

you have so much time to live it's your time you possess it it's your empire  
it's your treasure within you and it can be 60 years it could be 20 years whatever it  
is it's yours and you can  
inadvertently give it away by wasting your time by getting involved in people's  
trivial fights by working for  
other people that you hate they own your time you have to show up every day at  
eight o'clock and you're miserable they  
own that thing that is your only real possession so your goal in life is to realize that  
that is your treasure you  
don't want to give it away inadvertently to other people robert greene welcome the  
show  
thanks for having me chris my pleasure is it true that you've had more than 80 jobs  
in your life  
well my girlfriend and i once counted and we got into the 60s right  
and then it kind of became a blur and sometimes i would recall i think i had this job  
in college and so we just kind  
of estimated upward but i can at least count 60 in the 60s  
of actual jobs and there probably is more pretty wide ranging doesn't say great  
things about me i was  
very restless as a young man couldn't quite find my way i hated working for other  
people  
more or less that was sort of the gist of it and i now i've kind of found the perfect  
life because i don't have a boss  
above me you were was it 36 when you got the book  
offer for 48 laws well i was 36 when i pitched it to to  
the man who packaged at yoast alfred then we sold it like a year and a half later so  
it's probably 37 somewhere  
around there yeah yeah it's inspiring for people that are thinking i should have my  
together by the time i'm 30  
and still together but you know yeah it is it is inspiring you know because  
the the lesson that i could tell people is that i never gave up even in the worst  
moments where i was very depressed  
and really kind of doubting myself there was a little voice inside of me that kept me  
pushing going forward knowing  
that i really was i did have some kind of talent as a writer i'm not good at anything  
else in life but i had some  
kind of talent as a writer and that it was worth you know being keeping keeping  
myself keeping a spark to hold the light  
and never giving up so that was kind of my lesson what's so interesting about  
power in the  
modern era well the interesting thing is that people are  
so damn hypocritical so it's i mean this was the case 25 years ago when i wrote

the book but  
nobody wants to admit that they're interested in power they like to package it in all  
these different forms i just  
want to change the world i just want to make a great movie i just want to write a  
great book yeah those those are  
motivations for sure and there's always always a part of it but come on admit that  
you love the sensation of power you  
love the fact that you have a degree of control over your own life that you can that  
you can more or less  
influence the people around you that you don't feel helpless but nobody wants to  
admit it but  
everybody is after some form of power so that's kind of the modern dynamic  
things have gotten much more competitive than they were 30 40 years ago but  
nobody wants to admit that they have a  
competitive ambitious nature what's the difference or how do you differentiate  
between power and status  
i'm not quite sure how you mean that can you elaborate well people you mean your  
your status in life yeah yes  
state is just generally as a tool that permits you access  
well you can have the status or status that's that's how you pronounce it um in life  
you can have a position of power but you yourself are not very  
powerful so power is an inner quality power is a sense of control over your  
emotions a sense of being able to see into the future and kind of devise plans  
for getting what you want being strategic in life it's kind of thinking ahead it's a  
certain form of a  
rationality we find plenty of people in positions of power and believe me i've  
worked for them i was on the board of directors of  
american apparel and the ceo was a very charismatic man but he was  
all over the place he had no control over himself that is not power so you can have  
status without power  
you can have power without status but eventually you will get the kind of position  
that you want in life if you  
have this degree of self-awareness and self-control at least i believe  
talking about the new book which is daily laws is there a  
romantic arc as sort of a sense of uh coming full circle with ryan releasing  
the daily stoic a few years ago and him being one of your apprentices not so  
long ago and now you creating a book with that sort of model assisted by him in  
the future is that  
quite nice to think of it like that yes it is what it means is my former  
apprentice has now outshone me he's now like more powerful and famous  
and successful than i am and now i'm following in his footsteps but i'm fine  
with that because youth rules the world i'm happy at some point to leave the stage  
he's an extremely smart very  
brilliant guy and you know to feel that i am kind of imitating him is fine

with me i'm very happy with it because i i love ryan i think it's quite charming it's quite a nice way to do it so what i've done is i've stolen a bunch of my favorite laws from the book so anyone that's familiar with the daily stoic your new one the daily laws is one page a day and you can go through each day new laws and an insight and sometimes stories from history or quotes or whatever and i've gone through and i've taken some of my favorites and we're gonna go through them and we'll see how many we get through today okay very good all right i'm ready first

### Success Through Action & Purpose

one win through your actions and the law is demonstrate do not explicate i think there's a story about sir christopher wren in here yeah i mean basically we tend to talk too much we're very verbal chatty creatures particularly in the world today and it's not a very powerful way to be if you're in a position where you have to explain yourself explain why you did something explain why your work is better explained why your idea is better you're already in a weak position right because people don't really trust words anymore right because everybody talks we're inundated with advertisements with people who can it with us with all kinds of words about how great they are you know it's it's the era of con men and con women and so the fact that you can actually demonstrate your idea through an action by making people feel that your idea is superior by making them feel that you're actually a person of power that you can make them feel that what you did was the right thing to do and was justified is much more powerful and effective than blabbing a lot of words right and you know i give in in the 48 laws of power in that chapter i give you dozens of strategies for how you can make that put that to life but that's that's the general gist of it and chris story is a pretty much perfect example of that right yeah he had these columns in a church and um this this critic this other guy who was who thought he was a great architect and christopher was the greatest architect of his time said you know i don't think there are enough columns here to support the roof it's going to fall down and christopher and goes god what an idiot you know i mean obviously i know what i'm doing but instead of arguing with him what he did was you put in an extra column just like the guy said but he left a little space of like six inches at the top so it actually wasn't supporting the roof so the guy got the feeling that he won the argument but in fact

christopher ren had one for the action because he never did what really what the guy proposed for him to do there's a subreddit called r malicious compliance are you familiar with this no it's phenomenal it is absolutely outstanding so it's just people that have been asked to do certain things and they follow them to the absolute letter of what's been it's completely not what the person asked for but it's malicious compliance it's one of one of my best reads if you're ever bored and you need to go down a rabbit hole on reddit i highly highly recommend that there's a great novel written on that very subject by milan kundura called the joke in which he people in like a some kind of prison camp were asked to do these different tasks and they did them exactly to the letter but it's a hilarious novel doing exactly what you're talking about so i will check out the subreddit malicious compliance is good right next one next one uh money and success daily law concentrate on maintaining a high sense of purpose and the success will flow to you naturally yeah well a lot of people get caught up in in sort of immediate emotional things like am i getting enough attention on on instagram how many followers do i have am i making as much money as other people and if you get caught up in your 20s like that you're going to fall that you're going to end up in a kind of a dead end in life because really what brings success ultimate success in life is kind of realizing something from deep within you have a purpose you haven't you understand that there's something that you were born to do something that connects you to your childhood to your deepest inclinations right and so in your 20s you're not in a hurry to make money or increase your instagram followers to a certain number you're in a you're in a position where you're going to learn as many skills as possible you're going to follow that purpose which for me was learning how to write and trying journalism and trying hollywood etc and you're going to take your time and you're going to be calm but intense about that and then eventually success will come and when it comes it's like you're able to then go to the next step because you know you you're it's the purpose that guides you not the money and not the fame so like after i finished the 48 laws of power you know i could have gotten all drunk with a success and i could have could have like just kind of created the 48 laws of power part 2 etc but instead i realized no my purpose is to continually branch off into other directions to try new things it's not the money that interests

me i don't mind the money don't get me wrong i love the fact that i'm able to make a good living but what really drives me is actually fulfilling this deep need within me to express what i believe is what i call my life's task you talk about hyperintention and that sometimes holding on to things too tightly can actually cause us to be less effective at it you say hyperintension cause hyper anxiousness i think that's something i've been considering a lot recently especially after the last year where everyone's been locked up ruminating more neurotic fewer experiences less adventures less opportunity to get outside of our heads i think that's certainly something a lot of people will have been seeing yeah definitely i mean we all have that feeling like um you're trying so hard to get something and the effort is actually kind of messing you up right it's kind of getting in your way like in a seduction setting if you're so nervous and you just really really want to please that woman that you want to seduce and that's all your energy is going into you're going to give off vibrations that are going to be kind of off-putting you're trying too hard your intention is too obvious but if you kind of let go it's more process of letting go inside of yourself and not in realizing that by letting go oftentimes when i'm blocked in my writing i'm trying too hard if i take a step back and i relax and i listen to some great music or watch some football and television suddenly the idea comes to me because i let go of that inner tenseness that kind of envelops you it's difficult though right because if this is our life's calling if you've done the explore period during your 20s and you're getting toward finding what you think is your true life's life's calling you take it seriously and you can quite easily kid yourself into believing that the consequences and the repercussions of your performance can be very grave this is super important and you start to grip more and more tightly to what it is that you're doing it makes you tense and your performance suffers yeah i mean definitely but you have to learn certain strategies of letting go and it only comes through experience you know i know um for instance i when i was writing my war book maybe 14 years ago i bought a pool table and i thought shooting pool will be a great way of relaxing myself right and i'll be able to learn some strategy and i'll become a hustler maybe in the end and so i played every day and i got better and better and better and then when somebody would show up to play against me suddenly i was just terrible i

completely melted in you know under the pressure shots that i could normally make i was bungling left right and center and it was because i was taking it way too seriously i was too invested in winning and then when i learned to kind of let go and relax and kind of enjoy the game and not show off i was actually performing better i wasn't performing brilliantly don't get me wrong i'm not at the hustler level but i was actually performing better so you learn through experience you learn through writing seven books through trying to hustle your way on a pool table and things don't work out that you have to take a step back sometimes and let go it's not easy but you learn this through experience next one cultivate negative capability

### Cultivate Negative Capability

and the law is develop the habit of suspending the need to judge everything that crosses your path consider and even momentarily entertain viewpoints opposite to your own seeing how they feel do anything to break up your normal train of thinking and your sense that you already know the truth yeah well whenever you are facing like a project or something that you're creating or building there's a level of anxiety involved like you're not quite sure of what you need to do and you're anxious for getting the right results etc and this kind of tightens you up from within and what happens with most people is before you start this is really has to do with your creative process which is extremely important no matter what line of work you're in so when you start your project or or a problem that you're solving you're generally only thinking of two or three possibilities let's say a b or c and a will be something that you've done a million times before so you're naturally going to be thinking doing it that and b might be something that you heard somebody else do or whatever and maybe you'll try that out and c is some kind of odd thing that you probably will never try anyway anyway and so you're going to follow these paths right because you already assume what you think is the answer before you've started and negative capability is to start with a different mindset is to let go of that certainty is to allow yourself to have something to have some mystery to let you to tell yourself i don't know the answer i don't know exactly what the right path is to follow in fact a bit flummoxed by it and so instead of trying a b or c maybe i should also think of d and e and f maybe i should look into what other people have done maybe i should look into what my enemy the person i hate the

most has done in this situation maybe i should entertain ideas that i normally would never entertain and so the ability to keep a sense of openness while also feeling a little bit anxious about the answer is the essence of negative capability so you're not in a rush to get an answer you're let you're open to all kinds of different possibilities there's a mozart and backstory with that as well that mozart didn't really tend to absorb in many other artists but with buck for some reason he did and that actually added a big flavor to the way that he played well you know particularly as you get older and you've had some success you think that you know the right way you know the right way to write a book or do a great podcast or whatever and so you get kind of closed to other possibilities right so in the case of mozart he was like that but then he was like looking at the scores of the great composer ba who had kind of fallen out of fashion by that time he was going my god there are actually things in here that are far superior to anything i've ever composed it's he's on another level than i am and so he was able to drop his ego a very important part of negative capability and say this is actually a superior form of music which was counterpoint he said i'm going to actually try and incorporate bach into my music i'm not going to imitate him i'm going to incorporate his ideas and it led to a whole new level of creativity in his career and music that's that survived the centuries so the ability also to drop your ego and admit that other people might have a better if sorry go ahead it's interesting that people can be so nimble like that think about the startups at the moment why you've got companies that have less than 50 employees making that and they're in the ftse 500 or ftse 100 why well it's because they're able to adapt very very quickly they don't have these huge diseconomies of scale they're not these big fat leviathans right that people need to drag lumbering along with them they're able to move with the market and they don't have these cultural challenges where the guard rails are brought in and then they get bought out by google or microsoft or amazon and it's all and they've ruined it and ruined it which is the sad fate of our world right now but i completely agree with you on that yeah yeah all right next one uh remake

### Remake Yourself

yourself into a character of power and the law is remake yourself into a character of power working on yourself like clay should be one of your greatest

and most pleasurable life tasks it makes  
you in essence an artist an artist creating yourself and there's a story i can't  
pronounce  
this name aurora dupin du du divante  
the novelist that did indiana uh george sand  
yes the woman yeah okay yeah yeah  
well it's basically um we're creatures we're animals that judge people by  
appearances and we don't like to admit that but we pick up vibes from people's  
appearance their face their body language their presence and we kind of judge  
them based on that and once we've  
judged people that's kind of who they are in our mind and if you let people  
continually kind of pin you down this is  
who you are this is who you are chris this is this is your type etc it kind of  
limits your freedom because their opinion of you will actually constrain what you  
can do right your reputation  
kind of precedes you and so you want to turn this around and think of your image  
as something that you get to play with  
that's something that you get to create it's like your greatest work of art you want  
to take control of the process of  
how people can judge you right which is you think is a little bit difficult well i  
should just be who i am  
but you're never exactly being who you are you're always in some ways crafting  
your  
words and your persona and how you present yourself depending on the people  
you're dealing with and i'm simply  
telling you here to take greater control over that to make it more conscious to think  
of yourself as a kind of actor in  
this world right and your acting is you're not just doing anything and just being  
yourself but you're learning to  
play a role and you're learning to sometimes change your image right and  
some of the most powerful people in this world you know like a david bowie for  
instance or a pablo picasso  
they were constantly changing their image every five or six years it didn't make  
them seem crazy it made them seem  
incredibly powerful we wanted to see what is the next incarnation of david bowie  
who is he going to be now in the  
at a time where women novelists were not very successful and she decided that  
she was going to create this image of of a  
woman who dressed like a man who almost had the appearance and spirit of a man  
and she took a man's name george  
and that became her image and it was incredibly successful incredibly powerful it  
added to her aura as as a  
successful novelist so that's sort of the essence are you familiar with the theranos  
story



and elizabeth holmes yes i am very similar with her right  
in what way she decided that she was going to try and take on masculine  
characteristics she purposefully made her voice lower i  
mean she was a complete charlatan and is going to jail for everyone she wanted to  
be she wanted to be steve  
jobs etcetera yeah yeah i mean of course you can it doesn't if you have nothing  
to back it up if it's only image if it's only you know playing a role that's not going to  
get you very far there has to  
be some substance behind it you know a david bowie or george sam these are  
very talented people who are great artists  
right so it's not that you're just a con artist so you know you can take that too far  
but you know if only she had elizabeth holmes that had a like a really brilliant idea  
that was had  
actually foundation all of those black turtleneck sweaters and that kind of steve  
jobs ian appearance  
in in her in her pocket whenever in her you know in the shows that she gave to  
deliver a product would have been that  
much more effective so it could have been the right answer here if she had  
something to back it up it's the same as  
five festival if that had actually worked everyone surrounding it would have been  
hailed as marketing geniuses and the same with elizabeth holmes the one the one  
in the caribbean which  
festival was that yeah fire festival i think it was oh fire festival yeah yeah yeah yeah  
pablo picasa  
picasso uh pablo escobar you've got picasso imagine if it was on pablo picasso's  
old island uh pablo pablo  
escobar's old ireland and blah blah blah and the only difference with both  
elizabeth holmes and fire  
festival the only thing they got wrong was not having a product that backed it up  
everything else was perfect and people  
even if they'd had the minimum viable they'd scraped that festival by and people  
had got and they'd farted out a  
half competent music event or with elizabeth holmes if it had done 50  
or 70 of what it was supposed to they would be hailed as the second coming  
right look at the gap they found in the market because we applaud success so  
much we're so happy to put it on a  
pedestal because this person's got the new idea and there'll be young girls going  
to school and mothers would be dressing them in black turtlenecks  
because you want to be just like elizabeth holmes it doesn't change the fact  
that she the way that those marketing strategies have been deployed  
and the fundamentally predatory nature of the people that were deploying them  
hasn't changed all that's changed is the  
fact that they had something finally to back it up i think there's there's something  
really worrying

to do with that this sort of cult of personality that we have at the moment in the 21st century  
yeah it could be very dangerous as i said you know when i wrote the 48 laws of power  
um people kind of scratch their heads and they say why do you have so many stories about con artists well i say  
we're living in the era of con artists and that's going to be our future where people are kind of trying to fake their  
way to some kind of power the con artist isn't necessarily doing an actual con game on you like the traditional con games and getting your money they're trying to make you think that they're  
more competent than they are that they're more powerful than they are politicians are largely con artists  
these days you know so yeah that's i sort of see that as kind of the future of power in some  
ways next unfortunately next one next one next one uh do not be the court cynic and the law is the ability to express wonder and amazement and seem like you mean it is a rare and dying talent but  
one still greatly valued yeah well you know a lot of people in in  
in the work world think that they can just kind of be whoever they are and if they have a kind of a sarcastic sardonic  
humor but that's you know that's just natural and people are going to love that kind of thing  
and you know we're phil we're surrounded by people who are generally the world has become increasingly more cynical  
where people doubt everything and everything is a conspiracy theory and everything everybody has an ulterior  
motive etc and sort of to kind of drop that and to actually feel the opposite to feel that people might be sincere in what they're doing that they might have a good reason for believing what they  
are to being open to their spirit instead of being closed and cynical and skeptical about things to having a sense  
kind of a childlike aura in which you're excited by the world and you're in awe of things and you think that people have  
interesting ideas you're going to try and get inside their ideas is an incredibly seductive tactic it's  
incredibly powerful because it's so rare in this world where everybody thinks they have the right answer and everybody  
else is so stupid so dropping the kind of cynicism and kind of opening yourself up to the  
uh the spirit of other people is exactly what you need in the kind of modern court worlds that we live in  
superbly disarming yes yes very well do you have chris oh thank you  
yeah i am when i'm on the internet the number of times that you watch people

have a discussion and they're fighting  
backwards and forwards and entrenching themselves in their position and if  
someone does come in and say  
wow that's really interesting can you link me to something about this so that i can  
learn more the entire argument  
gets muted there done yeah what is it it's a show of faith it's them saying i am here  
in good faith i'm  
here because i genuinely want to understand your point of view everyone is  
convinced of their own points of view  
like it's not that they have your information and they're choosing to disregard it so  
that they can never no  
they have their own point of view you have yours if you want to understand the  
world from their perspective you just  
need to if you had their stuff you would believe it as well minus some biases and  
life experiences but  
yeah i it's super disarming and it you're right i think making that balancing act  
between  
uh how would you say avoiding cynicism and remaining sufficiently aloof uh and  
not uh sycophantic  
that's that's a delicate balance to play yes you have to have a slight level of  
detachment where you know you you kind of analyze the situation and determine  
that maybe their idea is a little bit  
bogus but at least you're going to make the ever going to take that step forward to  
try and understand them in some way a  
lot of people mistake cynicism for intelligence for for intellectual capacity if i  
disbelieve everything that must be a sign that i'm so brilliant because i'm ahead of  
the curve i can think of exactly  
what's wrong in your idea but that's not the case at all the greatest scientists in  
this world and i interviewed one of  
them for my book mastery ramachandran vs ramachandran said so many scientists  
begin now with that  
kind of skeptical attitude and he wants to oh he wants to have the opposite  
attitude that he had when he was a child  
that he's in wonder of all the things going on in this world and he doesn't know the  
answers and that's what  
precisely will lead lead to some great discoveries so cynicism is not  
intelligence in fact i think it's kind of a closed mind just because you have a  
heterodox  
opinion doesn't mean that you're smart right yeah right next one uh judge them  
Judge People on Behaviour  
on their behavior not on their words what you want is a picture of a person's  
character over time restrained from the  
natural tendency to judge right away and let the passage of time reveal more and  
more about who people are this is

something i see play out pretty much every single year that i exist on this planet well um you know i do a lot of consulting work with people in various lines of work in uh you know sports in politics entertainment etc and the number one problem that people have is they've hired someone a business partner a manager an employee to help them and it ends up they're a disaster you know they're like trying to get the company away from them they're just so incompetent i had no idea you know tell me robert how can i how can i get out of this well i'm going to tell you how to get out of but first i'm going to teach you the number one thing is never hire these fuck-ups in the first place and the reason you're hiring them is because you're judging them on their appearance on their dazzling resume on their charming smile on the cool clothes that they're wearing right and they kind of charm you and they kind of con you with their appearance and that's sort of the the animal part of our nature where we're kind of dazzled by how things look you need to look below the surface character is something that's etched so deeply in people they almost cannot control it it's what creates patterns of behavior in their life that is who they are some people have a good character and some people have a very bad character and instead of good or bad i like to say strong or weak strong character the people who can take criticism right that's the number one thing you want in somebody that you're hiring or working with or even an intimate partner you want to be able to criticize them criticize them on some level in a constructive way if they can't take any criticism it shows a weakness in character and you're never going to be able to work with them on any level you also want strong character people who can handle stress so many times these people hired someone who seemed so great and then the hit the fan and they kind of withered and turned to these whiny little five-year-olds right well stress reveals people who people are and i instruct people you can't put people in stressful situations right now but in the interview process you can make them sweat a little bit you can make them a little bit nervous you can put them in a little bit of stress to see how they react and i show you how what what is the proper reaction what isn't in those kinds of situations you want people who can work as a team who are not so so ego driven and everything is about them who kind of subsume their ego and work with others these are signs of a strong character the opposite is weak character stop looking at the resume at the smile at the pretty close at the charming words and get under that surface and look at

their character because that is really what is going to determine you know how well you can work with them and work choosing people of bad character is going to make your life hell believe me i've been dealing with this for for 25 years in my consulting i have a lot of stories about that so very important i was talking to a navy seal and he brought up a really nice uh dichotomy around how people hire and fire so that people hire based on skills so they look at someone's resume and they have this particular qualification and this was their last job and so on and so forth but they fire people based on their attributes so it's not the fact that they weren't able to do the job he uses as a navy seal example he said look chris if you said to me um i want to be able to hit a target at 25 yards with a handgun he's like give me a couple of weeks i can teach you to do it that'll be fine that's a skill what i can't teach you is how to take criticism or how to be uh how to have humor or how to have empathy or how to be a team player how to be resilient or have grit or blah blah blah blah so you hire people based on the skills then realize that they might have the skills that you require but their attributes and their personality and their character are completely sideways because during any 90 minute interview you can't see you can't stress test the character so yeah i would be um i think that's a really good way to try and make someone sweat purposefully to create some discomfort well so when you do that when you do that you want to see whether they they can say something like you know actually chris i don't know the answer to that that's a good question let me think about it or no the the the idiot the the bad weak character response is you know to get all defensive and say well you know blah blah blah and blame other people or say you know trying to justify why your idea is the best you're already revealing that kind of underlying inability to take some kind of criticism so yeah those people that struggle to sit with that discomfort even if it's just in an interview and do get defensive and do start to bluster it's you know that's the pebble at the top of an avalanche i think and something worse is going to happen down down the road yeah i mean so don't don't look at the resume so much don't look at whether they went to some great business school try and see patterns in their past look at that resume for certain patterns right so if they were continually being fired every couple of years from some job

and they

say oh i had this boss was terrible et cetera no look at maybe that there's a pattern that's kind of recurring in

their life and it's going to recur with you and the next next time it goes around so be focused not on the skills and the glittering resume but what on people are trying to disguise because if people

have weaknesses in their character they're doing everything they can to disguise it from you unconsciously

they're doing that in the interview in the initial process right and then months later it'll it'll leak out right

so you want to be a detective and you want to get under that facade use absence to increase respect

Use Absence to Increase Respect

the more you are seen and heard from the more common you appear if you are already established in a

group temporarily withdraw from it that temporarily withdrawing from it will make you more talked about even more

admired you must learn when to leave create value through scarcity and

there's this napoleon quote where he says if i am often seen at the theater people will cease to notice me

right i mean it's very counterintuitive to our social media age where we think

the only way to gain power is to be immediately present continually every

single day on instagram or whatever it is with the new tick tock video never letting one

hour go by where people aren't clicking on you right so it's kind of a hyper

you know a mood that we're all caught up in it's very infecting and it's not based on on real psychology

so if you're so much in people's face if you're continually there they're naturally going to grow tired of

you they're naturally going to think that you're kind of weak that you're trying too hard for attention they may

not say it but they feel it a slight level of contempt from within right and so if you disappear for a day or

several days or a week people are going to start thinking about you and they're going to wondering well maybe i didn't

really know chris maybe he's a little more mysterious and dimensional than i thought of maybe there's something going

on maybe he's disappeared for this reason or that and as they think about you and as they may be fantasized about

what's going on in your mind it's kind of creates a sort of a seductive process where their your

spirit is entering their head as opposed to them being so filled with you that they want to vomit and get rid of you

you're creating an appetite where they want to like now know more it's an

incredibly powerful dynamic and so in it  
in a dating situation it's extremely obvious that's the most obvious of all  
so if you're continually bombarding people with texts you know love bombing them  
i love you i  
need to see you blah blah blah people might initially think that's kind of cool  
you know i i don't get enough of  
that but after a couple of days it starts to get a little bit tiring and you begin to  
wonder about the other  
person maybe they're desperate maybe it has nothing to do about me maybe  
they're just desperate right and so you know but  
if they've created this pattern where they're texting you and then suddenly they  
don't  
for a day or two you're going wow maybe i've done something wrong maybe they  
don't like me as much as they like me  
before and now you makes them want to try harder to please you so learning how  
to absent yourself in  
this social media age is extremely important and it's not easy i know  
where you're trying to always post something on instagram it's not just absence  
it's just creating a sense of  
mystery so people have the sense that they don't thoroughly know you so that  
they can  
disdain you right you want to keep them on their toes and occasionally do  
something unpredictable that will  
surprise them that's sort of the art here there's two things that i really like about  
this the first is the pattern  
interrupt that you have that makes people realize oh hang on there's something  
different to what i'd expected  
here and the next one is the scarcity creating demand that you use the example  
of the tulips that bubble market and that like demand was simply created  
through scarcity and think about anyone that you kind of admire some of them  
may be  
omnipresent but the ones that are omnipresent have to be so talented and so  
likable that they're constantly  
delivering you something that's very very nice and even they will be patent  
interrupting by supplying you with  
something that's slightly different it's always worded a little bit more and they're  
always sort of forward thinking and creative but the people that are  
aloof they're the ones that have this sort of mystique and they're kind of like  
mysterious and attractive and you don't really know what's going on with them  
right right very much so i mean we lived  
through that with with donald trump here in the united states where he was so  
much in your face that it was just like  
you you know you couldn't avoid it even if you didn't want to think about him you  
were thinking about him night and

day and initially it was powerful in a perverted sense he captured so much of our attention but eventually so many people got tired of it even his own supporters got tired of the daily tweet etc and it really turned against him because he didn't know he i didn't know how to do your patent interruption that's what you call it you know he didn't know how to surprise or do something different because it was his character that made him always do the same thing and he didn't never ever knew how to absent himself so you know these are these are powerful lessons and there are people like an elon musk who doesn't really upset himself very much but he is kind of keeping us on the toes we never quite know what he's up to next you know he can he can do that patent interruption that you're talking about appear to be an object of desire build a Become an Object of Desire reputation that precedes you if many have succumbed to your charms there must be a reason yeah i mean it's i'll give people a very banal example you're looking for a restaurant you're with your your friend your girlfriend boyfriend and you pass by a restaurant it looks kind of nice but there's only one couple sitting at a table in a rather vast room and you go hmm even though you don't admit it you can no let's not let's try let's look at somewhere else and you pass by this restaurant it's packed with people that are all laughing and drinking you go yeah let's go in there there must be a reason right so a lot of our human desires are based on what other people are desiring right they've been very interesting intellectuals have written about that the memetic the imitating aspect of our desire if other people think something is cool there must be a reason for it i must think maybe i should think that it's cool as well right so you want to continually create triangles of desire where the product that you create or the person that you are is desired by so many other people that it creates a kind of a viral effect and attention is brought to you so um i don't like to often admit this but i'll tell the story about how i seduced my current girlfriend um we've been with for quite a while um it was like my birthday we had already had two dates and i didn't think she was that into me i wasn't quite sure you know the level of interest in me so this is before i wrote the art of seduction i have to admit so i invited her to my birthday party knowing full



well that eight of these really beautiful women would be there who happened to be my friends at the time  
right they were gonna be all around the table and i knew that seeing that she would immediately seem assumed that  
these women were kind of interested in me or that there must be something enticing about robert to have attracted  
all of these beautiful women it could have been totally fake they were just friends of mine but it worked as a charm  
and she admits it to this day so um creating triangles of desire is extremely important this will even if  
it's a product that you that you've created or in a seduction facet you know and i talked about in my last book about  
the french designer coco chanel who was really brilliant at that whenever she created some design some  
new kind of outfit or whatever she made sure that women saw other women wearing her  
outfits everywhere she purposely hired models to do that wow  
other women are buying this i have to be interested in it so even in a marketing sense you want to  
continually create these viral effects yeah mimetic desire is a hell of a drug  
there was um wasn't there something a marketing campaign that was done with cigarettes  
and women wasn't it seen unbecomingly to for women to smoke for a while and then they got  
models and they paid models to walk down some street in new york and i got this right yeah that this was edward bernice  
i talked about that in the art of seduction he was a a cousin of sigmund freud he was one of the most brilliant  
public relations people in history and he created this like liberty march  
that was in which women walked down fifth avenue in in mass smoking cigarettes and it wasn't  
now this kind of dirty little thing that that loose women did it was now a liberty a liberty thing a liberating thing it's great for women here in the 1920s it's a new era but it's not just  
one woman in a dark corner it was like hundreds of them marched down the street all smoking and it had it was immensely  
effective it's one of the great advertising campaigns of the modern era didn't they call them was it like  
freedom torches or something that even given them a cute little name i think so i think you're right yeah  
it's been a long time since i did that story i have no idea where i've pulled that story from i've totally brought science from my book  
there we go right next one next one uh time is all you have resist the urge to  
Time Lost Can Never Be Regained

respond to trivial annoyances time lost can never be regained  
yeah well i talk about this i don't know if it's the same law i talk about dead time  
versus live time  
and what i mean by that is um you know you you have a lot of possessions in this  
world you have your car your house you know the money that you've saved etc  
etc all these things even your loved ones can eventually be taken from you and  
they will be taken from with you at  
some point in life because that's the nature of our transient existence the one  
thing the one thing that you own  
that can never ever be taken away from you ever until you die is your time  
right so when you're born you know when the and the faith cut the umbilical cord  
is cut  
you have so much time to live it's your time you possess it it's your empire  
it's your treasure within you right and it can be 60 years it could be 20 years  
whatever it is it's yours right  
and you can inadvertently give it away by wasting your time by getting involved  
in people's trivial fights by working for other people that you hate  
they own your time you have to show up every day at eight o'clock and you're  
miserable they own that thing that you  
is your only real possession so your goal in life is to realize that that is your  
treasure and it's something that  
you own and you want to make it your own you don't want to give it away  
inadvertently to other people so let's  
say you're working at that job and you have that horrible boss and you're  
miserable right that time that you have  
there those eight hours is what i call dead time it's like something that was  
originally kind of green and started turning brown and withering and dying on the  
vine that's died within you it's  
totally brown right and you're miserable and you're resentful and you go home and  
you're bitter etc  
you can turn that around and make those eight hours a live time you tell yourself  
all right this isn't my future  
i'm not going to be flipping burgers at mcdonald's forever okay so maybe when i  
go home at night i'm going to start  
studying something i'm going to go to night school i'm going to create a different  
plan for my life all right also the people in this restaurant maybe  
there's some interesting psychologies going on even with my co-workers maybe i  
can learn something about how to deal  
with people maybe i can learn what my weaknesses are maybe i can develop some  
kind of empathy  
with it maybe i can see that there are things that i can learn even from the worst  
possible job  
suddenly that dead brown time starts turning green and green and little sprouts  
start showing up on the tree

limb right so that's how you create a lifetime by saying it's mine i'm going to create something worthwhile out of it

i'm not going to give it away to others i'm not going to be sucked into their dramas and their and their games that

they try and get me to play with this is my time i'm going to own it i spoke to a friend on the show and was

sad about the fact that i used to have a very small minor existential crisis every time i went to the supermarket after work at three in the morning so i was working in a nightclub and then finish up and then it would be 3 or 3 30

a.m and i'd realized i didn't have any food for tomorrow or there's no milk or whatever and i'd go into the supermarket and it

was just the perfect amalgamation of fatigue and hunger and what the am i doing in a

supermarket at 3 30 in the morning uh and i just used to always feel a bit sort of wistful or melancholy or whatever and i said to him and he's like do this the next time that you go in

when you go in someone that's stacking the shelves or the person that you speak to at the counter like just genuinely

care for 30 seconds about how their day is going like invest yourself in them and say hey

man like how how are you doing tonight a little bit late isn't it like is everything okay uh and it made me realize i was like

look if you focus your energy outward not inward you are going to sort of free that and open it up a little bit and it

made a big difference yeah that's very true i agree with that 100 right next one the madness of groups

The Madness of Groups

never relinquish your ability to doubt reflect and consider other options your rationality as an individual is your

only protection against the madness that can overcome a group

well what often happens is if you're an individual and some and you're entertaining an idea

you might be a little bit skeptical and you might tell yourself maybe that's not the best idea maybe

after a couple hours you see from another angle and you go now you know maybe i shouldn't follow

that path that doesn't seem quite right but in a group setting the very opposite happens

when a group starts entertaining an idea that ability to step back and detach and to analyze it suddenly goes out the window right because other people are focusing

on this idea and you get caught up in the group mentality and suddenly everybody is signing off on this idea

and not reflecting on the possible negative consequences so if you're an individual

and you choose a particular path and it fails you're going to pay terrible consequences the stakes are high so naturally you're going to think more deeply about the possibilities but when you're in a group and the boss is advocating some kind of ridiculous scheme that everyone's kind of buying off on the back of your mind you go if this is wrong if it up well i'm not going to blame because it's everybody else there so all these kind of group mentalities start kicking in and it's kind of a madness it's a kind of delusionary process if you as an individual went through that delusionary process you would be homeless your life would be a complete wreckage right now right if every time you thought of some idea you immediately convinced yourself it's brilliant it has to work and i'm not going to pay any consequences you would probably be dead but in a group setting you can get away with that oh yes and and how many hollywood meetings when i worked in hollywood before that did i actually see with my own eyes this very dynamic where some really bad script was being entertained by some producer but because the producer liked it everyone was now like felt the need to kind of say yes i think it's pretty good even though everybody knew it was a script and suddenly this thing that you thought was the worst movie that ever was this first script that was ever written is now being passed into production it's going to happen and nobody in that group meeting kind of raised their hand and said you know mr producer i think there's some things that really need to be changed i think the whole idea is actually pretty rotten it's not going to work very well if one person had done that then maybe something had changed but the whole group signs off on it and this really pathetic stupid movie actually gets made believe me i saw that time and again so groups have a kind of madness a kind of delusionary process where the consequences of what you of what could have go wrong are suddenly spread out about so many people and you get drawn in to the kind of group mentality where it's natural you don't want to be that one person saying no i don't think this might be so good because you're going to be maybe be ostracized people are going to wonder about you so it creates this kind of insanity dynamic in the group and it's very dangerous what's the solution then as an individual how do you play that game well as an individual you have to have well first of all the most important thing this is what i do in my consulting

i'd say it really starts from the boss from the person who's like going to spread the bad idea among the group right that you have to realize that you don't want a bunch of yes men and yes women around you you want to create a dynamic in which people can raise their hand and say this idea is mr boss even though you might fire me that's a sign that's a strong character that we're talking about so it really starts at the top right where that person is able to create a group dynamic where some kind of air from the outside is let in and people can actually express some of their true opinion and if you're caught in that kind of dynamic where it's the boss is like that that's very dangerous and very delicate because your job might be on the line so maybe you kind of sign off on the group dynamics so you're not fired so you still can have a paycheck and pay for your food and clothing etc but in your mind you don't go you don't seduce but you create some distance you go i know this is a bad idea i'm not going to get sucked into it i'm not going to get personally involved in it and in any time in the process if i can bring in a little word of criticism or a little breath of fresh air i'm going to try and do it i'm not going to emotionally invest myself in this group madness suffer fools gladly detach yourself Suffer Fools Gladly emotionally from fools and while you're inwardly laughing at their foolishness indulge them in one of their more harmless ideas this one i thought was quite interesting well it's one that i'm not so good at myself and i've worked at it over the years um because i've hired people who are quite honestly very incompetent who end up you know i violated my own law here about character and i and i admit it and they're incompetent they're lazy and they're foolish and man it gets under my skin and well man i want to beat the out of them man it's hard for me to control my emotions but i try i try very hard and part of the strategy that i talk about in suffer fools gladly is to take a step back and realize you are probably a fool yourself right you chris williamson have a foolish side to himself you play the fool sometimes even though you don't want to play the fool me robert you sometimes can be very foolish and very stupid even though you wrote the 48 laws of power you often violate the 48 laws of power there's a side of you that is quite foolish and quite emotional and quite reactive despite how great you think you are and when you have that you're dealing with someone that's getting under your skin who's got really bad ideas who doesn't working hard enough

although it's hard for me when people don't work hard enough because i can excuse bad ideas and other things but if you're not working hard enough that's really hard for me but anyway feels very much within someone's control right exactly but beyond that if it's people they're just like not very bright and they they're kind of slightly incompetent have a little bit of empathy maybe you don't want to work with them maybe you're trying to find a way not to be involved in their life in a way that's going to have terrible consequences for you but maybe have some empathy by focusing on the fact that you're not as great and smart and wise together as you think you are that we all have a foolish side to ourselves so that's how i've kind of been able to kind of overcome the fact that i don't suffer fool's clown i think it stops us from feeling so caught up in the natural vicissitudes of other people trying to do their just go about their days there's all of those people that you hate follow online the only reason that you follow them is because their life is a slow motion car crash and we've all got those it's this odd catharsis that we have by knowing that someone else's life is consistently you think yes yes mess up again go on and i don't know i feel like if we were able to detach and kind of laugh more because it's all well and good having it with that one or two people that you follow online but when it's someone that you're a little bit more invested in you that equanimity is completely out of the window and you go okay let's try and take some of that mindfulness let's try and bring that over into someone else one thing that i had in my mind i once read a story and i don't know if this is true about um when you wrote the 48 laws of power did you purposefully make it slightly less applied or applicable to um people being able to deploy them because you had concerns over how much people were going to manipulate the laws in the real world is there any truth to this well um they i did want to um kind of keep it open-ended and the real point of the 48 laws of power was to open people's eyes who are a bit more like myself who are a bit more naive and innocent who enter the world with a bit of that foolish side that i mentioned them and that certainly was me when i was in my when i wrote the book it wasn't with the intention of helping become even better it was with the intention of protecting people like myself from having to continually deal with and not being so naive in my dealing with them and being aware of kind of the

games and manipulations that they play  
so i wrote the book from that kind of schlemiel perspective if you will from that  
outsider perspective  
and you know at times i would catch myself kind of not doing that so much and  
then i would go return to that and so i tried to  
build it into the way i wrote the book where when you read about um get others to  
do the work but always  
take the credit which is what happened to me 90 times in hollywood i wrote it in  
such a way that you  
wouldn't feel like this has happened to me this is what other people are doing to  
me i better be  
aware of it so i was trying to get cues to the reader this isn't necessarily what you  
want to do it's  
what you want to be aware of or create a cult-like following you know plan  
people's need to believe to create i'm  
not trying to literally tell you how to create a cult although i am actually in fact i'm  
saying we live in a world of  
cults now they're everywhere they're political cults you don't call them cults but  
they are cults and this is a  
key to how you can decipher what is a cult and what is not a cult so i may have  
failed in some chapters  
but that was my lofty goal all right last one accept your insignificance the fact that  
Accept Your Insignificance  
you were aware of this insignificance and smallness is paradoxically what renders  
you powerful and significant it  
is an understanding of reality that no other animal is capable of such awareness  
can begin to restore you to  
that sense of awe and connection that comes from a proper sense of scale  
well this is a very powerful thing to me right now because it's the book i'm  
currently writing and  
it's currently what i'm immersed in so it has great emotional resonance resonance  
with me right now  
and the idea is when you were a child and you were physically quite small  
everything around  
you was larger right your parents were larger the house was large animals were  
large rooms were vast and because of that it created a certain  
mentality where you were kind of slightly frightened but also in awe of  
things you were aware that you were a small weak creature and it made you  
curious it made you your way to kind of get a little bit of control was to understand  
through knowledge to be  
curious to read books to be interested and one and being kind of awe continual  
of the world that's around you right because in truth this world is insanely  
awesome and that's what i'm explaining in my new book but how weird and  
perverted is it that

as we get older the kind of dynamic gets reversed where everything that used to be so much larger now seems smaller and it's as if like we're gulliver and now we've grown and grown and grown and everybody else is now smaller around us and we're these giants it's our ego everything revolves around us our desires our beliefs you know it just it just is so much superior to anything else right and so suddenly the universe that is vast kind of starts shrinking down oh yeah i know about the sun the moon the star that's all the science i know i've heard about the big bang yeah yeah yeah i know about evolution yeah yeah okay i this is something to be excited about like when i was a child because i'm so much bigger now i have understanding it's pure you don't have any idea you're not any bigger the relationship between you and the cosmos is still you're insanely small do you know that the big bang occurred maybe 13 billion years ago can you try to compare your 70 years perhaps or 80 years of existence to 13 billion do you know how small that is do you know how small it is you're a little you know five foot six feet of space that you occupy compared to the vastness of the cosmos you are incredibly small and when you die within several decades people have completely forgotten about you they won't remember anything about chris williamson or robert greene right so you're as small as you were in a child all that's changed is you think that you're much larger than you are and so the process is to slowly shrink yourself back down to the reality and to look at the world and realize this world is actually as even more awesome than i realized as a child you know i i did a lot of science for that particular chapter that i'm reading about and to read about the big bang is one of the most earth-shattering experiences this man who wrote a book called the first three minutes a great physicist i forget his name he died recently he described the first three minutes of the universe as best he could now probably in a hundred years it'll all be seen as nonsense but the thought of what was actually going on from this tiny kernel this thing that was that was our universe was so small it was nothing and then it kind of explodes and then it expands in the heat and and the look and the feel of it and the power of it like whoa whoa just to think about that was like put everything else in my life in perspective and then kind of flow from that to the evolution of the cosmos or to think about i'll leave you with one last thought here chris is you know life on earth sparked maybe two some billion years ago whatever



scientists decide upon um and then there were all of these like little bottlenecks in which the way life evolved as it is today might have happened very very differently incredibly little chance encounters the first chance encounter might have been the first spark of life in a little pool somewhere on the planet but then there was this thing where multicellular organisms suddenly were created right and it's only happened once in the history of our cosmos because we know because there's only one line of dna for all organisms on the planet one organism one piece of bacteria ate another one and created the first complex multicellular form of life and it only happened once and it was like a freakish occurrence if it had never happened it would just be a planet full of bacteria right i could go on and on and on the disappearance of the dinosaurs 60 million years ago when a asteroid hit our planet and destroyed everything and killed off all the dinosaurs and that asteroid nearly missed our planet if it had missed it'd still be dinosaurs all around the world and we wouldn't be here and so you know and then you go through the 70 000 generations of people prior to your being born think of how odd it was that your two parents met and how unlikely it was well multiply that by 70 000 going back all the way to your ultimate your first ancestors so you being alive you being having two legs two arms and a brain is so astronomically unlikely so just think of that every day and think of how small and think of how insane it is just to be alive so that's sort of the point of returning to that initial smallness that i was talking about all the way to finish robert greene ladies and gentlemen daily laws will be linked in the show notes below where should people go if they want to keep up to date with the other things you're Where to Find Robert doing oh hold on with me one second just bear with me because all right i have a new website that i'm supposed to promote and i and i bollocks it every single time and now i told this guy huh nice use of bollocks i'm a big fan of that very anglo-sized okay um all right i'm supposed to say my website is [robertgreenofficial.com](http://robertgreenofficial.com) has links to all my books and social media didn't sound scripted didn't sound scripted at all it's completely scripted you nailed it you nailed it look uh i really really think that you've done a great job with this it's going to be an absolute smash it's

linked in the show notes below everyone can go and get  
it there until next time robert thank you thank you so much for having me chris i  
really enjoy it take him thank you very  
much for tuning in if you enjoyed that then press here for a selection of the best  
clips from the podcast over the  
last few months and don't forget to subscribe makes me very happy indeed  
peace