

Insights from Your One Word by Evan Carmichael

"There is one word that defines who you are, connects all the things in your life that make you come alive, and will help you escape the chains of mediocrity." – Evan Carmichael

Your One Word is what you stand for. It's a core value that you use to make important decisions.

Discovering your One Word is essential if you want to build a great company or product.

Why?

Your One Word is a steady source of motivation



Anytime you try doing something great, you'll encounter a dip. It's a time when you feel like giving up because you're not getting the results you expected, and you're no longer getting encouragement from others. What pulls you through these dips is remembering why you do what you do, the reason for your struggle. Your One Word is that reason. And because it's so short, it's easy to remember when times get tough.

Your One Word makes it easy for people to talk about you



"It's a noisy world. We're not going to get a chance to get people to remember much about us. And so, we have to be really clear on what we want them to know about us." – Steve Jobs

While Steve Job's was running Apple, his focus on "elegance" was apparent. It made it easy for people to tell the difference between an Apple computer and every other computer on the market.

When you build your business around One Word that is NOT 'money' or 'profit', you develop a competitive advantage by establishing an emotional connection with a select group of people who identify with your One Word.

"When you stand for something important, something people feel connected to, something people are proud to be a part of, and you make it easy for them to share because they only have to remember One Word, then referrals start to flow." – Evan Carmichael

How do I find my One Word?

Generate a list of answers to the following questions:

<p style="text-align: center;">Favorite Things</p> <p>What are my favorite books and what do they have in common?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>What are my favorite movies and what do they have in common?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p style="text-align: center;">Constants</p> <p>What interest(s) have been a constant theme in my life?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>What do I never seem to never get bored of?</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p style="text-align: center;">Personality Traits</p> <p>Of the people I enjoy being around, what personality traits do they have in common?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Of the people I dread being around, what traits do they share, and what is the opposite of that?</p> <p>_____</p> <p>_____</p> <p>_____</p>	

Your One Word:

What words do each of the three areas have in common?

When you've narrowed it down to One Word, remind yourself of your One Word throughout the day, and observe what effect it has.

Does it inspire you to take action? Does it allow you to make decisions easily? If not, keep searching for the One Word that does.