## Chapter 1 : Enchanted Book â€" Official Minecraft Wiki

*Guy takes his own advice to captivate people in his book by having regular people tell their stories about how they have been enchanted by a cause or organization. He ends each chapter with a heartwarming tale of the way someone was captivated.*

Opening the iTunes Store. Progress Indicator Opening Apple Books. We are unable to find iTunes on your computer. To download from the iTunes Store, get iTunes now. Click I Have iTunes to open it now. Description Enchantment, as defined by bestselling business guru Guy Kawasaki, is not about manipulating people. It transforms situations and relationships. It converts hostility into civility and civility into affinity. It changes the skeptics and cynics into the believers and the undecided into the loyal. Enchantment can happen during a retail transaction, a high-level corporate negotiation, or a Facebook update. Kawasaki argues that in business and personal interactions, your goal is not merely to get what you want but to bring about a voluntary, enduring, and delightful change in other people. By enlisting their own goals and desires, by being likable and trustworthy, and by framing a cause that others can embrace, you can change hearts, minds, and actions. For instance, enchantment is what enabled. This book explains all the tactics you need to prepare and launch an enchantment campaign; to get the most from both push and pull technologies; and to enchant your customers, your employees, and even your boss. It shows how enchantment can turn difficult decisions your way, at times when intangibles mean more than hard facts. There are few people in the world more qualified to teach you how to enchant people. As Kawasaki writes, "Want to change the world? Change caterpillars into butterflies? This takes more than run-of-the-mill relationships. You need to convince people to dream the same dream that you do. There are simple common denominators that we ALL like or admire but simple walk away from making them real And that audience is US

## Chapter 2 : How to make your app lovable | Enchant

*The Enchanting profession enables you to add powerful bonuses to your gear, like additional stats and useful effects. While enchanters can enchant their own gear, they can also inscribe scrolls with an enchantment, enabling them to sell or give them away as desired. Creating Enchantment Scrolls is.*

Level books[ edit ] Enchanted books [note 1] can be found in 2. In Bedrock Edition they can be found in 2. In Bedrock Edition 1. Random enchantment books[ edit ] Enchanted books [note 1] can be found in  In Bedrock Edition enchanted books [note 2] can be found in  Fishing[ edit ] Enchanted books can be obtained as a "treasure" item from fishing with a fishing rod as part of the "treasure" category. The book has the equivalent of a level 30 enchantment from an enchantment table, but treasure enchantments are available and the chance of multiple enchantments is not reduced. Trading[ edit ] Enchanted books can be bought from librarian villagers as part of their tier 1, 4 and 5 trades, meaning each librarian villager will sell up to three books. The cost varies from emeralds , based only on the level of the enchantment for example, Infinity and Protection I both cost emeralds , although treasure enchantments such as Mending cost double. They may contain any available enchantment at any available level. An enchanted book with multiple high level enchantments. An enchanted book with multiple enchantments that can be applied to the same item. Players can create an enchanted book by enchanting a book on an enchantment table. Books have a decreased chance of getting multiple enchantments specifically, if multiple enchantments would be added then one will be removed at random , and have a lower "enchantability level" than most other items. Treasure enchantments such as Mending cannot be obtained from an enchantment table. Anvil mechanics In Survival, enchanted books are the only method to obtain certain enchantments on certain tools, such as Unbreaking on shields. Enchanted books have a shine effect on their sprite. To use an enchanted book, the player must place an item in the first slot in an anvil , and a book in the next. In order to complete the enchantment, the player must have the required amount of experience. Note that using an enchanted book gets significant discounts at the anvil. Enchanted books themselves can be combined to create a single book with increased or multiple enchantments, similar to combining tools or weapons. When combining items, the compatible enchantments from the book in the second slot are transferred to the item from the first slot, keeping the highest level of any type. If two enchantments have the same level and a higher level is available, they will combine into the next level. Enchanted books are single-use. Enchanted books do not exhibit their enchantment. For example, a book with Sharpness IV as an enchantment will do no more damage than an un-enchanted book, or any non-weapon item, would when used as a weapon. Enchantments Enchanted books can enchant the usual items that can be enchanted at an enchantment table , but unlike an enchantment table, they are able to boost enchantments such as Sharpness or Thorns to their maximum power, and may apply the following enchantments to items:

## Chapter 3 : The Big List With + Power Words (+ Why They Trigger a Response)

*When people can hold your product in their hands, their desire to own your product increases. This is why car salesmen tempt you to test drive a car. And why jewelry sellers suggest you try that necklace to see how it looks.*

When people can hold your product in their hands, their desire to own your product increases. This is why car salesmen tempt you to test drive a car. And why jewelry sellers suggest you try that necklace to see how it looks. Online this seems tricky. But we can let people imagine how they would feel if you help them. How much smoother their business would run. How much more relaxed they would feel. Imagine you use this program to identify a profitable idea. You know it works because you get your first enthusiastic, paying client who is delighted to pay for your services. You now have new money in the bank. What would that mean? Would you be more confident of your abilities? Would you be more motivated to earn more and use it to pay off debt, increase your savings, or take an extravagant vacation? Because Presenting a reason why people should do something can trigger an automatic response. Even if the reason is bogus. In his book Influence , Cialdini describes the photocopier experiment: Together, they deliver a powerful and enjoyable experience because they were designed that way â€" together. Instant Imagine playing Deal or No Deal. What would you do? As neuromarketer Roger Dooley suggests , our attitudes towards risks, rewards, and time are all different. But we all know the feeling of wanting something now. This is why I love my Kindle. I can start reading a new book instantly. To harness the power of instant gratification use the following phrases in sales copy or blog headlines: You know that already. When I marketed range cookers, we introduced a unique service where you could order your cooker in any color. Not only did a custom-colored cooker command a premium price, you also had to wait up to three months compared to a couple of weeks for a standard order. Similarly, when I implemented a waiting list for copywriting inquiries, I could instantly increase my fees. What appeals more to your customers? Instant gratification or exclusivity? How to As bestselling author Jonah Berger explains in his book Contagious , we like to pass along practical information: People like to help one another. We go out of our way to give advice or send others information that will make them better off.

## Chapter 4 : How to re-enchant the world? â€" Starry Heaven

*Enchantment Process of delighting people with a product, service, organization, or idea Enchant people on their own terms Position yourself What you do.*

Magic , Personal , Philosophy 9 Comments Magic magick metaphysics nature Personal re-enchanting The short and easy answer: Without naming names and ideological currents, many of those who speak of this are usually materialists of the boring variety. They realise this and their innermost wish is that the woods were full of elves, fairies and leprechauns. Cut this description down and turn the direction of enchantment to a vector. All of the agency is on the we, the human factor. Without any agency, Nature needs the human element to acquire any extra characteristics, be they material or metaphysical. But the only thing that puts humans in the center of anything is human hubris. Even the completely dry scientific culture of our times, if it focused exclusively on the facts instead of various unsubstantiated axioms and assumptions that it rationalises with said facts, would place humans inside food-chains, natural habitats, animal taxonomies and biochemical compositions. There is of course a difference of cognitive ability with the other animals that results in technology and taken down the road, it results in a relative dominance on Nature in a temporal and local manner. Whether human brains have an innate capacity for language or not, it is a proven fact that language acquisition is exclusively social. If the next two generations of humans all grew up without linguistic interaction with other humans until the age of 10, human language would get lost. Take away language and the cognitive ability shrinks remarkably, to the point of mental debility. Along goes science, technology and human culture. Dominance on Nature vanishes. I hope this is enough to shift the focus from humans and towards Nature. This line of thought is solely rational so far. It leads me to my intended subversion here. The point is to reverse the vector. It can only be done from a standpoint of being dominated, threatened and being weak. Being a part of the Whole again. We fight disease, we fight the weather, we fight and subdue other animals, we even fight the fundamental interactions. Our struggle is the same as that of any other animal. He or she would start feeling weak, powerless, threatened, afraid. That is the first step. I am talking about the state of having opened eyes, of using all your primal instincts beyond language and technology to sense your environment. I believe fear is a very natural state for all animals entering unknown territory. But this notion, that we know and understand the process and what it opens us up to is part and parcel of the notion of human primacy and domination of Nature. Our very own Nature. The road up until this point is known and understood so the path coincides. That just reflects the wishful thinking that we as humans know and understand exactly the far reaches of our own Nature. That place beyond the gap is where the elves and fairies are. Which is why fear and humbleness are the keys to the door. So watch it and be careful. The doors might be different for everyone or even barred for certain people for good reason. No maps can or should be made beyond that. Featured image is of a pomegranate taken from here. This small text is an unworthy but loving and thankful offering to Aphrodite.

*Enchantment by Guy Kawasaki, , Portfolio/Penguin edition, in English.*

How to make your app lovable Last updated: March 03, A decent app helps you get the job done. A good app helps you get it done faster. A great app, however, makes it effortless. But what makes an app feel effortless? More importantly, how can you make your app feel effortless? These are the questions I hope to answer in this post. What is their secret sauce? The app is self explanatory. The most common things you would need or want to do are obvious. The uncommon things are still possible, but maybe a click or two away. There is a natural flow from start to finish. The next step is always obvious. The app inspires confidence. When you interact with it, you know exactly what will happen. The user is clear about the available options. The user is clear about the next step. The user is clear about the expected result of their interactions. Clarity is the secret! Clarity as a feature Your app gains functionality over time. A button gets added here and a toggle over there. All these little additions improve your app, each in their own little way. This is a good thing, right? You see, those extra buttons and toggles are all things that the user has to think about. What does each thingie do? Which thingie should they use? When should they use the other thingie? As a result, each of these extra things adds a little bit of complexity. But complexity leads to confusion To evolve your app without making it more confusing, you need to consider clarity at every step of the way. To pull it off, clarity must be a feature. Not the kind of feature that your marketing team will care to talk about. But one of the most valuable features nonetheless. Identifying clarity issues in your app You can ask your team to do their best to keep clarity in check and try to get it right the first time. They just know the app way too well. Listen to your customers While your team may think something is extremely clear and obvious, it can be an entirely different story when an outsider like a customer encounters it. Whenever a customer reaches out to support while struggling to do something we know is possible, we treat that as a clarity bug. For these clarity bugs, we ask ourselves a number of questions: Is there too much clutter on the interface? Was what they needed to do not in an obvious location? Were the words on the interface not clear? Was the help text not sufficient? The support requests which identify clarity bugs tend to come from the least tech savvy customers If you can improve clarity enough that the least tech savvy can figure it out, then the rest will have no issues at all. In those places, the purpose of the words is to make things more clear Those people just get confused. You see, the words on those "overly wordy" screens tend to be a band-aid solution to an underlying clarity problem. Those places in your app are great candidates for being ripped apart and re-imagined. The first time someone uses your app, for example. Or the first time they try out a specific feature. Where are they clicking? Are they going back to see what they entered on a previous screen again? One way to gain visibility is to analyze web server logs. Either way, your goal is visibility. Identify the specific interfaces where more people struggle. Those are the areas where clarity can be improved. This can work for some apps, especially where the problem they solve is also simple. The underlying problem with simplicity is that it implies removing functionality. The challenge here is that stripping functionality is usually not in line with your goals. You want the user to be able to use your app for all their use cases. You want the functionality there. You just need it to not be confusing. What you really need to do is organize things better: Make the primary actions easily accessible. Add help text in the right places. Subtly guide the user through the most common flows. Smarter organization is the key here, not simplicity. Improving the clarity of your app When designing or re-designing an interface, there are a number of things you can do to improve clarity. A button should look like a button. If something pulls down a menu, this should be apparent before clicking on it. When things are familiar, the user knows exactly how to interact with it. This improves confidence and keeps interactions feeling natural. When enough apps start doing something one way, that approach becomes the new expectation. Something to watch out for as your app evolves! Consistency matters If something is a dropdown on one screen, it should be the same on another. If you order items descending by default on one screen, do the same on others. You see, when someone is exposed to one screen in your app, they build up an understanding of how things work. You want to leverage that understanding. Consistency is the key here. The real challenge, however, is maintaining consistency when

multiple people are working on the app. Here, having some documented style guidelines can help. Be predictable Sometimes, in an attempt to "simplify" and reduce interface elements, an app combines multiple actions into a single button. But it does different things based on the state of the system at the time. As an example, consider the post editing page of a blogging app. It has a save button. If the post has already been published, then the save button not only saves the post but also re-publishes the post to the public site. Will it just save the text so he can then send a link to someone? Will it automatically publish it too? Will he even think this far or just learn the hard way? Sometimes, even a harmless save button can be a source of confusion! A more clear interface would have had a save button and a publish button side by side. Now, the user can build up some assumptions at a quick glance: When the save button is pressed, the publish button should be enabled, providing visual confirmation of saving. At the same time, the save button should also be disabled, since the changes have been saved. The user needs to be able to anticipate what will happen when they interact with an interface. This kind of predictability keeps the user in control and increases their confidence with the app. Use words effectively Words are part of the design; not things that fill in boxes after the design is done. This is an important distinction. Poorly chosen words make an interface harder to understand.

## Chapter 6 : Enchantment | Definition of Enchantment by Merriam-Webster

*One must understand what people are thinking, feeling, and believing in order to enchant them Put yourself in their place and ask the same questions they're asking.*

Video shows what happened in Charlottesville  CNN Before the events of August 11 and 12, , Charlottesville was, for those who knew of it at all, a college town or a weekend getaway from Washington, DC. Or, for the history buffs among us, the home of our third president. For them, Charlottesville is home, a place now marked by a trauma they walk near and live with daily -- and respond to differently, each according to his or her own experience. To mark the one-year anniversary of this tragedy, CNN Opinion reached out to a diverse group of residents and people directly affected by the events of August 11 and 12,  Here, in their own words, women and men of many backgrounds, faiths, and ages answer the question: What were you doingi on August 11 and 12, and what have you done since? Where do you think America stands when it comes to issues of race and justice? My world was demolished On August 11, I was a secretary and bookkeeper. I spent that Friday reviewing records from fiscal year in preparation for an audit. I already had a plan for the files I planned to pick up with on Monday. After supper, I sat down to work on a crochet baby sweater and blanket set for a friend. Read More Susan Bro Twenty-four hours later, my world was demolished. A young man drove his car into a crowd of peaceful counter-protestors, wounding many and killing my daughter, Heather Heyer. She was gone in an unbelievably public murder, filmed by so many that day. I cried all night long. When the first knock on the door by members of the media came at 7 a. Everyone would understand if I called for vengeance. But none of those felt truly from my heart. They were not sustainable and offered nothing of value. My decision was to respond with a call to action. It made me so angry to have my daughter silenced that I determined I would speak for her instead. Heather always had a passion for making sure everyone was treated fairly. Even as a child she often stood in defense when she saw a need to speak up for others. Not only would I speak, but I would also encourage others to speak up. In response to one voice lost, there would be hundreds more in her place. My work with the Heather Heyer Foundation is a means to that end. The Foundation was formed to provide a legal and accountable structure for handling the donations pouring in the first weeks. The initial purpose was to provide scholarships for those individuals who were already positive, non-violent social activists and wanted to further their education to support continued activism. Those winners also expressed a strong desire for a youth empowerment program, which they named "Heyer Voices. Our focus is to support the education and training of the next generation of activists, advocates and allies. Our country must take the time to root out the disease of hate. We should not hasten to "heal" without dealing with the underlying issues of hurt and mistrust and inequity. People of color have never been treated as if they matter in our country. When one group of us is marginalized, we all suffer for it. We must work together to clean the infection of hatred. I hope that what I do will support that goal. We are on the path to clear water My grandmother always told me that before getting to the clear and clean water, you have to go through the mud. Wes Bellamy August 11 and 12, and the months thereafter have been muddy for my city of Charlottesville. August 11 was supposed to be one of the happiest days of my life. I defended my dissertation at Virginia State University early that afternoon and officially became Dr. Unfortunately, there was no huge celebration. A cloud hung over my head as I knew that as soon as I finished the presentation, my city was about to be swamped by white supremacists who were intent on invoking terror. As the vice-mayor of the city , the only African-American on the city council at that time, and thus the target demographic that the majority of hate and vitriol was aimed at, I had to be present. On Saturday morning I led a march and chanted in the middle of the street from First Baptist Church throughout the city to claim what was ours and defy the hate. I then watched as evil marched throughout our city. It was as if the KKK of old had been reincarnated, and sent back to simply invoke fear. In the midst of all that hate, I also went to a righteous community back-to-school bash on August 12 led by young, black leaders. A conscious group of brothers and sisters were intent on not allowing white supremacists to define our city. They gave away backpacks, free food, and created an atmosphere of safety and community in the midst of chaos. My city will never be the same, but we will no longer quietly walk in

the mud of white supremacy. We are on the path to clear water. Wes Bellamy is the vice mayor of Charlottesville. In , he called for the removal of a local statue of Robert E. Lee in the park, a move which the "Unite the Right" organizers were protesting. The problem with politeness Charlottesville is a city of illusions. As a black professor at the University of Virginia who also organizes with Black Lives Matter Charlottesville, I recognize the ways in which the city sanctions white supremacy through polishing its veneer of civility and politeness. I spent the weeks leading up to the white supremacist attacks and the year since being told directly by polite moderates that the KKK should be ignored and that I should stay home when white nationalists in our streets threaten my very existence. Lisa Woolfork Last year, Charlottesville granted permits for men in Nazi uniforms and Klan robes to march in our streets. Charlottesville failed to prevent and then failed to prosecute men using lit torches to attack undergraduate students. Charlottesville uses legal shields to preserve racist monuments. And when community members respond in grief and rage, as we did when we marched for DeAndre Harris and Corey Long , we are targeted with social pressure under the polite gaze of white moderates, with demands to simmer down and behave with "decorum," a code word for complicity. Politeness and civility are the very actions that brought us here in the first place. Generations lived and died in bondage at plantations known for their hospitality. The Lost Cause mythology, the ideological devotion in the 19th and into the 20th century to falsely portraying the Confederate cause as heroic, then used the veneer of politeness to obscure one of the greatest human rights atrocities of all time. Just as institutions of liberal democracy are harnessed by white supremacists for their fascist agenda, so too are civic virtues such as politeness, decorum, and civility used by white moderates to conceal and enable fascist actions. Since Charlottesville, America has collectively taken steps backward on race I watched alongside the rest of the nation in utter shock as the events of August 12 unfolded in the last place I could have possibly imagined. As the Communications Director for Tom Garrett, the member of Congress representing Charlottesville, I remember speaking to my boss that morning and was proud to see his swift and very public denunciation of the vitriol coming from these hate groups and subsequent efforts in the aftermath. Andrew Griffin Since this tragic day, America has collectively taken steps backward in appropriately addressing race relations. Political partisanship has driven a wedge between families, races, and genders which has fast-tracked a loss of the elements that once made this country a model for all others to follow. In some convoluted and misguided attempt to quick-fix our shortfalls, many have channeled their efforts into removing monuments and renaming schools , completely disregarding the potential to repeat mistakes of the past by pretending history never happened. There is no doubt that this extreme minority of torch-wielding bigots represented the absolute worst our society has to offer. However, ignoring history only affords a larger platform for a handful of racists to spew their hate while doing nothing to actually address the issue of race relations in our nation. America is ground zero for freedom of thought, religion, and opportunity. While we have had shameful moments in our history, we have overcome those moments and grown as a society. The next generation of Americans depend on what happens next, and the world is watching. I was a student reporter covering a national tragedy I remember last August. I remember chants of, "You will not replace us" booming in my ears as the torchlit march passed the building that houses the Cavalier Daily office. I remember receiving the notification on my phone, stunned, when our editor-in-chief texted us that a car had purposefully run into a crowd of counter-protesters downtown. On the surface, a lot has changed. This is a time when lots of Americans are amplifying their voices on issues of race, protest, and justice. Alexis Gravely is a student at the University of Virginia. One question I always asked was: The sound of low-hovering helicopters. The choking taste of smoke and pepper spray. A wail of terror. A street clogged with bodies and blood. I provided on-the-ground coverage via social media of both the violence at the park and the car attack that killed Heather Heyer. In the days that followed, I wrote about my experiences and continued to speak to the media. After one interview, I sat in my car and cried. I was used to being asked about my scholarly work on conservatism and the alt-right. That tangling of personal experience and professional expertise felt messy and uncomfortable. And yet several months later, I realized that discomfort meant I had more to say. The episodes include the voices of more than 20 activists, witnesses, scholars, and city and university leaders. It moves from the events of what is locally known as the Summer of Hate into the deeper history of Charlottesville, the alt-right, and the challenges of policing and law that last

summer revealed. The interviews were often tough, because lots of folks were reliving trauma and talking about some of the darkest forces in our politics and history. So one question I always asked was: And every single person I asked said yes. They said yes, I think, because while the world may have seen only violence in Charlottesville on August 11 and 12, they saw something more in the year since.

## Chapter 7 : NPR Choice page

*There are many atheists out there that want to re-enchant the world but want to do that on their own terms. If I had done what you said, the first sentence would simply exist on the level of a meaningless platitude, directed to those "in the know", whatever that might be.*

But on closer inspection, you might find that site is actually new to you. Generic stock images make sites look like every other site. How about making your own illustrations? I never felt I was creative. So, I decided to give it a go. I published that drawing on 7 January  I remember it well. The evening before publication, I tried to perfect the drawing. I drew 7 or 8 versions before deciding Henrietta would never be perfect. Yet, it was that lack of perfection that appealed to many people. As Dan Roam, chief advocate of using simple drawings for business, suggests, the roughness of simple images makes them more inviting and less intimidating. The advantages of drawing your own images are manifold. You can express your ideas rather than use images for mere decoration. You can communicate with more impact and make your message more memorable. I draw to express my ideas, and I hope that sometimes my illustrations make you smile. I became less critical of myself. I feel curious rather than anxious. I play and experiment more. What I produce today is good enough for today. It has been a crazy journey Who would have ever thought this could happen? Browse the US store or the UK shop. The mugs are shipped worldwide by Zazzle. A celebration of Henrietta Henrietta is my cartoon character. As my alter ego, she is a little braver and more outgoing than me. She inspires and encourages me. I created the infographic below to celebrate her. Grab the embed code below to display the image on your website: The enchanting mugs for writers and their friends are printed by Zazzle and shipped worldwide:

## Chapter 8 : Enchantment - What I Learned

*Enchant People on Their Own Terms When people cannot meet the first goal, sup-port them on the sec-ondary goal. Position Yourself There is significance in making our.*

## Chapter 9 : Enchantment ( edition) | Open Library

*Enchantment defines a relationship with employees that is deep, delightful, and long-lasting. If you can enchant your employees, they will work harder, longer, and smarter for you â€" and, ideally.*