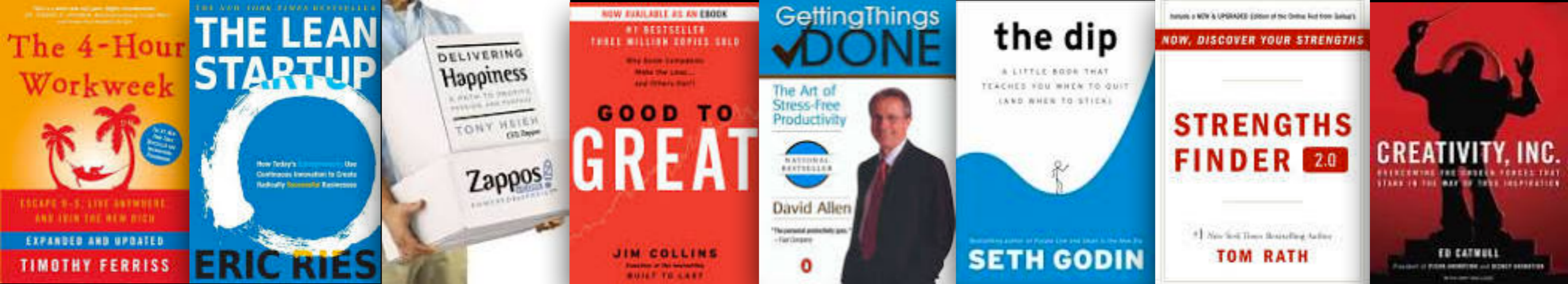


THE DIP

A Little Book that Teaches You
When to Quit (and When to
Stick)

Book By Seth Godin
Slides by Ryan Battles

GODIN, SETH. THE DIP: A LITTLE BOOK THAT
TEACHES YOU WHEN TO QUIT (AND WHEN TO STICK).
NEW YORK: PORTFOLIO, 2007.



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This book is about winning through quitting.

You can become "the best" and need to
learn when to quit.

The old saying is wrong—winners do quit,
and quitters do win.

Everything starts out exciting and fun but then gets harder and less fun, until it hits a low point—really hard, and not much fun at all.

You find yourself asking if the goal is even worth the hassle.

Maybe you're in a Dip—a temporary setback that will get better if you keep pushing.

Maybe it's really a Cul-de-Sac, which will never get better, no matter how hard you try

Winners quit fast, quit often, and quit without guilt—until they commit to beating the right Dip for the right reasons.

In fact, winners seek out the Dip.

They realize that the bigger the barrier, the bigger the reward for getting past it.

Losers, on the other hand, fall into two
basic traps:

Either they fail to stick out the Dip—they get to the moment of truth and then give up...

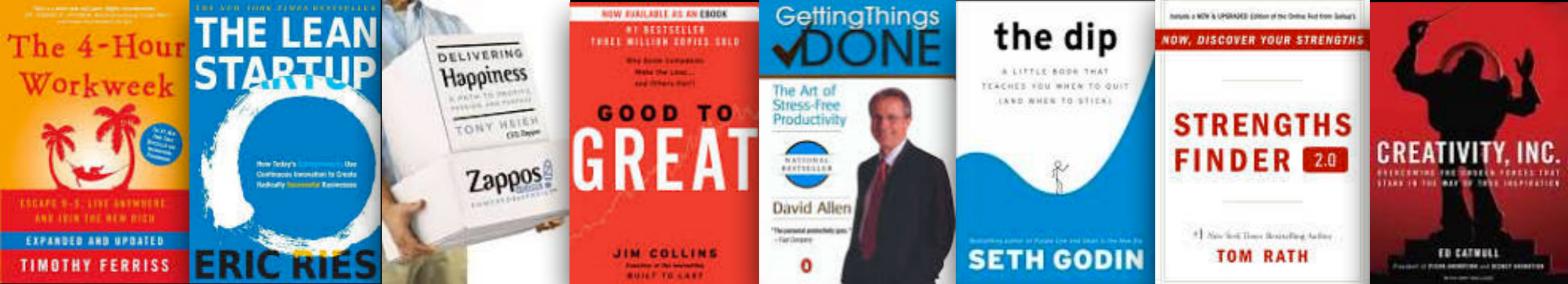
Pushing through the Dip will eventually be highly rewarded.

THIS HAS BEEN A BRIEF OVERVIEW OF THE
MAIN IDEAS OF THE DIP.

BUY THE BOOK FOR THE FULL EXPERIENCE

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