



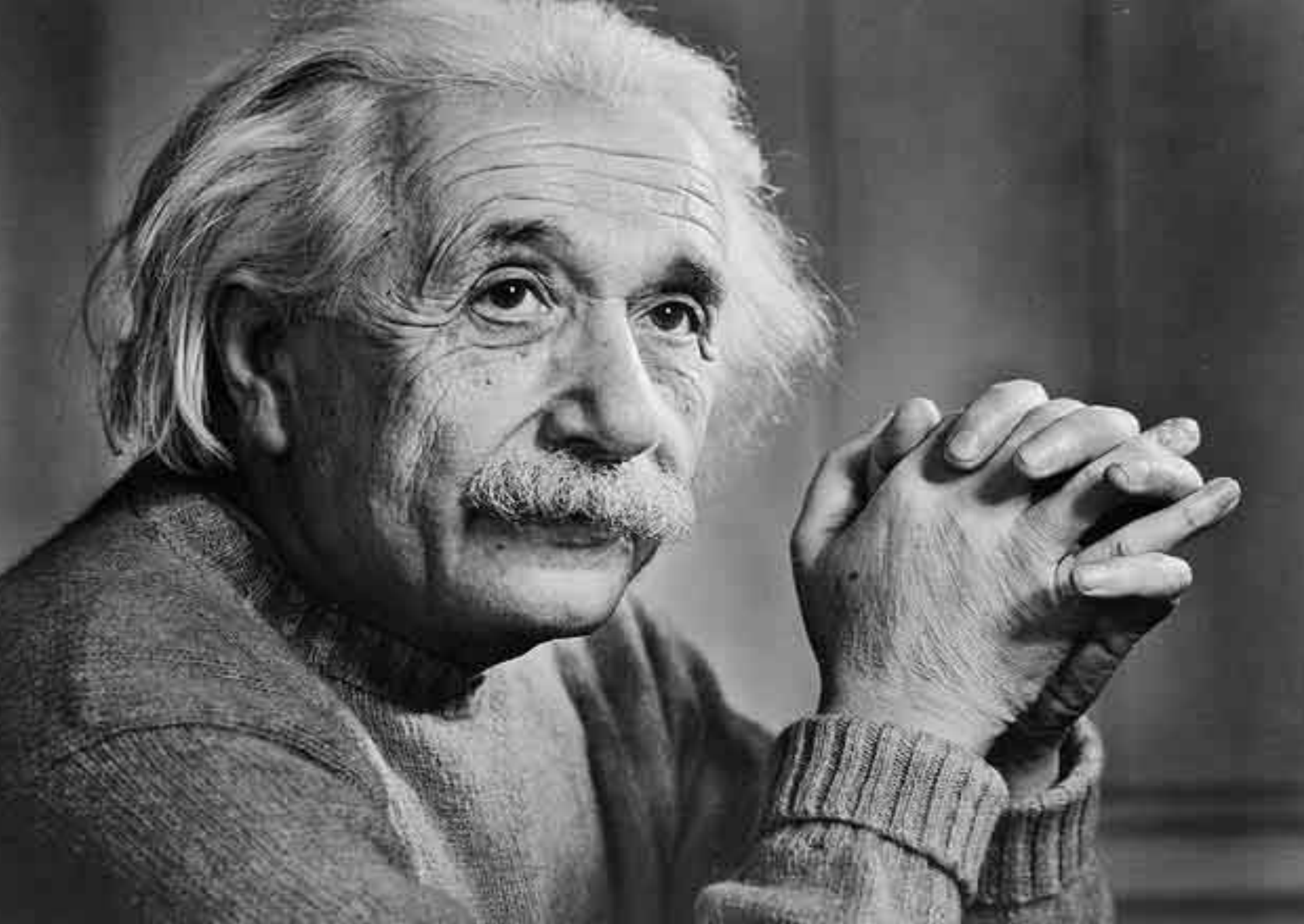
Simple **Life** Strategies

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#7

success secrets
from

Albert Einstein



intro

Albert Einstein was one of the greatest minds ever to have lived.

This e-book dives into 7 of Einstein's most famous quotes – and what these quotes reflected about the way he lived his life.

Each quote includes a **practical tip** to help you apply Einstein's way of thinking to your own lives today.

about the author

Zoë B is the creator of blog; [Simple Life Strategies](http://SimpleLifeStrategies.com). Her focus is on understanding how exceptional people operate including what strategies they use to overcome things like stress, boredom, procrastination & fear. Zoë B is a skills coach and NLP practitioner and works with people to help them optimise their minds for the best results in life. Zoë also runs a marketing agency, developing strategies for corporate brands such as Unilever, Sony and Paramount Pictures.



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#1

the importance of vision

“ IMAGINATION IS MORE
IMPORTANT THAN KNOWLEDGE.
KNOWLEDGE IS LIMITED ”

Einstein recognised the importance of vision. If you think about it, vision is really just a method of imagining how you want the future to turn out. Which is why goal setting is so important. To create something, you must first imagine it.

Practical Tip: Try not to rely on your knowledge alone. Use your imagination to help you get really clear about what you want and how you want your future to pan out.

#2

failure is a pre-requisite
for success

“ I THINK & THINK FOR MONTHS & YEARS. 99
TIMES THE CONCLUSION IS FALSE.. THE
HUNDREDTH TIME I AM RIGHT. ”

Like most successful people, Einstein knew that in order to succeed you must fail and fail and fail again. Each failure you make brings you one step closer to success. The sooner you embrace failure, the quicker you will succeed.

Practical Tip: Make a conscious decision to change the way you view failure. Learn from your mistakes; they offer invaluable insights that are often the key to moving forward & your eventual success.

#3

determination, tenacity
& persistence rule

“ IT’S NOT THAT I’M SO SMART, IT’S JUST
THAT I STAY WITH PROBLEMS LONGER ”

Einstein knew the golden rule; never give up! A quiet determination will get you a long way. While your adversaries may give up on problems, it's the person with the most determination that will win.

Practical Tip: Next time you're getting frustrated with a problem and are tempted to give up, stick with it. Give the problem a rest, leave it alone for a while, but return to it with an open mind. You'll be surprised at the results.

#4

provide value

“ STRIVE NOT FOR SUCCESS.
BUT RATHER TO BE OF VALUE ”

Success means different things to different people. Einstein understood that it's not success that is important but the perceived 'value' that people place on what you have to offer.

Practical Tip: Frequently stop and ask yourself 'what value does this have?' Whether it be of a personal nature or in a work context it's much more important that we focus our efforts on things that are of value to others. By eliminating those things that are not of value, we can free up our time for more worthy causes.

#5

do something different

“ THE DEFINITION OF INSANITY IS TO
DO THE SAME THING AND EXPECT
DIFFERENT RESULTS. ”

Ever got frustrated that you're constantly getting the same outcomes in life? Yet you never think to make a few changes. We are creatures of habit and it's easy for us to get stuck in a rut or a way of doing things.

Practical Tip: If we want our lives to be different, then we have to make changes. What can you do differently today? Consider new ways of doing things. You may not get it right every time, but you certainly won't achieve much doing the same old thing over and over again.

#6

the power of simplicity

“ IF YOU CAN’T EXPLAIN IT SIMPLY,
YOU DON’T UNDERSTAND IT
WELL ENOUGH ”

In an environment where information-overload is commonplace, it's easy to overcomplicate things. Einstein was passionate about simplicity – even when it came to complex things like the law of relativity!

Practical Tip: Next time something seems really complicated, have a go at simplifying it. Also don't disregard ideas or notions that appear to be 'too simple' or 'too obvious'. These are often gems that all too often get dismissed.

#7

recognise your strengths

“ EVERYBODY IS A GENIUS. BUT IF YOU JUDGE A FISH BY IT’S ABILITY TO CLIMB A TREE, IT WILL LIVE IT’S WHOLE LIFE BELIEVING THAT IT IS STUPID ”

Don’t judge yourself on your weaknesses – instead focus on your strengths! Einstein didn’t judge himself on his fashion sense or hairstyle – if he did he wouldn’t have considered himself to have been a genius on any level!

Practical Tip: Identify your strengths and build on them. Ignore any negative inner mental chatter concerning your weaknesses. We all have weaknesses – no-body’s perfect. There is nothing to gain by focusing on weaknesses so choose to look to your strengths.

thanks

for reading

PICK ONE PRACTICAL TIP & APPLY IT TODAY!

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