

SCREW IT, LET'S DO IT BY RICHARD BRANSON | BOOK SUMMARY

In Screw It, Let's Do It author and entrepreneur Richard Branson's outlines his guidelines for living life, running a business and achieving your goals.

Learn these and other simple truths, and I hope you will be inspired to get the most out of your life and to achieve your goals. People will always try to talk you out of ideas and say: 'it can't be done,' but if you have faith in yourself you'll find you can achieve almost anything.

- Have faith in yourself
- Believe that anything can be done
- Live life to the full
- Never give up

Just Do It

It doesn't matter what's the challenge is, whether it's business or personal, if it's something you enjoy, just do it. You'll be glad you did.

- Believe It Can Be Done
- Have Goals
- Live Life to Full
- Never Give Up
- Prepare Well
- Have Faith in Yourself
- Help Each Other

Have Fun!

Having fun should be at the core of your business. Concentrate on having fun and the money will follow. Richard wanted to buy Necker in the British Virgin Islands but didn't have the money. So he borrowed the money to fund his fun i.e. The money will come some how. Long term, you won't make money if profit is the goal. Make the goal to have fun and your passion will drive success.

- Have Fun, Work Hard and Money Will Come
- Don't Waste Time – Grab Your Chances
- Have a Positive Outlook On Life
- When it's Not Fun, Move On

Be Bold

Whatever your dream is, go for it. Always beware if the risks are too random or too hard to predict, but remember, if you opt for a safe life, you will never know what it's like to win. Have no regrets, think big and go for it.

- Calculate the Risks and Take Them
- Believe in Yourself
- Chase Your Dreams and Goals
- Have No Regrets
- Be Bold
- Keep Your Word

Challenge Yourself

Challenge is the core and mainspring of all human action. If there's an ocean, we cross it. If there's a disease, we cure it. If there's a wrong we right it. If there's a record, we break it. And if there's a mountain, we climb it.

- Aim high
- Try New Things
- Always Try
- Challenge Yourself

Stand on Your Own Feet

There's nothing like being your own boss and making decisions on your terms. Make sure you stand on your own two feet, rely on yourself and do all you can to make yourself a stronger, better person.

- Rely on Yourself
- Chase your Dreams but Live in the Real World.
- Work Together

Live the Moment

Money is important. But the bottom line is money is just a means to an end, not an end in itself. And what is going on now is just as important as what you're planning for the future.

- Love Life and Live It To The full
- Enjoy the Moment
- Reflect on your Life
- Make Every Second Count
- Don't Have Regrets

Value Family and Friends

We all need a strong support network. Even though I was taught to stand on my own feet, without my loyal family and friends I would be lost.

- Put the Family and the Team First
- Be Loyal
- Face Problems Head On
- Money is for Making Things Happen
- Pick the Right People and Reward Talent

Have Respect

If you're starting in business and ask me if I have a lesson for you, I'd say. 'Be fair in all your dealings. Don't cheat – but aim to win.' This rule should extend to your private life. My motto is, 'Never do anything if it means you can't sleep at night.' It's a good rule to follow. Be polite to everyone around you. Not just those you're trying to impress. Look after your reputation and family name. Money means nothing if you're not trusted.

- Be Polite and Respectful
- Do the Right Thing
- Keep Your Good Name
- Be Fair in All Your Dealings

Do Some Good

Business people are in a unique position to do good and evoke change. Create the change you want to see and be genuine i.e. Not just to look good.

- Change the World, Even if in a Small Way
- Make a Difference and Help Others
- Do No Harm
- Always Think What You Can Do To Help