

# 101 MUST-READ

## Business and Self-Development Books NOT Overhyped and Overexposed on any Best Seller List...

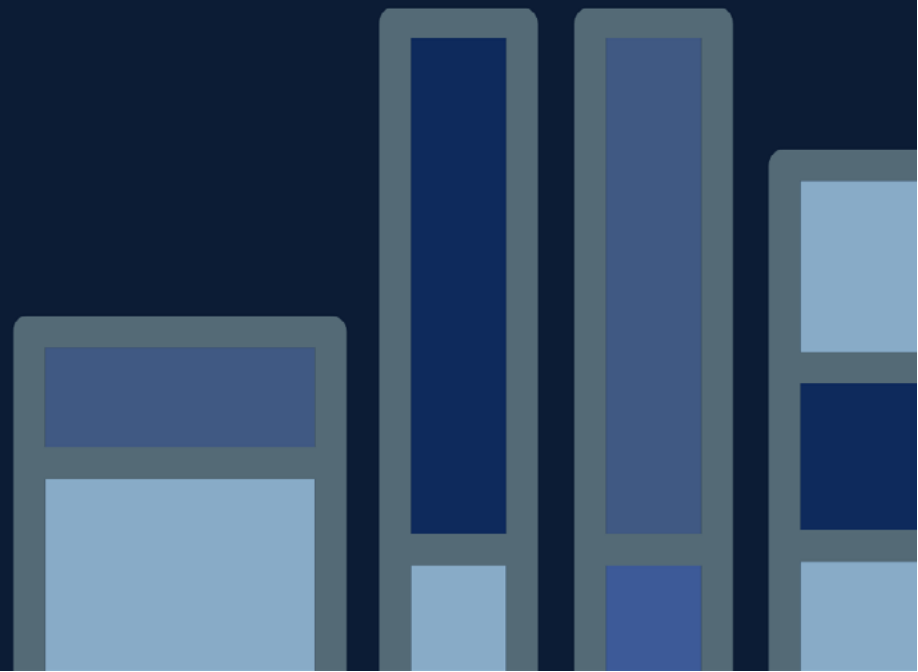


WE ASKED 10,000+ ENTREPRENEURS...

...about their most valuable and influential books, with one caveat, their helpful books couldn't be overhyped and overexposed by any media outlets or best-seller lists...



HERE ARE THE LITTLE-KNOWN  
BOOKS THEY SHARED...



## BACKGROUND

### A “BEST SELLER” DOESN’T EQUAL THE BEST.

**The best books aren’t found on best-seller lists**, although it seems to be an obvious assumption.

Books found on these “best-seller” lists are often the result of great marketing and social media influence, not because the author is a superb writer or revealed some legendary information. Worse, some books are more readily promoted and hyped into the mainstream if they reinforce an agenda supported by institutionalized powers, receiving millions in free publicity.

In 2010, I published my first book, *The Millionaire Fastlane*. In the years that passed, I’d sell over 1,000,000 copies, a monumental achievement for any author. Despite this milestone, my book has yet to hit any major best-seller list. It is largely ignored by mainstream media outlets and does not enjoy millions in free publicity.

So how does one sell a million copies of a book that never hits a best-seller list? Simple: **Other people have to recommend it.** In other words, the best books won’t confront you by way of a media-controlled best-seller list, but by way of your friends, neighbors, and co-workers.

There are other implications behind this truth.

*“The smart way to keep people passive and obedient is to strictly limit the spectrum of acceptable opinion, but allow very lively debate within that spectrum - even encourage the more critical and dissident views. That gives people the sense that there’s free thinking going on, while all the time the presuppositions of the system are being reinforced by the limits put on the range of the debate.”*

--Noam Chomsky

If your entire worldview is only shaped by curated best-seller lists that every media conglomerate recommends, you’re not getting a diverse viewpoint. More importantly, you’re not receiving a broad spectrum of intelligence or information—you’re quarantined in what is deemed acceptable reading material.

If you only read curated best-sellers, you likely never heard of my work. For those that did, they might have already escaped from the mindless “work, save, invest” paradigm. Read only best sellers, and you’re likely missing out on other authors with valuable wisdom. Still, such knowledge won’t be featured within the pages of *Yahoo Finance* or *Money Magazine* simply because they fall outside of the “spectrum of acceptable opinion.”

I recently asked people in my network to share their most impactful books that are NOT best-sellers. I asked for books that do not enjoy free publicity, but should. I asked for books that aren’t hyped on the *NY Time’s* Best Seller lists, popular finance websites, or on other mainstream media outlets.

**Sadly, few people could respond with any books that met this requirement.** In other words, they don’t read ANYTHING except what has been pre-approved by a mainstream consensus.

I hope this document changes that, but please, don't mistake this to read, "stop reading best-sellers." I'm suggesting you need to broaden your horizons and start reading different viewpoints... viewpoints that aren't peddled by billionaire hypocrites who suggest coffee abstinence is the secret to wealth, or viewpoints found on the front page of *Yahoo Finance* glorifying the ascetic practice of "you'll own nothing and be happy."

## METHODOLOGY

In the Summer of 2022, I asked my network to share their most impactful books in the area of business, finance, and self-development, except with one caveat: **the book could not be a best-seller**, or from a famous, mainstream author.

My "ask" went out to over 10,000 entrepreneurs and individuals interested in success, happiness, and motivation. I received 1000+ responses, and after excluding the overexposed best-sellers and the blockbusters, I compiled the answers.

Little known books that were mentioned over and over appear on this list.

Generally, if a book had over 1000 reviews and was recently released, it was excluded from this list. Exceptions were given for aged books that were published years ago as reviews tend to accumulate. Also, some books might have become more popular after the compilation of this document. However...

- If a book recommendation made a big best-seller list, you won't find it here.
- If a book recommendation had 10,000+ reviews and was only released in the last few years, you won't find it here.
- If a book is by a uber-famous author or media personality, you won't find it here.
- If a book enjoyed \$1000s in free publicity, you won't find it here.

These metrics listed above are by no means scientific and involves some subjectivity. To wit, the books listed in this document are books people found valuable, but are generally unknown and underexposed.

While I have used this list to find some great new books to read, please note, myself or my company makes no warranty or endorsement to the content of these recommendations. If any of these books advance your success or happiness, we hope you support these authors and their work. Please feel free to share this document in your personal or social media networks. **If you own a business or a personal brand, you are free to use this document as a free giveaway, a bonus, or for any purpose in your business.**



Happy reading!  
MJ DeMarco, Entrepreneur and Author

# The Road Less Stupid

## Avoiding the Dumb Mistakes that Sabotage Growth, Profits, and Business Success.

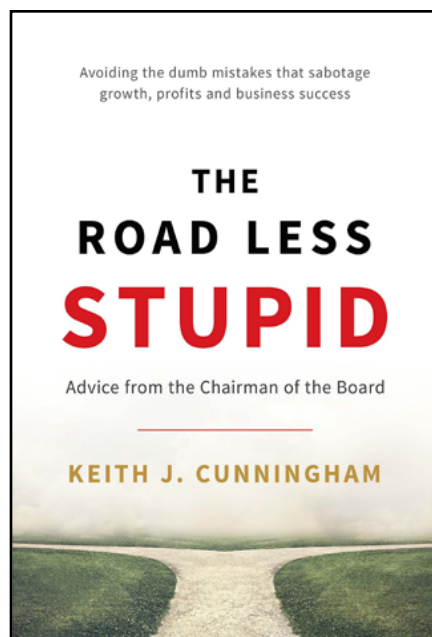
📖 By Keith Cunningham

Category(s):

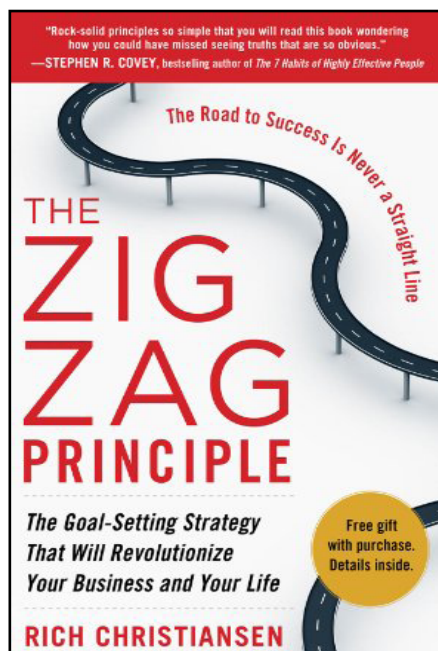
- Business Ideas and Starting
- Business Growth and Management

Thinking is critical to sustainable success in business; said another way, business is an intellectual sport. The principles and structure suggested in *The Road Less Stupid* will enable anyone, (regardless of the size of the business, the currency or the industry) to run their business more effectively, make more money, and dramatically increase the likelihood of keeping that money. It all hinges on Thinking Time. This is a business book for business readers who want to learn the principles and strategies of making great decisions and minimizing risk.

Owners think and plan.



**Get the Book >>**



**Get the Book >>**

# The Zigzag Principle

## The Goal Setting Strategy that will Revolutionize Your Business and Your Life

📖 By Rich Christiansen

Category(s):

- Mindset and Self-Development,
- Success, Goals, Motivation,
- Life Wisdom

“Zig zag” your way to success! The Zig-Zag Principle presents a proven method for achieving business goals by “zig-zagging”—making flexibility, bootstrapping, and the creation of multiple opportunities central to overall strategy. Because it’s better to be prepared for the inevitable bumps in the road than surprised by them.

The Zig-Zag Principle walks you through the process of establishing an achievable objective—working into the process room for the extra resources, time, and emotional latitude it will truly take to achieve the goal.





## Ask for It

### How Women Can Use the Power of Negotiation to Get What They Really Want

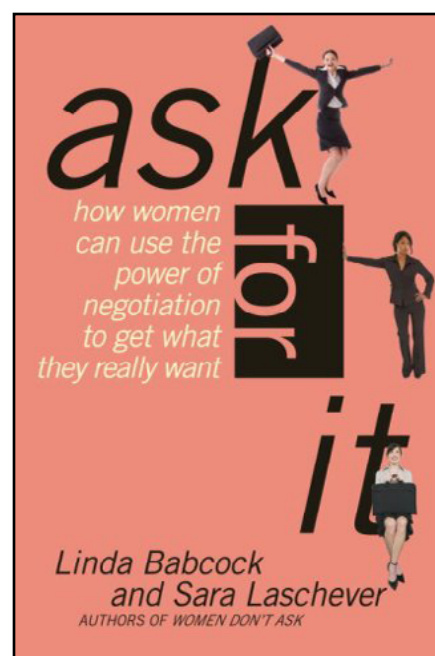
📖 By Linda Babcock

Category(s):

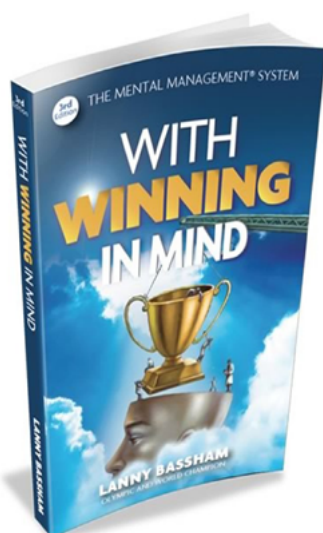
- Gender-Focused,
- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

Whether it's a raise, that overdue promotion, an exciting new assignment, or even extra help around the house, this four-phase program, backed by years of research and practical success, will show you how to recognize how much more you really deserve, maximize your bargaining power, develop the best strategy for your situation, and manage the reactions and emotions that may arise—on both sides.

Guided step-by-step, you'll learn how to draw on your special strengths to reach agreements that benefit everyone involved. This collaborative, problem-solving approach will propel you to new places both professionally and personally—and open doors you thought were closed.



**Get the Book >>**



**Get the Book >>**

## With Winning in Mind

### The Mental Management System

📖 By Lanny Bassham

Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

Be wary of the people no one wants on their team, the ones who are too small, too slow and not very capable. The unwanted have a built-in motivation to do whatever it takes to succeed that those who are picked first do not have.

This is a story of such a person and what he did to find his place at the top of the world in his sport. I'm that person and this book is an introduction to what I've learned. I believe there is a mental system that when used will speed up the process of getting to the winner's circle.



# Work the System (4th Ed)

The Simple Mechanics of Making More and Working Less

📖 By Sam Carpenter

Category(s):

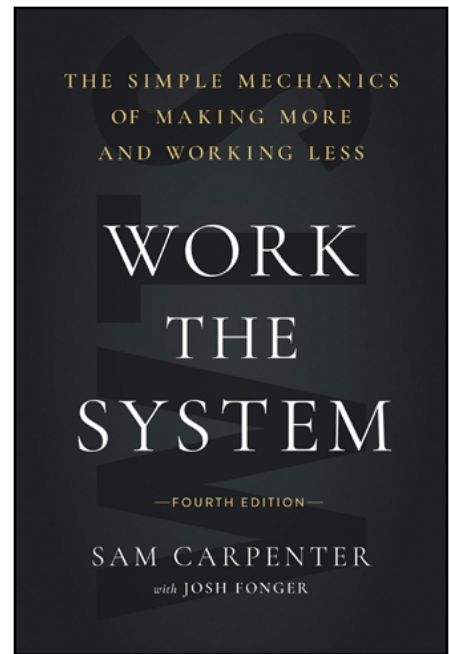
- Mindset and Self-Development,
- Success, Goals, Motivation,
- Life Wisdom

A simple mindset tweak will change your life.

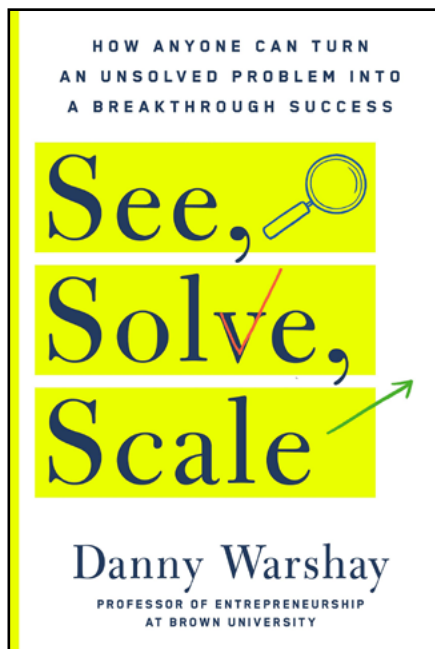
It started with a midnight insight. After a 15-year nightmare of coping with his struggling business, Sam Carpenter discovered and then developed a simple methodology that knocked his routine 80-hour workweek down to zero, while multiplying his net income by a factor of 100.

Now, in 2021, here's his best-selling business book, revised yet again, showing how you too can instantly break free to build the business and life of your dreams.

In this fourth edition of Work the System, Carpenter reveals the profound insight and exact uncomplicated, mechanical steps he took to turn his business - and his life - around. Once you "get" this new vision, success and serenity will come quickly.



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[Get the Book >>](#)

# See, Solve, Scale

How Anyone Can Turn an Unsolved Problem into a Breakthrough Success

📖 By Danny Warshay

Category(s):

- Business Ideas and Starting,
- Business, Growth and Management

The Entrepreneurial Process, one of Brown University's highest-rated courses, has empowered thousands of students to start their own ventures.

You might assume these ventures started because the founders were born entrepreneurs. You might assume that these folks had technical or finance degrees, or worked at fancy consulting firms, or had some other specialized knowledge.

Yet that isn't the case.

Entrepreneurship is not a spirit or a gift. It is a process that anyone can learn, and that anyone can use to turn a problem into a solution with impact.



# You Can't Teach a Kid to Ride a Bike at a Seminar

## The Sandler Sales Institute's 7-Step System for Successful Selling

📖 By David H. Sandler

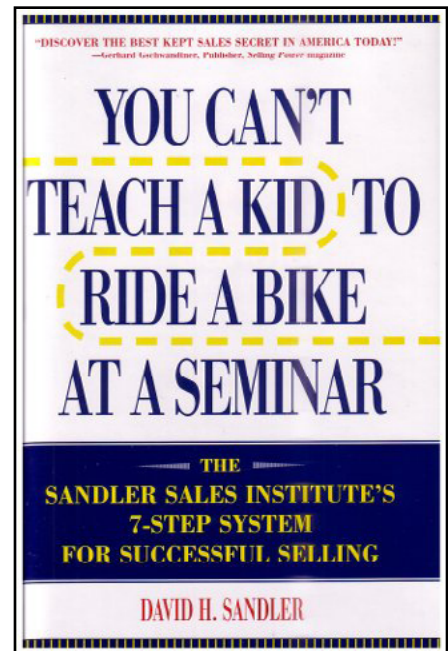
Category(s):

-- Advertising and Marketing

Contrary to popular sales training, you don't have to make presentations to everyone who will listen. You don't have to be subservient, forfeit your self-respect, or fake enthusiasm about your product or service. In fact, you don't have to be enthusiastic at all. And, you never have to lie!

Prospects never control anyone who has mastered David Sandler's revolutionary 7-step program for top sales.

In You Can't Teach a Kid to Ride a Bike at a Seminar, you learn to master each of the fundamental principals of the Sandler Selling System® - and how and when to use them.



[Get the Book >>](#)

# The System Club Letters

## 57 Big Ideas to Transform Your Business and Your Life

📖 By Ken McCarthy

Category(s):

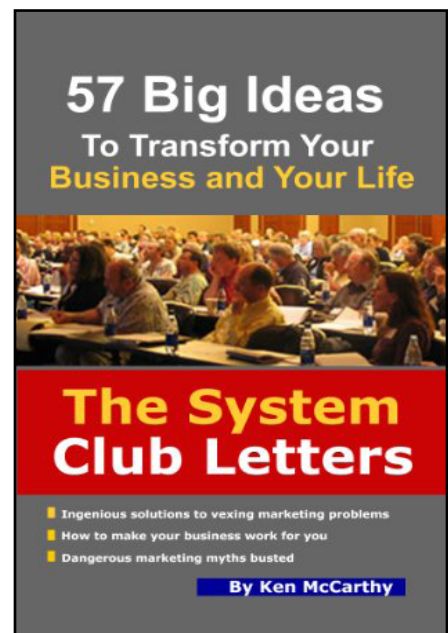
--Sales, Marketing, and Advertising

Ken McCarthy pulls back the curtain on private communications he's had with his System Club members over the years.

What is the System Club?

The System Club is one of the world's oldest mastermind groups in Internet marketing. Membership is open to graduates of System trainings and other invited parties.

These letters - fifty-seven in all - were written to be absorbed quickly and deliver hard hitting, targeted marketing tactics and inspiration.



[Get the Book >>](#)

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**GOAL-ACHIEVEMENT**  
AND ROCKET YOUR BIG DREAMS INTO REALITY



GoalSumo.com is the only goal-setting and productivity system engineered to turn your big dreams into reality.

TRY FOR FREE: Use coupon code: HG2022A



# A The Like Switch

## An Ex-FBI Agent's Guide to Influencing, Attracting, and Winning People Over

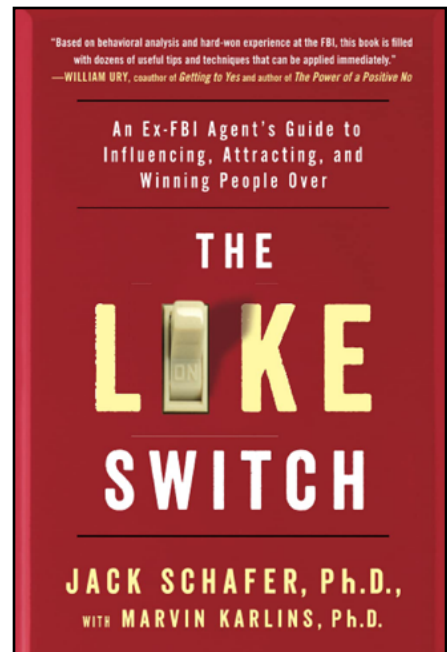
📖 By Jack Shafer, PhD

Category(s):

-- Sales, Marketing, and Advertising

The Like Switch is packed with all the tools you need for turning strangers into friends, whether you are on a sales call, a first date, or a job interview.

As a Special Agent for the FBI's National Security Division's Behavioral Analysis Program, Dr. Jack Shafer developed dynamic and breakthrough strategies for profiling terrorists and detecting deception. Now, Dr. Schafer has evolved his proven-on-the-battlefield tactics for the day-to-day, but no less critical battle of getting people to like you.



[Get the Book >>](#)

# How I Found Freedom

## in an Unfree World

### A Handbook for Personal Liberty

📖 By Harry Browne

Category(s):

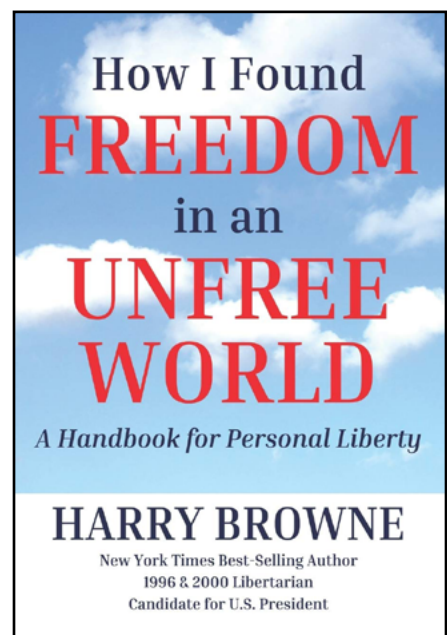
-- Freedom, Economics, Politics

Harry Browne believed that a person's happiness is the highest goal he/she can achieve in life.

Freedom comes from living your life as you see fit.

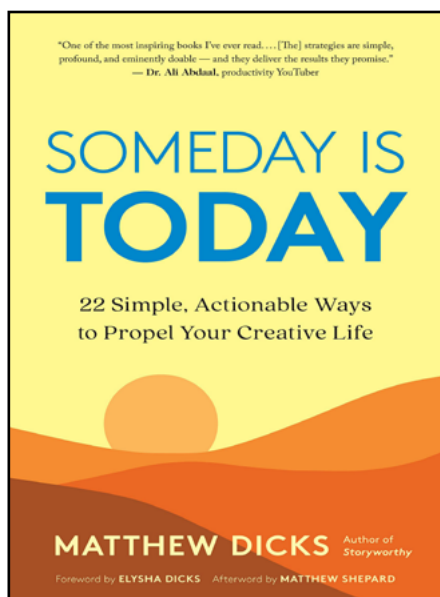
Happiness and freedom are attainable even if others remain unfree, and it's likely to change your life. "If you're not free now, it might be because you've been preoccupied with people or institutions that have restrained your freedom.

I don't expect you to stop worrying about them, merely because I suggest that you do. I do hope to show you, though, that those people and institutions are relatively powerless to stop you - once you decide how you will achieve your freedom.



[Get the Book >>](#)





## Someday is Today

### 22 Simple, Actionable Ways to Propel Your Creative Life



📖 Matthew Dicks

Category(s):

- Life Wisdom
- Success, Goals, Motivation

REALIZE YOUR CREATIVE DREAMS — STARTING TODAY

Are you good at dreaming about what you're going to accomplish "someday" but not good at finding the time and getting started? How will you actually make that decision and do it? The answer is this book, which offers proven, practical, and simple ways to turn random minutes throughout your days into pockets of productivity, and dreams into accomplishments.

In addition to presenting his own winning strategies for getting from dreaming to doing, Matthew Dicks offers insights from a wide range of creative people — writers, editors, performers, artists, and even magicians

Each strategy is accompanied by amusing and inspiring personal and professional anecdotes and a clear plan of action. Someday Is Today will give you every tool to get started and finish that \_\_\_\_\_ [fill in the blank].

[Get the Book >>](#)

## The Alter Ego Effect

### The Power of Secret Identities to Transform Your Life

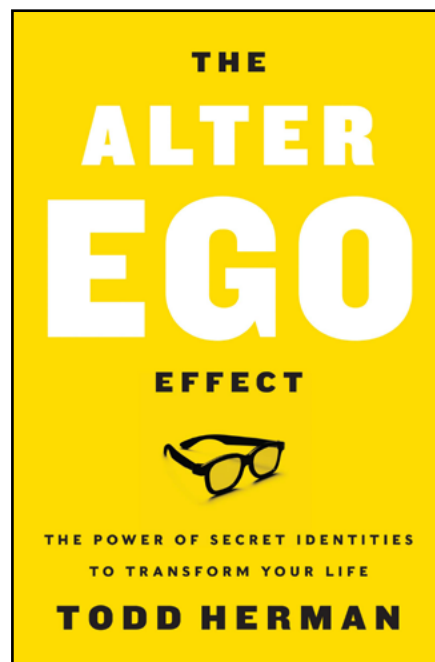
📖 By Todd Herman

Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

How do you untap all of your capabilities? It's a question people wrestle with, when they know they have more left to give. Or, they struggle with not chasing down the ambitions they have because they can't see themselves achieving them. Or, they're just stuck in a 'performance rut' and don't have the mental tools to get themselves out.

Well it turns out one of the most powerful ways to unleash your real capability, is counterintuitive. Todd Herman, one of the world's leading experts on the mental game, peak performance, and personal leadership, reveals a practical method, backed up with inspiring stories, real science, and decades of experience being the 'go-to' coach for Olympians, pro athletes, and leaders around the world.



[Get the Book >>](#)



# Winning through Intimidation

How to Be the Victor, Not the Victim, in Business and in Life

📖 By Robert Ringer

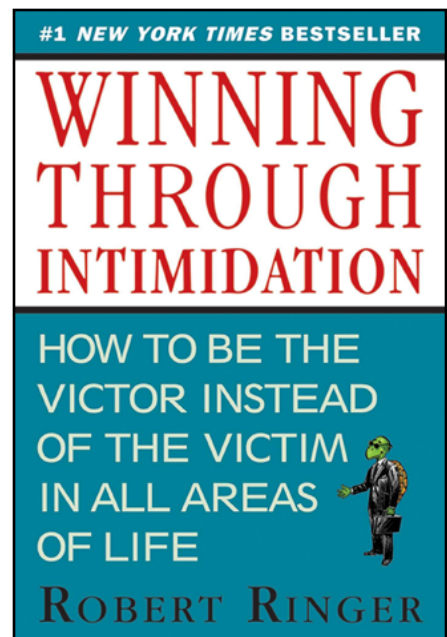
Category(s):

- Life Wisdom,
- Sales, Marketing, and Advertising

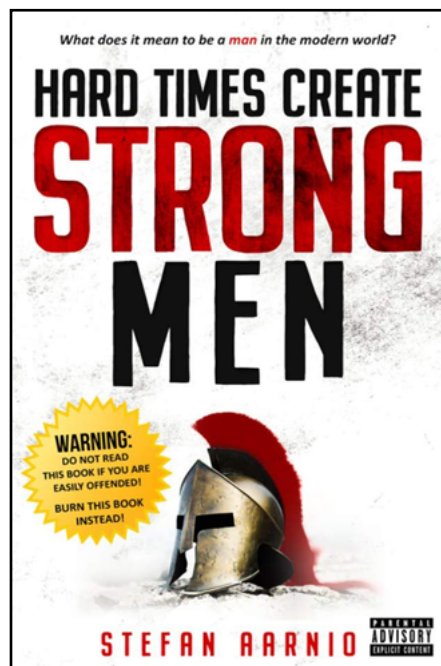
Believe it or not, the results a person obtains are inversely proportionate to the degree to which he is intimidated; it's not what you say or do that counts, but what your posture is when you say or do it!

Those who choose to be ostriches and believe they can wish away these realities invite an enormous amount of unnecessary pain and frustration into their lives.

If you heed the truths set forth in Winning through Intimidation, there will be fewer occasions when you find yourself scratching your head and trying to figure out why a situation you thought you had under control ended up falling apart at the seams.



[Get the Book >>](#)



[Get the Book >>](#)

# Hard Times Create Strong Men

Why the World Craves Leadership and How You Can Step Up to Fill the Need

📖 By Stefan Aarnio

Category(s):

- Life Wisdom,
- Spirituality, Meditation, Religion

What does it mean to be a man in the modern world?

Throughout history, being a man has meant different things. Maybe being a man was about being a good hunter, or a good soldier, a good businessman or maybe good with women. Hard Times Creates Strong Men examines what it means to be a man in the modern world relative to money, sex, religion and politics.

This book examines what worked and what doesn't work based on proven history instead of feelings. This book is raw, real and politically incorrect, it will threaten and challenge your ideas of what does it mean to be a man and how to better serve your purpose.



# Mate

## Become the Man Women Want

📖 By Tucker Max, Geoffrey Miller, PhD



Category(s):

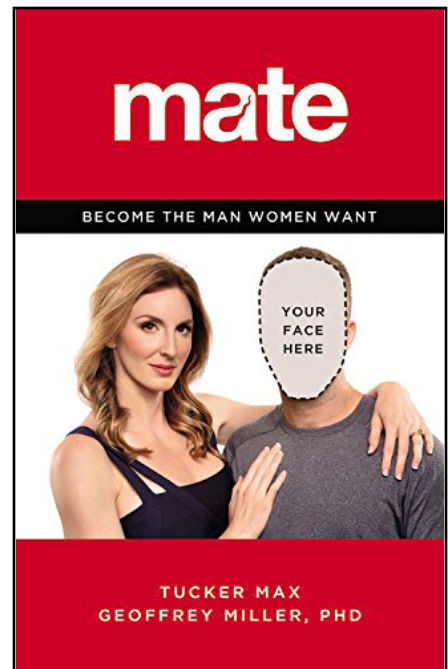
- Gender-Focused
- Life-Wisdom

Whether they conducted their research in life or in the lab, experts Tucker Max and Dr. Geoffrey Miller have spent the last 20-plus years learning what women really want from their men, why they want it, and how men can deliver those qualities.

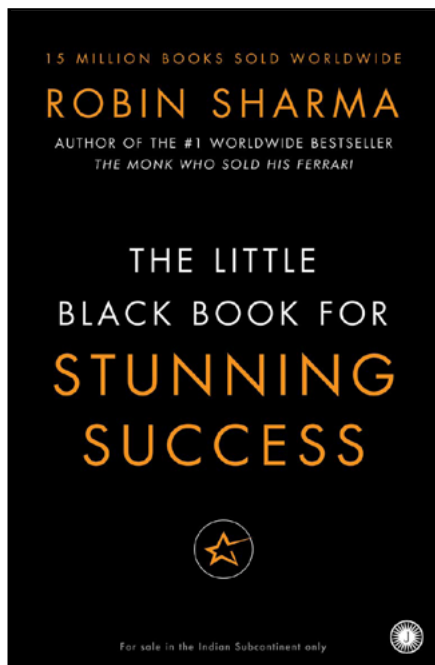
The short answer: Become the best version of yourself possible, then show it off.

It sounds simple, but it's not.

If it were, Tinder would just be the stuff you use to start a fire. Becoming your best self requires honesty, self-awareness, hard work, and a little help.



**Get the Book >>**



**Get the Book >>**

## Little Black Book for Stunning Success + Tools for Action Mastery

📖 By Robin Sharma

Category(s):

- Mindset and Self-Development,
- Success, Goals, Motivation



Published for the first time in the world!

Uncommon success is no longer just for the chosen few. Discover the mindsets of the best, install the rituals of the icons, run the habits of the heroes and massive improvements will be yours for the taking. In

The Little Black Book of stunning success, Robin Sharma one of the true masters of leadership + elite performance on the planet shares the potent insights that have helped so many people just like you do legendary work, live remarkable lives and lift everyone around them in the process.

If you're truly ready to live your dreams, this book is your fuel. Dream. Dare. Lead. Learn. Craft. Create. Produce. Perfect. Iterate. Optimize. Inspire. Impact. Win. Repeat. Push. Rest. Love. Live.

# Third Circle Theory

## Purpose Through Observation

📖 By Pejman Ghadimi



Category(s):

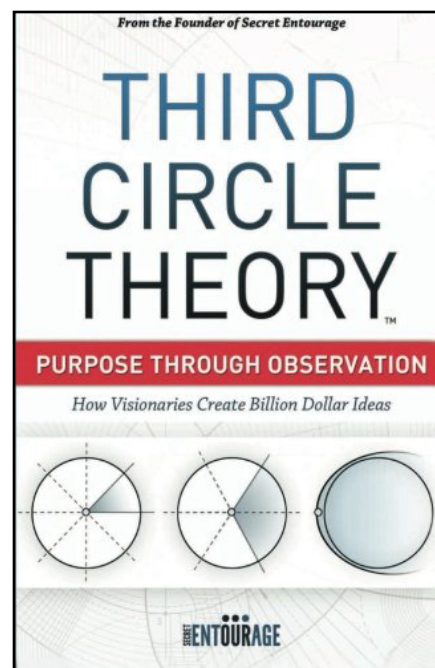
- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

What if you could take full control of your circumstance, society, finances, and life in the next 30 days?

The rules of entrepreneurship have changed.

Discover why critics everywhere are calling Third Circle Theory, “a modern day version of Think and Grow Rich”, and a modern, refreshing and systematic approach to entrepreneurship.

Third Circle Theory is a book about self-awareness, and the understanding of how impactful our observations are in our day-to-day lives. Whether your goal is to learn practical entrepreneurship skills, leadership attributes, or to understand how and why you make certain decisions; Third Circle Theory and its teachings can help you reach the next level of success on your journey.



**Get the Book >>**

# Release Your Brakes!

📖 By Jim W. Newman



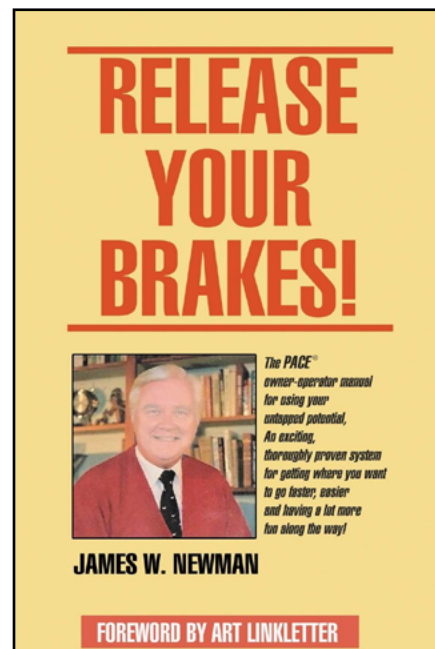
Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

Release Your Brakes! was written by the PACE Organization founder, the late James Newman.

In this exciting “roadmap” for success, Jim Newman was blessed with a great gift: He could distill the essence of what he called, “high-performance behavior,” into practical, easy-to-follow steps.

He devoted his life to sharing this gift with others. Those of us fortunate enough to have known him are infinitely richer for it. He is gone now, but this book, Release Your Brakes! is his profound legacy.



**Get the Book >>**

# Make No Small Plans

Lessons on Thinking Big, Chasing Dreams, and Building Community

📖 By Elliott Bisnow, Brett Leve, Jeff Rosenthal, Jeremy Schwartz

Category(s):

- Mindset and Self-Development,
- Success, Goals, Motivation

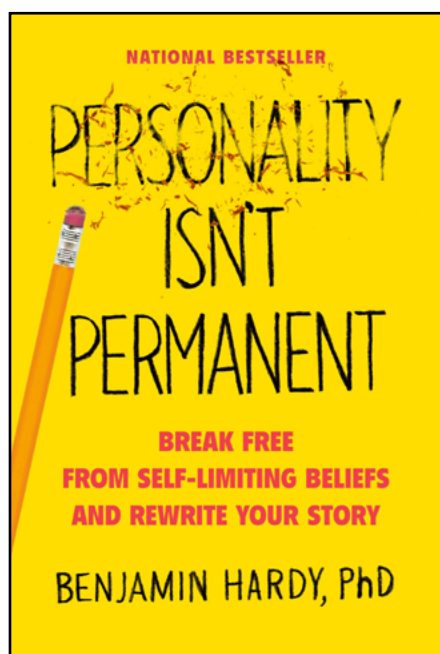
In 2008, with no event production experience and two college degrees between the four of them, Elliott Bisnow, Brett Leve, Jeff Rosenthal, and Jeremy Schwartz became business partners and set out to build a global events company.

With passion and tenacity, they began cold calling as many inspiring company founders as they could and tried to convince them to attend their first event. In the beginning, only nineteen people said yes.

A story worth finishing...



[Get the Book >>](#)



[Get the Book >>](#)

# Personality Isn't Permanent

Break Free from Self-Limiting Beliefs and Rewrite Your Story

📖 By Benjamin Hardy

Category(s):

- Mindset and Self-Development,
- Success, Goals, Motivation

In *Personality Isn't Permanent*, Dr. Benjamin Hardy draws on psychological research to demolish the popular misconception that personality - a person's consistent attitudes and behaviors - is innate and unchanging.

Hardy liberates us from the limiting belief that our "true selves" are to be discovered and shows how we can intentionally create our desired selves and achieve amazing goals instead.

Rid yourself of the excuses about why THIS and why THAT. Discover why *Personality Isn't Permanent* and how your true self isn't true at all.





# How to Get Lucky

13 techniques for discovering and taking advantage of life's good breaks

🔖 By Gunther Max

Category(s):

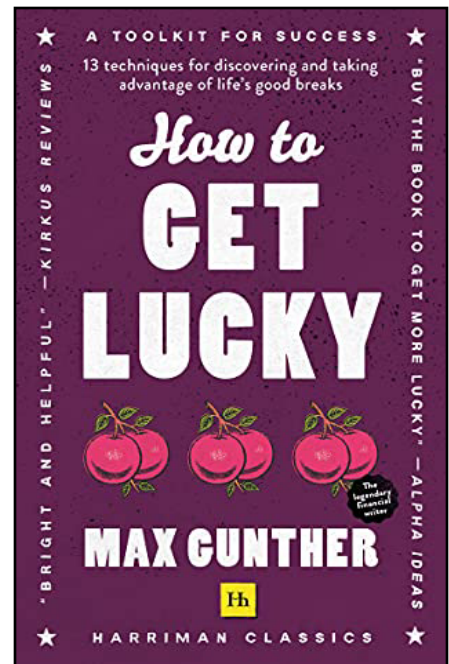
- Life Wisdom,
- Mindset and Self-Development

Max Gunther's lost classic, now in a new Classics edition.

Some people think you're either born lucky or not. But what if you could actively get lucky?

As Max Gunther shows in this page-turning classic, some people really are luckier than others - and not by accident.

Lucky people arrange their lives in characteristic patterns. They tend to position themselves in the path of onrushing luck; they tend to go where events are moving fastest and where they can find their lucky break.



[Get the Book >>](#)

# Hell Yeah or No

## What's Worth Doing

🔖 By Derek Sivers

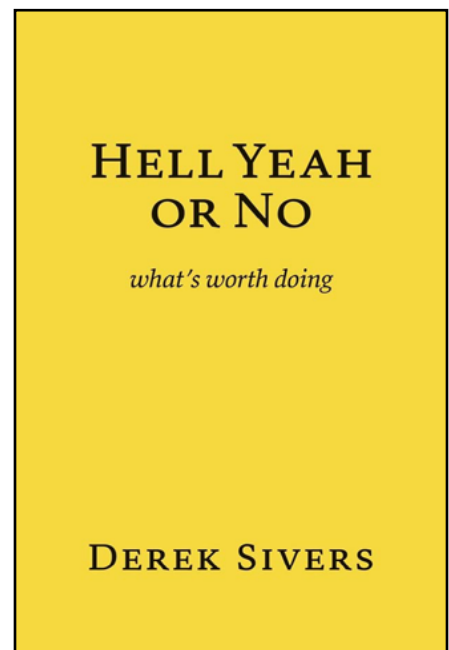
Category(s):

- Life Wisdom,
- Mindset and Self-Development

Useful wisdom. Simple profound mental models to guide your decisions.

Overwhelmed? If you feel anything less than "hell yeah!" about something, say no. We say yes too often. By saying no to almost everything, you leave space and time in your life to throw yourself completely into the few things that matter most.

After Derek Sivers' "hell yeah or no" rule was adopted by podcasters, bloggers, and investors, he compiled related ideas into this useful, profound, and surprising book around the themes of what's worth doing, fixing faulty thinking, and making things happen.



[Get the Book >>](#)

# Good Profit

How Creating Value for Others Built One of the World's Most Successful Companies

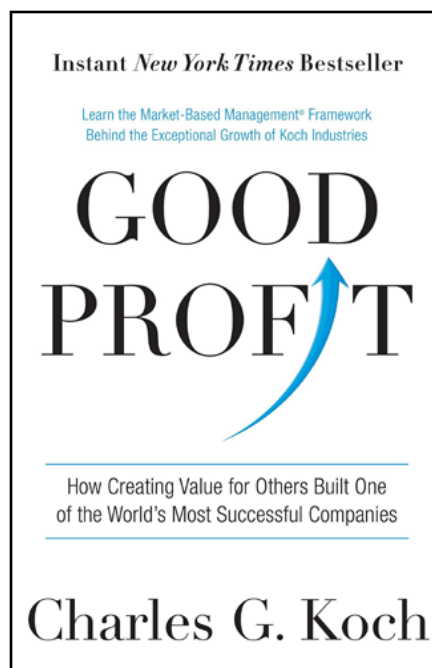
📖 By Charles Koch

Category(s):

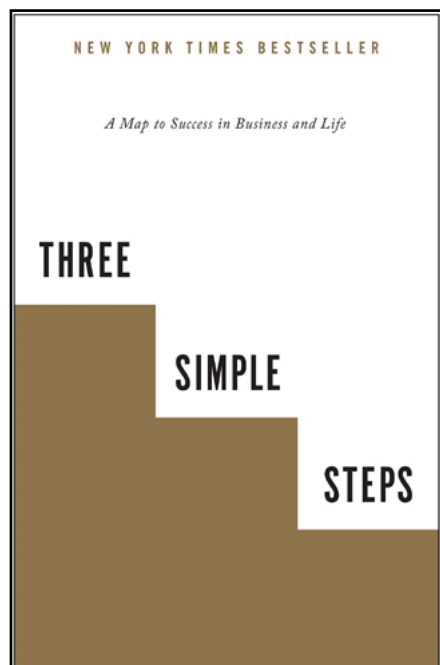
- Business Growth and Management,
- Business Ideas and Starting

The technological innovations, extreme politics, civil unrest, cyber attacks, demographic shifts, and global pandemic that have affected all businesses since this book was published have only confirmed Charles Koch's belief that "the only reason a business should exist (and the only way it can legitimately survive long term) is to create value in a responsible way."

Hence, the principles in Good Profit are more important today than ever before.



**Get the Book >>**



**Get the Book >>**

# Three Simple Steps

A Map to Success in Business and Life

📖 By Trevor G. Blake

Category(s):

- Business Growth and Management,
- Business, Ideas and Starting

Despite stock market crashes, dot-com busts, and the specter of recession, the author started a virtual company from home, using a few thousand dollars of his savings.

A few years later, without ever hiring an employee or leaving his home office, he sold it for more than \$100 million.

As the economy slipped into another free fall, he did this again with a company in a different field. He accomplished this through no particular genius. Rather, he studied the habits of the many successful men and women who preceded him, and developed three simple rules that, if followed diligently, virtually ensure success.

Using them first to escape poverty, then to achieve a life of adventures, he finally turned them toward financial independence.





# This Book Will Make You Dangerous

## The Irreverent Guide For Men Who Refuse to Settle

📖 By Tripp Lanier

Category(s):

-- Gender-Focused

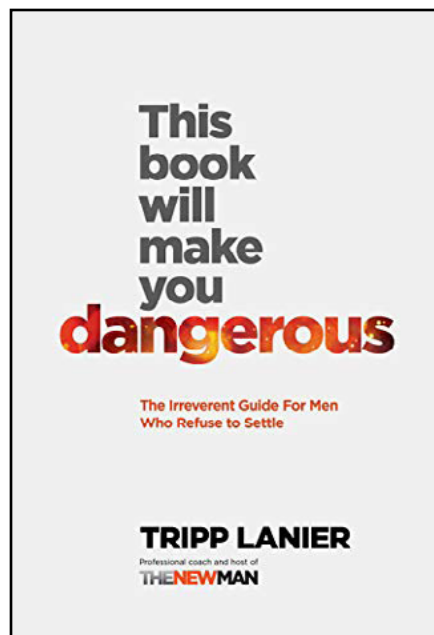
-- Life Wisdom

Most Men Will Allow Fear to Get the Best of Them.

This Book is Not for Most Men.

We live in a world with more possibilities than ever before. So why do most men settle for lackluster, cookie-cutter lives that leave them feeling stuck, drained, and uninspired?

This Book Will Make You Dangerous is a guide for the rare, few men who refuse to sleepwalk through life.



**Get the Book >>**

# 12 Months to \$1 Million

## How to Pick a Winning Product, Build a Real Business, and Become a Seven-Figure Entrepreneur

📖 By Ryan Moran

Category(s):

-- Business, Growth and Management,

-- Business, Ideas and Starting

This is the road map to a seven-figure business . . . in one year or less

The word “entrepreneur” is today’s favorite buzzword, and any aspiring business owner has likely encountered an overwhelming number of so-called “easy paths to success.”

The truth is that building a real, profitable, sustainable business requires thousands of hours of commitment, grit, and hard work. It’s no wonder why more than half of new businesses close within six years of opening, and fewer than 5 percent will ever earn more than \$1 million annually.

12 Months to \$1 Million condenses the startup phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level by using an exclusive and foolproof formula.



**Get the Book >>**

# Designing Destiny

## Heartfulness Practices to Find Your Purpose and Fulfill Your Potential

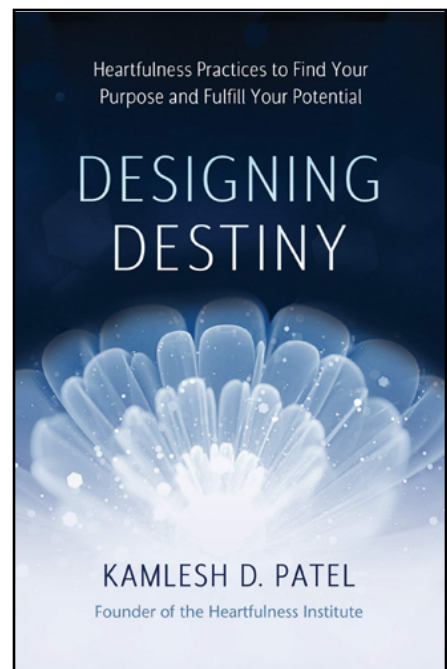
📖 By Kamlesh D. Patel

Category(s):

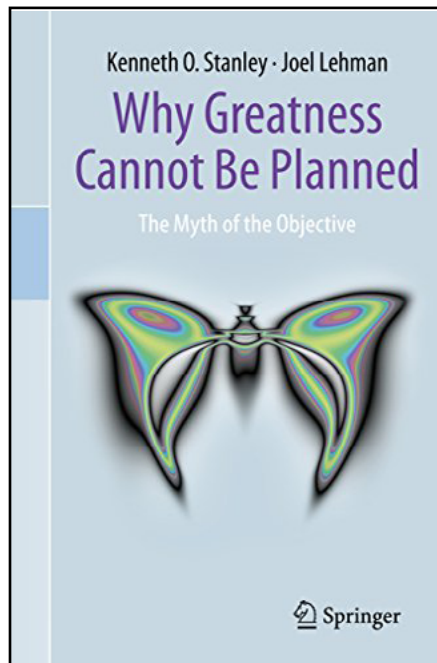
- Life Wisdom,
- Mindset and Self-Development,
- Spirituality, Meditation, Religion

What does destiny mean in the course of our lives? What is fixed and what can we change?

We create our destiny, step-by-step, through the journey of life. Every choice leads us in a certain direction-either toward or away from our life's purpose. We can learn to become purposeful architects of our fate with the practices and lifestyle changes described by Kamlesh D. Patel, founder of the Heartfulness Institute and fourth spiritual guide of this global movement.



**Get the Book >>**



**Get the Book >>**

# Why Greatness Cannot Be Planned

## The Myth of the Objective

By Kenneth O. Stanley

Category(s):

- Business, Growth and Management,
- Success, Goals, Motivation

Why does modern life revolve around objectives? From how science is funded, to improving how children are educated -- and nearly everything in-between -- our society has become obsessed with a seductive illusion: that greatness results from doggedly measuring improvement in the relentless pursuit of an ambitious goal. In *Why Greatness Cannot Be Planned*, Stanley and Lehman begin with a surprising scientific discovery in artificial intelligence that leads ultimately to the conclusion that the objective obsession has gone too far. They make the case that great achievement can't be bottled up into mechanical metrics; that innovation is not driven by narrowly focused heroic effort; and that we would be wiser (and the outcomes better) if instead we whole-heartedly embraced serendipitous discovery and playful creativity.

Controversial at its heart, yet refreshingly provocative, this book challenges readers to consider life without a destination and discovery without a compass.



# The Peebles Principles

Tales and Tactics from an Entrepreneur's Life of Winning Deals, Succeeding in Business, and Creating a Fortune from Scratch



📖 By R. Donahue Peebles

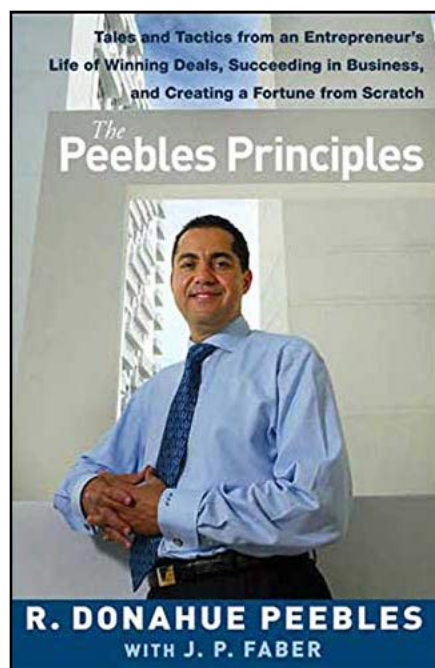
Category(s):

- Business, Growth and Management,
- Business, Ideas and Starting

Tales and Tactics From an Entrepreneur's Life of Winning Deals, Succeeding in Business, and Creating a Fortune from Scratch

At the tender age of 19, Donahue Peebles entered the business jungle with no resources beyond his native smarts, a decent education, and a powerful drive to succeed. Seven years later, he became a multi-millionaire. Today, with a net worth of more than a quarter-billion dollars, he commands a real-estate empire.

How did this determined young entrepreneur achieve such spectacular success so quickly? Can others learn his secrets and emulate his accomplishments? Can you?



**Get the Book >>**

# Refuse to Choose!

Use All of Your Interests, Passions, and Hobbies to Create the Life and Career of Your Dreams



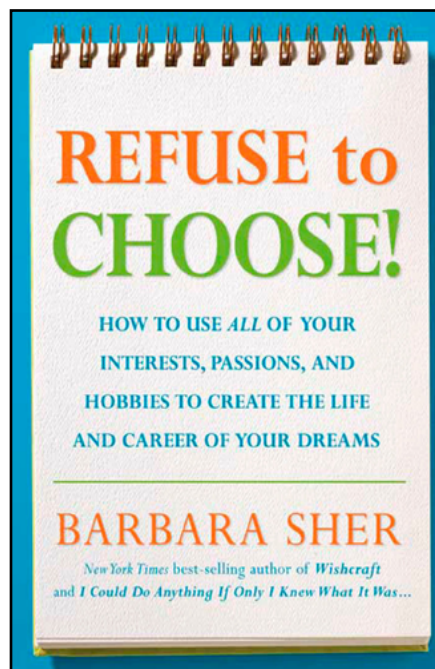
📖 By Barbara Sher

Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

Author of *Wishcraft* and *I Could Do Anything If Only I Knew What It Was...*, Barbara Sher has become famous for her extraordinary ability to help people define and achieve their goals.

What Sher has discovered is that some individuals simply cannot, and should not, decide on a single path; they are genetically wired to pursue many areas. Sher calls them "Scanners"—people whose unique type of mind does not zero in on a single interest but rather scans the horizon, eager to explore everything they see.



**Get the Book >>**

# Start Small, Stay Small

## A Developer's Guide to Launching a Startup

📖 By Rob Walling



Category(s): Business, Growth and Management, Business, Ideas and Starting

Start Small, Stay Small is a step-by-step guide to launching a self-funded start-up. If you're a desktop, mobile, or web developer, this audiobook is your blueprint to getting your start-up off the ground with no outside investment.

This audiobook intentionally avoids topics restricted to venture-backed start-ups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap.



[Get the Book >>](#)

# Obviously Awesome

## How to Nail Product Positioning so Customers Get It, Buy It, Love It

📖 By April Dunford



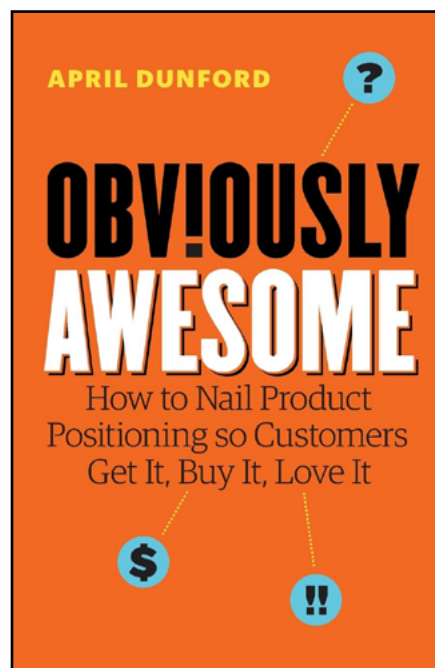
Category(s):

- Business, Growth and Management,
- Business, Ideas and Starting,
- Sales, Marketing, and Advertising

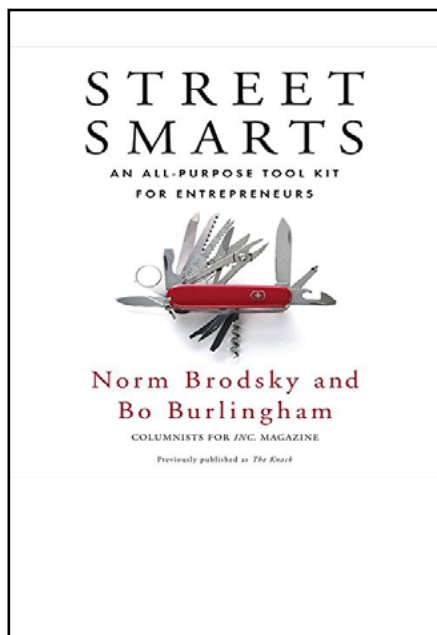
You know your product is awesome—but does anybody else? Forget everything you thought you knew about positioning. Successfully connecting your product with consumers isn't a matter of following trends, comparing yourself to the competition or trying to attract the widest customer base.

So what is it? April Dunford, positioning guru and tech exec, will enlighten you.

Her new book, *Obviously Awesome*, shows you how to find your product's "secret sauce"—and then sell that sauce to those who crave it. Having spent years as a startup executive (with 16 product launches under her belt) and a consultant (who's worked on dozens more), Dunford speaks with authority about breaking through the noise of a crowded market.



[Get the Book >>](#)



## Street Smarts

### An All-Purpose Tool Kit for Entrepreneurs

📖 By Norm Brodsky



Category(s):

- Business, Growth and Management,
- Business, Ideas and Starting

People starting out in business tend to seek step-by-step formulas or rules, but in reality there are no magic bullets. Rather, says veteran company-builder Norm Brodsky, there's a mentality that helps street-smart entrepreneurs solve problems and pursue opportunities as they arise.

Brodsky shares his hard-earned wisdom every month in Inc. magazine, in the hugely popular "Street Smarts" column he cowrites with Bo Burlingham. Now they've adapted their best advice into a comprehensive guide for anyone running a small business.

**Get the Book >>**

## The Inside Track

### An Inspirational Guide to Conquering Adversity

📖 By Peter Sage



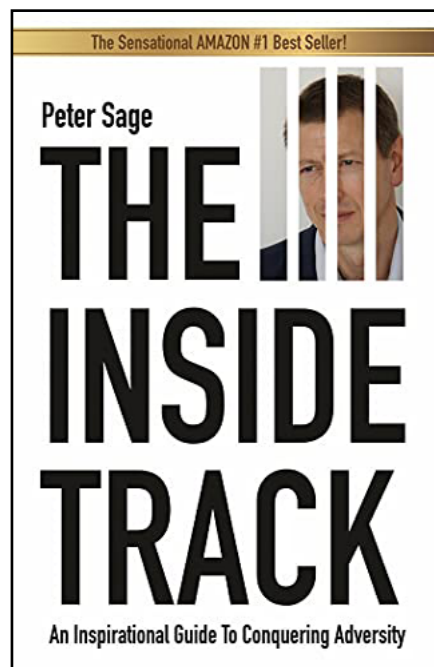
Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

Peter Sage is a well-known international serial entrepreneur, best-selling author and expert in human behaviour. He is a highly sought-after speaker and coach and has spoken on five continents, sharing the stage with the likes of Sir Richard Branson and President Bill Clinton.

Due to his depth of experience, teaching style and unique way of looking at the world, Peter's seminars and programmes have frequently been ranked amongst the most impactful in the world.

In 2013 he was awarded the distinguished Brand Laureate Award from the Asian Pacific Brands Foundation for extraordinary individuals. Previous winners include Nelson Mandela, Steve Jobs, Hillary Clinton & Tiger Woods. In 2015 he was named one of the greatest leaders and entrepreneurs by Inspiring Leadership Now alongside Sir Richard Branson, Elon Musk and Mark Zuckerberg.



**Get the Book >>**



# Halftime

## Moving from Success to Significance

📖 By Bob Buford

Category(s):

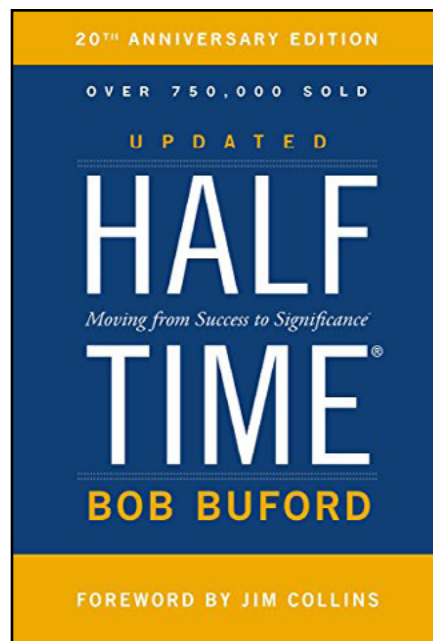
- Life Wisdom,
- Mindset and Self-Development,
- Spirituality, Meditation, Religion,
- Success, Goals, Motivation

What do you want to do with the rest of your life?

In Halftime, Buford provides encouragement and insight to propel your life on a new course to true significance--and the best years of your life. Buford focuses on this important time of transition to the second half of your life, giving you the tools you need to:

- Take stock of your successes and accomplishments thus far
- Redefine significance and what it means to you
- Identify your personal goals
- Develop a mission for serving God in the second half of your life

This updated and expanded 20th anniversary edition of Halftime also includes questions for reflection at the end of each chapter, brand new stories of men and women enjoying a second half of significance, and specific halftime assignments to guide you into your second-half mission.



**Get the Book >>**



**Get the Book >>**

# The Perfect Week Formula

## Build Your Business Around Your Life, Not Your Life Around Your Business

📖 By Craig Ballantyne

Category(s):

- Business, Ideas and Starting,
- Life Wisdom,
- Mindset and Self-Development

If you're struggling to grow your business...working 60+ hours a week...burned out on your career...missing precious family and personal time to put out fires...and trapped by the "golden handcuffs" of success... I have good news.

It isn't your fault and it doesn't have to stay this way. In my newest book, The Perfect Week Formula, I'll teach you the exact systems and strategies you need to double your income in your business or career while working 10-20 fewer hours each week.





# Dynamic Digital Marketing

## Master the World of Online and Social Media Marketing to Grow Your Business

📖 By Dawn McGruer



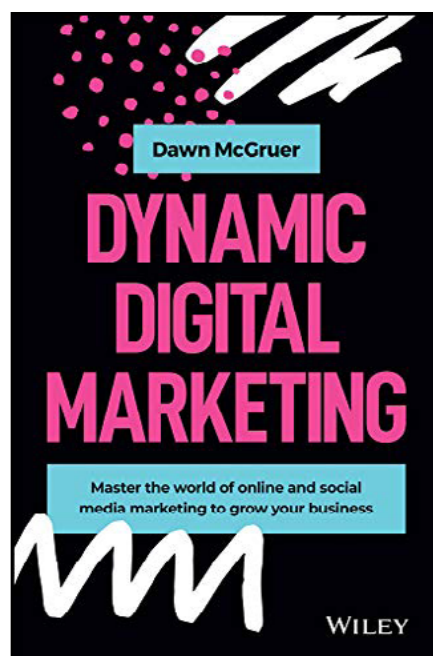
Category(s):

- Business, Growth and Management,
- Sales, Marketing, and Advertising

8 powerful ways to market your business online to consistently generate an abundance of leads that convert into profitable customers.

Dynamic Digital Marketing teaches any business or individual how to increase online visibility and presence, attract their target audience, generate leads, and convert them into profitable customers.

Author Dawn McGruer is an expert at making businesses and brands shine online. She is passionate about helping entrepreneurs and businesses maximise their digital marketing profits by developing digital skills which scale and grow their businesses and accelerate their success.



[Get the Book >>](#)

# I Forgot to Die

📖 By Khalil Rafati



Category(s):

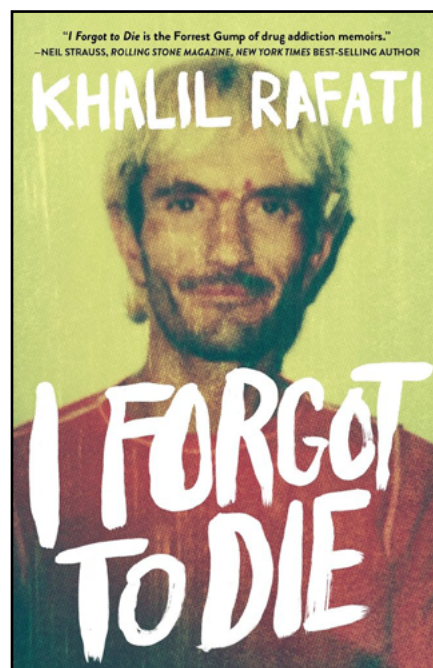
- Health, Nutrition, Fitness,
- Life Wisdom,
- Spirituality, Meditation, Religion

Khalil Rafati went to Los Angeles in the 1990s and had it all. He was working with Hollywood movie stars and legendary rock musicians, but it wasn't long before he found his way into the dark underbelly of the City of Angels.

When he hit rock bottom - addicted to heroin and cocaine, overtaken by paranoia and psychosis, written off by his friends and family - he grabbed a shovel and kept digging. At 33, Khalil was 109 pounds, a convicted felon, high school dropout, and homeless junkie living on the infamous Skid Row in downtown L.A.

So how does someone with nothing, who feels like they deserve nothing, and who just wants to end it all turn their life around?

I Forgot to Die is an incredible true story of pain, suffering, addiction, and redemption - and how one man ultimately conquered his demons and wrote himself a new life story.



[Get the Book >>](#)

# The Way of the Intelligent Rebel

Succeed Outside the System, Teach Yourself Anything, and Achieve Ultimate Freedom

🔗 By Olivier Roland

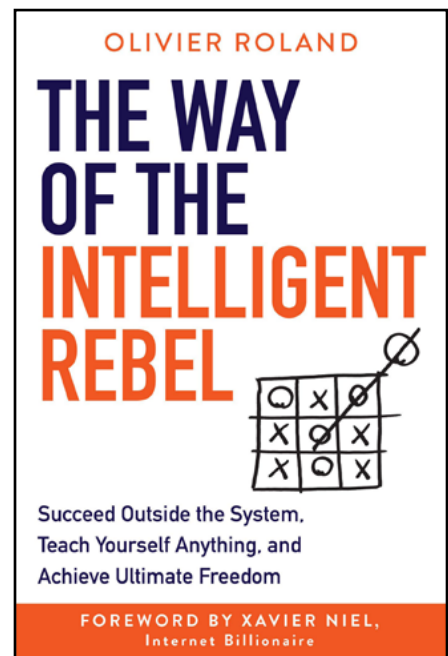
Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

Olivier Roland offers an inspiring road map to help readers get more out of life as an 'Intelligent Rebel' and find success and fulfilment by breaking out of the system.

Do you dream of a less stressful life? Break out of the system, embrace your purpose and shape your own journey to success and fulfilment.

We're not designed for a one-size-fits-all education or lifestyle-so why not choose a path where you can make your own rules, follow your passions, and live a rewarding, purpose-fueled life? Breaking out of the "system" and becoming an entrepreneur or a creator can be daunting, but with this step-by-step guide to taking charge of your life, realizing your individual potential, and building a sustainable business with minimal risk, you'll discover that the way of the intelligent rebel is ultimately a path to freedom and self-realization.



[Get the Book >>](#)

# The Wealth of Connection

A New Approach to Making Business Personal

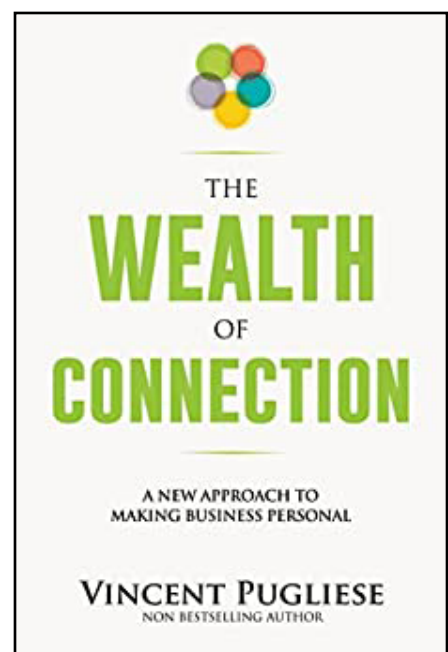
🔗 By Vincent Pugliese

Category(s):

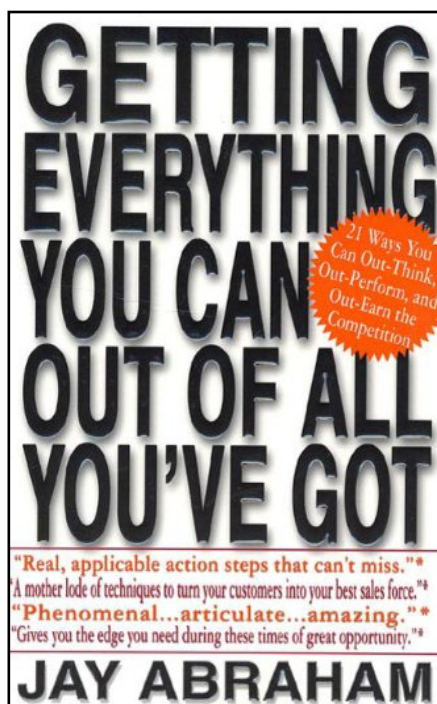
- Business, Growth and Management,
- Business, Ideas and Starting,
- Sales, Marketing, and Advertising

You did "everything right"- got the degree, the knowledge, the experience, the business plan, the "right" product or service, the optimized website- so why don't more people want what you have to offer? Why don't more people care about it?

In this refreshing look at business fundamentals, Vincent Pugliese argues that before you set about gaining the knowledge and experience needed to create something people want to buy, you must become the person that people want to know. Join Vincent on a backwards journey that starts with your character and curiosity and ends with your offer, and discover all of the opportunities waiting for you when you turn your attention from being a wealth of knowledge and experience to becoming a wealth of connection.



[Get the Book >>](#)



**Get the Book >>**

## Getting Everything You Can Out of All You've Got

21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition



By Jay Abraham

Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Sales, Marketing, and Advertising,
- Success, Goals, Motivation

A trusted advisor to America's top corporations and recognized as one of today's preeminent marketing experts, Jay Abraham has created a program of proven strategies to help you realize undreamed-of success!

Unseen opportunities face each of us every day. Using clear examples from his own experience, Jay explains just how easy it can be to find and/or create new opportunities for wealth-building in any existing business, enterprise, or venture.

## The Path to Wealth

Seven Spiritual Steps for Financial Abundance

By May McCarthy



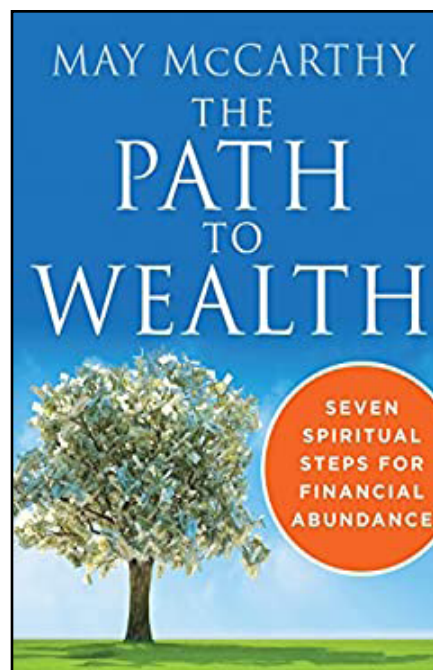
Category(s):

- Mindset and Self-Development,
- Personal Finance, Money, Wealth,
- Spirituality, Meditation, Religion

A clear path to wealth and abundance in just 30 minutes a day!

In today's economy, it's more important than ever to get clear about your personal and professional goals- and to commit to a plan that will get you there. In *The Path to Wealth: Seven Spiritual Steps for Financial Abundance*, multimillionaire entrepreneur and angel investor May McCarthy shares her own daily practice to help you do just that.

The first step on this journey is to welcome a new member to your financial advisory team: the all-knowing power of the universe that McCarthy affectionately calls the Chief Spiritual Officer, or CSO for short.



**Get the Book >>**

# If You Can't Wholesale After This: I've Got Nothing For You...

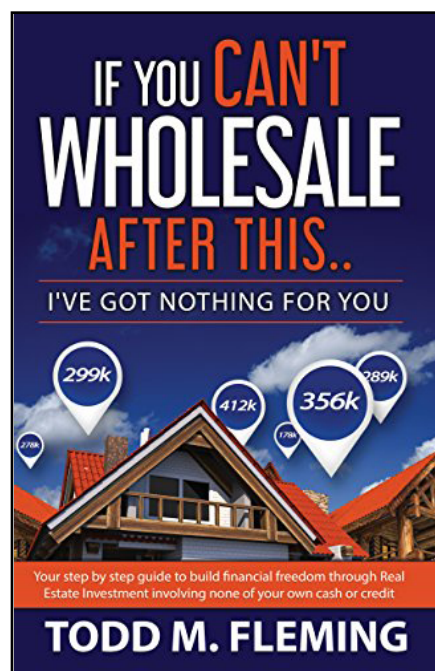
📖 By Todd M Fleming

Category(s):

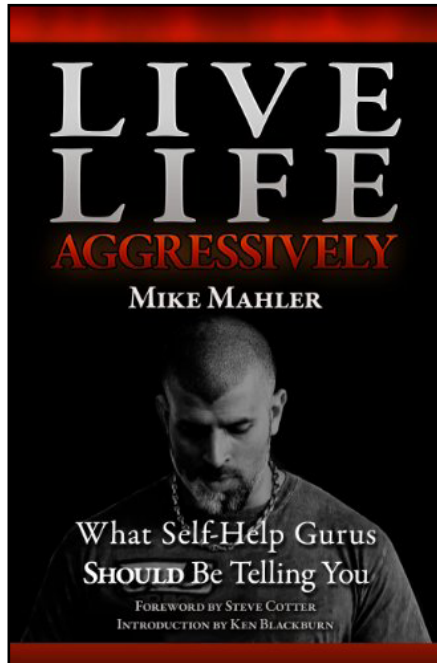
- Business, Ideas and Starting,
- Mindset and Self-Development,
- Personal Finance, Money, Wealth

If You Can't Wholesale After This is a step by step guide to closing your first real estate without needing any of your own money or credit. It's the first book in the "I've Got Nothing For You.." series.

This series of books aims to guide you through the process of becoming financially free through real estate investing.



[Get the Book >>](#)



[Get the Book >>](#)

# Live Life Aggressively! What Self Help Gurus Should Be Telling You

📖 By Mike Mahler

Category(s):

- Family, Marriage, Parenting, Relationships,
- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

Live Life Aggressively! What Self-Help Gurus Should Be Telling You is a much different take on the self-help genre.

This book is a slap in the face! It will force the reader out of his or her comfort zone, and will move the reader to remember what he or she needs to know to move forward with purpose. It is about taking charge of your life, and striving for greatness, rather than accepting mediocrity, or a life of quiet desperation. That is what it means to live life aggressively! It means to live with strong purpose and resolve. This book covers areas that few have the courage to talk about, and that is the problem. It is the white elephant in the room that everyone wants to ignore.

Instead of confronting this problem, most people waste time watching nonsense like reality television and texting all day long.





# Finding Your Own North Star

## Claiming the Life You Were Meant to Live

📖 By Martha Beck



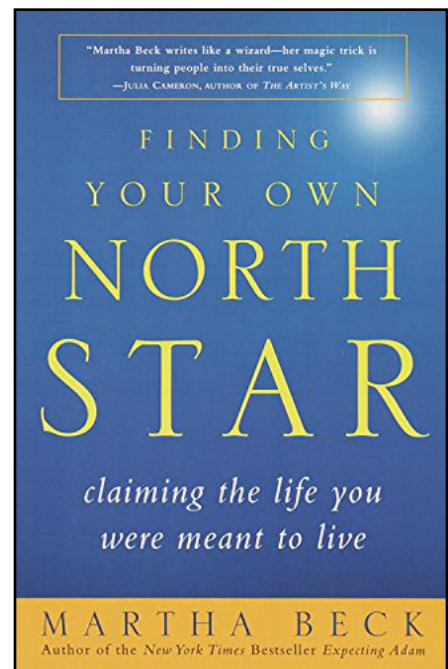
Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Spirituality, Meditation, Religion

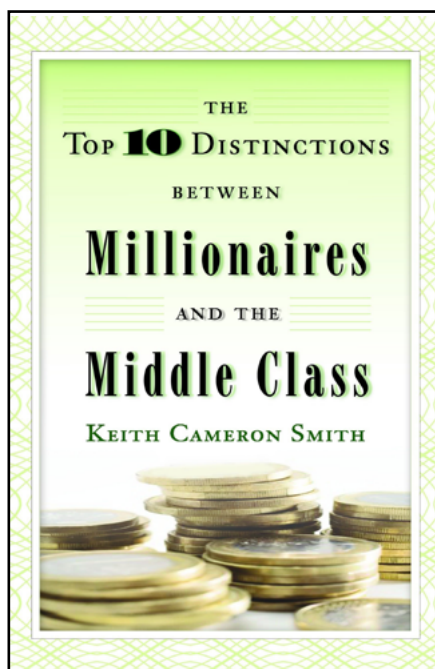
Creator Martha Beck shares her step-by-step program that will guide you to fulfill your own potential and create a joyful life.

In this book, you'll start by learning how to read the internal compasses already built into your brain and body--and why you may have spent your life ignoring their signals.

As you become reacquainted with your own deepest desires, you'll identify and repair any unconscious beliefs or unhealed emotional wounds that may be blocking your progress.



**Get the Book >>**



**Get the Book >>**

# The Top 10 Distinctions Between Millionaires and the Middle Class

📖 By Keith Cameron Smith



Category(s):

- Freedom, Economics, Politics,
- Personal Finance, Money, Wealth,
- Success, Goals, Motivation

If you're ready to take the journey to wealth and personal fulfillment, here's your ticket. In this life-changing little book, entrepreneur and inspirational speaker Keith Cameron Smith shows you how to think like a millionaire and reap the benefits of a millionaire mindset.

The key to moving beyond the middle class and up the economic ladder is mastering ten vital principles, including:

- Millionaires think long-term. The middle class thinks short-term. Create a clear vision of the life you desire, and focus on it.
- Millionaires talk about ideas. The middle class talks about things and other people. Ask some positive "what if" questions every day, and bounce ideas off successful people who will be honest with you.
- Millionaires work for profits. The middle class works for wages.

## Business Brilliant

Surprising Lessons from the Greatest Self-Made Business Icons

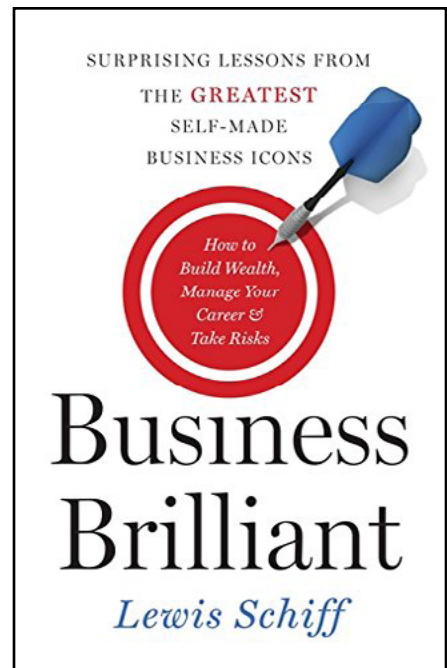
📖 By Lewis Schiff

Category(s):

- Mindset and Self-Development,
- Personal Finance, Money, Wealth,
- Success, Goals, Motivation

In *Business Brilliant*, Lewis Schiff combines compelling storytelling with ground-breaking research to show the rest of us what America's self-made rich already know: It's synergy, not serendipity that produces success.

He explodes common myths about wealth and explains how legendary entrepreneurs such as Richard Branson, Suze Orman, Steve Jobs, and Warren Buffet have subscribed to a set of priorities that's completely different from those of the middle class.



[Get the Book >>](#)

## Never Be Sick Again

Health Is a Choice, Learn How to Choose It

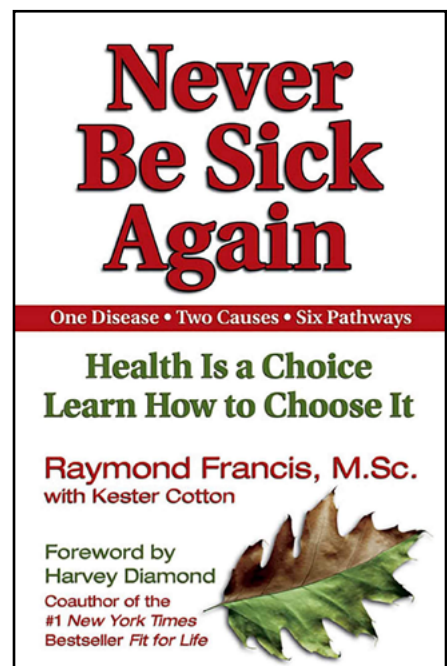
📖 By Raymond Francis

Category(s): Health, Nutrition, Fitness, Life Wisdom

One day Raymond Francis, a chemist and a graduate of MIT, found himself in a hospital, battling for his life.

The diagnosis: acute chemical hepatitis, chronic fatigue, multiple chemical sensitivities, and several autoimmune syndromes, causing him to suffer fatigue, dizziness, impaired memory, heart palpitations, diarrhea, numbness, seizures and numerous other ailments.

Knowing death was imminent unless he took action, Francis decided to research solutions for his disease himself. His findings and eventual recovery led him to conclude that almost all disease can be both prevented and reversed.



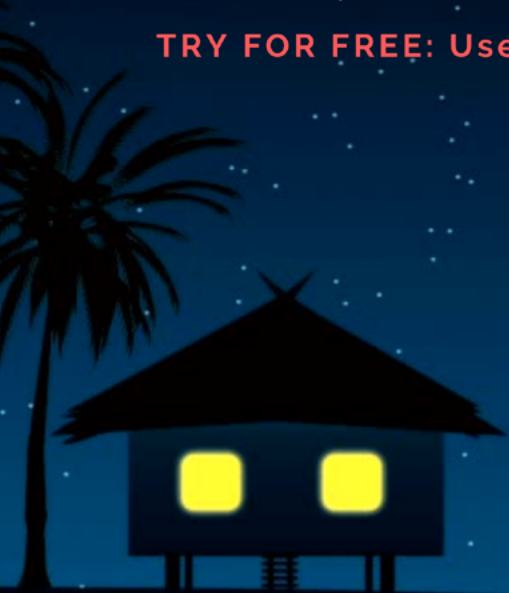
[Get the Book >>](#)



# **FINALLY!** A simple task system with an intuitive focus on achieving your bold dreams...

Unlike other task systems which get lost in life's trivialities, GoalSumo keeps you laser-focused on what's important, while not neglecting the essential.

**TRY FOR FREE: Use coupon code: hg2022b**



# The Cold Email Manifesto

How to Fill Your Sales Pipeline, Convert Like Crazy and Level Up Your Business in 90 Days or Less



📖 By Alex Berman

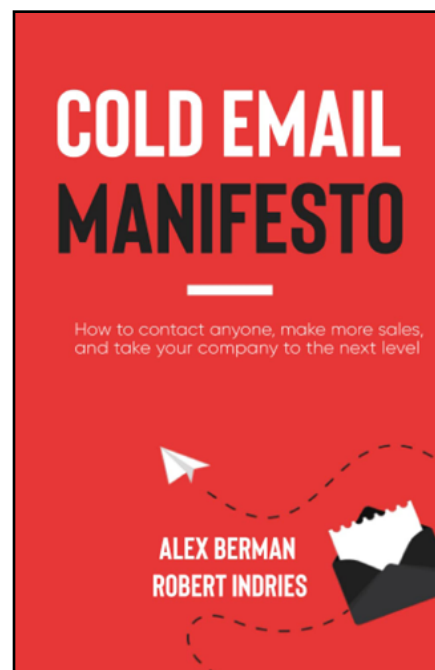
Category(s):

- Business, Growth and Management,
- Sales, Marketing, and Advertising

Cold Email is a superpower. It allows you to:

- \* Pitch companies that do not know you in order to get what you want
- \* Clone your most profitable client
- \* Add predictability to your sales pipeline
- \* And more

Cold Email Manifesto distills the insights we've found teaching over 100,000 people across the globe and works for any B2B company.



**Get the Book >>**

# The Mom Test

How to Talk to Customers & Learn if Your Business is a Good Idea when Everyone is Lying to You



📖 By Rob Fitzpatrick

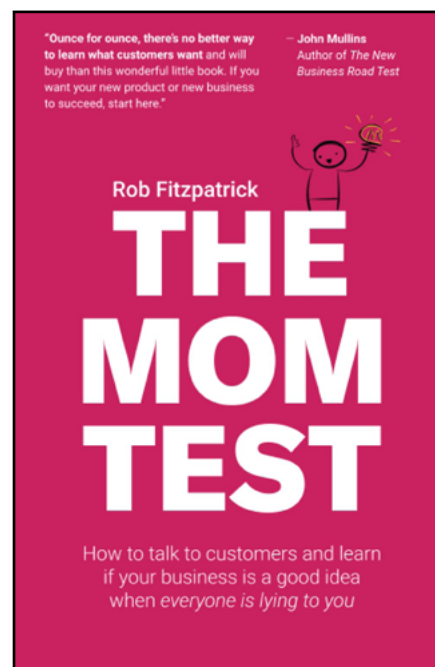
Category(s):

- Business, Ideas and Starting,
- Mindset and Self-Development,
- Sales, Marketing, and Advertising

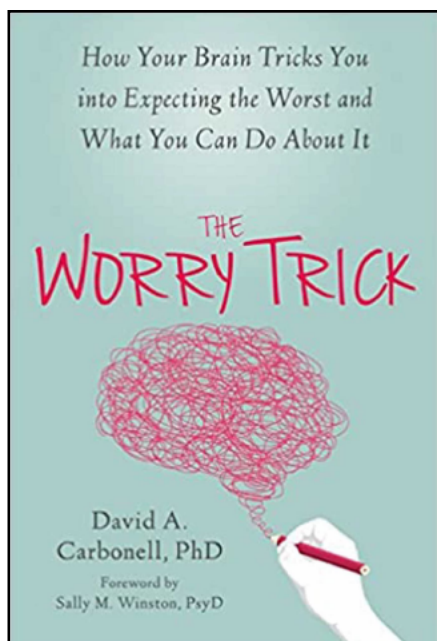
The Mom Test is a quick, practical guide that will save you time, money, and heartbreak.

They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point.

You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little. As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right.



**Get the Book >>**



**Get the Book >>**

## The Worry Trick

### How Your Brain Tricks You into Expecting the Worst and What You Can Do About It



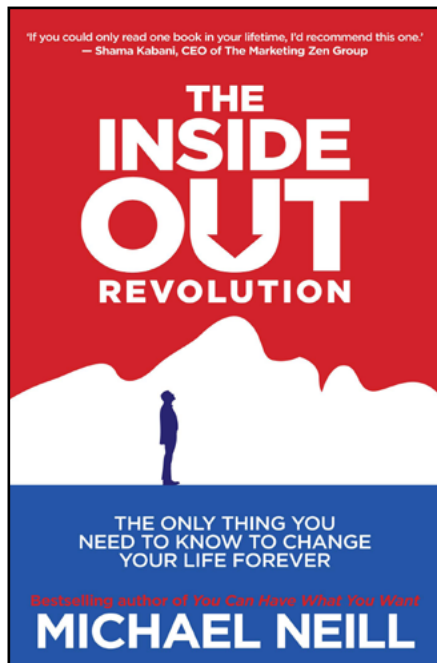
📖 By David A Carbonell, PhD

Category(s):

- Mindset and Self-Development,
- Success, Goals, Motivation

Are you truly in danger or has your brain simply “tricked” you into thinking you are? In *The Worry Trick*, psychologist and anxiety expert David Carbonell shows how anxiety hijacks the brain and offers effective techniques to help you break the cycle of worry, once and for all.

Anxiety is a powerful force. It makes us question ourselves and our decisions, causes us to worry about the future, and fills our days with dread and emotional turbulence. Based in acceptance and commitment therapy (ACT) and cognitive behavioral therapy (CBT), this book is designed to help you break the cycle of worry.



**Get the Book >>**

## The Inside-Out Revolution

### The Only Thing You Need to Know to Change Your Life Forever



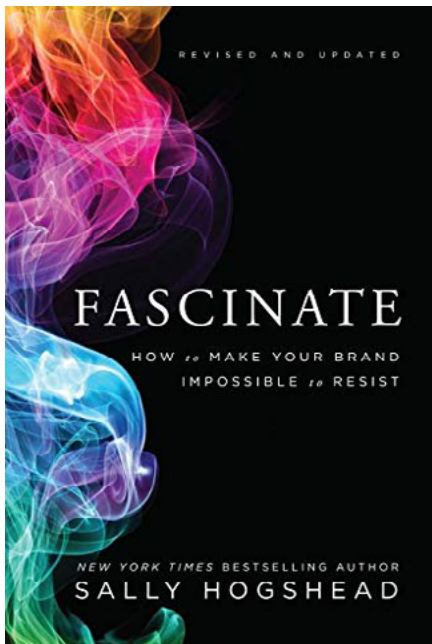
📖 By Michael Neill

Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Spirituality, Meditation, Religion,
- Success, Goals, Motivation

Would you like to experience amazing clarity, peace, and freedom, even in the midst of challenging circumstances?

In this groundbreaking audiobook, best-selling author Michael Neill shares an extraordinary new understanding of how life works that turns traditional psychology on its head. This revolutionary approach is built around three simple principles that explain where our feelings come from and how our experience of life can transform for the better in a matter of moments. Understanding these principles allows you to tap into the deeper intelligence behind life, access your natural wisdom and guidance, and unleash your limitless creative power. You'll be able to live with less stress, greater ease, and a sense of connection to the larger unfolding of life. Welcome to the space where miracles happen.... Are you ready to begin?



**Get the Book >>**

## Fascinate

### How to Make Your Brand Impossible to Resist

📖 By Sally Hogshead



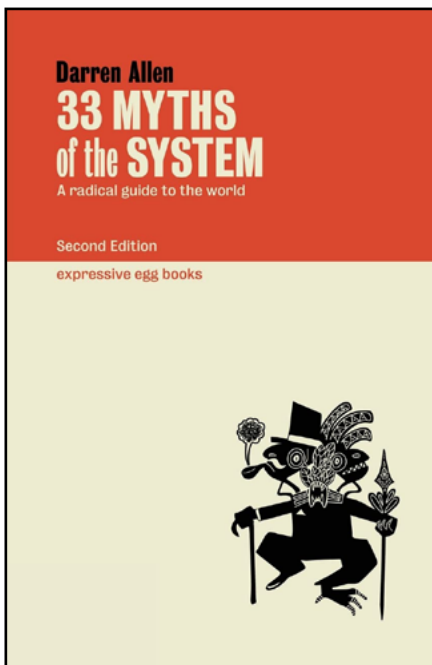
Category(s):  
-- Business, Growth and Management

Why is Jägermeister the most popular brand nobody likes? Why do women pay more to be fascinating than they spend on food and clothes? What raises the price of gummy worms by 1000%?

And then there's the most important question of all: How can your brand become impossible to resist?

Master marketer Sally Hogshead reveals the surprising answers, providing readers with a framework to fascinating anyone.

This extensively revised and updated edition includes Hogshead's latest research on the science of fascination. Combining original case studies with award-winning copywriting experience, she gives you the exact words you need to capture the attention of a distracted world..



**Get the Book >>**

## 33 Myths of the System

📖 By Darren Allen



Category(s):  
-- Mindset and Self-Development,  
-- Spirituality, Meditation, Religion

In the perfect dystopian system, the prison and the prisoners are one.

A radical guide to the entire system in its final, most developed form. 33 Myths of the System takes apart the fabrications of all the ideologies of the system, exposing the iniquitous fictions at the heart of socialism, capitalism, professionalism, postmodernism, scientism, economics, psychology, technocratic progress and the anti-culture that the system presents to us as meaning.

33 Myths of the System presents a revolutionary new way to perceive, understand and deal with the unhappy supermind that directs, penetrates and even lives our lives.

# Peaks and Valleys

**Making Good And Bad Times Work For You...  
At Work And In Life**

📖 By Spencer Johnson, MD



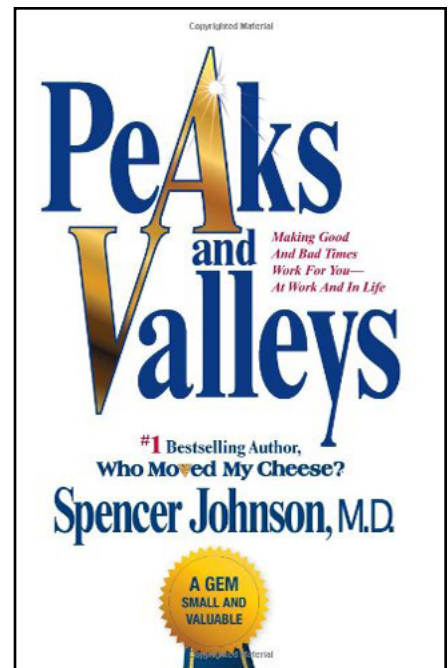
Category(s):

- Life Wisdom, Mindset and Self-Development,
- Spirituality, Meditation, Religion

Peaks and Valleys is a story of a young man who lives unhappily in a valley until he meets an old man who lives on a peak, and it changes his work and life forever.

Initially, the young man does not realize he is talking with one of the most peaceful and successful people in the world. However, through a series of conversations and experiences that occur up on peaks and down in valleys, the young man comes to make some startling discoveries.

Eventually, he comes to understand how he can use the old man's remarkable principles and practical tools in good and bad times and becomes more calm and successful himself.



**Get the Book >>**

# The Soul of Money

**Transforming Your Relationship with  
Money and Life**

📖 By Lynne Twist

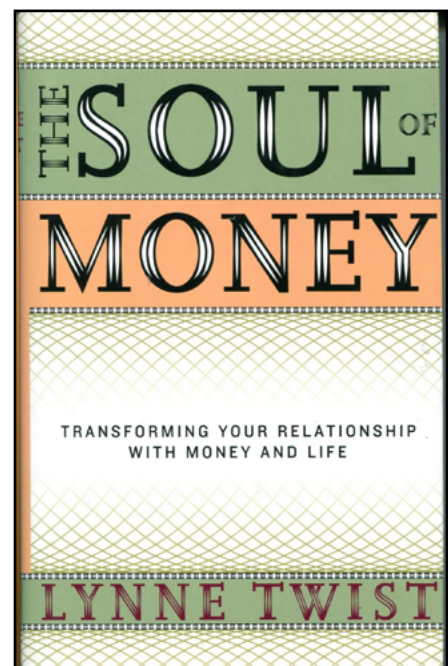


Category(s):

- Personal Finance, Money, Wealth,
- Spirituality, Meditation, Religion

This unique and fundamentally liberating book shows us that examining our attitudes toward money - earning it, spending it, and giving it away - can offer surprising insight into our lives, our values, and the essence of prosperity.

Lynne Twist, a global activist and fundraiser, has raised more than \$150 million for charitable causes. Through personal stories and practical advice, she demonstrates how we can replace feelings of scarcity, guilt, and burden with experiences of sufficiency, freedom, and purpose. In this Nautilus Award-winning book, Twist shares from her own life, a journey illuminated by remarkable encounters with the richest and poorest, from the famous (Mother Teresa and the Dalai Lama) to the anonymous but unforgettable heroes of everyday life.



**Get the Book >>**



# Unlocking the Customer Value Chain

## How Decoupling Drives Consumer Disruption

📖 By Thales S. Teixeira, Piechota

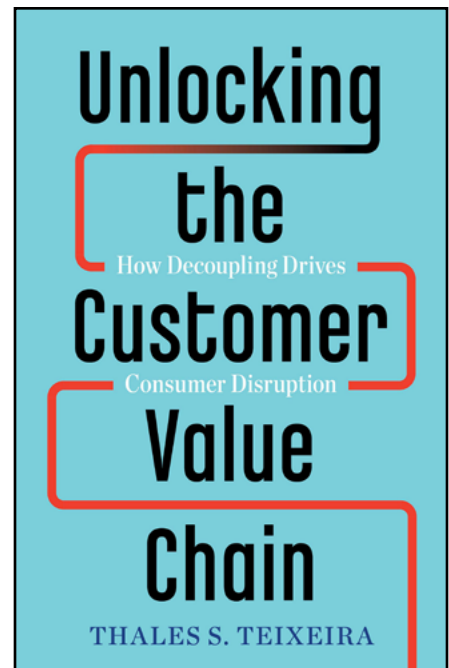
Category(s):

- Business, Growth and Management,
- Business, Ideas and Starting

Based on six years of research, Harvard Business School Professor Thales Teixeira shows how and why industries are disrupted and what established companies can do to respond - as well as what potential start-ups must master if they hope to gain a competitive edge.

As it turns out, there is a pattern to disruption in an industry, whether the disruptor is Uber, Airbnb, or a dozen other start-ups that have shaken up incumbents and threatened the status quo.

For disruptors to pose a threat to an industry, they have to successfully break the link in choosing, purchasing, or consuming a product or service. Upstarts, Teixeira shows, do not attempt to compete with or overtake a reigning incumbent company entirely. Instead, they work to peel away a portion of the consumer decision-making process, the way Birchbox offered women a new way to sample new beauty products from a variety of cosmetics and fragrance companies, without having to go to the Revlon or Estee Lauder store.



**Get the Book >>**

# Procrastinate on Purpose

## 5 Permissions to Multiply Your Time

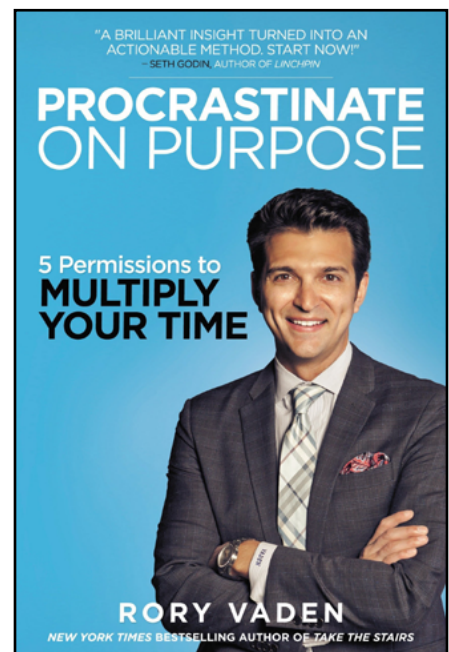
📖 By Rory Vaden

Category(s):

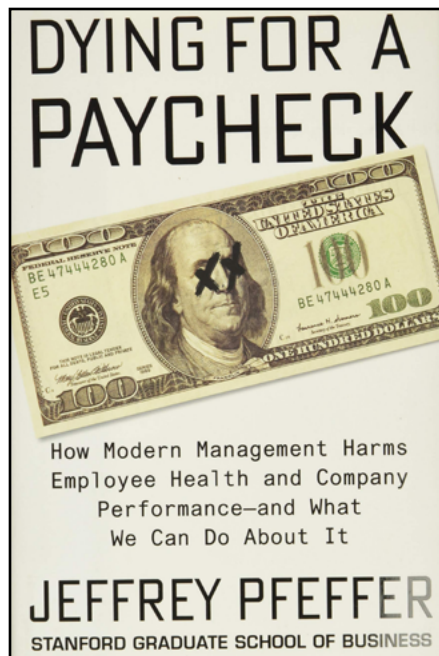
- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

Rory Vaden (Take the Stairs) brings his high-energy approach and can-do spirit to the most nagging problem in our professional lives: stalled productivity. Whether we're overworked, organizationally challenged, or have a motivation issue that's holding us back, millions of us are struggling to get things done.

In this simple yet powerful new book, Procrastinate on Purpose, Vaden presents the five permissions that set us free to do our best work – on time and without wasting energy battling stress and anxiety.



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**Get the Book >>**

## **Dying for a Paycheck**

### **How Modern Management Harms Employee Health and Company Performance, and What We Can Do About It**



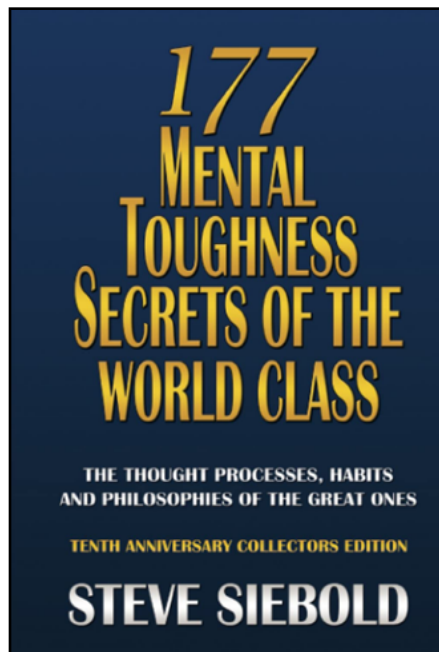
📖 By Jeffrey Pfeffer

Category(s):  
--Business, Growth and Management

In one survey, 61 percent of employees said that workplace stress had made them sick and 7 percent said they had actually been hospitalized.

Job stress costs US employers more than \$300 billion annually and may cause 120,000 excess deaths each year. In China, 1 million people a year may be dying from overwork. People are literally dying for a paycheck. And it needs to stop.

In this timely, provocative book, Jeffrey Pfeffer contends that many modern management commonalities such as long work hours, work-family conflict, and economic insecurity are toxic to employees—hurting engagement, increasing turnover, and destroying people's physical and emotional health—and also inimical to company performance. He argues that human sustainability should be as important as environmental stewardship.



**Get the Book >>**

## **177 Mental Toughness**

### **Secrets of the World Class**

#### **The Thought Processes, Habits and Philosophies of the Great Ones**



📖 By Steve Siebold

Category(s):  
-- Life Wisdom,  
-- Mindset and Self-Development,  
-- Success, Goals, Motivation

Is it possible for a person of average intelligence and modest means to ascend to the throne of the world class?

The answer is YES!

Not only is it possible - it's being done everyday.

This book shows you how.

# Neuro Web Design

## What Makes Them Click?

✍ By Susan Weinschenk

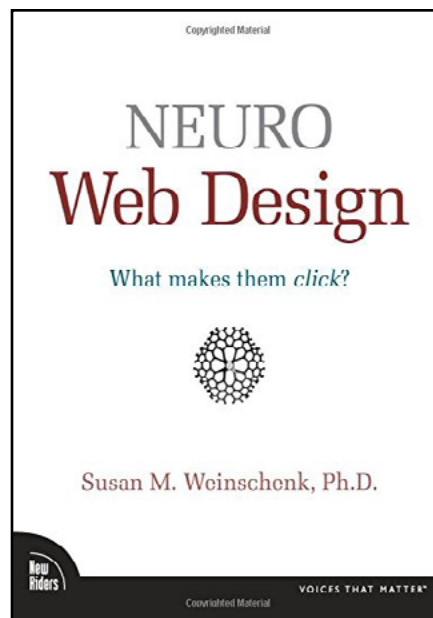


Category(s):

- Business, Growth and Management,
- Sales, Marketing, and Advertising

Why do people decide to buy a product online? Register at your Web site? Trust the information you provide? Neuro Web Design applies the research on motivation, decision making, and neuroscience to the design of Web sites. You will learn the unconscious reasons for people's actions, how emotions affect decisions, and how to apply the principles of persuasion to design Web sites that encourage users to click.

Neuro Web Design employs "neuro-marketing" concepts, which are at the intersection of psychology and user experience. It's scientific, yet you'll find it accessible, easy to read, and easy to understand. By applying the concepts and examples in this book, you'll be able to dramatically increase the effectiveness and conversion rates of your own Web site.



**Get the Book >>**

# The Bottleneck Rules

## How to Get More Done (When Working Harder Isn't Working)

✍ By Clark Ching



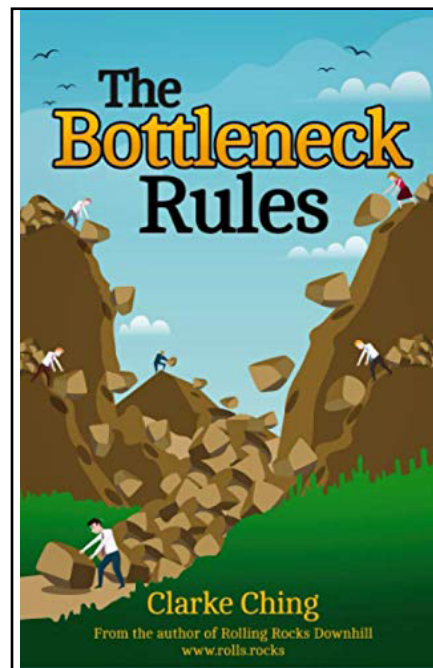
Category(s):

- Business, Growth and Management,
- Success, Goals, Motivation

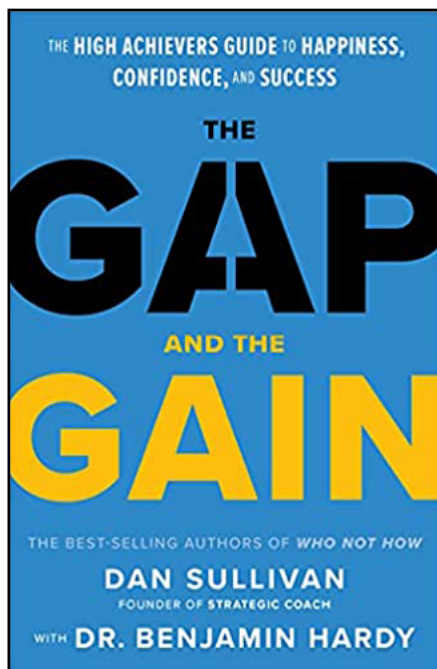
There is a bottleneck hiding inside your business, strangling it, secretly slowing everything down ... **Do you know where it is?**

The Bottleneck Rules shows you how to find it, and manage it. Your entire business will speed up, within hours. Back in the 1980s business guru Eli Goldratt wrote a best-selling business novel, called "The Goal". That book revealed the essence of a sophisticated algorithm that factory managers around the world still use, to this day, to speed up their factories, and to make more money. It works by scheduling their factory so their bottleneck's productivity, and therefore their factory's productivity, is maximised. (Goldratt's work is now known as The Theory of Constraints).

The Bottleneck Rules simplifies - and modernises - Goldratt's message and shows you how to apply his approach, no matter where you work, using a simple 7-step focusing process.



**Get the Book >>**



**Get the Book >>**

## The Gap and the Gain

### The High Achievers' Guide to Happiness, Confidence, and Success

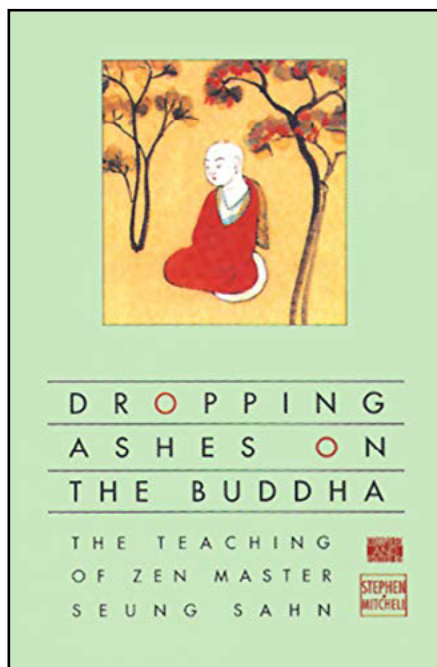
📖 By Dan Sullivan, Dr. Benjamin Hardy

Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

Most people, especially highly ambitious people, are unhappy because of how they measure their progress. We all have an “ideal”, a moving target that is always out of reach. When we measure ourselves against that ideal, we’re in “the gap”. However, when we measure ourselves against our previous selves, we’re in “the gain”.

That is where the gap and the gain concept comes in. It was developed by legendary entrepreneur coach Dan Sullivan and is based on his work with tens of thousands of successful entrepreneurs. When Dan’s coaching clients periodically take stock of all that they’ve accomplished - both personally and professionally - they are often shocked at how much they have actually achieved. They weren’t able to appreciate their progress because no matter how much they were getting done, they were usually measuring themselves against their ideals or goals.



**Get the Book >>**

## Dropping Ashes on the Buddha

### The Teachings of Zen Master Seung Sahn

📖 By Seung Sahn

Category(s):

- Life Wisdom, Mindset and Self-Development,
- Spirituality, Meditation, Religion

“Somebody comes into the Zen center with a lighted cigarette, walks up to the Buddha-statue, blows smoke in its face and drops ashes on its lap. You are standing there. What can you do?” This is a problem that Zen Master Seung Sahn was fond of posing to his American students who attended his Zen centers.

Dropping Ashes on the Buddha is a delightful, irreverent, and often hilariously funny living record of the dialogue between Korean Zen Master Seung Sahn and his American students. Consisting of dialogues, stories, formal Zen interviews, Dharma speeches, and letters using the Zen Master’s actual words in spontaneous, living interaction, this book is a fresh presentation of the Zen teaching method of “instant dialogue” between Master and student which, through the use of astonishment and paradox, leads to an understanding of ultimate reality.





# Ecommerce Evolved

## The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business

📖 By Tanner Larsson

Category(s):

- Business, Growth and Management,
- Business, Ideas and Starting

As a whole, the ecommerce industry is ANTIQUATED. It's out of date! And it's way way way behind in terms of what's actually working in the world of online business.

Most ecommerce business owners are still doing things in the same way they were done back in 2016 when I released the first version of this book. And that, my friend, is a recipe for disaster.

There is so much more to ecommerce than building a store, filling it with products and driving some traffic. If that describes you and your business, then let this be your wake-up call!

There is a transformative shift happening in the ecommerce industry right now. What worked before is either no longer an option or is rapidly losing its effectiveness. It's time for you as an ecommerce entrepreneur to evolve your brand, your business and your brain.

THIS BOOK, is the playbook for capitalizing on this evolution.



[Get the Book >>](#)

# One Plus One Equals Three

## A Masterclass in Creative Thinking

📖 By Dave Trott

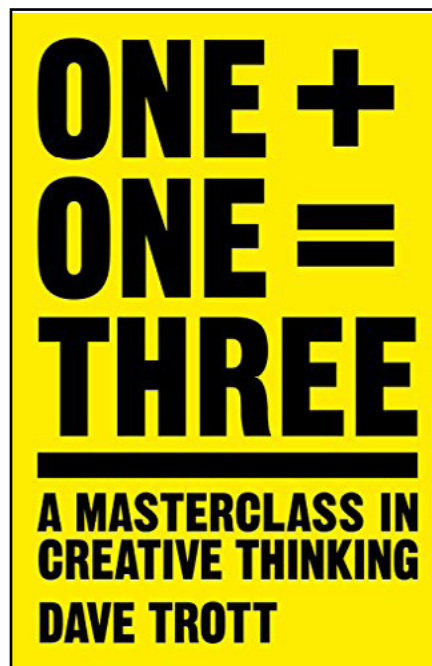
Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Success, Goals, Motivation

How do you make something out of nothing?

Up your game with this masterclass in creative thinking. Combining Dave Trott's distinctive, almost Zen-like storytelling, humour and practical advice, One Plus One Equals Three is a collection of provocative anecdotes and thought experiments designed to light a fire under your own creative ambitions.

From the First World War sailor who survived being sunk three times in one day to the one-time 'merchant of death' who made his name a byword for peace, and the gypsy who lost two fingers and then reinvented jazz. From boardroom to battlefield, these stories of unconventional wisdom from one of the world's true advertising greats are a rallying cry for anyone who wants to think differently, stand out and truly innovate.



[Get the Book >>](#)



# The Drummer and the Great Mountain

A Guidebook to Transforming Adult ADD/ADHD

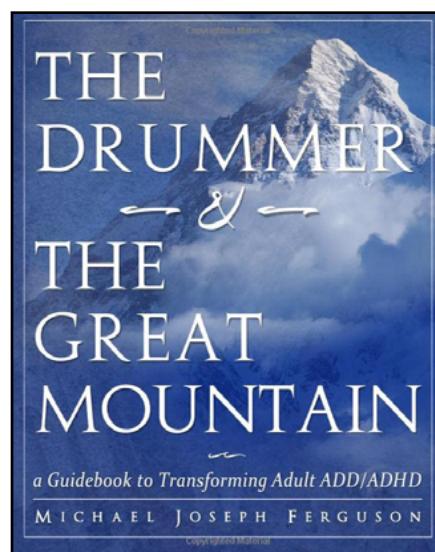


Michael Joseph Ferguson

Category(s)

-- Health, Nutrition, Fitness, Life Wisdom

The most comprehensive holistic guide to transforming adult ADD / ADHD. "The Drummer and the Great Mountain - A Guidebook to Transforming Adult ADD/ADHD" starts with the premise that ADD/ADHD is a neurological type, not a disorder -- shared by countless artists and great minds throughout history. It offers a soulful, comprehensive, and holistic support system for creative individuals looking to maximize their potential and minimize their challenges with focus and consistency.



[Get the Book >>](#)

# The Millionaire Fastlane

Crack the Code to Wealth and Live Rich for a Lifetime



MJ DeMarco

Category(s):

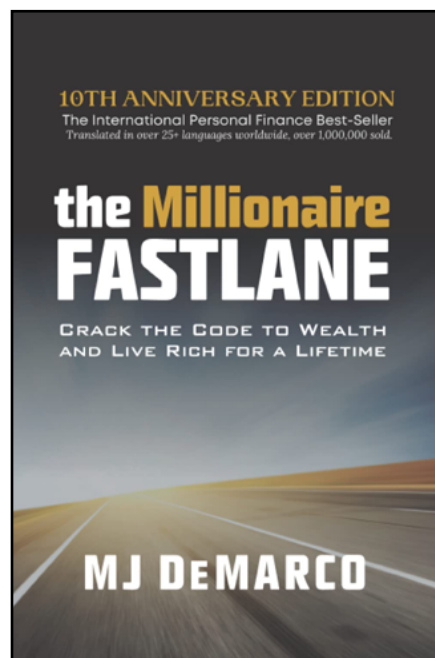
- Business, Growth and Management,
- Business, Ideas and Starting,
- Mindset and Self-Development,
- Personal Finance, Money, Wealth

Has the "settle-for-less" financial plan become your plan for wealth?

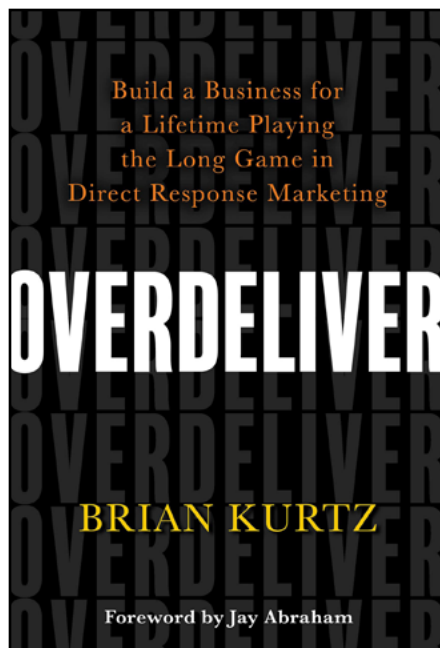
Since you were old enough to hold a job, you've been hoodwinked to believe that wealth can be created by blindly trusting in the uncontrollable and unpredictable markets: the housing market, the stock market, and the job market. This soul-sucking, dream-stealing dogma is "The Slowlane" - an impotent FINANCIAL GAMBLE that dubiously promises wealth in a wheelchair.

Accept the Slowlane as your financial roadmap and your financial future will blow carelessly asunder on a sailboat of HOPE: HOPE you can get a job and keep it, HOPE the stock market doesn't tank, HOPE for a robust economy, HOPE, HOPE, and HOPE.

Is HOPE really the centerpiece of your family's financial plan?"



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**Get the Book >>**

## Overdeliver

**Build a Business for a Lifetime Playing the Long Game in Direct Response Marketing**

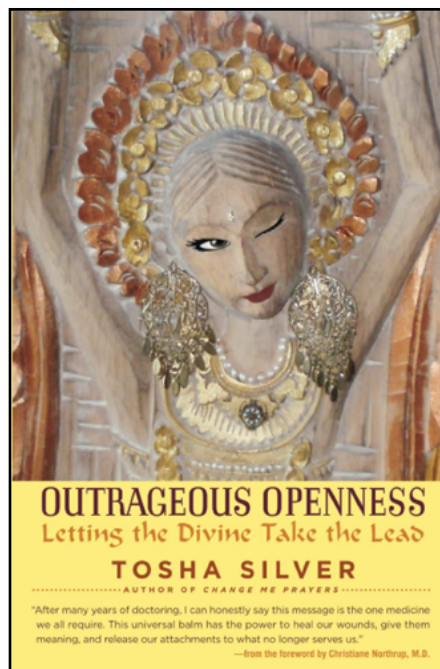
 **Brian Kurtz**

Category(s):

- Business, Ideas and Starting,
- Business, Growth and Management,
- Sales, Marketing, and Advertising

"Marketing isn't everything," according to Brian Kurtz. It's the only thing.

If you have a vision or a mission in life, why not share it with millions instead of dozens? And while you are sharing it with as many people as possible and creating maximum impact, why not measure everything and make all of your marketing accountable? That's what this book is all about.



**Get the Book >>**

## Outrageous Openness

**Letting the Divine Take the Lead**

 **Tosha Silver**

Category(s):

- Life Wisdom,
- Spirituality, Meditation, Religion,
- Success, Goals, Motivation

A playful, enlightening, and creative collection (Spirituality and Practice) of spiritual lessons, anecdotes, and thoughts on the Divine's intervention in our lives, this brilliantly written and wonderfully entertaining book teaches us how to live purposefully and in line with the Force of Love.

What if the Divine is constantly igniting roadside flares to get our attention? What if there actually is a Supreme Organizing Principle with an unbridled sense of humor? And what if we each have this ardent inner suitor who's writing us love letters every day that often go unopened?"

Whether we know it or not, we all experience the touch of the Divine in our lives every single day. After twenty-five years spent consulting and advising tens of thousands of people from all over the world, Tosha Silver realized that almost all of us have similar concerns: "How do I stop worrying? How can I feel safe? Why do I feel so alone?" and often, "Who am I really?" For the passionately spiritual and the bemusedly skeptical alike, she created Outrageous Openness. This delightful book, filled with wisdom and fresh perspectives, helps create a relaxed, trusting openness in the reader to discover answers to life's big questions as they spontaneously arise.



# Prosperity Consciousness

## Leading Yourself to Money with Conscious Awareness

 Chutisa Bowman

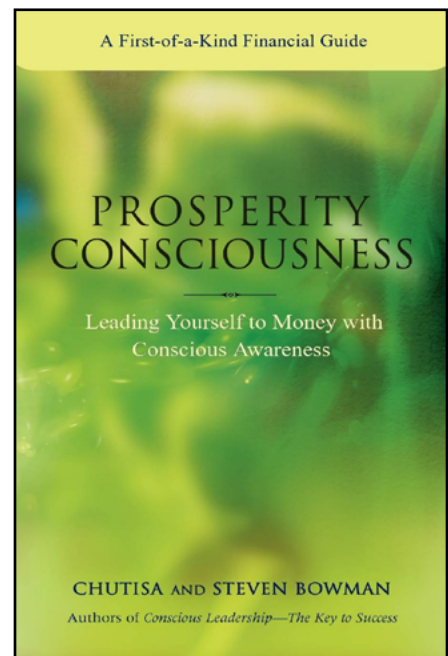
Category(s):

- Personal Finance, Money, Wealth,
- Spirituality, Meditation, Religion

Is it possible to unleash the power of your consciousness over money? According to authors Chutisa and Steve Bowman, the answer is a resounding "yes." With their revolutionary financial guide, *Prosperity Consciousness*, the Bowmans explore how and why people obscure, diminish, contract, and cast a shadow on their prosperity consciousness.

Once you understand these limitations, you can then destroy and undo the lies keeping you mired in financial insecurity. Unless your prosperity consciousness expands, your relationship with money will remain unchanged, trapping you at the same degree of limitation and financial mess.

When you receive more money, your financial confusion will simply grow in proportion to the amount you obtain. Stop falling for "get rich quick" and anti-conscious money-making schemes, and focus instead on the Bowmans' unique Access Energy for Transformation philosophy of living.



**Get the Book >>**

# Bionomics

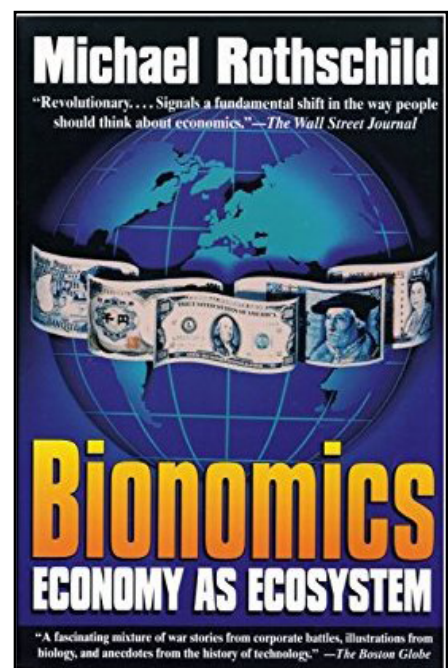
## Economy as Ecosystem

 Michael Rothschild

Category(s):

Freedom, Economics, Politics

Hailed as a landmark account of how we organize ourselves for work, this wise, experience-tested book looks to nature as the model for how the market economy evolved and how things work in the modern business world. Rothschild's anecdote-rich text challenges traditional thinking with a fresh vision of economics as a self-organizing system that is as natural as life itself.



**Get the Book >>**

# Think Like a Breadwinner

A Wealth-Building Manifesto for Women Who Want to Earn More (and Worry Less)

📖 Jennifer Barrett



Category(s):

- Gender-Focused,
- Success, Goals, Motivation

Nearly half of working women in the United States are now their household's main breadwinner.

And yet, the majority of women still aren't being brought up to think like breadwinners. In fact, they're actually discouraged - by institutional bias and subconscious beliefs - from building their own wealth, pursuing their full earning potential, and providing for themselves and others financially.

The result is that women earn less, owe more, and have significantly less money saved and invested for the future than men do. And if women do end up the main breadwinners, they've been conditioned to feel reluctant and unprepared to manage the role.



[Get the Book >>](#)

# Thou Shall Prosper

Ten Commandments for Making Money

📖 Rabbi Daniel Lapin



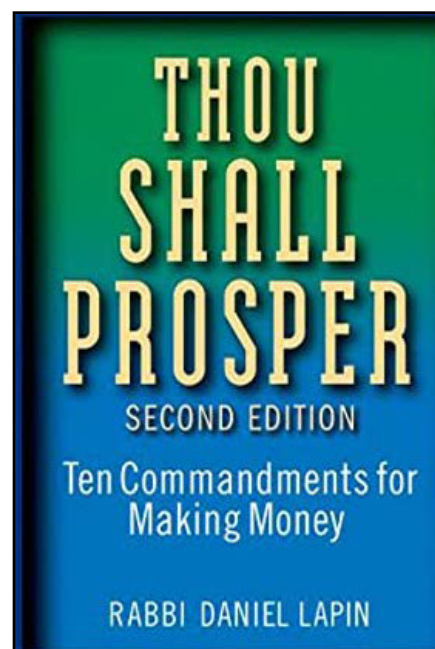
Category(s):

- Personal Finance, Money, Wealth

The ups and downs of the economy prove Rabbi Daniel Lapin's famous principle that the more things change, the more we need to depend upon the things that never change.

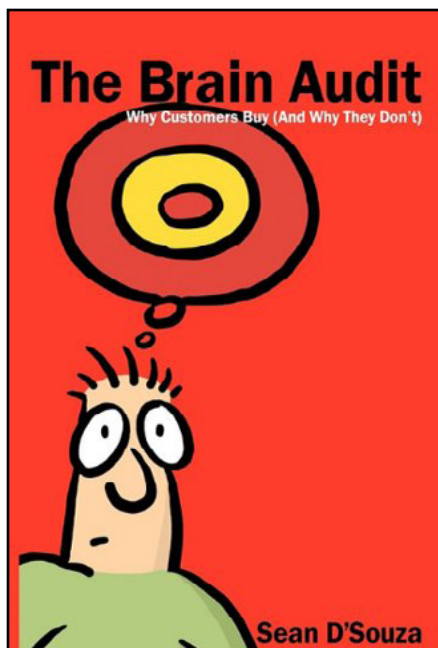
There's no better source for both practical and spiritual financial wisdom than the time-tested knowledge found in the ancient Jewish faith and its culture. In the second edition of Thou Shall Prosper, Lapin offers a practical approach to creating wealth based on the established principles of ancient Jewish wisdom.

This book details the ten permanent principles that never change, the 10 commandments of making money if you will, and explores the economic and philosophic vision of business that has been part of Jewish culture for centuries. The book's focus is on making accessible to individuals of all backgrounds, the timeless truths that Jews have used for centuries to excel in business.



[Get the Book >>](#)





[Get the Book >>](#)

## The Brain Audit

### Why Customers Buy (And Why They Don't)

📖 Sean D'Souza

Category(s):

-- Sales, Marketing, and Advertising

"The Brain Audit is a complete system that enables you to understand what's going on inside of your customer's brain.

It's a system that is based on a deep understanding of how our mind works. It shows you the bags inside your customer's brain. It gives you an understanding of how the brain responds to specific psychological triggers. And it speeds up the sales process, without the need to be pushy.

Being pushy is unnecessary. It creates an unnatural situation.

Instead of teaching you how to use mind tricks, how to psyche the customer into buying against his or her will, or being a system of coercion, The Brain Audit simply shows you how to attract and maintain the attention of a customer.



## What the CEO Wants You to Know How Your Company Really Works

📖 Ram Charan

Category(s):

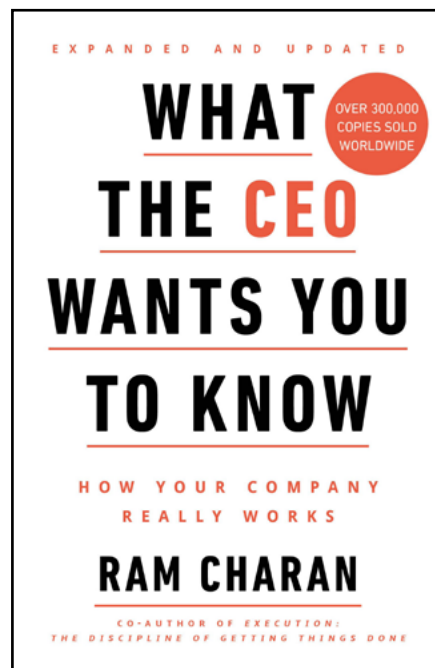
-- Business, Growth and Management,

-- Success, Goals, Motivation

Completely rewritten for today's business world, What the CEO Wants You to Know, expanded and updated, written by bestselling author Ram Charan, describes the fundamentals behind every business, from street vendors in Mumbai, to Fortune 500 companies.

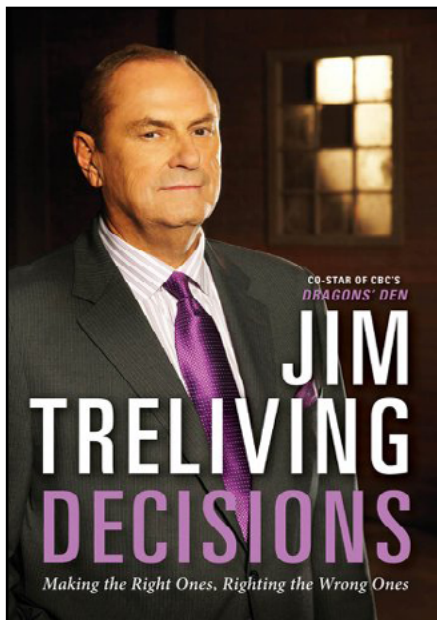
Drawing on stories from Uber, Amazon, Apple, Toyota, Netflix, Lyft, The Limited, Walmart, GE and Starbucks, Charan, in the most accessible language imaginable, explains the ins and outs of how companies work, from gross revenue and operating costs, to inventory and cash flow, from turnover, profits and margins, to return on capital and accounts payable and receivable, from product quality to sales.

A classic in the business literature, with hundreds of thousands of copies in print, this short and engaging book is like a miniature MBA course between covers.



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## Decisions

### Making the Right Ones, Righting the Wrong Ones

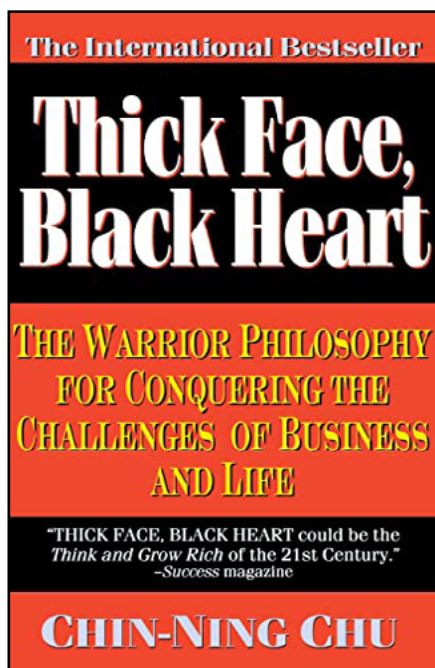
Jim Treliving

Category(s):  
-- Life Wisdom,  
-- Mindset and Self-Development

Co-owner of Boston Pizza and star of CBC-TV's Dragons' Den, Jim Treliving reveals the secrets of his success, taking you behind the scenes at critical points in the building of his businesses—which also include Mr. Lube and interests in real estate and sports franchising.

Covering the “big” decisions—from what to do with your life to how to source capital, find partners, handle change and inspire growth—Treliving sets out the tools for making effective choices and explains why every decision requires action.

He also discusses how to bounce back from those no-so-good decisions, explaining how to refocus and recalibrate, just as Treliving had to do when he realized that Boston Pizza's expansion into Asia was causing the company to drift off-brand. Pulling back from Asian opportunities was a tough decision at the time, but the move became crucial to guiding successful BP expansions later on.



**Get the Book >>**

## Thick Face, Black Heart

### The Warrior Philosophy for Conquering the Challenges of Business and Life

Chin-Ning Chu

Category(s):  
-- Life Wisdom,  
-- Spirituality, Meditation, Religion

Chin-Ning Chu is one of the world's foremost experts on Asian business psychology, a frequent guest on "Larry King Live" and other high-profile TV shows.

Now he shows how to apply ancient Chinese military wisdom to the competitive world of business today.

"Could become the Think and Grow Rich of the 1990s"  
--Success magazine.





## Existential Kink: Unmask Your Shadow and Embrace Your Power

by Carolyn Elliott, PhD



Category(s):

- Life Wisdom,
- Mindset and Self-Development

"We always get exactly what we want; but often, though we may not be aware of it, what we most want is dark—very dark."

Each of us has a dual nature: we are light (conscious) and dark (unconscious). The dark side of our personality—the "other," the shadow side—is made up of what we think is our primitive, primal, negative impulses—our "existential kink."

Our existential kink also drives the dark or negative repeating patterns in our life: always choosing the abusive partner or boss, settling for less, thinking that we're undeserving, not worthy. But it also is the source of our greatest power.

[Get the Book >>](#)

## Microadventures Local Discoveries for Great Escapes

by Alastair Humphreys



Category(s):

- Life Wisdom,
- Mindset and Self-Development

"Adventure—something that's new and exhilarating, outside your comfort zone. Adventures change you and how you see the world, and all you need is an open mind, bags of enthusiasm and boundless curiosity.

So what's a microadventure?

It's close to home, cheap, simple, short and 100% guaranteed to refresh your life. A microadventure takes the spirit of a big adventure and squeezes it into a day or even a few hours.

The point of a microadventure is that you don't need lots of time and money to meet a new challenge. This practical guide is filled with ideas for microadventures – for you to experience on your own or with friends and family – and over 150 stunning photographs, plus tips and advice on safety and kit."



[Get the Book >>](#)

# My Children Will Be Born Rich.

This is what I will teach them:  
How to win in capitalism and morality.



Saygin Yalcin

Category(s):

- Business, Ideas and Starting,
- Business, Growth and Management,

“Building businesses is a craft like carpentry. If you know how to build, it doesn’t matter if the product is a table or a chair.”

Astonishingly successful humans are not the chosen few. They are people who chose to make the best investment ever. Discover what that investment is and adopt the ultimate entrepreneurial spirit: No limit. No need. All in. This book will teach you how one man’s concept developed into the most successful e-commerce company in the Middle East and eventually became part of the “biggest-ever technology acquisition in the Arab world”—worth several hundred million dollars.



**Get the Book >>**

# Storyworthy:

Engage, Teach, Persuade, and Change  
Your Life Through the Power of Storytelling



Matthew Dicks

Category(s):

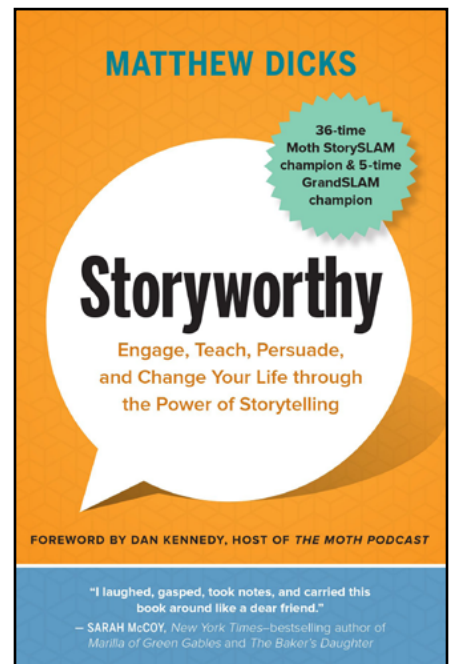
- Sales, Marketing, and Advertising

A five-time Moth GrandSLAM winner and bestselling novelist shows how to tell a great story - and why doing so matters.

Whether we realize it or not, we are always telling stories. On a first date or job interview, at a sales presentation or therapy appointment, with family or friends, we are constantly narrating events and interpreting emotions and actions. I

n this compelling book, storyteller extraordinaire Matthew Dicks presents wonderfully straightforward and engaging tips and techniques for constructing, telling, and polishing stories that will hold the attention of your audience (no matter how big or small).

He shows that anyone can learn to be an appealing storyteller, that everyone has something “storyworthy” to express, and, perhaps most important, that the act of creating and telling a tale is a powerful way of understanding and enhancing your own life.



**Get the Book >>**

# Bluefishing

## The Art of Making Things Happen

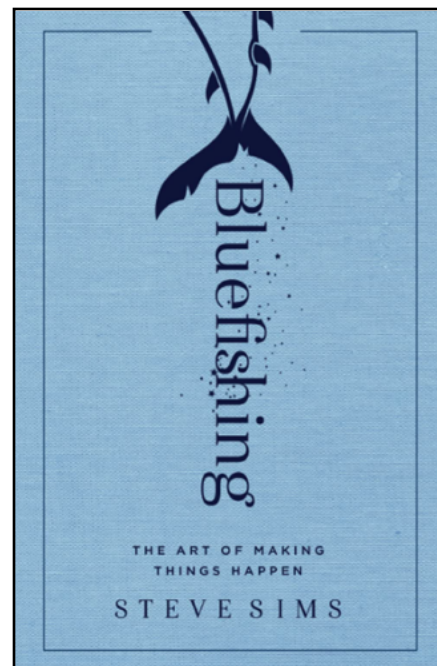
 Steve Sims



Category(s):

- Mindset and Self-Development,
- Success, Goals, Motivation

Whether it's climbing Everest, launching a business, applying for a dream job, or just finding happiness in everyday life, Steve Sims, founder of the luxury concierge service, Bluefish, reveals simple and effective ways to sharpen your mind, gain a new perspective, and achieve your goals.



**Get the Book >>**

# Running on Empty

## Overcome Your Childhood Emotional Neglect

 Jonice Webb, PhD



Category(s):

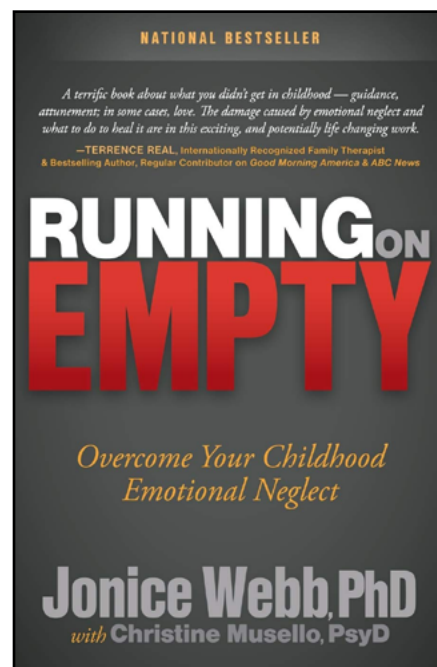
- Family, Marriage, Parenting, Relationships,
- Life Wisdom

This informative guide helps you identify and heal from childhood emotional neglect so you can be more connected and emotionally present in your life.

Do you sometimes feel like you're just going through the motions in life?

Do you often act like you're fine when you secretly feel lonely and disconnected?

Perhaps you have a good life and yet somehow it's not enough to make you happy. Or perhaps you drink too much, eat too much, or risk too much in an attempt to feel something good. If so, you are not alone and you may be suffering from emotional neglect.



**Get the Book >>**



# Never Too Late to Startup

How Mid-Life Entrepreneurs Create Wealth, Freedom, & Purpose

 Rob Kornblum

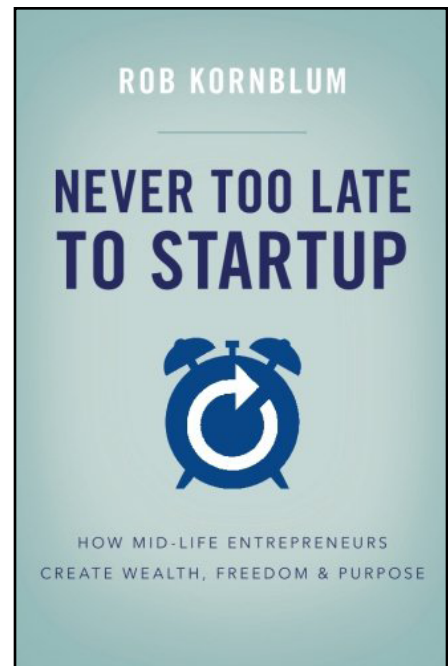
Category(s):

- Business, Ideas and Starting,
- Business, Growth and Management,
- Life Wisdom

“Start Your New Company, Get the Freedom You Have Always Dreamed Of”

What if you could break free of the corporate rat race? How would your life be different if you owned your own business?

Entrepreneurship is the ultimate mid-life career change. Startup founder and former venture capitalist Rob Kornblum shows how starting a company in mid-life is not only achievable, but more likely to succeed.



**Get the Book >>**

# Zero to Sold

How to Start, Run, and Sell a Bootstrapped Business

 Arvid Kahl

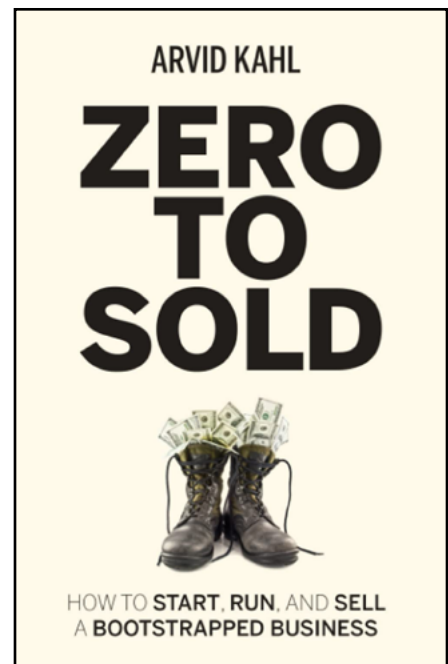
Category(s):

- Business, Growth and Management,
- Business, Ideas and Starting,
- Sales, Marketing, and Advertising,
- Success, Goals, Motivation

“Zero to Sold is a comprehensive and actionable guide through the four stages of a bootstrapped business: Preparation, Survival, Stability, and Growth.

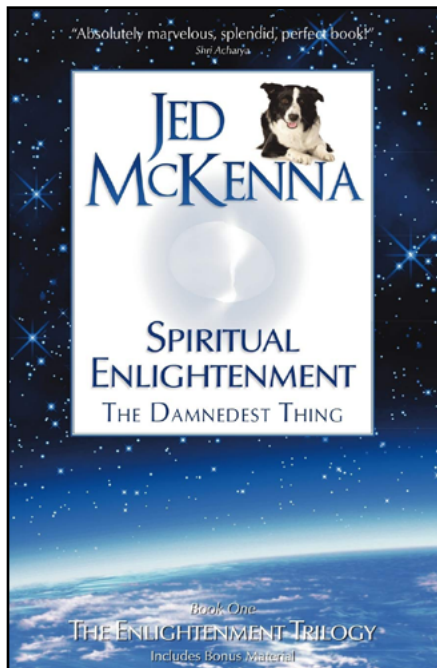
From your first idea to successfully selling your business for life-changing amounts of money, this book will help you become a world-class entrepreneur.

By focusing on your niche audience, finding their critical problem, and solving it with a product that your customers can't resist to pay for, you will learn how to create a recurring revenue engine that will make you financially independent.”



**Get the Book >>**





[Get the Book >>](#)

## Spiritual Enlightenment, the Damnedest Thing

Book One of The Enlightenment Trilogy



Jed McKenna

Category(s):  
-- Spirituality, Meditation, Religion

AUTHOR, TEACHER AND SPIRITUAL MASTER Jed McKenna tells it like it's never been told before. A true American original, Jed succeeds where countless others have failed by reducing this highest of attainments — Spiritual Enlightenment — to the simplest of terms.

Effectively demystifying the mystical, Jed astonishes the reader not by adding to the world's collected spiritual wisdom, but by taking the spirituality out of spiritual enlightenment. Never before has this elusive topic been treated in so engaging and accessible a manner.

A masterpiece of illuminative writing, Spiritual Enlightenment is mandatory reading for anyone following a spiritual path. Part exposé and part how-to manual, this is the first book to explain why failure seems to be the rule in the search for enlightenment — and how the rule can be broken.



[Get the Book >>](#)

## Find Your Red Thread: Make Your Big Ideas Irresistible



Tamsen Webster

Category(s):  
-- Business, Growth and Management,  
-- Business, Ideas and Starting,

You have a terrific idea. It's so powerful that it could change a life, a market, or even the world. There's just one problem: others don't see its power—yet. If you truly value the possibility of your idea, then you're ready to find your Red Thread—the throughline that connects your idea to your audience's hearts and minds.

The best part is, the Red Thread already exists. It's the connection that makes the invisible link between your audience's problem and your solution tangible—and actionable. With the Red Thread, you'll inspire audiences to act and get the outcome you're both looking for.

Renowned speaker, consultant, and TEDx idea strategist Tamsen Webster shares the same step-by-step process she's taught to hundreds of clients, helping them deliver memorable presentations, keynotes, marketing campaigns, TED talks, and more. Once you master this process, you'll be able to guide your audience through the maze of ideas and options—and through the maze of their own minds.

## Covert Persuasion

### Psychological Tactics and Tricks to Win the Game

 Hogan, Speakman

Category(s):

- Business, Growth and Management,
- Sales, Marketing, and Advertising

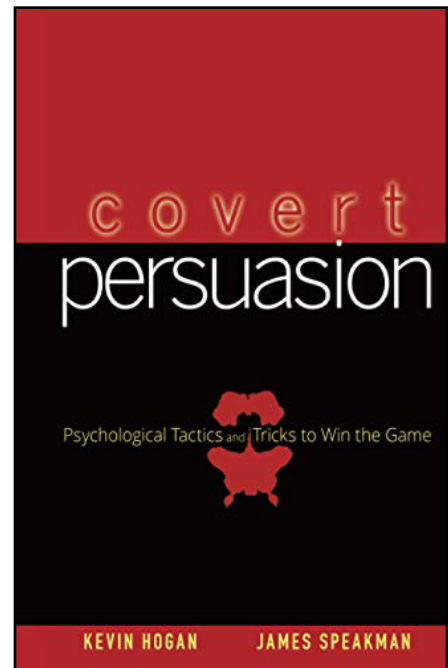
When we make decisions we like to think we weigh the options carefully, look at all the possibilities, and make the best choice based on a rational examination of the facts.

But in truth, much of our decision making happens on a subconscious level based on feelings we might not even be aware of.

Understanding and managing those subconscious feelings is the key to the art of persuasion.

By observing and predicting human behavior, we can learn to react and direct behavior in others with the right kinds of words and body language. If you want to learn how to convince people to buy your product, contribute to your cause, or vote for your candidate, this book has the answers.

Covert Persuasion synthesizes the latest research in psychology, linguistics, sales tactics, and human communication to reveal the most effective methods for consistently and effectively persuading anyone of virtually anything.



**Get the Book >>**

## The Master Key System

 Charles F. Haanel

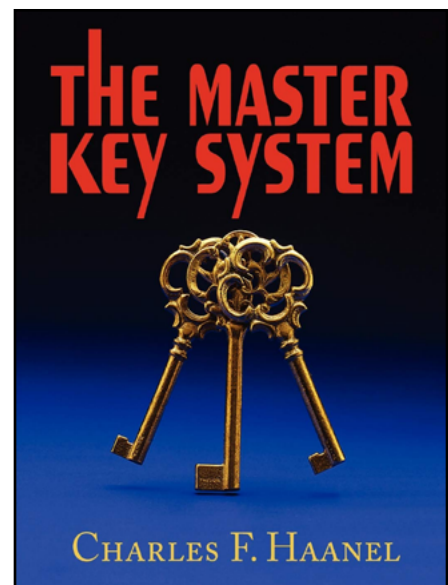
Category(s):

- Life Wisdom,
- Spirituality, Meditation, Religion

The Book that will not only leave you 'feeling' good, but also 'thinking' good.

In The Master Key System, presented as a series of twenty-four lessons, Charles Haanel discusses everything from how to feel healthy to how to become wealthy.

- Using precise logic and a consistent, common-sense framework, Haanel shows us how to achieve that what we most desire.
- The Master Key System is rumored to be what inspired Bill Gates to leave Harvard and start Microsoft.



**Get the Book >>**

## The Automatic Customer: Creating a Subscription Business in Any Industry

 John Warrillow



Category(s):

- Business, Growth and Management,
- Business, Ideas and Starting

The lifeblood of your business is repeat customers. But customers can be fickle, markets shift, and competitors are ruthless. So how do you ensure a steady flow of repeat business? The secret—no matter what industry you're in—is finding and keeping automatic customers.

These days virtually anything you need can be purchased through a subscription, with more convenience than ever before. Far beyond Spotify, Netflix, and New York Times subscriptions, you can sign up for weekly or monthly supplies of everything from groceries (AmazonFresh) to cosmetics (Birchbox) to razor blades (Dollar Shave Club).

According to John Warrillow, this emerging subscription economy offers huge opportunities to companies that know how to turn customers into subscribers. Automatic customers are the key to increasing cash flow, igniting growth, and boosting the value of your company.



**Get the Book >>**

## Simple Numbers, Straight Talk, Big Profits!

4 Keys to Unlock Your Business Potential

 Greg Crabtree

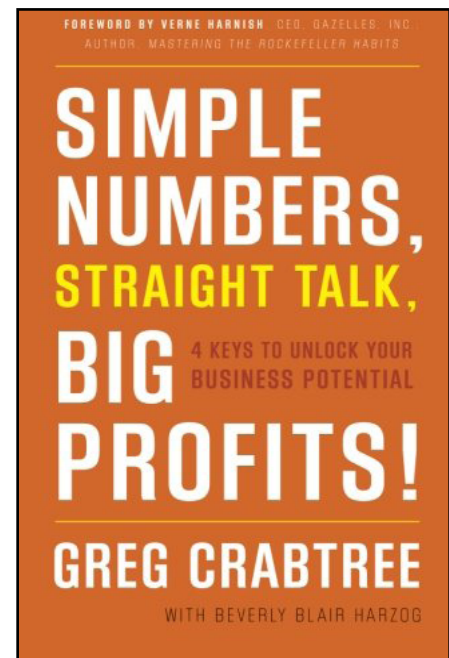


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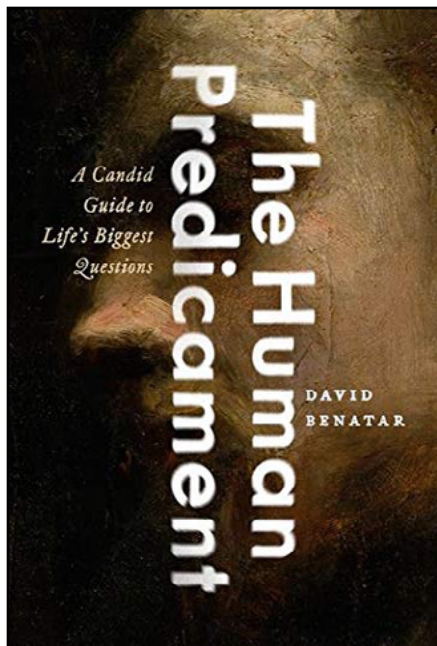
- Business, Growth and Management
- Business, Ideas and Starting

Simple Numbers can guide you to increased business profitability! Take the mystery out of small business finance with this no-frills guide to understanding the numbers that will guide your business out of any financial black hole.

Author Greg Crabtree, a successful accountant, small business advisor, and popular presenter, shows you how to use your firm's key financial indicators as a basis for smart business decisions as you grow your firm from startup to \$5 million (and, more!) in annual revenue.



**Get the Book >>**



**Get the Book >>**

## The Human Predicament

### A Candid Guide to Life's Biggest Questions



David Benatar

Category(s):

- Life Wisdom,
- Mindset and Self-Development,
- Spirituality, Meditation, Religion

Are our lives meaningful, or meaningless?

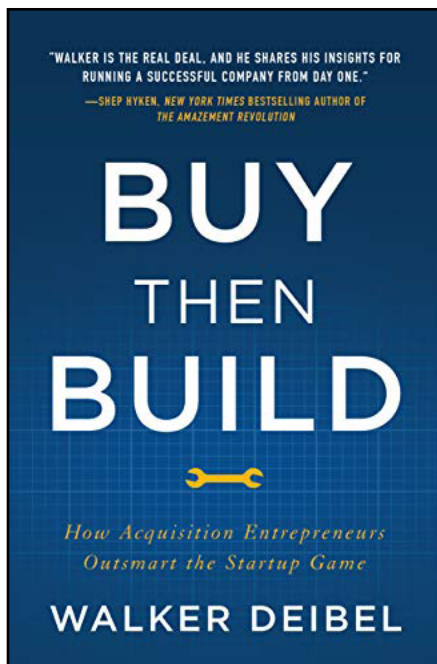
Is our inevitable death a bad thing?

Would immortality be an improvement?

Would it be better, all things considered, to hasten our deaths by suicide? Many people ask these big questions -- and some people are plagued by them.

Surprisingly, analytic philosophers have said relatively little about these important questions about the meaning of life. When they have tackled the big questions, they have tended, like popular writers, to offer comforting, optimistic answers.

The Human Predicament invites readers to take a clear-eyed and unfettered view of the human condition.



**Get the Book >>**

## Buy Then Build

### How Acquisition Entrepreneurs Outsmart the Startup Game



Walker Deibel

Category(s):

- Business, Growth and Management,
- Business, Ideas and Starting,
- Personal Finance, Money, Wealth

Entrepreneurs have a problem: startups.

Almost all startups either fail or never truly reach a sustainable size. Despite the popularity of entrepreneurship, we haven't engineered a better way to start. ...Until now.

What if you could skip the startup phase and generate profitable revenue on day one?

In Buy Then Build, acquisition entrepreneur Walker Deibel shows you how to begin with a sustainable, profitable company and grow from there.



# The Art and Business of Online Writing

## How to Beat the Game of Capturing and Keeping Attention

 Nicolas Cole

Category(s):

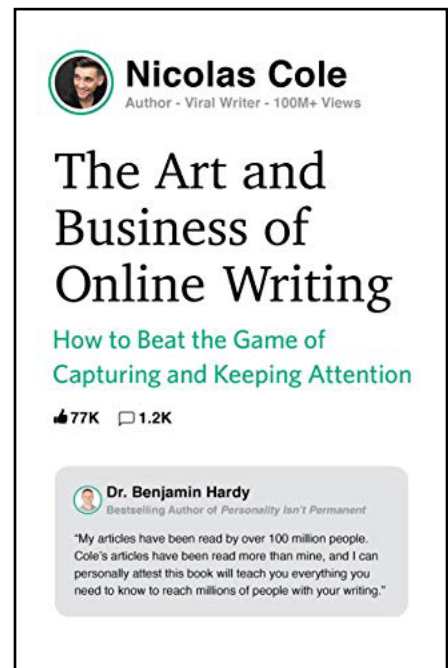
- Business, Growth and Management,
- Sales, Marketing, and Advertising

What are the secrets to writing online?

Why do some writers accumulate hundreds of thousands, even millions of views on their content—and others write and write, only to go unnoticed?

Nicolas Cole, one of the most viral columnists on the internet with more than 100 million views on his writing, is pulling back the curtain.

After becoming the #1 most-read writer on all of Quora in 2015, a Top 10 contributing writer for Inc Magazine from 2016 to 2018, and one of the most popular writers on Medium in more than 15 different categories, Cole went on to build a multi-million-dollar ghost-writing company publishing thousands of articles on the internet for more than 300 different Silicon Valley entrepreneurs, C-level executives, New York Times best-selling authors, Olympic athletes, Grammy-winning producers, and renowned industry leaders.



**Get the Book >>**

# The Pocket Oracle and Art of Prudence

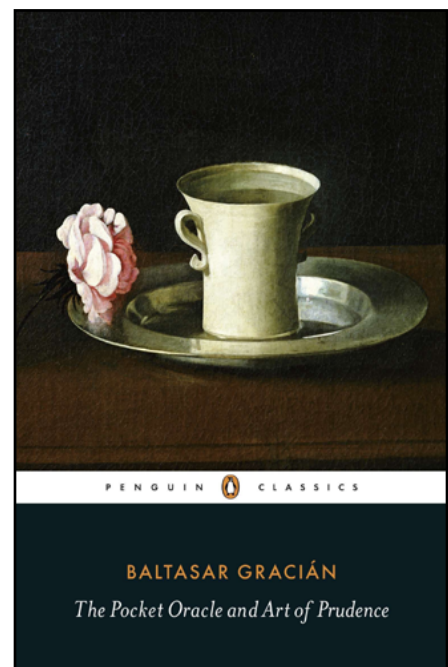
 Baltasar Gracián

Category(s):

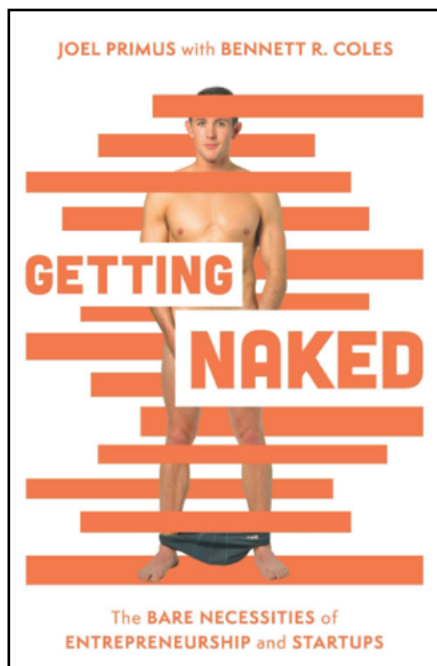
- Life Wisdom,
- Spirituality, Meditation, Religion,
- Success, Goals, Motivation

Written over 350 years ago, The Pocket Oracle and Art of Prudence is a subtle collection of 300 witty and thought-provoking aphorisms.

From the art of being lucky to the healthy use of caution, these elegant maxims were created as a guide to life, with further suggestions given on cultivating good taste, knowing how to refuse, the foolishness of complaining and the wisdom of controlling one's passions. Baltasar Gracian intended these ingenious, pragmatic aphorisms to challenge the mind, and recognised that few would be capable of applying them.



**Get the Book >>**



**Get the Book >>**

## Getting Naked

### The Bare Necessities of Entrepreneurship and Start-ups



Joel Primus

Category(s):

- Business, Growth and Management,
- Business, Ideas and Starting

Do you want to be an entrepreneur?  
Are you serious about starting a business?

Joel Primus will show you how.

From the small country town of Abbotsford to the skyscrapers of New York, this book shares the hard-learned lessons and captivating story of the start-up of Naked Boxer Briefs, a Nasdaq publicly-traded company that had A-list celebrity endorsements, raised over 17 million dollars, and sold its product in department stores around the world, including Nordstrom and Bloomingdale's.

Part memoir and part entrepreneurial start-up manual, Getting Naked reveals when to start your business, how to raise money, what is needed to build teams and hire employees, and why you need to develop a solid brand with objective-based operations and marketing.



**Get the Book >>**

## Generating Product Ideas

### Actionable Techniques for Finding New Business Ideas



Artiom Dashinsky

Category(s):

- Business, Growth and Management,
- Business, Ideas and Starting,
- Sales, Marketing, and Advertising

Today every skill for building a product can be learnt online — coding, design, marketing — besides one: generating new product ideas.

With this book, you will learn 17 actionable techniques for finding ideas to start your next profitable SaaS, physical, digital, services or content business.

# The Quest for Cosmic Justice

📖 Thomas Sowell



Category(s):

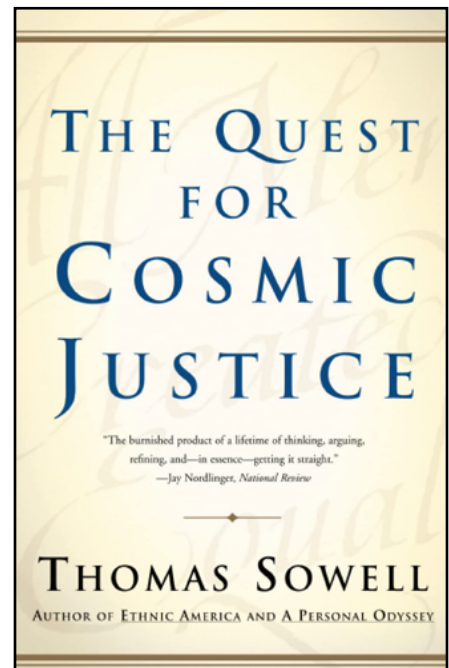
- Freedom, Economics, Politics,
- Life Wisdom

This is not a comforting book -- it is a book about disturbing issues that are urgently important today and enduringly critical for the future. It rejects both "merit" and historical redress as principles for guiding public policy.

It shows how "peace" movements have led to war and to needless casualties in those wars. It argues that "equality" is neither right nor wrong, but meaningless.

The Quest for Cosmic Justice shows how confused conceptions of justice end up promoting injustice, how confused conceptions of equality end up promoting inequality, and how the tyranny of social visions prevents many people from confronting the actual consequences of their own beliefs and policies.

Those consequences include the steady and dangerous erosion of the fundamental principles of freedom -- and the quiet repeal of the American revolution.



**Get the Book >>**

# Straight-Line Leadership

Tools for Living with Velocity and Power in Turbulent Times

📖 Dusan Djukich



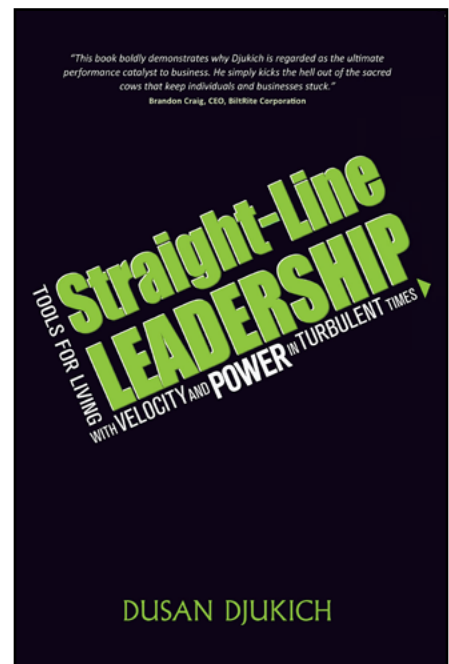
Category(s):

- Business, Growth and Management,
- Life Wisdom,
- Success, Goals, Motivation

Straight-Line Leadership: Tools for Living with Velocity and Power in Turbulent Times is Dusan Djukich's highly anticipated introduction to his potent world of straight-line coaching.

Within these pages he dramatically unveils exactly what it takes to live a powerful and effective life both personally and professionally. Regardless if you are a CEO, small business owner, parent, or someone who simply wants to make a difference, you will learn to master powerful distinctions that you can apply immediately to resolve the challenges that you are presently up against.

You will also become adept at assisting others in solving their most pressing problems with precision and grace.



**Get the Book >>**

# The Complacent Class

## The Self-Defeating Quest for the American Dream

by Tyler Cowen



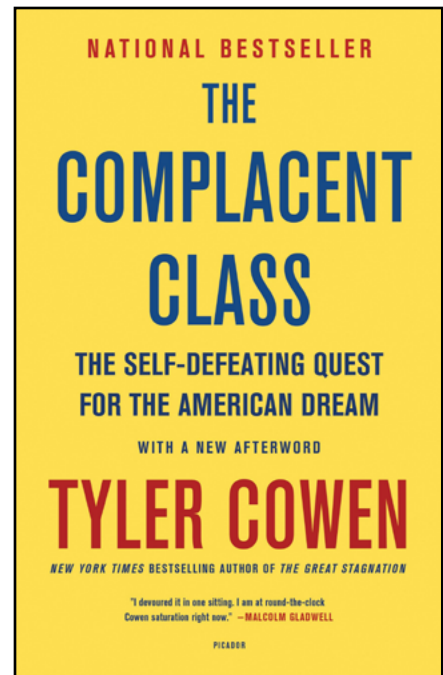
Since Alexis de Tocqueville, restlessness has been accepted as a signature American trait. Our willingness to move, take risks, and adapt to change have produced a dynamic economy and a tradition of innovation from Ben Franklin to Steve Jobs.

The problem, according to legendary blogger, economist and best selling author Tyler Cowen, is that Americans today have broken from this tradition--we're working harder than ever to avoid change.

We're moving residences less, marrying people more like ourselves and choosing our music and our mates based on algorithms that wall us off from anything that might be too new or too different.

Match.com matches us in love. Spotify and Pandora match us in music. Facebook matches us to just about everything else.

Of course, this "matching culture" brings tremendous positives: music we like, partners who make us happy, neighbors who want the same things. We're more comfortable. But, according to Cowen, there are significant collateral downsides attending this comfort, among them heightened inequality and segregation and decreased incentives to innovate and create.



**Get the Book >>**

## 10 Honorable Mentions

1. The \$1,000,000 Web Designer Guide, by Rob O'Rourke
2. Unscripted: Life Liberty and the Pursuit of Entrepreneurship, by MJ DeMarco
3. Voltaire's Bastards: The Dictatorship of Reason in the West, by John Ralston Saul
4. Conflict Is Not Abuse: Overstating Harm, Community Responsibility, and the Duty of Repair, by Sarah Schulman
5. The Wealthy Gardener: Lessons on Prosperity Between Father and Son, by John Soforic
6. The Patron Way: from Fantasy to Fortune - Lessons on Taking any Business from Idea to Iconic Brand, by Ilana Edelstein
7. How to Create a Million Dollar Unique Selling Proposition, by Bill Bodri
8. Brand Seduction: How Neuroscience Can Help Marketers Build Memorable Brands, by Daryl Weber
9. The Micro-Scripts Rules: How to tell your story and differentiate your brand in a sentence or less, by Bill Schley
10. Fearvana: The Revolutionary Science of How to Turn Fear into Health, Wealth and Happiness, by Akshay Nanavata

To contribute an little-known book to this project that isn't a mainstream best-seller, visit [The Fastlane Forum](#).



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haven't settled for mediocrity, and  
instead are living their best life.