

How to inspire

+ PRACTICES TAKING NOTES

Why → purpose, cause
 of belief exist.

Why are you doing?
 speak to people
 who agree

are you working for
 the paycheck or
 with blood sweat &
 tears?

inspired thinkers use/go
why - not what

Why is

better / influence / connect

APPLE
 MLK
 WRIGHT BROS

↳ they all thought the same way

GOLDEN

CIRCLE

unsuccessful

BETTER ↓



— why how what
 what do you do
 how you do it??
 why you do it??

• usually think the furthest, then to
 • inspired talk why how what

Huge → ~~people say why you do it~~

people buy from people
 who believe in what
 you believe in

if I BELIEVE THE BUYER/STUDENT
 WILL BELIEVE.

* LAW OF DIFFUSION OF INNOVATION

- TO INSPIRE - NEED TO HAVE A DREAM NOT A PLAN - MLK
- IF YOU BELIEVE OTHERS WILL BELIEVE AND FOLLOW & SPREAD THE MESSAGE
- KNOW WHY YOU ARE DOING / BUYING / STUDY IT.