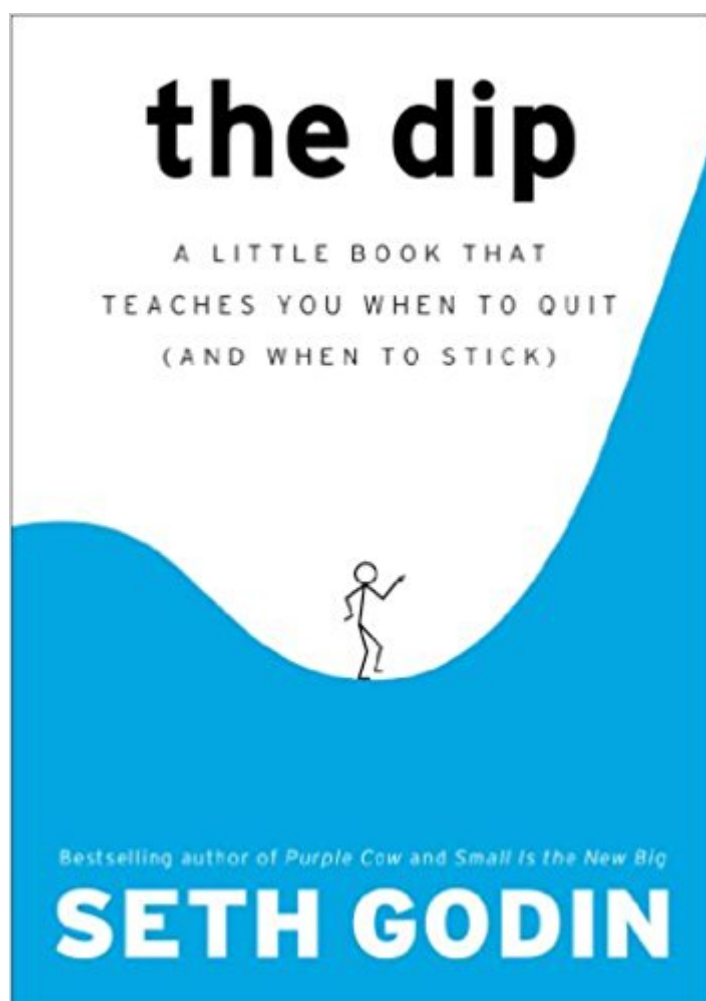


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# The Dip: A Little Book That Teaches You When To Quit (and When To Stick)



## Synopsis

• A New York Times, USA Today, and Wall Street Journal bestseller In this iconic bestseller, popular business blogger and bestselling author Seth Godin proves that winners are really just the best quitters. Godin shows that winners quit fast, quit often, and quit without guilt—until they commit to beating the right Dip. Every new project (or job, or hobby, or company) starts out fun—then gets really hard, and not much fun at all. You might be in a Dip—a temporary setback that will get better if you keep pushing. But maybe it’s really a Cul-de-Sac—a total dead end. What really sets superstars apart is the ability to tell the two apart. Winners seek out the Dip. They realize that the bigger the barrier, the bigger the reward for getting past it. If you can beat the Dip to be the best, you’ll earn profits, glory, and long-term security. Whether you’re an intern or a CEO, this fun little book will help you figure out if you’re in a Dip that’s worthy of your time, effort, and talents. The old saying is wrong—winners do quit, and quitters do win.

## Book Information

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## Customer Reviews

Yet another easily digestible social marketplace commentary from the blogger/author who penned Purple Cow and Small is the New Big, Godin prescribes a cleverly counter-intuitive way to approach one’s potential for success. Smart, honest, and refreshingly free of self-help posturing, this primer on winning-through-quitting is at once motivational and comically indifferent, making the lofty goal of "becoming the best in the world" an achievable proposition—all you need is to "start doing some

quitting." The secret to "strategic quitting" is seeking, understanding and embracing "the Dip," "the long slog between starting and mastery" in which those without the determination or will find themselves burning out. As such, Godin demonstrates how to identify and quit your "Cul-de-Sac" and "Cliff" situations, in which no amount of work will lead to success. Godin provides tips for finding your Dip, taking advantage of it and becoming one of the few (inevitably valuable) players to emerge on the other side; he also provides guidelines for quitting with confidence. Quick, hilarious and happily irreverent, Godin's truth-that "we fail when we get distracted by tasks we don't have the guts to quit"-makes excellent sense of an often-difficult career move. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"A short read that should be on every entrepreneur's book list." — Entrepreneur.com  
"Absolutely delightful, combining his wise aphorisms and anecdotes with Hugh MacLeod's darkly brilliant business-card cartoons." — Chris Anderson, author of The Long Tail

A short read, but a very powerful read. Anything by Seth Godin has always turned out to be a treasure and in some aspect a life changer for me. I recently read another of his books The Dip which really gave me a lot to think about. As always, I have purchased almost every single Seth Godin book and they are books that will never be discarded because they are the few books I read over and over. Seth Godin takes on the topic of quitting and places the whole idea into a whole new perspective. There is always talk about failure and quitting on social media and in particular education. This book challenges many of the common ideas often discussed. Here are some of the key ideas that stood out to me in no particular order that will hopefully inspire you to read the book for yourself and provide some ideas for you to think about.

1. Never quitting is bad advice. Right from the start he argues one of the most common ideas quoted time and time again. He says that the quote from Vince Lombardi, "Quitters never win and winners never quit" is bad advice. Instead he claims that winners "quit all the time. They just quit the right stuff at the right time."
2. Zipf's Law  
This law is mentioned in the book so I had to look it up on wikipedia. I am instantly fascinated by this concept where we basically love winners. Not just winners, but the whole idea that frequency is key. When something wins it usually wins big. Think about the popular records, box office, tv shows, books, etc. The top of the top sell more than anyone else. You could be 2nd or third, but end up way behind. Now that I am aware of this law I start to notice it time and time again.
3. Well Rounded is Bad Advice  
Anytime education is challenged my ears

perk up. Seth states, "Just about everything you learned in school about life is wrong, but the wrongest thing might very well be this: Being well rounded is the secret to success. I have to agree 100%. I shared this graphic a few posts back and also here specifically about this topic so reading this book after further cemented my beliefs. Who are You-4. The Cul-De-Sac love this thought. I really do. And I think it is the state of education. Basically it means a "situation where you work and you work and nothing much changes. It doesn't get a lot better, it doesn't get a lot worse. It just is. Not only is this happening in education, but it happens in our own personal lives. This idea seems so simple and yet I keep going back to it. I think it goes much deeper once you move past the surface of simply a definition. Sometimes we have to get on the highway (my new idea developing from this neighborhood metaphor)<sup>5</sup>. I think that the reason many live in a cul-de-sac is because it is easy to be mediocre. It is easy to blend in. Quitting is hard because you must admit that you are not number one. This is tough for many of us. We don't like to admit these type of things so we will continue to do things just so we are not quitters. Our society has pushed our thinking to believe that quitting is bad.<sup>6</sup> The key to quitting is understanding The Dip. We must learn when to quit. We don't want to quit at the wrong time. We have to realize that the systems in place want us to quit. They operate on us quitting. If we can push past the dip and not quit, then we hit the results of being number one. We breakthrough and hit new levels of success that cannot we believe we can achieve. What is the dip? Well, read the book!<sup>7</sup> The one idea that makes sense, but I struggle with agreeing with is if we are going to quit we must quit before we start. If we cannot be the best in the world he suggests we don't even try. I don't know how I feel about that. I think we have to shoot for the stars sometimes. Perhaps I must define what it means to be the best in the world. Does this mean I must be an Olympian in running? No, I think he is going after something much grander in concept, but it is important to at least think about the message. When thinking about quitting we have to think about "Two Choices: Don't be average. If you find yourself being average you must make a decision. Either you quit or be exceptional. "Average is for losers". This is a tough pill to swallow, but a necessary one. I think about my life and things that I want to fix. If I quit the things that are just average in my life due to average work and commitment I could really push some elements to be exceptional by freeing up time and energy spent on doing things average in my life in the cul-de-sac. This idea is one that has hit home with me and is really forcing me to think through things deeply. Those are just a few ideas that really stood out to me when I finished the

book. I have many more passages highlighted, but if I shared everything then what would be the point to read the book? This book packs a lot in 80 pages, but that is what Seth Godin does. If you are interested in his other books here are the others I have read and recommend. My favorite book of his so far. I have read this one many times! Tribes: We Need You to Lead Us by Seth Godin <http://amzn.to/1IxiiLKO> Oh man, this one is so good also! Purple Cow by Seth Godin <http://amzn.to/1IxilYa> Poke the Box by Seth Godin <http://amzn.to/1JFluKL>

Read this book at one sitting. It reads effortlessly, is light, witty, entertaining, funny and quite profound. It challenges conventional wisdom about quitting by introducing you to the Dip. The Dip is something we all know, but may lack the courage to admit to ourselves, but if we do, the rewards for pushing through it can be game changers (or rather life changers). Curious choices for certain examples, like that for Senseo (so few people know about it in the US, but guess that's why he chose it, right?). Additionally, found enlightening his comments and comparisons on Google and Microsoft. Two very different, but nonetheless effective ways of getting through the Dip. All in all, delightful, fun, and highly recommended

Great quick little read, but it really only helpful if you can tell if your situation is a "dip" or "cul de sac". The book helps you decided how to go from there, but not in how to really identify one.

The sub-title says it all, in fact, for some, that may be all you need to read: when to quit and when to stick. That's Godin's simple message. Some may find it profound--the truth that some people quit too soon while others don't quit when they should. Given that we are all always told never to quit and that we are guilted into thinking that a quitter is a loser, the message is an important one for people easily swayed by common advice. "The Dip" is not a how-to book. If you read it hoping to know how to determine the difference between quitting too soon or too late, you'll likely be frustrated. If you read it hoping to determine whether your dip is a dead end or a short cut, you'll likely be frustrated. "The Dip" is a motivational book that encourages readers to think long term before making the decision to quit or endure. It makes sense--common sense. For the business person lacking common sense--this is a helpful book. But then again, the business person lacking common sense likely needs a lot of help. Reviewer: Bob Kellemen, Ph.D., is the author of "Beyond the Suffering," "Soul Physicians," and "Spiritual Friends."

I like that he helps you realize that there's parts of a learning curve that you need to power through,

but the rest is either too repetitive, too obvious, or too wrong to be worth \$10

Just finished this book. I'm in the Dip right now. I will never give up, and quit the things that are holding me back. Will be buying all of his books. Will I go in a bookhole after I complete this journey? Maybe. Jorge Harrington

Another Seth Godin masterpiece! I read this little book after I had spent two years in the Dip, struggling painfully through it. But all along I felt it was worth it. Then one day, instead of seeing the light at the end of the tunnel, I saw my worst nightmare - the Cliff. Only I didn't know that's what it's called. However, I did know one thing. I knew I had to quit in order to win. I could see that was my only alternative at this point. So I did. And I've never been happier or more successful in my career. All of this was confirmed by Seth's book. Since I had experienced the Dip and the Cliff, his words were a poignant affirmation of what I had already learned: sometimes you have to quit in order to win. If you've ever faced this decision, grab a copy of Seth's book. Like all his books, it's an invaluable resource. You know Seth. He says exactly what we need to hear in order to move forward. And he says it with perfect timing. But that's Seth.

This book is so inspiring to read, and very true to life. The dip is what separates great success from giving up and mild exposure. If you really want to get to the places that few people do in just about any area, including careers, you will have to fight through your "dip" which is that place of hardness where most people will give up. Expect the dip and fight through it. That's pretty much the message of this book. Well worth the read. It's not a long book, but it's a good one.

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