



GORILLA MINDSET

by Mike Cernovich



Overview

A *Gorilla Mindset* takes both the body and mind into account. It morphs your mindset into one in which you practice good posture, eat right, and lift weights. A *Gorilla Mindset* gives you permission to say no to all the pointless social events with friends and family, which you know deep down hold you back from your goals. A *Gorilla Mindset* inherently embodies an abundance mentality, seeing the plethora of opportunities abound. A *Gorilla Mindset* is grounded, and does not entertain flights of fancy; its visualization of the future is not beholden to anxiety, but rather is specific, detailed, pointed, and practical. A *Gorilla Mindset* is fully present in the Now. Learn how, today.

“This book is about embracing your gorilla nature, to find dominance & power.”

Introduction

Society loves to talk about your responsibilities and duties. It shirks playfulness and risk-taking. If want to break free, you need permission to live life 100% on your terms. Learn to adopt a *Gorilla Mindset* today.

You start by taking full responsibility for your life, never blaming “the system” for your failures. You believe that your mindset matters far more than genetics or natural talent. If your body is the hardware to the intelligent machinery that is you, then your mindset is the operating system atop it. A *Gorilla Mindset* encompasses both the body and the mind. Common mindsets that people often adopt include:

- **Fixed Mindset:** This mindset is the idea that where you end up is just due to your genetics, that you’re stuck with whatever innate abilities evolution happened to bestow upon you. It views them as fixed in stone, fully dictating the course of your life.

- **Growth Mindset:** This mindset believes that with gradual, consistent effort, you can make progress in nearly any skill and thus learn to master anything.
- **Scarcity Mindset:** There’s never enough to go around. Never enough time/money/opportunities.
- **Abundance Mindset:** Life has “endless resources and infinite possibilities” awaiting your harvest.

Chapter 1: Mindset Is A Conversation

There are two types of self-talk: positive and negative.

Negative: You would not speak negatively to your friends, chastising them for not being better, viciously critiquing everything they do wrong. So why talk to yourself as such? Many people have an overly-dramatic internal dialogue. Their inner voice is akin to an overly dramatic friend who freaks out over nothing. Your negative thinking is often irrational, and not even self-generated – it most likely came from the negativity that surrounds you, even from family or friends. To uproot negative thoughts, write down your thoughts, say them in front of a mirror, or record them on your phone. This brings them to the surface and forces you to face them head-on. Is that really how you want to be perceived?

Positive: Affirmations and mantras are “new-agey”, right? Yet repeating positive mantras to yourself can have tremendous, tangible benefits, primarily by improving your mood. You are mighty and unstoppable! Navy SEALs use the mantra: “The only easy day was yesterday.” Most of your positive self-talk should be structured in the form of: “I am going to ____ because ____.” Avoid saying things like “I always” or “I never”, and reframe any self-critiques as questions.

Chapter 2: Mindset Is A Choice

One study surveyed athletic champions and found that bronze medal winners were surprisingly happier than silver medal winners. The reason stems from the fact that the bronze medal winners were interpreting the situation by being appreciative that they were even on

