

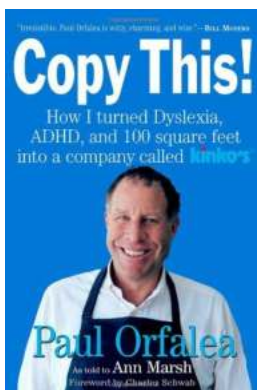
# How I Turned Dyslexia, ADHD, and 100 Square Feet into a Company Called Kinko

Do you believe that challenges can be transformed into opportunities? Well, I am here to prove to you that with determination and resilience, anything is possible. In this article, I will share my journey of overcoming dyslexia and ADHD to create a successful company called Kinko.

## The Early Struggles

As a child, I faced numerous difficulties in learning due to my dyslexia and ADHD. Reading and writing seemed like insurmountable tasks, and my attention span made it hard for me to focus on any given task for an extended period. While some saw these conditions as roadblocks, I realized that they could be my greatest strengths if I found a way to harness their potential.

Rather than accepting defeat, I developed innovative methods to overcome my challenges. I discovered that visual learning was more effective for me, so I began creating colorful mind maps and diagrams to grasp complex concepts. These visual aids not only helped me understand information better but also sparked my interest in design and aesthetics.



## Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's Best Companies: How I Turned Dyslexia, ADHD, and 100 Square Feet into a Company Called

**Kinko's** by Paul Orfalea (Kindle Edition)

★★★★☆ 4.3 out of 5

Language : English

File size : 2740 KB

Text-to-Speech: Enabled

Screen Reader : Supported  
Word Wise : Enabled  
Print length : 226 pages  
Lending : Enabled



## **The Birth of Kinko**

With my newly found passion for design, I decided to embark on an entrepreneurial journey. Armed with my trusty laptop and a 100-square-foot office space, I officially established Kinko - a company dedicated to creating visually appealing designs, marketing materials, and graphics.

The road to success was far from easy. Starting with minimal resources, I had to employ creative strategies to make Kinko stand out in a competitive market. Leveraging my dyslexia and ADHD, I perfected the art of thinking outside the box. This unique perspective allowed me to develop unconventional marketing campaigns that resonated with our target audience.

One of the key factors that propelled Kinko's growth was the power of storytelling. Recognizing that emotions play a significant role in decision-making, I focused on creating impactful narratives through our designs, ensuring that our clients' stories were told authentically and convincingly.

## **Building Trust and a Strong Client Base**

In any business, trust is paramount. With this in mind, I prioritized building strong relationships with clients. Being transparent about my learning disabilities helped establish a genuine connection where clients saw that I was determined, hardworking, and not afraid to overcome challenges.

Additionally, I used my dyslexia and ADHD as a catalyst for innovation. I invested in cutting-edge design software that allowed me to create captivating visuals that surpassed our clients' expectations. These technological advancements, coupled with my unique perspective, propelled Kinko's reputation within the industry.

## **Expanding the Reach and Impact**

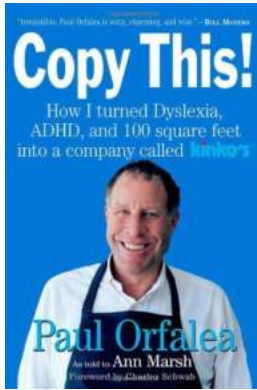
As Kinko grew in size and reputation, I realized the need to reach a wider audience. I started offering workshops and presentations to share my story and inspire others facing similar struggles. Through these engagements, I emphasized the importance of embracing differences and turning challenges into opportunities. It was incredibly fulfilling to witness individuals gain confidence and explore their creative potentials.

Furthermore, Kinko began collaborating with educational institutions, providing design services focused on assisting students with learning disabilities. By understanding their needs and tailoring our designs accordingly, we gained recognition as pioneers in accessible and inclusive visual communication.

My journey from overcoming dyslexia and ADHD to founding Kinko has been a testament to the extraordinary possibilities that can arise from adversity. By reframing challenges as opportunities and utilizing unique perspectives, I turned my learning disabilities into catalysts for success.

Kinko continues to thrive today, pushing the boundaries of design and innovation. So, the next time you face a challenge, remember that within it lies the potential for greatness. Embrace it, and who knows, you may just build a company like Kinko.

**Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's**



## Best Companies: How I Turned Dyslexia, ADHD, and 100 Square Feet into a Company Called

**Kinko's** by Paul Orfalea (Kindle Edition)

★★★★☆ 4.3 out of 5

Language : English

File size : 2740 KB

Text-to-Speech: Enabled

Screen Reader: Supported

Word Wise : Enabled

Print length : 226 pages

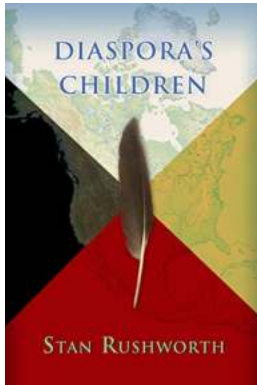
Lending : Enabled



Bill Moyers said this about Paul Orfalea after reading *Copy This!*: "If I could live my life over again, I would sit at his feet and listen to everything he has to say." And David Brancaccio, host of *NOW* on PBS, wrote: "As the host for a decade of a daily business program, I had to read what seemed like every business book published in the English language. It is, therefore, with authority that I can say Paul Orfalea's book is wonderful, heartbreaking, and profoundly useful."

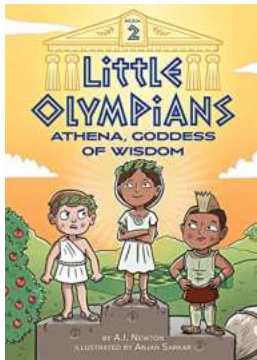
Now in paperback, *Copy This!*, Paul Orfalea's memoir of turning lemons into lemonade, is wise, personal, funny, unflinchingly honest, and filled with wisdom, business lessons, and his inspired Orfalea Aphorisms. It's the story of how a struggling kid who could barely read, write, or sit still managed to grow a 100-square-foot copy shop named Kinko's into a \$1.5 billion empire that *Fortune* named one of the best places in America to work. And it's the story of an individual who saw his learning disabilities—ADHD and dyslexia—as learning opportunities, which molded the homegrown, compassionate culture that allowed Kinko's to thrive, and guided the behavior of a CEO who had no choice but to think different. A terrifically entertaining read from a born storyteller, but with the

hardcore guts of true business acumen, Copy This! will blow fresh air into the thinking of any manager, entrepreneur, executive, or business owner.



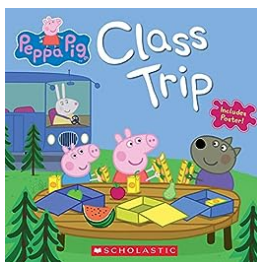
## **The Inspiring Journey of Paul Orfalea: An Entrepreneurial Success Story**

Paul Orfalea, famed as the founder of Kinko's, and affectionately known as the "Kinko's Guy," is an entrepreneur whose story is nothing short of extraordinary. Born...



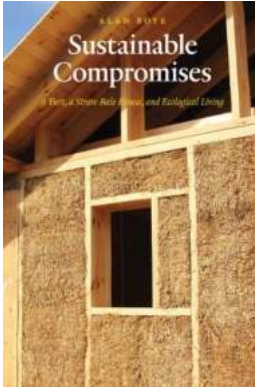
## **Athena Goddess of Wisdom: Unveiling the Secrets of the Little Olympians**

HTML format article about Little Olympians Athena Goddess Of Wisdom. Deep within the heart of ancient Greece, amidst tales of gods and heroes, stood the formidable figure of...



## **Experience the Excitement of a Class Trip to Peppa Pig Scholastic**

Are you looking for a fun and educational experience for your students? Look no further as Peppa Pig Scholastic offers the ultimate adventure for young learners....



## **Yurt Straw Bale House And Ecological Living Our Sustainable Future**

Imagine waking up in a cozy, unique structure that combines the beauty of a traditional yurt with the eco-friendliness of a straw bale house. This dream can become a reality...



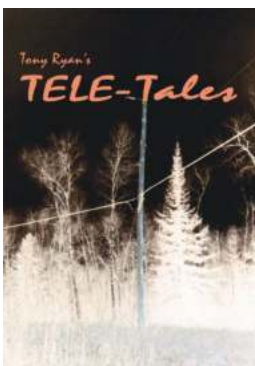
## **Kylie Jean Green Queen: The Inspirational Journey of Marci Peschke**

When it comes to fascinating life stories, Marci Peschke's journey stands as a true inspiration for dreamers and achievers. Her story revolves around...



## **The Legend Of Kalesh Andja - Translated: Unraveling the Mystery and Magic**

Deep in the heart of a forgotten land lies a mystical village named Kalesh Andja. Wrapped in an air of enchantment and teeming with age-old legends, this secluded...



## **Tele Tales Charles River Editors - Unveiling the Untold Stories**

Tele Tales Charles River Editors is a platform that allows individuals to dive into the untold stories of history. From ancient civilizations to modern-day revolutions, Tele...



## **Clockwork Design Your Business To Run Itself**

The Key to Successful Business Automation Running a business can be a demanding and time-consuming endeavor. As an entrepreneur or a small business...