

*7 Habits to Win  
Friends and*  
**GET RICH**  
*...in a 4-Hour  
Workweek*

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# **7 Habits to Win Friends and Get Rich in a 4-Hour Workweek**

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## Disclaimer/Introduction

7 Habits to Win Friends and Get Rich in a 4-Hour Workweek...really? Yes, well...maybe. As you might be able to tell by the title, this is a book about books. My goal was to take the most important notes and quotes from a few of my favorite self-help books so I could use them for quick reference. Almost all of the main ideas and takeaways from five enormously popular books are packed into this ultra-short e-book.

I planned this ‘important but not urgent’ task of compiling notes on these books for years. As Stephen Covey mentions in *7 Habits of Highly Effective People*, the important but not urgent tasks make the biggest difference in time management and achieving goals. So, this book is an example of getting around to that task we’ve all put off, and never get around to completing.

Before naming the books – which you might’ve guessed by now – I want to stress that this e-book is not to act as a replacement or CliffsNotes. This is a categorized and *subjective* compilation of takeaways and thoughts from five great books. So, I recommend you buy each of these books and read them cover to cover instead of relying on this e-book as a shortcut. I also explicitly mention to buy the books so their respective authors know that I am not trying to replace their books. In other words, please don’t sue me.

A couple important points which will help while you read through this:

*Anything in italics represents my own words.*

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While quoted or paraphrased info will be noted as such.

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The Table of Contents is the best source to browse over different sections or find something specific. Since the soon-to-be mentioned books have overlapping themes, it made more sense to categorize by topic rather than summarizing each book.

Without further ado and in no special order, here are the stars:

1) 7 Habits of Highly Effective People by Stephen Covey – *it’s beneficial to list Covey’s habits in order here because they are of a sequential nature. Through the rest of the book, they are spread out according to the categories they fall under.*

Habit 1: Be Proactive - *Take responsibility for your life.*

Habit 2: Begin with the End in Mind - *Define your mission and goals in life.*

Habit 3: Put First Things First - *Prioritize, and do the most important things first.*

Habit 4: Think Win-Win - *Have an everyone-can-win attitude.*

Habit 5: Seek First to Understand, Then to Be Understood - *Listen to people sincerely.*

Habit 6: Synergize - *Work together to achieve more.*

Habit 7: Sharpen the Saw - *Renew yourself regularly.*

2) How to Win Friends and Influence People by Dale Carnegie – *broken into four parts which best describe the nature of the book: Fundamental Techniques in Handling People; Six Ways to Make People Like You; Twelve Ways to Win People to Your Way of Thinking; Be a Leader: How to Change People Without Giving Offense or Arousing Resentment.*

3) How to Get Rich by Felix Dennis – *for the entrepreneurial mind, if you need a push or some direction to realizing your dream of becoming rich, this will provide it. This is the only book with its own section because it is so specific to 'getting rich'.*

4) The 4-Hour Workweek by Tim Ferriss – *don't let the aggressive title give too much doubt, this book will save you time in many ways. Achieving the 4-hour workweek just depends on how far you're willing to take it.*

5) Choose Yourself by James Altucher – *given the world we are living in, this book aims to generate real inward success (personal happiness and health) and outward success (fulfilling work and wealth). It sounds wishy-washy the way I put it, but the book has a ton of actionable advice. I skip the fluff and go for the good stuff.*

## Thank you ...

Mom and Dad, I owe you everything and still haven't found the best way to show you how far I've come...this will prove that I can read books and regurgitate.

James Altucher, Dale Carnegie, Stephen Covey, Felix Dennis, and Tim Ferriss – for your classic books. Please don't take me to court.

Special thanks to James Altucher and Tim Ferriss. I haven't spoken to either of you or any of the authors/publishers of these books yet. I took your advice to ask for forgiveness instead of permission.

To the handful of people that helped me transform this from jibberish to what it is now: this is your product as much as mine. In case this thing sucks and nobody likes it, I used a penname and didn't mention your name – so, 'you're welcome' as well.

# The Mindset and Approach to Success

## Learning and shutting up (Choose Yourself - Altucher)

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If we truly want to learn, we never learn when we are talking. We only learn when we are listening. Claudia [Altucher's wife] wanted to say something important to me. But I spoke instead. I imparted my great wisdom on her before she could get a word out. Finally, she forgot what she was going to say. Probably because my words were so wise they were like the Bible.

Extra talking probably takes away at least 15 percent of my intelligence. Because I could've been listening and learning. Or reading about grammar. Or not getting into an accident when talking on the phone. Sometimes we just have to Shut Up!

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*The next idea of self-awareness and humility is a continuation of this...*

## PERSONAL ADVICE on the importance of self-awareness and humility

*When younger people ask me for advice, I suggest that humility will take them as far as they can go in their first few professional years. Humility is the best way to describe the product of self-awareness. People that are successful – whatever your definition of success may be – are rarely the smartest guy or gal in the room. But, their key to success lies in self-awareness of their intellectual capabilities. They don't piss off other people by trying to act more knowledgeable in a topic where they have much to learn. No one wants to hear from the know-it-all who really doesn't know jack-shit; and no one likes teaching someone that never listens.*

*Here's an example of humility opening and closing doors from my buddy, Rick. Rick has an impressive working and educational background over a career in investment management. Jack is a younger coworker with little experience in the industry. He spends much of the day talking about stocks from internet articles, and relating these to the latest book he has read. Rick would explain to Jack how there are always two sides to stock picks and hypotheses, and explicitly point out some of Jack's faulty assumptions. Jack constantly countered with irrelevant and incorrect counterarguments. Soon Rick decided it was a waste of time to talk to Jack about anything, let alone*

*investing. Jack's lack of humility and inability to listen came across as ignorant and foolhardy. Jack has probably closed many doors in his own face. Nobody enjoys talking to a know-it-all who doesn't know much at all.*

*Self-awareness allows us to capitalize on surrounding ourselves with colleagues and friends with the most ambition and wherewithal. You'll often see the most successful people downplaying their own prowess and giving all the credit to their team. Furthermore, the best bosses assert that their team is composed of people much smarter than themselves. A leader's humility and self-awareness leads not only to the synergy of strong teams, but also success for everyone, including themselves.*

### **Negativity and Happiness (Choose Yourself - Altucher)**

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And obsessing on the things we can't control is useless. It takes us out of the game. We have to choose to be in the game. Therapists might say, analyze the past to see where your current negativity comes from. Perhaps a parent rejected you as a young person and now you feel particularly sensitive around rejection. This doesn't work. Dwelling on negativity won't suddenly have positive results. It only brings more negativity into your head. You can't buy happiness with the currency of unhappiness.

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*When it comes down to it, you don't want to waste time sulking over your own sorrows. Instead, move past the PAST and concentrate on your brighter future. Regrets and negativity are polar opposites of productivity.*

### **Hate and Luck (Choose Yourself - Altucher)**

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Don't be a hater! Ninety-nine percent of people are haters. Bless that which you want. If you want to be successful, you need to study success, not hate it or be envious of it. If you are envious, then you will distance yourself from success and make it that much harder to get there. Never be jealous. Never think someone is "lucky." Luck is created by the prepared. Never think that someone is undeserving of the money they have. That only puts you one more step removed from the freedom you aspire to. I can tell right away that when someone is so envious and jealous, they will never get the freedom they want but will spend the rest of their life trying.

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*Easier said than done is probably your first thought. Mine was too...so how can we lose the hate? Continue the previous point on avoiding negativity and concentrating on a brighter future – develop and focus on the first steps of your own unfulfilled aspirations (possibly the source of your hate). For example, if you are jealous of someone who just cashed out on his/her business, what is your ‘cash out’ scenario? What can you do to get closer to it? This thought is already replacing your hate. Now, take the first step. This flows right into the beginning of the “Setting and Achieving Goals” section. Take a peek, or you’ll know when you’re there.*

## Rejection (Choose Yourself - Altucher)

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Rejection—and the fear of rejection—is the biggest impediment we face to choosing ourselves. We can all put together books about all the times we are rejected. We’re rejected by lovers, by friends, by family, by the government, by the corporate world, by investors, partners, employees, publishers, and on and on.

You can’t hate the people who reject you. You can’t let them get the best of you. Nor can you bless the people who love you. Everyone is acting out of his or her own self-interest.

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*Think of your hardest and most cherished accomplishments. You dealt with rejection or the fear of it in each. This fear could prevent you from achieving your most coveted aspirations.*

## Regret (Choose Yourself - Altucher)

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Even worse than trying to control the future is feeling a total lack of control over things that have already happened in the past. This is regret.

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*Regrets are always a complete waste of time. Learn quickly from mistakes, move on and make decisions with no regrets. It takes time but once you stop dwelling on the past it is easier to make more meaningful decisions for the future.*

## If you're anxious or worried and can't go to sleep (Choose Yourself - Altucher)

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Here's an exercise for those who typically wake up anxious and paranoid at three in the morning: instead of counting sheep to get back to sleep, count all the things you are grateful for. Even the negative parts of your life. Figure out why you should be grateful for them. Try to get up to one hundred.

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## Three quotes about luck...or lack thereof (How to Get Rich – Dennis)

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'Luck is preparation multiplied by opportunity.'

Seneca, Roman Philosopher

'The harder I practised, the luckier I got.'

Gary Player, Golf Champion

'Luck is a dividend of sweat. '

Ray Kroc, McDonald's Founder

Fortune favours not just the brave but the bold. Boldness has a kind of genius in it, as Goethe pointed out. It can lead to complete failure and defeat, because conventional wisdom often proves to be at least wisdom of a kind. But should boldness succeed, should the chance be seized and sufficiently well executed, then success will surely lead to glory.

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*Nobody gets lucky. That's how you avoid making excuses like "I'm not as lucky as such and such ..."*

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## Paradigms vs Principles (7 Habits of Highly Effective People - Covey)

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*Paradigm is another word for perception. Before getting to the 7 habits, Covey needs to highlight the fact that perceptions/paradigms change but principles do not. The 7 habits revolve around this idea, so it's an important one to grasp firmly.* Here are some examples of perceptions/paradigms:

"No one in my family has ever gone to College. I'd be crazy to think I could make it."

“My teacher is out to get me.”

“Me? Thin? Are you kidding? My whole family is full of fat people.”

Our paradigms can often be way off the mark and as a result they create limitations. We need a new level, a deeper level of thinking -- a paradigm based on the principles that accurately describe the territory of effective human being and interacting -- to solve these deep concerns.

Seven Habits of Highly Effective People is all about a principle-centered, character-based, "Inside-Out" approach to personal and interpersonal effectiveness. Paradigms are like wearing a pair of glasses that at times could have the wrong prescription. The lens affects how you see everything.

**A Paradigm Shift is the "a-ha" experience associated with finally perceiving or understanding some aspect of the world (or a circumstance) in a different way.**

Principles are like lighthouses. They are natural laws that cannot be broken. While individuals may look at their own lives and interactions in terms of paradigms or maps emerging out of their experience and conditioning, these maps are not the territory. There is a fine line between having a passion for something and basing your entire existence on it. To obtain balance in life you need to live a principle-centered life. What are principles: honesty, hard work (persistence) organization, cooperation, etc. We need to understand our principles and paradigms so that when we explore the 7 Habits of Highly Effective people we know the driving force behind our own thinking.

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## Perfectionism (Choose Yourself - Altucher)

*Here's a great example of a paradigm shift ...*

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...perfectionism is sometimes the most dangerous set of thoughts you can let make their home in your head. People sense and appreciate honesty, and honesty about imperfections, believe it or not, creates enormous opportunities.

And related to perfectionism is certainly the feeling that you want to control the events around you. I want to control everything around me. But sometimes things are bad and there's nothing you can do about it. Sometimes you have to surrender and say, "This is bad now but good things will happen later." Then a great weight lifts off your shoulders.

You know why they always say a great weight lifts off your shoulders? Because that's where your brain is. And your brain is heavy. It rests on your shoulders. When stuff is weighing it down you lose about 10 to 20 percent of your intelligence. Give up control and get smarter. A simple example: you are late for a meeting but there's traffic. You can think, God damn this traffic. Why am I always in traffic? Or you can be thinking about something smart: like how good bacon tastes. Can I make a better bacon? Or how would I start a helicopter airline to take me from one side of the city to the other. These seem like dumb thoughts. But they are much better than "God damn this traffic!"

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## Habit 1 - Be Proactive (7 Habits of Highly Effective People - Covey)

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Proactivity defined: As human beings we are responsible for our own lives.

- Reactive people are driven by feelings, circumstances, conditions, the environment.
  - Proactive people are driven by carefully considered, selected and internalized values.
  - Taking the Initiative – does not mean being pushy, obnoxious, or aggressive. It does mean recognizing our responsibility to make things happen. Don't sit and wait in a reactive mode, waiting for problems to happen before taking action.
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*The sequential order of Covey's 7 habits is important as each plays a role in the subsequent habit. All 7 are listed sequentially in the Introduction for this reason. Here is the computer analogy which Covey offers for the first 3 habits:*

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Habit 1 says "You're the programmer" and Habit 2 says "Write the program," then Habit 3 says "Run the program," "Live the program."

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Don't expect what you want, ask for it, or better yet, demand it  
(Choose Yourself - Altucher)

*In other words, follow Habit 1 – Be Proactive!*

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We're taught at an early age that we're not good enough. That someone else has to choose us in order for us to be...what? Blessed? Rich? Certified? Legitimized? Educated? Partnership material? I don't know. But this feeling of insecurity overwhelms us. When we are not chosen, we feel bad. When we are chosen—even by idiots—we feel like that one actress (I can't remember and I refuse to look it up) who said at an awards ceremony, "You like me! You really, really like me!" Goldie Hawn?

We need to unlearn this imprisonment. Not dissect and analyze it. Just completely unlearn it. When I get on a subway, I like to find a seat and read and daydream until I arrive at my destination. Who doesn't? Nobody likes to hang onto the crowded smelly poles, bumping into people, crowding together, shaking at each stop, trying to hang on for balance, for dear life.

What does this have to do with choosing yourself?

A very simple test was done by Yale psychologist Stanley Milgram. He took ten students and sent them on the New York City subway system. They went on subways and walked up to all sorts of people who were sitting down: young, old, black, white, female, male, pregnant, etc. To each seated passenger they said, "Can I have your seat?" Seventy percent of the people gave up their seats.

Two interesting things: one, that the percentage of people who got up was so high. They were simply being asked to get up and they did as they were told.

But the other interesting thing is how reluctant the students were to even do the experiment. To ask people for their seats went against everything they had ever been taught. This is obviously an extreme. But it points out how hard it is for us to do things for ourselves unless we are given some implicit permission.

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*Simple enough: what you want will pass you by unless you go get it.*

## Don't have opinions (Choose Yourself - Altucher)

*Altucher actually gave 10 reasons up to "J", but I felt the 4 below were most useful.*

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Opinions are a way of clinging to the past. To some belief system our parents instilled in us, our education system "taught" us, our corporate masters forced on us, our peer group shoved down our throats, or some other brainwashing/programming that was implanted into our brain. If I have an opinion, you can gladly take it from me. Here's why:

**A)** Nobody is ever going to change his mind. For instance, if I say something like "kids shouldn't go to college," everyone either already agrees with me or disagrees with me. Very few minds will be changed no matter how correct I am (and I am correct). Here are some of my other opinions: buying a home is ALWAYS bad. Voting is stupid. Shakespeare is Boring. ZERO wars have been justified. Wyoming, North Dakota, and Montana should be handed over to the Jews and they should move from Israel to the United States. There! Go argue with that one.

**D)** Why educate people? In poker you can spot the amateur at the table if they complain when they lose a hand. They'll look at the guy who won the hand and say, "You are so stupid! You played that hand totally wrong. You just got lucky." And they might be right. But the reason that it's an amateur (and insecure) move is because you WANT people to play the hand wrong. You want them to play the hand wrong every single time so that the odds stay in your favor if you don't go insane. What do you gain from calling them out, educating them on their foolishness? Only worry about your own happiness, which doesn't have to be limited by anyone else's stupidity unless you allow it to be.

**E)** I could be reading a book. Time is also a limited resource. You can respond to a comment on Facebook with an opinion no one will care about in a hundred years, or you can do something. Right now. You can take a walk by the river. Or you can kiss someone. Or you can jump on a trampoline.

**G)** I'm always wrong. I have never had a correct opinion. I don't even know what a correct opinion smells like. When I first wrote in a prior book that zero wars can be justified, someone mentioned some Polynesian war from

“Before Christ,” or the Peloponnesian war. I don’t know. Some war from two thousand years ago. I don’t remember; I wasn’t listening to his stupid opinion. See! That’s what happens with opinions. Even I’m guilty of it. Opinions are like money. No matter how much you know, there’s always someone who knows more. And they aren’t afraid to flaunt it. I have no credentials on anything. My education is hopelessly outdated. And my ten-year-old child constantly corrects me. The other day I tried to convince her that the United States was a republic and not a democracy. But she wouldn’t change her opinion (see “A” above) even though I was telling her a FACT. When I give an opinion, I know that opinion works for me, right then. But that’s about it. I don’t always need to fight for the glory.

The point is, don’t focus on those things in the material world that you cannot control or possibly ever change, when you can focus on inner health, on your inner world, on the things that matter.

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### A Formula for Success (The 4-Hour Workweek - Ferriss)

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Would you like me to give you a formula for success? It’s quite simple, really. Double your rate of failure. (The 4-Hour Workweek - Ferriss)  
—THOMAS J. WATSON, founder of IBM

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## Persuasion and Resonating with Others

### “In a Nutshell – WIN PEOPLE TO YOUR WAY OF THINKING” (How to Win Friends and Influence People - Carnegie)

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#### **PRINCIPLE 1 – The only way to get the best of an argument is to avoid it.**

Whenever we argue with someone, no matter if we win or lose the argument, we still lose. The other person will either feel humiliated or strengthened and will only seek to bolster their own position. We must try to avoid arguments whenever we can.

#### **PRINCIPLE 2 – Show respect for the other person's opinions. Never say "You're wrong."**

We must never tell people flat out that they are wrong. It will only serve to offend them and insult their pride. No one likes to be humiliated, we must not be so blunt.

#### **PRINCIPLE 3 – If you're wrong, admit it quickly and emphatically.**

Whenever we are wrong we should admit it immediately. When we fight we never get enough, but by yielding we often get more than we expected. When we admit that we are wrong people trust us and begin to sympathize with our way of thinking.

#### **PRINCIPLE 4 – Begin in a friendly way.**

"A drop of honey can catch more flies than a gallon of gall."<sup>6</sup> If we begin our interactions with others in a friendly way, people will be more receptive. Even if we are greatly upset, we must be friendly to influence people to our way of thinking.

#### **PRINCIPLE 5 – Start with questions to which the other person will answer yes.**

Do not begin by emphasizing the aspects in which we and the other person differ. Begin by emphasizing and continue emphasizing the things on which we agree. People must be started in the affirmative direction and they will often follow readily. Never tell someone they are wrong, but rather lead them where we would like them to go with questions that they will answer "yes" to.

#### **PRINCIPLE 6 – Let the other person do a great deal of the talking.**

People do not like listening to us boast, they enjoy doing the talking themselves. Let them rationalize and talk about the idea, because it will taste much sweeter to them in their own mouth.

#### **PRINCIPLE 7 – Let the other person feel the idea is his or hers.**

People inherently like ideas they come to on their own better than those that are handed to them on a platter. Ideas can best be carried out by allowing others to think they arrived at it themselves.



**PRINCIPLE 8 – Try honestly to see things from the other person's point of view.**

Other people may often be wrong, but we cannot condemn them. We must seek to understand them. Success in dealing with people requires a sympathetic grasp of the other person's viewpoint.

**PRINCIPLE 9 – Be sympathetic with the other person's ideas and desires.**

People are hungering for sympathy. They want us to recognize all that they desire and feel. If we can sympathize with others, they will appreciate our side as well and will often come around to our way of thinking.

**PRINCIPLE 10 – Appeal to the nobler motives.**

Everyone likes to be glorious in their own eyes. People believe that they do things for noble and morally upright reasons. If we can appeal to others' noble motives we can successfully convince them to follow our ideas.

**PRINCIPLE 11 – Dramatize your ideas.**

In this fast paced world, simply stating a truth isn't enough. The truth must be made vivid, interesting, and dramatic. Television has been doing it for years. Sometimes ideas are not enough and we must dramatize them.

**PRINCIPLE 12 – Throw down a challenge.**

The thing that most motivates people is the game. Everyone desires to excel and prove their worth. If we want someone to do something, we must give them a challenge and they will often rise to meet it.

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## **Habit 4 - Think Win-Win (7 Habits of Highly Effective People - Covey)**

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These are genuine feelings for mutually beneficial solutions or agreements in your relationships. Value and respect people by understanding a "win" for all is ultimately a better long-term resolution than if only one person in the situation had gotten his way.

Many of us grow up with a competitive mindset, "I win, and you lose". Or, a beaten-down mindset, "I give up, do whatever you want to me". Or, a mix of these and other mindsets. Each of these has its place. However, for most of the most valuable interactions we have in family and business, the most mature and effective point of view is seeking situations that benefit everyone involved.

When we negotiate, we should seek to make deals that help everyone. In cases where this is not possible, it is best to have the mindset from the outset that you will walk away from the deal.

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*While you should always aim for win-win when possible, be careful when you are dealing with someone who prefers win-lose. I was in this scenario with a coworker. Let's call him Nash. Nash preferred a win-lose scenario where he would make more money and I would make less, over a win-win where both of us would make more. Thankfully, I cut this relationship off before it went very far. I realized that people like this will pay for their success with your failure.*

## Habit 5 - Seek First to Understand, then to be understood (7 Habits of Highly Effective People - Covey)

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If you want to interact effectively with me, to influence me, you first need to understand me.

You have to build the skills of empathic listening on a base of character that inspires openness and trust.

Use empathic listening to genuinely understand a person, which compels them to reciprocate the listening and take an open mind to being influenced by you. This creates an atmosphere of caring, and positive problem solving.

If you don't have confidence in the diagnosis, you won't have confidence in the prescription. This principle is also true in sales. An effective salesperson first seeks to understand the needs, the concerns, the situation of the customer. The amateur salesman sells products; the professional sells solutions to needs and problems.

Diagnosing before you prescribe is also fundamental to law. The professional lawyer first gathers the facts to understand the situation, to understand the laws and precedents, before preparing a case. A good lawyer almost writes the opposing attorney's case before he writes his own.

Seek First to Understand, Then to be Understood. Knowing how to be understood is the other half of Habit 5, and is equally critical in reaching win-win solutions.

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## Habit 6 - Synergize (7 Habits of Highly Effective People - Covey)

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Combine the strengths of people through positive [teamwork](#), so as to achieve goals that no one could have done alone. It means that the whole is greater than the sum of its parts. It means that the relationship which the parts have to each other is a part in and of itself. It is not only a part, but the most catalytic, the most empowering, the most unifying, and the most exciting part.

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*Even if you don't achieve synergies but show genuine attempts at doing so, it will resonate and encourage others to work harder with you, or for you.*

## Honesty – it works and compounds (Choose Yourself - Altucher)

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Dishonesty works...until it doesn't. Everyone messes up. And when you are dishonest, you are given only one chance and then it's over. You're out of the game—at least until you get your act straight and you have to start from scratch with your tail between your legs.

**HONESTY COMPOUNDS.** It compounds exponentially. No matter what happens in your bank account, in your career, in your promotions, in your startups. Honesty compounds exponentially, not over days or weeks, but years and decades. More people trust your word and spread the news that you are a person to be sought out, sought after, given opportunity, given help, or given money. This is what will build your empire.

I know this through countless failures. The more times I fail but communicate about it, the more times I make no money at all but let someone have ideas for free; the more times I try to “get mine” but only end up getting stabbed by those who think it's okay to be dishonest, the greater the number of seeds I've planted and the more money I'll make in the long run.

Be dishonest once, and all of those seeds will be washed away in a thunderstorm of life-killing proportions. A hurricane of despair that will sweep away all of your opportunities forever. You are left with a desert and will have to start again.

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## How you can be more honest in your life (Choose Yourself - Altucher)

*This takes honesty into action. It falls directly under the broader theme of this section to resonate with others. When people know you are honest, they will want your input and value your thoughts. This one is long, but worth the read...*

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**GIVE CREDIT.** Even if the ideas were all yours. Even if you made nothing on them. Even if they were blatantly stolen. Give credit and move on. Hoarding your ideas for the moment when you can shine, will only leave you by yourself in a dimly lit room with only a mirror to stare at.

**BE THE SOURCE.** “But if I give ideas for free, what if they could’ve made a billion dollars? I always get screwed by my partners.” If you are the source of ideas, then you are ALWAYS the source. Forget the losers who steal. Move on. You become THE fountain of ideas. People come to the fountain and make wishes and throw money in. Don’t be a trickle of dirty water. Be the fountain and let people know it by giving away all credit and rewards. A great example of “the source” is Google. Google has absolutely no content on it. There’s nothing there but a little box. You go to that magic box and you enter in a term you want to know about. Let’s say, “motorcycles.” Then Google is completely honest. They come back right away and say, “We know ABSOLUTELY NOTHING about motorcycles BUT if you go to these ten or so websites, we think these are the best sites where you can find out about motorcycles.”

“Oh! And by the way,” Google continues, “here’s three more sites that know about motorcycles, but we are being totally honest here, those three sites are paying us. Just so you know.”

And then you leave Google. The average person spends only a few minutes A MONTH at Google. In fact, the longer you stay at Google, the less profitable Google is. They want you to get the hell off their site. Every time you leave their site, either their algorithm improves (they learn from what you click on), or they make money (you click on a site that paid them).

**INTRODUCE TWO PEOPLE.** Every day you can think of at least two people to introduce to each other who will help each other. You don’t have to be in the middle. “Take me off cc,” you should say. Let them help each other. Let them benefit. You don’t need to be in the middle and benefit this time. You’ll benefit next time. Or the time after that. Even if it means giving up

opportunities for yourself if you think someone else would be better for the job.

The network effect, on the other hand, has been well known on the Internet since its early days. The premise is that the value of a site goes up exponentially depending on how many people are using it. The more people using the site who don't know each other or didn't learn about the site from each other, the stronger the network effect. It's the Empire Builder.

How does this apply to you? How many people are "using you?" The value of your network goes up exponentially when you view your contacts and resources not as a list but as a network of nodes on a graph. Think of the number of connections that can connect two different nodes on that graph. It's exponential compared to the number of items in a list that connect directly to you.

**TAKE THE BLAME.** I messed up in October 2008. I was going through a separation and financial crisis, and I was scared out of my mind. I was managing a little bit of money a hedge fund had allocated me. I was down that month. It was ground zero of the goddamn financial crisis. I would sleep in my hammock until it would rain and storm all over me and the next thing I would know the Dow was down another seven hundred points while I was soaked and sick and angry. The hedge fund manager called me at the end of the month and said, "Look, I've called you ten times and you didn't return the call. Just return the call once and it would've been okay. Now I've got to take the money back." He was right. And I told him that. Eventually. We're good friends now and have worked together since but it took a few years to build back the trust.

"A 'No' uttered from the deepest conviction is better than a 'Yes' merely uttered to please, or worse, to avoid trouble." — Gandhi

**DON'T BE ANGRY.** Anger is a form of dishonesty. Nobody is perfect. It's a lie to expect the people around you to be perfect. Sometimes I'm angry with my kids. But they are just kids. Sometimes I'm angry at people I'm trying to do deals with. But they have their own motivations, fears, worries, and anxieties. They don't have to do everything I expect of them. So my anger is really a belief that they should do what I expect them to do. It's a form of dishonesty when you lie to yourself about the expectations you have of others. Of course, you can't control your anger. Sometimes it just happens. But note it for what it is, examine it, and try to turn it around, even just a

little—in order to learn more about yourself rather than to blame someone else. That’s where the honesty will compound.

**NO EXCUSES.** When I lost money in October 2008, it was easy to blame a manipulated market and all the criminals who led it to be that way. When I lost millions of dollars in 2000 to the point of going completely broke and losing my home, it was easy to blame an “Internet bust” and “corrupt CEOs” rather than my own lack of experience in the financial world. Excuses are easy lies we tell ourselves to cover up our failures. One such excuse is, only dishonest people get ahead. This is also a lie.

**MAKE OTHERS LOOK GOOD.** This is more than just giving credit. There’s a commonly quoted rule in management, the “Pareto Rule,” which states that 80 percent of the work is done by 20 percent of the people. This is, in part, a product of an inferior standardized educational system where kids for twenty years are encouraged to do the minimum required to pass and make it to the next “level” on some imaginary ladder of success. But everyone wants to be acknowledged for small achievement. Take out your microscope. Acknowledge even the smallest accomplishments of the people around you. Bring more and more of the people around you into the 20 percent. At heart, everyone wants to be perceived as special. That’s because everyone is special but are often never acknowledged that way. Be different. Be aware of the smallest movements around you and acknowledge them. Nobody will forget that.

**DON’T GOSSIP.** One time I trashed an entrepreneur I had invested in to another investor. Later that day I was supposed to have dinner with the first entrepreneur. By that time, just four hours later, he had heard I trashed him. He never trusted me again. People always hear. And if they don’t hear, they feel, because word gets around. And you can’t predict this. And it’s another way of living a double life.

**DO WHAT YOU SAY YOU ARE GOING TO DO.** Be that guy.

**ENHANCE THE LIVES OF OTHERS.** In 1999 some of my employees in my first company left and started a competitor company. Some of my partners were mad. I encouraged the employees. How come? Because nobody needs to be my employee for their entire lives. Always help people grow into their own potential. The only thing I tell these people is, “If you ever find me in the

gutter with a needle sticking out of my elbow, please help me out.” They laugh and say, “That will never happen.” Believe me. Anything can happen. I’ve been helped out of that gutter more than once.

Ten years later I ran into the employee who became CEO of that spinoff company. He ran after me and called my name. It was in Times Square in New York. We hadn’t spoken in almost ten years. His company had greatly expanded. They had taken in major investors, and the company was now profitable and had lots of employees. He told me that when he walked the floor, he always pictured two people as his role models: his commander in the Israeli Army. And me. I felt really honored. He had greatly helped me when I was building my business. And now it was an honor for me to help him back in that way. I don’t ever have to benefit off of his business. But his business is helping many people now and, in its own way, that creates abundance for me. The abundance can never stop when you help others.

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# Sales...including Selling Yourself

## Sales vs Negotiation (Choose Yourself - Altucher)

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When you're negotiating you have to say no a lot. When you are selling, you are always trying to find the "yes." So although they aren't total opposites, the goals are completely different.

NEGOTIATION IS WORTHLESS. SALES ARE EVERYTHING.

Why? Because when someone says "yes" to you, you are in the door. Eventually then, you'll get the girl (or guy, whatever) in bed. If you negotiate right at the door, then you might have to walk away and try the next house. That takes time and energy, and still might not work out.

In fact, not only will "bad negotiation" often result in great sales (and frankly I'd rather be in the bed than walking door to door) but, if you are a master salesman, it will also lead to the best result.

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## Emphasize strengths, don't fix weaknesses (The 4-Hour Workweek - Ferriss)

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Most people are good at a handful of things and utterly miserable at most. I am great at product creation and marketing but terrible at most of the things that follow. My body is designed to lift heavy objects and throw them, and that's it. I ignored this for a long time. I tried swimming and looked like a drowning monkey. I tried basketball and looked like a caveman. Then I became a fighter and took off. It is far more lucrative and fun to leverage your strengths instead of attempting to fix all the chinks in your armor. The choice is between multiplication of results using strengths or incremental improvement fixing weaknesses that will, at best, become mediocre. Focus on better use of your best weapons instead of constant repair.

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## Criticism (The 4-Hour Workweek - Ferriss)

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People who avoid all criticism fail. It's destructive criticism we need to avoid, not criticism in all forms.

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*Often this is the only form of real-time feedback. Taking criticism constructively is the only way to make immediate improvements.*

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## Ten Keys to Selling (Becoming a Master Salesman, Choose Yourself - Altucher)

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*I only thought four were noteworthy. If sales is your thing, though, I recommend going back to the book.*

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**Learn the entire history of your client, your audience, your readership, and your platform.** You need to love your client. Love all of their products. Infuse yourself with knowledge of their products. I wanted to work at HBO because I loved all of their shows, and I studied their history back to the '70s before I applied for a job there in the '90s.

**Give extra features.** Do the first project cheap. And whatever was in the spec, add at least two new cool features. This BLOWS AWAY the client. Don't forget the client is a human, not a company. That human has a boss. And that person wants to look good in front of her boss. If you give her a way to get promoted, then she will love you and always hire you back. Don't forget to always give extra. A simple effort will get you a customer for life.

**Give away the kitchen sink.** One of the biggest investors in my fund of hedge funds had just been ripped off in a Ponzi scheme. They almost went out of business. I introduced them to reporters at every newspaper to help them get the word out about the Ponzi scheme. They were infinitely grateful and even put more money in my fund. Whenever the main guy was depressed about what had happened, I would talk to him for an hour trying to cheer him up. I wasn't just a fund he invested in but a PR person and therapist. Go the extra mile.

**Recommend your competition.** Think about it this way: what are two of the most popular sites on the Internet? Yahoo! and Google. What do they do? They just link to their competition, other websites. If you become a reliable source, then everyone comes back to you; if your knowledge has value, they

can only get that by having access to you. They get access by buying your product or services.

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## Habit 7 - Sharpen the Saw (7 Habits of Highly Effective People - Covey)

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It's preserving and enhancing the greatest asset you have -- you.

It's renewing the four dimensions of your nature -- physical, spiritual, mental, and social/emotional. Taking time to sharpen the saw is a definite Quadrant II activity. [*This is associated with Habit 3, under Efficiency and Effectiveness*].

The physical dimension involves caring effectively for our physical body -- eating the right kinds of foods, getting sufficient rest and relaxation, and exercising on a regular basis.

Renewing the spiritual dimension provides leadership to your life. Whether prayer, meditation, yoga, or just giving your mind time to connect and relax.

Mental renewal through education of some sort - whether reading, writing, organizing and planning, etc.

While the physical, spiritual, and mental dimensions are closely related to Habits 1, 2, and 3 -- centered on the principles of personal vision, leadership, and management -- the social/emotional dimension focuses on Habits 4, 5, and 6 -- centered on the principles of interpersonal leadership, empathic communication, and creative cooperation.

Success in Habits 4, 5, and 6 is not primarily a matter of intellect; it's primarily a matter of emotion. It's highly related to our sense of personal security.

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*The better your product, the better it works, and the easier it sells. This is especially true with yourself.*

## Don't give secondhand advice (Choose Yourself - Altucher)

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A woman walks with her son many miles and days to come to Gandhi. She is very worried about her son's health because he is eating too much sugar. She comes to Gandhi and says, "Please, sir, can you tell my son to stop eating sugar." Gandhi looks at her and thinks for a bit and finally says, "Okay, but not today. Bring him back in two weeks." She's disappointed and takes her son home. Two weeks later she makes the journey again and goes to Gandhi with her son. Gandhi says to the boy, "You must stop eating sugar. It's very bad for you." The boy has such respect for Gandhi that he stops and lives a healthy life. The woman is confused and asks him, "Gandhi, please tell me: Why did you want me to wait two weeks to bring back my son?" Gandhi said, "Because before I could tell your son to stop eating sugar, I had to stop eating sugar first."

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*Gandhi said "You must first be the change you want to see in this world." This is the epitome of leading by example, as is avoiding secondhand advice. People are more likely to 'buy you' if they believe this of you.*

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## How to get in touch with someone important/rich/famous (Choose Yourself - Altucher)

*You need to sell yourself as someone worth talking to...*

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Find someone you don't know who interests and inspires you, then figure out how to reach them. Send them a kind note on LinkedIn or Facebook. Hit them up on Twitter. But research them first. I guarantee a quick conversation or e-mail exchange with someone inspirational will also inspire you. "Touching" someone who has made the impossible possible helps you realize that your ideas are also possible and inspire you to do more. Don't underestimate the power of being social.

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## ... same theme continued (The 4-Hour Workweek - Ferriss)

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"I do what I always do: find a personal e-mail if possible, often through their little-known personal blogs, send a two- to three-paragraph e-mail which explains that I am familiar with their work, and ask one simple-to-answer but thought-provoking question in that e-mail related to their work or life philosophies. The goal is to start a dialogue so they take the time to answer future e-mails—not to ask for help. That can only come after at least three or four genuine e-mail exchanges."

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*These tips will work as long as you can locate direct contact info. If it's someone in charge of a business then [firstname.lastname@business.com](mailto:firstname.lastname@business.com) and variations will work 99% of the time.*

## Handling People

### “Fundamental Techniques in Handling People” (How to Win Friends and Influence People - Carnegie)

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#### **PRINCIPLE 1 – Don't criticize, condemn, or complain.**

People hate to admit fault. When people are criticized or humiliated, they rarely respond well and will often become defensive and resent their critic. To handle people well, we must never criticize, condemn or complain because it will never result in the behavior we desire.

#### **PRINCIPLE 2 – Give honest and sincere appreciation**

Appreciation is one of the most powerful tools in the world. People will rarely work at their maximum potential under criticism, but honest appreciation brings out their best. Appreciation, though, is not simple flattery, it must be sincere, meaningful and with love.

#### **PRINCIPLE 3 – Arouse in the other person an eager want**

To get what we want from another person, we must forget our own perspective and begin to see things from the point of view of others. When we can combine our desires with their wants, they become eager to work with us and we can mutually achieve our objectives.

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*Handling people is a broad blanket statement. It reflects the human interactions which define our lives. Just knowing these three principles, let alone following them, gives you an advantage over others. These are the epitome of people skills.*

### Learn to be difficult when it counts (The 4-Hour Workweek - Ferriss)

*This goes against the grain of the three principles above. It's a reminder that context within problems is what defines them. Solutions are rarely black or white, almost always gray.*

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If I received anything less than an A on the first paper or non-multiple-choice test in a given class, I would bring 2–3 hours of questions to the grader's office hours and not leave until the other had answered them all or stopped out of exhaustion.

This served two important purposes:

1. I learned exactly how the grader evaluated work, including his or her prejudices and pet peeves.
2. The grader would think long and hard about ever giving me less than an A. He or she would never consider giving me a bad grade without exceptional reasons for doing so, as he or she knew I'd come a'knocking for another three hour visit.

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*You can use similar tactics in other circumstances to serve the same purposes. For example, take someone unhappy with your efforts at work. Be genuine and ask him/her for advice while showing a genuine desire to succeed and learn. No need to take it as far as Ferriss does in his school example, but take it far enough to get similar outcomes.*

## Emotional Bank Account (7 Habits of Highly Effective People - Covey)

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Emotional bank account is a metaphor that describes the amount of trust that's been built up in a relationship. It's the feeling of safeness you have with another human being.

If I make deposits into an Emotional Bank Account with you through courtesy, kindness, honesty, and keeping my commitments to you, I build up a reserve. Your trust toward me becomes higher, and I can call upon that trust many times if I need to. I can even make mistakes and that trust level that emotional reserve, will compensate for it. My communication may not be clear, but you'll get my meaning anyway. You won't make me "an offender for a word." When the trust account is high, communication is easy, instant, and effective.

But if I have a habit of showing discourtesy, disrespect, cutting you off, overreacting, ignoring you, becoming arbitrary, betraying your trust, threatening you, or playing little tin god in your life, eventually my Emotional Bank Account is overdrawn. The trust level gets very low. Then what flexibility do I have?

Keeping a commitment or a promise is a major deposit; breaking one is a major withdrawal. In fact, there's probably not a more massive withdrawal than to make a promise that's important to someone and then not to come

through. The next time a promise is made, they won't believe it. People tend to build their hopes around promises, particularly promises about their basic livelihood.

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*A visual:*



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**“In a Nutshell – SIX WAYS TO MAKE PEOPLE LIKE YOU”**  
(How to Win Friends and Influence People - Carnegie)

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**PRINCIPLE 1 – Become genuinely interested in other people.**

"You can make more friends in two months by being interested in them, than in two years by making them interested in you." The only way to make quality, lasting friendships is to learn to be genuinely interested in them and their interests.

**PRINCIPLE 2 – Smile.**

Happiness does not depend on outside circumstances, but rather on inward attitudes. Smiles are free to give and have an amazing ability to make others feel wonderful. Smile in everything that you do.

**PRINCIPLE 3 – Remember that a person's name is, to that person, the sweetest and most important sound in any language.**

"The average person is more interested in their own name than in all the other names in the world put together."<sup>[9]</sup> People love their names so much that they will often donate large amounts of money just to have a building named after themselves. We can make people feel extremely valued and important by remembering their name.

**PRINCIPLE 4 – Be a good listener. Encourage others to talk about themselves.**

The easiest way to become a good conversationalist is to become a good listener. To be a good listener, we must actually care about what people

have to say. Many times people don't want an entertaining conversation partner; they just want someone who will listen to them.

**PRINCIPLE 5 – Talk in terms of the other person's interests.**

The royal road to a person's heart is to talk about the things he or she treasures most. If we talk to people about what they are interested in, they will feel valued and value us in return.

**PRINCIPLE 6 – Make the other person feel important – and do it sincerely.**

The golden rule is to treat other people how we would like to be treated.

We love to feel important and so does everyone else. People will talk to us for hours if we allow them to talk about themselves. If we can make people feel important in a sincere and appreciative way, then we will win all the friends we could ever dream of.

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## Setting and Achieving Goals

### You need to set UNREALISTIC GOALS (The 4-Hour Workweek - Ferriss)

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It's lonely at the top. Ninety-nine percent of people in the world are convinced they are incapable of achieving great things, so they aim for the mediocre. The level of competition is thus fiercest for "realistic" goals, paradoxically making them the most time-and energy-consuming. It is easier to raise \$1,000,000 than it is \$100,000. It is easier to pick up the one perfect 10 in the bar than the five 8s.

If you are insecure, guess what? The rest of the world is, too. Do not overestimate the competition and underestimate yourself. You are better than you think.

Unreasonable and unrealistic goals are easier to achieve for yet another reason.

Having an unusually large goal is an adrenaline infusion that provides the endurance to overcome the inevitable trials and tribulations that go along with any goal. Realistic goals, goals restricted to the average ambition level, are uninspiring and will only fuel you through the first or second problem, at which point you throw in the towel. If the potential payoff is mediocre or average, so is your effort. I'll run through walls to get a catamaran trip through the Greek islands, but I might not change my brand of cereal for a weekend trip through Columbus, Ohio. If I choose the latter because it is "realistic," I won't have the enthusiasm to jump even the smallest hurdle to accomplish it. With beautiful, crystal-clear Greek waters and delicious wine on the brain, I'm prepared to do battle for a dream that is worth dreaming. Even though their difficulty of achievement on a scale of 1–10 appears to be a 10 and a 2 respectively, Columbus is more likely to fall through.

The fishing is best where the fewest go, and the collective insecurity of the world makes it easy for people to hit home runs while everyone else is aiming for base hits.

There is just less competition for bigger goals.

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*If this sounds absurd at first...it is. The reason you cannot achieve your goal is because...it's too easy!? Let me offer a simple analogy. It shows how the two points Ferriss makes in defense are not just reasons for his logic, they are the driving forces. If your goal is to raise \$1000 for a charity, then you may hope to hit the mark by emailing 100 or so friends and family members and posting a link on social media. After a month you see that only your parents and a couple random people have donated a total far less than \$1000. All you needed was a paltry \$10/person. Why haven't you come close to such an achievable goal?*

*Your friends and family have already seen similar requests so they are not motivated to take action, maybe some of them said they would donate later and then they just forgot. Also, your goal was reasonable so they thought other people would donate and make up for their own absence. Now imagine if your goal was \$10,000 or even \$100,000 – would you just blast an email out and hope for the best? Or would you personally get in touch with the people who might, by themselves, help you achieve your goal. The people you approach for donations would also appreciate your cause more. When you are trying to raise such a significant amount, they know they can make a difference by donating. This is how it works when you want to build a business that is revolutionary, versus successful. Thinking bigger demands more and leads to greater performance with less competition. Achievable goals, AKA normal goals, are saturated.*

*How do we take an unachievable goal to action? The key is in the ability to formulate the first step or two, and then act on them. Let's say you want to become a famous actor, how do you start? Step 1, get some headshots, then sign up for acting classes if you need them. Simultaneously, go to a website such as [castingfrontier.com](http://castingfrontier.com) to find extra/background roles, or participate in local theater/plays. At this point you're already on set/stage and have a deeper understanding of what it takes to get to the next level. Unrealistic goals are only impossible if you never formulate and take the first couple steps.*

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What is the opposite of happiness? Sadness? No. Just as love and hate are two sides of the same coin, so are happiness and sadness. Crying out of happiness is a perfect illustration of this. The opposite of love is indifference, and the opposite of happiness is—here’s the clincher—boredom.

Excitement is the more practical synonym for happiness, and it is precisely what you should strive to chase. It is the cure-all. When people suggest you follow your “passion” or your “bliss,” I propose that they are, in fact, referring to the same singular concept: excitement.

This brings us full circle. The question you should be asking isn’t, “What do I want?” or “What are my goals?” but “What would excite me?”

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*Taking the previous point on unrealistic goals a step further, goals that excite you will provide the passion and ambition.*

## How to become an Idea Machine (Choose Yourself - Altucher)

*If you still need to think of a goal, or want more goals or ideas:*

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Every day, read/skim chapters from books on at least four different topics.

Write down ten ideas. About anything. It doesn’t matter if they are business ideas, book ideas, ideas for surprising your spouse in bed, ideas for what you should do if you are arrested for shoplifting, ideas for how to make a better tennis racquet, anything you want. The key is that it has to be ten or more. *[And to do this every single day!]*

You don’t ever have to look at these ideas again. The purpose is not to come up with a good idea. The purpose is to have thousands of ideas over time. To develop the idea muscle and turn it into a machine.

Now when you look back at the list you can combine old and new ideas, or meet with a partner doing the same and combine – “idea sex.” *[Combining your own old and new ideas will be a great source of “idea sex” after a few months as well].*

Note: what might be too big for you (thinking of the next step) might not be

too big for someone else. They might easily know, and not be afraid of, what the next step is. Someone asked me, "How do you know when an idea is too big?" **I answered that an idea is too big if you can't think of the next step.**

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*Idea generation in this case can be anything – big, small, preposterous, irrelevant...whatever.*

**Goals are not ideas, and ideas are far from goals (How to Get Rich – Dennis)**

*Don't confuse an idea with a goal. Ideas LEAD TO goals.*

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Having a great idea is simply not enough. The eventual goal is vastly more important than any idea. It is how ideas are implemented that counts in the long run.

Good ideas are like Nike sports shoes. They may facilitate an athlete who possesses them, but on their own they are nothing but an over-priced pair of plimsolls. Specially adapted plimsolls may be a good idea. But the goal is still to win, and sports shoes don't win. Athletes do.

And yet I have lost count of the number of men and women who have approached me with their 'great idea', as if this, in and of itself, was some passport to instant wealth. The idea is not a passport. At most, it is the means of obtaining one.

Ray Kroc, of McDonald's fame, did not invent the idea of 'fast food'. Humans have been stuffing their face 'on the run' since the dawn of history. His genius was merely to recognise this fact and implement a simple five-point plan: standardise the food and prices, franchise the outlets, produce the food swiftly in clean surroundings, offer value for money and market the whole shebang relentlessly.

Easy to state; hard to implement. And it flew in the face of all conventional wisdom concerning the sale of fast food at the time.

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*If you don't know what plimsolls are, join the club. Regardless, successful Brits like Dennis know that the idea only provides the canvas to your goals. Goals are the actual painting of the canvas.*

## Habit 2 - Begin with the End in Mind (7 Habits of Highly Effective People - Covey)

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Envision what you want in the future so you can work and plan towards it. This habit could be restated, visualize where you want to go. Before you start doing something sit down and plan it out. A couple of minutes planning will usually save you many minutes of actual work later on. Use your creative forces to create images and plans in your head first, then carry out your plan. The plan is called the first creation, and when you carry out the plan it is the second creation. For your "second creation" to be successful, you should have a well thought-out "first creation".

...the most fundamental application of "Begin with the End in Mind" is to begin today with the image, picture, or paradigm of the end of your life as your frame of reference or the criterion by which everything else is examined. Each part of your life -- today's behavior, tomorrow's behavior, next week's behavior, next month's behavior -- can be examined in the context of the whole, of what really matters most to you. By keeping that end clearly in mind, you can make certain that whatever you do on any particular day does not violate the criteria you have defined as supremely important, and that each day of your life contributes in a meaningful way to the vision you have of your life as a whole.

Put another way, Habit 1 says, "You are the creator."

Habit 2 is the first creation.

The most effective way I know to Begin with the End in Mind is to develop a personal

mission statement or philosophy or creed. It focuses on what you want to be (character) and to do (contributions and achievements) and on the values or principles upon which being and doing are based.

Once you have that sense of mission, you have the essence of your own proactivity. You have the vision and the values which direct your life. You have the basic direction from which you set your long- and short-term goals. You have the power of a written constitution based on correct principles,

against which every decision concerning the most effective use of your time, your talents, and your energies can be effectively measured.

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### Mentors (Choose Yourself - Altucher)

*Altucher took 9 tips from Alex Day, here is one that matters more.*

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Alex: To help with knowing if you're good or not, you need a mentor. (Lesson Number Seven) You have to have someone who either knows the industry or knows what's commercial or successfully experimental or whatever it is you're trying to achieve with your music and can tell you honestly whether or not you're meeting that standard.

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*This applies to all industries, especially if you are a younger professional.*

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### Don't become obsessed with great ideas (How to Get Rich – Dennis)

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The problem with the great idea is that it concentrates the mind on the idea itself. This is fine as far as it goes. But unless the idea is executed efficiently and with panache and originality, then it doesn't matter how great the idea is, the enterprise will fail. Ideas are certainly of immense importance, but I have seen so many people attempting to create a start-up company who have become obsessed with proving that their idea was 'right' rather than obsessed with making money. And I have watched them wasting years doing it.

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*Not every goal is going to be achieved. Sometimes, you do have to give up.*

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## Execution

### The Timing Is Never Right. (The 4-Hour Workweek - Ferriss)

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I once asked my mom how she decided when to have her first child, little ol' me. The answer was simple: "It was something we wanted, and we decided there was no point in putting it off. The timing is never right to have a baby." And so it is.

For all of the most important things, the timing always sucks. Waiting for a good time to quit your job? The stars will never align and the traffic lights of life will never all be green at the same time. The universe doesn't conspire against you, but it doesn't go out of its way to line up all the pins either. Conditions are never perfect.

"Someday" is a disease that will take your dreams to the grave with you. Pro and con lists are just as bad. If it's important to you and you want to do it "eventually," just do it and correct course along the way.

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*Right now is almost always the best time to start something. Waiting is wasting.*

### Ask for Forgiveness, Not Permission. (The 4-Hour Workweek - Ferriss)

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If it isn't going to devastate those around you, try it and then justify it. People—whether parents, partners, or bosses—deny things on an emotional basis that they can learn to accept after the fact. If the potential damage is moderate or in any way reversible, don't give people the chance to say no. Most people are fast to stop you before you get started but hesitant to get in the way if you're moving. Get good at being a troublemaker and saying sorry when you really screw up.

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*Sometimes asking permission is our semi or subconscious way of excusing ourselves from a difficult task or project. When you ask someone for permission to do something with little to no repercussions, you might as well just avoid entertaining the idea in the first place. That being said, with this book I have practiced what I preach...or what Ferriss preached (Altucher*

*actually preaches the same as well). Just as I was about to consult a lawyer and email Ferriss and co., I thought of this advice, and here we are.*

### **Convince someone to try your way with The Puppy Dog Close (The 4-Hour Workweek - Ferriss)**

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The Puppy Dog Close in sales is so named because it is based on the pet store sales approach: If someone likes a puppy but is hesitant to make the life-altering purchase, just offer to let them take the pup home and bring it back if they change their minds. Of course, the return seldom happens. The Puppy Dog Close is invaluable whenever you face resistance to permanent changes. Get your foot in the door with a “let’s just try it once” reversible trial.

Learn to imitate any good child: “Just this once! Please!!! I promise I’ll do X!” Parents fall for it because kids help adults to fool themselves. It works with bosses, suppliers, customers, and the rest of the world, too.

Use it, but don’t fall for it. If a boss asks for overtime “just this once,” he or she will expect it in the future.

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### **Know when it’s time to quit (How to Get Rich – Dennis)**

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If at first you don't succeed, try, try, try again.  
Then quit. No use being a damn fool about it.  
W.C. FIELDS, AMERICAN HUMORIST (ATTR.)

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*Dennis goes on to describe the difference between persistence and stubbornness – the essence of this quote.*



## Time-saving Tricks and Tools

### PERSONAL ADVICE to avoid distractions and procrastinating

*It's common to get distracted – sometimes permanently – when we're doing something productive or important. Whether the distraction is a text message or a sudden craving for Cheetos (I'm giving you a chance to test this out by also mentioning Lays Sour Cream and Onion chips). Next time it happens, make the conscious decision to finish this chapter, research two more topics, or any mildly significant milestone in the task at hand. It has to be a significant milestone so it gives you the time to forget about the distraction. Keeping the milestone relatively short provides some relief that a break is coming soon, whether subconscious or not.*

*As long as the distraction is as unimportant and mundane as 90% of distractions, chances are that you'll forget about it as soon as you get back to work (did you forget about Cheetos/your favorite snack yet?). When the next distraction comes, you know that setting an even greater milestone will only help your productivity. If you do succumb to the distraction though, set a time limit so you can return to the more important task at hand. These distractions prove to develop into tangents which continuously impede our progress. Especially now with cell phones taking over our lives. Oh yeah, try turning that thing off once in a while!*

### Choosing the Best E-mail Batching Times (The 4-Hour Workweek - Ferriss)

*Ferriss suggests choosing specific times to check email, rather than checking at all times of the day and encouraging distractions.*

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[www.xobni.com/special](http://www.xobni.com/special)

Xobni—inbox spelled backwards—is a free program for putting Outlook on steroids.

It offers many features, but the most relevant to this chapter is its ability to identify “hotspots,” or periods of time when you receive the bulk of e-mail from your most important contacts.

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An article on the same topic, entitled 'Four science-backed ways to fix your email': <https://www.theladders.com/p/16647/four-science-backed-ways-fix-email>

## Preventing Web Browsing Completely (The 4-Hour Workweek - Ferriss)

*A similar suggestion to avoid distractions while working on a computer...*

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Freedom

<http://www.ibiblio.org/fred/freedom/>

Freedom is a free application that disables networking on an Apple computer.

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*StayFocusd works great on Google Chrome.*

## Avoid chitchat on the phone (The 4-Hour Workweek - Ferriss)

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Don't encourage people to chitchat and don't let them chitchat. Get them to the point immediately. If they meander or try to postpone for a later undefined call, reel them in and get them to come to the point. If they go into a long description of a problem, cut in with, "[Name], sorry to interrupt, but I have a call in five minutes. What can I do to help out?" You might instead say, "[Name], sorry to interrupt, but I have a call in five minutes. Can you send me an e-mail?"

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*Use whichever method works, whether it's "Hey Mom, I have so much work – is there anything important you wanted to talk about?" Or to your best friend, "I gotta run in a minute, can you just text me?" Usually, friends and family affect productivity more than anyone else.*

## Stop asking questions and propose solutions (The 4-Hour Workweek - Ferriss)

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Stop asking for opinions and start proposing solutions. Begin with the small things. If someone is going to ask, or asks, "Where should we eat?" "What movie should we watch?" "What should we do tonight?" or anything

similar, do NOT reflect it back with, “Well, what do you want to ...?” Offer a solution.

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## Eliminating Paper Distractions, Capturing Everything (The 4-Hour Workweek - Ferriss)

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Evernote – [www.evernote.com](http://www.evernote.com)

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*Save notes, pictures, websites, integrates with Google Drive, access from any computers, etc.*

## How to Read 200% Faster in 10 Minutes (The 4-Hour Workweek – Ferriss)

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There will be times when, it’s true, you will have to read. Here are four simple tips that will lessen the damage and increase your speed at least 200% in 10 minutes with no comprehension loss:

**1. Two Minutes: Use a pen or finger to trace under each line as you read as fast as possible.** Reading is a series of jumping snapshots (called saccades), and using a visual guide prevents regression.

**2. Three Minutes: Begin each line focusing on the third word in from the first word, and end each line focusing on the third word in from the last word.** This makes use of peripheral vision that is otherwise wasted on margins. For example, even when the highlighted words in the next line are your beginning and ending focal points, the entire sentence is “read,” just with less eye movement:

“Once upon **a** time, an information addict **decided** to detox.”  
Move in from both sides further and further as it gets easier.

**3. Two Minutes: Once comfortable indenting three or four words from both sides, attempt to take only two snapshots—also known as fixations—per line on the first and last indented words.**

**4. Three Minutes: Practice reading too fast for comprehension but with good technique (the above three techniques) for five pages prior to reading at a comfortable speed.** This will heighten perception and reset your speed limit, much like how 50 mph normally feels fast but seems like slow motion if you drop down from 70 mph on the freeway.

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*Now I won't stand by Ferriss's claim of 200% faster with no loss of comprehension. From experience though, I do stand by these methods. These are the basics of speed reading. The loss of comprehension is the part I can't stand by though. You can improve on comprehension with practice but doubling your reading speed in 10 minutes will result in a significant loss of comprehension. It's a give and take though, so if you read 125% faster at first, it's possible to retain better comprehension levels. This is worth a look as you'll see great improvement with practice.*

## **Avoid meetings, long conversations, etc. (The 4-Hour Workweek - Ferriss)**

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It is your job to train those around you to be effective and efficient. No one else will do it for you. Here are a few recommendations:

1. Decide that, given the non-urgent nature of most issues, you will steer people toward the following means of communication, in order of preference: e-mail, phone, and in-person meetings. If someone proposes a meeting, request an e-mail instead and then use the phone as your fallback offer if need be. Cite other immediately pending work tasks as the reason.
2. Respond to voicemail via e-mail whenever possible. This trains people to be concise. Help them develop the habit.

Meetings should only be held to make decisions about a predefined situation, not to define the problem. If someone proposes that you meet with them or "set a time to talk on the phone," ask that person to send you an e-mail with an agenda to define the purpose:

That sounds doable. So I can best prepare, can you please send me an e-mail with an agenda? That is, the topics and questions we'll need to address? That would be great. Thanks in advance.

if you absolutely cannot stop a meeting or call from happening, define the end time.

- Use e-mail instead of face-to-face meetings to solve problems.
- Beg-off going (this can be accomplished through the Puppy Dog Close).
- If meetings are unavoidable, keep the following in mind:

Go in with a clear set of objectives.

Set an end time or leave early.

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## Get a Virtual Assistant – Outsource Work (The 4-Hour Workweek - Ferriss)

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### U.S. and Canada (\$20/hour+)

<http://www.iavoa.com> (International Association of Virtual Office Assistants). Global directory that includes the U.S.

<http://www.cvac.ca> (Canadian Virtual Assistant Connection)

<http://www.canadianva.net/files/va-locator.html> (Canada)

[www.onlinebusinessmanager.com](http://www.onlinebusinessmanager.com)

### North America and International (\$4/hour+)

[www.elance.com](http://www.elance.com) (Search “virtual assistants,” “personal assistants,” and “executive assistants.”) The client feedback reviews on Elance enabled me to find my best VA to date, who costs \$4/hour. Similar marketplaces with positive reviews include

[www.guru.com](http://www.guru.com) and [www.rentacoder.com](http://www.rentacoder.com)

### India

[www.tryasksunday.com](http://www.tryasksunday.com) (\$20–60 per month for 24/7 concierge, free one-week trial).

AskSunday is one of the sophisticated new kids on the personal outsourcing block.

Their site was nominated the #2 website of the year in 2007 by Time magazine. Just

dial a 212 (NYC) area code and get routed to well-spoken assistants in India and the

Philippines. I use this service 80% of the time, as most tasks take less than 10 minutes

to complete. For longer projects, there are teams available for \$12/hour. [www.b2kcorp.com](http://www.b2kcorp.com) (\$15/hour+) From Fortune 10 oil companies and Fortune 500 clients to Big 5 accounting firms and U.S. congressmen, Brickwork can handle it all.

This is reflected in the costs of this pure suit-and-tie operation—business only. No

flowers for auntie.

[www.taskseveryday.com](http://www.taskseveryday.com) (\$6.98/hour for a dedicated virtual assistant)

Based in

Mumbai, available via phone and e-mail from the U.S., UK, and Australia.

Must

choose between 20 or 40 hours per week and pre-purchase hours.

[www.yourmaninindia.com](http://www.yourmaninindia.com) (\$6.25/hour+) YMII handles both business and personal

tasks and can work with you in real time (there are people on duty 24/7) and complete work while you sleep. English capability and effectiveness vary tremendously across VAs, so interview yours before getting started or assigning important tasks. Important:

Following the publication of the first edition of this book, there have been some complaints of lower quality and up to four-week wait lists to become a client.

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*Note: website addresses and \$ rates are dated, but this should provide a good start.*

## Efficiency and Effectiveness

### Habit 3 - Put First Things First (7 Habits of Highly Effective People - Covey)

*For me, this is the most important habit of Covey's seven. I've already mentioned all of the habits are interrelated and integral to each other though. So, by most important, I don't mean you should ignore or downplay the other habits. This resonates with me because it's the one I have to work on most.*

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Question 1: What one thing could you do (you aren't doing now) that if you did on a regular basis, would make a tremendous positive difference in your personal life?

Question 2: What one thing in your business or professional life would bring similar results?

We'll come back to these answers later. But first, let's put Habit 3 in perspective. Habit 3 is the personal fruit, the practical fulfillment of Habits 1 and 2.

It involves self-leadership and self-management: putting first things first. Leadership decides what the "first things" are, and management is the discipline of carrying out your program.

In the words of both Peter Drucker and Warren Bennis, "Management is doing things right; leadership is doing the right things." Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall. [Furthermore]... "time management" is really a misnomer -- the challenge is not to manage time, but to manage ourselves.

Basically, we spend time in one of four ways [*Time Management Matrix below*]. As you see, the two factors that define an activity are urgent and important. Urgent means it requires immediate attention. It's "Now!" Urgent things act on us. A ringing phone is urgent. Most people can't stand the thought of just allowing the phone to ring. You could spend hours preparing materials, you could get all dressed up and travel to a person's

office to discuss a particular issue, but if the phone were to ring while you were there, it would generally take precedence over your personal visit. If you were to phone someone, there aren't many people who would say, "I'll get to you in 15 minutes; just hold." But those same people would probably let you wait in an office for at least that long while they completed a telephone conversation with someone else.

Urgent matters are usually visible. They press on us; they insist on action. They're often popular with others. They're usually right in front of us. And often they are pleasant, easy, fun to do. But so often they are unimportant!

Importance, on the other hand, has to do with results. If something is important, it contributes to your mission, your values, your high priority goals.

We react to urgent matters. Important matters that are not urgent require more initiative, more proactivity. We must act to seize opportunity, to make things happen. If we don't practice Habit 2, if we don't have a clear idea of what is important, of the results we desire in our lives, we are easily diverted into responding to the urgent.

### Time Management Matrix

	Urgent	Not Urgent
Important	<b>I</b> <ul style="list-style-type: none"> <li>➤ Crises</li> <li>➤ Pressing problems</li> <li>➤ Firefighting</li> <li>➤ Major scrap and rework</li> <li>➤ Deadline-driven projects</li> </ul>	<b>II</b> <ul style="list-style-type: none"> <li>➤ Prevention</li> <li>➤ <i>Production capability</i> activities</li> <li>➤ Relationship building</li> <li>➤ Recognizing new opportunities</li> <li>➤ Planning</li> <li>➤ Re-creation</li> </ul>
Not Important	<b>III</b> <ul style="list-style-type: none"> <li>➤ Interruptions</li> <li>➤ Some calls</li> <li>➤ Some mail</li> <li>➤ Some reports</li> <li>➤ Some meetings</li> <li>➤ Proximate pressing matters</li> <li>➤ Popular activities</li> <li>➤ Some scrap &amp; rework</li> </ul>	<b>IV</b> <ul style="list-style-type: none"> <li>➤ Trivia</li> <li>➤ Busywork</li> <li>➤ Some mail</li> <li>➤ Some phone calls</li> <li>➤ Time-wasters</li> <li>➤ Pleasant activities</li> </ul>

Look for a moment at the four quadrants in the Time Management Matrix. Quadrant I is both urgent and important. It deals with significant results that require immediate attention. We usually call the activities in Quadrant I "crises" or "problems." We all have some Quadrant I activities in our lives.



But Quadrant I consumes many people. They are crisis managers, problem-minded people, the deadline-driven producers.

As long as you focus on Quadrant I, it keeps getting bigger and bigger until it dominates you. It's like the pounding surf. A huge problem comes and knocks you down and you're wiped out. You struggle back up only to face another one that knocks you down and slams you to the ground.

Some people are literally beaten up by the problems all day every day. The only relief they have is in escaping to the not important, not urgent activities of Quadrant IV. So when you look at their total matrix, 90 percent of their time is in Quadrant I and most of the remaining 10 percent is in Quadrant IV with only negligible attention paid to Quadrants II and III. That's how people who manage their lives by crisis live.

There are other people who spend a great deal of time in "urgent, but not important"

Quadrant III, thinking they're in Quadrant I. They spend most of their time reacting to things that are urgent, assuming they are also important. But the reality is that the urgency of these matters is often based on the priorities and expectations of others.

To paraphrase Peter Drucker, effective people are not problem-minded; they're opportunity-minded. They feed opportunities and starve problems. They think preventively. They have genuine Quadrant I crises and emergencies that require their immediate attention, but the number is comparatively small. They keep P and PC in balance by focusing on the important, but not the urgent, high-leverage capacity-building activities of Quadrant II.

With the Time Management Matrix in mind, take a moment now and consider how you answered the questions at the beginning of this chapter. What quadrant do they fit in? Are they important? Are they urgent?

My guess is that they probably fit into Quadrant II. They are obviously important, deeply important, but not urgent. And because they aren't urgent, you don't do them.

Now look again at the nature of those questions: What one thing could you do in your personal and professional life that, if you did on a regular basis, would make a tremendous positive difference in your life? Quadrant II activities have that kind of impact. Our effectiveness takes the quantum leaps when we do them.

The only place to get time for Quadrant II in the beginning is from Quadrants III and IV. You can't ignore the urgent and important activities of Quadrant I, although it will shrink in size as you spend more time with prevention and preparation in Quadrant II. But the initial time for Quadrant II has come out of III and IV.

You have to be proactive to work on Quadrant II because Quadrant I and III work on you. To say "yes" to important Quadrant II priorities, you have to learn to say "no" to other activities, sometimes apparently urgent things.

Quadrant II activities are very powerful, because they are closely tied to results. Your effectiveness will increase dramatically with a small increase in those activities; your crises will be fewer and smaller.

To say "yes" to important things requires you to learn to say no to other activities, some of them urgent. Keep in mind that you are always saying "no" to something. If it isn't to the urgent things in your life, it's probably to the more fundamental, important things.

To pursue quadrant II:

- Identify your key roles: business, family, church - whatever comes to mind as important. Think of those you will act in for the coming week.
  - Think of two or three important results you feel you should accomplish in each role during the next seven days. At least some of these goals should be quadrant II activities.
  - Look at the week ahead with your goals in mind, and block out the time each day to achieve them. Once your key goals are in place, look how much time you have left for everything else! How well you succeed skill depend on how resilient and determined you are at defending your most important priorities.
-

There should be enough information here to refresh your memories of Covey’s book, or enough here to convince you to read it again. If it’s not obvious enough, you can improve your effectiveness by avoiding unimportant tasks. Overall effectiveness will be improved drastically by addressing Quadrant 2. The matrix here is from Covey’s son’s book about teenagers’ 7 Habits. Labels such as “The Procrastinator” and more informal bullet points help to drive home the fact that these are omnipresent issues in everyone’s life.

	<i><b>Urgent</b></i>	<i><b>Not Urgent</b></i>
<i><b>Important</b></i>	<div>1</div> <div><i><b>The Procrastinator</b></i></div> <div><ul style="list-style-type: none"><li>• Exam tomorrow</li><li>• Friend gets injured</li><li>• Late for work</li><li>• Project due today</li><li>• Car breaks down</li></ul></div>	<div>2</div> <div><i><b>The Prioritiser</b></i></div> <div><ul style="list-style-type: none"><li>• Planning, goal setting</li><li>• Essay due in a week</li><li>• Exercise</li><li>• Relationships</li><li>• Relaxation</li></ul></div>
<i><b>Not Important</b></i>	<div>3</div> <div><i><b>The Yes-Man</b></i></div> <div><ul style="list-style-type: none"><li>• Unimportant phone calls</li><li>• Interruptions</li><li>• Other people’s small problems</li><li>• Peer pressure</li></ul></div>	<div>4</div> <div><i><b>The Slacker</b></i></div> <div><ul style="list-style-type: none"><li>• Too much TV</li><li>• Endless phone calls</li><li>• Excessive Computer games</li><li>• Mall marathons</li><li>• Time waster</li></ul></div>

Pareto’s Law – the 80/20 Principle (The 4-Hour Workweek - Ferriss)

- 1. Which 20% of sources are causing 80% of my problems and unhappiness?
- 2. Which 20% of sources are resulting in 80% of my desired outcomes and happiness?

Slow down and remember this: Most things make no difference. *Being busy is a form of laziness—lazy thinking and indiscriminate action.*

Being overwhelmed is often as unproductive as doing nothing, and is far more unpleasant. Being selective—doing less—is the path of the productive. Focus on the important few and ignore the rest.

*Draw this back to Covey’s Habit 3 – Put First Things First. Busy work is often urgent but unimportant, and we waste a lot of time on it. Being busy and overwhelmed is usually a product of concentrating on the 20% that doesn’t matter – the 20% which is unimportant.*

## Parkinson's Law (The 4-Hour Workweek - Ferriss)

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[It] dictates that a task will swell in (perceived) importance and complexity in relation to the time allotted for its completion. It is the magic of the imminent deadline. If I give you 24 hours to complete a project, the time pressure forces you to focus on execution, and you have no choice but to do only the bare essentials. If I give you a week to complete the same task, it's six days of making a mountain out of a molehill. If I give you two months, God forbid, it becomes a mental monster. The end product of the shorter deadline is almost inevitably of equal or higher quality due to greater focus.

This presents a very curious phenomenon. There are two synergistic approaches for increasing productivity that are inversions of each other:

1. Limit tasks to the important to shorten work time (Pareto's 80/20 Principle).
2. Shorten work time to limit tasks to the important (Parkinson's Law).

[\[http://www.economist.com/node/14116121\]](http://www.economist.com/node/14116121)

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*As Ferriss mentions in the last two points, the combination of Pareto and Parkinson's Law has the potential to dramatically increase the effectiveness or your productivity.*

# Leadership

**“Be a Leader: How to Change People Without Giving Offense or Arousing Resentment” (How to Win Friends and Influence People - Carnegie)**

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**PRINCIPLE 1 – Begin with praise and honest appreciation.**

People will do things begrudgingly for criticism and an iron-fisted leader, but they will work wonders when they are praised and appreciated.

**PRINCIPLE 2 – Call attention to people's mistakes indirectly.**

No one likes to make mistakes, especially in front of others. Scolding and blaming only serves to humiliate. If we subtly and indirectly show people mistakes, they will appreciate us and be more likely to improve.

**PRINCIPLE 3 – Talk about your own mistakes before criticizing the other person.**

When something goes wrong, taking responsibility can help win others to your side. People do not like to shoulder all the blame and taking credit for mistakes helps to remove the sting from our critiques of others.

**PRINCIPLE 4 – Ask questions instead of giving direct orders.**

No one likes to take orders. If we offer suggestions, rather than orders, it will boost others confidence and allow them to learn quickly from their mistakes.

**PRINCIPLE 5 – Let the other person save face.**

Nothing diminishes the dignity of a man quite like an insult to his pride. If we don't condemn our employees in front of others and allow them to save face, they will be motivated to do better in the future and confident that they can.

**PRINCIPLE 6 – Praise every improvement.**

People love to receive praise and admiration. If we truly want someone to improve at something, we must praise their every advance. "Abilities wither under criticism, they blossom under encouragement."

**PRINCIPLE 7 – Give the other person a fine reputation to live up to.**

If we give people a great reputation to live up to, they will desire to embody the characteristics with which we have described them. People will work with vigor and confidence if they believe they can be better.

**PRINCIPLE 8 – Use encouragement.**

Make the fault seem easy to correct. If a desired outcome seems like a momentous task, people will give up and lose heart. But if a fault seems

easy to correct, they will readily jump at the opportunity to improve. If we frame objectives as small and easy improvements, we will see dramatic increases in desire and success in our employees.

**PRINCIPLE 9 – Make the other person happy about doing what you suggest.**

People will most often respond well when they desire to do the behavior put forth. If we want to influence people and become effective leaders, we must learn to frame our desires in terms of others' desires.

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**Habit 8– Find your voice and inspire others to find theirs (7 Habits of Highly Effective People - Covey)**

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Covey views leadership as an opportunity to deal with people in a way that will communicate to them their worth and potential so clearly that they will come to see it in themselves. It is about developing one's own voice, one's "unique personal significance.

After finding your own voice, you can inspire others and create a situation where people feel engaged. This includes establishing trust, searching for third alternatives (not a compromise between your way and my way, but a third, better way) and developing a shared vision.

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*This 'extra' habit, of course, was not one of the original 7 Habits. Covey must have wanted a sequel so badly that he wrote an entire book on the 8<sup>th</sup> habit. I'm still not convinced to read it myself, but I thought it couldn't hurt to include it since it falls under Leadership.*

## Money and Getting Paid

### Money Alone Is Not the Solution. (The 4-Hour Workweek - Ferriss)

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There is much to be said for the power of money as currency (I'm a fan myself), but adding more of it just isn't the answer as often as we'd like to think. In part, it's laziness. "If only I had more money" is the easiest way to postpone the intense self-examination and decision-making necessary to create a life of enjoyment—now and not later. By using money as the scapegoat and work as our all-consuming routine, we are able to conveniently disallow ourselves the time to do otherwise: "John, I'd love to talk about the gaping void I feel in my life, the hopelessness that hits me like a punch in the eye every time I start my computer in the morning, but I have so much work to do! I've got at least three hours of unimportant e-mail to reply to before calling the prospects who said 'no' yesterday. Gotta run!"

Busy yourself with the routine of the money wheel, pretend it's the fix-all, and you artfully create a constant distraction that prevents you from seeing just how pointless it is. Deep down, you know it's all an illusion, but with everyone participating in the same game of make-believe, it's easy to forget.

The problem is more than money.

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*If you find yourself using money as a scapegoat, hopefully this leads you to some constructive introspection.*

### Relative Income Is More Important Than Absolute Income. (The 4-Hour Workweek - Ferriss)

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Among dietitians and nutritionists, there is some debate over the value of a calorie. Is a calorie a calorie, much like a rose is a rose? Is fat loss as simple as expending more calories than you consume, or is the source of those calories important? Based on work with top athletes, I know the answer to be the latter.

What about income? Is a dollar is a dollar is a dollar? The New Rich don't think so. Let's look at this like a fifth-grade math problem. Two hardworking

chaps are headed toward each other. Chap A moving at 80 hours per week and Chap B moving at 10 hours per week. They both make \$50,000 per year. Who will be richer when they pass in the middle of the night? If you said B, you would be correct, and this is the difference between **absolute** and **relative** income.

Absolute income is measured using one holy and inalterable variable: the raw and almighty dollar. Jane Doe makes \$100,000 per year and is thus twice as rich as John Doe, who makes \$50,000 per year.

Relative income uses two variables: the dollar and time, usually hours. The whole “per year” concept is arbitrary and makes it easy to trick yourself. Let’s look at the real trade. Jane Doe makes \$100,000 per year, \$2,000 for each of 50 weeks per year, and works 80 hours per week. Jane Doe thus makes \$25 per hour. John Doe makes \$50,000 per year, \$1,000 for each of 50 weeks per year, but works 10 hours per week and hence makes \$100 per hour. In relative income, John is *four times* richer.

Of course, relative income has to add up to the minimum amount necessary to actualize your goals. If I make \$100 per hour but only work one hour per week, it’s going to be hard for me to run amuck like a superstar. Assuming that the total absolute income is where it needs to be to live my dreams (not an arbitrary point of comparison with the Joneses), relative income is the real measurement of wealth for the New Rich. The top New Rich mavericks make at least \$5,000 per hour. Out of college, I started at about \$5. I’ll get you closer to the former.

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### Having to “pay our dues” is BS (Choose Yourself - Altucher)

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The idea that we need to “pay our dues” is a lie told to us by people who wanted our efforts and labor on the cheap.

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*I was in this situation at work and actually used this quote to avoid continuing a one-sided relationship. If someone’s response to this quote is laughter though, you’re probably wrong. That kind of response means you don’t have any business acting like you have proven yourself or paid dues. This is pretty common for younger professionals or those with less*



*experience in certain areas. Make sure you have earned respect before saying something like this.*

*In general, take clichés as excuses which people use in absence of genuine reason (clichés = BS). Don't let clichés and outdated ideologies be the reason to settle for less, accept rejection, or let someone pull one over on you. Take it as an opportunity to push harder.*

## How to Get Rich

(all from Felix Dennis's book)

*Only a couple of excerpts from this book are spread across the previous sections. How to Get Rich is so utterly concentrated on getting rich that it is best left in its own category. Felix Dennis delves into advice such as maintaining ownership, growing cash flows, employee pay/bonus, etc. To keep it brief and off the topic of how to run your business, I ignore some specifics and stick to high-level personal stuff. Nothing here is going to make you rich. The book isn't going to make you rich either. If I had to summarize it in one sentence...the book goes into enough detail and gives motivating examples to help you realize whether you have the motivation to get rich. If you don't have it, then it will still offer entertainment and some nuggets of useful wisdom.*

### Suck the marrow out of working for others

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Working for others is a reconnaissance expedition; a means and not an end in itself. It is an apprenticeship and not a goal.

You should have no long-term, or even medium-term, requirements of the first two or three companies you work for. Promotion is always welcome and brings with it the opportunity to learn more, but you are there to ensure that you take every opportunity to suck out the marrow of what you need to know, to understand it and place it within a greater context for a future purpose. The purpose of getting rich.

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*Working for someone else few and far between gets anyone rich. It is a means to the end though. Dennis implies that you should hold no emotional or professional reserves/commitments to an employer. Especially one whose role is to teach you what you need to move to the next step. It seems ruthless—because the goal of getting rich requires ruthlessness.*

### Team spirit is for losers

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Team spirit is for losers, financially speaking. It's the glue that binds the losers together. It's the methodology employers use to shackle useful

employees to their desk without having to pay them too much. While lives may depend on it in a few professions, like soldiering or fire-fighting, in commerce it acts as a subtle handicap and a brake to ambitious individuals. Which, in a way, is what it's designed to do.

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*Continuing the ruthlessness here...Dennis is trying to drive home the fact that the mission of getting rich is so difficult that you cannot let emotion and guilt get in the way.*

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### Felix Dennis's list of demands if you want to get rich

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...should you find yourself unable to measure up to even one of these initial demands (and I mean just one), then my suggestion is that you close this book and give it to a friend, or an enemy - depending on the degree to which you enjoy ironical gestures.

- If you are unwilling to fail, sometimes publicly, and even catastrophically, you stand very little chance of ever getting rich.
  - If you care what the neighbours think, you will never get rich.
  - If you cannot bear the thought of causing worry to your family, spouse or lover while you plough a lonely, dangerous road rather than taking the safe option of a regular job, you will never get rich.
  - If you have artistic inclinations and fear that the search for wealth will coarsen such talents or degrade them, you will never get rich. (Because your fear, in this instance, is well justified.)
  - If you are not prepared to work longer hours than almost anyone you know, despite the jibes of colleagues and friends, you are unlikely to get rich.
  - If you cannot convince yourself that you are 'good enough' to be rich, you will never get rich.
  - If you cannot treat your quest to get rich as a game, you will never be rich.
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## Getting rich requires compulsion, desire is not enough

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As far as getting rich is concerned, the cardinal error is to begin such a quest in the vague belief that you would like to be rich. Wishing or desiring to be rich is perhaps the most commonplace of human desires, other than sexual fantasy. Yet few people ever succeed in achieving it.

Wishing for or desiring something is futile without an inner compulsion to achieve it. Such lack of compulsion, if not frankly acknowledged, can lead to great personal unhappiness. We have all met deeply unhappy souls muddling along in professions or careers for which they are patently unsuited.

It is my hope that this book will cause you to consider very carefully whether you are truly driven by inner demons to be rich. If you are not, then my earnest and heartfelt advice to you is: do not on any account make the attempt. What are riches anyway, compared to health or the peace of mind that even a modicum of contentment brings in its wake? In and of itself, great wealth very rarely, if ever, breeds contentment.

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## You can't get rich in a glamorous industry

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Some industries are more enticing and glamorous than others. Some require huge investment to get off the ground and some can be made to work in an attic or a garage. And some are growing while others are in decline. Should you choose only to work in glamorous, growing industries? Where is the most opportunity to be found?

First off, forget glamorous. One of the richest self-made men I know digs holes in the ground to dispose of household waste. That's not how his company describes itself in its annual report, but essentially that is what it does, along with building incineration plants.

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## Doing what you love is (probably) not going to make you rich

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In other words, if you feel absolutely moved towards a particular vocation, then that's exactly where you should head. But be aware that if you want to

make huge sums of money, then earning a living by slowly swarming up the greasy pole is rarely the way to do it.

New or rapidly developing industries, whether glamorous or not, very often provide more opportunities to get rich than established sectors. The three reasons for this are availability of risk capital, ignorance and the power of a rising tide.

As a general rule of thumb, then, growing industries with relatively low start-up costs offer more opportunities for those who want to get rich than declining industries, or those that require huge start-up investment. This is not an iron-clad rule, however. While magazine and newspaper sales have been in slow decline in the Western world for decades, this 'declining' industry is where I made a great deal of my own money.

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*Perhaps a rewording is more appropriate and less pessimistic: "The easiest way to get rich is usually not doing something you love."*

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## The Eight Secrets to Getting Rich

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1. Analyse your need. Desire is insufficient. Compulsion is mandatory.
  2. Cut loose from negative influences. Never give in. Stay the course.
  3. Ignore 'great ideas'. Concentrate on great execution.
  4. Focus. Keep your eye on the ball marked 'The Money Is Here'.
  5. Hire talent smarter than you. Delegate. Share the annual pie.
  6. Ownership is the real 'secret'. Hold on to every percentage point you can.
  7. Sell before you need to, or when bored. Empty your mind when negotiating.
  8. Fear nothing and no one. Get rich. Remember to give it all away.
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# The End

## ABOUT THE AUTHOR

Gordon Bateman has mastered the 7 habits of highly effective people. He wins friends and influences people, without failure. He's rich, filthy rich. He's his own boss, and this boss has a 4-hour workweek. Gordon maintains his epic life skills are a product of the following books:

- 7 Habits of Highly Effective People *by Stephen Covey*
- How to Win Friends and Influence People *by Dale Carnegie*
- How to Get Rich *by Felix Dennis*
- The 4-Hour Workweek *by Tim Ferriss*
- Choose Yourself *by James Altucher*

Between climbing Mt. Everest and training Chuck Norris, Gordon packed all of these books into one quick read: 7 Habits to Win Friends and Get Rich in a 4-Hour Workweek. And by Gordon, we mean Viral Kothari. While this wasn't meant to be a shortcut to dominating life, don't expect an apology if that's where you end up.

