

In 1963, meteorologist Edward Lorenz made a stunning discovery that changed the way we view the universe.

For years, people believed that the universe operated like a machine where causes had corresponding effects.

This idea is commonly referred to as “cause and effect” or “what you reap you sow.”

Lorenz introduced the concept of the Butterfly Effect, which suggests that small actions can have significant impacts.

I recall a few years back my daughter asked me if I had heard of the Butterfly Effect.

I told her at the time that it was about cause and effect, but she corrected me, saying, “Dad, it’s about a butterfly flapping its wings in Sydney and creating a hurricane in Atlanta.” She was right, and I was reminded of the power of this theory.

Lorenz’s Butterfly Effect specifically refers to the idea that a butterfly flapping its wings in Beijing in March could cause hurricane patterns in the Atlantic to be completely different by August.

Here’s an example to illustrate this theory:

If a butterfly in Beijing flaps its wings, it creates tiny wind patterns that could impact a passing breeze. This passing breeze could then affect local wind patterns, which might alter the course of a storm.

If the storm’s original path was two degrees more to the south, it would not hit a particular mountain range and dissipate. Instead, it would continue in a different direction and last longer than it otherwise might have, causing more weather events to happen.

The Butterfly Effect shows that small adjustments can lead to significant outcomes.

Understanding this simple theory means that every idea you implement could cause an effect somewhere.

As you sell your products this week, keep in mind the power of the Butterfly Effect.

Every small action you take could have a significant impact.



**Mike Brunel started [mikebrunel.com](http://mikebrunel.com) after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. His products and services are now sold in 23 countries and in 11 languages generating \$350 million annually in sales for his clients. Mike sold the company in 2015 and now spends his time following his passions which include rugby, and travel. His promise: "I can find thousands of dollars in your business within minutes - GUARANTEED" [TRY ME](#)**