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Bluefishing book pdf

Steve Sims has been running his luxury travel and lifestyle concierge business, Bluefish, for more than twenty years. With their unique talent for connecting with people's passions, opening doors and making things happen, Sims have developed an exclusive reputation and an impressive client list of the world's rich and famous. Bluefish has offices around the world and has been featured in Forbes, The New York Times, Entrepreneur, Variety, Worth, CNBC, and many other media outlets. Sims is also a keynote speaker at venues like Harvard and the Pentagon, and has spoken at many top entrepreneurial groups, including Mastermind Talks, Genius Networking Events and the Entrepreneur Society of SF. He lives in Los Angeles with his wife, kids, dogs, and a lot of motorcycles. Print | Audiobook | Kindle Bluefishing by Steve Sims The art of making things happening to my thoughts Bluefishing exceeded my expectations. Steve Sims makes many important points that include topics related to passion, relationships, career advice, learning, failure, creating experiences for people and customers, branding, and more. My Favorite QuoteS For the most part, what's holding us back is completely in our heads. Never underestimate the power of simplicity. Do not be easy to understand; be impossible to misunderstand. If you go in with a clear win-win, and confidence that it will happen, you will be surprised at how many times you are right. Failure is just an education in what not to do. For every failure, you learn. You can get on with passion then you can with any amount of money in the world. If you want to be successful at something, you need others to help you make things happen. An ignorance of failure drives us. It is inconceivable that what we want will not happen. The more you take into your life, the more you dilute what you do. If you can wrap passion and perseverance together, you are invincible. You must allow yourself rest and recreation. If you do, you can give more of yourself to those closest to you. Key questions Why couldn't it be me? How do you make clients happy? What do you need to get out of this event that will really make you cheer? What has to happen to make you so excited that you lose sleep leading up to it? What has to happen so you can't stop talking about it for years to come? How can we add mystery, intrigue and interest? Ask yourself, why would anyone want to spend any time with you? What do I stand for? What am I not supposed to settle for? How do I want people to feel when they're around me? How should I be treated? How do you walk into a room? What are the little things you can outsource, schedule, automate, or hack so you can focus on the bigger stuff? How much does it cost to listen? Are you afraid to grow, to enjoy something new and different? Or are you more afraid to feel the same way you feel Now? If you live someone someone of your life without passion, you have to ask yourself Why am I doing that thing? The real question is, how do you know what to do now so that you end up in a good place later? Introducing Bluefishing is all about making things happen, not about controlling things off your daily to-do list. Chapter 1: Knocking Down Walls Steve learned a rock solid work ethic as a brick mason. A rock solid work ethic is an important advantage in business, life, and everything in between. You don't drown by falling into the water, you drown from staying there. For the most part, what holds us back is completely in

our heads. Steve quit his job as a brick and it changed his life. The first thing he noticed was a wall coming down inside him. He filled with excitement about his days. Steve found the realization that he could do anything. Busting down internal walls takes a lot of practice. Secrets from bluefishing playbook throw away that could never be me mentality. Ask instead Why couldn't it be me? No one drowned from falling into the water, they are drowning from staying there. Don't be afraid to jump, be afraid to stand still. Chapter 2: Power of the Password People don't want what they can afford, they want what they can't get. They want the mysterious, the amazing, they want excitement, they want adrenaline. These are things you can't get in your neighborhood store. Steve figured out that everything he didn't achieve in life, some doors that were closed to him, he could figure out the password too. Unlocking doors is about listening and getting someone to say yes. It's about understanding what someone wants, and finding the right key for each door. Secrets from Bluefishing Playbook Avoid analytical paralysis. While other people plan things to an early death, bluefishers have already tried something four different ways and learned what works. There is a password for each door, you just have to listen for it. Do not be easy to understand; be impossible to misunderstand. Nothing will ever happen if it benefits just you, working for win-win every time. Chapter 3: Something for everyone never underestimate the power of simplicity. Do not be easy to understand; be impossible to misunderstand. It's not going to happen if it only benefits you. People want to know that you're thinking about them. If you go in with a clear win-win, and confidence that it will happen, you will be surprised at how many times you are right. If you go in with the idea that it will fail, or that you are asking too much, or if you give something the person doesn't really want, you might as well not even go. You have to go in there knowing that this is going to happen, but to understand that it won't happen if it benefits only you. Show them that you are different from any other person doing business with them. History post 200 customized drinks to people from a hotel during the trip. Win-win does not have to work in the same currency. A million dollars to one person can be nothing compared to singing on stage with Journey for another person. A box of chocolates compared to having a print job done overnight. Find what the other person is excited about, listen to what's important to them, show them how helping you will benefit them. Secrets from Bluefishing Playbook Don't Underestimate the Power of Simplicity. Do not be easy to understand; be impossible to misunderstand. Nothing will ever happen if it benefits just you, working for win-win every time. Chapter 4: Be Real Deal Sometimes, the way to get it done is to know people who will guarantee you are the real deal. Steve never wants to leave anything where he is with another person, but that it's a win-win. The experience beats the money every time. Always sweating the little things. How do you make clients happy? Ask them about their passions. Do a little detective work. Ask why? three times. Questions Steve asks potential customers. What do you need to get out of this event that will really make you cheer? What has to happen to make you so excited that you lose sleep leading up to it? What has to happen so you can't stop talking about it for years to come? Why do you want this? People always dilute their wildest dreams when they tell them. For example, a client wanted to meet Journey and get a handshake. Steve got the guy on stage singing with Journey. You need to talk to people. When someone wants to work with you, talk to them, ask why. Why do they want to work with you? Why do they want this experience? Why are they selling this thing they throw? Keep asking, why? Secrets from Bluefishing Playbook Ask Why? at least three times. The first why is what they think they believe. The second why is what they think you want to hear. The third why is what they feel. The experience beats the money every time. Cash gets spent and forgotten, an experience you can give to any sticks forever. Chapter 5: No passion, no points! You can get on with passion then you can with any amount of money in the world. If you tell me how much do I have to pay to get you to do this? they will hang up faster than you can blink. People do not want to be sold; they also do not want to be bought. Try this instead. I have this amazing client waking up in the middle of the night dreaming about this! I want to make his dream come true. What has to happen for you to help me make this happen to them? People want to be part of that passion. It's like electricity. If all you ever want to do is pay your bills and get off, this book is not for you. This book is not written to help you stand still and barely scrape off. This is a go out, and do it Book! This book is for those who have a passion for something deep and just need help breaking down walls and learning some tricks to make things happen. Passion is something you have to discover. It takes time. Connect. That's normal. Very few people begin to know what their passion is. Finding a deep and lasting passion for something is a treasure hunt. It's never too late to discover your passion. How do you discover your passion? Be open and honest and things happen. Throw open your windows and doors and be open. Check it out. The more questions you ask, you will be able to talk to people and find out what their passion is. Unfortunately, we don't talk to ourselves enough to discover what our own passions are. We don't listen to ourselves either. Question Everything Most people do not have the ability to communicate effectively. All the best information they have is unsaid. Passion is a LanguagePassion is the best language or currency. If you want to be successful at something, you need others to help you make things happen. Secrets from Bluefishing Playbook Passion is something you must discover. Relax, try things, it takes time. Don't ever stop looking! If you knew the Earth was going to collide with Mars tomorrow, what would you do right now? Maybe it's your passion. Don't believe what people tell you. Most do not have the ability to communicate effectively. All their best information is untold, somewhere between the lines. Actually care. If you don't believe it, they won't believe it. Chapter 6: Failure is just more Discovery It's not about your IQ, it's about your Self can. The first thing you need to know is what you can't do. The next thing is to find the people who can do what you can't. Find people who are good enough at doing what you can't, to make you look brilliant. Challenge people so they can challenge themselves. Get them to answer the tough questions. If they can't come back with answers, that's not the point. Failure is paying for an education. Remove the words fail and fail from your language. The difference between saying I discovered how not to build that motorcycle. Compared to I failed to build that motorcycle. The last one is final, the first is a training on the next step. Changing your perspective from not discovering is what allows you to continue to the next leg of your journey. There are no obstacles, none at all. When you have one of these days, it is absolutely crucial that you break away from the negative place and do something you are passionate about. When you get back, you won't recognize the obstacles anymore. Passion gives you a turbocharge. You don't perceive obstacles when you're in this zone. When you adopt a discovery mindset, you don't fear failure because there is no failure. Authenticity, passion, and a commitment to make and in this mindset there are no obstacles, zero. Obstacles are self-invented, they are only in your mind. Secrets from Bluefishing Playbook Failure is just an education in what not to do. For every failure, you learn. Be proud of your scars. Chapter 7: Seventh-Inning Stretch: Relax, you're in good company Walt Disney and Colonel Sanders had been rejected hundreds of times. An ignorance of failure drives us. It is inconceivable that what we want will not happen. When you fixate on a goal and know passionately that you can reach it, spending a second thinking that it won't work is a massive waste of time. A short list of people who didn't give up after failures. Stephen King, Henry Ford, Albert Einstein, Dwight Eisenhower, James Dyson, Stephen Spielberg, Van Gogh, Walt Disney, Steve Jobs, Michael Jordan, Harrison Ford, The Beatles, Bill Gates, Mark Twain, Dr Seuss, Oprah, Pete Athens, Meryl Streep, Elvis, JK Rowling, Winston Churchill, Abraham Lincoln, Beethoven. Chapter 8: Be afraid to stand still If you use 80% of your energy to be someone you are not, then you can only give 20% of you. If you're just you, there's zero effort involved. When you show up like who you are, people like you better because you're not a scam. The easiest way to stand out is by being yourself. Be afraid that in a month, you will be in the exact same place you are now. The worst thing that can happen is being in the exact same place you are now, a year from now. When you go bankrupt, you only have two choices. These experiences can define you, or they can grow you. The fear of standing still is what drives the author. Like yourself, if you try this, what is the result? If I try to succeed, I succeed. Large! If I try to fail, I will grow. Also good! If I don't try at all, I've allowed something to get in my way, I will stand still. Secrets from Bluefishing Playbook It's not about your IQ, it's about your I can. Everything stagnant rots. If you don't grow, you're dying. What's happening to you isn't your obituary, get back up. Don't be afraid of change, be afraid to stand still. Chapter 9: Ugly Works The more unpolished something is, the more natural it is. People just want something real. Picasso became Picasso by creating flaws. It makes people see twice. Ugly is real. A piece of mail stands out. Steve tells the story of ripping out half of a newspaper article about a vintage Porsche and sending it to a person he wanted to meet. Adds mystery, intrigue and interest. Write a handwritten note. Bluefishers know how to adapt quickly. What things are important today will not necessarily be important next week. What tools or tricks we use to great use last week, can only be and fluff next week. Secrets from Bluefishing Playbook A A note strikes an email message each time. Let people know you're thinking about them. It goes a long way. Ugly works. Unpolished, fast and real. The opposite of overpolished, CGI, and business. Chapter 10: Personal Branding is Personal (Imagine That) Confident People Want to Hang Around Confident People. If you stop putting energy into being someone else, you can put all your work into just being you. Redefining WealthMy's wealth is simply that I'm me. I take care of those around me, and I have love, support and faith with these people. The first step in strengthening your personal brand. Focus on your weakest link. Focus on improving the smallest part of your life that can get you down. You are your own brand. Ask yourself, why would anyone want to spend any time with you? Look at yourself and learn. This is what I stand for. This is what I'm not content with. This is how I want people to feel when they're around me. This is how I feel I should be treated. When you identify it for yourself, you build your own persona and branding. The Chug TestTo select employees, friends, customers, etc. The author asks himself: Would I like to chug a beer with this person? He shot his high-performing salesman because they didn't pass the chug test. The rest of his team was really respectful of the decision. Since he let the person stay, people asked themselves does this guy really do what he says he does? Everything improved after this decision. Get rid of anyone who's toxic to you. Anyone who's toxic to you is toxic to the company. Don't waste time counting likes. You may have a million followers, but you only need ten to be super rich (rich in relationships and fulfillment). Secrets from Bluefishing Playbook Do a self-audit. Because things don't automatically get better. Take an honest look at your strengths and weaknesses. Invest in the strengths, and see what weaknesses you need to remove. How do you walk into a room? Personal branding is figuring out your core persona, who you are, not who they want you to be. Don't waste your time counting likes. You will never be able to pay your bills with facebook like. Try the chug test. If you want to know if someone is a good match for you. As a customer, customer, supplier, manager, employee or friend, ask yourself would I chug a beer with that person? Chapter 11: The Power to Say No Mastering's Courage and Ability to Say No is a powerful part of bluefishing. Learning when, and when not, to use the word no has far-reaching consequences. The more you take into your life, the more you dilute what you do. Say No to VampiresNobody gives you the ability to fire people. You can fire anyone. Not only employees, but customers, customers, and even friends. Vampires (poisonous humans) suck something out of you, the remains linger with you the rest of the day. You go into your next next with contempt or exhaustion, instead of generosity, love and passion. If you're going to meet someone, you want to give them all your energy and attention. You want them to feel good and confident around you. The bad conditions you tolerate will begin to poison any other relationships you have. When there's more effort than good times, you know it's wrong. Audit Your inner circleIf you spend so much of your life trying to do something good that isn't, by doing so you do many other things in your life badly. Once you stand on your own two feet and say no to someone, you will feel freer and lighter in ways you never imagined. No helps you cut the fat and focus on the meat. Secrets from Bluefishing Playbook Master the courage to say no. The more you take into your life, the more you dilute what you do well. Review your inner circle. No gives you the ability to fire the vampires. You can fire customers, you can even fire friends. Decide who adds energy to your time and who sucks it out. Chapter 12: The Art of Delegation Learn how to lead the orchestra Look at the most important part of your project. Make sure that whatever is critical, whatever may harm you or your business, is taken care of by the nearest and dearest to you. For a critical element in a project, the author will sometimes give two different people the same task. This helps him discover where their unique talents are, while doubling their chances of a successful outcome. Find a bunch of people with unique abilities, with their own 5% characteristics and skills that no one else can do. That's how you build a dream team. Get extra time to do what's good. The author did an experiment hiring a chef to cook healthy food for dinner at home, they did this every night for a month. He was given 2-4 hours of extra time each day (between him and his wife). Time saved included thinking about dinner, planning, preparing, leaving work early, cleaning dishes, etc. The little things gnaw at the whole. What are the little things you can outsource, schedule, automate, or hack so you can focus on the bigger stuff? Take 30 minutes to identify your recurring stresses, there is probably a solution available to you. Secrets from Bluefishing Playbook There is a difference between being able to do everything and do everything. You can only grow by giving other people responsibility. It's the only way you and your company will scale. It's about time. The real art of the delegation, bluefish style, is to learn how to spend time on the important thing. This means learning not to spend time on things that slow you down. Chapter 13: What makes a Brand Great Great is not a goal that you can see. If you want to make your business great, start with something else. First work to make it better than it was yesterday, and constantly strive to make it better day over day, day, day, over the month. Brands, both business and personal, must ask other people to validate the truth. What do you think my company stands for? What do you think our message is? Focus on your strengths and ignore your weaknesses. Otherwise, you get a lot of really strong weaknesses. Prestige brands don't focus on delivering everything. They usually go deep on delivering one thing really well. More importantly, they are not preceded to make sales, a sale is just a transaction. Prestige brands are listed from the beginning to create an experience for anyone. A great experience is something you will tell a friend about. Example, buy a Rolex. Secrets from Bluefishing Playbook Great is not a goal you can see. If you want to make your business great, first work to make it better than it was yesterday. Get the right people to say the right things about you. It's marketing in a nutshell. Chapter 14: The Art of Speaking Human Make Business Staff instead of ignoring a conversation, try this. Take a selfie video and text it to the person you need to chat with. Take the time to reach out to the people in your community in a way that they can feel, listen and feel. Find out who your inner circle is, the people who really like what you do, and focus on them. Get ugly with them, which means raw, authentic, weird and funny. Try to engage them in a way that actually engages their minds, not just their click or swipe finger. Everyone wants to work with unique individual people. Secrets from bluefishing playbook you can't concentrate on your friends when you give all your time to strangers. Don't let technology set the rules for your communication. If you hide behind emails and tweets, no one will ever hear you. If communication is not personal, it is not communication. Chapter 15: Give them a reason to believe roI on YouThe ROI on you should grow every day. If communication is not personal, it is not communication. Take the time to get to know your clients. Send them something they like. How much does it cost to listen? The best things in the world are small prices. Secrets from Bluefishing Playbook If communication is not personal, it's not communication. Does anyone with credibility at a party tell five people that you are the magic gold dust they need. It's better marketing than sending out 20,000 emails. Chapter 16: Sponge it Up People are always sure to give you a reason why they can't do anything, and not at all sure to give you a reason why they can. Jump on your boots and go. While people think about things and plan it to death, I've already put on my shoes and gone and done it. Bluefishing Creed: Move, act, do, go. Action is everything. Learn what you don't know and try again. The Twin Devils of Fear and Embarrassment hold so many people back and their ruts. People are actually afraid of growth. People are so afraid of growth that they would rather stand still. The author's fear is being in the same place, static. The world is constantly changing, you are out of sync unless you change. Enjoy only 1 percent more than you knew yesterdayTo take care of your growth, you need to get into your mushroom mentality. No one expects you to be the smartest person in the room. Go in a say, hey I'm new to this but I'm determined to grow, I want to learn one percent more about this today. You can't suck anything up if you're sitting in the same room alone, day in and day out. You have to find something to soak up, people to learn from, experiences to extract learn from. When you take a risk, you will walk away with guaranteed growth. Change your perspective about what you're afraid of. Are you afraid to grow, to enjoy something new and different? Or are you more afraid to feel the same way you feel right now? Stuck on the same path, constantly knowing that you are letting yourself down? To put on the RitzThe author would go to the most expensive hotel in his area, the Ritz, and sit in the lobby, order coffee and watch people. Now he was the kind of guy who went to the Ritz.Next he went to the counter and asked to appear one of the best rooms in the Ritz. He left the hotel and saidI know what a room worth 2,000 looks like. He broke down internal boundaries in his mind about what he had, what he was, and what he did, or what he could have, or could be, or could do. The author has been to 3 times more hotels than he has stayed at. For example, when going to New York he will call in advance and ask a hotel if he can stop to and visit the hotel while in the area. He will ask them to show him his best rooms from top to bottom. He will ask to see the best room and the gap, not interested in entry level. You don't have to own it to experience it. If you want to know what it's like to drive a Ferrari, go to the Ferrari dealership. If you want to know what it's like to be in the best hotels in the world, go to the lobby. Once you have tasted that, like an elastic band, you will not go back to the same size. It'll stretch you. You can't unlearn or un-experience that. You are now the kind of person who knows what it's like to drive a Ferrari and can recommend the best cappuccino at the Ritz.This isn't about faking it or trying to sound rich, it's about tasting something, just an element or minute part of a bigger experience. We have an incredible ability to absorb, and absorb, and absorb with no limits. Mushroom mode is a way of thinking about yourself without limits and the ability to grow. Secrets from Bluefishing Playbook Enter mushroom mode as often as possible. Go into a room to learn something new and say, Hey, I'm an idiot right now, but I'm here to only one per cent smarter. If you stretch an elastic band five times, it will never return to the same small size as it originally was. Same with you. Stretch out, and you'll never shrink back to where you started. Chapter 17: Live with Passion, Move with Persistence If you can wrap passion and perseverance together, you're invincible. If you encounter an obstacle, find a way around it, over it, under it, or through it. There is a thin line between patience and complacency. You have to live with passion and move with perseverance. If you live any part of your life without passion, you have to ask yourself why am I doing that thing? Secrets from Bluefishing Playbook If you can wrap passion and perseverance together, you are invincible. There is a thin line between patience and complacency. Patience can be a stray. Chapter 18: Actually Give a D*** Take Money Out of the Equation, if you can. When you can take money out of the equation, you get to act on principle. Watch out for people pretending to be perfect. They will want you to be just as fake and perfect. Manage expectations so you can really survive. Clear your head enough to hear it. The real question is, how do you know what to do now so that you end up in a good place later? Your gut will tell you if you clear your head enough to hear it. The author constantly asks, What would my clients look back on it would mean the most to them? Create unique, great, personal experiences for people. Secrets from Bluefishing Playbook Have the relationship you want. If there was a top five list of guidelines for bluefishing, #1 thing on the list will be to have the relationship you want with your customers, colleagues, community, friends and family. #2-5 would be to repeat the first. Take money out of the equation, if you can. When you can take money out of the equation, you get to act on principle. When you do something, or give something, make sure you can honestly say I did this for you. One day means nothing. Never plan for a day, today is what matters. Chapter 19: Don't count your losses You need to know that when someone (in your organization) says they're going to do something, it's done yesterday. If you can pair passion with the habit of responsibility, and instill that in all the people you work with, you will stay on track. The bluefishing entrepreneur must stay agile, flexible, and constantly willing to adapt and change. The only habit should be that you are good at what you do. Your habit should be to recognize success, not admit losses. Negativity is the silent assassin who kills most people's motivation. There is a zone where passion, commitment and ability all come together. Find the tools to help you get into your zone. Be as selfish as you must be. You must: yourself rest and recreation. If you do, you can give more of yourself to those closest to you. The more passionate you are about something, the more you need to set aside time to load, re-set and re-set. Secrets from Bluefishing Playbook Consciously Build New Habits. Negativity is the opposite of passion. It's the silent assassin who kills most people's motivation. Be as selfish as you must be. You have the right to upload yourself. Take it, defend it. It's the only way you'll be able to harness your own energy to make things happen. Chapter 20: Bluefishing Playbook Everything you've done, all this hard work, being authentic, it all suddenly leads to a moment when you're on top of everything. Throw away that can never be me mentality. Ask instead Why couldn't it be me? No one drowned from falling into the water, they are drowning from staying there. Don't be afraid to jump, bluefisher, be afraid to stand still. Avoid analytical paralysis. While other people plan things to an early death, bluefishers have already tried something four different ways and learned what works. There is a password for each door, you just have to listen for it. 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What people think of you is just their opinion, it's not a fact about you. What's happening to you isn't your obituary, get back up. It's not about your IQ, it's about your self can. A handwritten note strikes an email message every time. Let people know you're thinking about them. It goes a long way. Ugly works. Unpolished, fast and real. The opposite of overpolished, CGI, and business. Do a self-audit. Because things don't automatically get better. Take an honest look at your strengths and weaknesses. Invest in the strengths, and see what weaknesses you need to remove. How do you walk into a room? Personal branding is figuring out your core persona, who you not who they want you to be. Don't waste your time counting likes. You will never be able to pay your bills with Facebook likes. Try the chug test. If you want to know if someone is a good match for you. As a customer, customer, supplier, manager, employee or friend, ask yourself would I chug a beer with that person? Master the courage to say no. The more you take into your life, the more you dilute what you do well. Review your inner circle. No gives you the ability to fire the vampires. You can fire customers, you can even fire friends. Decide who adds energy to your time and who sucks it out. There's a difference between being able to do everything and do everything. You can only grow by giving other people responsibility. It's the only way you and your company will scale. It's about time. The real art of the delegation, bluefish style, is to learn how to spend time on the important thing. This means learning not to spend time on things that slow you down. Great is not a goal you can see. If you want to make your business great, first work to make it better than it was yesterday. Get the right people to say the right things about you. It's marketing in a nutshell. You can't concentrate on your friends when you give all your time to strangers. Don't let technology set the rules for your communication. If you hide behind emails and tweets, no one will ever hear you. If communication is not personal, it is not communication. Does anyone with credibility at a party tell five people that you are the magic gold dust they need. It's better marketing than sending out 20,000 emails. Enter mushroom mode as often as possible. Go into a room to learn something new and say, Hey, I'm an idiot right now, but I'm here to get just one percent smarter. If you stretch an elastic band five times, it will never return to the same small size as it originally was. Same with you. Stretch out, and you'll never shrink back to where you started. If you can wrap passion and perseverance together, you are invincible. There is a thin line between patience and complacency. Patience can be a stray. Have the relationship you want. If there was a top five list of guidelines for bluefishing, #1 thing on the list will be to have the relationship you want with your customers, colleagues, community, friends and family. #2-5 would be to repeat the first. Take money out of the equation, if you can. When you can take money out of the equation, you get to act on principle. When you do something, or give something, make sure you can honestly say I did this for you. One day means nothing. Never plan for a day, today is what matters. Consciously build new habits. Negativity is the opposite of passion. It's the silent assassin who kills most people's motivation. Be as selfish as you must be. have the right to upload yourself. Take it, defend it. It's the only way you'll be able to harness your own energy to make things happen. My action steps after reading Take a selfie video and subtitle it to someone to be more authentic and personal. Change my definition to define failure as learning. 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