



The 50th Law

by 50 Cent & Robert Greene

Overview

Curtis Jackson (a.k.a. Fifty Cent) partnered with Robert Greene (author of [Mastery](#)) on a spectacular discussion of fearlessness. From learning how to endure the grind on the corner as a hustler, to embracing a fearless approach with the executives in the music industry, *Fifty* embodies a mentality of fearlessness. This book discusses both specific applications of fearlessness, as well as the underlying theory from an evolutionary perspective, teaching each and every one of us how to embody a fearless life to achieve the heights of power and prestige.

Introduction

Fear is an ancient, deeply embedded emotion, having evolved as a protection mechanism. Yet as society progressed, our fear turned into lesser worries about things like status. We are told to be anxious about health scares, crime, or violating social etiquette, and have become fearful about life in general. We fear hurting people's feelings, and wish things were comfortable. Instead, we must view crises as opportunities, and engage life *"with a sense of boldness and urgency."*

Fifty grew up alone; his mother was murdered as a child and his father was unknown. In 2000, on the verge of his first record deal, he was riddled with 9 bullets from an assassin. Instead of being depressed, he used that situation to his advantage and got noticed by Eminem.

When leaders cling to the old existing ways of doing business, they are fearful of change. The fearless *"do not give in to the conservative spirit that haunts corporate America."* We cannot control much, but we *can* always control our mindset (further described in [Man's Search for Meaning](#)). The fearless are bold, fluid, urgent, and capable of shaping circumstances to their will. Their boldness alone is often sufficient to demolish obstacles. The fearless do not avoid chaos; rather, they *"gently channel"* events, converting negatives into positives.

"Their lack of confidence translates into inaction that lowers confidence levels even further."

Chapter 1. See Things for What They Are Intense Realism

One of the other drugs dealers "Truth" taught Curtis a valuable lesson: the mind going soft is greatest danger we all face. When he got the attention of Eminem and gained early success, he swiftly noticed himself becoming soft. He soon realized that the record label executives could be as harsh as the streets and reversed his softness.

The mind going soft and becoming complacent is a danger against which we must protect. There are ripples of change in your industry that you must seek out. Keenly observe your environment, noticing the smallest details, embracing a sense of pragmatic realism. This will *"translate into confidence and power, a sensation of lightness."* Avoid the desire to escape with indulgences like drugs, alcohol, or pleasures, which is just a fear of reality.

A child observes the world with wonder, and yet adults have solidified firmer opinions. Try the opposite opinion on for size, and see the universe as your *university* with a sense of mystery. When you observe reality unfiltered, you'll be more attuned to opportunities. Always strive to get deeper into people's motivations, which at their roots are usually about money and power. Align everything to your goals. Look at people's habits and daily actions, observing without emotion. While the term "realist" is sometimes considered a pejorative, the true innovators of the world actually have a "fingertip feel" for reality.

*"You want **clarity**, not escape and confusion."*

Chapter 2. Make Everything Your Own Self-Reliance

The dangers facing Curtis as a hustler included cops, rivals, and erratic customers. He eventually came to realize that the music industry executives were just as ruthless. They wanted to put him into a box, taming him. They bestowed lavishness upon the rap artists, thereby making the artists dependent. Most people get caught up in silly games of others and shun their own ideas and



www.kibook.club

The 50th Law (Page 1 of 5)