

255: A Remarkable Business and Life

10 Point Checklist

Seth Godin

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

Get **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**



“What businesses should do is work on the products and the services, not the hype that goes around them.”

SETH GODIN

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- Focus on the community end spectrum as opposed to the clever end spectrum. It's one thing to be interesting but it's better when a business looks out for their customers' best interests.
- Make an effort to put myself in my community's shoes and see the world through their eyes. Find out their values, principles and build something that influences or strengthens these beliefs.
- Stand up for what I believe in. Let that be reflected in everything I do. Doing things for recognition is not how it's supposed to be. People should aim to create a positive impact for a better future.
- Spark positive movements or powerful conversations. Don't hesitate to share a compelling story that's relatable and worth sharing through innovative media.
- Always think about the repercussions of my work. Consider how it's going to affect the environment, society, and economy even in the smallest of ways.
- Don't be afraid of failure and be persistent. As Seth said, "the only way to innovate is to fail multiple times."
- Find inspiration through mentors and personal heroes. Continue expanding my learning through exposure to others' ideas and principles.
- Avoid perfectionism to the point of not actually launching anything. Learn to let go of the things that I don't have control over.
- Practice compassion and empathy not just in my business but in my private life as well. Let my personal values reflect on the work that I produce.
- Grab a copy of Seth Godin's books: [*The Purple Cow*](#), [*This is Marketing*](#), [*The Dip*](#), [*Unleashing the Ideavirus*](#), and more.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/a-remarkable-business-and-life-with-seth-godin>