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After years of posting on his now popular blog, Eric Barker decided to pack everything into a single signature book called *Barking Up the Wrong Tree*. In this masterpiece, instead of telling us all, like everyone else, that hard work is what it takes to succeed, he takes a different approach. Eric analyzes the other side of the popular advice thrown around the self-help ball, picks up interesting facts that are rarely mentioned but can play a huge role in your success, and presents them in a fun but thought-provoking way. Core idea: Often what we are told about becoming seamlessly popular and achieving your dreams does not work. Instead of harassing us all to network, play by the rules and believe in ourselves, Eric Barker urges us to do the exact opposite: don't play by the rules, be a kind person and sometimes believe in yourself. 5 Key lessons from *Barking the Wrong Tree*: Lesson #1: Dare to be eccentric. The same traits that make people a nightmare to deal with can also make them people who change the world. Eric Barker, you must have been to school. Most of us did. Do you remember what they told you there every day? Be good. Raise your hand. Don't talk unless you raise your hand. When you talk, say something smart. In other words, from a very early age, society had a plan for us: to turn us into obedient little slaves who will one day grow into mature and motivated slaves who feed the engine of an organization that is careless about our true needs and desires. And you know what? This plan

worked. Thanks to this insidious plot, we now hate being somewhere. It turns out that if you really want to do it – like being the famous beginning of a movie and giving autographs and stuff – you have to do the exact opposite of what you were told all these years. Therefore, you should give your inner unfiltered artist a chance. Do the opposite of what you've been told all these years. Or, as the author writes in the book, getting to the heights of success requires a dip in features that are otherwise problematic. Lesson #2: Create a pirate-like environment Apart from Captain Jack Sparrow, played by Johnny Depp, we consider pirates edgy, blinks of an eye, dishonest men who rob innocent people and slaughter each other when they see a beautiful mademoiselle. As the author's research shows, these sea rebels were far from bloodthirst savages. Their bad reputation and tough appearance was all a marketing strategy. Why? Because it was much easier to get people to surrender on purpose when they see a skull flag. How did the pirate thing start? It was. evil. Current landlords abused ship crew members. The pay was very low. Conditions were poor and everyone had obey the cord, or else... in prison or sharks. Being a pirate crew was the exact opposite of that of imperial ships. All members had the opportunity to vote. Diversity had to be. And the captain kept trying to please members because he couldn't afford to lose staff and his title was far from safe – the rest could hardly be shot at any time. The atmosphere of these ships can be compared to the current start-ups that we see developing every day – friendly, motivated, rebellious. What's the point? Take good care of your parents. Form a union based on loyalty and trust. Give people their fair share of the loot and show them how your business, your organization, your group differs from what's out there. Most people are tired of a despotic industrialist who inherited wealth and wants more just for himself. They want to see more pirate-like companies that aren't afraid to pursue a crazy idea or look for hidden treasure. Pirates Inc. even had a diversity program hundreds of years before it was popular or authorized by law. Why? They were not morally enlightened; racism was simply not good business, while treating people right was. Eric Barker's lesson #3: Learn from jerks, but don't be one Sure you know a jerk or two. They are loud, narcissistic and often receive credits for work they have done little to promote. Many of them are actually quite successful. We see them all the time bragging about their income and sharing pictures of their house full of fancy gizmos. This might make you think: Should I change careers and become a jerk myself? No, not really. Most people can't stand these nasty, self-centered bastards who promote themselves all the time. Still, these people do some things pretty well. Yes, I was surprised myself. But noisy big-ass people do a lot of things really well. Let's take a look at their tactics and how we can use them to our advantage: Choose the right pond: To shine, you need to be placed in the right environment. If the people around you don't help you move forward, you need to find a better place. You don't change other people, but I'm sure they'll change you. Morons choose industries where their natural abilities are welcome. Collaborate first: Even morons work together. They know the strongest side of the people around them and use their charm to get them to do things for them. But you can do better than that. Just show the other person that you need help and don't be a back-taker. Selflessness is not a saint, it's stupid: Morons are definitely not saints. But you don't have to be like that yourself. At least not all the time. Ask for favors. Say yes to everything and don't feel guilty when you can't help someone. Work hard – but make sure it's noticed: The average jerk's signature quality shares how awesome he is. Copy that behavior. Share with your milestones. You have to make your work visible. How else are you going to be noticed? Now you're ready. You can storm the office and play a jerk game without being one yourself. Lesson #4: Don't try to be Batman for Batman is cool. I've always wanted to become a black mask, a knife-tossing crusader. Pampered by the Alfred millionaire, the cave is full of fancy gadgets, the ability to save innocent lives and skillful in various martial arts. But as the author puts it, becoming Batman is easy, staying Batman – not so much. For the average boxer, losing one fight out of 30 is nothing – that's a statistic. And it's still a good record. But not if you want to be Batman. The loss of fighting thugs trying to destroy your beautiful city and bring misery to the world means inevitable death. Being Batman must never be lost. Like, ever. This is unrealistic, of course. Strangely enough, we all act like masked vigilant people who are immune to death. We strive to be perfect, and when we're not, we stop. It looks like we're doing one thing, it's not perfect, we're quitting and I'm never trying something new. We say to ourselves, Well, I tried, but it looks like I wasn't born Batman. That's the wrong approach. You're just afraid of failure and trying. Even Batman failed. In all the movies. He didn't save everyone. Some of them died. But did he stop? Nope. He kept pushing even when things didn't really work out. You also want to accept your humanity. You're falling. You don't have to be perfect all the time like Batman. No, you can't be. No one can. Trying is absurd, and it leads to all the frustrating emotions. Eric Barker's lesson #5: Don't network, be a friend to get to the podium, win, convince other people that they should give a shred of your product or service, you need to network. That's what all the great gurus say. Pick up the phone and make some cold calls until your jaw hurts! Stop the others and talk about you. You, you. You, you. You, you. We see this happening everywhere. Open social media and you'll see me doing this and that pictures. But speaking to famous guys who did something valuable, Eric Barker noticed something different. Genuinely helpful people, givers, as often mentioned in the book, do not make their interactions with others transactions. They're trying to make friends. They are genuinely interested in the person standing in front of them and try to establish a personal relationship with the other party – not exhausting their wallet. What if you're not good at making friends? Here's a short version of the crash course mentioned in the book: Do you like Iron Man? I like Iron Man, too. Introduce yourself. Tell them. This book changed your life. It's easier to connect with others when we like similar things. Listen and cheer for other toddlers: You've probably heard it by now, but listening is vital. When another person speaks, he reveals himself. He's revealing personal information you can relate to. Be a giver: Share your twinkies: Someone has problems outside of some of your expertise? Look for a solution. Even if it has nothing to do with your business. Even if this person isn't in your target audience. Try to help me as much as you can. Start with friends you already have: Often we're so obsessed with creating new connections that we forget about the connections we already have. Connect with old friends. Find super-contact wires: I'm sure you have extrovert friends. People with numerous connections who love to talk and make even more connections. Ask them for help. Make time – and budget: You don't magically grow your net if you're sitting at home wearing pajamas. You have to work. Make time to go out with others every week no matter how busy your schedule is. Join groups: Preferably offline groups. But choose them wisely. Look for communities that will help you become a better person. For example, if you want to lose weight, join a group obsessed with exercise and healthy eating. Always follow: We meet people, but we rarely take the time to catch them. After a while, I feel like we haven't met. Change like. Even simple email can do the job. Maintaining good relationships with other people matters. And if you want to do it, you have to play this game. You can't skip it. You can't stop playing politics. You can only play them badly... The only place where relationships don't matter is on a desert island far from the rest of the world. Al Bernstein Loves taking notes? Become a member and use all the worksheets you want to print. (Already a member? Use the sign-in form in the upper-right corner or the form here.) Functional Note: Be eccentric: Average in today's world is dangerous. You have to be either good or bad, and if you're going to be bad, you have to be bad in a good way. What's that supposed to mean? Don't be a good accountant. Be an accountant with a personality. Stand out. Be eccentric. And if you're going to suck something, at least do it in style. Like the people who show up on American Idol. The ones who can barely sing, but at least do the show. Find out the strengths of your signature: The key to success is finding out the best quality. The one that sets you apart. I know it's hard. But Eric shares the following question in the book that can help us find our signature strength more easily: What are you good at that consistently delivers the desired results? results of your projects and see what you're doing And what you don't. Then double the positives. Self-advertising: It's the best tactic you can take from jerks without being one. Tell the others what you did, why you did it, and how this can help them. Don't so much indulge your own ego, do it in exchange for helping others. Choose the right pond: Your environment is crucial to your future. You need to choose the environments that work for you, share the author in the book. Some barely make ends meet, but when they found their place, they thrive. This means two things: 1) don't stop looking until you find your place in the world, or 2) create the right environment for yourself to be successful. Answer evil: You still don't know what to do with your life? Do what pirates and Batman have in common: answer evil. The wrong things are happening around us. People are being abused and evil organizations are trying to manipulate the masses. Do something to help people escape the modern treadmill and help them progress. Ask yourself: What can I do to make things better? One way or another, we all need success. That's why we read books, buy courses, go to events and lectures. In addition to all this, we do all kinds of nasty things behind our colleagues. Are we going to make it? Most of us don't. We are simply too caught up in the practices mentioned by the guru. Lucky for us, we have Barking Up the Wrong Tree with a broadly long subtitle: The surprising science of why everything you know about success is (mostly) wrong of Eric Barker. This book is not your usual self-help book. It's fun, it's readable, full of facts that are sophisticated so that even a 9-year-old can grab them and above all written in human language. So, if you're still lost on this trip called Life, take a copy and pick the wrong tree to read it. I can assure you it's worth your time. Key collection? I don't know. I found so many useful things inside that are hard to hold on to. But if I have to choose, I'm probably this: choose a task that's relevant to you. It may not be pompous than saving the world from hunger, but if it makes sense to you, that's enough. Notable quotes: Optimists lie to themselves. But if we all stop believing that anything can change, nothing will ever change. We need a little fantasy to keep us going. Eric Barker, why are the morons succeeding? Sure, part of it is duplicity and evil, but we can learn something from them with a good conscience: they are confident about what they want, and they are not afraid to tell others what they have achieved. Eric Barker In your head, you say 300 to 100,000 words every minute to yourself. Those words can be positive (I can do it) or negative (Oh my God, can take this anymore). It turns out that when these words are positive, they a huge impact on your mental toughness, on your ability to continue. Eric Barker Barker

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