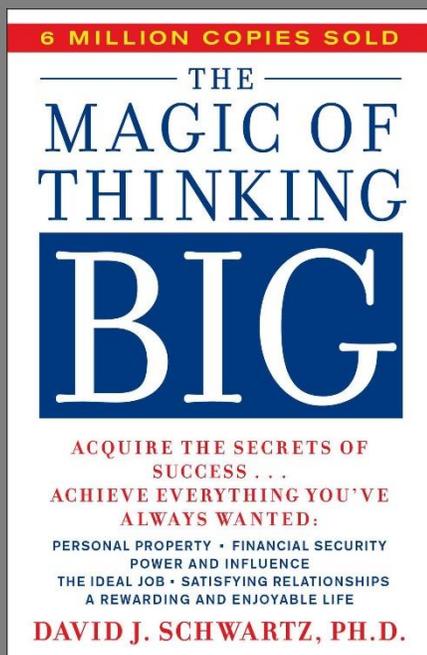


Matthew Mottola



The Magic of Thinking Big

David J. Schwartz, PHD



Matthew Mottola

Operation Value Creation



Website



LinkedIn.



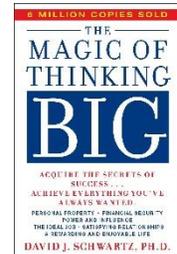
Twitter



Email



The Magic of Thinking Big, David J. Schwartz, PH.D



About the Author

David J. Schwartz was a professor at the prestigious Georgia State University as well as a coach and motivational writer. He found a leadership consultancy firm later in his career and his book *The Magic of Thinking Big* was recommended by billionaire Chris Sacca.

Summary

Before we can fulfill the massive value we're all destined to create, there's one simple tool we must add to our toolbox.

That is the ability to think. This ability will be the engine that drives our wildest dreams.

With the proper mindset, each thought will grow into positive action, directing us to the path of value.

My Takeaway

There's a reason Chris Sacca was able to go from being 4 million in debt and laid off for thirteen straight months to one of the best VC's in Silicon Valley. It's not a skill predestined for him alone, or "luck", but rather properly directed thinking.

This book is that properly directed thinking. It teaches us how to understand and control the energy currents happening underneath our understanding.

And a quick sidenote, it was recommended by Chris Sacca!



Billionaire Chris Sacca

Index

Preface (Click For Direct Reference) 

1. Believe You Can Succeed and You Will

2. Cure Yourself of Excusitis, the Failure Disease

3. Build Confidence and Destroy Fear

4. How to Think Big



5. How to Think and Dream Creatively

6. You Are What You Think You Are

7. Manage Your Environment: Go First Class

8. Make Your Attitudes Your Allies

9. Think Right Toward People

10. Get the Action Habit



11. How to Turn Defeat into Victory

12. Use Goals to Help You Grow

13. How to Think Like a Leader



[click to go to index!](#)

Preface

Key Takeaway: Success is the side effect to the tools within one's thinking.

Lesson 1: Success determined by size of one's thinking

In response to when people say success isn't worth the price. Success doesn't demand a price - "Every step forward pays a dividend"

- **Ralph Waldo Emerson:** "Great men are those who see that thoughts rule the world"
- **Milton in Paradise Lost:** "The mind is its own place and in itself can make a heaven of hell or a hell of heaven".
- **Shakespeare:** "There is nothing either good or bad except that thinking makes it so"

Lesson 2: Tools

Swartz says the purpose of this book is to help you find the "intelligence to look for tools that will help take you where you want to go".



Chapter 1: Believe you can succeed and you will

Key Takeaway: Success is attainable to everyone, and the first ingredient to it is belief.

Lesson 1: Believing and thinking vs. wishing

“There is nothing magical or mystical about the power of belief”

Belief kicks into motion the blueprint of accomplishment. Wishing triggers the hopeless romantic that can never attain what he/she wants. Schwartz says “belief, strong belief, triggers the mind to figure ways and means and how-to”.

He also makes a call to young people:

“Every day young people wish to be successful. However a small portion believe they’ll be successful. These people instead of wishing, study and observe the behavior of senior executive/successful people. They learn how successful people approach problems and make decisions. They observe the attitudes of successful people”

Lesson 2: Belief triggers each thought, word, and action.

“Your beliefs become your thoughts, your thoughts become your words, your words become your actions, your actions become your habits, your habits become your values, your values become your destiny”

- Mahatma Gandhi

Belief creates positive power. Disbelief creates negative power.

In *Think and Grow Rich*, Napoleon Hill uses the analogy of a garden. In this garden each thought grows into either flowers or weeds. Positive thoughts create flowers, negative thoughts create weeds.

Schwartz uses a thermostat as a metaphor, and the degree to which we channel positive thoughts determines our success in life.

- “Belief in success is the one basic, absolutely essential ingredient of successful people”
- “Think doubt and fail. Think victory and succeed”
- “A person is a product of his own thoughts”



- “Belief is the thermostat that regulates what we accomplish in life”

Lesson 3: Don't worship the leader, learn from him, study him, believe you can surpass him

“Those who harbor the second-best attitude are invariably second-best doers”

It's as simple as this guys, people we look at as “experts” aren't different, just more experienced. They possess nothing you don't have, they're just farther along the journey.

What makes a leader?

In Think and Grow Rich we learn about Synthetic Intelligence and Creative Intelligence. Synthetic is all that is known while Creative is uncharted.

Normal people stop at Synthetic. They accept what's in front of them. Meanwhile successful people, these “leaders”, create their own reality. They master the Synthetic to the point they can create the Creative.

What's the secret? First they only allow belief and don't let themselves wish. But most importantly, they master the Synthetic. They read every book, study every master, and build themselves to the point of being able to break through the creative.

Each billionaire becomes an expert by surpassing the synthetic intelligence of each leader before them

Each leader gives you a blueprint of success. Take it, study it, master it, and run with it.

Lesson 4: Training through Introspection

“As director of your own laboratory, you will want to do what every scientist does: observe and experiment.”

Gary Zukav in his book “Seat of the Soul” teaches us about responsible choice. It's his fancy word to justify the belief we are all responsible for each thought/action in our life.

What is important is the ability to accept responsible choice and control your “thermostat” mentioned above.

Schwartz proposes to do this through introspection, which is the ability to reflect upon yourself and adapt.



This means being able to grade yourself, learn from yourself, and work towards putting your best foot forward. My favorite quote is, “if you’re easy on yourself life will be hard. If you’re hard on yourself life will be easy.”

Schwartz describes this as being the director of your own laboratory.

Exercise: 5 Why’s

This is adapted from Toyota’s Lean Manufacturing model. It simply states before you make any conclusion or decision, ask yourself why five times, each time gaining a deeper level of understanding.

Exercise: Multi-Level Thinking through Tony Hsieh

Tony Hsieh has the superior ability to break down the levels of conscious thinking. To see his book summary [click here](#).

Lesson 5: Thought Factory-Mr. Triumph vs. Mr. Defeat

Mr. Triumph = Positive Thoughts

Reasons why you can, why you will.

Mr. Defeat = Negative, Depreciating Thoughts

Reasons why you can’t, why you’re weak, why you’re inadequate.

The above logic can be applied to anything, and the powerful force behind these two mindsets is habits.

There are also two things to keep in mind:

1: There must always be an alpha and beta. They do NOT coexist, and if you can’t actively force Mr. Triumph into the alpha role, Mr. Defeat will take over.

2: Mr. Defeat is ten times more invasive and impactful. Think of how we place emphasis/remember things that are bad vs. good.

Also:

- “Both Mr. Triumph and Mr. Defeat are extremely obedient”
- Both are strictly a perception
- “Now, the more work you give either of these two foremen, the stronger he becomes”
- It’s a constant battle for space in your mind
- “The only wise thing to do is fire Mr. Defeat. Use Mr. Triumph 100 percent of the time.”

Exercise: Build mini-wins into your routine daily

Exercise: Habit Science



Charles Duhigg in his book *The Power of Habit* applies a habit model to build these wins and program Mr. Triumph. That book summary is [here](#).

Exercise: 3 things you appreciate before bed

Every night before bed I write down 3 things I appreciate. It is extremely simple, and forces me to keep positivity in the alpha role.

Chapter 2: Cure Yourself of Excusitis, the Failure Disease

Key Takeaway: Excuses are pervasive toxins that kill every aspect of success.

Lesson 1: It is all about understanding people

“People-as you think yourself to success, that’s what you will study, people”.

I have a challenge to all of you. STOP thinking strictly of business as B2B or B2C. Instead let’s wrap our heads around a P2P model (person to person).

Lesson 2: Excusitis is the devil.

We know excuses are bad, but what’s the big deal?

The big deal is that excuses permeate in your subconscious and create a failure anchor. They take a hold deep below your understanding and prevent you from success without you even knowing.

Swartz lays out the four most common types below:

Four Most Common Forms of Excusitis

1. Health

“The right attitude and one arm will beat the wrong attitude and two arms every time”.



In “How to Live 365 Days a Year, Dr. Schindler alerts us that 3 out of every 4 hospital beds are occupied by people who have EII (Emotionally Induced Illness).

He also tells us about his friend, a well-known educator who came home from Europe in 1945 minus one arm. When asked about it, he says, “it’s just an arm. My spirit is one hundred percent intact.”

Another one of his amputee friends is an excellent golfer. When asked how he’s better than most two armed golfers, his friend just says he’s noticed attitude is more important than any physical advantage.

The author says, “The right attitude and one arm will beat the wrong attitude and two arms every time”.

2. Intelligence

This was personally my greatest challenge and forms of excuse. It is of such impact to my life that I’ve broken the solution into 4 lessons.

Lesson 1: Intelligence is just passion

“The thinking that guides your intelligence is much more important than how much intelligence you may have”

He tells the story of Dr. Edward Teller, who when asked “Should your child be a scientist”, said “A child does not need a lightning-fast mind to be a scientist, nor does he need a miraculous memory, nor is it necessary that he get very high grades in school. The only point that counts is that the child have a high degree of interest in science”

In Cognitive Psychologist Scott Barry Kaufman’s book *Ungifted: Intelligence Redefined*, he uses top notch science and studies to show how important passion is and how little standardized metrics like IQ’s are.

In talking of standardized education, he says “The comparison isn’t with others; it’s with your former and future selves”. He also talks of the tests themselves: “While standardized tests can certainly be useful for scientifically investigating the mind and brain, and can greatly inform educational interventions, there’s no reason why educators or anyone else for that matter needs to compare the intelligence of one person to another based on a single dimension of human variation.”

Lesson 2: Direction of Intelligence

“Remember, the thinking that guides your intelligence is much more important than how much intelligence you have”



The true metric of intelligence lies in one's direction. Successful people increase positive intelligence, the "can", while average people waste their time on negatives, the "can't".

He uses examples of his friends who were geniuses but amounted to nothing because they were so well versed in what wouldn't work that they never learned what would work.

In *Think and Grow Rich* by Napoleon Hill, Hill says, "Capital consists not alone of money, but more particularly of **highly organized, intelligent groups of men who plan ways and means of using money efficiently for the good of the public**, and profitably to themselves".

I challenge you to replace capital with intelligence and people with energy currents (energy currents are the direction of your thoughts, positive or negative). It would read something like this: "**intelligence consists not alone of facts, but more particularly of highly organized, positive directed groups of energy currents that plan ways and means of using intelligence for the good of the public**".

To make it short and simple, this is saying intelligence isn't from facts, but the organization of your positive energy currents. If you're highly intelligent, you've organized your energy currents according to Mr. Triumph. If you're not, you've created a Mr. Defeat monster.

Lesson 3: Success isn't due to a difference in intelligence, but a difference in attitude.

IQ only takes you so far. The true measure of intelligence is in a person's attitude. I want to highlight two examples, one of the richest man in China, and one of a poor college student (myself).

The Story of Jack Ma

When 24 out of 25 applicants for a KFC position receive good news and you're the only rejection, how do you possibly have confidence? What if you then go apply for the police, and you're the only applicant out of 5 to not get selected? Most would certainly give up on thinking life is a "box of chocolates" and probably turn it into a much more cynical surprise.

Do you try to go to college? You've already failed the basic admission test in China three times. In fact, your hometown is so underprivileged your middle school only lasts one grade. But you do it anyways, only to be rejected from Harvard ten times.

This is the story of Jack Ma. You think you have it bad...while the above resume has failure written all over it for 99 percent of us, one man, that "crazy" one percent still held faith somehow.

This man looked at failure by saying, "We have to get used to it, we're not that good".



When Jack created Alibaba things weren't peaches either. His first time in Time they called him "crazy Jack", to which he responded "I am crazy, but not stupid. If everybody agreed with me we'd have no chance".

Try telling me you lack the intelligence when a man who was rejected by KFC built one of the worlds most influential companies in Alibaba.

My Story: Conquering Finance and Accounting After Flunking High School Math

Coming out of high school I was priming for a psychology degree. I loved psychology, and quite frankly I sucked at math. My senior year high school statistics class I passed strictly because I think the teacher felt bad for me. I went into the final with a 30 average and somehow passed with a D. Precalc, geometry, they were similar.

When I started my psychology studies I realized quickly that in most cases psychology wasn't the solution, but rather most patients would be forever broken until they conquered financial security. Growing up I experienced an environment that felt paycheck to paycheck and the more I studied the more I realized this problem was more the majority than just my case.



Math and I....A clear swing and a miss.

This made me want to figure out financial security, to learn how to make money and teach people to do the same.

The only problem was every rich person I talked to and knew recommended finance/accounting which were not only the hardest majors but the most math intensive. At first I said "sh**", there goes that dream". But my passion wouldn't take that for an answer.

Instead, I took it head on. I read accounting/finance for dummies books. I picked up books like "The Intelligent Investor", and didn't let my supposed weakness weigh me down.

I also had to find better ways to study. Not only was I battling the supposed intelligence wall, I was battling a time commitment of being a division one athlete which meant ten hours a day of just baseball.

I found out if I studied every night for 15 minutes, reviewing my daily notes, I would retain that knowledge. When test time came around and people were studying for 36 hours straight (I was lucky if I had 6 hours), I knew just as much studying for 3 hours the day before thanks to my 15 minutes every night.

I also found the secret of YouTube videos. I wish I was joking, but the only reason I passed calculus was because I taught myself through this "Calculus in 20 Minutes" YouTube video.





Lesson 4: Knowledge ISN'T Power

“Knowledge is only potential power. Knowledge is power only when put to use-and then only when the use made of it is constructive”

The biggest fallacy is the belief “knowledge is power”.

Why? Because from what you learned about passion, direction, and attitude, knowledge is 1% of the equation.

99% of the equation is HOW. How to find the knowledge you need, NOT how to fill up your brain garage with as much useless crap as possible.

I'd like to highlight two figures here. One is regarded as one of the smartest people in history, one is the reason I can drive to a coffee shop and deliver this content for you, and the other is one of his executive friends.

Einstein Story

Einstein was once asked how many feet are in a mile. His reply was, “I don't know. Why should I fill my brain with facts I can find in two minutes in any standard reference book?”

Henry Ford

Schwartz said of Ford: “He knew what every major executive knows: that the ability to know how to get information is more important than using the mind as a garage for facts”



Executive Friend Story

Schwartz's friend was the president of a rapid growth manufacturing firm. They were watching a quiz program, specifically one man who seemed to know every fact. Schwartz asked his friend how much he would pay this guy to work for him. His friend responded, "Not a cent over \$300-not per week, not per month, but for life. I've sized him up. The expert can't think. He can only memorize. He's just a human encyclopedia, and I figure for \$300 I can buy a pretty good set of encyclopedias. In fact, maybe that's too much. Ninety percent of what that guy knows I can find in a \$2 almanac."

So how do we avoid being the knowledge is power know it all? He gives us 3 steps.

- 1: Never underestimate your intelligence or overestimate others.
- 2: Remember attitude is more important than intelligence.
- 3: Ability to think is of much greater than the ability to memorize facts

Exercise: Multi-Level Thinking

Multi-level thinking just means breaking thought down into its core elements. For example, when you think you want something, get to the deeper level of why you want it. Then go to the next level of the reason for why you want.

It also means breaking down the short term and long term. For example, each decision has short term and long term rewards. Multi-level thinkers are able to see these long-term effects over the short term rewards.

I use the example of Tony Hsieh from his book "Delivering Happiness".

Tony thinks through each of his decisions through what I call a multi-level approach. This just means he takes what's on the surface and dives deep into the why.

He did this with an offer he got for his company LinkExchange. At first he was thinking of what he could get from the sale- TV and Condo mainly. In the short term he'd be happy but after diving deep realized he wasn't even home because he loved and was having fun in his business. After realizing his true happiness was growing his business, he ended up not selling it.



3. Age

The author stumps the age excuse by cutting your life into productivity cycles. One student was a man of 40, and he said he was too old to start a new career. Instead of looking at the years lost, Schwartz looked at the productive years ahead. He said your productive years are 20-70. Under this logic, the man wasn't even halfway through and had 30 years of productivity left.

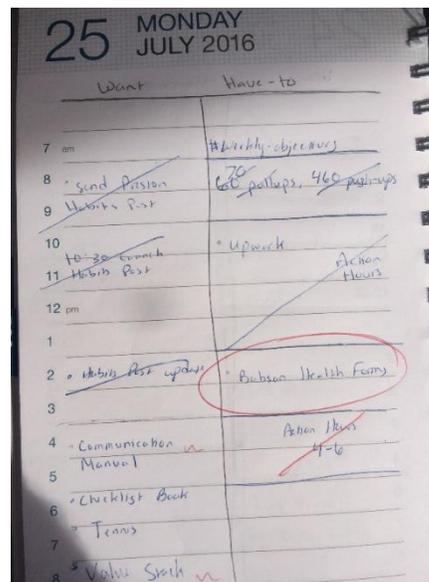
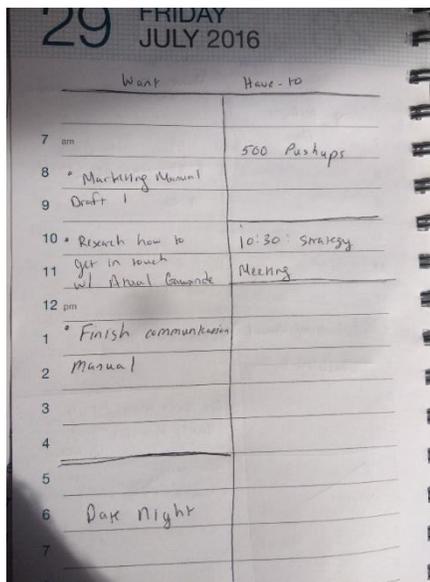
He breaks down the solution against into the following:

- 1: Look at your present age positively
- 2: Compute how much productive time you have left (story above).
- 3: Invest future time in doing what you really want to do.

Exercise: Want/Have-To

Whether it be time with age or time with commitments, I noticed until I truly broke up what I had to do and wanted to do I was wasting idle time instead of capitalizing on the opportunities.

What I did was make a really, really simple alteration to change this. I took a planner from Wal-Mart and split my day between want's and have-to's.



4. Giving It Up to Luck

“Anything that can go wrong, will go wrong”

- Murphy’s Law

How many times have you heard people blame luck?

It’s an obvious excuse, and probably the most grotesque of them all. Schwartz tells us below:

- “There is a cause for everything”
- “What we call an accident is the result of human or mechanical failure, or a combination of both”
- Ralph Waldo Emerson: “Shallow men believe in luck or in circumstance. Strong men believe in cause and effect.”

So how do we cut the shit?

1: Accept the law of cause and effect

“You’ll find not luck but preparation, planning, and success-producing thinking preceded his good fortune”

2: Don’t be a wishful thinker. Simply focus on your own qualities and success will be a side effect.

Chapter 3: Build Confidence and Destroy Fear

Key Takeaway: Fear isn’t inevitable, and confidence isn’t inherent. Rather both are conditioned and a conscious choice.

“Most fear today is psychological”

Let’s face it, modern Western society has evolved to the point that physical fear just isn’t there. I understand the recent violence, but from a physical health standpoint, the ways of suffering for food and shelter for Western Society just isn’t there.



Old Way of Survival



New Way of Survival



However, fear has evolved as well, and what used to be physical has shifted to psychological.

Lesson 1: What is Fear

Fear = Uncertainty, lack of confidence.

Lesson 2: Confidence is Developed, Not Predetermined

“All confidence is acquired, developed. No one is born with confidence.”

Fear = Inaction

Fear is the result of inaction, and Schwartz gives us a 3 step process to relinquish:

1. Take Action

“Action cures fear”

Ask yourself “What Kind of action can I take to conquer my fear?”. He says to isolate your fear then take appropriate action.



Example: Just Push Them In The Pool

During World War II the Navy needed all of it's recruits to be able to swim. Surprisingly a large number didn't know how, and the way they taught them was quite humorous. They required new recruits to jump from a board of six feet in the air into eight feet or more of water. Schwartz talks of the fear in these recruits eyes as they were at the end of the board, and how occasionally they were "pushed" off the board, "accidentally" of course. The result every time though was the fear was defeated.

He also gives a concise two step procedure to end the fear loop:

- 1: Isolate fear. Pin it down. Determine exactly what it is you're afraid of.
- 2: Take action.

Fear: Just and Intense Habit

This isn't in the book, but I'd like to shed to light that fear is an intense habit, and habits are the subconscious result of conscious choices. The cure is to take action with a habit loop similar to the fear loop proposed above, and I have developed a book summary to do just that [here](#).

2. Control Mind-Bank

Think of your subconscious as a bank. Every thought you have is a deposit, and each thought either is squashed (withdrawn) or kept in racking up interest.

You either deposit thoughts into Mr. Triumph or Mr. Defeat. Both collect interest, and Mr. Defeat has a higher interest rate.

So how do we control this to avoid compounding our Mr. Defeat interest?

1. Deposit only positive thoughts.
2. Withdraw only positive thoughts.

To withdraw in this case means to bring back up after the fact. I challenge you to bring up negative thoughts to understand them.



The worst possible thing that can happen to you is to have uncontrolled thoughts. If ignored, these will drive your conscious without you even understanding, and you can't fix what you don't know or understand.

Tony Robbins tells us we protect ourselves from large problems by building up smaller problems. The catastrophe is that these smaller problems compound to become more powerful than the original large problem.

3. Avoid the Mind Monster

Mind monster's are negative thoughts that accrue enough interest to sink you. The problem with interest in the mind, is unlike the crisis in '08, they aren't forgiven. Instead they take complete control of your life from the inside out.

Our mind wants the positive. Proof from Dr. Melvin S. Hattwick, noted advertising psychologist, "When the feeling aroused is pleasant, the advertisement has a better chance to be remembered. When the feeling aroused is unpleasant, the reader or listener tends to forget the advertisement message."



Lesson 3: Fear of Other People

People are scary, and in being the puberty stricken middle schoolers we all are, we find social awkwardness at the peak of scariness.

Schwartz proposes the following steps to conquer this fear:

1. Get a balanced view of the other fellow

The most important part is to remember you are just as important as the other person. This creates confidence that is contagious. If you believe it, you see it. And if you see it, you act it, and others notice.

2. Develop an understanding attitude.

Schwartz gives us a great story of when he was checking into a hotel, and the man before him was ripping into the clerk. The man was yelling everything from "I don't care what the h*** the paper said" to "I'll have you fired". But the clerk stood firm and told the man it was his mistake and there was nothing he could do.

When Schwartz was next in line, the clerk gave him the happiest welcome as if the previous interaction had never happened. Schwartz applauded the clerk on how he handled it, and the clerk simply said, "You see, he really isn't mad at me. I was just the scapegoat. The poor fellow may be in bad trouble with



his wife, or his business may be off, or maybe he feels inferior and this was his golden chance to feel like a wheel. I'm just the guy who gave him a chance to get something out of his system. Underneath he's probably a very nice guy. Most folks are."

What a response!! Imagine getting chewed out and being able to separate your emotions from the others irrationality. What a skill!

This is understanding in action. The ability to see through the noise and understand what's really there.

How I Personally Conquered It

It comes down to this, we all beat to the same drum. We're all insecure, we all want appreciation, the only difference is the degree to which we possess each common trait.

Carl Jung breaks these similarities into archetypes. The word archetype originates from the ancient Greek word archein and typos which together mean original pattern, model, or type.

These archetypes, generally broken into 12, symbolize basic human motivations. Although humans can have multiple archetypes, generally one plays the dominant.

Why am I getting so technical? The simple answer is to learn how to motivate people. The long answer is that these archetypes are the key to do this. If we were to look at it like cars, archetypes would be what fuels them. Is it gas, diesel, or electric. These would be the archetypes. If you own an electric car, in order to "motivate" your car you'd use the electric archetype.

With people it is just a continuation of this.

A simple example is to think of everyone as a pie chart with varying slices of the pie. These slices are the archetypes, and each pie chart has a different composition of slices. For example, someone might be 95% the Ruler, while another person might be 95% the Lover. Your goal is to find these slices and work towards appeasing them.

Lesson 4: Doing what's right keeps your conscious confident.

Schwartz uses a story of one of his students cheating to show us the effect immorality has on our conscious. Whether consciously acted on or not, the immoral action sends a negative wave that attaches to your subconscious.

What's worse is unless you take control of this it will continue collecting interest until you finally confront it.

Lesson 5: We can change our attitudes by our physical actions.

This principle is simple yet so profound. It shows us the blue print to actually change our attitude.



So many people are on auto-pilot, accepting the attitude at hand without understanding where or how it got there.

Schwartz shows it is our actions that develop our attitudes.

Psychologist Dr. George W. Crane said in his book Applied Psychology. "Remember, motions are the precursor of emotions. You can't control the latter directly but only through your choice of motions or actions." He continues with some awesome relationship advice! "Just be sure you and your mate go through those motions of dates and kisses, the phrasing of sincere daily compliments, plus the many other little courtesies, and you need not worry about the emotion of love. You can't act devoted for very long without feeling devoted".

What I absolutely love about this finding is what follows: In our increasingly narcissistic world, we've been trained to think the external world is responsible for our well-being. However, this flies in the face of that logic, as the above states it's all a product of the internal, or your own actions. For example, you're not happy with your partner. Well have you been going through the actions? Have you been giving her flowers? Kissing her? Showing her the love you'd want? If the answer is yes I don't know what to tell you, BUT if it is no, it is scientifically and genetically 110% your fault.

This is revolutionary when we talk about our own attitude. It is one thing to read a million self-help books, but the power is in the action, and unless you act your attitude will experience no growth.

How can we start influencing our attitude for the positive right now?

1. Smile

"Charles Schwab told me his smile had been worth a million dollars. And he was probably understating the truth. For Schwab's personality, his charm, his ability to make people like him, were almost wholly responsible for his extraordinary success." – Dale Carnegie, How to Win Friends and Influence People

2. Control Our Habits

Action's are merely side effects to our habits. Learn more about habits through my Executive Summary on Charles Duhigg's [The Power of Habits](#).

3. Be a front seater

I wish I could tell you I sat in the front row every class. However, Schwartz is absolutely right when he says, "Sitting up front builds confidence"

4. Walk 25% Faster

"Throw your shoulders back, lift up your head, move ahead just a little faster, and feel self-confidence grow."



5. Practice Speaking Up

To me this is respecting yourself. I'm with all you introverts. Large groups scare the sh** out of me and have been my Achilles heel my whole life. I can vividly remember times when I'd be in a large group and not speak for 2 hours at a time.

It's awkward, and once you feel the awkwardness it's inevitable it will only get worse as the snowball gets larger and larger.

The way I conquer it is by being prepared to the tenth power and making sure I throw the cheesy "How is everyone" and confidence boosting small talk phrases. By being prepared I research the crap out of who I know will be there, and make sure beforehand I have things I know will interest that group or specific people.

Chapter 3 Summary

1. Action Cures Fear.

Isolate your fear and take constructive action.

2. Make a supreme effort to put only positive thoughts in your memory bank. Let only positive interest accrue and conquer negative interest immediately.

3. Put people in proper perspective. Remember, deep down we're all the same and it is your job to find these commonalities.

4. Practice doing what your conscience tells you is right.

5. Make everything about you say, "I'm confident, really confident".



Chapter 4: How to Think Big

Key Takeaway: Finally! Time to think big! Thought is a muscle. Time to exercise it.

Lesson 1: Understand how big you are

I'm going to give you guys the answer: you're huge. I know that might sound really wrong in certain contexts, but seriously, you are huge. If you were a drink you'd be supersized. If you were a burger you'd be a whopper. You are HUGE, as long as you let yourself be. Don't forget that.

He gives an exercise but I'm adjusting it for you.

Exercise: Why You

Pick out five chief assets you possess. I can tell you right now, if you're reading this you already have drive so include that. Other assets are things like experience, technical skills, awards, appearance, personality, attitude, etc.

Now that you have these on paper, remember them because these are things you have over 90% of people. The other 10% it's just a matter of time.

Lesson 2: How to Effect People

The only metric that counts is your ability to effect people. Having a technical understanding helps, but when it comes down to it, it's your effect that makes the difference.

Part of having an effect is **how you frame yourself**.

This is where it's important to understand something very basic, "We do not think in words and phrases. We think only in pictures and/or images."

In regards to how to take advantage of this, Schwartz says, "The point is this: Big thinkers are specialists in creating positive, forward-looking, optimistic pictures in their own minds and in the minds of others. To think big, we must use words and phrases that produce big, positive mental images".

Schwartz gives us four ways to develop what he calls the "Big Thinkers Vocabulary":

1. Use big, positive, cheerful words and phrases to describe how you feel. For example, when someone asks how you are, say "Great, how are you" or something as such.



2. Use bright, cheerful, favorable words and phrases to describe other people. I have a friend who has probably the largest vocabulary of cheerful words. Ironically he is the grandson of American literary icon John Updike, and his ability to always spit out colorful words always makes my day when I see him.

3. Use positive language to encourage others. Compliment people personally at every opportunity. Lets be honest, we LOVE compliments. This book was written in 1960, and I bet Schwartz would put this as number one if he saw the individualistic society we've turned into today.

4. Use positive words to outline plans to others. Instead of talking about a project by saying "We've failed", use phrases like "We know what not to do next time" or his example, instead of saying "Whether we like it or not", say something like "We have the opportunity to".

Lesson 3: Think Motion, Not Static

"The moral is this: Look at things not as they are, but as they can be. Visualization adds value to everything. A big thinker always visualizes what can be done in the future. He isn't stuck with the present".

This principle was arguably one of my best lightbulb moments when I learned this concept. What Schwartz is talking about is the ability to see things for what they will be instead of what they are.

This can be applied to everything.

In relationships, this can be using the future instead of tolling on a fight you just had.

Schwartz gives us four examples:

1: Real Estate

Schwartz shows us an agent who uses this strategy with his buyers. Instead of showing them the current land/value, he gives them 3 things they can do with the land. For example, he shows them the blueprints and potential for making it a dairy farm, or condo's instead of just showing what it is presently.

2: Opportunity



Schwartz shows us the principle of opportunity by using an employee who refuses to work with a customer at first.

The manager tells the young associate although the customer currently isn't high paying, that could be the next \$300 client.

“If you don't do it, nothing's possible. If you do, at least you have the hope.”

- Jack Ma

3: The Blind Milkman

Schwartz shows us the story of a milkman who doesn't go to a family's home because it is too small. A neighbor tells the boy that family is about to have two kids and more after that, which means in the near future they will be perfect customers.

The milkman was blinded by the present and couldn't see for what the future held.

4: Your Personal Worth

There's a plague in lack of personal worth currently, and the reason is the same for why young people are horrible at saving their money.

The Retirement Crisis

- About ½ of US households are financially unprepared for their breadwinner to retire at 65
- ¾ of Americans have less than \$30,000 saved in their retirement account

According to Hal Hershfield, a social psychologist at New York University, it's due to a disconnect between us today and us in 40 years. In fact, we think of ourselves today and ourselves in the future as different people.

This is the SAME thinking that permeates through people being successful. You can't see yourself for who you are now, you must see yourself for who you'll become.

Schwartz shows us how to increase your personal wealth by showing us the three ways to add value.

Lesson 4: Be a Value Adder, Not Taker

Success is the finding ways to add value. Schwartz proposes these three following ways:

1. Add Value to Things



Here you're looking for ways to make things worth more. For example, how can I add value to a business right now?

My first assignment at my first internship was to clean the closet. The company had recently been acquired and hadn't cleaned there closet in the past 50 years of doing business.

Here I am with an "accounting internship" and my first job was in essence to clean my room.

However, I crushed cleaning the closet, and because of the value add I was trusted with higher responsibilities-no not the bathroom. In fact, during that internship I generated \$100,000 from the state of Massachussets from a Workforce Training Fund Grant that was previously denied after an actual consulting company wrote the application. What gave me the opportunity to even work on this? The fact I proved I could add value with that first closet assignment.

2. Add Value to People

I consider this my mission in life, this is my holy grail. When I write these book summaries, I think of who's life I can make easier with this. I send these to famous authors, high executive's, anyone that would be reading these books I make sure I prove to them I can add them value.

3. Add Value to Yourself

Schwartz proposes holding a daily interview with yourself asking, "What can I do to make myself more valuable today?"

I challenge you to take this one step further and actually make yourself more valuable. Read atleast 10 hours a week. Workout. Do whatever it is that adds value to yourself.

If you're not sure of "what" to do, remember that is just fear, and the only remedy is to take action. If you read the "wrong" book, you still know more than the person who didn't read that book.

Lesson 5: Don't Sweat the Small Stuff

Big thinking is all about keeping your eye on the prize and not sweating the small stuff.

Schwartz uses 4 examples to show this, but before I want to give you guys one quick tool in the toolbox for this.



The 80/20 Rule

Without getting into the technical details, this is a simple rule that states 80% of our results are driven by 20% of our efforts. This 20% is the big stuff, the serious value adding activities. The other 80% of effort that gives only 20% of the reward are the activities like worrying and sweating the small stuff.

His 4 Examples:

1. Public Speaking

Public speaking comes down to one thing: “knowledge of what he’s going to talk about and an intense desire to tell it to other people.

People get distracted by the shiny lights of PP, but the only real factor is the passion of the person delivering.

2. What Causes Quarrels

What Schwartz is saying here is that usually the cause of the quarrel gets the lost in all the heat, and when you stop to think why you realize it’s pretty stupid.

3. The Grass is Greener

Here we learn about a small thinker who was assigned the “small” office out of his 4 other executives. The executive, John, made a giant huff and strained the relationship at his firm so bad that in 3 months he was issued a pink slip.

Little did John no that the offices were picked randomly and the company was expanding rapidly. Ouch!

4. Even Stuttering Is a Detail

Schwartz tells the story about a salesmen who had been rejected due to having a stutter and as a joke the interviewer of his first interview sent him to one of his friends as a joke.

The friend at first was taken off guard by the stuttering, but in giving the salesmen the time of day he realized he was quite brilliant. Since he didn’t sweat the small stuff, he was able to see the beauty behind that stutter.

In talking to the big thinker later he said that salesmen has worked really well.



Schwartz gives the following 3 steps to avoid thinking small:

1. Keep your eyes focused on the big objective.
2. Ask “is it really important”.
3. Only focus on what makes the difference.

Chapter 4 Summary

1. Don't sell yourself short. Concentrate on your assets. You're better than you think you are.
2. Use big thinker's vocabulary. Use big, bright, cheerful words. Use words that promise victory, hope, happiness, pleasure; avoid words that create unpleasant images of failure, defeat, and grief.
3. Stretch your vision. See what can be, not just what it is. Practice adding value to things, people, and yourself.
4. What you're doing in the present is important. Don't lose sight of that.
5. Think ABOVE trivial things. Focus on the big objectives. Always ask yourself, is it really important?

Grow big by thinking big!



Chapter 5: How to Think and Dream Creatively

Key Takeaway: Just like thinking, creativity is a muscle. Let's start training it.

Lesson 1: What Is Creativity

“Creative thinking is simply finding new, improved ways to do anything”

Many of us fall victim to thinking creativity is this magical potion only some are fortunate to have.

However, we need to adjust our thinking from this potion to more of a muscle. A muscle isn't made strong by chance, it's made strong by repetition of exercise.

Creativity is the same. It's not given to a fortunate to few, but rather a product of whoever exercises it.

Lesson 2: How To Wake Up Creativity

Creativity hibernates until we wake it up. Schwartz gives the following steps to wake it up!

Step 1: Believe It Can Be Done

“When you believe something is impossible, your mind goes to work for you to prove why. But when you believe, really believe, something can be done, your mind goes to work for you and helps you find the ways to do it”

Are you guys picking up on the trend here? You can accomplish anything you want to. The way to do it, as simple as it sounds, is to believe you can.

How?

By one simple adjustment: **Going from why things can't be done to why they can.**

As Schwartz says, “when you believe, your mind finds ways to do”.

Simple? Yes. Powerful? Yes. Impossible? Hell no.

As Schwartz continues to say, “When you believe something is impossible, your mind goes to work for you to prove why. But when you believe, really believe, something can be done, your mind goes to work for you and helps you find the ways to do it”.



Our creativity does what we tell it to. If we start with why not, we tell our creativity to stay away. When we tell our brain to think why we can, creativity is awakened.

- “Belief releases creative powers. Disbelief puts the brakes on.”

Step 2: Max Out Common (Synthetic) Knowledge

From Think and Grow Rich, we learn about two types of intelligence, synthetic and creative. Synthetic is the known, creative is the unknown. Synthetic is things we learn in school, things that are widespread knowledge and not new. Creative is the new, it is what you and only you discover.

Creative knowledge is the creativity we’re talking about now. But how do we get to this creativity?

By maxing out our synthetic knowledge so we can eclipse into the creative.

Many times when people see leaders like Mark Zuckerberg or Bill Gates and say they “got lucky” or “had a great idea”. What average people like this don’t see is the hard work behind the idea.

If it wasn’t for the computer and coding knowledge Zuckerberg had acquired, he would’ve been just another guy with an idea. However, he wasn’t, he maxed out his “synthetic knowledge” (coding, computer science) so that he could get to creative.

If we’re to look at guys from Einstein to Edison we see the same pattern. In order to get to creativity, you must first master the intelligence there.

Lesson 3: How to Keep Belief

Here Schwartz outlines how to keep the belief.

1. Eliminate the word impossible.
2. Mind Mastery: Hijack your mind to think why you CAN do something.

Lesson 4: Tradition Paralysis

“Traditional thinking is personal enemy number one for the person who is interested in a creative personal success program”.

Traditions can be a great thing. However, if left unchecked, traditions can be catastrophic to progress.

Schwartz describes this pitfall of tradition as **tradition paralysis**.



He uses the example of how people stuck in tradition were left void of opportunity with the auto industry. He said, “Many voiced a protest toward the automobile on the grounds that nature meant for us to walk or use horses”.

This is similar to the newspaper industry with the internet. Publishers and newspapers were stuck in thinking print would be the only source of news. Boy how wrong they were, and those stuck in tradition watched their once glorious business models shatter with the likes of Blockbuster.

Schwartz says, “**Average people have always resented progress**”.

How do we avoid disastrous tradition?

Short answer: Master not the answer, but HOW to get to that answer.

Long Answer: His 3 Step Process

1. Become receptive to ideas. No idea is too crazy. What is too crazy are the phrases “Won’t work, can’t be done, it’s useless, it’s stupid”.

2. Be experimental. Break up fixed routines.

I have a personal testimony to this. I played college baseball, and when I was a freshman I had a back injury so bad I had to sit out over a year and a half. My back had symptoms of a stress fracture. Every time I swung a sharp shooting pain would work it’s way down my back.

I tried everything, X-Rays, Cortisone Shots, Physical Therapy, but nothing traditional seemed to work. It wasn’t until I went to a totally untraditional chiropractor that didn’t focus on my back but rather my brain to fix the pain. When I told team doctors and coaches they told me I was crazy. However, in one week that chiropractor did what no traditional doctor could do in over a year, fix my back.

3. Be progressive, not regressive.

Lesson 5: Replace Tradition with Iteration

The best way to rid of tradition is to focus on iteration. Iteration is just improvement, and is central your personal and business success.

I personally like the word “adjust”, but all you’re doing is constantly focusing on how you can improve.

Schwartz tells us to switch our phrasing from “Can I do it better” to “How can I do it better”.

Schwartz uses a story of a colleague when saying, “It isn’t so much what you know when you start that matters. It’s what you learn and put to use after you open your doors that counts most.”



Lesson 6: Capacity is A State of Mind

“Capacity is a state of mind. How much we can do depends on how much we think we can do.”

I get sick to my stomach when someone tells me there isn't enough time.

Why? Because I used to use that excuse all the time. However, once I really dissected my time I realized there was ample hours I was putting to things that didn't matter. For example, watching T.V.

I fixed this by unplugging the cord, so that when I wanted to watch T.V. all I had was a book.

I quickly realized this time I once thought I didn't have was actually the most productive time of my day.

Lesson 7: Shut Up and Listen

“Big people monopolize the listening, small people monopolize the talking”

Chapter 5 Summary

1. Believe it can be done. Eliminate the words “impossible” or “can't be done”.
 2. Don't let tradition paralyze the mind. Be receptive to new ideas.
 3. Iterate, adjust, iterate, adjust. Ask yourself daily, “How can I do it better”.
 4. Capacity is a state of mind. Ask yourself, “How can I do more”.
 5. Practice asking and listening. Big people listen, small people talk.
 6. Stretch your mind. Get stimulated, surround yourself with people who stimulate your mind not idle it.
-



Chapter 6: You Are What You Think You Are

Key Takeaway: Your thoughts create who you become.

“Your beliefs become your thoughts,
Your thoughts become your words,
Your words become your actions,
Your actions become your habits,
Your habits become your values,
Your values become your destiny”

- Mahatma Gandhi

The title says it all. You’re a product of every thought you allow. My favorite quote of all time is this Henry Ford quote: “Whether you believe you can do a thing or not, you are right.”

Lesson 1: Your physical drives your internal

“Your physical exterior affects your mental interior”.

Ever heard the saying, “look good, play good”?

As cheesy as it is, when you look good you feel good. That’s why Schwartz is so adamant on this.

This means both your physical physique as well as how you’re dressed. He says when you’re dressed like a million bucks you are a million bucks.

My Example: Working Out

I have a very very hard time with energy. I am not a morning person and have long suffered with chronic insomnia.

However, instead of letting it get the best of me, I’ve found ways to mitigate the insomnia and have energy for the whole day.

How? I know in order to have energy for the day, I have to work out when I wake up. I also know in order to sleep I have to read for awhile before bed.

How does this apply? My physical physique drives my mental game, specifically my energy and brain function for the day. By working out every morning I’m able to leverage my physical routine to maximize my mental power.



Lesson 2: Think Your Work Is Important

Schwartz talks of how important your present view on work is in regards to long term success. He uses the story of 3 bricklayers to demonstrate this. When asked what they're doing, the first says, "Laying brick." The second says, "Making \$9.30 an hour." The third says, "Me? Why I'm building the world's greatest cathedral".

The third guy ends up becoming an architect while the other two flounder as average brick-layers.

The message is this: Take your current role, find the vision in it, and work towards that vision and you'll become who you want to be.

Lesson 3: Multi-Level Thinking

When you study successful people you notice right away the depth in their thought process. What they can do is take things at the surface and break down each into their short term and long term. The short term is the immediate pleasure/reward. The long term is what successful people narrow down. They're able to decipher each decision by the long-term effects rather than just the short term reward.

Chapter 6 Summary

1. Look important and control your physical self. Your appearance talks to you.
 2. Think your work is important.
 3. Give yourself a pep talk several times a day.
 4. In all life's situations, ask yourself, "Is this the way an important person thinks?".
-



Chapter 7: Manage Your Environment: Go First Class

Key Takeaway: Your environment influences and drives your thoughts.

Lesson 1: Mind-Feed

“The kind of mind food we consume determines our habits, attitudes, personality”

Napoleon Hill in *Think and Grow Rich* discusses how the tiniest of atoms form to create larger structures based off thought. These tiny atoms are mind-feed. **Mind feed is the fuel that creates and maintains each thought pattern.**

The easy application, if your house is a dump, you’ll be a dump. Likewise, if you eat like a dump, you’ll be a dump. This simple application translates to everything. Schwartz says, “the mind reflects what its environment feeds it just as surely as the body reflects the food you feed it.”

Lesson 2: Recondition Yourself for Success

“Remember: People who tell you it cannot be done almost always are unsuccessful people, are strictly average or mediocre at best in terms of accomplishment. The opinions of these people can be poison.”

Want to be unsuccessful? Surround yourself with unsuccessful people.

My favorite quote is, “You’re a product of the 5 people you surround yourself with most”.

Schwartz breaks down people into three groups;

1. Those who surrender completely.

These are the people who just never go for it. These people focus on rationalizing why not instead of why they can.

2. Those who surrender partially.

These people work and plan, but after a while decide success is unreachable or not worth it. What these people are run by is fear, fear of failure, fear of insecurity, fear of losing what they already have.



3. Those who never surrender.

These are the people who think big. They are the 2-3% of people according to Schwartz.

“To get-and stay-in this group, however, we must fight off the suppressive influences of our environment.”

Lesson 3: You Are Who You Surround Yourself With

“Make no mistake about it. You are judged by the company you keep. Birds of a feather do flock together”.

Schwartz warns of negators above. They are toxic, they are poisonous, and generally they are the first and easiest to supposedly “help” you.

I struggle daily with people who take the easy way out of finding people to surround themselves with and instead greet those who come to them.

I highly warn you guys to have your blinders on with this. Just because you “know” someone, or their family, or they offer you something, make sure these people you pick out and are the people you want to be.

Lesson 4: Make it a rule to seek advice from people who know.

Successful people are scary, but they aren't impossible.

Schwartz tells us what a successful executive told him, **“The fellow who displays curiosity and exhibits a real desire to know more about his job and how it relates to other jobs is the individual I like most to help”.**

Successful people seek others who share their drive. They revel in ambition, but you must remember these successful people won't find you, you must go out and find them.

Lesson 5: Life Outside of Work

Schwartz tells us how important having a stable and positive life outside of work is.

He gives us these rules to have a successful life outside of work.

1. Do circulate in new groups.



2. Select friends who have different views than yourself. “In the modern age, the narrow individual hasn’t much future”.

3. Do select friends who stand above petty, unimportant things. He says, “Guard your psychological environment”.

Chapter 7 Summary

1. Be environment-conscious. Just as body diet makes the body, mind diet makes the mind.
 2. Make your environment work for you, not against you. Don’t let negative people be around you.
 3. Don’t let small-people thinking hold you back.
 4. Get advice from successful people. Generally these are people YOU choose, not who offer.
 5. Get plenty of psychological sunshine. Circulate in new groups.
 6. Throw thought poison out of your environment.
 7. Go first class in everything you do.
-

Chapter 8: Make Your Attitudes Your Allies

Key Takeaway: Success is a side effect to your attitude.

Lesson 1: We Speak Through Our Attitude

“Attitudes are mirrors of the mind. They reflect thinking.”

Ever heard the saying, “It’s now what you say but how you say it?”

We speak through our attitudes. Without a word spoken your attitude says all the other person needs to hear.

So what attitudes should we adopt and what one’s should kick the can? Schwartz recommends these 3 attitudes:



- 1: I'm activated
- 2: You are important.
- 3: Service First (Give to get).

Lesson 2: Enthusiasm (I'm activated)

Who here remembers most of their college lectures?

Those that do, I'm sorry. Those that don't, lucky you.

Most college lectures (There are exceptions) were outrageously boring, and the only person that seemed less there than the students was the professor.

Enthusiasm is contagious and the secret ingredient in moving people.

Schwartz gives the following advice to get/keep enthusiasm:

1. Dig Into It Deeper

“To get enthusiastic, learn more about the thing you are not enthusiastic about”.

We love what we're experts at.

I remember when I switched to accounting. I hated math, and anyone that knew me thought it was the dumbest idea. However, once I went head first and devoted countless hours to it, I started actually enjoying it. I took pride in it. Why? Not because I was in love with U.S. GAAP, but because I worked my a** off and became good at it.

2. Life It Up

What Schwartz is really saying is “fake it till you make it”. With every action, every hello, every handshake, make it the best hello or handshake.

Lesson 3: People Need to Feel Important (You Are Important)

“The desire to be important is man's strongest, most compelling nonbiological hunger”.



Want the secret recipe to getting people to like you? Get them to feel important.

Let's face it, we all need to feel important. Don't believe me, look around, as Schwartz says, "On the philosophical side, our religions, our laws, our entire culture are based on the belief of the importance of the individual".

What's the best part of making others feel important? The law of reciprocity, which states you'll feel important yourself. As Schwartz says, "When you help others feel important, you help yourself feel important too".

Here is Schwartz How-To:

1. Practice appreciation. He says to make it a rule to let others know you appreciate what they do for you.
2. Practice calling people by their names.
3. Don't hog glory, invest it instead.

"It's amazing what you can accomplish if you do not care who gets the credit"

- Harry S. Truman

Lesson 4: Give to Get (Service First)

"And the seed of money is service"

This is never more true than today. The internet has created opportunities in reciprocity never seen before.

It's also grown from an added benefit to necessary as the internet has created an overly crowded environment.

Those that will reach their audience will do it through giving, not getting.

Want to know the actual model to implement this today? Click [here](#) for my book summary on Russell Brunson's book DotCom Secrets.



Chapter 8 Summary

1. Grow the “I’m activated attitude. “Results come in proportion to the enthusiasm invested”. Activate yourself by:

- Dig into it deeper.
- Life up everything about you.
- Broadcast good news.

2. Grow the “You are important” attitude.

3. Give to get: Grow the service first attitude and watch money take care of itself.

Chapter 9: Think Right Toward People

Key Takeaway: Success is a P2P (person to person) process, and in order to follow it you must understand and think right towards people.

Lesson 1: Likability

“Success depends on the support of other people”

The cry of a loser is blaming “favorites, politics, or someone being liked more” for any misfortune.

The sad part is their right, the annoying part is they know it they just refuse to do anything about it.

Likability might be the most important factor for a person.

An executive from TJX told me, **“When I interview someone, the first question my boss asks me is “Can I have a beer with him/her”.**

Schwartz uses a great example of an internal meeting when hiring for a position internally. They talk of 3 people saying he’s a good guy, while the third has more technical skills but they say, “he doesn’t command much respect from people”.



Schwartz says, “In at least nine cases out of ten, the “likability” factor is the first thing mentioned. And in an overwhelmingly large number of cases, the “likability” factor is given far more weight than the technical factor”.

Let’s face it guys, it’s our responsibility to manage our likability. If this book isn’t enough, check out my summary of Dale Carnegie’s How to Win Friends and Influence People [here](#).

Schwartz gives these six ways to win friends:

1. Introduce yourself to others at every possible opportunity.
2. Be sure the other person gets your name straight.
3. Be sure you can pronounce the other person’s name.
4. Write down the other person’s name.
5. Drop a personal note or phone call to the new friends you feel you want to know better. COFFEE.
6. Say pleasant things to strangers. Practice in the elevator.

Lesson 2: Channel P

Schwartz makes a great analogy to your thoughts as a broadcasting station with two channels, Channel P (Positive) and Channel N (Negative).

We know how one thought matriculates into large action, so making sure we’re always turned to Channel P is essential.

Lesson 3: Conversation Generosity

Schwartz tells us how the one who’s always talking is seldom the successful one. He instead challenges us to focus on conversation generosity, which is our ability to focus the conversation on the other person’s values, accomplishments, job, and problems.

He says this creates two advantages:

1. Wins friends.
2. Helps you learn more about other people.

Chapter 9 Summary

1. Make yourself lighter to lift through likability.
2. Take initiative in building friendships.
3. Accept human differences and limitations.



4. Tune into Channel P and NOT Channel N.
 5. Practice conversation generosity.
 6. Practice courtesy all the time.
 7. Don't blame others when you receive a setback.
-

Chapter 10: Get the Action Habit

Key Takeaway: Simple....TAKE ACTION.

“Now is the magic word of success. Tomorrow, next week, later, sometime, someday often as not are synonymous for the failure word, never”.

Lesson 1: Take Action.

“You can be too careful”

It comes down to this, take action. It will never be the right time, things will never be perfect, but the only thing that's certain is your ability to take action.

How To Just Go For It:

1. Use the believe attitude to just go for it.
2. Expect future obstacles and difficulties.
3. Meet problems and obstacles as they arise.



Lesson 2: Only action cures fear and lack of confidence.

“Every day thousands of people bury good ideas because they are afraid to act on them”.

You know that feeling when you’re just waiting on the diving board, counting to 3 to conquer the fear of how cold the water will be.

What’s the secret to conquering this? Just doing it.

That’s because action trumps fear and lack of confidence.

Lesson 3: Start Your Mental Engine-Mechanically

“People who get things done in this world don’t wait for the spirit to move them; they move the spirit”

Have you ever thought to yourself, I’ll wait until I get the inspiration?

You’re not alone, and the problem is this inspiration seldom comes without action.

Schwartz uses two writers to explain this. One writer says he’s having trouble writing because he’s waiting until he feels creative but recently hasn’t been creative. The other just forces himself to start putting words on paper.

The writer who just puts words on paper realizes that this action creates the creativity the other writer is passively waiting for.

Why is this so?

Look no further than Newton’s first law of motion-inertia. This states **an object in motion stays in motion and object at rest stays at rest.**

When you sit waiting for inspiration, you’re “at rest”. When you force yourself to act, you’re initiating the “motion”.

Lesson 4: How to Take Initiative

Schwartz lays out this plan to take initiative.



1. **Be a crusader.** Be the one who picks the ball up and runs.
2. **Volunteer.** Take initiative of giving to get.

My Example: Beating the 1% Chance of Getting Into Babson

I attended undergrad at a small school in MA that was part of the UMASS system, but had a dream of attending Babson College for a masters program.

Babson is widely regarded as the #1 school for entrepreneurship in the world. It is a small business school nestled in Wellesley, MA with an alumni network that somehow tops the school's reputation.

I had it perfectly planned where I would work at Ernst and Young (EY) for 2-3 years then fit the credentials of acceptance for them. For those familiar with the application process, they call it the trinity in which they look for GPA, experience, and GMAT (standardized test) scores. One can compensate for the other 2 but 2 weak ends are immediate rejection.

However, in a totally unexpected event, on May 15 (10 days before final applications were due), EY pulled the plug on my offer until I went to grad school. And it had to be the next calendar year, even though there were 10 days to apply when most applicants had applied back in October.

I could've used every excuse in the book. I had no experience, my GMAT scores were god awful (In the bottom 10%), and my GPA was the average.

However, I went for it. I showed up on campus to meet with every decision maker, I made a pitch deck to prove I would make an impact, and I did everything I could to prove I would accel.

What happened? Unbeknownst to the 2% chance I had to get in, I was accepted, and now attending grad school at the #1 school in the world for entrepreneurship.

Chapter 10 Summary

1. Be an activationist. Be someone who does things.
2. Don't wait until conditions are perfect. They never will be.
3. Remember, ideas alone won't bring success. Ideas only have value when you act on them.
4. Use action to cure fear and gain confidence.
5. Start your mental engine mechanically.
6. Think in terms of now.
7. Get down to business-pronto.
8. Seize the initiative. Be a crusader.



Chapter 11: How to Turn Defeat Into Victory

Key Takeaway: Every weakness holds a strength, and every failure has a lesson.

The more you look into successful people the more you realize it's not where you start but where you finish. The most successful people generally have the most scarred past. As Schwartz says, "It is not possible to win high level success without meeting opposition, hardship, and setback."

Lesson 1: The F Word (Failure)

"Salvage something from every setback"

Failure is the best teacher.

We've all heard the famous Edison quote, "I have not failed. I've just found 10,000 ways that won't work."

Lesson 2: How to view failure.

"Defeat is only a state of mind, and nothing more"

What we do with failure comes down to how we view it.

Failure is nothing more than a mindset, or as Schwartz says, "a state of mind".

The problem is most people mix failure with emotion. They jump on how they feel instead of thinking rationally. So how do you protect yourself from this? "Put yourself in a glass tube and look at yourself as a disinterested third party would look at the situation."

The key is to be self-critical, to be able to look at each situation and say "how could have I done better?"



Lesson 3: Definition of Insanity

What is the definition of insanity? **Doing the same thing over and over while expecting a different result.**

If I had a penny for every time I heard this I'd be a millionaire.

The **problem is we so often see persistence confuse itself with insanity.**

We avoid this by treating each action as an experiment.

So how do we make sure we experiment? Schwartz gives these two steps:

1. Tell yourself “there is a way”. As we learned in the power of can, this forces your brain to allocate it's energy into solutions.

2. Back off and start fresh. Most ideas aren't generated by thinking about them. What I mean is most ideas come to you at seemingly the most random times. This is why you must cut out time for other “random” activities. For me personally, most of my ideas come when I'm working out or hanging out with friends. When they do I immediately stick them in my notepad too.

Chapter 11 Summary

1. Study setbacks to pave your way to success. When you lose, learn, and move on to the next one.
 2. Have the courage to be your own constructive critic.
 3. Stop blaming luck. Research each setback, find out what was wrong, and learn from it.
 4. Blend persistence with experimentation.
 5. Remember, there is a good side in every situation. Find it.
-



Chapter 12: Use Goals to Help You Grow

Key Takeaway: Goals are the fuel for growth since they align our subconscious forces with our conscious thoughts and actions.

“Goals are essential to success as air is to life”

Lesson 1: The Three Departments

“The three departments of your life are closely interrelated. Each depends on the other to some extent.”

Schwartz talks of breaking up our goals into 3 departments, work, home, and social. I think this is simple yet so powerful.

Why?

Because your life isn't a sum of unrelated parts, it's one holistic being. If your home life is off, your work life suffers. If you hate and stink at work, it'll translate into the home.

Tailor your goals not just by “career” goals. Find exactly what you want and work towards making that “life” happen.

Lesson 2: Need to find your heart and soul desire

“Success requires heart and soul effort, and you can put your heart and soul into something you really desire”.

Want the secret to a depressing life? Do what you're not passionate about.

I've heard all the counter arguments- you can't mix work and fun, once you make a hobby work it's no longer a hobby.

I can tell you from personal experience that is simply not true. My favorite time of my life thus far was working until 3 in the morning making pitch decks and creating my first company.

Schwartz also talks about how desire can be harnessed into power. By combining goals and desire, you unlock what he calls “automatic instrumentation”.



If you want to learn about this in depth refer to Napoleon Hill's *Think and Grow Rich* [here](#).

Lesson 3: Success Suicide

Schwartz lays out the five success suicide weapons here:

1. Self-depreciation.
2. Security-it is. Placing security as the excuse to not go after something. "I have a safe, secure job".
3. Competition. Don't let competition hinder you from taking action. Take what the competition is missing or just do it better.
4. Parental dictation. Lets face it, although parents are A+ lovers, their advice may be limiting.
5. Family responsibility. He's saying having a family shouldn't be a deterrent.

Lesson 4: Subconscious Effect

Whether you set goals or not, a path is being sent. As mentioned above, when you set goals you allow your subconscious automatic instrumentation. If you don't, you set up automatic destruction.

Schwartz says it best here, "**When you surrender to your goal, the goal works itself into your subconscious mind. Your subconscious mind is always in balance. Your conscious mind is not, unless it is in tune with what your subconscious mind is thinking. Without full cooperation from the subconscious mind, a person is hesitant, confused, indecisive. Now, with your goal absorbed into your subconscious mind you react the right way automatically. The conscious mind is free for clear, straight thinking.**"

The secret is in letting yourself totally surrender to this goal. It's in this surrender you tell your subconscious and conscious, "This is why I'm here, this is what I want to achieve, this is what WE will be working towards."

Schwartz says, "Let it obsess you and give you the automatic instrumentation you need to reach that goal".



Lesson 5: Compounding

“Just as a beautiful building is created from pieces of stone, each of which in itself appears insignificant, in like manner the successful life is constructed”.

What you see isn't everything. In fact, what you see is generally 2% of what's actually going on.

In terms of success, we generally see people successful people for where they are. However, when you look beneath the surface, you see the years of failure, learning, and experience that brought them to where they are today.

How can you leverage compounding? Start breaking your goals, activities, and actions into baby steps. I highly recommend my value ladder [here](#).

Chapter 12 Summary

1. Get a clear fix on where you want to go. Create an image of yourself ten years from now.
 2. Write out your ten-year plan.
 3. Surrender yourself to your desires. These desires turn into power once you surrender.
 4. Let your major goal be your automatic pilot.
 5. Achieve your goal one step at a time.
 6. Build thirty day goals. Day by day effort pays off.
 7. Take detours in stride.
 8. Invest in yourself.
-



Chapter 13: How to Think Like a Leader

Key Takeaway: Leadership is a trained mindset.

He uses his conclusion to break down each lesson into 4 leadership principles. They are as follows:

Lesson 1: Trade minds with people you want to influence.

At first I thought this meant being around people you want to be. However, what he's really getting at is the ability to think of what the other person wants.

He uses a commercial as an example. A successful commercial targets what the audience wants. An unsuccessful one targets what the guy paying for it wants.

Whether customers, or team members, you must be able to attune yourself to the audience.

My favorite quote is "speak to the audience not your ego".

Lesson 2: Think: What is the human way to handle this?

What's the golden rule?

To treat others the way you want to be treated yourself.

That's it. If you focus on this in every decision you'll 99% of the time make the right decision.

He also tells about an executive who is beloved by his team members. This executive makes it a point to celebrate everyone's birthday. He makes it a point to understand his team on a personal level. He is, at his core, a human person.

This executive describes his relationship with his team as such, "Whoever is under a man's power is under his protection, too."

We hear a story of a firing, in which this executive lined up interviews at other companies for this man and made sure he wasn't "fired", but rather relocating to something that fit him better. He told Schwartz this, "We never should have hired this man in the first place because he's not cut out for this kind of work. But since we did, the least I could do was help him to relocate."

Lesson 3: Think progress, believe in progress, push for progress.

"One of the most complimentary things anyone can say about you is "He stands for progress. He's the man for the job."



Placing importance on your work is a mindset. This mindset doesn't come and go, it needs to be there in each and every job/venture you pursue.

Schwartz says the way to develop this reverence is by thinking improvement in everything you do and thinking high standards in everything you do.

Lesson 4: Take time out to confer with yourself and develop your supreme thinking power.

“The point is this: the successful person in any field takes time out to confer with himself or herself”

To be successful doesn't mean you must be a loner, BUT successful people have the power of thinking alone. This doesn't mean loners, but the ability to decompress and set time for nothing but your brain.

Elon Musk is a great example. When he was younger he was bullied to the point of blacking out. His retreat was in books, and these books established in him the drive that's made him revolutionize every industry he touches.

Chapter 13 Summary

1. Be able to put yourselves in other's shoes.
2. The Golden Rule, or what Schwartz calls the “Be-Human” rule.
3. Think progress, believe progress, push for progress.
4. Take time out to confer yourself and tap your supreme thinking power.



MATTHEW R 

[Thanks for Reading, For More Book
Summaries check this out!](#)

