# Table of Contents

- **Top Steve Jobs Quotes**  
  Page 3

- **The Comeback Kid**  
  Page 6

- **On the Job**  
  Page 8

- **Lesson #1: Connect the Dots**  
  Page 13

- **Lesson #2: Don’t Settle**  
  Page 16

- **Lesson #3: Seize the Day**  
  Page 20

- **Lesson #4: Stay Ahead**  
  Page 23

- **Lesson #5: Think in Broad Terms**  
  Page 26

- **Chipping His Way to the Top**  
  Page 29

- **Bonus: Steve Jobs Poster**  
  Page 34

- **Bonus: Steve Jobs Video**  
  Page 35
“Being the richest man in the cemetery doesn't matter to me...
Going to bed at night saying we've done something wonderful...
that's what matters to me.”

“If you live each day as if it was your last, someday you'll most certainly be right.”

“I was worth about over a million dollars when I was twenty-three and over ten million dollars when I was twenty-four, and over a hundred million dollars when I was twenty-five and it wasn't that important because I never did it for the money.”

“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma — which is living with the results of other people's thinking. Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become.”
“The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it.”

“I want to put a dent in the universe.”

“I WAS WORTH... OVER 100 MILLION WHEN I WAS 25... I NEVER DID IT FOR THE MONEY.”

-STEVE JOBS

“Remembering that I’ll be dead soon is the most important tool I’ve ever encountered to help me make the big choices in life. Because almost everything—all external expectations, all pride, all fear of embarrassment or failure—these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.”
“Believe that things will work out somehow, follow your intuition and curiosity, and trust your heart even when it leads you off the well-worn path. You have to trust that the dots will somehow connect in your future.”

“I’m the only person I know that’s lost a quarter of a billion dollars in one year... It’s very character-building.”

“IF YOU LIVE EACH DAY AS IF IT WAS YOUR LAST, SOMEDAY YOU’LL MOST CERTAINLY BE RIGHT.”
-STEVE JOBS

“Design is not just what it looks like and feels like. Design is how it works.”

“The people who are crazy enough to think they can change the world are the ones who do.”

“That’s been one of my mantras — focus and simplicity. Simple can be harder than complex; you have to work hard to get your thinking clean to make it simple.”
THE COMEBACK KID: STEVE JOBS IS BORN.

“Your time is limited, so don’t waste it living someone else’s life,” says Steve Jobs. From his birth on February 24, 1955, Steven Paul Jobs blazed his own path. As CEO of Apple Computer & Pixar, Jobs was recognized as a visionary leader in both the computer & entertainment industries worth an estimated $8.3 billion.

“HAVE THE COURAGE TO FOLLOW YOUR HEART & INTUITION.”

-STEVE JOBS

“Born in San Francisco, California to an American mother and a Syrian father, Jobs was given up for adoption just one week after his birth. He was adopted by Paul and Clara Jobs and the new family settled in Santa Clara County, California. Paul was a machinist for Spectra-Physics who helped spark Jobs’ early interest in machines. Jobs has always considered Paul and Clara his only parents.

While attending Cupertino Middle School and Homestead High School, both in Cupertino, California, Jobs spent his free time
After graduating high school in 1972, Jobs registered at Reed College in Portland, Oregon, but found he had little interest in a degree. He dropped out after just one semester, but still took classes in philosophy, physics, and literature for another year. He returned to California two years later and attended Wozniak’s Homebrew Computer Club. He also began working as a technician for Atari, a videogames company.

This let Jobs save enough money to go on a spiritual retreat to India with Daniel Kottke, a College friend and the first Apple employee.
Upon his return, Jobs went back to Atari, and was in charge of creating a circuit board for the game Breakout. Atari had offered a $100 bonus for each less chip used. With little knowledge of circuit boards, Jobs made a deal with Wozniak to work together and split whatever bonus they got. Woz reduced the chips by 50, surprising both Atari & Jobs. The design proved to be so tight, that assembly line tech at the time couldn’t produce it.

“The Only Way To Do Great Work Is To Love What You Do.”

- Steve Jobs

His Atari experience was the beginning of a long business relationship between Jobs and Woz that would soon spark one of the most successful, revolutionary companies of the 20th century.

**On the Job: The Launch of Apple**

While the 26-year-old Wozniak was content with his computer hobbyist group, the 21-year-old Jobs had a greater vision for the future.
Jobs began to think about the marketability of such products. He convinced Wozniak to leave his job at Hewlett Packard and together the two began working on constructing a personal computer. Jobs’ passion and Wozniak’s engineering talent would soon combine to become a revolutionizing force in the computer industry.

“\textbf{I WANT TO PUT A DENT IN THE UNIVERSE.}”
\textit{-STEVE JOBS}

Working out of Jobs’ bedroom, the duo designed the Apple I, and later moved to Jobs’ garage to build the prototype. In order to raise the money they needed to finance their company, Jobs sold his Volkswagen van while Wozniak sold his programmable calculator. With $1,300 in capital, the pair created Apple Company and within weeks, they were taking orders.

Jobs had secured the company’s first sale of 50 Apple I computers for a price of $666 each. The success of Apple I led the pair to design a successor, the Apple II.
With a sleeker design, a disk drive, an open system and a new plastic casing that featured the Apple logo, the Apple II achieved even greater success. Within just three years, Apple Computer had experienced a growth of 700%. In December 1980, the company became a publicly traded corporation and Jobs’ stature continued to grow.

“TRUST THAT THE DOTS WILL SOMEHOW CONNECT.”

-STEVE JOBS

Competition from IBM soon began to threaten Apple’s position on top of the market. The release of Apple III did not come with the similar success that its predecessors had, nor did the release of Lisa. Apple II had numerous design flaws while Lisa was too expensive and thus was not commercially successful. In order to maintain its competitive edge, Jobs decided to convince then-President and CEO of Pepsi John Scully to become Apple’s CEO.

In 1984, Apple introduced the Macintosh, which became the first commercially successful computer with a graphic interface.
Over 400,000 Macs were sold in its first year of production. But, while the company was experiencing success, an internal power struggle was also taking place. In 1985, Wozniak left the company and Jobs was stripped of his duties by the board of directors. Jobs resigned in protest, but that would not be the end of him.

“THAT’S BEEN ONE OF MY MANTRAS — FOCUS AND SIMPLICITY.”

-STEVE JOBS

Jobs went on to found NeXT Computer, a company that focused on educational computing. While its workstation was technologically advanced, it proved to be too expensive to gain widespread appeal. But, NeXT did experience modest success in the scientific and academic fields, developing such products as the DSP chip and the built-in Ethernet port. In 1986, Jobs also purchased Lucasfilm’s computer graphics division for $10 million and created Pixar, a new computer animation company that has since partnered with Disney to create such hit films as Toy Story and Finding Nemo.
In 1996, NeXT was bought by Apple for $204 million and Jobs was brought back on as an interim CEO of the company he had originally founded. Jobs instantly cut a number of projects he saw as being useless and turned his attention to the iMac. Since the iMac was introduced in 1998, Apple has seen its sales rise significantly. They continued to branch out with such successful products as the iPod and iTunes.

“QUALITY IS MUCH BETTER THAN QUANTITY. ONE HOME RUN IS MUCH BETTER THAN TWO DOUBLES.”

-STEVE JOBS

In 2005, The Walt Disney Company purchased Pixar for $7.4 billion making Jobs Disney’s largest single shareholder with 7% of the company’s stock. While his aggressive personality and demanding management style have often been criticized, Jobs is undoubtedly a visionary, who turned his dreams for the personal computer into a billion dollar enterprise.
LESSON #1: CONNECT THE DOTS

“You have to trust that the dots will somehow connect in your future,” says Jobs. “You have to trust in something – your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.”

“INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER.”

-STEVE JOBS

Jobs believes that everything happens for a reason and although that reason may be hard to see at the time, sometimes you need to just sit back and have faith that things will work out in the end. Trusting your own decisions is often one of the most difficult but necessary and rewarding experiences.

When Jobs enrolled in college at the age of 17, he did not know what he wanted to do with his life and with the expensive tuition at Reed, he was spending all of his working-class parents' savings trying to figure it out.
“I decided to drop out and trust that it would all work out ok,” he recalls. “It was pretty scary at the time, but looking back it was one of the best decisions I ever made.

Dropping out of university allowed Jobs to drop required courses and take ones that he found more interesting.

“One of these was a calligraphy instruction class, where Jobs learned about serif and san serif typefaces, spacing between different letter combinations and about how to make beautiful typography. Jobs didn’t understand at the time how this might be helpful, but he decided to follow his interests nonetheless.

Ten years later, when Jobs and Wozniak were designing the first Macintosh computer, he remembered his calligraphy lessons. He decided to incorporate the fonts he had learned about into the Mac.”
Mac. “It was the first computer with beautiful typography,” says Jobs. “If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do.” While it was impossible to connect the dots at the time, in hindsight, Jobs says that everything became clear.

“STAY HUNGRY. STAY FOOLISH.”

-STEVE JOBS

A similar experience occurred years later when Apple’s board of directors ousted Jobs from his position at the company. A clash of vision left Jobs unemployed at 30. “What had been the focus of my entire adult life was gone, and it was devastating,” he recalls. For months, he struggled with his fate and began to feel like a very public failure. But, slowly, Jobs began to realize that although he was fired, he still had a passion for computers and so he decided to start over.

“I didn’t see it then, but it turned out that getting fired from Apple
"It’s better to be a pirate than join the Navy."

- Steve Jobs

was the best thing that could have ever happened to me,” says Jobs. “It freed me to enter one of the most creative periods of my life.” Jobs went on to create NeXT and Pixar and eventually returned to Apple when it purchased NeXT.

“It was awful tasting medicine, but I guess the patient needed it,” says Jobs. “Sometimes life hits you in the head with a brick. Don’t lose faith.

**Lesson #2: Don’t Settle**

“The only way to do great work is to love what you do,” says Jobs. “If you haven’t found it yet, keep looking. Don’t settle.”

Jobs knows how lucky he is to have discovered his passion in life.
at an early age. With his father a machinist by trade who had a natural talent for using his hands, Jobs was encouraged to learn how to build things as a young boy. He recalls when he was five years old and his father sectioned off a piece of his workbench, saying, “Steve, this is your workbench now.” Since that time, Jobs has always been fascinated by learning how to construct things, take things apart and put them back together again. While his father had little knowledge of electronics, Jobs was able to learn the rudiments.

“It gave a tremendous level of self-confidence, that through exploration and learning one could understand seemingly very complex things in one’s environment,” he says.

Jobs considers the passion he has for his work one of the most important factors behind his immense success.
Together with Wozniak, Jobs created Apple with a vision of changing the world. Jobs and his team dreamed of revolutionizing the world of personal computing and devoted themselves wholeheartedly to realizing that dream. It was that dream and the passion behind it that has kept the company rebounding time and time again.

“THE MOST PRECIOUS RESOURCE WE HAVE IS TIME.”

-STEVE JOBS

And it was his passion alone that made him stay in the computer industry despite being fired from his own company when he was 30. He never gave up because he never wanted to spend his life doing anything else.

Jobs likens the passion he and his staff have for computers to that which artists typically feel for their work. Speaking of the time dedicated to the creation of the Macintosh, Jobs recalls, “The feelings and the passion that people put into it were completely indistinguishable from a poet or a painter...People put a lot of love
“BE A YARDSTICK OF QUALITY. SOME PEOPLE AREN’T USED TO AN ENVIRONMENT WHERE EXCELLENCE IS EXPECTED.”

-STEVE JOBS

“it for the money,” he says. “Being the richest man in the cemetery doesn’t matter to me. Going to bed at night saying we’ve done something wonderful, that’s what matters to me.”

Jobs is now living his dream life. Instead of retiring into the lap of luxury, he continues to work on a daily basis, to experiment and to innovate. He admits that the only thing that keeps him coming to work every day is his passion. “We used to dream about this stuff. Now, we get to build it,” he says. “It’s pretty neat.”
To other entrepreneurs who are struggling to find their way and stay motivated, Jobs has this advice: “The only way to do great work is to love what you do...As with all matters of the heart, you’ll know when you find it.

LESSON #3: SEIZE THE DAY

“THINGS DON’T HAVE TO CHANGE THE WORLD TO BE IMPORTANT.”

-STEVE JOBS

When Jobs was 17 years old, he read a quote that would stay with him forever: “If you live each day as if it was your last, someday you’ll most certainly be right.” Since then, he has looked himself in the mirror every morning and asked himself whether or not he would do the same thing that day if it were his last day alive. “Whenever the answer has been ‘No’ for too many days in a row, I know I need to change something,” he says.

It has been Jobs’ willingness to seize new opportunities and take the road less traveled that has allowed him to rise above his
Jobs learned the importance of making the most of his time when he was diagnosed with cancer in 2004. After doctors found a tumor on his pancreas, he was told that it was incurable and that he should expect to live no longer than three to six months. “My doctor advised me to go home and get my affairs in order, which is doctor’s code for prepare to die,” recalls Jobs. It was only after a biopsy later that day revealed that his cancer was a rare form that could be cured with surgery that Jobs knew he would have a second chance at life.

When Jobs spoke at the summer convocation of Stanford
University in 2005, one of the major points he tried to hammer home to these students who were about to embark on their own careers was to constantly be aware of the fragility of life. “Remembering that I’ll be dead soon is the most important tool I’ve ever encountered to help me make the big choices in life,” he says now. “Because almost everything – all external expectations, all pride, all fear of embarrassment or failure – these things just fall away in the face of death, leaving only what is truly important.”

Making the most of his time, both personally and professionally, has helped Jobs not only become one of the most successful entrepreneurs of the 20th century, but has also let him live his dream life. He is both a workaholic and a devoted family man and never loses any opportunity to improve upon both. Since facing death, Jobs has gained new aspirations for what he can accomplish in life. “Remembering that you are going to die is the best
way I know to avoid the trap of thinking you have something to lose,” he says. “You are already naked. There is no reason not to follow your heart.”

LESSON #4: STAY AHEAD

“I’VE ALWAYS BEEN ATTRACTED TO THE MORE REVOLUTIONARY CHANGES.”

-STEVE JOBS

“Inovation is the distinction between a leader and a follower,” says Jobs.

Throughout his 30-year career, Steve has consistently proven that he is a leader and not a follower. From the Macintosh, which introduced the first graphical user interface that has since become standard, to the iPod, which has taken the music and electronics industry by storm, Jobs has demonstrated time and time again that he has the visionary ideas to keep him ahead of his competition. He has been willing to take risks and go in directions that others have not even realized are available until too late.
For Jobs, innovation has little to do with the amount of investment and capital you have available to finance new research and development. After all, Wozniak and Jobs had created the revolutionary Apple I with a budget of only $1,300. Instead, he credits the creative team behind him for his success. “When Apple came up with the Mac, IBM was spending at least 100 times more on R&D,” he recalls. “It’s not about money. It’s about the people you have, how you’re led, and how much you get it.”

With a reputation for being a hardnosed perfectionist, Jobs believes that having the best and the brightest workers behind him was one of his biggest success factors. “To turn really interesting ideas and fledgling technologies into a company that can continue to innovate for years, it requires a lot of disciplines,” he says. With little faith in the value of focus groups, Jobs relied on gathering small groups of people from many backgrounds to

“WE’RE BORN, WE LIVE FOR A BRIEF INSTANT, AND WE DIE. IT’S BEEN HAPPENING FOR A LONG TIME.”

-STEVE JOBS
stimulate creative ideas within each other.

Back at the helm of Apple, Jobs runs a very tight and disciplined company. “The system is that there is no system,” says Jobs. But, “that doesn’t mean we don’t have process.” Process, according to Jobs, makes for greater efficiency. But, in order to encourage experimentation and innovation, Jobs tries to create an environment that nurtures a free-flow of ideas.

“Innovation comes from people meeting in the hallways or calling each other at 10:30 at night with a new idea, or because they realized something that shoots holes in how we’ve been thinking about a problem,” says Jobs. “It’s ad hoc meetings of six people called by someone who thinks he has figured out the coolest new thing ever and who wants to know what other people think of his idea.” Innovation, in other words, cannot be structured. It can be
encouraged, but it must not be restricted.

Despite this, Jobs has a reputation for being tough on new ideas from his staff, typically rejecting the first idea that anyone proposes before even seriously considering it. He considers this part of the key to innovation.

“I BELIEVE LIFE IS AN INTELLIGENT THING: THAT THINGS AREN’T RANDOM.”
-STEVE JOBS

“It comes from saying no to 1,000 things to make sure we don’t get on the wrong track or try to do too much,” he says. “We’re always thinking about new markets we could enter, but it’s only by saying no that you can concentrate on the things that are really important.”

LESSON #5: THINK IN BROAD TERMS
"The broader one's understanding of the human experience, the better designs we will have," says Jobs.

Jobs has not only made a career out of creating innovative products, but also out of thinking strategically and creatively. From his marketing campaigns to his leadership style to his partnerships,

"THE BROADER ONE’S UNDERSTANDING... THE BETTER DESIGN WE WILL HAVE."

-STEVE JOBS

Jobs has continually demonstrated his superior knack for the business world. Unlike Wozniak, who was more involved with the technological aspect of the business, Jobs was a born leader with a vision that would not be overshadowed.

Jobs’ marketing genius is part of his ability to think creatively and in new directions. When iTunes for Windows was being launched in 2003, Jobs teamed up with Pepsi and AOL to carry out a major publicity campaign. At one event in San Francisco, Jobs had numerous celebrities with a modern, cool appeal endorse the
product. From U2’s Bono to Dr. Dre to Mick Jagger, Jobs understood how to market iTunes to appeal to its younger target audience. To close the night, he also brought on Sarah McLachlan to perform two of her songs, which were being offered as download exclusives by iTunes. This campaign served as a classic example of how Jobs’s vision of computers as something fun and creative for the masses matched with his business savvy.

In a similar business partnership, Apple recently teamed up with Nike to create a smart running shoe, which would be able to give runners all the similar type of information that they are able to read off a treadmill. Although the fact that this information would only be available after a run became a problem, Jobs led the two companies down a new creative path, which resulted in the successful Nike+iPod Sport Kit. Meanwhile, this new business relationship continues to grow and with it, Jobs’ ability to think
think broadly and along new lines is ever more apparent.

The success of Pixar’s 1995 Toy Story marked Jobs’ comeback. If ever anyone had any doubts about his abilities in either the business or the technological worlds, this film undoubtedly laid them to rest. The first feature-length film that was completely computer animated, Toy Story took four years to produce and grossed almost $200 million. A film called The Works was originally scheduled to be the first entirely computer animated film for release in 1986 but it was never finished. It was only due to Jobs’ commitment to his vision that the project was completed.

From product to promotion, Jobs understood what it took to be successful in the business world – creativity and an understanding of the bigger picture.
“I want to put a dent in the universe,” Jobs once said. From the Apple I to the MacIntosh to the iPhone, Jobs has come virtually close to achieving his goal, managing to make a name for himself in all of the business, entertainment and technological worlds. What did it take for him to get to the top?

Faith: Jobs didn’t always know what he was doing in life. A college dropout, many gave up on him and had little faith in his abilities. But, Jobs didn’t give up on himself. He continued pursuing avenues that he found interesting, trusting that in the end it would be more meaningful and even perhaps useful. He soon learned that everything in his life, even the most terrible things, seem to happen for a reason and he is now able to place a certain amount of trust in the uncontrollable.

Passion: “Your work is going to fill a large part of your life, and the
only way to be truly satisfied is to do what you believe is great work,” says Jobs. From his first days working at his father’s workbench, Jobs knew that his future lay in the creation of things. It wasn’t until he met Wozniak in 1968 that he knew what those things were – personal computers. Despite failures such as Apple III and being fired from the company he helped found, Jobs managed to come back out on top because he knew that he didn’t want to devote his life to anything but his passion.

Courage: After being diagnosed with cancer and facing the threat of death, Jobs made a recovery and vowed to make the most of the second chance that he was given. He kept his eyes and ears open and had the courage to seize new opportunities as they came along. Whether risky or outright foolish, Jobs was from then on out determined to follow his intuition in guiding his business decisions. And, at a net worth of over $4 billion, it paid off.

“IT’S ONLY BY SAYING NO THAT YOU CAN CONCENTRATE ON THE REALLY IMPORTANT THINGS.”

-STEVE JOBS
Innovation: When other CEOs were focusing on sales and financing, Jobs was concerning himself with the next big thing. Personally meeting with suppliers and suppliers’ suppliers, Jobs made it his top priority to keep on top of the next frontier. By filling his company with only the brightest of people, Jobs continues to work towards ensuring Apple a place at the top of the market for years to come.

Vision: An open mind and the ability to put new twists on old techniques was one of the key distinguishing factors between Jobs and his competitors. From cute and utilitarian ads to those that appealed to counterculture rebellion, Jobs’ vision was integrated into every aspect of the company’s strategy. If you dreamed of changing the world, then Jobs was out to prove any way he could that you needed an Apple computer to do it.

“IF YOU DON’T HAVE A PASSION, YOU’LL GIVE UP.”
-Steven Jobs
From being thought of as a one-hit wonder for his role in founding Apple Computer in the 1970s to rebounding with Pixar and once again rejuvenating Apple, Jobs has time and time again demonstrated resilience in the face of adversity. “I think we’re having fun. I think our customers really like our products. And we’re always trying to do better.”

Keep scrolling for more Steve Jobs greatness!
TRUST THAT THE DOTS WILL SOMEHOW CONNECT.
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CHECK OUT EVAN CARMICHAEL’S: “STEVE JOBS’ TOP 10 RULES FOR SUCCESS”

IT GOT 325,000 VIEWS IN ONE MONTH :) CLICK AND FIND OUT WHY!