



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

Seth Godin

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

Every new project (or job, or hobby, or company) starts out exciting and fun. Then it gets harder and less fun, until it hits a low point—really hard, and not much fun at all.

And then 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. But maybe it's really a Cul-de-Sac, which will never get better, no matter how hard you try.

According to bestselling author Seth Godin, what really sets superstars apart from everyone else is the ability to escape dead ends quickly, while staying focused and motivated when it really counts.

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. If you can become number one in your niche, you'll get more than your fair share of profits, glory, and long-term security.

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—or they never even find the right Dip to conquer.

Whether you're a graphic designer, a sales rep, an athlete, or an aspiring 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. If you are, The Dip will inspire you to hang tough. If not, it will help you find the courage to quit—so you can be number one at something else.

Seth Godin doesn't claim to have all the answers. But he will teach you how to ask the right questions.

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Arlen Bullock:

Have you spare time for any day? What do you do when you have more or little spare time? Yes, you can choose the suitable activity to get spend your time. Any person spent their own spare time to take a wander, shopping, or went to the actual Mall. How about open or maybe read a book eligible The Dip: A Little Book That Teaches You When to Quit (and When to Stick)? Maybe it is to be best activity for you. You already know beside you can spend your time with your favorite's book, you can smarter than before. Do you agree with the opinion or you have additional opinion?

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Denise Zimmerman:

A lot of people always spent their own free time to vacation or perhaps go to the outside with them loved ones or their friend. Do you know? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. If you would like try to find a new activity that's look different you can read the book. It is really fun in your case. If you enjoy the book you read you can spent the whole day to reading a book. The book The Dip: A Little Book That Teaches You When to Quit (and When to Stick) it doesn't matter what good to read. There are a lot of people who recommended this book. These folks were enjoying reading this book. When you did not have enough space to develop this book you can buy typically the e-book. You can m0ore easily to read this book out of your smart phone. The price is not very costly but this book possesses high quality.

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