

Scott Ginsberg's 10 Points ("That Guy with the Nametag")

- 1) **ASK**: what could I do in this moment that would be the exact opposite of everyone else
- 2) **DON'T**: be stopped by not knowing HOW, impatience is highly underrated
- 3) **CHANGE**: the rules so you can win at your own game, change the game so there ARE no rules, or play the game but become the exception TO every rule
- 4) **ASK**: now that I have this, what else does this make possible?
- 5) **NOBODY**: notices normal, nobody buys boring and nobody pays for average
- 6) **APPROACHABILITY**: is profitability and anonymity is bankruptcy
- 7) **WRITING**: is the basis of all wealth
- 8) **ACTION**: is the engine of credibility
- 9) **CONSISTENCY**: is far better than rare moments of greatness
- 10) **IF**: you don't make a name for yourself, someone will make one for you

Scott is also known for his writing exercise: "I am..."