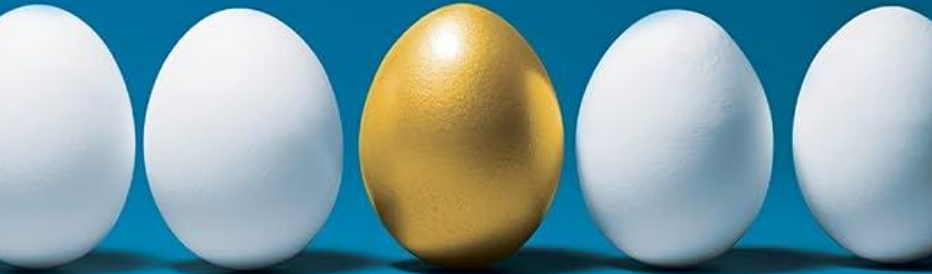


**"Whether you want to get ahead inside a company
or build a startup, this fascinating book is a must-read."**

REID HOFFMAN, CO-FOUNDER OF LINKEDIN

BACKABLE

**THE SURPRISING TRUTH BEHIND
WHAT MAKES PEOPLE TAKE
A CHANCE ON YOU**



SUNEEL GUPTA

WITH CARLYE ADLER

**Backable- The Surprising Truth Behind
what Makes People Take A Chance on You**

Book Highlights

Believe in Your Idea Before Anyone Else Does

- Before convincing others, you must truly believe in your idea yourself.
- Do the groundwork privately until you feel confident sharing it.
- Your passion should come from within, not from external validation.
- Ideas need more than logic, and they need emotional energy to sustain them.
- Your rational mind analyzes, but emotions drive persistence.
- Constantly check if your idea excites or drains you.
- If you don't believe in your idea deeply yet, it will be hard for anyone else to believe in it.

Passion Fuels Long-Term Commitment

- Passion is what keeps you going during tough phases.
- Intellectual interest alone is rarely enough to sustain effort.
- Your emotional energy determines your long-term commitment.
- You should feel deeply connected to what you're building.
- Ask yourself: "Am I truly excited about this idea?"
- Strong ideas are powered by both logic and emotion.
- On your hardest days, passion is what will keep you showing up even when motivation fades away.

Great Ideas are Told through Stories

- Great ideas are communicated through stories, not just facts.
- Every strong story has a clear central character.
- People connect more when they see themselves in the story.
- The more relatable your character is, the stronger the impact.
- Focus on one person instead of trying to reach everyone.
- Make your audience feel part of the journey.
- If your audience cannot see themselves in your story, they will struggle to stay emotionally connected to your idea.

Unique Insights make Ideas Stand Out

- Great ideas come from unique, hard-earned insights.
- These insights are discovered through real-world experience.
- Avoid obvious ideas that anyone can find online.
- Look for knowledge that is not easily “Google-able.”
- Ask better questions to uncover deeper truths.
- Strong ideas are built on surprising insights.
- If your idea sounds too obvious or common, it is unlikely to capture attention or stand out meaningfully.

Go Beyond Surface-Level Thinking

- Don't settle for easily available information.
- Dig deeper to uncover unique perspectives.
- Ask people for insights they wouldn't normally share.
- Look for ideas that create curiosity and surprise.
- The best ideas challenge common assumptions.
- Depth of insight strengthens your idea.
- The most valuable insights are usually hidden just beyond the point where most people stop exploring.

Make Your Idea Feel Inevitable

- Backable people observe trends like anthropologists.
- They study behavior, patterns, and shifts in society.
- Strong ideas feel like they were bound to happen.
- There's a difference between vision and random ideas.
- A solid vision is grounded in real-world observations.
- Your idea should feel like a natural next step.
- The strongest ideas feel so natural that people believe they were always meant to happen at this moment.

Involve People Early to Build Ownership

- Success is not just about idea and execution.
- The real power lies in involving people early.
- People support what they help create.
- This is known as the IKEA effect.
- Involvement builds emotional connection and value.
- Build your idea with people, not just for them.
- When people feel that they have contributed to something, they naturally become more invested in its success.

Turn Your Idea into a Shared Story

- Show others how they are important to your idea.
- Identify gaps where others can contribute.
- Prepare well before asking for help.
- Good discussions need more preparation than presentations.
- Clearly communicate the shared vision.
- Build a strong “story of us.”
- People are far more likely to support an idea when they feel like they are part of building it together.

Make Others Feel Like the Hero

- People want to feel their contribution matters.
- Show how their input impacts your idea.
- Don't expect to win people in one conversation.
- Trust builds through consistent interactions.
- Follow up by showing how they influenced your work.
- This can turn a “no” into a “yes.”
- When people clearly see the impact of their contribution, they become more emotionally connected and supportive of your idea.

Test Your Idea Before Presenting It

- Practice explaining your idea to others.
- Ask them to explain it back to you.
- This shows how clearly your idea is understood.
- Feedback helps refine your message.
- Observe reactions, not just words.
- Non-verbal cues reveal true understanding.
- If someone cannot explain your idea clearly after hearing it, it means your message still needs simplification.

Real Feedback Comes from Behavior

- People don't always express honest opinions directly.
- Watch facial expressions and engagement levels.
- Real feedback comes from behavior, not just words.
- Adjust your delivery based on reactions.
- Learn from how people respond emotionally.
- Feedback helps improve clarity and impact.
- Pay close attention to how people react, because their behavior often reveals what they truly think and feel.

Surround Yourself with the Right People

- A strong support system strengthens your idea.
- Different people provide different perspectives.
- Feedback should challenge and improve you.
- Support should be both emotional and strategic.
- The right circle accelerates growth.
- Choose your people wisely.
- The people you surround yourself with will either expand your thinking or limit how far your idea can grow.

Build a Balanced Support Circle

- Collaborators help improve your idea.
- Coaches help align ideas with your strengths.
- Cheerleaders boost confidence and motivation.
- Challenger questions and stress-test your ideas.
- Each role plays a unique part.
- Balance support with honest criticism.
- Having the right mix of supportive and challenging people helps you grow faster and build stronger ideas.

Be Willing to Start Over Smarter

- Feedback may show your idea isn't working.
- Don't give up and adjust your approach.
- Be open to rethinking your strategy.
- Many successful people restarted multiple times.
- Growth comes from learning and adapting.
- Flexibility is key to success.
- Starting over with better insights and clarity often brings you closer to success than continuing with a flawed approach.

Let Your Idea Be Bigger Than Your Ego

- True confidence comes from letting go of ego.
- Focus on the idea, not on proving yourself.
- Preparation matters, but don't overthink delivery.
- Trust yourself and communicate naturally.
- The goal is connection, not perfection.
- Make your idea bigger than yourself.
- When you shift focus from yourself to the value of your idea, people connect more genuinely with what you share.

Disclaimer

This is just a summary. This summary is as per my interpretation and Learning, Please excuse any errors.

For a better understanding, reading the book is highly recommended

Please excuse any errors.

Thank You For Reading

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