ENCHANTMENT
The Art of Changing Hearts, Minds, and Actions

GUY KAWASAKI

GUY KAWASAKI was previously the chief evangelist of Apple. He is today the co-founder of Alltop.com, an online magazine rack of popular topics on the web, and a founding partner at Garage Technology Ventures. He is the author of ten books including *Reality Check, The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy* and *Selling the Dream*. Mr. Kawasaki has a BA from Stanford University, and MBA from UCLA and an honorary doctorate from Babson College.

The Web site for this book is at www.guykawsaki.com/enchantment

MAIN IDEA

Enchantment is the art and process of delighting people with your product, your service or your idea. Once someone is enchanted with what you're doing or what you're offering, they will voluntarily give long-lasting support which will end up being be mutually beneficial. Enchantment is all about changing people's hearts and minds and thereby their actions. Or put a different way, when you enchant someone, you enlist them in your cause to change the world and make it a better place.

Therefore, don't learn how to sell. Learn how to enchant. It's a more productive and long-lasting goal to go after.

"The greater your goals, the more you'll need to change people's hearts, minds, and actions. This is especially true if you have few resources and big competitors. If you need to enchant people, you're doing something meaningful. If you're doing something meaningful, you need enchantment."

– Guy Kawasaki

1. Why is enchantment important? . . . . Page 2

Even if you have an insanely great mousetrap, the world will not beat a path to your door. Everyone's busy doing their own thing. In practice, the greater your mousetrap is, the harder it will be to get people to embrace it because it will be so different to what they're used to. Instead of sitting back and hoping you'll be discovered, you have to get busy enchanting people with what you have. Enchantment is the art and process of turning cynics into believers and then enlisting them in a crusade to tell the world.

2. The two pillars on which enchantment is built . . . . Page 3

Enchantment

1 Achieve likability

2 Achieve trustworthiness
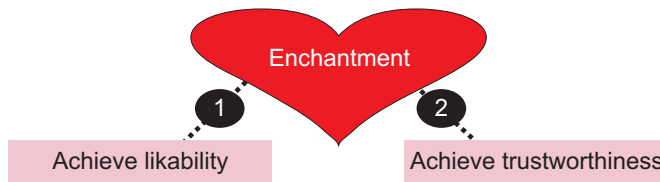
Step one in bringing about enchantment is to get people to like you. Step two is to then show you can be trusted. These are the two pillars on which enchantment is based. If you aspire to enchant others, you need to work at being likable and trustworthy first.

3. The nine things you can do to bring about enchantment . . . . Pages 4 - 8

Once you've got likability and trustworthiness under control, there are nine things you can do to get some enchantment working in your favor. Make very certain you do all these things. Your challenge is to get out there and apply this knowledge, reject what doesn't end up working for you and amplify and enhance what does. Go forth and enchant.

1 Have a great cause

2 Tell an immersive story

3 Find ways to overcome resistance

4 Get people to internalize your values

5 Use push technology to enchant

6 Use pull technologies to enchant as well

7 Enchant employees so they pass it on

8 Enchant your boss

9 Learn how to resist enchantment

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