



## Do You!

### 12 Laws to Access the Power in You to Achieve Happiness and Success

by Russell Simmons

Gotham © 2007

320 pages

#### The Big Ideas

##### What's Your Vision?

Know it. Stick to it.

##### Mantra

Tools of the mind.

##### Breakfast of Champions

A big bowl of gratitude.

##### Rotting Fish

Don't stink up your soul.

##### Don't Stall

Get to work.

##### Tapas

Burn, baby, burn!

##### Age & #'s

Age ain't nothin' but a #.

##### Obstacles

God's just challenging you.

##### Eye on the Path

Forget the prize.

##### Being a Blessing

Give before you get.

##### Karma Economics

Plant good seeds!

##### Always Do You

Always.

"In the end, the overriding factor in whether or not you realize your dreams is going to be you. Not the world. YOU."

~ Russell Simmons from *Do You!*

I didn't know much about Russell Simmons until my friend Robin Sharma (author of *The Monk Who Sold His Ferrari* and *The Greatness Guide*) first sent me this book. There's no way I would have guessed Russell would have such a profoundly spiritual, yet remarkably "real" and unquestionably successful expression of his spirituality in the 21st Century.

The *New York Times* calls Russell Simmons one of "the most innovative and influential figures in modern American business and culture." He's a hip-hop mogul (affectionately known as the Godfather of hip-hop, in fact), producer, entrepreneur and all around rock star. AND, he's a yogi, vegan and deeply spiritual guy.

I like that combo. And I love his book. (It kinda makes me imagine Stephen Covey's 7 *Habits* written by a hip hop mogul for the 21st century. :)

*Do You!* is packed with inspiring stories, Russell's wit and wisdom on everything from getting your mind right, living with authenticity, dreaming big and doing your best. It's one of those books you read and at the end say to yourself, "That author is a good person." (Which is always a standard by which I measure my favorite books...)

So, without further adieu, let's jump in to some of the Big Ideas in Russell's *12 Laws of Success*. (And, of course, don't forget to "Do You!" :)

#### ■ What's Your Vision?

"In my experience, there's only one thing that will always steer you toward success: That's to have a vision and to stick with it... Once I have a vision for a new venture, I'm going to ride that vision until the wheels come off."

That's powerful.

This entire *Note* could be on the first chapter alone where Russell establishes **Law Number One: See Your Vision and Stick with It**. Discovering your vision is Law Number One for a reason. We've gotta have a vision that drives us.

So... What's YOUR vision?!?