

Have you ever wondered why we count to 3?

Have you ever wondered why we count to 3? Let's find out in the article below!

1. 10 reasons why you never succeed
2. If you're not sure what to do with your life, read this article!
3. 100 little things to help you have a happy life forever!

January 9, 2007, **Steve Jobs** released the first version of the iPhone. It has become a moment of great influence on the history of technology (*and social history*). Nearly, the iPhone has changed everything related to how people interact with each other and how the brand in the market follows the path it opens, including Android and others. Besides that great influence, this introduction itself is very interesting.

Steve Jobs is known for using expressions like ' *Wait, there are still a few things* ' or ' *Another thing* ' in his talks. He even started the 2007 introduction by discussing three revolutionary products that are being prepared for release:

1. The first is a large screen iPod with touch controller;
2. The second is a completely new mobile phone;
3. And the third is a breakthrough Internet-connected device.



After a lot of applause from the audience, Steve Jobs said:

'Did you notice? These are not 3 separate products, they are just a single product and we call it iPhone! '

The way in which Steve Jobs made an outline for his introduction was called ' *The Rule of 3* '. So what is this principle and why is it so special?

The power of the number 3

' *Principle 3* ' is mentioned in the book " *How to Write Short* " by Roy Peter Clark, who thinks that when events and characters are introduced to the audience according to set 3 will become more funny, interesting and effective in conveying messages and attracting readers.

Principle # 3 also helps speakers become an educated person knowing how to communicate information simply and attractively, helping the audience to remember information in a better way.

Martin Luther King Jr. , a civilian and missionary activist, is also known for his use of ' *Principle No. 3* ' in his famous speeches.



In a speech about ' *Non-Violence and Racial Justice* ' (the " *Non-Violence and Racial Justice* "), the No. 3 principle was also used when Martin Luther King Jr. mention pairs of contrast concepts:

'insult, injustice and exploitation',

followed by a few lines,

'justice, good will and friendship'

In short, a list of **three things will be more attractive than two** and it is easier to remember than a long list of 5 or 10 things. The three choices will be more comprehensive, but not so much that it makes the audience or the choice feel confused when making a decision.

Consider the situation when you have only one choice or information. It does not seem enough and you have nothing to make comparisons or reviews.

The two information is a bit better, but when you have two choices you will immediately make conflicting comparisons and reflections. That can make things more extreme, and lose objectivity in the assessment.

So what about the three options? Does it make things look more reasonable? It covers **everything more comprehensively than two** and **provides different perspectives** of the problem just enough, not too much.



Count up to 3 for everything!

You can apply ' *Principle 3* ' for almost anything in life:

1. **When you have to explain something , give three examples .** As Steve Jobs did in the introduction mentioned above.
2. **When you want to convince someone, give 3 reasons .** We should have a holiday in the year because we deserve it, we have a bonus and the airline has promotional tickets to fly to Switzerland, for example.
3. **Before making a decision, think about 3 options .** They will help you get a broader and more objective view.

' *Principle No. 3* ' will probably be very powerful in your life. It helps big influential figures like **Steve Jobs** and **King** make famous speeches around the world.

Try the experience and discover how this principle can help you!

See also: 4 evening habits of successful people, you know yet?

Having fun!

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