

SETH GODIN



THE EXTRAORDINARY BENEFITS OF KNOWING
WHEN TO QUIT (AND WHEN TO STICK)

Seth Godin

The Dip



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The old saying is wrong-winners do quit, and quitters do win. Every new project (or work, or hobby, or company) begins exciting and fun. If you can become number 1 in your market, you'll get more than your reasonable share of profits, glory, and long-term security. They realize that the larger the barrier, the bigger the reward so you can get past it. Probably you're in a Dip-a temporary setback that will get better if you keep pressing. Winners quit fast, quit often, and give up without guilt-until they commit to beating the right Dip for the right factors. According to bestselling author Seth Godin, what really sets superstars aside from everyone else may be the ability to escape dead ends quickly, while remaining focused and motivated when it really counts. But probably it's rather a Cul-de-Sac, that may never get better, no matter how hard you try. Losers, on the other hand, fall into two simple traps. And you end up asking if the goal is even well worth the hassle. After that it gets harder and much less fun, until it hits a minimal point-really hard, rather than much fun at all. In fact, winners look for the Dip. Either they neglect to stick out the Dip-they reach the moment of truth and then give up-or they never even find the right Dip to conquer. Seth Godin doesn't state to have all the answers. If you are, The Dip will inspire you to hang tough. If not, it will help you find the courage to quit-so you will be number one at something else. Whether you're a graphic developer, a merchant, an athlete, or an aspiring CEO, this fun small book can help you body out if you are in a Dip that's worthy of your time, effort, and talents. But he will teach you how to ask the proper questions.



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Strategic Quitting Isn't Failing but Rather a Change in Tactics That is my second time through The Dip. I must say i happy I read it another time (I think the 1st was a CD). I liked it before. One of the most satisfying reads ever. In his closing responses, Seth Godin stated that "Short books are hard to write." I can verify that as a writer. As a consumer, I sometimes feel cheated that I paid so much for a small book. In this case, there is no need to feel cheated. What the buyer is buying may be the content, the principles, the ideas. And this small publication contains big ideas, types I don't recall ever seeing before Seth Godin experienced the insights and courage to present. Who are You-4. We must learn when to give up. When something wins it usually wins big. It is easy to blend in. It was so on point. My favorite book of his up to now. It was quick and to the point. Define a "world" that you can be the best in, as Sara Lee did. "In the Netherlands, a much smaller market, Senseo has already reached a 40-percent market share of all households." Totally perfect. Decent model on explaining the types of "give up" or when to give up to expect. Giving up strategically isn't failing; When you are being average you must make a decision. I actually particularly liked that he also specified that you need to evaluate your available assets and the size of the marketplace and how big is your competition for the reason that marketplace. Absolutely perfect. I loved it this time. Life changing. I experienced to keep replaying the audio again and again because almost every other sentence was a lamp moment. Those are simply a few ideas that basically stood out to me when I finished the book. It doesn't get yourself a lot better, it doesn't get yourself a lot worse. good stuff! A brief read, but a very powerful read. Anything by Seth Godin has always turned out to be a treasure and in a few aspect a life changer for me personally. I shared this graphic a few articles back and in addition here specifically about this topic so reading this reserve after further cemented my beliefs. As always, I have purchased almost every one Seth Godin book plus they are books that will by no means be discarded because they're the few books I read over and over. That is challenging for many folks. I'll be picking this one up again later on since it has so much to provide. This book challenges many of the common suggestions often discussed. Here are a few of the key concepts that stood out if you ask me in no particular order that will ideally inspire you to read the publication for yourself and offer some ideas that you should think about.

1. Never quitting is bad assistance. Right from the start he argues probably the most common tips quoted time and time again. I don't know how I feel about this." is bad advice. I think it goes much deeper once you move past the surface of just a description. I think we have to shoot for the stars sometimes."
2. The main element to quitting is definitely understanding The Dip. I am instantly fascinated by this concept where we basically like winners.[to/1JFluKL](http://t.co/1JFluKL) When to give up?" Like most great sounding platitudes, they aren't total or in-depth This publication, The Dip: JUST A LITTLE Book That EXPLAINS When to give up (so when to Stick), teaches you that you should give up strategically under two main circumstances, you are in a cul-de-sac (dead end) or around to face a cliff. Seth Godin has done us a favor by nudging us with solid insights to select a direction with influence. Key to that is normally recognizing when there is a long term benefit to persevere so when it is better to pivot in another direction. You will be 2nd or third, but end up method behind. Now that I aware of this law I start to notice it time and time again.
3. Well Rounded is Bad Tips – Anytime education is normally challenged my ears perk up. Seth states, "Simply about all you learned in college about life is wrong, but the wrongest issue might very well be this: Being well rounded may be the secret to achievement." I must agree 100%. Not long ago i go through another of his books The Dip which actually gave a me a lot to think about. I too have heard Vince Lombardi's famous information throughout my lifetime: "Winners never quit;" Not merely is this occurring in education, nonetheless it occurs in our own personal lives.

Sometimes we have to get on the highway....6. We need to realize that the systems in place want us to quit. If you're still confused about whether you should stay or follow reading this reserve something is wrong with you! It simply is. The Cul-De-Sac like this thought. This idea seems so simple and yet I keep going back to it. Instead he claims that winners "quit on a regular basis. I really perform.(my new idea developing out of this neighborhood metaphor)5. I believe that the reason many live in a cul-de-sac is because it is easy to be mediocre. In any other case, to be the best in "the world," you should press through the "dip" or find the shortcut through it. Absolutely great wisdom We need to aware our pain has including two lesson: quit or stay with it.Seth Godin takes on the topic of quitting and places the complete idea into a totally new perspective. When considering quitting we need to believe about..... What I didn't like in the publication was the almost-severe separation between average and greatest. And I think it is the condition of education. Zipf's Law – This regulation is described in the book so I had to look it up on wikipedia. quitters never win." Darn right! Fundamentally this means a "situation where you work and you function and nothing much changes. They operate on us quitting. If we are able to push at night dip rather than quit, then we hit the results of being number one. Tribes: WE ARE IN NEED OF You to Lead Us by Seth Godin <http://amzn>. What's the dip? Well, browse the book!7. The one idea that makes sense, but I have a problem with agreeing with is certainly if we will quit we should quit before we begin. If we can not be the very best in the world he suggests we don't even try. He says that the quote from Vince Lombardi, "Quitters by no means win and winners by no means quit. They simply quit the right stuff at the proper time. Perhaps I must define what it means to be the best in the world. Short also to the point I enjoyed The Dip, since it is advice I have seen play out in my own experience. I like the notion that quitting could be good for your other goals. We don't like to admit these kind of things therefore we will continue steadily to do things just so we are not quitters.8. I think about my entire life and items that I want to fix. Every complicated query that was swirling in my mind was answered by this reserve. Either you quit or be remarkable. "Average is for losers". That is a tough tablet to swallow, but a necessary one. Two Options – Don't be typical. If I quit the things that are just average in my own life due to average work and dedication I could really press some components to be exceptional by freeing up hard work spent on doing things average in my existence in the cul-de-sac. This notion is one that has hit house with me and is really forcing me to believe through things deeply. The info wasn't rocket technology- it just gave me the clearness I sorely needed at exactly the right time. I've many more passages highlighted, but if I shared everything then what would be the point to learn the book? This publication packs a whole lot in 80 webpages, but that's what Seth Godin will.If you are thinking about his other books listed below are the others I have read and recommend. it's conserving your energy and assets to go after a dip you can press through. I've read this one often! We breakthrough and strike new levels of achievement that cannot we believe we can achieve. Cons: non-e! Purple Cow by Seth Godin <http://amzn>. Godin illustrates when to quit and when to place it out. Not just winners, but the whole idea that frequency is essential. No, I think he is seeking something much grander in concept, but it is important to at least take into account the message. Our society has pushed our thinking to believe that quitting is bad. Quitting is normally hard because you need to admit that you will be not number 1. Learn in this book. Will this mean I have to end up being an Olympian in operating? Switching emphasis to another area made all of the difference in my journey. Think about the popular records, box office, tv shows, books, etc. Nearly what I thought It wasn't what I was quite seeking for. I understood the main behind what he wrote about quitting and it did give me some space for reflection. Probably the most satisfying reads ever This book saved me from

spending 1000's of dollars on executive coaching. However I just felt the message wasn't powerful more than enough for me personally at this moment. Achieve success at an increased level in business and life!to/1lxiiYaPoke the Box by Seth Godin <http://amzn>. When to power through the "dips" in one's business and existence. This book has had a tremendous effect on the way I appear at setbacks and difficulties. The top of the top sell more than anyone else. Karen Briscoe, writer and podcast host "5 Minute Success" A dippy little book I reached the dip by page 33 when We realized that the shallow waters Godin is treading weren't likely to get any deeper. On the subject of after that Godin asks, "are you angry. We don't want to quit at the wrong period. I'm mad at Godin for spewing pop psychology; I'm mad at other reviewers who regard this as revelatory; and I'm at myself for buying this publication. That's a lot of anger for such just a little book. Solid message for entrepreneurs of most sizes Pros: Several solid factors about how to think about what you are working on and whether you should work on it all. With great good examples and straight to the idea chapters, The Dip helped me translate Seth's concepts directly to my own lifestyle easily. There is always discuss failing and quitting on sociable media and in particular education. Time to press through (or quit)! Video game changer, insightful, and easy to read This book taught me how and why to stick through the tough times in the ventures that really matter - and why to stop spending so enough time on those that don't. The first time I've been subjected to a framework on giving up. Period for a dip? A reminder on how benefits accrue to the very best performers.to/1lxiiLKOh man, this one is so good also!



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