

Act As If

By Glen Bradford

I DARE YOU TO

READ THE FIRST PAGE

What would you do if you just picked up the most insightful book you've ever read? Would you read it?

Would you?

Act As If

Throughout this book, I was asked, “Do you have a publisher?”

To which I replied,

“Well, does a publisher have me?”

Act As If

Question Everything, Set Life Goals, Achieve.
What are you waiting for?

Glen Bradford

IT IS 2:53AM MONDAY JANUARY 23RD, 2012.

I HAVE NEVER FELT MORE ALIVE.

-GLEN BRADFORD

Can you feel it?

Once you have, you can't forget it.

The measure of a man is what he is about to do.

There is no better time than now.

To Empower Success

2011 I was afraid, as I held grandfather's hand as he lapsed into and out of consciousness hours before he died in his home from cancer that had riddled his body, I looked into his eyes and asked the best question I'd ever asked at that point in my life,

“If you could do one more thing, what would it be?”

...

...

“Help one more person.”

That was the last thing he said to me, my mission in life was born:

To Empower Success

This is me.

Here I go.

You are invited.

Prologue

My good friend Mr. Smith has learned that one of the most effective things to do is to seek, find, and understand problems and then present them to others as opportunities for improvement. This book, more or less, is no different. It's that same principle on steroids. The idea is to find weaknesses in the way you operate and to make significant enhancements so that you are surrounded and capitalizing on more opportunities on a day-to-day basis than you are today. In order to do this, being able to sort and prioritize the types of opportunities that are of interest to you is of the utmost importance. Since I am seeking absolute effectiveness in writing this New York Times Bestseller, I have decided to specifically give guidance in regards to the types of opportunities that I think most people could use the most insight into. To be honest, I have written 374 pages of this book up until this point where I actually have figured out how I am going to structure it. The duration of each chapter is a function of my ability to convey the concept in as few words as possible. The goal is to cut myself off upon completion of a value-add thought and move on. Inside the table of contents, you'll notice that I've covered all sorts of crazy ideas, some of which will make it into the final and others of which will be thrown into the Appendix/Further Considerations. As you can see from the table of contents, I try to touch base with concepts including: Winning Health, Winning Time, Winning Relationships, Winning Money and Winning in General. All of this requires the Winning Attitude. I am going to show you how to have it, but it's up to you to ACT AS IF.

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TLDR; Stop Sabotaging Yourself

"Too long; didn't read" indicates that the reader did not actually read the statement due to its undue length. For those TLDRs, I present the "Cliff Notes" version, without the Cliff.

I, Glen Bradford, have systematically trained myself to quit disadvantageous behaviors. That's pretty much all there is to it.

This book is easily summarized. The idea is to enable you:

1. To define self-imposed unnecessary mental constraints that you currently operate under and eliminate those that are disadvantageous
2. Establish self-reinforcing behaviors that are advantageous in terms of getting what you want.

In doing so, the first step is to:

1. Define what it is that you want.
2. Figure out the most advantageous approach to getting what you want.
3. Acquire all the tools and resources that you will need to get what you want.
4. Get what you want.

You see, success is a dish best served whenever you want it and I want it all the time.

How bad do you want to be successful 5 years from today? 10 years from today? 20 years from today?

Well...Get on with it then!

There is nothing you can do to change your past. However, you can actively choose your perception and thus directly impact your future. In fact, you can become virtually anyone you want to be. Why be the average frustrated chump that lives a suboptimal life of mediocrity due to their inability to break past self-imposed constraints? That was the old you.

As far as you and I are concerned, that person is dead and will begin consuming less of your time effective right now. You and I are now on a mission to awaken the new you. Fortunately, the new you has been inside of you all along. You and those around you have locked him up. You've put him in constraints. Let's get him out and go play. Envision who you want to be and be that person. No excuses, there are no second chances. Do it now.

This is effectively my guide to living a better life. I'm not talking about better regarding how other people measure your life. I'm talking about a better life for you, however you choose to measure it.

I guarantee you will find some of the things I say highly disagreeable. That's only natural. Some things apply only to me. Pick and choose. It's your life.

The big lie is coming.

I've failed at writing this book 74 times previously.

Yep, that's a lie. I just made it up, but you still believed it for a second and it established rapport and kind of made you like me, just a little bit.

That's important to note. If you say it with confidence, people will assume you know from experience. Sometimes it is incredibly useful to be able to act more experienced than you are so you can gain opportunities to grow.

Other times, you need to be able to identify you are not only cheating yourself by faking it, but you are also cheating others. The difference? Perceived sustainability.

OK....

So what is perceived sustainability?

It all starts with thinking like an engineer. It was easy for me because of my degree is in engineering from Purdue University. So let's start there.

Engineering is the discipline, art, skill and profession of acquiring and applying scientific, mathematical, economic, social, and practical knowledge, in order to design and build structures, machines, devices, systems, materials and processes that safely realize improvements to the lives of people.

Today, I'm simply applying engineering to life design and developing and immersing myself in mental frameworks that drive me toward my goals.

In your case, you probably have not defined your specific goals. But, I'm sure you can visualize what those goals might be. In fact, take 10 seconds, put this book down and visualize yourself achieving one of those goals.

Did it feel nice? Did it feel right? Kind of empowering? Isn't that how you want to feel?

Soooooooo.....

First Step: What do you want?

The first step to *getting* what you want is *figuring out* exactly what you want.

For some people, this is easy, but for others, it is nearly impossible. For some, the goal is crystal clear, as if looking through a window. For others, it is as if they are looking through an opaque glass.

The easiest way I can tell you to determine your life goals is to think about what you liked to do as a kid. When I was a kid, I talked about money all the time. ALL...THE...TIME. When my father was a kid he calculated baseball batting averages and watched sports as much as he could. Today he is happiest as a sportswriter, after being unhappy owning his own business and a stint as a banker.

Think back to when you were a kid... Or maybe you already know. What is something you just can't stop thinking about? Whatever that is, that might be your life's work trying to get out of the constraints you have it under.

My father once had an original song that popped into his head when he was 25. For years he would occasionally sit down at the piano and pick out the tune. At some point he wrote the words down. Finally, the world came together and he not only recorded the song, but he made a music video out of it.

Funny part was, he never had any intentions of selling it, or becoming famous by it. He just had to get it out of his head. Having done that, he now tells his college classes he wrote and sang in a music video. To him, that was success.

Second Step: Ask for it

If you don't ask for what you want, how do you expect to get it? You lack the ability to read other people's minds. How do you expect them to read yours?

So, I'm asking you to not read this book

Not all of it, anyway. Why waste your time on stuff that doesn't interest you? Look up the chapters you think are the most interesting and start there. If you don't find a particular section interesting, don't read it. That's what I'd do. Spend that time doing something you love. My grandmother gave me some keen advice the other day. She noted that in her book club, the first hundred pages and the last fifty of most books is all you really want to or need to read in order to experience the full value of the book. Everything inbetween for most authors tends to be highly repetitive and trivial. When you read, plan accordingly.

OK, so why should you listen to me?

Who am I? I was the smartest dumb kid you knew. Once, I was voted most likely to fail out of college and proceeded to get a 4.0 that semester. One semester, I took 25 credit hours of high level engineering and management college classes at once – the equivalent of two full semesters at once, and still found time to party. I was at a Google party in San Francisco a while ago and met some of their employees who quickly told me their SAT score. While a high test score is something to be proud of (I guess), this book will certainly encourage you to do otherwise.

Mark Twain once said, "Do not let schooling interfere with your education." I concur. Let's just say that I have gone from smartest dumb kid to "moderately insightful." The journey continues.

There is no “one authority,” no “fountain of all information.” Free will is free will. Accept no authority without questioning the motive.

ACT AS IF

Before we get involved with the advantageous dynamics of the cognitive framework that drives the ACT AS IF mentality, let’s start with a story that illustrates just what you can become if you ACT AS IF.

The Famous Spider Story

Life doesn’t often present the opportunity to save people’s lives. But when it does...

In high school, like many others, I would often daydream about how I would stop a crazed gunman if one suddenly burst into the back of the classroom. I had tactics planned, partnerships established, and devices used all in my plan. While the teacher droned on about theoretical nonsense, I was disarming a really nasty looking guy.

Then one day, it actually happened. Only I was on an airplane, and the nasty looking guy was actually a nasty looking spider. A deadly spider that had somehow found its way into the airplane.

The following is a true story of an event that transpired in about 1 minute as my Southwest flight was accelerating down the runway at takeoff. This particular flight was from Indianapolis to Midway en route to Tampa, FL.

But first, let’s rewind to earlier that day. After all, this story is where this all began for me. Seriously, I can’t make this stuff up.

This was the day that I woke up and decided something was distinctly different. I didn't know what it was. I rolled out of bed in Indianapolis and felt like I was more free than I had ever been. I got up feeling a new sense of power and confidence. I wasn't sure what was happening but I knew something had changed forever.

Fast forward. I had just finished making the usual conversation with Jason who was the passenger next to me and had begun to assume the position to fall asleep when I noticed there was something brown under Jason's collar. First instinct, coffee stain.

Sitting in the middle seat on the left side of the airplane, positioned with the individual with the alleged brown coffee stain under the collar of his white button down to my right, things got interesting. I took a second glance to confirm my suspicion and that's when.... Yes, he had a nice, freshly pressed dress shirt, but more importantly to my alarm, the "coffee spot" was moving. Yep, it was definitely moving, in very spider like fashion, I might add.

My face flushed white like a toilet as I instantly analyzed the situation. My gut instinct which was immediately put down by my inner logic was a combination of shouting, pointing, creating distance, and potentially smashing the hairy brown leg under his collar. Now I found myself raising his level of passenger concern; he was looking at me as if he was starting to get agitated that I might lose my lunch and he'd have to spend the duration of the flight next to a passenger that easily succumbed to motion sickness. I instantly knew that if I was to alert him to the large hairy leg protruding from his collar that a variety of negative events could occur:

1. I could catch a flailing elbow to the face.

2. I could induce sheer panic among the passengers.
3. I could end up with whatever that beast was crawling on top of me.
4. The worst case of losing the beast as it runs for cover somewhere else on the airplane. I knew the worst case was to know that it is out there and not know where it is. I mean this was a huge spider.

It took me a few seconds to assess my options but clearly I had to act soon.

The plane was hustling down the runway in takeoff mode as I broke every rule in the book and calmly unbuckled my seatbelt. I directed my attention to the stewardess, the bottleneck of this operation, and prepared for direct inquiry in a growing hostile environment.

I proceeded to lean forward in the front seat of the airplane and demanded in a remarkably calm voice, "I need a napkin please."

This was quickly followed with the expected response from the stewardess, "Sir, can you please take your seat."

To which I naturally and most confidently replied, "Yes, gladly, but I require a napkin."

This was followed with an even more forceful "Sir, take your seat."

At this point, I had quite a fan base. In fact, had there been a marshall on this small flight, I am sure I would have ended up being on the national evening news. As it was, the first 5-6 rows were starting to get concerned that I was potentially an unruly

passenger and the guy on my left behind me put his hand on my shoulder.

I instantly changed to a sympathetic gesture, "I understand, I need a napkin, this cannot wait."

Success. The stewardess rewarded me with a napkin and I sat back in my seat. Problem solved as far as everyone else was concerned.

Now, I'm not usually afraid of spiders, but this leg that was originally sticking out of Jason's collar had now been followed by the body of the spider. This thing was practically sunbathing under these airplane lights as the front wheels of the airplane broke ground. I'd compare the size of it to a silver dollar but it was larger in size. It was approximately 2 and a half inches in diameter, brown, leggy and hairy. Perhaps the spider knew that I knew where he was and his cover was blown.

Jason was very concerned at this point and I flashed him eyes that spoke loudly, 'Everything is OK.' That instant he began to relax I went into quick, swift motion. But my thoughts were racing. Heck, I didn't know how much his shirt cost and I didn't want to be liable for a dry-cleaning bill or a new shirt. I did recognize that his shirt was better than any I had ever worn. This would be an expensive operation if I misfired.

But I went for it. My aim was true. I successfully cupped the spider in my hand to the point where I could feel it squirm. At this point Jason was clenching his right fist as if to punch me. I quickly squeezed and extracted the spider from his shirt into the napkin. A split second later, I squeezed the life out of the spider.

But now what? Everyone in the first 3 rows was now on full alert, figuring I was a crazed lunatic, having just confronted the stewardess and apparently punched my seat mate.

I decide to go on the offense. "Listen," I said, "I am squeezing a fairly large spider that I have captured from your shirt. I imagine that you'd prefer not to see it."

Jason nodded "no" figuring I was still some sort of terrorist. I gave the napkin one last death grip and passed it forward to the stewardess.

But I also have a bit of an actor's flair. So, despite the fact that the little plane was in full climb and the seatbuckle sign was still on, I unbuckled, stood up, and turned around.

"Show's over. This was all an act. I am a professional. Do not do this at home." and sat down to applause.

I felt like James Bond. Jason tried to buy me a drink but the stewardess insisted that it was going to be free for my heroism. The next 10 minutes spent with me explaining the specifics to Jason why I handled the situation the way that I had. He was very impressed by my proactive method of not freaking everyone out. He realized quickly that things could have been much worse.

The plane, which a few minutes before had been filled with strangers listening to their ipods (or wishing they could) now became a compartment filled with friends.

Everyone wanted to tell me stories about the last time they had encountered a spider and the time that they had seen their biggest spider and times where they had been most afraid.

Today, this day, was life changing. I had identified who and what I needed to be and lived it, in the moment, to its fullest.

Isn't that what "Carpe Diem" means, anyway?

...Umm yeah, Literally translated: Seize the day.

I seized the spider, and in that motion seized the moment, and in seizing the moment seized the day.

Fact is: You know where you are going and how to get there.

ACT AS IF... what? What does it mean? It means that at any point in your life if you can identify a more advantageous thing to be doing than the thing that you are or were doing, you should immediately set out on this more advantageous, recently identified course of action. This course may very well be inaction. Patience or inaction is a virtue.

Still wondering what ACT AS IF means? What does it mean? It means whatever you want it to mean! Do you want to ACT AS IF you are a millionaire in the making? Do you want to ACT AS IF you're the movie star of the next decade? Do you want to ACT AS IF you know something that other people don't know? If you can clearly define a more advantageous behavior that you are presently not living, why not change for the better? But, whatever you do, do not forget about the importance of perceived sustainability.

There are many slogans that I've come across that stem from the same vibe as the phrase: ACT AS IF. Let's take a walk down the wild side and talk about several similar expressions.

Just Do It.

Nike's **Just Do it** is a slogan that equally represents this idea. Often times people think about doing things to better themselves and actively

fight internally with their better opinion, resulting in disadvantageous behaviors and thoughts winning the internal battle and thus outwardly being achieved.

Be As You Wish To Seem.

I've heard a variety of this one. Be the change that you wish to see. It reminds me of boyscouts and the attitude of trying to always leave things better than how you found them, which was effectively the Scoutmaster's plea for the boyscouts to pick up camp and clean up the trash.

If you want it... Go get it. Period.

This is from the movie: "The Pursuit of Happiness." If you haven't seen this you should put down this book and immediately get to a computer and search this quote and watch the YouTube video.

The Greatest Risk Is Not Taking One.

Did you watch the YouTube video? Didn't think so. In regards to the quote, I believe that this is where it all started for me. I found this one on a fortune cookie while I was still in high school and I made it my motto. I have recently revised it. I think that the greatest risk in matters financial is taking a dumb one. There are four kinds of risk that I break risk out into using my personal risk framework. There are good risks. There are bad risks. There are definable risks. Examples of good risks include complimenting lovely ladies, buying undervalued companies, and eating healthy. Bad risks would be drunk dialing ex-girlfriends, buying things you don't understand, and eating unhealthy while you light up. Definable risks exist in a casino where all the outcomes are known and you can calculate your risk using probability models. Riskless situations occur when the outcome is more or less known. My example here usually involves jumping out of a plane without a parachute, shooting yourself in the brain, etc. Death is certain.

Unhappiness can be the biggest motivator for change.

This one came from my most serious ex-girlfriend to date. It's the reason she explained breaking up with me. At the time, she was doing me a favor but I didn't see it that way.

To see success and not take it is unwise.

Did I just make one up? I just made this one up. It sounds good enough to support with an argument like this.

Am I trolling you? Maybe. What I am trying to do is make you wonder what the point of this paragraph is. How am I doing? Have I invaded your internal dialog?

Good. Remember the last time you saw something that you wanted or an opportunity to capture a moment of something fun and you actively persuaded yourself not to? Why did you do this? Are you going to make future disadvantageous behaviors like that excusable? Does it bother you to let the worst in you win over the better parts of you?

Why are you still reading this? Is this the most advantageous thing you could be reading or doing right now? Can you identify something else that you should be doing with your time right now if you were the person that you wish you would be?

If so, I want you to stop reading and go and do that. At least when you come back to reading you'll feel the positive reinforcement of actually taking time to implement the technique that this book is about in real life. Seriously. If it comes to this... I command you to question the incentives of anyone who authors a decree that begins with the three words: "I command you." No, but seriously, I command you to set this book down immediately and go and do something else that you have been putting off. Why? Because I told you so. I'm like your father. You don't disobey your father. I'm going to start the ineffective behavior of counting down until you listen to me progressively acting more serious as I count down as if it matters that you heed my pleadings.

Five...

Four...

Three...

Don't make me count to one...

Two...

I'm going to come in there and make you do it the hard way if I have to...

THIS PAGE IS BLANK FOR THOSE WHO DISOBEY. IF I COULD I WOULD
MAKE THE REST OF THE BOOK BLANK FOR THOSE WHO DISOBEY.

THIS PAGE IS BLANK FOR THOSE WHO DISOBEY. IF I COULD I WOULD
MAKE THE REST OF THE BOOK BLANK FOR THOSE WHO DISOBEY.

That that is is. That that is not is not. Note that that that that that that is not is not that that that is. Is that it? That it is.

THIS PAGE IS BLANK FOR THOSE WHO DISOBEY. IF I COULD I WOULD MAKE THE REST OF THE BOOK BLANK FOR THOSE WHO DISOBEY.

Seriously. Do something that you've been putting off that you know you should be doing.

THIS PAGE IS BLANK FOR THOSE WHO DISOBEY. IF I COULD I WOULD MAKE THE REST OF THE BOOK BLANK FOR THOSE WHO DISOBEY. FINE, HAVE SOME ACTUAL BLANK PAGES IF I HAVE BEEN UNCLEAR.

As you may have noticed... I'm serious. If you fail at this point, the rest of the book will not save you from yourself.

Damn, You Are Stubborn

Well, you made it this far without changing your life for the better. You probably want to know the purpose of those blank pages. “Gosh, I just disobeyed this author and made it to his next chapter, sucka!” At this rate, you might as well go the entire book, fantasize about having a better life, and proactively stay the same. My friend Omar told me after reading this, “I don’t like how you just assumed that no one would take any actionable steps to achieve their goals.” Omar actually went out and proactively got something very important done that he was putting off as he is a chronic procrastinator, he set up a date with a gorgeous woman. So, are you going to live vicariously through Omar? You sure? It sounds fun. What did you do?

Yes, I am talking to you. No, not you. The you that is inside you that knows that I am speaking the truth. You could be better but you simply insist on occasionally sabotaging the potential of measurable progress. People like you make people like me very successful because you are predictable. I can reliably ask you to do stuff at less than your time is worth to yourself and I’ll let you happily justify this lower worth however you choose to. This is the old you. The only good part about the old you is that you are stubborn. Let’s take that stubbornness and do something positive with it. Before we get carried away with how I am going to make you a better person, because obviously you’ve been trying to do so and failing your entire life, I want to tell you about the significance of my ability to sell you blank pages.

I’d be willing to bet that those blank pages you bought made you question your better judgment. I’d be willing to bet that in reading these blank pages, this is the first time you’ve questioned your better judgment since the beginning of this book at a minimum. In some cases, days, months or even years may have lapsed without this positive feedback loop of questioning your judgment. You may have found yourself asking, “Am I really taking this guy seriously that is making me read blank pages?” “Why is this important?” “Is this worth reading?” “Should I continue to invest my time reading this book?”

I figured the absolute best way to elicit the desirable type of behavior that I want you to have is going to be me force you to do it subconsciously. Only then can I positively reinforce this behavior and if I am lucky, in the long run we'll bring this to the forefront of your mind as frequently as possible. This attitude, of questioning, is incredibly advantageous. What would you do if I told you that at present I am sitting on a plane bound for New Orleans because one of my friends called me up around 10 hours ago and asked me to go to New Orleans for New Years? Does your present lifestyle offer that kind of flexibility? Why not? Should it? Would you like to be able to spontaneously do what you want to do? I am not saying that your goal is to travel. Mine certainly isn't. I just decided that I would regret not doing what I am doing presently more than I would regret doing it. If you want to guarantee failure, you can start by not giving it a go. Can you envision a lifestyle that will enable you to do what you want? Damn, you are stubborn. Why are you holding yourself back? What is this inside of you that prevents you from being the real you, the you that you know you can be?

OK, so now I want you to feel good about questioning your better judgment. It's foolish to continue to read a book if you have identified that it is not worth your time completing. There is no honor in completing meaningless tasks. If you're watching a TV show or movie and you find yourself waiting for it to be over, just turn it off and do something else. One of the things that George Washington Carver did extremely well is that if he ever tired or grew frustrated of what he was presently doing, he'd put it on the backburner and move forward with something else. This system is not unlike Prim's Algorithm. For the most part I use this with added emphasis on being opportunistic. Not only am I stepping through tasks in progress as I feel I should be completing them but I am also keeping an eye out for better things that I should be capitalizing on instead. I guess you could call me an opportunity junkie. I'm addicted to finding and realizing what I perceive to be the best opportunity. The catch here is that life has many facets: romance,

money, family, spirituality, etc. Don't get stuck in one or the other and be open to jumping out of one into another if the opportunity is there.

This feeling that you are starting to get is a good one. What you are feeling is simply put: opportunistic. You feel like you want to run outside and start negotiating immediately for exactly what you want. Don't get too carried away, there are real world constraints. We'll get to those, but for now, I want you to take this positive energy that you are feeling and indulge a little bit. Go out and do something for yourself. If it involves others, that's great but it sure doesn't have to. The goal of this exercise is to start feeding the positive feedback loop of actively identifying positive actions to better your life. After all, you've only got one of those by my calculations. Since, for the most part, you don't get second chances to relive any part of your life that is in the past, you might as well accept that you have a choice. You can choose one of a few things at present:

1. You can go with the default: Lie to yourself
2. You can admit that in life, you can choose the actions you take. This has subcomponents.
 - a. You proactively can choose to make the best of things.
 - b. You can choose to be indifferent and let life and others dictate what you do, what you believe in, and who you are as a person.
 - c. You can proactively sabotage yourself and make things harder than they need to be.

To me, the choice is clear. 2.a. sounds the most advantageous. I choose to ACT AS IF for a reason, and that reason simply put is that it does not make sense not to, all things considered. That said, I feel like an excellent way to help you come to the same conclusion would be to argue the other points and let you draw your own conclusion.

1. Contrary to the opinion that you'd expect me to have at present, lying to yourself will actually get you far in life. If you continue to tell yourself that you are living a more fulfilling life

than you know you are, this is the best path towards happiness. Not only that but this attitude will help you make the best decisions. Remember that ex-relationship that you had? Wouldn't it be neat if you were able to lie to yourself and say that it would be great to still be a part of a dying relationship? Isn't it worth all of your time and effort to make amends and put in a lot of effort towards a dead end? Shouldn't you want to look at things from their point of view and invest more of your personal time and resources into something that you not only don't have to do but also makes you unhappy? I certainly think that it is a best practice to lie to myself. I frequently do it and encourage others to do so. You'll be a lot better off if you join me. You'd be cooler if you did. Oh wait, you mean that what I'm asking you to do is to stop lying to yourself? Well, STOP IT.

2.

B. Remember when you were asked to do something meaningless and you decided not to do it. Shame on you. Don't you know that it is always best to do what others tell you to do? If you get paid for it, it must be right. After all, what kind of person would you be if you didn't make any money? What if you had nothing? Wouldn't that be terrible? How else are you supposed to get along unless you do as other people tell you at least part of the time? Wait, part of the time is an option? When I give, I am all in. I want to give all of my time to things that don't mean anything to me. This is noble and makes me feel better about myself.

C. Proactively sabotaging yourself doesn't deserve its own argument as I believe that the argument is self-evident if you find yourself reading this book.

Allow me to offer you some actual wisdom as opposed to the commonplace bullshit that your friends and family mislead you to believe is true, kind of feels true, but actually isn't true.

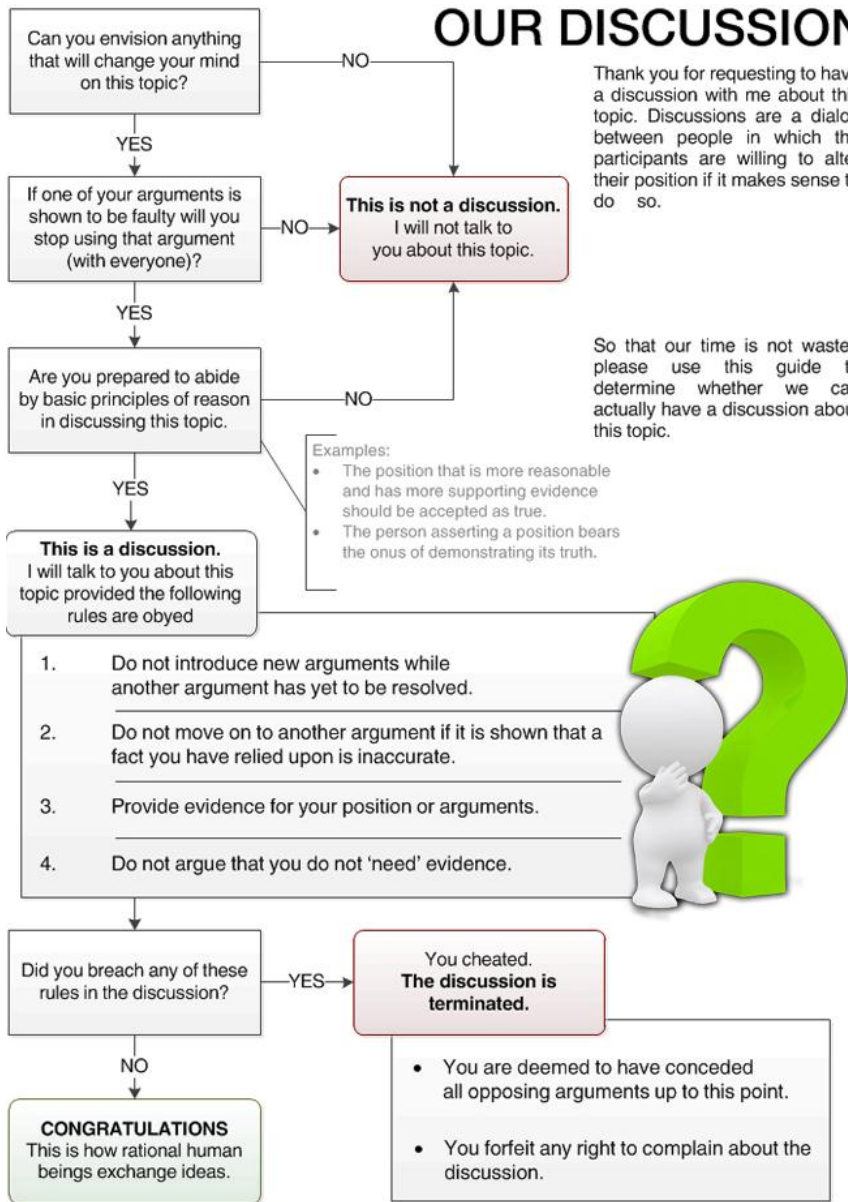
For starters, to expect sense is the hallmark of nonsense. How else can I put that? Truth does not demand belief. Contrary to popular wisdom, there are actually tons of easy opportunities that have significantly above average returns. As Max Planck notes on the stubbornness of people, "A scientific truth does not triumph by convincing its opponents and making them see the light, but rather because its opponents eventually die and a new generation grows up that is familiar with it." This is by far one of the most important points. If you are sailing, you can't pick the winds direction, but you can choose how to set your sails. In the many facets of life, and opportunities you uncover, seek to constantly set things in your favor and choose to have the wind at your back, helping you. There's little to no reason that you'd ever seek out a game where things are difficult and the payoff is marginal. To succeed unconventionally is what you are after. False. That is totally false. To succeed is all you are after. I don't care how you do it or how you perceive success but that is the goal: success. Ironically, success is unconventional. Therefore, to succeed will in some circles make you very unpopular while you are in the process. Expect that, leverage it, and make the most of it.

Now, let's begin. But before we do, I need to cover the only rules that I have about internal dialog. This discussion I am referring to is the one that takes place between your ears. You feel me? There is no need to bring up and entertain topics that are inactionable. Leave that mental busywork to the verbal complainers and the do-nothing-ers of the world. Talk – Action = Zero.

OUR DISCUSSION

Thank you for requesting to have a discussion with me about this topic. Discussions are a dialog between people in which the participants are willing to alter their position if it makes sense to do so.

So that our time is not wasted please use this guide to determine whether we can actually have a discussion about this topic.



The Framework: ACT AS IF

Life isn't fair. Here's to unfair advantages.

Before you can be successful, you must define a sustainable "new you," from which the "present you" can make definable steps towards becoming. This isn't an exercise that is done once and forgotten. To be done correctly, you will find yourself perpetually re-doing and re-thinking "ACT AS IF" every second of every day until it becomes natural and you become everything you want to be **AND MORE**.

What best describes this new you that you want to be? It's a mentality. An attitude. This attitude is called "ACT AS IF." Let's talk about it and the components that make up my personal schema where I ACT AS IF. So, let's take a look at the diagram that I came up with to oversimplify the building blocks of this mental framework.

A	C	T	A	S	W
P			C		I
P			Q		N
R			U		
O			I		
A			R		
C			E		
H					

The Three steps to ACT AS IF are to Approach, Acquire, and Win.

When dealing with the approach you need to know, what do you want to approach? What is the best way that you presently can think of to approach? What are the systemic risks of approach? Is this approach sustainable?

When dealing with the acquisition of resources needed to win, you need to know the advantages and disadvantages of your mix of resources. What skills do you have that you don't think that you actually have? Can you do more with less? At what point do you feel like you have enough awareness, knowledge, and ability to make impactful decisions that you are ready for battle? At that point, the act of not being in battle should at least be on purpose because you are fully prepared. Part of battling might be acting like you are preparing, but don't lose sight... you are prepared for quick decisive action.

With all of the power that you are able to harness, the goal is to win. Get exactly what you want. Life is lived one person at a time and your life is your own and nobody else's. Other people will be along for the ride but you are the full beneficiary of all of the consequences of your decisions. Life truly is what you make it. If yours sucks up till now, it's because you didn't get this memo. You just got served. Wake up, buddy. I'm waking you up from your deep slumber within the Matrix. You now are becoming aware of the real enemy. It's not out there somewhere. It's the weakness inside you. You must eliminate it and I am here to help you.

This framework can be applied to anything. I am sure you've skimmed the table of contents. Money, Women, Relationships, Vacations, anything that be set as a goal or objective. Business deals, happiness, food, sports, the list goes on and on. What do you want? If you can define it and it is in the scope of something that can be done, you now can make it yours.

Define Success

The hardest part of getting what you want for most people is defining exactly what that is. Granted, there are people who accidentally happen to be able to achieve what they want without every clearly defining it but this is not the norm. That I can assure you. For most people it is an iterative process where they look at what they have and they ask themselves what they want next and they make adjustments on the fly

to try to see it through. In defining success, you must pay attention to what your limitations are as a person and you must be honest with yourself. Clearly, there are things that you are not physically capable of and to imagine and plan that you are will lead to the opposite of success, failure. You must also prioritize the things that you want. If you don't prioritize, life will do it for you and the outcome will not be what you had intended. Much like Sun Tzu, I'm going to teach you to learn by doing.

Approach

The first step to ACT AS IF is to make an approach. If you don't approach, you should expect a failure rate of 100%. Much like a game of basketball, you miss 100% of the shots you don't take. Approach the things you want. If you don't want it or it is not worth your time, it's not worth approaching. Part of the initial approach is identifying opportunities you are interested in and surrounding yourself with them. You want to place yourself in the most advantageous places to get what you want as possible.

Acquire

Secondly, I want you to acquire all of the resources necessary in order to achieve your goal. Have you ever begun something with the attitude to fail? The first thing you need to acquire is the attitude that you are going to succeed. If you don't first start by believing in your ability to succeed, you are far more likely to fail and we are trying to win here. Winning is more about the acquisition of attitude than anything else. If your attitude is right, even when you fail, you will not have failed because you will more clearly see what it takes to win. Winning is a process that requires failure and learning, but there is such a thing that I want to completely and utterly destroy from your mind as an acceptable attitude. **Playing with the attitude that loss is OK is not OK.** Going into something with the attitude of defeat and despair is not the attitude of a winner. A winner enters the arena, level headed, ready to make calculated decisions to leverage their strengths, and is ready to

capitalize on any opportunity that presents itself if it helps them in their pursuit of winning. It is the attitude of losers that walk into the arena and shrug off losses and externalize their weaknesses. I traveled around the world to pick up a book from a friend that I had read before that had a quote in it that best summarizes this concept and is my favorite quote:

“The superior man is distressed by the limitations of his ability; he is not distressed by the fact that men do not recognize the ability that he has.”

– Confucious

This quote can mean different things to different people. To me, it means that the superior man understands that he can change his outward appearance if he chooses to impress on the other men that he actually has the ability that they presently do not perceive him to have. This concept to me is **EPIC SHIT**. This is the most insightful and succinct way to put this concept that, one who is superior to all others, can actively manage the perceptions of other people to his advantage if he sees fit. This is what I am going to teach you. That is what this book is about.

My friends, on the other hand, believe that this quote means that in their lives they should disregard the opinions of others and focus on themselves. Although this may be a reasonable interpretation of the quote, it is in my opinion lacking the lightning burst insight of the prior definition. To support this as the meaning, one must purposely delude themselves into believing that opinions of other people don't matter. They do. The opinions of other people will make or break your success. If other people believe in you and your abilities, success will come easily and more naturally. As Matthew says, To him who has, more will be given. To him who has not, even that which he has will be taken away.

If you have not, there are systems out there, mostly driven by money, power, and greed that will constantly erode at your ability to have. If you are not aware of these systems, I can assure you they are not working for you, but against you. You might find yourself proactively

ignoring the existence of these systems as you painstakingly have to deal with the consequences of them. Imagine for instance that you are laying down and three other people are laying on top of you. One more hops on. Can you feel the pressure? Is this kind of how you would feel if you could imagine shunned, unopened unpaid and unserviceable bills piling up in your name at your address? Creditors hunting you?

On the other hand, if you choose to, and I encourage you to do so, I encourage you to see things as they are. I encourage you to accept that you can act in such a way that draws people in and is not only advantageous for you, but for them as well. I want you to accept that the way things are is for no reason in particular except that they are. If you can make up something better for everyone involved, it is up to you to make it happen. So, what are we waiting for? Let's get on with the things you need to know to empower not only your own success, but the success of others. By leveraging the talents of others, you will leverage yourself far more than you even believed you could when you started.

I want you to become a student of consequences. Study the consequences of the actions of yourself and others and the reactions of all things related. Study those who are successful in ways that you are not successful but would like to become successful. I want you to base your present and future decisions on your cumulative understanding of your perception of how the world works. Do the actions or inaction that you take on a daily basis drive you towards being who you perceive yourself to be? Is that who you want to be? Can you do things better? If you weren't you, what kind of advice would you give yourself if you were someone else? If you can come up with good, actionable advice for yourself where you believe that taking it will result in a better life, what is keeping you from taking it? Can we eliminate that idea or concept or thing that is preventing you from being who you should be?

I want you to ground all of your believable consequences in reality. How do you think people will react if you take a specific action? If you do end up taking that action, was their reaction in line with your expectations?

Could you have acted more advantageously in retrospect? What did you do really well? What do you think you should try to do differently? Would you say that you could have put in more effort? Would be putting in more effort be the best use of your time or do you have more important things to do? In life, define what you want most first. Everything else is secondary.

Win

The last step is to Win. If you need an explanation of winning, I can't help you. Let's take a look at the Approach in more detail.

Approach

Pay close attention to the things that you do decide to do because the only person that is going to derive meaning from them is you. Approach them as if you are playing a videogame. The master of their domain is one whom can, much like an iguana, morph their personality to meet and exceed the expectations of their audience.

Dare to be successful, because if you do not, you will not. Once you have dared, commit to it. Commit to being successful.

Your Mystique

There is no "going to be successful" or "planning to be successful" in the way you act. You are successful. That is the bottom line. That is what you tell people. On the inside, yes, it requires a lot of thought and deliberation, but outwardly, as far as anyone can tell, you are the definition of who you envision yourself becoming.

Life As A Videogame

Do you spend most of your time in the shower actually showering or, like me, winning imaginary arguments? Today, I experienced a personal failure. I should have understood that those who ask for information that they do not know how to obtain themselves will never recognize the information if it is presented to them even if they have asked for it. I could have done nothing and had the same level of effectiveness.

Odds are that if you're reading this book, you at least have an idea of what a videogame is. I am no videogame designer but I did allegedly cock block the VP of the makers of Call of Duty at a Google party in San Francisco a few months back. My bad. The guy walked in with the most ridiculous Hawaiian shirt. My analysis of the situation yielded that anyone who was going to wear an obnoxiously hideous shirt had to be high enough in the corporate ladder to not be sent home by a superior. Sure enough he was the highest level at the party. I walked up to him and introduced myself:

“Surely you are an important person, because your shirt is a combination of obnoxious and ugly and nobody has asked you to leave, my name is Glen, please see past that earlier statement and acknowledge that you are perhaps the most important person at this gathering of impressive people.”

Needless to say, he reciprocated my honesty and made fun of the fact that not only was I double fisting but I also had two beers in both of my back pockets. At this point I'll give a shout out to Dave Amy, a Sigma Chi that visited Purdue around 2005 and taught the Freshman me and my friend Ryan Smith the value of backpocketing a beer. Since then, nothing has been the same.

In the spirit of life being a videogame, I want you to approach decisions and goals as if you are making the decisions for someone else. It's a lot easier to make better decisions if you're thinking about how someone else should do it. I'm sure you have wondered why other people are so stupid and seen clearly and almost effortlessly what they are doing wrong. It is time to take a step back and act like you are someone else. This someone else knows what it takes to be a millionaire and if they don't they had better figure out how learn what it takes to become a millionaire. This someone else is capable of attracting the most attractive people. This someone else is capable of losing weight. Frankly, they are capable of doing all of the things that you want to do but are not.

Starting now, you do not always listen to or respect the opinions of others. Sometimes, it's not worth your time. Your time is valuable, because you know what it takes to be a millionaire and have to take the right actions to get there. There are lots of times that I have found a topic of conversation to be a dead end. If you can't turn and walk away, try this:

I think that you are looking for my opinion regarding a topic of conversation that more or less I have always believed that keeping my opinion to myself is a best practice. I don't like

arguing when the guaranteed outcome is indecision and more frustration. More or less my policy is that I don't really have anything to say on the matter.

Much like in a video game, there are various characteristics that you presently have. You can choose to grow some at the expense of others. You can seek out tools and resources that enable you to achieve more important goals and objectives than you even know about where you sit today. You haven't been playing that long and there is still a lot of opportunity to uncover. You had better start uncovering it quick. Time is fleeting. Speaking of time, much like in a videogame, you are on the clock. I guarantee that you have less than 200 years to live. You can probably estimate how much longer you have. Clock is ticking. What are you going to do about it?

Time & Health

Everything in context ladies and gentlemen.

Everything you have or claim to have is of less value if you don't have health and time. Imagine not having any time? You're dead. See what I mean? Imagine yourself with significantly less of both of these in paradise somewhere. Just isn't the same as what you imagined paradise being, is it? It doesn't matter how many millions you have in your bank account or how many people wish they could spend time with you... Time and Health is what you start with. For you, they are a function of each other and entirely inseparable. Health is more of a "status" metric whereas time is passing. Health is a byproduct of what you do with your time and your time is limited by your health. So have you got a second? What are you presently willing to trade it for? What do you actually trade it for? What should you be willing to trade it for?

Before I get there, why does it even matter?

Too frequently, people trade their health and time without putting too much thought into it. What's interesting to me about this is that there are systems that will force you to abandon all of your health and all of

your time if you don't guard it. The bottom line is that you'll learn more about consequences as they prevent you from being able to do what you want and effectively force you to do things that you would rather not do. Instead of being a master of your environment, you are letting it master you. Brilliant strategy. If you don't learn, life will teach you the hard way by not allowing you to think much. You effectively trap yourself. Don't do this. Life is a videogame. The goal is not to get stuck in a meaningless routine that involves lots of self-defeating behavior. Would you ever play that way if you were a videogame character?

So, about this Time & Health thing-a-ma-bob...

What are you presently willing to trade it for?

The funny thing about this is that if you were honest with yourself right now, you'd be willing to trade your health and time for less than you actually trade it for. How embarrassing is that? Not only are you selling yourself short but you're willing to sell yourself shorter. This is just basic economics. Odds are you perceive the marginal value of your time less than the market value for the majority of your time. What are you willing to do for an extra \$5?

What would you say if I told you that when I was a millionaire, I priced corndogs against the sum of hotdogs and hotdog buns at Sam's club where my friend was a member and walked out with corn dogs because they were marginally cheaper. Sure, they barely fit in the fridge and crowded out a variety of other, more reasonable food groups but they were an excellent way to maximize fullness and satisfaction per dollar. What's the dumbest thing you've ever done on a bet? Why did you do it? You did it for more reasons than the money at the time. Freeze that thought. Can you inspire those kinds of reasons in yourself to do something more intelligent starting now, today? Let's take a look at a few other example situations where you might happily sell yourself shorter than you actually are.

How about the dating scene? Are you willing to settle for someone who by most metrics is beneath you? Are you sure? How about if they were really persistent? How much time do you think you should be putting into dating or the existing relationships that you have? Is it enough? Are you being as effective as you could be with your time? Is this a paragraph of questions with a final statement? Yes it is.

Investments? Who here, like myself, has sold out of something only to see its value appreciate? Well, have you at least seen someone sell something for a price at which point the buyer who assumed ownership during the sale later resold it and made a profit? Wait, isn't that just normal business. Yes it is. Value is an illusion and it is created by managing and setting the perceptions of others. You can create value very easily, you're just not used to it, yet.

Are you willing to work more hazardous jobs because they pay more? Sure, your life is more at stake and you might die, but you can't think about that now cause you're making more money than you would otherwise. Exposed to hazards at your job? No problem, someone's got to do it.

Look around you. Do you know anyone who trades their time for less than it is worth at any point in the day, even for a second? Can you envision them trading it for even less? Yeah you can. Hahaha. Pretty funny right? So, you tell me how you're any different.

Look, I've done things so dumb that no matter who you are, I guarantee you could have done better than me at various points throughout my life up till now. You'd probably be able to outdo me at points in my future too. If you could only fathom the greatness of my stupidity, you'd wonder "How did this baboon ever write a New York Times Bestseller?" That's simple. It's because I don't let the past define what I am willing to trade my time for.

What do you actually trade it for?

I'm imagining a large majority of this book's audience is willing to trade their time for some sort of income. Is that income worth your time? You must perceive it to be or you wouldn't be investing the time to procure it. Of course ideally, you'd end up with a large passive income, but that would be too complicated because then you'd have to figure out how to make yourself happy.

To many who read this book, they'll be looking at this book from the false paradigm that an income is a scarce resource. This is one of those things that if you believe it to be true, it will be true. If you choose to question this perspective, you'll be opening far more doors than you will be closing. For the most part, the majority of people work a job at what I'd call the market clearing rate, that is to say that they are not getting paid what they are worth if they were to utilize and leverage all of their talents but they are getting paid a lesser portion of this by an employer who values their time less than they do. The employer ideally keeps their time premium, that is to say the difference between the value that they add to the organization and their individual cost of employment. This gets sticky when you take a closer look at the margins but more or less the amount people are paid compared to others of similar ability is a function of their ability to negotiate.

What about your relationships. Are they all going superb? Do you think that they could be going any better?

What should you be willing to trade it for?

Odds are you know the answer to this one without me even telling you. I'll tell you the answer in four paragraphs because I want you to think about it first. You should never take a serious health risk. The potential cost is far too great to offset any marginal reward that you might get. Let everyone else work in hazardous conditions.

I met a man this last week when I was in Florida who was in the parking garage of National Rent-A-Car. He had served in the military. The first thing that he shared with me after I established rapport with him was

that he was proud that he worked there in Florida for minimum wage instead of running around in the desert fighting a bunch of people in hiding amongst civilians. I made sure to point out to him that I fully agreed with his decision to live in Florida and live a low-stress lifestyle where he could keep an eye open for that next opportunity.

As for me, at present I am working at about 40% of what the market value for my skillset is worth. My job: I'm good at it and it is very low stress, but then again anything is low stress after you experience the loss of millions of dollars of your own money and millions of dollars of other people's money due to fraud. I lost something like 25 pounds, moved, sold my car, slept on a cushion on the floor and hugged my dog to sleep, no joke. As I write this, that was 11 months ago. 12 months ago I was still worth something like half a million dollars. It's amazing how fast money slips through your fingers if you don't know what you are doing and you think you do. It's amazing how fast time slips through your fingers if you don't know what you are doing.

So, what should you be willing to trade your health and time for? You should never really be willing to trade your health. Your time is a function of your health. In fact, the way I measure it, health is basically my perception of my physical capacity to perform. If you are not physically healthy, how do you expect to maximize your cognitive abilities? I hate to break it to you but your body and mind are connected. If you ignore problems in one area, they will slowly grow behind your back until they start negatively affecting other areas of your life or your perception of life. Maintaining a positive attitude is a conscious effort and all of us can pinpoint many individuals in our life that passively let negativity biased positive feedback loops take control of their lives. Don't be that person. Four paragraphs later: what should you trade your time for?

On a forward basis, you should always be willing to trade your time for what you perceive to be the best opportunity to capitalize on what you want. Do you want free time? How do you expect to get it? If you were

a millionaire would you have free time? Ha, millionaires can't afford a second to themselves most of the time.

I actually know people worth 100's of millions who have less free time than I do at present. Sure, they may drive around different colored Lamborghinis on a daily basis but they are still driving them to where might you guess? To work! To work a job that they tell me they don't even want to do anymore. That brings me to our next point.

Perception is Reality

Cultivate other people's perception of who you are and the world is yours. It's not what you do that defines you, but their perception of what you are presently doing. What are you known for?

Your perspective is your reality. Others' perspectives is their reality. How do you plan to take advantage of this like you are controlling a videogame character? Well, let's take a look at what society says?

Marketing is everything. Yeah, kind of, but that misses the point. The purpose of marketing is to conquer the perceptions of your opponents and to subject them to your ideas and thought patterns. They are opponents because these are the people that would otherwise stand in your way and prevent you from getting what you want. This isn't a problem, this is an opportunity. How do you show others about an opportunity that at present only you know about? Advertise it.

Advertise yourself. You are in the business of selling yourself and your ideas. If you can't convince them to buy into your ideas or your abilities, you are not playing the videogame the right way. Take a step back, evaluate, sit back down and play better.

For people to be able to take advantage of an opportunity, they must first be aware of the existence of the opportunity. In order for them to know about it, they have to experience it with at least one of their senses, whether it be sight, feel, word of mouth, smell or taste.

Marketing is what puts opportunities in front of potential candidates of interest.

The objective here is to cultivate other people's perceptions of you in such a way that it enables you to pursue and ultimately have something that you believe you want. This requires communicating with others. Surprise! Are you effective in your communication?

For the most part, effectiveness in regards to communication is a function of you understanding your audience and presenting information to them as convincingly as possible. In this spirit, truth does not demand belief. Also, progressively getting louder and more angry and leveraging euphemisms throughout your dialog is not the best way to win the wills of your audience. Have you ever tried this tactic? Also, pay attention to how you choose to communicate with your audience and do your best to appeal to their good nature. As such, it might not be a good idea to give a verbal speech to a deaf audience or perhaps try to sign a conversation to someone that is blind. That of course is an extreme, but I find that it takes extremes to help establish the boundaries of reality and to optimize your own perspective. I have recently come to the conclusion that your perception of reality is the driving force behind it. You just did too. The best way to live a fulfilling life is to act like you are living a fulfilling life and to choose to perceive things from the perspective that you are living a fulfilling life. In this spirit, one needs to acknowledge that in the pursuit of obtaining what you want, you will be observed from other people's own viewpoints and perspectives. Where was I again? Oh yeah, know your audience.

If you are giving a presentation to kindergarteners, obviously the dynamics of such a presentation would be different from giving a presentation to Bank Executives regarding the financials of a merger. The tools that you would use to illustrate the dynamics of the merger and the methods that you would employ to persuade your audience to a desired course of action would visibly be different. For the group of kindergarteners, for the most part, all I would do is appeal to the children and advise them that I have looked into the financials of the situation and that everyone will live happily ever after. Perhaps I'd make a few Bill Cosby jokes to appeal to their childish nature. I would

definitely pass out candy. If they ask questions, I would answer them in a similar fashion. I would also tell them that this is something that their parents and teachers would approve of. If I were to present this same argument to bank executives, I would be asked to leave for patronizing them and belittling their characters. People naturally feel the need to feel important. If you can actively take this into account during various conversations that you engage in and can complement the good qualities you see in others, you will go far.

The basic principle here is if you don't know about an opportunity, how do you expect to participate in it? If people don't know about you or a product that you are selling, how do they know that they want to work with you or buy what you are selling. If they don't know about you or have the ability to find you, you can't sell. This is why marketing is everything. To not have a presence is effectively not an option for those who desire to be successful.

Still believe that the perceptions of other people are irrelevant? Here's a case study that proves you wrong. Joshua Bell is an American Grammy Award-winning violinist. He has enchanted audiences worldwide with his breathtaking virtuosity and tone of rare beauty. How much of that do you think is because they are anticipating the best? What happens if you put him out in the street where he performs as a street musician? Think people will notice? With my framework, you'd be stupid if you think the answer is yes, because you would realize that marketing and perception are everything. Much like people prefer more expensive bottles of wine to cheaper bottles regardless of actual quality, it shouldn't surprise you anymore that when you take one of the best violinists in the world and put him out with other street performers, practically nobody is going to notice. In April 2007, just this experiment was performed:

Joshua Bell Buses in the D.C. Metro - How Many People Notice?

By [*Vivien Schweitzer*](#)
09 Apr 2007

It may be difficult for classical music lovers to imagine Joshua Bell as just another street musician, but that's exactly what he was to the busy rush hour hordes pouring in and out of the L'Enfant Plaza Metro station in Washington, D.C.

An extensive article in *The Washington Post's* Sunday magazine yesterday documents an experiment carried out this past January 12, beginning at just before 8 a.m. — the middle of the morning rush hour. Bell performed six classical pieces, including the Chaconne from Bach's Partita No. 2, for about 45 minutes as 1,097 commuters, most on their way to government jobs, passed by.

His performance was organized by the *Post* "as an experiment in context, perception and priorities — as well as an unblinking assessment of public taste: In a banal setting at an inconvenient time, would beauty transcend?"



Joshua Bell

Apparently not. Sixty-three people marched past the violinist without a glance while he was playing the Chaconne on his 1713 Stradivarius. *The Post* writes that, in the 45 minutes that Joshua Bell played, seven people stopped what they were doing to listen for a minute or so, while 1,070 people hurried by without even

appearing to notice.

When asked what he thought might occur during such an experiment, Leonard Slatkin, music director of the National Symphony Orchestra, said that, even assuming Bell wasn't recognized, out of 1,000 people there would be "35 or 40 who will recognize the quality for what it is. Maybe 75 to 100 will

stop and spend some time listening." He added that he thought a crowd would certainly gather and that Bell would make about \$150.

As it turned out, Bell earned \$32 and change. The *Post* quotes him as saying, "That's not so bad, considering. That's 40 bucks an hour. I could make an okay living doing this, and I wouldn't have to pay an agent."

The event was pitched to Bell as a test of whether, in an unlikely setting, "ordinary people would recognize genius." Whether or not she recognized his genius, at least Brazil native Edna Souza, who has been shining shoes at L'Enfant Plaza for six years, recognized something unusual. She dislikes buskers — she says they make too much noise and prevent her from talking with her customers, which isn't good for business.

But asked about Joshua Bell, she says while he was also "too loud," "he was pretty good, that guy. It was the first time I didn't call the police."

<http://www.playbillarts.com/news/article/6290.html>

So there you have it. One of the best acting as if he is a street performer. How do people perceive him? As a street performer. When he acts as if he is the best, people perceive him as the best. Take this lesson and hold it close to the forefront of your mind when you seek to convince people that you are worth their time. Act like you are. Make them wonder why they are lucky enough to have a chance to talk to you.

The Meaning of Life

Life doesn't give you a purpose. You have to create your own. Find out who you are and do it on purpose. Make it up. Keep making it up as you go along. Make it better. Find one thing at a time and make that better. Try to figure out which things are most worth your time in doing so.

One of the things that I've begun to realize over the years is that humans tend to look for meaning or purpose in everything. Comparing human beings to computers, I think that this is the evolution of our seek algorithms that simply may have gone too far. What if there is no purpose? That can't be true, can it? Well, from my perspective, it doesn't really matter. If you study people that are successful, they at least ACT AS IF they have a purpose.

As I define it, I am alive. That is to say I am part of a moving system that relies on various subcomponents moving around and processing even smaller components and systems that handle even smaller components that break down to cells and molecules. As such, the purpose of my system or my body is to keep living. If I die, I have failed myself. So, that's the goal for now, to keep living. Organisms die when the sum of their parts fails to be more than just their parts. They stop working together and that's all she wrote. Long story short, I could be wrong, but the reason people think their children are so important is because that is "their future."

So, there you have it, my main purpose in life: simply to pass life forward. That is what I am hardwired to do. Past that, I have a lot of other things that I've decided that I like to do. For the most part, this entire thing is subjective, but everyone that I know that is extremely successful has built positive feedback loops around the things that they are successful in. I don't believe in innate talent for the most part. I believe that when people see something that they call talent, they don't see the thousands of hours that that person spent practicing in order to make that 'talent' look like it was easy. Trust me, if you have baked 1000 cakes, odds are you can bake that next cake without directions and you can probably even tell me where to get the best ingredients for the best price. Learn by doing.

Let's start with things to avoid:

Insert Witty Quote About Prioritization

A priority to all is a priority to none. A priority to one is one that gets done. I just made that up and it's brilliant.

Do you know how I force myself to confront things that I'd otherwise prefer to ignore, avoid and put off, like this book for example? That's right. I'm a videogame character. You might choose to imagine that you are someone else giving yourself advice and carrying through with it. Bottom line is that I don't care what works, I just care that it works. Do what works for you. So, how should you go about prioritizing what you do? If you haven't defined what you want, start there. I could say be honest with yourself but that would have no effect because obviously you think that you are already honest with yourself. Try to be more honest with yourself than you ever have been before. Listen to your heart. What do you actually want? Take it easy. Have fun with it. We don't always get everything right and there is always room to make things better.

I am probably losing you, so make a list of 4-7 of your top priorities in that order. I'll join you shortly. Don't know what you want? At least you're trying to be honest! That's better than acting like you want things you don't actually want.

Got it? STOP READING AND DO IT. If you can't make yourself get a pen and write on this paper 4-7 of your priorities, I admire your laziness, but seriously..

Got it? STOP READING AND DO IT.

You'll find that the things that grind your gears are the things that you want that you don't have. An aside: you never fully appreciate what you have, but will understand its importance in the event that it is taken from you and you cease to have it. Understanding your priorities will enable you to avoid the loss of what you have and enable you to acquire complimentary and supplementary wants to meet your needs. Well, since you have defined things that you want and how much I want them as well it's time we take a look at instances where life and other people will tell you what to do because you failed to prioritize. The reason for this is because if you fail to prioritize, I guarantee you that your time will be spent serving other people's best interests, who more or less disregard the value or importance of your time and what makes you happy. This is stupid. Now, if you choose to designate specific time to help others, that is one thing and it can be very positive and uplifting. Be careful though, because other people will abuse you and your time if you let them take the reins.

Have you ever had to work or get an additional job because you didn't have enough money? Perhaps learning how to earn money should be a higher priority.

Have you ever lost a relationship because you didn't spend enough time on it? Did you care about this relationship? Did you lose it for another reason? Perhaps learning how to better manage relationships should be a higher priority.

Have you ever had too much time and too much money on your hands? Didn't think so. Let's prioritize to make that the problem. Take a look below at the urgency/importance matrix that they'll teach you about in school.