

Effortless English

The Process

“So is there a **foolproof** way to create a Big Success every time? Is there a secret formula, a **ritual**, an **incantation** that you can use to increase creativity at the same time you stay firmly **grounded** in reality?

Of course not. There is no plan. **Looking in our rear-view mirror**, we can always say, ‘Of course that worked.’ By definition, a Big Success is something that was remarkable in just the right way. When we take our eyes off the rear-view mirror, though, creating a Big Success gets a lot more difficult.

If you are looking for a plan, I’m sorry to tell you that I don’t have one. I do, however, have a process. A system that has no **given** tactics but is as good as any.

The system is pretty simple: Go for the **edges**. Challenge yourself and your team to describe what those edges are, and then test which edge is most likely to deliver the marketing, business, career, and financial results you seek.

Would it be remarkable if your spa offered all its services for free? Sure, but without a financial **model** that supports that, it’s not clear that you’d **last** very long. The JetBlue Company figured out how to **get way over the edge** of both service and pricing-- with a business that was also profitable. Starbucks determined how to redefine what a cup of coffee meant (in a way very different from the way JetBlue delivered their innovation).

It’s not the plan that joins the Big Successes together. It’s the process people use to discover the **fringes** that make their projects remarkable.”

--Seth Godin, www.sethgodin.com

To be a big success you have to be remarkable. To be remarkable, you have to **go to extremes** in some area of your business or career. You have to go to the edge. You have to do something much more, or much less than everyone else.

You can pick almost anything and push it to the edge to be remarkable. For example, maybe you are friendly, so you decide to push friendliness to the edge-- to an extreme. How could you do that? Perhaps you remember every customer’s name, and the names of their friends and family. You send birthday cards. You remember their wedding anniversary. You learn about their hobbies, ideas, and interests. You become the most remarkably friendly person in your business or career.

Maybe you’re not friendly. Maybe you’re efficient. So you go to another edge. You’re not friendly at all-- but you are super-efficient. You finish every job 200% faster than anyone else. You make far fewer mistakes than anyone else. You constantly improve your methods and systems to make them

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more, and more, and more efficient. People are amazed at the speed and accuracy of your work.

You can also be remarkable by NOT doing something. Everyone teaches **useless** and boring grammar rules-- I don't. That makes Effortless English remarkably different than everyone else-- which is why we can **compete against** billion dollar companies.

To be truly remarkable, you will probably need to find 2 or 3 edges. For example, Effortless English is remarkable because 1) we don't teach useless grammar rules, 2) we teach with tremendous passion and enthusiasm, 3) we focus exclusively on speaking English easily and quickly.

We do these three things very remarkably. We don't waste time or energy on other things. We don't teach writing. We don't try to be the cheapest. We don't worry about **packaging**.

The point is this-- you have two choices.

1. You can do everything well, but nothing remarkably.
2. You can do 2-3 things remarkably, and not worry about the rest.

Choice one is the path of **mediocrity**. Most people choose the first path. As a result, they never stand out. They never have a Big Success. They never live their dreams. They live an ordinary, boring, average life-- filled with disappointment.

Choice two is the path of excellence. It's the scarier path, because sometimes people criticize you. Sometimes people doubt you. This always happens when you stand out. However, this is the path to a Big Success. This is the way to live your dreams. This is the way to live a **vibrant**, exciting, wonderful life.

Be extreme. Go to the edges. Do it again and again. You will eventually create a very successful career or business.

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