

# 14 LIFE LESSONS

## I WISH I LEARNED EARLIER



ALEX HORMOZI

# LESSON 01

**YOU MAKE BETTER DECISIONS AND  
LEARN MORE BY ASSUMING YOU'RE  
DUMBER THAN EVERYBODY ELSE.**



I used to talk too much in an effort to showcase my intelligence, but eventually realized that by listening to others, I could learn more and gain valuable insights into different perspectives and knowledge. I changed my approach and chose to listen more, making conversations more productive and improving outcomes. Talking too much can be a hindrance to learning and create a negative impression.

## LESSON 02

# THE HARDEST RESPECT TO EARN IS ONE'S OWN.



I had a bad reputation when I was younger due to irresponsible behavior. I eventually realized the only way to change my reputation was to change myself. I started by respecting myself, which led to others respecting me too. My behavior changed and slowly my reputation improved, but it all started with me valuing my own respect. Which turned out to be incredibly hard to gain.

## LESSON 03

**IF YOU WANT TO CONTROL WHAT PEOPLE  
THINK, CONTROL WHAT THEY SAY.**



In order to control what people think about a product or service, it's important to equip them with simple language to describe it. This is key in business and marketing because if the business owner themselves can't figure out how to describe their own business, it's unlikely that others will be able to do so in a short amount of time when talking to others.

## LESSON 04

**YOU GET MORE OUT OF READING  
ONE BOOK THAT'S GREAT 5 TIMES, THAN  
OUT OF READING 5 MEDIocre BOOKS.**



If your behavior doesn't change as a result of reading a book, it means you learned nothing and the time spent reading it was wasted. I will read a book 3-5 times until I can teach the book. Then I apply the knowledge to as many areas as possible.

## LESSON 05

**MOST CHAMPIONS DO NOT HAVE SOMETHING YOU DO NOT, THEY LACK SOMETHING YOU HAVE.**



Successful individuals allocate their time differently and are more selective with their priorities. They often sacrifice personal relationships and leisure activities to focus on their goals. Champions have singular focus and are willing to say no to distractions. This approach allows them to allocate their time effectively and achieve their goals.

# LESSON 06

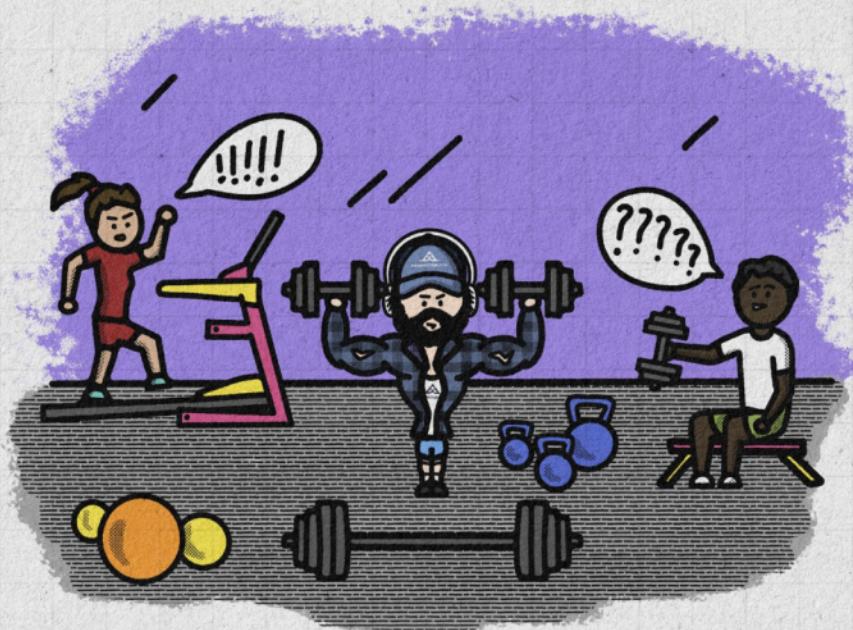
## GOODWILL COMPOUNDS FASTER THAN MONEY.



Building an audience through goodwill can compound exponentially and be translated into money at any later date, if so desired.

# LESSON 07

**YOU'RE GOING TO DIE, IF NOBODY CARES THEN, NOBODY CARES NOW.  
DO WHAT YOU WANT.**



The opinions of others should be given little weight, as most people will forget about you shortly after your death. Unless the person offering the advice has a vested interest in your success and appropriate context, their opinions are often just a projection of their own beliefs.

# LESSON 08

**EXTRAORDINARY ACCOMPLISHMENTS  
COME FROM DOING ORDINARY THINGS  
FOR AN EXTRAORDINARY PERIOD OF TIME.**



Committing to one's goals and beliefs despite distractions and temptations is what makes a person extraordinary, not the action itself. It's the dedication to doing the same thing repeatedly over years that leads to exponential growth and inevitably, success.

# LESSON 09

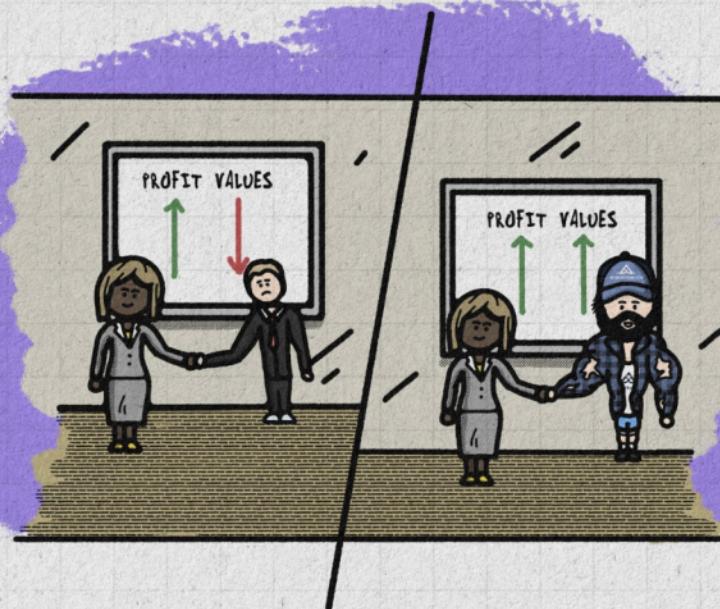
**IF IT'S WORTH DOING,  
IT'S WORTH DOING WELL.**



It takes 5-10x the amount of effort to go from something good to something great, which is why you have to be really selective about the few things you choose to do that are worth doing, and in being worth doing, worth doing well.

# LESSON 10

**BE WILLING TO NEGOTIATE EVERYTHING  
EXCEPT FOR YOUR VALUES.**



Negotiating is not a zero sum game. Find a solution that mutually satisfies and balances both parties needs. It is crucial you never sacrifice your values in the process.

# LESSON 11

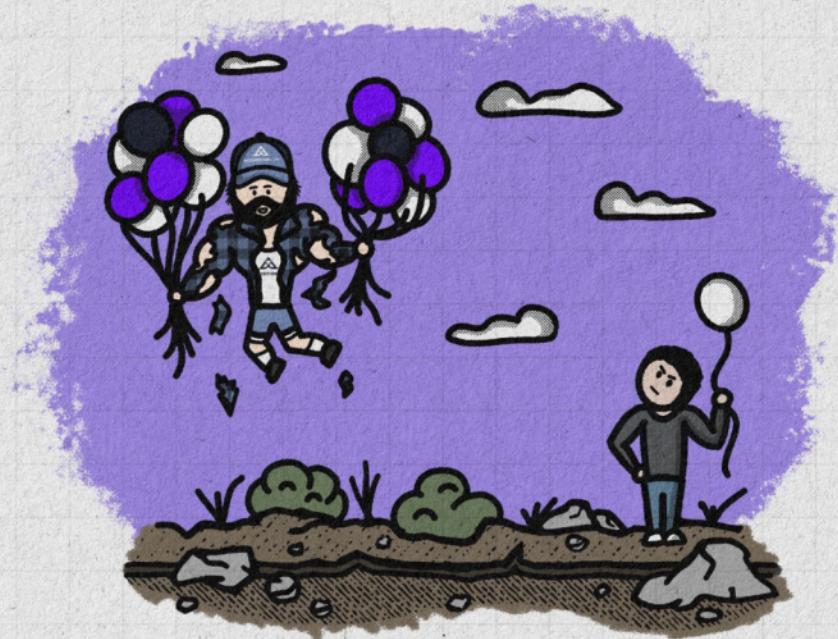
**HUMILITY DOES NOT COME FROM LOWERING YOUR REGARD FOR YOURSELF, BUT INCREASING YOUR REGARD FOR OTHERS.**



To gain status, you must give more to the group than you receive, as the group rewards those who give.

## LESSON 12

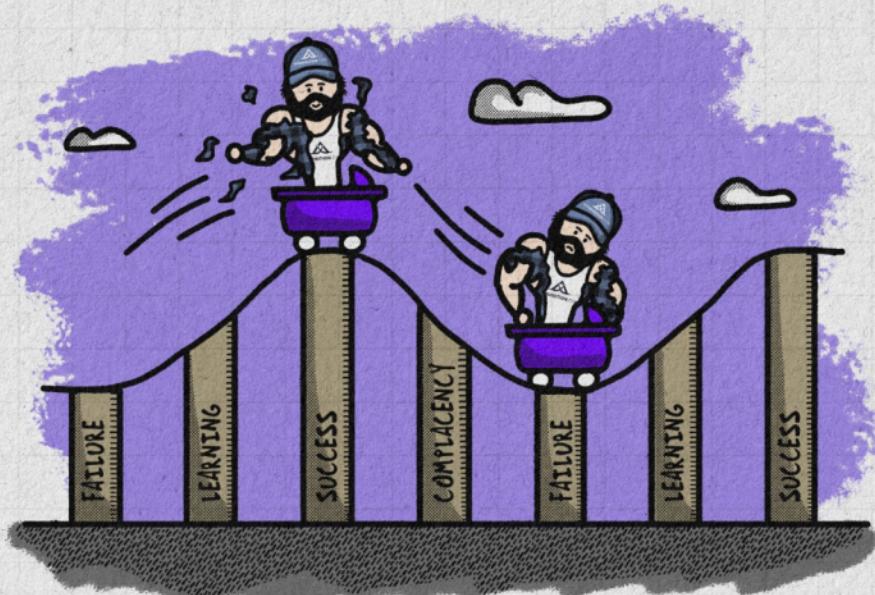
THE HAPPY MAN HAS A THOUSAND WISHES, THE SAD MAN HAS ONE.



I was able to conquer the anger and sadness from my youth only after I realized that trying to "feel better" was draining my energy. Instead, I adopted the mantra "fuck happiness." In choosing not to admit the deficiency between my current state and the future state of what I desired to be, I was able to accept where I was.

# LESSON 13

**FAILURE LEADS TO LEARNING, LEARNING LEADS TO SUCCESS, SUCCESS LEADS TO COMPLACENCY, COMPLACENCY LEADS TO FAILURE.**



The entrepreneurial cycle is not linear, but cyclical, with phases of failure, learning, success, and complacency. The goal is to quickly move back to learning and success and avoid complacency altogether.

# LESSON 14

I WOULD PAY ANY AMOUNT OF MONEY  
TO MAKE OBVIOUS TRUTHS REAL FOR ME.



Becoming successful in entrepreneurship involves shedding false beliefs and gaining a clearer understanding of reality. Be willing to pay any amount of money to speed up this process, as ignorance can cost a person a significant amount in terms of missed opportunities.