**Draft letter**

Subject**:**How non-conformists move the world

Dear …………..,

Can you become as original as David Ogilvy? David built a world-class company based on one trait: *originality*. Originality is the mother of ideas. People like David are called *Originals.*

*Originals* are nonconformists. They have just like other people, ideas. The difference is that *Originals* take action to champion ideas, bringing the ideas to life in the real world. The combination of idea + activation is the secret of *Originals*. They are people who stand out and speak up. They always challenge the status quo. So, how do you become an *Original?*

Research reveals that originality develops already in your childhood. The first-born grows up with discipline and rules. The second and subsequent born children grow up in more freedom with brothers and sisters. Freedom to improvise. Freedom is the basis to develop a more original mind. They have a head start based on being a laterborn. The good news is that originality can be developed by everybody. That is the purpose of the book *Originals*.

There are two routes to achievement: conformity and originality. Conformity means following the crowd down conventional paths and maintaining the status quo. Originality is taking the road less traveled, championing a set of novel ideas that go against the grain, but ultimately make things better. Originality itself starts with creativity: generating a concept that is both novel and useful. But it doesn’t stop there. *Originals* are people who take initiative to make their visions a reality, guiding to new thinking, decision-making and behavior. Many people have original ideas, but the big difference is that *Originals* come to action.

*Originals* have, just like other people, doubts about their ideas. Doubting about the idea is a good doubt, as it is energizing. It motivates to test, to experiment and to refine. They doubt the default of things and look for a better option. If they feel doubt, *Originals* don’t let it go, but fight the default looking for a better option. Self-doubt, however, is paralyzing. It leads you to freeze.

*Originals* feel fear too. They are afraid of failing, but they are even more afraid of failing not to try to beat the status quo. They take the chances, not taken by others. What holds us back to become an *Original,* isbeing pleased with the default of things, the way it always has been. Not bothering to try to fight the default and rock the boat.

The greatest *Originals* have lots of ideas and are the ones who fail the most, because they are the ones who try the most. The more ideas you churn out, the more variety you get and the better your chances of stumbling on something truly original. It’s sheer volume that make *Originals* successful. To become more original, is generating more ideas.

Here is the link to the book: <https://globalreadingclub.com/books/originals>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book Originals.