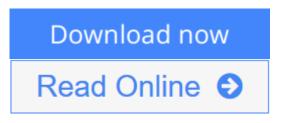# Leap First: Creating Work That Matters

By Seth Godin

Leap First: Creating Work That Matters By Seth Godin

Are You Ready to Raise a Ruckus?

You're probably good at your job, maybe even great. But secretly, do you yearn to fly higher? To challenge the rules and surprise us with something remarkable? To instigate delight, connection, and real change? To choose *better* over safer?

Business and cultural visionary Seth Godin has transformed the terrain of marketing and commerce more than once. But many of his readers remain stuck in their own work lives. So what's keeping us back?

"The problem isn't a lack of knowledge or skill," he's realized. "The problem is *fear.*"

With *Leap First*, Seth Godin is here to help. This immersive audio program invites us to learn with him personally, unrehearsed and in the moment, as he shines a light for us, not with answers but with questions on the road to:

• Overcoming our instinctual resistance to risk and change

• Discovering our creative genius in the face of the empty page or whiteboard

• Finding the courage to share that work—with vulnerability, generosity, and results

Recorded in an intimate gathering of aspiring entrepreneurs, writers, and leaders, *Leap First* teaches us 49 essential principles, practices, and life lessons that have helped Seth the most in his own work and life.

More than an audiobook or keynote speech, each track here presents a carefully chosen catalyst intended to trigger our own passion and insight with each listening.

"It always feels too soon to leap. But you have to. Because that's the moment between you and remarkable. I hope this helps you return to that edge. And then, to leap."

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Editorial Review

About the Author
Seth Godin

Seth Godin is the author of *The Icarus Deception, Linchpin, Tribes, Purple Cow, The Dip*, and many other industry-changing books on marketing, business, creativity, and meaningful work. He is one of the most widelyread blog writers in the world (over a million followers and counting).

For more information, search for "Seth" or visit sethgodin.typepad.com .

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