

Yep. I look ridiculous! It's on purpose. Here's why...

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To: email@mandymarksteiner.com

Hey, Mandy

If you've ever seen my YouTube channel, one of the first things you might notice is that I look ridiculous in half of my thumbnail pictures.

Why would I publish these truly unfortunate freeze frames when I have much better pictures I could be using?

The answer is simple: **What stands out gets remembered. What blends in gets forgotten.** And people remember those weird pictures because they stand out.

I remember when I first met Tim Ferriss. At the time, Social Triggers was already a popular website and we had a few mutual friends in common. What's the first thing he said to me? He commented on those pictures. Seriously.

Or as another example, I recently read Bryan Grazer's new book "A Curious Mind." If you're not familiar with Bryan, he's the guy behind hit movies like Apollo 13, A Beautiful Mind, and tv shows like 24.

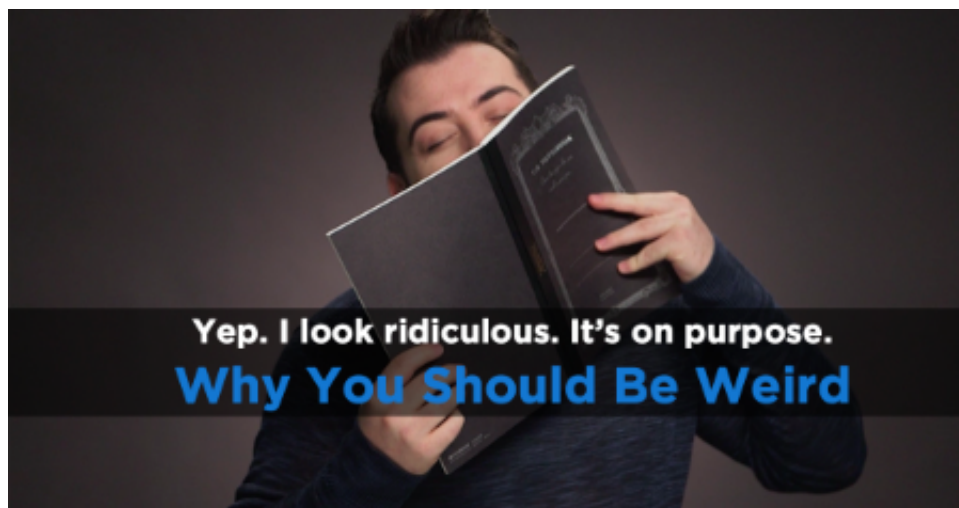
Well, in Hollywood, he's known for long hair that stands up straight - and it looks ridiculous. And in his book he admits that's exactly why he does it. He wants people to remember his crazy hair.

However, when most people put themselves in social or business situations, they spend their energy trying to blend in. They don't want to ruffle feathers out of fear of being judged, or rubbing people the wrong way.

I get it. But no one ever remembers people like that. And if people don't remember you, you're in trouble.

The question is, how can you be someone that people remember... without embarrassing yourself with silly pictures... without spiking your hair up?

I reveal more in this new video.



You'd be surprised at how being weird in social situations can be good for business. But you have to put some thought into how to let your freak flag fly.

Now let's take a second to celebrate. I reveal something weird about myself in this new video. I want you to reveal something weird about yourself in the comment section. [Leave a comment right here.](#)

Talk soon,
Derek Halpern

P.S. Next week, I'm going to release a new audio podcast. For the first time in more than a year. It's going to dig deep into some topics I've never covered before. And while it may appear "dark" at first, you'll quickly see why it's so important. So look for an email from me on Monday about it.

This email was sent to email@mandymarksteiner.com by news@socialtriggers.com

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