

She knew what people *needed*, but she had never once asked what they *wanted* or what *they* felt the need for. She just was like, “I got this thing. I know you needed. Boom, here it is. Pay for it.”

And that doesn't work. You cannot make people buy something they don't want, even if they *should* want it. Even if you put the word God on it, it won't make them buy it if they don't want it. We try that all the time in the Christian publishing world and it doesn't work.

My favorite illustration, I'm about to write a blog post about it. Any of you guys know what this is? Mm, it's called a Budley. You're gonna thank me in about 10 seconds because this is going to become your new favorite stocking stuffer. Watch. I'm going to get it close to the camera.

Look and see. Okay. So can you see how it's got that little place where I stick my earbuds? Okay. And then when I'm done, wrapity, wrapity, wrap ... and because it's not a hard case that has a perfectly defined capacity.

Like, I just did a terrible job. Those of you who are detailed, you can tell I did a terrible job, but look at that. It flipped all back where it needed to be. Okay, now some of you have your jaws on the floor.

I bought this because I saw a BuzzFeed thing for like 27 gadgets you can't live without. And I went skimmy, skimmy, skim. I saw like three panels of [photos showing] this and I went *ah*. And I went and bought 10 of them immediately because I already had a — say it with me! — *felt need*. Right?

Like the moment I saw it, I was like, ***you will solve a problem I have been dying to solve***. Cause the number of times I break headphones, or they're all tangled and I have multiple pair. I've got the round thing that goes into my laptop and then I've got this flat one for my iPhone, you know?

So they didn't have to sell me on this. I already knew what I needed, and I know my personality needs the flexibility; I need to ***not*** have the hard, rigid case. My husband uses the hard rigid case that comes from Apple, and he takes great pleasure in perfectly making it his. I'm like, Oh no, I would kill people if I had to do that! But this has that margin of flexibility and error that I just stuff it all in and it goes. So first of all, this is a great stocking stuffer, Budley.

This is also what our products and our blog posts and our social media need to be.

They need to be so that somebody goes, “I need ***that!*** That's ***exactly*** what I need!”