

Notebook for

The 50th Law (The Modern Machiavellian Robert Greene Book 1)

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Foreword

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Your fears are a kind of prison that confines you within a limited range of action. The less you fear, the more power you will have and the more fully you will live.

The Fearful Attitude

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instead of our fears lessening as well, they began to multiply in number.

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We started to worry about our status in society— whether people liked us, or how we fit into the group. We became anxious for our livelihoods, the future of our families and children, our personal health, and the aging process. Instead of a simple, intense fear

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of something powerful and real, we developed a kind of generalized anxiety.

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these fears tend to color how we view the world. We

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pernicious.

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Fear creates its own self- fulfilling dynamic— as people give in to it, they lose energy and momentum.

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that the only thing we have to fear is fear itself— nameless, unreasoning, unjustified terror, which paralyzes needed efforts to convert retreat into advance.”

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separates failure from success in life. That edge is your attitude, which has the power to help shape your reality.

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can just as easily see a crisis or problem as a challenge, an opportunity to prove your mettle, the chance to strengthen and toughen yourself, or a call to collective action.

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By seeing it as a challenge, you will have converted this negative into a positive purely by a mental process that will result in positive action as well.

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the determining factor will be our attitude, how we choose to look at this reality.

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If we go the opposite direction, cultivating a fearless approach to life, attacking everything with boldness and energy, then we will create a much different dynamic.

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Understand: we are all too afraid— of offending people, of stirring up conflict, of standing out from the crowd, of taking bold action.

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There are two ways of dealing with fear— one passive, the other active. In the passive mode, we seek to avoid the situation that causes us anxiety.

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It is unnatural to not feel fear. It is a process that requires challenges and tests. What separates those who go under and those who rise above adversity is the strength of their will and their hunger for power.

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At some point, this defensive position of overcoming fears converts to an offensive one— a fearless attitude.

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He refused, however, to give in to the fear and the downward pull on his spirit.

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PEOPLE WHO CANNOT SUFFER CAN NEVER GROW UP, CAN NEVER DISCOVER WHO THEY ARE

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every subsequent encounter in life in which he felt fear, he could turn only to himself.

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If he did not want to feel the emotion, he had to learn to overcome it— on his own.

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On the streets, showing fear would make people lose respect for you.

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He quickly learned the value of boldness, how he could push others on their heels by feeling supreme confidence in himself.

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THE GREATEST FEAR PEOPLE HAVE IS THAT OF BEING THEMSELVES.

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We humans have generally little control over circumstances. People intersect our lives, doing things directly and indirectly to us, and we spend our days reacting to what they bring. Good things come our way, followed by bad things. We struggle as best we can to gain some control, because being helpless in the face of events makes us unhappy. Sometimes we succeed, but the margin of control that we have over people and circumstance is depressingly narrow.

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the people who practice the 50th Law in their lives all share certain qualities—supreme boldness, unconventionality, fluidity, and a sense of urgency— that give them this unique ability to shape circumstance.

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A bold act requires a high degree of confidence. People who are the targets of an audacious act, or who witness it, cannot help but believe that such confidence is real and justified.

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A bold act can put people on their heels and eliminate obstacles. In this way, it creates its own favorable circumstances.

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Normally it is hard to hold our attention; we shift our interest from one spectacle to the next. But those who fearlessly express their difference compel our attention on a deeper level for a longer duration, which translates into power and control.

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Those who follow the 50th Law are not afraid of change or chaos; they embrace it by being as fluid as possible.

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Through their mind- set, they convert a negative (unexpected events) into a positive (an opportunity).

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Our days are numbered and so it is best to make every moment count, to have a sense of urgency about life. It could end at any moment. The fearless types usually gain such awareness through some traumatic experience.

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Trying so hard to please people can actually end up pushing them away— it is hard to respect someone who has such an ingratiating attitude.

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The key to possessing this supreme power is to assume the active mode in dealing with your fears. This means entering the very arenas you normally shy away from: making the very hard decisions you have been avoiding, confronting the people who are playing power games with you, thinking of yourself and what you need instead of pleasing others, making yourself change the direction of your life even though such change is the very thing you dread.

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You deliberately put yourself in difficult situations and you examine your reactions.

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At some point you will discover the power of reversal— overcoming the negative of a particular fear leads to a positive quality— self- reliance, patience, supreme self- confidence, and on and on.

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Instead you must absorb these words with an open and fearless spirit, letting the ideas get under your skin and affect how you see the world.

Chapter 1 See Things for What They Are—Intense Realism

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Don't complain about the difficult circumstances, he said. In fact, the hard life of these streets is a blessing if you know what you're doing.

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The greatest danger we face, he told Curtis, is not the police or some nasty rival. It's the mind going soft.

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REALITY IS MY DRUG. THE MORE I HAVE OF IT, THE MORE POWER I GET AND THE HIGHER I FEEL.

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the greatest danger you face is your mind growing soft and your eye getting dull.

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Now is the time to stop drifting and wake up— to assess yourself, the people around you, and the direction in which you are headed in as cold and brutal a light as possible. Without fear.

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Think of reality in the following terms: the people around you are generally mysterious. You are never quite sure about their intentions.

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Seeing people as they are, instead of what you think they should be, would mean having a greater sense of their motives.

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The capacity to see the reality behind the appearance is not a function of education or cleverness. People can be full of book knowledge and crammed with information but have no real sense of what's going on around them. It is in fact a function of character and fearlessness.

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keen attention to details, to people's intentions, to the dark realities hiding behind any glamorous surface.

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Like any muscle that is trained, they develop the capacity to see with more intensity.

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At any moment in life you can convert to realism, which is not a belief system at all, but a way of looking at the world.

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Your eyes are fixed on the world, not on yourself or your ego.

Highlight (yellow) - The Hustler's Eye > Page 34

What you see determines what you think and how you act.

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the genius of Lincoln was his ability to focus intensely on reality and see things for what they were. He was a living testament to the power of realism.

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Having clarity about where you are headed, what people are up to, and what is happening in the world around you will translate into confidence and power, a sensation of lightness.

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KNOW THE OTHER, KNOW YOURSELF, AND THE VICTORY WILL NOT BE AT RISK; KNOW THE GROUND, KNOW THE NATURAL CONDITIONS, AND THE VICTORY WILL BE TOTAL.

Highlight (yellow) - The Hustler's Eye > Page 37

Understand: as an individual you cannot stop the tide of fantasy and escapism sweeping a culture. But you can stand as an individual bulwark to this trend and create power for yourself. You were born with the greatest weapon in all of nature—the rational, conscious mind.

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You must turn outward and become a keen observer of all that is around you.

Highlight (yellow) - The Hustler's Eye > Page 39

What you need to do in life is return to that mind you possessed as a child, opening up to experience instead of closing it off. Just imagine for a day that you do not know

Highlight (yellow) - The Hustler's Eye > Page 39

See everything as a source for education—even the most banal encounters. Imagine that the world is still full of mystery.

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luck or serendipity is more a function of the openness of your mind.

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When you do not get to the root of a problem, you cannot solve it in any meaningful manner.

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People like to look at the surfaces, get all emotional and react, doing things that make them feel better in the short term but do nothing for them in the long term.

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Always question why this particular event has happened, what the motives of the various actors are, who really is in control, who benefits by this action.

Highlight (yellow) - The Hustler's Eye > Page 42

If you have a long- term goal for yourself, one that you have imagined in detail, then you are better able to make the proper decisions in the present.

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Your increasing powers of observation must occasionally be aimed at yourself. Think of this as a ritual you will engage in every few weeks— a rigorous reassessment of who you are and where you are headed.

Highlight (yellow) - The Hustler's Eye > Page 48

The real poetry and beauty in life comes from an intense relationship with reality in all its aspects. Realism is in fact the ideal we must aspire to, the highest point of human rationality.

Chapter 2 Make Everything Your Own—Self-Reliance

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I WAS BORN ALONE AND I WILL DIE ALONE. I'VE GOT TO DO WHAT'S RIGHT FOR ME AND NOT LIVE MY LIFE THE WAY ANYBODY ELSE WANTS IT. —50 Cent

Highlight (yellow) - The Hustler's Empire > Page 55

True ownership can come only from within. It comes from a disdain for anything or anybody that impinges upon your mobility, from a confidence in your own decisions, and from the use of your time in constant pursuit of education and improvement.

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If you do not own yourself first, you will continually be at the mercy of people and circumstance, looking outward instead of relying on yourself and your wits.

Highlight (yellow) - The Hustler's Empire > Page 56

You are more alone than you imagine. This should not be a source of fear but of freedom.

Highlight (yellow) - The Hustler's Empire > Page 58

dependency is a habit that is so easy to acquire.

Highlight (yellow) - The Hustler's Empire > Page 61

essential truth that all humans are governed by self-interest.

Highlight (yellow) - The Hustler's Empire > Page 62

“Never be a minion, always be an owner.”

Highlight (yellow) - The Hustler's Empire > Page 62

Time is the critical factor in our lives, our most precious resource. The problem when we work for others is that so much of this becomes dead time that we want to pass as quickly as possible, time that is not our own.

Highlight (yellow) - The Hustler's Empire > Page 62

We have to pay attention and absorb as much information as possible. This helps us endure work that does not seem so rewarding. In this way, we own our time and our ideas before owning a business.

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Remember: your bosses prefer to keep you in dependent positions. It is in their interest that you do not become self-reliant, and so they will tend to hoard information. You must secretly work against this and seize this information for yourself.

Highlight (yellow) - The Hustler's Empire > Page 63

Keep in mind the following: what you really value in life is ownership, not money. If ever there is a choice—more money or more responsibility—you must always opt for the latter.

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A lower-paying position that offers more room to make decisions and carve out little empires is infinitely preferable to something that pays well but constricts your movements.

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You must remember that when people give you things or do you favors it is always with strings attached. They want something from you in return—

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You want to keep yourself free of as many of these obligations as possible, so get in the habit of taking what you need for yourself instead of expecting others to give it to you.

Highlight (yellow) - The Hustler's Empire > Page 66

You must not be afraid of your uniqueness and you must care less and less what people think of you.

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In our culture we tend to elevate those who are smooth talkers, seem more gregarious, and fit in better, conforming to certain norms. They smile and seem happier. This is a superficial appraisal of character; if we reverse our perspective and look at this from the fearless point of view we come to the opposite conclusion.

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People who are self-sufficient are generally types who are more comfortable with themselves.

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Self-help books and experts will try to convince you that you can have what you want by following a few simple steps. Things that come easy and fast will leave you just as fast.

Chapter 3 Turn Shit into Sugar—Opportunism

Highlight (yellow) - The Hustler's Empire > Page 70

EVERY NEGATIVE SITUATION CONTAINS THE POSSIBILITY FOR SOMETHING POSITIVE, AN OPPORTUNITY. IT IS HOW YOU LOOK AT IT THAT MATTERS. YOUR LACK OF RESOURCES CAN BE AN ADVANTAGE, FORCING YOU TO BE MORE INVENTIVE WITH THE LITTLE THAT YOU HAVE. LOSING A BATTLE CAN ALLOW YOU TO FRAME YOURSELF AS

THE SYMPATHETIC UNDERDOG. DO NOT LET FEARS MAKE YOU WAIT FOR A BETTER MOMENT OR BECOME CONSERVATIVE. IF THERE ARE CIRCUMSTANCES YOU CANNOT CONTROL, MAKE THE BEST OF THEM. IT IS THE ULTIMATE ALCHEMY TO TRANSFORM ALL SUCH NEGATIVES INTO ADVANTAGES AND POWER.

Highlight (yellow) - Hood Alchemy > Page 73

Even the worst shit that happens to you can be converted into gold if you are clever enough.

Highlight (yellow) - Hood Alchemy > Page 75

EVERY NEGATIVE IS A POSITIVE. THE BAD THINGS THAT HAPPEN TO ME, I SOMEHOW MAKE THEM GOOD. THAT MEANS YOU CAN'T DO ANYTHING TO HURT ME.

Highlight (yellow) - Hood Alchemy > Page 75

Events in life are not negative or positive. They are completely neutral. The universe does not care about your fate; it is indifferent to the violence that may hit you or to death itself. Things merely happen to you. It is your mind that chooses to interpret them as negative or positive.

Highlight (yellow) - Hood Alchemy > Page 76

Instead of becoming discouraged and depressed by any kind of downturn, you must see this as a wake-up call, a challenge that you will transform into an opportunity for power.

Highlight (yellow) - Hood Alchemy > Page 76

Your energy levels rise. You move to the attack, surprising your enemies with boldness. You care less what people think about you and this paradoxically causes them to admire you—the negative publicity is turned around.

Highlight (yellow) - Hood Alchemy > Page 78

All of the most powerful people in history demonstrate in one way or another this fearless attitude towards adversity.

Highlight (yellow) - Hood Alchemy > Page 79

The fearless types require some kind of adversity against which they can measure themselves.

Highlight (yellow) - Hood Alchemy > Page 80

The tenseness of such dark moments brings out their creativity and urgency, making them rise to the occasion and turn the tide of fortune from defeat to a great victory.

Highlight (yellow) - Hood Alchemy > Page 80

You must adopt an attitude that is the opposite to how most people think and operate.

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When things are going well, that is precisely when you must be concerned and vigilant. You know it will not last and you will not be caught unprepared. When things are going badly, that is when you are most encouraged and fearless.

Highlight (yellow) - Hood Alchemy > Page 82

The truth is that for the human mind, everything that crosses its path can be a potential tool for power and expansion.

Highlight (yellow) - Hood Alchemy > Page 82

True opportunists do not require urgent, stressful circumstances to become alert and inventive. They operate this way on a daily basis. They channel their aggressive energy into hunting down possibilities for expansion in the most banal and insignificant events.

Highlight (yellow) - Hood Alchemy > Page 86

negative energy that comes at you in some form is energy that can be turned around—to defeat an opponent and lift you up.

Highlight (yellow) - Hood Alchemy > Page 86

In general, obstacles force your mind to focus and find ways around them. They heighten your mental powers and should be welcomed.

Highlight (yellow) - Hood Alchemy > Page 87

it is a law of power that your energy will always rise to the appropriate level. When you feel that you must work harder to get to your goal because you are not quite prepared, you are more alert and inventive. This venture has to succeed and so it will.

Highlight (yellow) - Hood Alchemy > Page 88

With energy and high morale, a human can overcome almost any obstacle and create opportunity out of nothing.

Chapter 4 Keep Moving—Calculated Momentum

Highlight (yellow) - Hood Alchemy > Page 92

DON'T GIVE OTHERS THE CHANCE TO PIN YOU DOWN; KEEP MOVING AND CHANGING YOUR APPEARANCES TO FIT THE ENVIRONMENT.

Highlight (yellow) - The Hustler's Flow > Page 98

He worked five different angles at the same time; if one venture failed, he learned and moved on. The business world was like a laboratory that he would use for constant experimentation and discovery. He would mix and mingle with his employees, up and down the line, and with his audience, allowing them to alter his ideas.

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50 CENT IS A PERSON I CREATED. SOON IT WILL BE TIME TO DESTROY HIM AND BECOME SOMEBODY ELSE.

Highlight (yellow) - The Hustler's Flow > Page 100

We cannot physically make events more predictable, but we can internally create a feeling of greater control by holding on to certain ideas and beliefs that give us a sense of consistency and order.

Highlight (yellow) - The Hustler's Flow > Page 100

This hunger for control, common to all of us, is the root of so many problems in life. Staying true to the same ideas and ways of doing things makes it that much harder for us to adapt to the inevitable changes in life.

Highlight (yellow) - The Hustler's Flow > Page 100

our desire to micromanage the world around us comes with a paradoxical effect—the harder we try to control things in our immediate environment, the more likely we are to lose control in the long run.

Highlight (yellow) - The Hustler's Flow > Page 101

you no longer see change and chaotic moments in life as something to fear, but rather as a source of excitement and opportunity.

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Often what seems like chaos to us is merely a series of events that are new and hard to figure out.

Highlight (yellow) - The Hustler's Flow > Page 102

you must find your freedom through the fluidity of your thoughts and your constant inventiveness.

Highlight (yellow) - The Hustler's Flow > Page 104

according to Taoism, you are stronger by having a softness that allows you to bend and adapt.

Highlight (yellow) - The Hustler's Flow > Page 104

Understand: it is not only what you do that must have flow, but also how you do things. It is your strategies, your methods of attacking problems, that must constantly be adapted to circumstances.

Highlight (yellow) - The Hustler's Flow > Page 107

Understand: momentum in life comes from increased fluidity, a willingness to try more, to move in a less constricted fashion.

Highlight (yellow) - The Hustler's Flow > Page 108

Intelligent people are considered serious by virtue of how deeply they immerse themselves in one field of study, their viewpoint becoming more and more myopic.

Highlight (yellow) - The Hustler's Flow > Page 109

The mind has a particular momentum itself; when it heats up and discovers something new, it tends to find other items to study and illuminate.

Highlight (yellow) - The Hustler's Flow > Page 109

What you want is for these endless emotions that assail you during the day to wash over you, to never hold on to one single emotion for very long.

Highlight (yellow) - The Hustler's Flow > Page 110

Forgetting is a skill that you must develop in order to have emotional flow.

Highlight (yellow) - The Hustler's Flow > Page 110

When you are fearful, force yourself to act in a bolder fashion than usual. When you feel inordinate hate, find some object of love or admiration that you can focus on with intensity. One strong emotion tends to cancel out the other and help you move past it.

Highlight (yellow) - The Hustler's Flow > Page 112

In the long run, you will find that your ability to gently divert people's energy in your direction gives you a wider range of control over the shape and result of the project.

Highlight (yellow) - The Hustler's Flow > Page 114

The only thing you really have to fear is becoming a social and cultural relic.

Highlight (yellow) - The Hustler's Flow > Page 115

A leader can come to power through acts of boldness, but when the times shift and require something more cautious, he generally will continue with his bold approach.

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This is how you must operate: you actively work to overcome this fixed nature, deliberately trying a different approach and style than your usual one, to get a sense of a different possibility.

Highlight (yellow) - The Hustler's Flow > Page 118

Whenever you feel rooted and established in place, that is when you should be truly afraid.

Chapter 5 Know When to Be Bad—Aggression

Highlight (yellow) - The Hustler's Setup > Page 125

IF YOU INDICATE YOU'LL DO ANYTHING TO AVOID TROUBLE, THAT'S WHEN YOU GET TROUBLE.

Highlight (yellow) - The Hustler's Setup > Page 127

We work to postpone or avoid conflicts, and when they reach a point where we can no longer play such a passive game, we lack the experience and the habit of meeting them head on.

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If you have dreams and ambitions, you know that to realize them you have to get active, make some noise, bruise a few people in your path. And you expect others to do the same to you. It is human nature, and instead of complaining you simply must get better at protecting yourself.

Highlight (yellow) - The Hustler's Setup > Page 129

The fearless types in history have often had to face a lot of hostility in their lives, and in doing so they invariably discover the critical role that one's attitude plays in thwarting people's aggression.

Highlight (yellow) - The Hustler's Setup > Page 131

This is how it is in life for everyone: people will take from you what they can. If they sense that you are the type of person who accepts and submits, they will push and push until they have established an exploitative relationship with you.

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By a paradoxical law of human nature, trying to please people less will make them more likely in the long run to respect and treat you better.

Highlight (yellow) - The Hustler's Setup > Page 134

A prince or leader must first and foremost be effective in his actions and to do so he must master the art of knowing when and how to be bad.

Highlight (yellow) - The Hustler's Setup > Page 136

Instead of reacting, you must give aggressors some space to go further with their attacks, getting them to expose themselves in the process and provide you plenty of juicy targets to hit. If you become too active and forceful in response, you look defensive.

Highlight (yellow) - The Hustler's Setup > Page 138

Catherine was a classic fearless type. She understood that with passive aggressors you must not get emotional and drawn into their endless intrigues.

Highlight (yellow) - The Hustler's Setup > Page 142

In general, you must be less respectful of the rules that other people have established.

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In general we take conflicts far too personally. People have problems and traumas that they carry with them from their childhood on.

Highlight (yellow) - The Hustler's Setup > Page 144

life naturally involves conflicting interests; people have their own issues, their own agendas, and they collide with yours. Instead of taking this personally or concerning yourself with people's intentions, you must simply work to protect and advance yourself in this competitive game, this bloody arena.

Highlight (yellow) - The Hustler's Setup > Page 148

WE NEED TO EXCUSE WHAT OUR SPARRING PARTNERS DO, AND JUST KEEP OUR DISTANCE—WITHOUT SUSPICION OR HATRED.

Chapter 6 Lead from the Front—Authority

Highlight (yellow) - The Hustler King > Page 155

Throughout history we have witnessed the following pattern: certain people stand out from the crowd because of some special skill or talent that they have. Perhaps they are masters at the political game, knowing how to charm and win the proper allies.

Highlight (yellow) - The Hustler King > Page 157

Any group tends to assume the spirit and energy of the person on top. If that person is weak and passive, then the group tends to splinter into factions.

Highlight (yellow) - The Hustler King > Page 157

A leader who is audacious, out in front, and setting the tone and agenda for the group sparks a higher energy level and confidence.

Highlight (yellow) - The Hustler King > Page 158

Leaders who work harder than anyone else, who practice what they preach, who are not afraid to be accountable for tough decisions or to take risks, will find they have created a well of respect that will pay great dividends down the road.

Highlight (yellow) - The Hustler King > Page 159

You must imagine that you are continually being challenged to show that you deserve the position you occupy.

Highlight (yellow) - The Hustler King > Page 159

The greatest leaders in history all inevitably learned by experience the following lesson: it is much better to be feared and respected than to be loved.

Highlight (yellow) - The Hustler King > Page 161

Understand: to be a leader often requires making tough choices, getting people to do things against their will.

Highlight (yellow) - The Hustler King > Page 161

If you have chosen the soft, pleasing, compliant style of leadership, out of fear of being disliked, you will find yourself with less and less room to compel people to work harder or make sacrifices.

Highlight (yellow) - The Hustler King > Page 162

If you build a reputation for toughness and getting results, people might resent you, but you will establish a foundation of respect.

Highlight (yellow) - The Hustler King > Page 162

FOR IT IS A GENERAL RULE OF HUMAN NATURE THAT PEOPLE DESPISE THOSE WHO TREAT THEM WELL AND LOOK UP TO THOSE WHO MAKE NO CONCESSIONS.

Highlight (yellow) - The Hustler King > Page 165

We still feel the ancient ambivalence towards rulers; instead of sacrificing them, we feed them to the press and secretly gloat in their downfall.

Highlight (yellow) - The Hustler King > Page 165

To be a leader still means that you are playing a role, out in front, fearlessly driving the group forward.

Highlight (yellow) - The Hustler King > Page 166

you must assume a prophetic air, as if you were merely chosen to lead them towards some higher goal.

Highlight (yellow) - The Hustler King > Page 166

You are compelling them to follow on their own, making less a show of personal power and more a demonstration of the cause that unites them all. This will give you the proper authority to lead and an aura of power.

Highlight (yellow) - The Hustler King > Page 167

We are naturally consumed by immediate battles and problems; we find it very difficult, if not unnatural, to focus with any depth on the future.

Highlight (yellow) - The Hustler King > Page 167

Thinking ahead requires a particular thought process that comes with practice. It means seeing something practical and achievable several years down the road, and mapping out how this goal can be achieved. It means thinking in branches, coming up with several paths to get there, depending on circumstances.

Highlight (yellow) - The Hustler King > Page 168

Your own level of excitement and self-belief will convince people that you know where you are going and should be followed.

Highlight (yellow) - The Hustler King > Page 173

As a leader this is how you must view yourself as well. You are an author creating a new order, writing a new act in some drama.

Chapter 7 Know Your Environment from the Inside Out—Connection

Highlight (yellow) - The Hustler King > Page 176

MOST PEOPLE THINK FIRST OF WHAT THEY WANT TO EXPRESS OR MAKE, THEN FIND THE AUDIENCE FOR THEIR IDEA. YOU MUST WORK THE OPPOSITE ANGLE, THINKING FIRST OF THE PUBLIC. YOU NEED TO KEEP YOUR FOCUS ON THEIR CHANGING NEEDS, THE TRENDS THAT ARE WASHING THROUGH THEM.

Highlight (yellow) - Hood Economics > Page 183

THE PUBLIC IS NEVER WRONG. WHEN PEOPLE DON'T RESPOND TO WHAT YOU DO, THEY'RE TELLING YOU SOMETHING LOUD AND CLEAR. YOU'RE JUST NOT LISTENING. —50 Cent

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begins with a fundamental fearlessness—you do not feel afraid or affronted by people who have different ways of thinking or acting.

Highlight (yellow) - Hood Economics > Page 185

You do not feel superior to those on the outside. In fact, you are excited by such diversity.

Highlight (yellow) - Hood Economics > Page 186

we lack that sense of urgency to connect to other people.

Highlight (yellow) - Hood Economics > Page 186

our success depends on our ability to move outside ourselves and connect to other social networks.

Highlight (yellow) - Hood Economics > Page 189

Normally when you study something, you begin with certain preconceived notions about the subject.

Highlight (yellow) - Hood Economics > Page 189

Your mind begins the process in a closed state— not really sensitive to difference and nuance. You are afraid of having your assumptions challenged.

Highlight (yellow) - Hood Economics > Page 189

When you study an individual or a group, your goal is to get inside their minds, their experiences, their way of looking at things.

Highlight (yellow) - Hood Economics > Page 189

FEW PEOPLE HAVE THE WISDOM TO PREFER THE CRITICISM THAT WOULD DO THEM GOOD, TO THE PRAISE THAT DECEIVES THEM.

Highlight (yellow) - Hood Economics > Page 191

Understand: you cannot disguise your attitude towards the public. If you feel superior at all, part of some chosen elite, then this seeps out in the work.

Highlight (yellow) - Hood Economics > Page 192

In any event, what you are seeking is maximum interaction, allowing you to get a feel for people from the inside.

Highlight (yellow) - Hood Economics > Page 193

He absorbed every aspect of this world,

Highlight (yellow) - Hood Economics > Page 194

Understand: in this day and age, to reach people you must have access to their inner lives—their frustrations, aspirations, resentments. To do so, you must crush as much distance as possible between you and your audience. You enter their spirit and absorb it from within. Their way of looking at things becomes yours, and when you re-create it in some form of work, it has life.

Highlight (yellow) - Hood Economics > Page 194

You are not afraid to have your whole personality shaped by these intense interactions.

Highlight (yellow) - Hood Economics > Page 199

Our egos are bruised and delicate— criticism from the outside seems like a personal attack, which we cannot endure. We tend to close ourselves off and this makes it doubly difficult to succeed with our next venture.

Highlight (yellow) - Hood Economics > Page 199

consider people's coolness to your idea and their criticisms as a kind of mirror they are holding up to you.

Highlight (yellow) - Hood Economics > Page 199

When your work does not communicate with others, consider it your own fault—you did not make your ideas clear enough and you failed to connect with your audience emotionally.

Highlight (yellow) - Hood Economics > Page 204

A REALLY INTELLIGENT MAN FEELS WHAT OTHER MEN ONLY KNOW.

Chapter 8 Respect the Process—Mastery

Highlight (yellow) - Hood Economics > Page 204

THE FOOLS IN LIFE WANT THINGS FAST AND EASY—MONEY, SUCCESS, ATTENTION. BOREDOM IS THEIR GREAT ENEMY AND FEAR. WHATEVER THEY MANAGE TO GET SLIPS THROUGH THEIR HANDS AS FAST AS IT COMES IN. YOU, ON THE OTHER HAND, WANT TO OUTLAST YOUR RIVALS. YOU ARE BUILDING THE FOUNDATION FOR SOMETHING THAT CAN CONTINUE TO EXPAND. TO MAKE THIS HAPPEN, YOU WILL HAVE TO SERVE AN APPRENTICESHIP. YOU MUST LEARN EARLY ON TO ENDURE THE HOURS OF PRACTICE AND DRUDGERY, KNOWING THAT IN THE END ALL OF THAT TIME WILL TRANSLATE INTO A HIGHER PLEASURE—MASTERY OF A CRAFT AND OF YOURSELF. YOUR GOAL IS TO REACH THE ULTIMATE SKILL LEVEL—AN INTUITIVE FEEL FOR WHAT MUST COME NEXT..

Highlight (yellow) - Slow Money > Page 210

MOST PEOPLE CAN'T HANDLE BOREDOM. THAT MEANS THEY CAN'T STAY ON ONE THING UNTIL THEY GET GOOD AT IT. AND THEY WONDER WHY THEY'RE UNHAPPY.

Highlight (yellow) - Slow Money > Page 214

Before it is too late we must wake up and realize that real power and success can come only through mastering a process, which in turn depends on a foundation of discipline that we are constantly keeping sharp.

Highlight (yellow) - Slow Money > Page 214

The fearless types in history inevitably display in their lives a higher tolerance than most of us for repetitive, boring tasks.

Highlight (yellow) - Slow Money > Page 220

Understand: the real secret, the real formula for power in this world, lies in accepting the ugly reality that learning requires a process, and this in turn demands patience and the ability to endure drudge work.

Highlight (yellow) - Slow Money > Page 220

If you are really after power and mastery, then you will absorb this idea deeply and engrave it in your mind: there are no shortcuts. You will distrust anything that is fast and easy. You will be able to endure the initial months of dull, repetitive labor, because you have an overall goal.

Highlight (yellow) - Slow Money > Page 220

In the end, what you really will be doing is mastering yourself—your impatience, your fear of boredom and empty time, your need for constant fun and amusement.

Highlight (yellow) - Slow Money > Page 222

To master any process you must learn through trial and error. You experiment, you take some hard blows, and you see what works and doesn't work in real time.

Highlight (yellow) - Slow Money > Page 224

When you take the time to master a simple process and overcome a basic insecurity, you develop certain skills that can be applied to anything.

Highlight (yellow) - Slow Money > Page 229

You have a project you wish to bring to life, but you begin by immersing yourself in the details of the subject or field.

Highlight (yellow) - Slow Money > Page 230

First, you must understand the role that your energy level plays in mastering a process and bringing something to completion.

Highlight (yellow) - Slow Money > Page 230

Second, try breaking things up into smaller blocks of time.

Highlight (yellow) - Slow Money > Page 231

the root of the problem is not boredom itself but our relationship to it.

Highlight (yellow) - Slow Money > Page 231

Try to look at boredom from the opposite perspective—as a call for you to slow yourself down, to stop searching for endless distractions.

Highlight (yellow) - Slow Money > Page 231

This might mean forcing yourself to spend time alone, overcoming that childish inability to sit still.

Chapter 9 Push Beyond Your Limits—Self-Belief

Highlight (yellow) - Slow Money > Page 234

YOUR SENSE OF WHO YOU ARE WILL DETERMINE YOUR ACTIONS AND WHAT YOU END UP GETTING IN LIFE.

Highlight (yellow) - Slow Money > Page 234

YOU MUST TRAIN YOURSELF FOR THE OPPOSITE—ASK FOR MORE, AIM HIGH, AND BELIEVE THAT YOU ARE DESTINED FOR SOMETHING GREAT.

Highlight (yellow) - Slow Money > Page 234

YOUR SENSE OF SELF-WORTH COMES FROM YOU ALONE—NEVER THE OPINION OF OTHERS.

Highlight (yellow) - Slow Money > Page 234

PEOPLE FOLLOW THOSE WHO KNOW WHERE THEY ARE GOING, SO CULTIVATE AN AIR OF CERTAINTY AND BOLDNESS.

Highlight (yellow) - The Hustler's Ambition > Page 240

What had saved him in each case was the intensity of his ambition and self-belief.

Highlight (yellow) - The Hustler's Ambition > Page 241

YOUR OPINION OF YOURSELF BECOMES YOUR REALITY. IF YOU HAVE ALL THESE DOUBTS, THEN NO ONE WILL BELIEVE IN YOU AND EVERYTHING WILL GO WRONG. IF YOU THINK THE OPPOSITE, THE OPPOSITE WILL HAPPEN. IT'S THAT SIMPLE.

Highlight (yellow) - The Hustler's Ambition > Page 242

shyness is a fluid quality—it fluctuates according to the situation and the people you are around.

Highlight (yellow) - The Hustler's Ambition > Page 243

You could stop deriving your sense of identity and self-worth from others. You could experiment and push past the limits people have set for you.

Highlight (yellow) - The Hustler's Ambition > Page 243

There is another, fearless way of approaching your life. It begins by untying yourself from the opinions of others.

Highlight (yellow) - The Hustler's Ambition > Page 243

You must experiment and feel the sensation of not concerning yourself with what others think or expect of you.

Highlight (yellow) - The Hustler's Ambition > Page 243

Instead of focusing on the limits you have internalized, you think of the potential you have for new and different behavior.

Highlight (yellow) - The Hustler's Ambition > Page 243

We barely understand the role that willpower plays in our actions. When you raise your opinion of yourself and what you are capable of it has a decided influence on what you do.

Highlight (yellow) - The Hustler's Ambition > Page 244

People are drawn to those who act boldly, and their attention and faith in you will have the effect of heightening your confidence.

Highlight (yellow) - The Hustler's Ambition > Page 244

Feeling less confined by doubts, you give freer rein to your individuality, which makes everything you do more effective.

Highlight (yellow) - The Hustler's Ambition > Page 244

Their opinions are merely helping you shape your work, not your self-image.

Highlight (yellow) - The Hustler's Ambition > Page 247

Understand: people will constantly attack you in life. One of their main weapons will be to instill in you doubts about yourself—your worth, your abilities, your potential.

Highlight (yellow) - The Hustler's Ambition > Page 247

They will often disguise this as their objective opinion, but invariably it has a political purpose—they want to keep you down.

Highlight (yellow) - The Hustler's Ambition > Page 250

You are essentially free to move beyond any limits others have set for you, to re-create yourself as thoroughly as you wish.

Highlight (yellow) - The Hustler's Ambition > Page 250

If you had some terribly painful experience in the past, you could choose to let that pain sit there and you could soak in it. On the other hand, you could decide to convert it into anger, a cause to promote, or some form of action. Or

you could choose to simply drop it and move on, relishing the freedom and power that that brings you.

Highlight (yellow) - The Hustler's Ambition > Page 253

the consummate risk taker who did everything her own way.

Highlight (yellow) - The Hustler's Ambition > Page 253

Understand: the day you were born you became engaged in a struggle that continues to this day and will determine your success or failure in life.

Highlight (yellow) - The Hustler's Ambition > Page 253

You are an individual, with ideas and skills that make you unique. But people are constantly trying to fit you into narrow categories that make you more predictable and easier to manage.

Highlight (yellow) - The Hustler's Ambition > Page 255

Understand: people judge you by appearances, the image you project through your actions, words, and style. If you do not take control of this process, then people will see and define you the way they want to, often to your detriment.

Highlight (yellow) - The Hustler's Ambition > Page 256

The powerful learn early in life that they have the freedom to mold their image, fitting the needs and moods of the moment. In this way, they keep others off balance and maintain an air of mystery.

Highlight (yellow) - The Hustler's Ambition > Page 257

he took delight in being capricious, in doing the opposite of what colleagues and clients expected from him.

Highlight (yellow) - The Hustler's Ambition > Page 260

simple principle: the higher your self-belief, the more your power to transform reality.

Highlight (yellow) - The Hustler's Ambition > Page 260

Having supreme confidence makes you fearless and persistent, allowing you to overcome obstacles that stop most people in their tracks. It makes others believe in you as well.

Highlight (yellow) - The Hustler's Ambition > Page 260

the most intense form of self-belief is to feel a sense of destiny impelling you forward.

Highlight (yellow) - The Hustler's Ambition > Page 261

You must always be prepared to place a bet on yourself, on your future, by heading in a direction that others seem to fear.

Highlight (yellow) - The Hustler's Ambition > Page 262

As an egotist of the strong variety, you trumpet your individuality and take great pride in your accomplishments. If others cannot accept that, or judge you as arrogant, that is their problem, not yours.

Chapter 10 Confront Your Mortality—the Sublime

Highlight (yellow) - The Hustler's Metamorphosis > Page 271

He realized that the key in life is to always be willing to walk away.

Highlight (yellow) - The Hustler's Metamorphosis > Page 272

He was not afraid of death, so how could he be afraid of anything anymore?

Highlight (yellow) - The Hustler's Metamorphosis > Page 274

The fearless approach requires that you accept the fact that you have only so much time to live, and that life itself inevitably involves levels of pain and separation. By embracing this, you embrace life itself and accept everything about it.

Highlight (yellow) - The Hustler's Metamorphosis > Page 275

What matters to you now is to live your days well, as fully as possible.

Highlight (yellow) - The Hustler's Metamorphosis > Page 275

You could choose to do this by pursuing endless pleasures, but nothing becomes boring more quickly than having to always search for new distractions.

Highlight (yellow) - The Hustler's Metamorphosis > Page 275

seeing death as something that you carry within. It is a part of you that cannot be repressed. It does not mean that you brood about it, but that you have continual awareness of a reality that you come to embrace.

Highlight (blue) - The Hustler's Metamorphosis > Page 277

The more you contemplate your mortality, the less you fear it—it becomes a fact you no longer have to repress.

Highlight (yellow) - The Hustler's Metamorphosis > Page 283

The most precious thing in life is its uncertainty.”

Highlight (yellow) - The Hustler's Metamorphosis > Page 284

It is the shadow of death that makes everything poignant and meaningful to us.

Highlight (yellow) - The Hustler's Metamorphosis > Page 288

Life and death are inextricably intertwined, not separate; the one cannot exist without the other.

Highlight (yellow) - The Hustler's Metamorphosis > Page 288

From the moment we are born we carry our death within ourselves as a continual possibility.

Highlight (yellow) - The Hustler's Metamorphosis > Page 288

If we are afraid of death, then we are afraid of life. We must turn this perspective around and face reality from within, finding a way to accept and embrace death as part of being alive.

Highlight (yellow) - The Hustler's Metamorphosis > Page 288

WHEN I NEARLY DIED IT MADE ME THINK—THIS CAN HAPPEN AGAIN ANY SECOND. I BETTER HURRY AND DO WHAT I WANT. I STARTED TO

LIVE LIKE I NEVER LIVED BEFORE. WHEN THE FEAR OF DEATH IS GONE, THEN NOTHING CAN BOTHER YOU AND NOBODY CAN STOP YOU.