

Ready to Sprint?

Do it Solo, or With Friends and Family

www.mindsprint.club

the dip

A LITTLE BOOK THAT
TEACHES YOU WHEN TO QUIT
(AND WHEN TO STICK)



Bestselling author of *Purple Cow* and *Small Is the New Big*

SETH GODIN

Readers usually forget the lessons they learn from self-help books. We have a process that allows them to **compound** their learning through peer-to-peer discussions so that they can **internalize** those lessons, apply them and **improve** their lives.

The first rule of bookclub: we do talk about bookclub.
If you find this document helpful,
share this document with someone who needs it.
It's generous.

Part I

EXPLORE

www.mindsprint.club



Explore

The Dip - Part I

“‘Quitters never win and winners never quit.’ Bad advice. Winners quit all the time. They just quit the right stuff at the right time... Strategic quitting is the secret of successful organizations.”

What Should you quit?

Hint: not talking about quitting procrastination. I'm talking about something you're actually doing that you need to STOP.

Explore

The Dip - Part I

"The Opposite of Quitting Isn't Waiting Around. No, the opposite of quitting is rededication... Sometimes we don't quit, instead, we get mediocre."

Where do you need to **rededicate** your energy?

Part II

THE DIP



The Dip

Being in the dip is like being in the middle of cooking a meal. Everything looks messy. Nothing seems to be going right.

What's **the dip** you're at right now?

The Dip

The Dip - Part II

“Best as in: best for them, right now, based on what they believe and what they know. And in the world as in: their world, the world they have access to.”

What do you need to become **the best** in the world?

Part III

EXPECT

www.mindsprint.club



Expect

The Dip - Part III

"Short-term pain has more impact on most people than long-term benefits do, which is why it's so important for you to amplify the long-term benefits of not quitting."

How do you imagine your **post-dip** life?

Expect

The Dip - Part III

"The decision to quit is often made in the moment. But that's exactly the wrong time to make such a critical decision. The reason so many of us quit in the Dip is that without a compass or a plan, the easiest thing to do is to give up. While that might be the easiest path, it's also the least successful one."

What's your **compass**?

We've found that each of these prompts make for a **meaningful mini-sprint among family members and friends**. Try it. It's **generous**.