

NOTES FROM: *Be Obsessed or Be Average*, by Grant Cardone

SUMMARY: This book is *vintage* Grant Cardone, brimming with brutal intensity and hustle, and I absolutely loved it. It was exactly what I needed at the time, though I'll admit that Cardone's brand of relentless striving and ruthless ambition *ain't* for everyone!

Grant's story, though, hooked me right from the beginning. Here was a guy - broke, unemployed, a drug addict - who just *refused* to accept that the world was going to keep him down; who instead decided to see just how far *up* he could go. Cardone gave his new life *everything*, and he was *rewarded* for that level of obsession. The same obsession that I've developed for books, and that he recommends you adopt in *this* book!

Again, I'll never say that his approach is for everybody, and certainly, "more" can never be "enough." But if you're in a tough spot; if you're down but not out; if you *know* that you're capable of more, and yet you're the only person around who's capable of *seeing it*, this book could really help you. It worked wonders for me.

"What do others have to do with the condition of your own life?"

"You need to help yourself first, before you even have the possibility of being helpful to others."

"If I could go that low and survive, how high could I go in the other direction?"

"Being obsessed doesn't create problems for you, but *denying* your obsessions definitely does."

"Realize that you have the capacity to be obsessed with something, *anything*, and then use that realization to become obsessed with something extremely positive."

"How far up can I go? How much more can I do?"

"Your potential expands and reveals itself over time as you discover more of what you're capable of."

"People who are trying to persuade you to give up are trying to make sense of why they themselves gave up."

"An average person can't teach you how to be exceptional."

"You're going to have to put yourself on the line again and again."

"There is no such thing as obsession lite."

"There is no such thing as a part-time obsession."

“You need to abandon the idea that some milder version of obsession is an option.”

“You don't need to *like* what you do to *love* what you do.”

“What do I do that makes me forget to eat?”

“Spend 95 percent of your time getting money and 5 percent of your time on your budget.”

“Doubt is probably the biggest problem in your life.”

“Only take advice from people who are doing better than you are.”

“The best way to handle naysayers is to hit your goals again and again until they have no choice but to believe in you.”

“If you have great content and are giving people great advice, then you can post every fifteen seconds if you want to.”

“Haters promote you for free at the expense of their time and energy.”

“Love me or hate me, at least you know me.”

“Obsessed people aren't looking for permission or approval.”

“There is no domination without discipline.”

“There is no shortage of money on this planet and it's not all that hard to get.”

“If you treat people right and give them more than they asked for, they will happily give you their money.”

“Who's got my money?”

“I would rather others think less of me than think less of myself.”

“The most important line on any and every financial statement is the revenue line.”

“Success needs your constant attention.”

“Overpromise and overdeliver.”

“Make big claims and force yourself to live up to them.”

“Making big claims is the only way you're going to grab someone's attention.”

“When you tell people what you're capable of, it forces you to operate at that level.”

“You shouldn't have competitors; you should only have imitators.”

“Put the future inside your current environment by taking massive action.”

“The only ones who benefit from you underselling yourself is your competition.”

“The deal down the street doesn't come with me. Sign here.”

“Always be hiring, not just when there's a position open.”

“Persist longer than it makes sense to persist.”

“You need to be found in the places where other obsessed people gather.”

“As you make progress, other opportunities will come along that make previously out-of-sight goals seem small by comparison.”