow*, *Linchpin* and *Tribes*.

Find out more about him and his popular blog by searching for him online.

## Users Review

**From reader reviews:**

**Woodrow Harker:**

Book is to be different for each and every grade. Book for children until finally adult are different content. As it is known to us that book is very important normally. The book What to Do When it's Your Turn (and it's Always Your Turn) ended up being making you to know about other expertise and of course you can take more information. It is very advantages for you. The book What to Do When it's Your Turn (and it's Always Your Turn) is not only giving you considerably more new information but also to be your friend when you experience bored. You can spend your current spend time to read your e-book. Try to make relationship while using book What to Do When it's Your Turn (and it's Always Your Turn). You never sense lose out for everything in the event you read some books.

**Isaiah Owen:**

The publication untitled What to Do When it's Your Turn (and it's Always Your Turn) is the guide that recommended to you to study. You can see the quality of the book content that will be shown to you. The language that article author use to explained their way of doing something is easily to understand. The writer

was did a lot of investigation when write the book, therefore the information that they share to you is absolutely accurate. You also can get the e-book of What to Do When it's Your Turn (and it's Always Your Turn) from the publisher to make you considerably more enjoy free time.

**Gail Beattie:**

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