



The  
**enchanting**Lawyer™

# Action Guide

**Derek Sivers**

## **1. Let's See What Happens If...**

Derek has grown his business and tried out new ideas by imagining everything as an experiment. He has always used the phrase, "let's see what happens if..."

### **How Does It Apply?**

Write down the phrase "let's see what happens if..." Think of three ideas for your business and put them into the phrase. How can you start to put these experiments into practice?

## 2. Why?

Derek describes how important it is to know *why* you are doing what you're doing. By knowing what is important to us, we can then optimize this to give us the success that we find rewarding.

### **How Does It Apply?**

Write down what is your motivation for what you are doing right now. It could be anything — a personal battle to put right a mistake of the past, or simply money.

### **3. Hire The Right Staff**

When he was hiring his staff at CD Baby, Derek only hired musicians as they understood the work and passion required to produce a cd. They had the right intrinsic motivation and were empowered by Derek's concept of not just giving instructions out, but also explaining *why*.

#### **How Does It Apply?**

What kind of staff do you want to hire? Write down the three most important factors that you would want in an employee — what would their intrinsic motivation be? If you already have staff, are you empowering them to be able to understand the business and make their own decisions by giving them information?