

10 UNCONVENTIONAL LESSONS

That will help you succeed in business



1 Success = HW * L

Success formula: Hard work times luck. You can control hard work.

2 Like Old Friends

Treat people you meet in business like old friends. Get to know them first.

3 Increase Your Luck

Build relationships with people to increase your luck surface area.

4 Take a Day Off

When burn out is getting to you, take a day off. Recharge and go hard again.

5 The Glass is Full

The challenge is always an opportunity. The glass is ALWAYS full.

6 Find The Balance

You always have time for people, exercise, friends, family, etc. Find it.

7 No One is Smarter

Businesses have been built by people who weren't that smart. They just did it.

8 Overprepare

10x your preparation for everything you do. Spend the time, reap the rewards.

9 Laugh at Your Failures

Find humour in stressful situations. Your failures are steps to your success.

10 Don't Ask, Don't Do Well

How can you get anything you want in life and business? Just ask.



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