day, a long time ago, a jewelry salesman visited his friend at a computer company. His friend had something to show him—a prototype of a new product his company was launching. That day turned out to be an enchanting day indeed. For on that day, Guy Kawasaki (jewelry salesman) was introduced to the first Macintosh computer.

Very shortly after, Guy found himself a job as the lead evangelist for the Macintosh, which means his mandate was to convince programmers that the Macintosh was the future, and that they should create their programs to be compatible with it. These are the lessons in enchantment Guy has learned from his time at Apple, and thereafter while becoming a best-selling author and venture capitalist. If you want to learn how to become enchanting yourself, this next 10 minutes is for you...
The definition of enchantment as Guy defines it is “the process of delighting people with a product, service, organization or idea”. How do you know that you have enchantment? The outcome is that you have a voluntary and long-lasting support that is mutually beneficial. It’s different than just having a good product and figuring out how to sell it. It’s the ability to forge a relationship that is almost surprising. For instance, people shouldn’t love electronic devices the way they love their iPhones and iPads. But they do. They shouldn’t love insanely expensive stationary the way they love their Moleskin notebooks. But they do. The reason is that we are somehow enchanted by these things. There are certain situations where you just simply need to be enchanting in order to succeed:

1: If you have incredibly lofty goals and somehow want to change the world
2: If you need to overcome old habits
3: If you need to take the road less travelled and defy the prevailing wisdom
4: If you decide to proceed in the face of no feedback

Learn the lessons of enchantability, you will be able to tackle almost any situation with grace and ease.
Karin Muller was in the Peace Corps and was stationed in the Philippines. She dug wells and built schools there. One afternoon, the villagers had warned her that the New People’s Army – part of the Communist Party in the Philippines – was coming out to interrogate her. Karin could have decided to do many things, but she chose the road of enchantment and made sure she had coffee and sugar in her place before they arrived. On arrival, instead of being met by a scared and confused Peace Corp workers, the NPA was met by an invitation into the house for coffee. The shocked leader put his gun down, and proceeded to have coffee with Muller instead of interrogating her. Enchantment transformed a situation that could have been full of anger and violence into one of understanding and unexpected hospitality.

If enchantment can work in this situation, surely it can work for you and whatever you are up to.
The first thing you need to learn in order to become enchanting is that it starts with likability and trust. Sure, this isn’t groundbreaking advice. But instead of platitudes and generalities, Guy gives us some concrete advice on making this happen.
Seriously. People connect better to other people when they are welcoming and positive. Think George Clooney or Julia Roberts. What those two know that perhaps you and I don’t is that creating this connection isn’t about “turning that frown upside down”. Other people are incredibly adept at figuring out when our smiles are insincere. In fact, they have a name for that fake smile – the “Pan American smile” – which is apparently named after Pan American flight attendants who were ordered to smile but clearly couldn’t muster the inner joy required for a real one. A real smile uses the muscles around your eyes which makes you squint and produce crow’s feet. This is the look you are going after. The only way to consistently do this is to think positive thoughts as you are meeting people for the first time. As it turns out, the positive thinking isn’t for you after all, it’s for them.

There’s nothing more enchanting than meeting somebody loves something so much that they can’t help but get carried away when talking about it. Guy’s passion is hockey. Albert Einstein’s passion was the violin. Tim Ferris, the author the 4-Hour Work Week has a passion for breakdancing. What’s is yours? Whatever it is, realize that people are attracted and enchanted by people who are passionate, and who project that passion for the world to see. However, don’t forget to look for shared passions with the people you connect with – there’s nothing more powerful than showing an interest in another person’s passion.

Learn how to Smile!

Pursue and project your Passions!
It’s one thing to get people to like you. But if they don’t trust you, you’ll find it pretty tough to get people to join your cause, buy your products, or see your point of view. Here are some of the keys to get people in tune with the trust side of the enchantment equation.

**Trust others.** It sounds so simple, and counterintuitive at the same time. However, one of the best ways to create a trusting relationship is to clearly demonstrate that you trust others first. Do you think you could build a business that depended on women buying shoes without trying them on first? Zappos did just that by showing it’s customers that they trusted them not to abuse their famous “free shipping both ways” policy.

Zappos trusts its customers not to return shoes they have worn, and their customers trust Zappos to provide a no-hassle customer experience. Gaining trust starts with giving trust.
Disclose your interests.
Most people understand that in any relationship, there is give and take. In order to create a sense of trustworthiness, disclosing what you are going to “take” from the relationship is critical. The damage to the relationship comes when you disclose your financial interests in an arrangement at a later date, and the person feels like they’ve been “had”. Upfront disclosure is a clear signal to others that you can be trusted to communicate honestly and forthrightly.

Give for intrinsic reasons.
There are 3 reasons I can think of for doing nice things for people. First, you can give and expect an immediate payback. Guy would call this a transaction, and it’s certainly not enchantment. Second, you could give with the hope that at some point in the future you’ll get your payback. Guy calls this “paying it forward”. Third, you can give without an expectation of return. This is enchantment in action. Giving gifts without the expectation of reward creates a huge reservoir of trust. The funny thing is, you’ll still get a lot in return from these gifts. You just won’t know when or where they will come from.
As Guy says, in a perfect world, you are so enchanting that what you create doesn’t matter. There is no perfect world, and to complete the chain of enchantment you have to have a cause (or service/product) that is equally enchanting. There are 5 things that you need in order to create an enchanting product:

1. It needs to be deep, so that you have anticipated what your customers will need as they move up the “power curve”.

2. It has to be intelligent, so that it solves people’s problems in smart ways.

3. It should be complete, so that the entire customer experience is thought through and designed to enchant.

4. It has to be empowering, so that your customers can do things that they couldn’t do before buying your product.

5. It should be elegant, so that it appears as though somebody cared about the user interface.

If you need some examples of enchanting products, look no further than the Eames chair by Hermann Miller, the Airblade hand dryer from Dyson, and the Audi A5/S5.
Any time you want to convince people to do business with you, there will be barriers. Zig Ziglar, the master of sales says that “every sale has five basic obstacles; no need, no money, no hurry, no desire, no trust.” Your job is to help remove these obstacles in the most elegant ways. The best way to tackle this is to start with the assumption that you are responsible for the outcomes of each barrier. A great example of this comes from Guy’s backyard and a hockey team BBQ. Guy wanted the teenagers and their parents to put their trash in one bin, and recyclables in another. On many occasions he tried to use a blue recycling bin and garbage can combo. This worked miserably. Instead of cursing the stupidity and or laziness of his guests, he created an alternative solution, by using a garbage can with a hole cut in it for the soft drink cans and beer bottles, and a regular garbage can for the garbage. This worked beautifully, because he had removed all of the barriers that could potentially cause the guests to act in a certain way. Walk through your entire customer experience process and look for the areas that allow your customers to make the wrong choice, and eliminate them.
(1) Reluctance to disturb the status quo.
(2) Hesitation to reduce options – people don’t like of reducing the number of options available to them.
(3) Fear of making a mistake – in fact, most people are deathly afraid of this one, even if it’s deciding which wine to buy for a dinner party.
(4) Lack of role models – if there is no behaviour to copy, the status quo wins.
(5) Your cause/product sucks. There’s nothing we can do about this one, other than return to the previous section and get to work! Here are some ways that are (almost) guaranteed to break through this resistance.
Provide Social Proof.
Sometimes all it takes to break the resistance is to show that other people are indeed taking the action you are asking of them. For instance, copywriter Colleen Szot significantly increased sales on a particular infomercial when she switched “Operators are waiting, please call now” to “If operators are busy, please call again”. The implication is that we are so busy that we might not even be able to get to your call on the first try. Even the implication that people support your cause is enough to break through.

Create the perception of ubiquity.
Notice that we said the perception of ubiquity. That’s all that is required here. Remember when the first iPod came out and all of a sudden all you saw were white earphones in people’s ears? Then, if you are an iPod owner, you soon owned your own pair of white ear buds. Think about ways you can create the perception of ubiquity for your cause.

Create the perception of scarcity.
Just because something is ubiquitous doesn’t mean that it has to be available freely. In fact, many people will overcome their barriers to action just by the realization that if they don’t “act now” they might miss out. A great example is when Google launched its Gmail service, it did so by invitation only. These invites were in such high demand that they were being sold on eBay, even though most people knew that they could have access at some point in the future for free.
So there you have it. You now know how to become enchanting yourself, create an enchanting product, launch that product into the world and how to overcome resistance to it. Please use your newfound superpowers in the pursuit of good, instead of evil. Otherwise I won’t be able to sleep at night...

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