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.

[&]quot;What do others have to do with the condition of your own life?"

[&]quot;You need to help yourself first, before you even have the possibility of being helpful to others."

[&]quot;If I could go that low and survive, how high could I go in the other direction?"

[&]quot;Being obsessed doesn't create problems for you, but *denying* your obsessions definitely does."

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

[&]quot;How far up can I go? How much more can I do?"

[&]quot;Your potential expands and reveals itself over time as you discover more of what you're capable of."

[&]quot;People who are trying to persuade you to give up are trying to make sense of why they themselves gave up."

[&]quot;An average person can't teach you how to be exceptional."

[&]quot;You're going to have to put yourself on the line again and again."

[&]quot;There is no such thing as obsession lite."

[&]quot;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."