

# Derek Sivers

## Quotes

*World, Marketing, Ideas, Motivation, Inspiration, Littles, Real, Educational, Execution, People, Nuts, Trying, Helpful, Years, Thinking, Yeah, Programming, Hands, Helping, Opposites*

Business is not about money. It's about making dreams come true for others and for yourself.

~Derek Sivers

Whatever excites you, go do it. Whatever drains you, stop doing it.

~Derek Sivers

Repeated psychology tests have proven that telling someone your goal makes it less likely to happen.

~Derek Sivers

Let's never forget that whatever brilliant ideas you have or hear, that the opposite may also be true.

~Derek Sivers

Customer service is the new marketing.

~Derek Sivers

You grow (and thrive!) by doing what excites you and what scares you everyday, not by trying to find your passion.

~Derek Sivers

When you make a business, you get to make a little universe where you control all the laws.

~Derek Sivers

Don't be on your deathbed someday, having squandered your one chance at life, full of regret because you pursued little distractions instead of big dreams.

~Derek Sivers

The most important lesson is probably to spend less than you earn.

~Derek Sivers

I love that sometimes we need to go to the opposite side of the world to realize assumptions that we didn't even know we had and realize that the opposite may also be true.

~Derek Sivers

The single most important thing is to make people happy. If you are making people happy, as a side effect, they will be happy to open up their wallets and pay you.

~Derek Sivers

How you do anything is how you do everything. Your "character" or "nature" just refers to how you handle all the day-to-day things in life, no matter how small.

~Derek Sivers

Making a company is a great way to improve the world while improving yourself.

~Derek Sivers

You can't please everyone, so proudly exclude people.

~Derek Sivers

The first follower is actually an underestimated form of leadership in itself. â€ The first follower is what transforms a lone nut into a leader.

~Derek Sivers

When you make a company, you make a utopia. It's where you design your perfect world.

~Derek Sivers

The creative person basically has two kinds of jobs: One is the sexy, creative kind. Second is the kind that pays the bills. Sometimes the task at hand covers both bases, but not often.

~Derek Sivers

Obvious to you is amazing to others.

~Derek Sivers

Care about your customers more than about yourself, and you'll do well.

~Derek Sivers

If I'm not saying "Hell Yeah!" to something, then I say no.

~Derek Sivers

If it's not a hit, switch.

~Derek Sivers

Don't pursue business just for your own gain. Only answer the calls for help.

~Derek Sivers

Make every decision—even decisions about whether to expand the business, raise money, or promote someone—according to what's best for your customers.

~Derek Sivers

The most brilliant idea, with no execution, is worth \$20. The most brilliant idea takes great execution to be worth \$20,000,000.

~Derek Sivers

Learning. It's really the primary reason behind everything I do. Programming, entrepreneuring, writing.

~Derek Sivers

Programming languages are like girlfriends: The new one is better because *\*you\** are better.

~Derek Sivers

Ideas are just a multiplier of execution.

~Derek Sivers

I'm not interested until I see their execution.

~Derek Sivers

If you're not saying 'Hell Yeah' about something, say 'No'.

~Derek Sivers

When you make a business you're making a little world.

~Derek Sivers

It's only a little difficult to say no. You've got to believe that the work you're doing is ultimately more useful to the world.

~Derek Sivers

Never forget why you're really doing what you're doing.

~Derek Sivers

In the end, it's about what you want to be, not what you want to have.

~Derek Sivers

It was the first follower that transformed the lone nut into a leader.

~Derek Sivers

Are you helping people? Are they happy? Are you happy? Are you profitable? Isn't that enough?

~Derek Sivers

Pay close attention to when you're being the real you & when you're trying to impress an invisible jury.

~Derek Sivers

Success comes from persistently improving and inventing, not from

persistently promoting what's not working.

~Derek Sivers

I realized why I need to start a new company. Not for the money. Not because I'm 'bored'. But because a company is a laboratory to try your ideas.

~Derek Sivers

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