

# Inspirational Quotes

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To help succeed and be your best!



“

Without deviation from the norm, progress is not possible.

”

Frank Zappa

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“

Whatever the mind of man can conceive and believe, it  
can achieve.

”

Napoleon Hill

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“

You miss 100% of the shots you don't take.

”

Wayne Gretzky

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“

Two roads diverged in a wood, and I—I took the one  
less traveled by, And that has made all the difference.

”

Robert Frost

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“

I attribute my success to this: I never gave or took any  
excuse.

”

Florence Nightingale

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“

Life isn't about getting and having, it's about giving and being.

”

Kevin Kruse

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“

The most difficult thing is the decision to act, the rest is  
merely tenacity.

”

Amelia Earhart

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“

I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed.

”

Michael Jordan

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“

Every strike brings me closer to the next home run.

”

Babe Ruth

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“

We must balance conspicuous consumption with  
conscious capitalism.

”

Kevin Kruse

---

“

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do, so throw off the bowlines, sail away from safe harbor, catch the trade winds in your sails. Explore, Dream, Discover.

”

Mark Twain

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“

Definiteness of purpose is the starting point of all  
achievement.

”

W. Clement Stone

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“

We become what we think about

”

Earl Nightingale

---



“

Life is what happens to you while you're busy making  
other plans.

”

John Lennon

---

“

The best time to plant a tree was 20 years ago. The  
second best time is now.

”

Chinese Proverb

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“

The mind is everything. What you think you become.

”

Buddha

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“

Life is 10% what happens to me and 90% of how I react  
to it.

”

Charles Swindoll

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“

Eighty percent of success is showing up.

”

Woody Allen

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“

An unexamined life is not worth living.

”

Socrates

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“

Winning isn't everything, but wanting to win is.

”

Vince Lombardi

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“

am not a product of my circumstances. I am a product  
of my decisions.

”

Stephen Covey

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“

You can never cross the ocean until you have the courage  
to lose sight of the shore.

”

Christopher Columbus

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“

The most common way people give up their power is by  
thinking they don't have any.

”

Alice Walker

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“

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

”

Maya Angelou

---

“

The two most important days in your life are the day you are born and the day you find out why.

”

Mark Twain

---



“

Whether you think you can or you think you can't, you're  
right.

”

Henry Ford

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“

Every child is an artist. The problem is how to remain  
an artist once he grows up.

”

Pablo Picasso

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“

The best revenge is massive success.

”

Frank Sinatra

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“

Whatever you can do, or dream you can, begin it. Boldness has genius, power and magic in it.

”

Johann Wolfgang von Goethe

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“

People often say that motivation doesn't last. Well, neither does bathing. That's why we recommend it daily.

”

Zig Ziglar

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“

Either you run the day, or the day runs you.

”

Jim Rohn

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“

Go confidently in the direction of your dreams. Live the  
life you have imagined.

”

Henry David Thoreau

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“

The only person you are destined to become is the  
person you decide to be

”

Ralph Waldo Emerson

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“

If you hear a voice within you say “you cannot paint,”  
then by all means paint and that voice will be silenced.

”

Vincent Van Gogh

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“

There is only one way to avoid criticism: do nothing, say nothing, and be nothing.

”

Aristotle

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“

When I stand before God at the end of my life, I would hope that I would not have a single bit of talent left and could say, I used everything you gave me.

”

Erma Bombeck

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“

Life shrinks or expands in proportion to one's courage.

”

Anais Nin

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“

Certain things catch your eye, but pursue only those that  
capture the heart.

”

Ancient Indian Proverb

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“

Your time is limited, so don't waste it living someone  
else's life.

”

Steve Jobs

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“

Few things can help an individual more than to place responsibility on him, and to let him know that you trust him.

”

Booker T. Washington

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“

We can easily forgive a child who is afraid of the dark;  
the real tragedy of life is when men are afraid of the  
light.

”

Plato

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“

Everything you've ever wanted is on the other side of  
fear.

”

George Addair

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“

When I was 5 years old, my mother always told me that happiness was the key to life. When I went to school, they asked me what I wanted to be when I grew up. I wrote down ‘happy’. They told me I didn’t understand the assignment, and I told them they didn’t understand life.

”

John Lennon

---



“

Believe you can and you're halfway there.

”

Theodore Roosevelt

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“

. Start where you are. Use what you have. Do what you  
can.

”

Arthur Ashe

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“

When one door of happiness closes, another opens, but often we look so long at the closed door that we do not see the one that has been opened for us.

”

Helen Keller

---

“

Teach thy tongue to say, “I do not know,” and thou shalt progress.

”

Maimonides

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“

How wonderful it is that nobody need wait a single moment before starting to improve the world.

”

Anne Frank

---

“

Fall seven times and stand up eight.

”

Japanese Proverb

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“

When I let go of what I am, I become what I might be.

”

Lao Tzu

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“

Life is not measured by the number of breaths we take,  
but by the moments that take our breath away.

”

Maya Angelou

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“

Everything has beauty, but not everyone can see.

”

Confucius

---

“

If you're offered a seat on a rocket ship, don't ask what seat! Just get on.

”

Sheryl Sandberg

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“

Happiness is not something readymade. It comes from  
your own actions.

”

Dalai Lama

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“

If the wind will not serve, take to the oars.

”

Latin Proverb

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“

First, have a definite, clear practical ideal; a goal, an objective. Second, have the necessary means to achieve your ends; wisdom, money, materials, and methods.

Third, adjust all your means to that end.

”

Aristotle

---

“

Too many of us are not living our dreams because we are  
living our fears.

”

Les Brown

---



“

We must believe that we are gifted for something, and that this thing, at whatever cost, must be attained.

”

Marie Curie

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“

You can't fall if you don't climb. But there's no joy in  
living your whole life on the ground.

”

Unknown

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“

Limitations live only in our minds. But if we use our imaginations, our possibilities become limitless.

”

Jamie Paolinetti

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“

Challenges are what make life interesting and  
overcoming them is what makes life meaningful.

”

Joshua J. Marine

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“

You take your life in your own hands, and what happens?  
A terrible thing, no one to blame.

”

Erica Jong

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“

If you want to lift yourself up, lift up someone else.

”

Booker T. Washington

---



“

I have been impressed with the urgency of doing.  
Knowing is not enough; we must apply. Being willing is  
not enough; we must do.

”

Leonardo da Vinci

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“

A person who never made a mistake never tried anything  
new.

”

Albert Einstein

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“

In order to succeed, your desire for success should be greater than your fear of failure.

”

Bill Cosby

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“

I didn't fail the test. I just found 100 ways to do it wrong.

”

Benjamin Franklin

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“

There are no traffic jams along the extra mile.

”

Roger Staubach

---

“

What's money? A man is a success if he gets up in the morning and goes to bed at night and in between does what he wants to do.

”

Bob Dylan

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“

I would rather die of passion than of boredom.

”

Vincent van Gogh

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“

It is never too late to be what you might have been.

”

George Eliot

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“

It is not what you do for your children, but what you have taught them to do for themselves, that will make them successful human beings.

”

Ann Landers

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“

If you want your children to turn out well, spend twice as much time with them, and half as much money.

”

Abigail Van Buren

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“

The person who says it cannot be done should not  
interrupt the person who is doing it.

”

Chinese Proverb

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“

A truly rich man is one whose children run into his arms  
when his hands are empty.

”

Unknown

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“

I have learned over the years that when one's mind is  
made up, this diminishes fear.

”

Rosa Parks

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“

Education costs money. But then so does ignorance.

”

Sir Claus Moser

---



“

It does not matter how slowly you go as long as you do  
not stop.

”

Confucius

---

“

You become what you believe.

”

Oprah Winfrey

---



“

If you look at what you have in life, you'll always have more. If you look at what you don't have in life, you'll never have enough.

”

Oprah Winfrey

---

“

Remember that not getting what you want is sometimes  
a wonderful stroke of luck.

”

Dalai Lama

---



“

Dream big and dare to fail.

”

Norman Vaughan

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“

Build your own dreams, or someone else will hire you to  
build theirs.

”

Farrah Gray

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“

Do what you can, where you are, with what you have.

”

Teddy Roosevelt

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“

Our lives begin to end the day we become silent about  
things that matter.

”

Martin Luther King Jr.

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“

The battles that count aren't the ones for gold medals.  
The struggles within yourself—the invisible battles inside  
all of us—that's where it's at.

”

Jesse Owens

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“

Dreaming, after all, is a form of planning.

”

Gloria Steinem

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“

You can't use up creativity. The more you use, the more  
you have.

”

Maya Angelou

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“

You may be disappointed if you fail, but you are doomed  
if you don't try.

”

Beverly Sills

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“

If you do what you've always done, you'll get what  
you've always gotten.

”

Tony Robbins

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“

Remember no one can make you feel inferior without  
your consent.

”

Eleanor Roosevelt

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“

When everything seems to be going against you,  
remember that the airplane takes off against the wind,  
not with it.

”

Henry Ford

---

“

It's your place in the world; it's your life. Go on and do all you can with it, and make it the life you want to live.

”

Mae Jemison

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“

Life is what we make it, always has been, always will be.

”

Grandma Moses

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“

Change your thoughts and you change your world.

”

Norman Vincent Peale

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“

The question isn't who is going to let me; it's who is  
going to stop me.

”

Ayn Rand

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“

The only way to do great work is to love what you do.

”

Steve Jobs

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“

If you can dream it, you can achieve it.

”

Zig Ziglar

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“

It's not the years in your life that count. It's the life in  
your years.

”

Abraham Lincoln

---



“

othing is impossible, the word itself says, “I’m possible!”

”

Audrey Hepburn

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“

Either write something worth reading or do something  
worth writing

”

Benjamin Franklin

---



“

If you want to achieve greatness stop asking for  
permission.

”

*Anonymous*

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“

Things work out best for those who make the best of  
how things work out.

”

*John Wooden*

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“

To live a creative life, we must lose our fear of being  
wrong.

”

*Anonymous*

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“

If you are not willing to risk the usual you will have to  
settle for the ordinary.

”

*Jim Rohn*

---



“

Trust because you are willing to accept the risk, not  
because it's safe or certain.

”

*Anonymous*

---

“

Take up one idea. Make that one idea your life--think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success.

”

*Swami Vivekananda*

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“

All our dreams can come true if we have the courage to  
pursue them.

”

*Walt Disney*

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“

Good things come to people who wait, but better things  
come to those who go out and get them.

”

*Anonymous*

---



“

If you do what you always did, you will get what you  
always got.

”

*Anonymous*

---

“

Success is walking from failure to failure with no loss of enthusiasm.

”

*Winston Churchill*

---



“

Just when the caterpillar thought the world was ending,  
he turned into a butterfly.

”

*Proverb*

---

“

Successful entrepreneurs are givers and not takers of  
positive energy.

”

*Anonymous*

---



“

Whenever you see a successful person you only see the public glories, never the private sacrifices to reach them.

”

*Vaibhav Shah*

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“

“Love is the greatest refreshment in life.”

”

John Lennon

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“

“Part of me suspects that I’m a loser, and the other part of me thinks I’m God Almighty.”

”

John Lennon

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“

“My role in society, or any artist’s or poet’s role, is to try and express what we all feel. Not to tell people how to feel. Not as a preacher, not as a leader, but as a reflection of us all.”

”

John Lennon

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““That’s what the great masters and mistresses have been saying ever since time began. They can point the way, leave signposts and little instructions in various books that are now called holy and worshipped for the cover of the book and not for what it says, but the instructions are all there for all to see, have always been and always will be.””

John Lennon

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“

“Everybody loves you when you’re six foot in the  
ground.”

”

John Lennon

---



“

“There is an alternative to war. It’s staying in bed and  
growing your hair.”

”

John Lennon

---

“

“My defenses were so great. The cocky rock and roll hero who knows all the answers was actually a terrified guy who didn't know how to cry. Simple.”

”

John Lennon

---



“

“Well, I don’t want to be king, I want to be real.”

”

John Lennon

---

“

“Life is very short, and there’s no time for fussing and fighting my friends”

”

John Lennon

---



“

“Trying to please everybody is impossible – if you did that, you’d end up in the middle with nobody liking you. You’ve just got to make the decision about what you think is your best, and do it.”

”

John Lennon

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“

“I’m not going to change the way I look or the way I feel to conform to anything. I’ve always been a freak. So I’ve been a freak all my life and I have to live with that, you know. I’m one of those people.”

”

John Lennon

---



“

“Everything will be okay in the end. If it's not okay, it's  
not the end.”

”

John Lennon

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“

“One thing I can tell you is you have to be free. Come together, right now, over me.”

”

John Lennon

---



“

“Life is what happens when you are busy making other plans.”

”

John Lennon

---

“

“Time you enjoy wasting, was not wasted.”

”

John Lennon

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“

“Music is everybody’s possession. It’s only publishers  
who think that people own it.”

”

John Lennon

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“

“Only by trying on other people’s clothes do we find  
what size we are.”

”

John Lennon

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“

“Produce your own dream.”

”

John Lennon

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“

“Declare it. Just the same way we declare war. That is how we will have peace... we just need to declare it.”

”

John Lennon

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“

“Surrealism had a great effect on me because then I realized that the imagery in my mind wasn’t insanity. Surrealism to me is reality.”

”

John Lennon

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“

“When you do something noble and beautiful and nobody noticed, do not be sad. For the sun every morning is a beautiful spectacle and yet most of the audience still sleeps.”

”

John Lennon

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“

“Happiness is just how you feel when you don’t feel miserable.”

”

John Lennon

---

“

“If everyone could just be happy with themselves and the choices people around them make, the world would instantly be a better place!”

”

John Lennon

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“

“You know the way people begin to look like their dogs?  
Well, we’re beginning to look like each other.”

”

John Lennon

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“

. “A mistake is only an error, it becomes a mistake when  
you fail to correct it.”

”

John Lennon

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“

I believe in God, but not as one thing, not as an old man in the sky. I believe that what people call God is something in all of us. I believe that what Jesus and Mohammed and Buddha and all the rest said was right. It's just that the translations have gone wrong.

”

John Lennon

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“

“The thing the sixties did was to show us the possibilities and the responsibility that we all had. It wasn't the answer. It just gave us a glimpse of the possibility.”

”

John Lennon

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“

“We live in a world where we have to hide to make love,  
while violence is practiced in broad daylight.”

”

John Lennon

---

“

“When I cannot sing my heart, I can only speak my  
mind.”

”

John Lennon

---



“

“You’re all geniuses, and you’re all beautiful. You don’t need anyone to tell you who you are. You are what you are. Get out there and get peace, think peace, and live peace and breathe peace, and you’ll get it as soon as you like.”

”

John Lennon

---

“

I believe in everything until it's disproved. So I believe in fairies, the myths, dragons. It all exists, even if it's in your mind. Who's to say that dreams and nightmares aren't as real as the here and now?

”

John Lennon

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“

“Everything is clearer when you’re in love.”

”

John Lennon

---

“Sometimes you wonder, I mean really wonder. I know we make our own reality, and we always have a choice, but how much is preordained? Is there always a fork in the road, and are there two preordained paths that are equally preordained? There could be hundreds of paths where one could go this way or that way — there’s a chance, and it’s very strange sometimes.”

John Lennon

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“

“Peace is not something you wish for; It's something you  
make, Something you do , Something you are, And  
something you give away”

”

John Lennon

---

“

“Why in the world are we here? Surely not to live in pain and fear. Why on earth are you there, when you’re everywhere-come and get your share.”

”

John Lennon

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“

“Creativity is a gift. It doesn't come through if the air is cluttered.”

”

John Lennon

---

“

“Our society is run by insane people for insane objectives. I think we’re being run by maniacs for maniacal ends and I think I’m liable to be put away as insane for expressing that. That’s what’s insane about it.” ”

John Lennon

---



“

“Love is like a precious plant. You can't just accept it and leave it in the cupboard or just think it's going to get on by itself. You've got to keep on watering it. You've got to really look after it and nurture it.”

”

John Lennon

---

“

“You don’t need anybody to tell you who you are or what you are. You are what you are!”

”

John Lennon

---



“

“There are no problems, only solutions.”

”

John Lennon

---

“

“There’s nothing new under the sun. All the roads lead to Rome. And people cannot provide it for you. I can’t wake you up. You can wake you up. I can’t cure you. You can cure you.”

”

John Lennon

---



“

“Imagine all the people living life in peace. You may say  
I’m a dreamer, but I’m not the only one. I hope someday  
you’ll join us, and the world will be as one.”

”

John Lennon

---

“

6. “There’s nothing you can do that can’t be done”

”

John Lennon

---



“

“It’s Easy”

”

John Lennon

---

“

“All You need is love”

”

John Lennon

---



“

“Being honest may not get you a lot of friends but it’ll  
always get you the right ones.”

”

John Lennon

---

“

“If you want peace, you won’t get it with violence.”

”

John Lennon

---



“

“All we are saying is give peace a chance.”

”

John Lennon

---

“

“All we are saying is give peace a chance.”

”

John Lennon

---



“

“Love, Love, Love. All you need is love. Love is all you need.”

”

John Lennon

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“

“It matters not who you love, where you love, why you love, when you love or how you love, it matters only that you love”

”

John Lennon

---



“

*What does it mean when a person is such a pacifist that they get shot? I can never understand that."*

”

John Lennon

---

“

*"When you're drowning, you don't say 'I would be incredibly pleased if someone would have the foresight to notice me drowning and come and help me,' you just scream."*

”

John Lennon

---



“

*"Life is what happens to you when you're busy making other plans"*

”

John Lennon

---

“

*“We all have Hitler in us, but we also have love and peace. So why not give peace a chance for once?”*

”

John Lennon

---



“

*"I am not the Beatles. I'm me. Paul isn't the Beatles... The Beatles are the Beatles. Separately, they are separate."*

”

John Lennon

---

“

*"When I was about twelve, I used to think I must be a genius, but nobody's noticed. If there is such a thing as a genius...I am one, and if there isn't, I don't care."*

”

John Lennon

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“

*"Reality leaves a lot to the imagination."*

”

John Lennon

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“

*"Love is like a flower, give it time and it will grow"*

”

John Lennon

---



“

*"If everyone demanded peace instead of another television set, then  
there'd be peace."*

”

John Lennon

---

“

*"Possession isn't nine-tenths of the law its nine-tenths of the problem."*

”

John Lennon

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“

*"We've got this gift of love, but love is like a precious plant. You can't just accept it and leave it in the cupboard or just think it's going to get on by itself. You've got to keep on watering it. You've got to really look after it and nurture it."*

”

John Lennon

---

“

*"As usual, there is a great woman behind every idiot."*

”

John Lennon

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“

*"Love is a promise, love is a souvenir, once given, never forgotten,  
never let it disappear."*

”

John Lennon

---

“

*"Nobody controls me. I'm uncontrollable. The only one who can control me is me, and that's just barely possible."*

”

John Lennon

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“

*"Nobody controls me. I'm uncontrollable. The only one who can control me is me, and that's just barely possible."*

”

John Lennon

---

“

*"It doesn't matter how long my hair is or what colour my skin is or whether I'm a woman or a man."*

”

John Lennon

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“

*"If being an egomaniac means I believe in what I do and in my art or my music, then in that respect you can call me that...I believe in what I do, and I'll say it."*

”

John Lennon

---

“

*"I am going into an unknown future, but I'm still all here, and still  
while there's life, there's hope."*

”

John Lennon

---



“

*"You don't need anybody to tell you who you are or what you are.  
You are what you are!"*

”

John Lennon

---

“

*"I don't believe in killing whatever the reason!"*

”

John Lennon

---



“

*"I consider that my work won't be finished until I'm dead and buried, and I hope that's a long long time."*

”

John Lennon

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“

*"Love is the answer and you know that for sure"*

”

John Lennon

---



“

*Lots of people who complained about us receiving the MBE received theirs for heroism in the war-for killing people. We received ours for entertaining other people. I'd say we deserve ours more."*

”

John Lennon

---

“

*"I didn't leave the Beatles. The Beatles have left the Beatles--but no one wants to be the one to say the party's over."*

”

John Lennon

---



“

*Those of you in the cheaper seats, clap your hands. And the rest of  
you  
just rattle your jewelry."*

”

John Lennon

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“

*"There's high, and then there's high, and to get really high--i mean so high that you can walk on the water, that high--that's where i'm goin'"*

”

John Lennon

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“

*"We never write anything with themes. We just write the same rubbish all the time."*

”

John Lennon

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“

*"And in the end, the love you take is equal to the love you make."*

”

John Lennon

---



“

*"You can go to church and sing a hymn, Judge me by the colour of my skin, You can live a lie until you die, One thing you can't hide is when you're crippled inside. "*

”

John Lennon

---

“

*"You're all geniuses, and you're all beautiful. You don't need anyone to tell you who you are. You are what you are. Get out there and get peace, think peace, and live peace and breathe peace, and you'll get it as soon as you like."*

”

John Lennon

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“

*"I'd like to say thank you on behalf of the group and myself and  
I hoped we passed the audition."*

”

John Lennon

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“

“I am the walrus”

”

John Lennon

---



“

“We would all love to change the world”

”

John Lennon

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“

“Strawberry fields forever”

”

John Lennon

---



“ "Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while."

”

Steve Jobs

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“

"Now when we see new things or opportunities, we can seize them. In fact, we have already seized a few, like desktop movies, wireless networking, and iTools. A creative period like this lasts only maybe a decade, but it can be a golden decade if we manage it properly."

”

Steve Jobs

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"See, one of the things you have to remember is that we started off with a very idealistic perspective-that doing something with the highest quality, doing it right the first time, would really be cheaper than having to go back and do it again. Ideas like that." ”

Steve Jobs

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"I make 50 cents for showing up ... and the other 50 cents is based on my performance."

”

Steve Jobs

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.“One of the biggest insights we have was that we decided not to try to manage your music library on the iPod, but to manage it in iTunes. Other companies tried to do everything on the device itself and made it so complicated that it was useless.” ”

Steve Jobs

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"Making an insanely great product has a lot to do with the process of making the product, how you learn things and adopt new ideas and throw out old ideas. But, yeah, the people who made Mac are sort of on the edge."

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Steve Jobs

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"It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them."

”

Steve Jobs

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“ “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.”

Steve Jobs

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“ “We had a fundamental belief that doing it right the first time was going to be easier than having to go back and fix it. And I cannot say strongly enough that the repercussions of that attitude are staggering. I've seen them again and again throughout my business life.”

Steve Jobs

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Picasso had a saying. He said 'Good artists copy, great artists steal.' And we have always been shameless about stealing great ideas.

”

Steve Jobs

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"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."

”

Steve Jobs

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“ “We did iTunes because we all love music. We made what we thought was the best jukebox in iTunes. Then we all wanted to carry our whole music libraries around with us. The team worked really hard. And the reason that they worked so hard is because we all wanted one. You know? I mean, the first few hundred customers were us.” ”

Steve Jobs

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"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."

”

Steve Jobs

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"Making an insanely great product has a lot to do with the process of making the product, how you learn things and adopt new ideas and throw out old ideas."

”

Steve Jobs

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“The problem is, in hardware you can't build a computer that's twice as good as anyone else's anymore. Too many people know how to do it. You're lucky if you can do one that's one-and-a-third times better or one-and-a-half times better. And then it's only six months before everybody else catches up. But you can do it in software. As a matter of fact, I think that the leap that we've made is at least five years ahead of anybody.”

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Steve Jobs

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"The people who built Silicon Valley were engineers. They learned business, they learned a lot of different things, but they had a real belief that humans, if they worked hard with other creative, smart people, could solve most of humankind's problems. I believe that very much."

”

Steve Jobs

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“ “You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. 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.”

Steve Jobs

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My model for business is The Beatles. They were four guys who kept each other's kind of negative tendencies in check.

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Steve Jobs

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"I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance. “

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Steve Jobs

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“Don't settle.”

”

Steve Jobs

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"That's why I dropped the 'interim' from my title. I'm still called iCEO, though, because I think it's cool."

”

Steve Jobs

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“ “This is the nicest corporate cafe I've ever seen. When we got here this was dog food. There was this company called Guggenheim that it was farmed out to and it was just shit. And finally we fired them and got this friend of mine who runs Il Fourniao restaurant to come and he did everything and now it's great.”

Steve Jobs

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"Woz (Steve Wozniak) and I started Apple in my parents' garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4,000 employees."

”

Steve Jobs

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"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."

”

Steve Jobs

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"I used to say that Apple should be the Sony of this business, but in reality, I think Apple should be the Apple of this business."

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Steve Jobs

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"Companies, as they grow to become multibillion-dollar entities, somehow lose their vision."

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Steve Jobs

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"I'm as proud of many of the things we haven't done as the things we have done. Innovation is saying no to a thousand things."

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Steve Jobs

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"We do no market research. We don't hire consultants."

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Steve Jobs

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"Design is a funny word."

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Steve Jobs

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“I think if you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long. Just figure out what's next.”

”

Steve Jobs

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"The subscription model of buying music is bankrupt. I think you could make available the Second Coming in a subscription model and it might not be successful."

”

Steve Jobs

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"The amount of time you spend shopping and preparing and eating food is enormous. The amount of energy your body spends digesting the food in many cases exceeds the energy we get from the food."

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Steve Jobs

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"To me, marketing is about values."

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Steve Jobs

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"You just make the best product you can, and you don't put it out until you feel it's right.

”

Steve Jobs

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"Software is what will distinguish products in the next 10 years. And I think the technology for software is just starting to come into its own."

”

Steve Jobs

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"Getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again. It freed me to enter one of the most creative periods of my life."

”

Steve Jobs

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When you first start off trying to solve a problem, the first solutions you come up with are very complex, and most people stop there. But if you keep going, and live with the problem and peel more layers of the onion off, you can oftentimes arrive at some very elegant and simple solutions.”

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Steve Jobs

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“

We were very lucky -- we grew up in a generation where music was an incredibly intimate part of that generation”

”

Steve Jobs

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"Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while."

”

Steve Jobs

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"It's in Apple's DNA that technology alone is not enough -- it's technology married with liberal arts, married with the humanities, that yields us the result that makes our heart sing, and nowhere is that more true than in these post-PC devices." ”

Steve Jobs

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"Quality is more important than quantity. One home run is much better than two doubles."

”

Steve Jobs

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“ “I have a great respect for incremental improvement, and I've done that sort of thing in my life, but I've always been attracted to the more revolutionary changes. Because they're harder. They're much more stressful emotionally. And you usually go through a period where everybody tells you that you've completely failed.”

Steve Jobs

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"I wish developing great products was as easy as writing a check. If that was the case, Microsoft would have great products."

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Steve Jobs

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"There's a lot of smart people at the music companies. The problem is, they're not technology people. The good music companies do an amazing thing."

”

Steve Jobs

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"There are lots of examples where not the best product wins. Windows would be one of those, but there are examples where the best product wins. And the iPod is a great example of that."

”

Steve Jobs

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"Good PR educates people; that's all it is. You can't con people in this business. The products speak for themselves."

”

Steve Jobs

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“When I was 17, I read a quote that went something like: 'If you live each day as if it was your last, someday you'll most certainly be right.' It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself: 'If today were the last day of my life, would I want to do what I am about to do today?' And whenever the answer has been 'no' for too many days in a row, I know I need to change something.”

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Steve Jobs

“

"The subscription model of buying music is bankrupt. I think you could make available the Second Coming in a subscription model and it might not be successful."

”

Steve Jobs

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“ “Somebody once told me, 'Manage the top line, and the bottom line will follow.' What's the top line? It's things like, why are we doing this in the first place? What's our strategy? What are customers saying? How responsive are we? Do we have the best products and the best people? Those are the kind of questions you have to focus on.”

Steve Jobs

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"It's not about charisma and personality, it's about results and products and those very bedrock things that are why people at Apple and outside of Apple are getting more excited about the company and what Apple stands for and what its potential is to contribute to the industry."

”

Steve Jobs

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“

"I've always thought it would be really wonderful to have a little box, a sort of slate that you could carry along with you"

”

Steve Jobs

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“

"I'm convinced that about half of what separates  
successful entrepreneurs from the non-successful ones is  
pure perseverance."

”

Steve Jobs

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“

A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets.

”

Steve Jobs

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It's kind of like watching the gladiator going into the arena and saying, 'Here it is.' It's really perceived as Apple's do or die. And it goes even deeper... If we don't do this, nobody can stop IBM.

”

Steve Jobs

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"I want to put a ding in the universe."

”

Steve Jobs

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"Every once in a while a revolutionary product comes along that changes everything. It's very fortunate if you can work on just one of these in your career. Apple's been very fortunate in that it's introduced a few of these."

”

Steve Jobs

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"I don't think there's an attitude problem, there is just an experience problem -- that people from technology don't understand the creative process that these companies go through to make their products, and they don't appreciate how hard it is. ”

”

Steve Jobs

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[Design is] not just what it looks like and feels like.  
Design is how it works.

”

Steve Jobs

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The system is that there is no system. That doesn't mean we don't have process. Apple is a very disciplined company, and we have great processes. But that's not what it's about. Process makes you more efficient.

”

Steve Jobs

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I think it's brought the world a lot closer together, and will continue to do that. There are downsides to everything; there are unintended consequences to everything. The most corrosive piece of technology that I've ever seen is called television - but then, again, television, at its best, is magnificent.

”

Steve Jobs

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“

"The desktop computer industry is dead. Innovation has virtually ceased. Microsoft dominates with very little innovation. That's over. Apple lost. The desktop market has entered the dark ages, and it's going to be in the dark ages for the next 10 years, or certainly for the rest of this decade."

”

Steve Jobs

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"If, for some reason, we make some big mistake and IBM wins, my personal feeling is that we are going to enter a computer Dark Ages for about twenty years."

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Steve Jobs

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"Much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on."

”

Steve Jobs

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"We're trying to compete with piracy. We're trying to pull people away from piracy and say, 'You can buy these songs legally for a fair price.' If the price goes up people will go back to piracy, then everybody loses."

”

Steve Jobs

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“

"I'm just a guy who probably should have been a semi-talented poet on the Left Bank. I sort of got sidetracked here."

”

Steve Jobs

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"You've baked a really lovely cake, but then you've used  
dog shit for frosting."

”

Steve Jobs

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“

I mean, some people say, 'Oh, God, if [Jobs] got run over by a bus, Apple would be in trouble.' And, you know, I think it wouldn't be a party, but there are really capable people at Apple. My job is to make the whole executive team good enough to be successors, so that's what I try to do.

”

Steve Jobs

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"If the music companies are selling over 90 percent of their music DRM-free [on CDs], what benefits do they get from selling the remaining small percentage of their music encumbered with a DRM system? "

”

Steve Jobs

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“

"The Mac team was an attempt to build a whole team like that, A players. People said they wouldn't get along, they'd hate working with each other. But I realized that A players like to work with A players, they just didn't like working with C players."

”

Steve Jobs

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It's more than publishing. It's commerce. People are going to stop going to a lot of stores. And they're going to buy stuff over the Web

”

Steve Jobs

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“

"There's an old Wayne Gretzky quote that I love. 'I skate to where the puck is going to be, not where it has been.' And we've always tried to do that at Apple. Since the very very beginning. And we always will."

”

Steve Jobs

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"I'm convinced that to give away a dollar effectively is  
harder than to make a dollar."

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Steve Jobs

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"I think people want to enjoy their entertainment when they want it and how they want it, on the device that they want it on."

”

Steve Jobs

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"If I look at myself and ask, 'What am I best at and what do I enjoy most doing?' I think what I'm best at is creating sort of new innovative products."

”

Steve Jobs

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"You've got to start with the customer experience and work back toward the technology - not the other way around."

”

Steve Jobs

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"Software is the user experience. As the iPod and iTunes prove, it has become the driving technology not just of computers but of consumer electronics".

”

Steve Jobs

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"If you look at the reason that the iPod exists, it's because these really great Japanese consumer electronics companies who kind of own the portable music market, invented it and owned it, couldn't do the appropriate software, couldn't conceive of and implement the appropriate software"

”

Steve Jobs

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"They are shamelessly trying to copy us. I think the most telling thing is that Tiger will ship at the end of the month and Longhorn is still two years out. They can't even copy fast."

”

Steve Jobs

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"There are sneakers that cost more than an iPod."

”

Steve Jobs

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"I am saddened, not by Microsoft's success - I have no problem with their success. They've earned their success, for the most part. I have a problem with the fact that they just make really third-rate products."

”

Steve Jobs

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"I'm a big believer in boredom. Boredom allows one to indulge in curiosity and out of curiosity comes everything. All the [technology] stuff is wonderful, but having nothing to do can be wonderful, too."

”

Steve Jobs

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“

"I'm a big believer in boredom. Boredom allows one to indulge in curiosity and out of curiosity comes everything. All the [technology] stuff is wonderful, but having nothing to do can be wonderful, too."

”

Steve Jobs

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“

"We did iTunes because we all love music."

”

Steve Jobs

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"I don't think that my role in life is to run big organizations and do incremental improvements."

”

Steve Jobs

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“

"Woz and I very much liked Bob Dylan's poetry, and we spent a lot of time thinking about a lot of that stuff."

”

Steve Jobs

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"Getting fired from Apple was the best thing that could  
have ever happened to me."

”

Steve Jobs

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“ “It turns out with the iPod we kind of got out from that operating-system glass ceiling and it was great because [it showed that] Apple innovation, Apple engineering, Apple design did matter. The iPod captured 70% market share. I cannot tell you how important that was after so many years of laboring and seeing a 4% to 5% market share on the Mac. ” ”

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Steve Jobs

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"I end up not buying a lot of things. Because I find them ridiculous."

”

Steve Jobs

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"My job is to not be easy on people. “

”

Steve Jobs

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"I have a very simple life. I have my family and I have Apple and Pixar. And I don't do much else."

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Steve Jobs

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"What we have to do is figure out a way to get people to start paying for this hard-earned content. "

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Steve Jobs

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"If anybody's going to make our products obsolete, I  
want it to be us."

”

Steve Jobs

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"In the broadest context, the goal is to seek enlightenment - however you define it."

”

Steve Jobs

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"But then, the rewarding thing isn't merely to start a company or to take it public. It's like when you're a parent. Although the birth experience is a miracle, what's truly rewarding is living with your child and helping him grow up."

”

Steve Jobs

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"I don't want to see us descend into a nation of bloggers. I think we need editorial oversight now more than ever. Anything we can do to help newspapers find new ways of expression that will help them get paid, I am all for." ”

Steve Jobs

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"You know, I've got a plan that could rescue Apple. I can't say any more than that it's the perfect product and the perfect strategy for Apple. But nobody there will listen to me."

”

Steve Jobs

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"Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them. It's not the tools that you have faith in - tools are just tools. They work, or they don't work. It's people you have faith in or not."

”

Steve Jobs

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I will spend my last dying breath if I need to, and I will spend every penny of Apple's \$40 billion in the bank, to right this wrong. I'm going to destroy Android because it's a stolen product. I'm willing to go thermonuclear war on this.

”

Steve Jobs

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“

"For the past 33 years, I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "No" for too many days in a row, I know I need to change something."

”

Steve Jobs

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“

"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."

”

Steve Jobs

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