

Be Obsessed Or Be Average

Traces the author's upbringing where he joined a gang in order to survive until his mother married an entrepreneur who taught him key life and business principles, in an inspirational account that describes his rise to wealth.

Draws on extensive research into the beliefs and examples of successful women leaders to explain the importance of emotional depth in leadership today, providing inspirational descriptions of women who the authors believe serve as models of effective business and life practices. Reprint.

What if school was sports, and sports were school? A talented teen athlete questions reality—and the role she plays in it—when a mysterious injury upends her world. Athletics are everything for eighth-grader KT Sutton. She's a softball star, and she's on track to get a college scholarship and achieve international fame. Then one day during a championship game—in the middle of an important play—she suddenly blacks out. When she wakes up, she's in a different world. One where school is class after class of athletic drills, and after-school sports are replaced by popular academic competitions. One where KT is despised for her talent, and where her parents are fixated on her brother's future mathletics career rather than KT's softball hopes. KT is desperate to get back to reality as she knew it, but bits and pieces of disturbing memories and dreams make her wonder if something truly awful happened there. What if she's lost something a lot more important than a softball game? From New York Times bestselling author of *Sent* and *Sabotaged*, an engaging and highly relevant exploration of society's debate of smarts versus sports.

NEW EDITION--REVISED AND UPDATED with all-new chapters on productivity! Legendary business coach and entrepreneur Dean Graziosi takes you from where you are in life to where you want to be, using simple tools to reshape daily routines and open new doors to prosperity--whether you're a fellow entrepreneur, an employee or executive, or a new grad in your first job. *Millionaire Success Habits* is a book designed with one purpose in mind: to take you from where you are in life to where you want to be in life by incorporating easy-to-implement "Success Habits" into your daily routine. Legendary business coach Dean Graziosi has broken down the walls of complexity around success and created simple success recipes that you can quickly put to use in your life to reach the level of wealth and abundance you desire. This book is not about adding more time to your day. It is about replacing those things that are not serving your future with success habits designed specifically to assist you on your journey to a better you. In these pages, you'll: • Drill down deep to identify your "why"--the true purpose that drives you and the real reason you want to prosper • Expose and overcome the "villain within" that's holding you back • Unlock the single biggest secret to being productive (it's probably not what you think) • Believe in your own massive potential--so you can make it a reality • Use Dean's 30-day Better Life Challenge to catapult you into your new life Now updated with brand-new chapters on productivity and mastering the art of achievement, *Millionaire Success Habits* gives you the tools you need to radically reshape your daily routine and open new doors to prosperity.

Offers advice on how to become a successful entrepreneur, including how to start a business, making a profit, and provides information on investments, marketing, and management

Greece in the age of Heroes. Patroclus, an awkward young prince, has been exiled to the kingdom of Phthia. Here he is nobody, just another unwanted boy living in the shadow of King Peleus and his golden son, Achilles. Achilles, 'best of all the Greeks', is everything Patroclus is not

Get Free Be Obsessed Or Be Average

- strong, beautiful, the child of a goddess - and by all rights their paths should never cross. Yet one day, Achilles takes the shamed prince under his wing and soon their tentative companionship gives way to a steadfast friendship. As they grow into young men skilled in the arts of war and medicine, their bond blossoms into something far deeper - despite the displeasure of Achilles's mother Thetis, a cruel and deathly pale sea goddess with a hatred of mortals. Fate is never far from the heels of Achilles. When word comes that Helen of Sparta has been kidnapped, the men of Greece are called upon to lay siege to Troy in her name. Seduced by the promise of a glorious destiny, Achilles joins their cause, Torn between love and fear for his friend, Patroclus follows Achilles into war, little knowing that the years that follow will test everything they have learned, everything they hold dear. And that, before he is ready, he will be forced to surrender his friend to the hands of Fate. Profoundly moving and breathtakingly original, this rendering of the epic Trojan War is a dazzling feat of the imagination, a devastating love story, and an almighty battle between gods and kings, peace and glory, immortal fame and the human heart.

Jordan Belfort—immortalized by Leonardo DiCaprio in the hit movie *The Wolf of Wall Street*—reveals the step-by-step sales and persuasion system proven to turn anyone into a sales-closing, money-earning rock star. For the first time ever, Jordan Belfort opens his playbook and gives you access to his exclusive step-by-step system—the same system he used to create massive wealth for himself, his clients, and his sales teams. Until now this revolutionary program was only available through Jordan's \$1,997 online training. Now, in *Way of the Wolf*, Belfort is ready to unleash the power of persuasion to a whole new generation, revealing how anyone can bounce back from devastating setbacks, master the art of persuasion, and build wealth. Every technique, every strategy, and every tip has been tested and proven to work in real-life situations. Written in his own inimitable voice, *Way of the Wolf* cracks the code on how to persuade anyone to do anything, and coaches readers—regardless of age, education, or skill level—to be a master sales person, negotiator, closer, entrepreneur, or speaker. The *10X Quote* book is derived from *The 10X Rule, The Only Difference Between Success and Failure* by New York Times bestselling author and self made multimillionaire entrepreneur, Grant Cardone. The 10X lifestyle is one that calls for massive action towards greatness in all aspects of life. This quote book is a compliment to the original book and offers a daily boost of inspiration to continue along a path towards success.

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Learn about the attitude that defines success. Do you want to be at the top of your game? Do you want to be one step ahead? If you do, then it's time to revamp your attitude! Because success is a state of mind and if you want to be successful, you have to think like a winner. Written for anyone who wants to maximize their full potential and seize the day, *Be Obsessed or Be Average* (2016) is your handbook for becoming the best.

The murder of a world-famous physicist raises fears that the Illuminati are operating again after centuries of silence, and religion professor Robert Langdon is called in to assist with the case.

Achieve "Massive Action" results and accomplish your business dreams! While most people operate with only three degrees of action-no action, retreat, or normal action-if you're after big goals, you don't want to settle for the ordinary. To reach the next level, you must understand the coveted 4th degree of action. This 4th degree, also know as the 10 X Rule,

Get Free Be Obsessed Or Be Average

is that level of action that guarantees companies and individuals realize their goals and dreams. The 10 X Rule unveils the principle of "Massive Action," allowing you to blast through business clichés and risk-aversion while taking concrete steps to reach your dreams. It also demonstrates why people get stuck in the first three actions and how to move into making the 10X Rule a discipline. Find out exactly where to start, what to do, and how to follow up each action you take with more action to achieve Massive Action results. Learn the "Estimation of Effort" calculation to ensure you exceed your targets Make the Fourth Degree a way of life and defy mediocrity Discover the time management myth Get the exact reasons why people fail and others succeed Know the exact formula to solve problems Extreme success is by definition outside the realm of normal action. Instead of behaving like everybody else and settling for average results, take Massive Action with The 10 X Rule, remove luck and chance from your business equation, and lock in massive success.

You don't need to have been born under a lucky star, or with incredible wealth, or with terrific contacts and connections, or even special skills...but what you do need to succeed in any of your life goals is self-discipline. Unfortunately, most people give in to the two worst enemies of success; they take the path of least resistance (in other words, they're lazy) and/or they want immediate gratification; they don't consider the long-term consequences of the actions they take today. No Excuses! shows you how you can achieve success in all three major areas of your life; 1. Your personal goals.2. Your business and money goals.3. Your overall happiness. Each of the 21 chapters in this book shows you how to be more disciplined in one aspect of your life, with end-of-chapter exercises to help you apply the "no excuses" approach to your own life. With these guidelines, you can learn how to be more successful in everything you do - instead of wistfully envying others who you think are just "luckier" than you. A little self-discipline goes a long way...so stop making excuses and read this book!

“Charming. . . . A moving testament to the diversity and depths of love.” —Publishers Weekly You’ll laugh, you’ll cry, you’ll be swept away—in less time than it takes to read this paragraph. Told in voices that are honest, vulnerable, tender, and wise, here are 175 true stories that are each as moving as a lyric poem and convey a universally recognized feeling, all in fewer than one hundred words. There are stories of love found and love lost, and the sometimes rarest of loves, self-love. Stories of romantic love, brotherly love, platonic love. Stories of mothers and daughters, husbands and wives, strangers who dream of what might have been. And the oldest story of all—boy meets girl—their tale ends happily ever after, even though along the way the boy became a girl.

Why you must envision, create and defend your personal empire. Advise for business, life and love.

The Closer’s Survival Guide is perfect for sales people, negotiators, deal makers and mediators but also critically important for dreamers, investors, inventors, buyers, brokers, entrepreneurs, bankers, CEO’s, politicians and anyone

Get Free Be Obsessed Or Be Average

who wants to close others on the way they think and get what they want in life. Show me any highly successful person, and I will show you someone who has big dreams and who knows how to close! The end game is the close.

We're in the middle of an epidemic of average. So-called "normal" people get up every day, go to work, do what's asked of them, leave promptly at 5, and return home to sit on the couch and watch TV. Society tells us that this is what it means to lead a balanced life. Don't stress too much or work too hard. Your career isn't everything. But Grant Cardone thinks this preoccupation with balance has really just given an excuse to be mediocre.--Worldcat

Be Obsessed Or Be Average Penguin

Shows that knowing the principles of selling is a prerequisite for success of any kind, and explains how to put those principles to use. This title includes tools and techniques for mastering persuasion and closing the sale.

I want to help you reach millionaire status, even get rich, if you believe that you deserve to be the person in the room that writes the check for a million dollars, ten million or even 100 million—let's roll.

In this instant New York Times bestseller, Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not talent, but a special blend of passion and persistence she calls "grit." "Inspiration for non-genius everywhere" (People). The daughter of a scientist who frequently noted her lack of "genius," Angela Duckworth is now a celebrated researcher and professor. It was her early eye-opening stints in teaching, business consulting, and neuroscience that led to her hypothesis about what really drives success: not genius, but a unique combination of passion and long-term perseverance. In *Grit*, she takes us into the field to visit cadets struggling through their first days at West Point, teachers working in some of the toughest schools, and young finalists in the National Spelling Bee. She also mines fascinating insights from history and shows what can be gleaned from modern experiments in peak performance. Finally, she shares what she's learned from interviewing dozens of high achievers—from JP Morgan CEO Jamie Dimon to New Yorker cartoon editor Bob Mankoff to Seattle Seahawks Coach Pete Carroll. "Duckworth's ideas about the cultivation of tenacity have clearly changed some lives for the better" (The New York Times Book Review). Among *Grit*'s most valuable insights: any effort you make ultimately counts twice toward your goal; grit can be learned, regardless of IQ or circumstances; when it comes to child-rearing, neither a warm embrace nor high standards will work by themselves; how to trigger lifelong interest; the magic of the Hard Thing Rule; and so much more. Wincingly personal, insightful, and even life-changing, *Grit* is a book about what goes through your head when you fall down, and how that—not talent or luck—makes all the difference. This is "a fascinating tour of the psychological research on success" (The Wall Street Journal).

The star of ABC's "Shark Tank" demonstrates how starting a business on a shoestring can provide significant competitive

Get Free Be Obsessed Or Be Average

advantages for entrepreneurs by forcing them to think creatively, use resources efficiently, and connect more authentically with customers. --Publisher's description.

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Learn the differences between success and failure in this easy-to-follow guide laid out by top business guru, Grant Cardone. When it comes to success, people often believe that success just isn't for them. They read the inspiring quotes, the cute mottos, they even know what they have to do, but it never seems to work out. Luckily, Grant Cardone has spent decades creating a formula for success that works. With experience as a top sales trainer and business owner, Cardone lays out his exact tips for achieving even the craziest dreams. With the 10X Rule, you'll learn what it takes to find success and how one simple rule can help you achieve goals that once seemed impossible. The 10X rule can be applied to any area of life, and as you read you'll learn key information, including how settling for an average life is dangerous, how becoming obsessed is a good thing, and why success requires a childlike mindset.

This book is born of my desire to summon us to be leaders for this time as things fall apart, to reclaim leadership as a noble profession that creates possibility and humaneness in the midst of increasing fear and turmoil. I know it is possible for leaders to use their power and influence, their insight and compassion, to lead people back to an understanding of who we are as human beings, to create the conditions for our basic human qualities of generosity, contribution, community and love to be evoked no matter what. I know it is possible to experience grace and joy in the midst of tragedy and loss. I know it is possible to create islands of sanity in the midst of wildly disruptive seas. I know it is possible because I have worked with leaders over many years in places that knew chaos and breakdown long before this moment. And I have studied enough history to know that such leaders always arise when they are most needed. Now it's our turn.

An incendiary examination of burnout in millennials--the cultural shifts that got us here, the pressures that sustain it, and the need for drastic change

The guide to getting hired, being promoted, and thriving professionally for the 40 million people of color in the workplace—from the CEO and cofounder of Jopwell, the leading career advancement platform for Black, Latinx, and Native American students and professionals. Let Them See You is a collection of Braswell's straight-talking advice and mentorship for diverse careerists, from college students to mid-level professionals. It's also an invitation for diversity champions to listen in on the guidance and perspective Braswell provides, particularly for young diverse workers—the population that will make up the majority of the US workforce by 2030. In Let Them See You, Braswell briefly chronicles how the majority-culture workplace evolved and why it's a business imperative to have a more diverse workforce, and then explains how you can:

- overcome not-so-invisible obstacles
- create perceived value
- get recognition
- be true to yourself at work
- build a

Get Free Be Obsessed Or Be Average

personal brand · harness fear of failure · embrace uncomfortable conversations, and · drive diversity and inclusion, whether you're entry-level or in management In essence, Braswell delivers all the context, tactics, and language you need to let them see you.

This invaluable “mentor in your pocket” by three dynamic and successful black female executives will help all black women, at any level of their careers, play the power game—and win. Rich with wisdom, this practical gem focuses on the building blocks of true leadership—self-confidence, effective communication, collaboration, and courage—while dealing specifically with stereotypes (avoid the Mammy Trap, and don't become the Angry Black Woman) and the perils of self-victimization (don't assume that every challenge occurs because you are black or female). Some leaders are born, but most leaders are made—and The Little Black Book of Success will show you how to make it to the top, one step at a time.

During economic contractions, it becomes much more difficult to sell your products, maintain your customer base, and gain market share. Mistakes become more costly, and failure becomes a real possibility for all those who are not able to make the transition. But imagine being able to sell your products when others cannot, being able to take market share from both your competitors, and knowing the precise formulas that would allow you to expand your sales while others make excuses. If You're Not First, You're Last is about how to sell your products and services—despite the economy—and provides the reader with ways to capitalize regardless of their product, service, or idea. Grant shares his proven strategies that will allow you to not just continue to sell, but create new products, increase margins, gain market share and much more. Key concepts in If You're Not First, You're Last include: Converting the Unsold to Sold The Power Schedule to Maximize Sales Your Freedom Financial Plan The Unreasonable Selling Attitude

- More than 500 appearances on national bestseller lists • #1 Wall Street Journal, New York Times, and USA Today • Won 12 book awards
- Translated into 35 languages • Voted Top 100 Business Book of All Time on Goodreads

People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. YOU WANT LESS. You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. AND YOU WANT MORE. You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH — LESS AND MORE. In The ONE Thing, you'll learn to * cut through the clutter * achieve better results in less time * build momentum toward your goal* dial down the stress * overcome that overwhelmed feeling * revive your energy * stay on track * master what matters to you The ONE Thing delivers extraordinary results in every area of your life--work, personal, family, and spiritual. WHAT'S YOUR ONE THING?

Can you remember that one time you got recognized or someone thanked you for your contribution to their life? You were a rock star, even for just one second. This book isn't about a charmed path to success or some untouchable fairy tale that nobody can relate to--this is about going from rock bottom to rock star, something that everybody can relate to. In his first book, Blair shared the brutally honest story of how he went from an at-risk youth, sleeping on a mattress on the floor of a shack, to a self-made multimillionaire by his early twenties. As his story became a national sensation, fans started asking him how they too could become entrepreneurs, take their careers to the next level, and

Get Free Be Obsessed Or Be Average

achieve financial freedom. Rock Bottom to Rock Star answers those questions. Blair has battled extreme obstacles: life as a former gang member, balancing a demanding career with single parenthood, building and selling multiple companies, and making and losing tens of millions of dollars (sometimes all in one day). He wants to help others avoid the mistakes he made in the school of hard knocks, so he has compiled his unique advice for going from rock bottom to rock star in whatever field you chose to pursue. Much of his advice is counterintuitive, and definitely not what you would learn in business school. Here's one example: "Don't believe your own hype. The moment you start celebrating, you've left the stage. It wasn't celebration that made you a rock star. It was hard work." If you're serious about making the most of your life and you're ready to become the "rock star next door" instead of just looking up to them, this may be the most rewarding book you'll ever read.

The Growth Company is a gripping, thought provoking and an insightful tale revealing 17 Business Growth Principles — each principle worth in gold that has power to reshape the future of any company. Slowing economy and a challenging business environment had made life tough for most business leaders. Vikram Singh, Chairman and Managing Director of CSG, too felt the heat and was staring at his first negative business growth year in the company. Desperate to find solutions to put the company on growth path — he discovered ancient wisdom in form of 17 Growth Commandments. Armed with the newfound wisdom, he embarks on a journey along with his team of Business Leaders to re-energize the company, to put it on the growth path and accelerate the pace of growth.

Discover the secrets for how to think and act like the most successful people in the world and reap the rewards! In today's constantly changing world, you have to be smart to get ahead. But the average person uses only about two percent of their mental ability. How can we learn to unleash our brain's full potential to maximize our opportunities, like the most successful people do? In Get Smart!, acclaimed success expert and bestselling author Brian Tracy reveals simple, proven ways to tap into our natural thinking talents and abilities and make quantum leaps toward achieving our dreams. In this indispensable guide, you'll learn to:

- Train your brain to think in ways that create successful results
- Recognize and exploit growth opportunities in any situation
- Identify and eliminate negative patterns holding you back
- Plan, act, and achieve goals with greater precision and speed

Whether you want to increase sales, bolster creativity, or better navigate life's unexpected changes, Get Smart! will help you tap into your powerful mental resources to obtain the results you want and reap the rewards successful people enjoy.

Author of the book "Dev Gadhvi" comes from a very humble family; his dad was a truck driver and mother a housewife. He saw a great deal of struggle since his childhood and lost 13 years of his career to a mediocre mentality. Finally, he could transform his life with help of some very less known millionaire's secrets. He knows the pain of living with a mediocre mindset and losing precious time. This is the only reason he doesn't want anyone else to lose their precious years. In this book, he shares his learning and his transformation with only single aim, that is to help others transform their lives as well. He has carefully crafted the book only for the people who are looking for that one life changing moment, people who are looking to realize what was missing in their hustle, people who were wanting to know the secrets of how others have become so successful and how they can become too.

Linda Kaplan Thaler and Robin Koval have moved to the top of the advertising industry by following a simple but powerful philosophy: it pays to be nice. Where so many companies encourage a dog eat dog mentality, the Kaplan Thaler Group has succeeded through chocolate and flowers. In THE POWER OF NICE, through their own experiences and the stories

Get Free Be Obsessed Or Be Average

of other people and businesses, they demonstrate why, contrary to conventional wisdom, nice people finish first. Turning the well-known adage of “Nice Guys Finish Last” on its ear, THE POWER OF NICE shows that “nice” companies have lower employee turnover, lower recruitment costs, and higher productivity. Nice people live longer, are healthier, and make more money. In today’s interconnected world, companies and people with a reputation for cooperation and fair play forge the kind of relationships that lead to bigger and better opportunities, both in business and in life. But being nice doesn’t mean acting wimpy. In fact, nice may be the toughest four-letter word you’ll ever encounter. Kaplan Thaler and Koval illustrate the surprising power of nice with an array of real-life examples from the business arena as well as from their personal lives. Most important, they present a plan of action covering everything from creating a positive impression to sweetening the pot to turning enemies into allies. Filled with inspiration and suggestions on how to supercharge your career and expand your reach in the workplace, THE POWER OF NICE will transform how you live and work.

Master the art of fully living, one life goal at a time. Do you want to experience your one life--your whole life--to its fullest measure? In this stirring book, author, blogger and lifestyle entrepreneur, Tal Gur offers his own transformational journey as an inspiring example and practical guide to implementing the art of fully living. You'll learn how to actualize your potential by forging all aspects of your life through the process built into your life goals. The very structure of this book models Tal's immersive approach to goal-driven living: each chapter of The Art of Fully Living is dedicated to a year of focus--socializing, fitness, freedom, contribution, love, adventure, wealth, relationship, spirituality, and creativity--and follows Tal's endeavors as he works toward fulfilling 100 life goals in only 10 years. This daunting ambition, springing from one late-night conversation among friends and a gnawing discontentment within the typical "success" story, becomes extremely relatable through Tal's bold storytelling; what's more, the deep lessons learned become immediately applicable for your own purposes as Tal thoughtfully extracts the actionable wisdom from his own experiences to articulate the principles and techniques of "the art of fully living." The Art of Fully Living takes you along the exhilarating ride of Tal's journey while illuminating your own possible life-goal trajectory: as Tal relates how he socialized nonstop in vibrant Melbourne to master English and trained intensively to complete Ironman New Zealand and practice ancient Thai martial arts, you'll learn how to apply immersion to achieve your own life goals; as Tal describes how he eliminated his crushing student debt in one year and attained financial and location independence, you'll learn how to simplify your life, recognize your own present wealth, and turn your passions into a living; and as Tal animates his experiences learning to surf and salsa, to drum in a troupe and compose electronic music, and to write this very book, you'll learn how to let your intuition be your guide, reveal your authentic core, and achieve flow--among the myriad other adventures and take-aways that fill this book. Tal not only introduces the idea that the art of fully living is another skill to master but also guides you

Get Free Be Obsessed Or Be Average

through honing this skill with chapter lessons and actionable key takeaways. Once you discover "the art of fully living," there is no going back; it will feel unacceptable to settle for less than your dreams--and what's more, you'll dream even more wildly, aspiring to action with greater clarity of purpose, broader horizons of possibility, and holistic vision across all areas of your life. This book is especially for you if you find yourself frustrated often, feeling low, or if you're struggling while asking yourself "What do I REALLY want?" You will discover how to leverage your strengths to achieve your dreams. You will know what it means to be truly free. You will be fulfilled by the path you have chosen to take from this point on. Can you imagine what the world would be like if everyone discovered and did what made them feel FULLY alive? Your dreams are your dreams for a reason; they are rooted in your deepest understanding of who you want and can become. It's up to you to follow though, to trust in your vision enough to persist until it becomes a reality, part of the world and part of who you are becoming. Your inspiration is meant to be, and you can make it so through the "art of fully living." Follow this inspirational journey and master the art of fully living by scrolling up and clicking the BUY NOW button at the top of this page

A manager's guide to hiring the right employees introduces the practical and effective A Method for Hiring, which draws on the expertise of hundreds of high-level executives to present a simple, easy-to-follow program to guarantee hiring success. 50,000 first printing.

For the person who longs to run their business from home, author Carrie Wilkerson says it is possible. She says to the reader: reclaim your time, determine your income, and change your lifestyle—all while keeping personal priorities intact. Successful at running her own seven-figure business from home—and an active speaker on the subject—the author demonstrates business models with tables and charts in an easy-to-understand format. Chapters include such subjects as finding a target market, marketing strategies, and brand development. Especially important are the common pitfalls listed to avoid in starting a business from home. To succeed as the barefoot executive, “Do what you are qualified to do most immediately for maximum profit,” the author says. “Then, you are free to pursue what you are passionate about.” A bestselling author, writer, speaker, TV star, and regular guest on FoxBusiness, NBC, MSNBC and Business Insider, Grant Cardone has no problem selling how to be successful-- because he is successful. His secret? He's obsessed with success. Drawing upon his obsession, Cardone empowers small business owners to use theirs. Coached by Cardone and following examples set by other success stories, small business owners learn how to let their obsession for their business guide them into expanding their operations and growing profits. Given 100 ways to take their business to the next level, business owners are challenged to shift from a defensive mindset to an offensive outlook, changing the primary focus from expenses to revenue. Solutions covered include: *Branding- how to create a unique brand

Get Free Be Obsessed Or Be Average

*Omnipresence - how to get your company everywhere at little cost *Pushing your people to greatness never allowing your staff to be average *Identifying a purpose greater than your product or service *How to establish value unique to price *Working your staff to their potential not to a quota *Power of keeping your staff sold *Treating obscurity as your only issue *Doing the things you fear *Reaching up for business associates and clients *Having big problems not little ones *Over-committing to your customers *Making a list of contacts that would change your business

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It's a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with They Ask, You Answer. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. They Ask, You Answer is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

From popular LGBTQ advice columnist and writer John Paul Brammer comes a hilarious, heartwarming memoir-in-

Get Free Be Obsessed Or Be Average

essays chronicling his journey growing up as a queer, mixed-race kid in America's heartland to becoming the "Chicano Carrie Bradshaw" of his generation. "A wise and charming book. [Brammer] is such a good writer, and so well rounded."—David Sedaris "[Brammer] is both kind and piercingly funny, often in the same sentence....Personal and affecting....¡Hola Papi! is a master class of tone and tenderness, as Brammer balances self-compassion with humor." —THE NEW YORK TIMES BOOK REVIEW (EDITORS' CHOICE) "[¡Hola Papi! should be] required reading...[Brammer's] writing is incredibly funny, kind, and gracious to his readers, and deeply vulnerable in a way that makes it feel as if he's talking to only you." —LOS ANGELES TIMES

The first time someone called John Paul (JP) Brammer "Papi" was on the popular gay hookup app Grindr. At first, it was flattering; JP took this as white-guy speak for "hey, handsome." Who doesn't want to be called handsome? But then it happened again and again...and again, leaving JP wondering: Who the hell is Papi? What started as a racialized moniker given to him on a hookup app soon became the inspiration for his now wildly popular advice column "¡Hola Papi!," launching his career as the Cheryl Strayed for young queer people everywhere—and some straight people too. JP had his doubts at first—what advice could he really offer while he himself stumbled through his early 20s? Sometimes the best advice to dole out comes from looking within, which is what JP has done in his column and book—and readers have flocked to him for honest, heartfelt wisdom, and of course, a few laughs. In ¡Hola Papi!, JP shares his story of growing up biracial and in the closet in America's heartland, while attempting to answer some of life's toughest questions: How do I let go of the past? How do I become the person I want to be? Is there such a thing as being too gay? Should I hook up with my grade school bully now that he's out of the closet? Questions we've all asked ourselves, surely. ¡Hola Papi! is "a warm, witty compendium of hard-won life lessons," (Harper's Bazaar) for anyone—gay, straight, and everything in between—who has ever taken stock of their unique place in the world. "Readers are likely to become addicted to these stories; they're that good...Brammer comes to know himself very well, and readers will be delighted to make his acquaintance, too," (Booklist, starred review).

New York Times Bestseller Iconoclastic entrepreneur and New York legend Ken Langone tells the compelling story of how a poor boy from Long Island became one of America's most successful businessmen. Ken Langone has seen it all on his way to a net worth beyond his wildest dreams. A pillar of corporate America for decades, he's a co-founder of Home Depot, a former director of the New York Stock Exchange, and a world-class philanthropist (including \$200 million for NYU's Langone Health). In this memoir he finally tells the story of his unlikely rise and controversial career. It's also a passionate defense of the American Dream -- of preserving a country in which any hungry kid can reach the maximum potential of his or her talents and work ethic. In a series of fascinating stories, Langone shows how he struggled to get an education, break into Wall Street, and scramble for an MBA at night while competing with privileged competitors by day.

Get Free Be Obsessed Or Be Average

He shares how he learned how to evaluate what a business is worth and apply his street smarts to 8-figure and 9-figure deals . And he's not shy about discussing, for the first time, his epic legal and PR battle with former NY Governor Eliot Spitzer. His ultimate theme is that free enterprise is the key to giving everyone a leg up. As he writes: This book is my love song to capitalism. Capitalism works! And I'm living proof -- it works for everybody. Absolutely anybody is entitled to dream big, and absolutely everybody should dream big. I did. Show me where the silver spoon was in my mouth. I've got to argue profoundly and passionately: I'm the American Dream.

[Copyright: e3040434a53921b020caa462a2b087d8](#)