

WINNING THROUGH INTIMIDATION

by Robert Ringer



Overview

Chapter 2: Replacing the Myths

Most people prefer self-delusion to reality. Yet fooling oneself inevitably leads to failure and sorrow. *Winning Through Intimidation* offers advice for dealing with the world as it is, not how you want it to be. Thankfully, human nature has remained largely consistent throughout time, meaning the book's advice, though filtered through the author's experience in real estate, remains timeless and universally applicable.

"I had again proven to myself, beyond a shadow of a doubt, that it wasn't what a person said or did that mattered, but what his posture was when he said or did it."

Chapter 1: Shattering the Myths

"Successful people rarely know real reason for their success, though they themselves almost always believe they know."

In the Business World Jungle, hard work and a positive attitude are insufficient. Few understand the real reasons for their success, or subconsciously downplay them. Society hungers for villains and thus makes successful people feel guilty for their wealth. They want to sell books, and the myth that all you need are positivity & perseverance (highly subjective) is heavily engrained in society's psyche. Your "hard work" is someone else's "taking it easy". Highly skilled workers don't need to work as hard, and long hours lead to fatigue, reduced productivity, and sloppy mistakes. There's no glory in years of labor with no gain.

Furthermore, few truly understand positivity. "Fake it till you make it" is terrible advice. Instead, positivity is *emergent*, stemming from the confidence you get from good preparation, excelling at your craft, and self-discipline. Positivity begets success, but preparation begets positivity. Yet even preparedness won't guarantee success. Forget the goal and instead embrace the **Theory of Next**: learn to say "Next!" from whatever is not working. Short-term failure is normal and not worth dwelling over; only long-term success matters.

The bedrock of Ringer's philosophy is the **Theory of Reality**: you only benefit from reality if you acknowledge it as it is, not as you want it to be. There are 4 cornerstones to the theory:

1. **Theory of Relativity**: Hard work, success, and honesty are all relative.
2. **Theory of Relevance**: Avoid dwelling on whatever does not help your goals no matter how interesting. For instance, how much work you put in doesn't matter. And boasting about how honest you are is moot when you have a legally-binding agreement.
3. **Mortality Theory**: You're mortal so don't waste time, mince words, squander opportunities, or let fear stop you from getting what you want.
4. **Ice-Ball Theory**: Earth will freeze over in 50 billion years, so don't take yourself too seriously or dwell on insignificant problems. Take some more chances in life's game of poker, for the true joy isn't in winning, it's in playing and dominating the game!

Chapter 3: Passing My Entrance Exam at Screw U.

Beware the **Discouragement Fraternity**: territorial, insecure people who fear competition. They deter others from their arena by saying how damn hard it is.

1. **Tortoise & Hare Theory**: A strong start means nothing if you lose the race. The tortoise may have an unglamorous path. The tortoise may get a bit bruised. But the tortoise is consistently trudging forward. The tortoise leaves many hares in the dust. Starting slow can give you time to plan ahead, study your territory, and establish your own rules.
2. **Organic Chemistry Theory**: Block out "advice" from know-it-alls. *Your* actions and *your* knowledge are all that's relevant to *your* success. Be neither swayed nor intimidated by those slick-talkers who thrive on attention and seem to have all the answers. You might even surpass them all... not that it matters.

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