



What's your shiny object?

The secret to standing out in marketing.



**One of the core principles of
marketing:**

**Stand out in a crowded
market.**



The easiest way to do that? 🙌

Showcase your **shiniest**
object.



When we say: "We do SEO with AI." 🙄

Nobody listens.

But when we say: "We do GEO." 🔥

Everyone's eyes light up.



Here's the truth:

GEO is still mostly SEO...

But it's framed as the **shiny object**.



That's the power of
perception and positioning
in marketing.



How to find your shiny object:

- 1 Reframe what you already do
- 2 Tap into current trends
- 3 Highlight what competitors can't claim
- 4 Test it in conversations (watch for eye-light moments ✨)









**Marketing isn't just about what
you do,**

it's about how you **frame it.**

👉 **What's the shiny object in your
business?**



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