

YOU. Yes, you. Got a **MOMENT**?
Good. Do you know what the number one product people can't stop buying is? A GOOD EXPERIENCE. It's true, a good experience always lies at the center of the well of joy. It's that simple. Wanna give more joy to your audience/customers? "Of course, but how?" Some claim that there are many paths to that summit. Don't believe them. The path is much, much simpler. Practical, too. Ask yourself: What's the fundamental building block of a good experience? Do you see it yet? A good experience is made from simple building blocks called good moments. Giving more joy to your audience/customers = giving them a good customer experience = creating good moments across all customer touch points. If you're really pressed for time and can only take away just one thing from this manifesto, then take this: **MOMENTS HAVE THE ABILITY TO STOP TIME**. And that's huge. Why? Because most people, deep, deep down, long for one thing and one thing only: To stop time. And only during good moments people feel like they're succeeding at doing it. It's true, a good moment feels like a ride onboard a lifeboat to eternity. You your turn: You'll either grab this moment, or you'll let it pass.