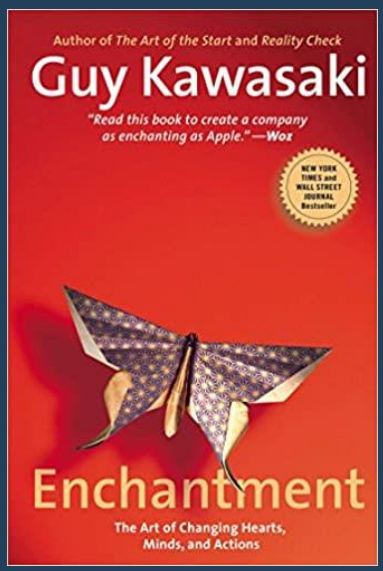

Enchantment

Enchantment
Year of publication: 2012
Author: Guy Kawasaki
240 pages
Link for purchase: https://amzn.to/33wAubX

The enchantment had its first edition published in 2011 by author Guy Kawasaki. The work has 240 pages organized in 12 chapters.
Each of these chapters presents a tactic necessary to start an enchantment campaign. At the end of each tactic, reports are presented about personal stories that confirm the success of their applicability.
The book is originally titled "Enchantment" and is recommended for reading by big names in the world of entrepreneurship, such as Steve Wozniak, co-founder of Apple.

Score

8

8 Aplicability
7 Inspiration
8 Innovation
9 Impact on results
8 Structure

Main ideas of the book

- If are doing something meaningful, you will need the enchantment;
- The first step to enchantment is to make people like you;
- People only fall in love with whom they trust;
- Enchantment requires the creation of something fantastic;
- To launch a project, it is essential to involve people in it and recruit their first followers;
- New things generate resistance and, to overcome it, it is necessary to provide social evidence and find a way to delight all influencers;
- To make the spell last, people must internalize their cause, reciprocate and fulfill their commitments;
- Push technology is a great tool for bringing your story to the people you want to delight.
- Pull technology should be used to bring people to their story;
- The enchantment should also be directed at your employees;
- Enchanting your boss can bring benefits such as flexibility and freedom;
- Resisting enchantment is important when charming people have no good intentions.

To whom is this book indicated?

According to the author, "It's for people who see life for what it can be and not for what it can't."
In other words, every potential entrepreneur who wants to bring a big cause or idea to the market but finds it difficult in the scenario marked by instant relationships.

Visão geral do livro

Overview: Why the enchantment?

The first chapter brings the idea that the higher your goals, the greater the need to delight people. This is because enchantment generates voluntary change, going far beyond mere manipulation. In the author's words, "enchantment transforms situations into relationships."
There are several situations in which enchantment is extremely necessary, such as:

- when we aim for high and idealistic results;
- when people have to make difficult and rare decisions;
- when consumers need to overcome established habits;
- when you have to challenge the crowd;
- when you have to proceed without return or when the return arrives late.

> *"For an entrepreneur, the success of the invention - the company - is measured by growth"*

Guy says one of the great secrets is to imagine yourself in the place of the person you want to charm. That way you will be able to understand what people really want and how much effort they are willing to make to change a habit.
It is important to remember that the art of enchantment must be guided by ethical activities. After all, the enchantment will only be lasting if it can bring benefits to others as well.

Overview: How to win sympathy and reliability?

According to the author, the first step to enchantment is to win sympathy. This requires making a good impression through your smile, your clothes, your handshake, and your vocabulary.
For people to accept you, you must accept them. Therefore, approach, pursue and project your passions, be helpful and do not try to impose your values. We have more similarities than differences, so find shared passions!
The second step to becoming charming is to gain reliability. To do so, you must also trust people, giving them the benefit of the doubt. Also, make clear the true intent of your projects from the start, after all, people will always be questioning your motivation.
In addition, acquire wisdom and competence, interact with people and take a position to be followed. Seek the purest form of reciprocity by helping everyone without expecting anything in return and be a true hero!

Overview: How to prepare and make releases?

In addition to being friendly and gaining reliability, you need to have a great cause. That means your idea has to be charming too. To help you out, Guy has compiled a list of qualities needed for a good product. They are:

- Depth;
- Intelligence;
- Completeness;
- Autonomy,
- Elegance.

Once you've created a good product, you should make it simple and quick to make it easy for everyone to understand. Any barriers that may exist, whether financial or mental, should be removed. After all, research shows that people prefer to think about what is easier!
The next step will be to make an unforgettable release! To do so, tell a compelling story about your aspirations, the difficulties you encountered along the way, and the courage you had to overcome them. Engage audiences by creating attention-grabbing experiences and quizzes.
It is noteworthy that it is important to impress not only influential people but especially ordinary people. This is because these ordinary people are the ones who will become their true consumers. This will earn you your first follower and have credibility.

Overview: How to overcome resistance and make enchantment last?

People often offer resistance when they come across a new product or new idea. So in order for you to be delighted, you must understand why these people are reluctant to support your project.
Guy points out five common sources of resistance:

- Inertia;
- Hesitation to reduce options;
- Fear of making a mistake;
- Lack of reference models;
- Your cause is, in fact, a "shit."

To overcome this resistance, it is very important to provide social evidence. That is, show that other people adhere to your cause.
You must make your product familiar to the public. Furthermore, use data to support your arguments when they can be supported by facts.
Overcome the resistance, you should find a way to make the enchantment last. After all, enchantment is a process that aims for long and lasting change. For this reason, work to make people believe and defend you without any coercion.
In fact, you should seek to help everyone quickly, steadily, unexpectedly and generously. That way you will be invoking reciprocity. Creating a community that complements your cause and investing in outreach is also a strategy for the charm to last.

Overview: How to use push technology and pull technology?

Technology can also be an easy, quick and inexpensive tool to delight people. For this reason, the author presents some basic principles that should be applied to technology, regardless of the advancement stage. They are:

- Commit yourself constantly and quickly;
- Commits countless people;
- Use multiple media;
- Present value;
- Give credit;
- Give people the benefit of the doubt;

- Accept diversity;
- Don't put up with crap;
- Limit disclosure;
- Reveal your conflicts.

Push technology is one that allows us to take our story to the people we want to delight, such as Twitter. In this case, it is important to focus on a good presentation that can sell our dreams.
Pull technology is responsible for bringing people into our history and has the advantage of passing a huge amount of information. You can do this by setting up websites, blogs, Facebook, LinkedIn, and Youtube, for example.

Overview: How to delight your employees and your boss?

Disenchanted employees can't charm. Therefore, the enchantment must begin internally with its own employees. And, according to the author, for this to happen, the main incentive is not money, but "the opportunity for employees to achieve mastery, autonomy, and purpose."
You must empower employees so that they can make decisions for the customer and therefore delight them. What's more, it's extremely important that you don't ask your employees to do something you wouldn't want to do and to celebrate their success with them.
The book also points out that enchanting your boss (or your boss) is an excellent tool for achieving more flexibility, freedom, and money. So make your boss look good; give priority to tasks assigned by her; and deliver more results than you promised!

Overview: How to resist enchantment?

Last but not least, the author warns that not all charming people have good intentions and act ethically. For this reason, it is often necessary to learn to resist enchantment.
Based on this, Guy guides us to avoid tempting situations.
To do this we need to be careful with expert data, know our limitations and look into the distant future. That way we can make a much more conscious choice.

What other authors say about it?

In "This Is Marketing," Seth Godin says effective marketing begins with identifying people's intrinsic needs and wants. These are usually related to different emotional aspirations such as adventure, connection, freedom, tranquility, and strength.
Already in the book “Influence: Science and Practice”, author Robert Cialdini goes deeper into the idea of personal marketing. It provides tools on how to influence people on your ideas, which is negotiation is of utmost importance.
Finally, regarding the continuous improvement of its employees, in the book “Scaling Up”, the author Verne Harnish states that employee feedback must be constantly collected in order to identify obstacles and opportunities for improvement.

Okay, but how can I apply this in my life?

- Be nice and make people like you;
- Achieve reliability;
- Create something fantastic and worthy of being desired by people;
- Engage people in your project and recruit followers;
- Overcome consumer resistance by the new by providing social evidence;
- Use technology as a quick and inexpensive tool to delight people;
- Enchant your subordinates and your superiors;
- Resist enchantment when it is not built on ethical grounds.

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