



Tools of Titans



ON THE SHOULDERS OF GIANTS

MIND TRAINING 101

CREATE A REAL WORLD MBA

HOW TO EARN YOUR FREEDOM

WHAT ARE YOUR BELIEFS COSTING YOU

IS THIS WHAT I SO FEARED?

TESTING THE “IMPOSSIBLE”

THE SOUNDTRACK OF EXCELLENCE



On The Shoulders of Giants



BE USEFUL

- I am not a self-made man. I got a lot of help. - Arnold Schwarzenegger
- We all need fuel. Without the assistance, advice, and inspiration of others, the gears of our mind grind to a halt, and we're stuck with nowhere to go. - Arnold Schwarzenegger
- I have never been shy about seeking wisdom from others to pour fuel my fire. - Arnold Schwarzenegger
- The worst thing you can do is to think that you know enough. Never stop learning. Ever. - Arnold Schwarzenegger

LEARN THINGS ONCE AND USE THEM FOREVER

- The difference between the people you admire and everybody else is that the former are the people who read.
- Learn the macro from the micro.
- While the world is a gold mine, you need to go digging in other people's heads to unearth riches.
- Success, however you define it, is achievable if you collect the right field tested beliefs and habits.
- Someone else has done your version of "success" before, and often, many have done something similar.
- The superheroes you have in your mind (idols, icons, titans, billionaires, etc.) are nearly all walking flaws who maximize one or two strengths.
- Think like a world-class performer, do not just regurgitate quotes.
- Be a meaningful specific instead of a wandering generality. - Seth Godin
- Lack of resources is often one of the critical ingredients for greatness.
- Memento mori- remember that you are going to die. It's a great way to remember to live.



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CREATE YOURSELF, DON'T DISCOVER YOURSELF

- Early to bed and early to rise makes a man healthy, wealthy, and wise. - Benjamin Franklin
- Information without emotion isn't retained. - Tony Robbins
- I can think: having good rules for decision-making, and having good questions you can ask yourself and others.
I can wait: being able to plan long-term, play the long game, and not misallocate your resources.
I can fast: being able to withstand difficulties and disaster. Training yourself to be uncommonly resilient and have a high pain tolerance.
- If you are depressed, you are living in the past. If you are anxious, you are living in the future. If you are at peace, you are living in the present. - Lao Tzu

IT'S THE SMALL THINGS, DONE CONSISTENTLY, THAT ARE THE BIG THINGS

- Humans are imperfect creatures. You don't "succeed" because you have no weaknesses; you succeed because you find your unique strengths and focus on developing habits around them.
- If you want to be a stud later, you have to be a pud now.
- The rule is: the basics are the basics, and you can't beat the basics. - Charles Poliquin
- If you make your bed every morning, you will have accomplished the first task of the day. Making your bed will reinforce the fact that little things in life matter. - Admiral William McRaven
- The secret is to show up, do the work, and go home. It is literally that simple. Nothing interferes. Nothing can sway you from your purpose. Once the decision is made, simply refused to budge. Refuse to compromise. - Chris Sommer
- If you find yourself in a fair fight, you didn't plan your mission properly. - Colonel David Hackworth

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WHAT YOU SEEK IS SEEKING YOU

- There's no excuse not to do 10 minutes of meditation. If you don't have 10 minutes, you don't have a life.
- If you want to be wealthy (as measured in money, time, relationships, ease of sleep, or otherwise) "spiritual windshield wipers" will help you get there with fewer accidents and less headache.
- Morning pages: once we get those muddy, maddening, confusing thoughts on the page, we face our day with clear eyes. Cage your monkey mind on paper so you can get on with your day.
- Never go to sleep without a request to your subconscious. - Thomas Edison
- The struggle ends when the gratitude begins. - Neale Donald Walsh
- Transcendental experience: the feeling or the awareness that you are connected not only to other people but to other things, to living systems, and to the air you breathe. - James Fadiman
- It turns out that being on the giving end of a kind thought is rewarding in and of itself. All other things being equal, to increase your happiness, all you have to do is randomly wish for somebody else to be happy. - Meng Tan

WHAT ARTISTS DO, IS THEY LEARN TO SEE

- Use affirmations to focus your mind and memory on a very specific thing, and that will allow you to notice things in your environment that might have already been there or you would not notice.
- To achieve an affirmation, what matters is the degree of focus and commitment you have to that focus. - Scott Adams
- We are talking to ourselves nonstop, break the spell and begin to notice thoughts themselves as objects of consciousness.
- Time and quiet should not be luxury items. Silence is not a vacation, an indulgence, or a vice: it is as indispensable to the brain as vitamin D is to the body, and deprived of it we suffer a mental affliction as disfiguring as rickets. - Tim Kreider

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HONOR THOSE WHO SEEK TRUTH, BEWARE THOSE WHO FOUND IT

- The first principle is that you must not fool yourself and you are the easiest person to fool. - Richard P Feynman
- Trying to get everyone to like you is a sign of mediocrity. You'll avoid the tough decisions and you'll avoid confronting the people who need to be confronted. - Colin Powell
- Those who are offended easily should be offended more often. - Mae West
- If you eat, invest, and think according to what the news advocates, you'll end up nutritionally, financially, and morally bankrupt.
- Life favors the specific ask and punishes the vague wish.
- There is no way to happiness; happiness is the way. - Thich Nhat Hanh
- Whenever you find yourself on the side of the majority, it's time to pause and reflect. - Mark Twain

THE LIMITS OF MY LANGUAGE ARE THE LIMITS OF MY WORLD

- Putting thoughts on paper is the best way to develop ideas and review and improve your thinking.
- Write about: a time when you realize you were mistaken. The lesson you learn the hard way. A time when you knew you done the right thing. How are you found your way back. The kindness of strangers. Why you could not do it. And why you did.
- Occasionally, a good idea comes to you first, if you're lucky. Usually, it only comes after a lot of bad ideas. - Alex Blumberg
- It's the silence between the notes that makes the music. Big ideas come from these periods.
- Travel isn't just for changing what's outside, it's for reinventing what's inside.
- The technical part of any job is 10%. 90% is creativity.
- I'm there to learn. I'm not there to win; I'm there to learn it, because then I'll win, eventually. - Robert Rodriguez
- I don't just think gratitude. I like gratitude fill my soul, because when you're grateful, there's no anger. - Tony Robbins

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DON'T TRY AND FIND TIME. SCHEDULE TIME

- Is that a dream, or a goal? Because a dream is something you fantasize about that will probably never happen. A goal is something you set a plan for, work toward, and achieve. - Paul Levesque
- We do not rise to the level of our expectations. We fall to the level of our training. - Archilochus
- Accept that quality long-term results require quality long term focus. No emotion. No drama. No beating yourself up over small bumps in the road. Learn to enjoy and appreciate the process. This is especially important because you are going to spend far more time on the actual journey than with those all too brief moments of triumph at the end. - Chris Sommer
- If you let your learning lead to knowledge, you become a fool. If you let your learning lead to action, you become wealthy. - Jim Rohn
- When investing, you want to pour gasoline on the fire, not start the fire.

ITS NOT WHAT YOU KNOW, ITS WHAT YOU DO CONSISTENTLY

- Go to all the high-level meetings you can, even if you're not invited to them, and figure out how to be helpful.
- Be incredibly smart about asking the "dumb" questions hidden in plain sight.
- Get inside the heads of the people who made things in the past and what they were actually like, and realize that they're not that different from you. - Marc Andreessen
- Talk to people who are currently where you think you want to be and ask them for the pros and cons. Then trust their opinions since they're right in it.
- Realize that you will never be the best looking, the smartest, the most educated, or the most well-versed. You can never compete on those levels. But you can always work harder than the next guy.

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EDUCATING THE FUTURE

- From 3 PM to 10 PM all kids are getting homeschooled. They're either getting homeschooled in the Flintstones, or they're getting homeschooled learning something useful. - Seth Godin
- We need to teach kids two things: 1) how to lead and 2) how to solve interesting problems.
- I don't care how you did on your vocabulary test. I care about whether you have something to say.
- You can spend a lot of time trying to fix stuff later but starting with the right raw materials makes a huge difference.
- My parents always taught me that my day job would never make me rich. It would be my homework. - Daymond John

LOSERS HAVE GOALS, WINNERS HAVE SYSTEMS

- “What persistent skills or relationships can I develop?” vs “What short term goal can I achieve?” Snowball effect vs pass/fail.
- A skill requires practice. The first part of the system involves practicing on a regular basis. - Scott Adams
- If you want to be something extraordinary, you have to paths: 1) become the best at one specific thing. 2) Become very good (top 25%) at two or more things.
- Capitalism rewards things that are both rare and valuable. You make yourself rare by combining two or more "pretty goods" until no one else has your mix.
- The rule of 3 and 10: every single thing in your company will break every time you triple in size. Roughly at the points/multiples of 3 and 10. - Phil Libin
- Don't worry about what your job is going to be. Do things that you're interested in, and if you do them really well, you're going to find a way to temper them with some good business opportunity. - Chris Young
- If you want great mentors, you must become a great mentee. If you want to lead, you must first learn to follow. - Ryan Holiday

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LIFE IS A CONTINUAL PROCESS OF ARRIVAL INTO WHO WE ARE

- The tricky thing about life is, having the courage to enter into things that are unfamiliar, but also having the wisdom to stop exploring when you found something worth sticking around for. - Sebastian Junger
- The purpose of life is a life of purpose. - Robert Byrne
- You should always have a running list of three people that you're watching: someone senior that you want to emulate, a peer who you think is better at the job than you are, and someone subordinate who's doing the job you did better than you did it.
- Think, “What would I probably tell myself as an older version of myself?” If you do this exercise and then start living the answers, you're going to grow exponentially faster than you would have otherwise. - Shay Carl

DISCIPLINE EQUALS FREEDOM

- The day before something is truly a breakthrough, it's a crazy idea. If it wasn't a crazy idea, it's not a breakthrough; it's an incremental improvement. So where inside of your company are you trying crazy ideas?
- If you're looking for a formula for greatness, the closest we'll ever get, I think, is this: consistency driven by a deep love of the work. - Maria Popova
- Being an entrepreneur is being willing to do a job that nobody else wants to do, in order to be able to live the rest of your life doing whatever you want to do. - Kevin Costner
- Free education is abundant, all over the Internet. It's the desire to learn that scarce.
- You want to be taken seriously? Then take things seriously. - Edward Norton
- When you're not cultivating quality, you're essentially cultivating sloppiness. - Josh Waitzkin
- That's the beauty of it. You don't have to know. You just have to keep moving forward.

How to Earn Your Freedom



IT MAY BE LUCK BUT ITS NOT AN ACCIDENT

- You're not responsible for the hand of cards you were dealt. You're responsible for maxing out what you were given. - Chris Sommer
- Don't just be defensive and reactive by playing the cards you got. Get up and move to a different table with different cards. - Seth Godin
- Tell people what you want, not what you don't want, and keep it simple.
- Ask yourself, "What am I continuing to do that I'm not good at?" Improve it, eliminate it, or delegated it.
- I am a big believer that if you have a very clear vision of where you want to go, then the rest of it is much easier. - Arnold
- Investing in your life is the most important investment you'll ever make in your life. There is no financial investment that'll ever match it, because if you develop more skill, more ability, more insight, more capacity, that's what's going to really provide economic freedom. - Warren Buffett

HASTE MAKES WASTE

- The key to success is, be so good they can't ignore you. - Steve Martin
- Don't merge and bring things together and see everything as one big problem. Take them one challenge at a time. – Arnold
- Everyone has a plan until they get punched in the face. Cus D'Amato
- Break your automatic responses to things in life and slowly think through a more deliberate response instead.
- Creativity is an infinite resources. The more you spend the more you have. - Maya Angelou
- Greatness comes from humble beginnings, it comes from the grunt work. It means you're the least important person in the room; until you change that with results. - Ryan Holiday

How to Earn Your Freedom



ITS NOT ABOUT IDEAS. ITS ABOUT MAKING IDEAS HAPPEN

- Bill Belichick took his first job in the NFL without pay. He made his way up the ranks by loving and mastering the one part of the job the coaches disliked. He thrived on what was considered grunt work, asked for it, and strove to become the best at precisely what others thought they were too good for.
- Learn to be a rising star without threatening or alienating anyone.
- Imagine if for every person you met, you thought of some way to help them, something you could do for them? And you looked at it in a way that entirely benefited them and not you? - Ryan Holiday
- Find inefficiencies, waste, and redundancies. Identified leaks and patches to free up resources for new ideas. - Ryan Holiday
- The person who clears the path ultimately controls its direction, just as the canvas shapes the painting. - Ryan Holiday
- Sometimes you need to stop doing things you love in order to nurture the one thing that matters most. - Scott Belsky
- Amateurs built the ark, professionals built the Titanic.

LOSERS REACT, LEADERS ANTICIPATE

- Question I ask whenever I'm straining for extended periods is, "What would this look like if it were easy?"
- If you can't win, change the rules. If you can't change the rules, then ignore them. - Peter Diamandis
- Make your peace with the fact that saying "no" often requires trading popularity for respect. - Greg McKeown
- Push yourself harder than you believe you're capable of. You'll find new depth inside yourself. - Sebastian Junger
- Life shrinks or expands in proportion to one's courage.
- Action may not always bring happiness, but there is no happiness without action. - Benjamin Disraeli
- In a world of distraction, single tasking is a superpower.

What Are Your Beliefs Costing You



OFTEN “OUR” BELIEFS ARE NOT OUR OWN

- If you have a ten year plan of how to get somewhere, you should ask: why can't you do this in six months? - Peter Thiel
- When I let go of what I am, I become what I might be. - Lao Tzu
- Don't overestimate the world and underestimate yourself. You are better than you think.
- Perfectionism is the enemy of the idea muscle. It's your brain trying to protect you from harm, from coming up with an idea that is embarrassing or stupid and could cause you to suffer pain. The way you shut this off is by forcing the brain to come up with bad ideas.
- Perfectionism leads to procrastination, which leads to paralysis. - Whitney Cummings

COPYRIGHT YOUR FAULTS

- If you run into an asshole in the morning, you ran into an asshole. If you run into assholes all day, you're the asshole. - Raylan Givens
- Lack of time is lack of priorities. If I'm "busy," it's because I've made choices that put me in that position.
- The belief that guides my life: life is always happening for us, not to us. - Tony Robbins
- People who have trouble coming up with good ideas, if they're telling you the truth, will tell you they don't have very many bad ideas. People who have plenty of good ideas, if they're telling you the truth, will say they have even more bad ideas. Seth Godin
- When you complain nobody wants to help you. - Stephen Hawking
- If you spend your time focusing on the things that are wrong, and that's what you express and project on people you know, you don't become a source of growth for people, you become a source of distraction for people. That draws more destructiveness. - Tracy DiNunzio

What Are Your Beliefs Costing You



REALITY IS LARGELY NEGOTIABLE

- Cynicism is a disease that robs people of the gift of life. - Rainn Wilson
- The most important trick to be happy is to realize that happiness is a choice that you make and a skill that you develop. You choose to be happy, and then you work at it. It's just like building muscles. - Naval Ravikant
- In any situation in life, you only have three options. You can change it, you can accept it, or you can leave it. - Naval Ravikant
- Anger is a hot coal that you hold in your hand while waiting to throw it at someone else. - Buddhist Saying
- Learn the rules like a pro, so you can break them like an artist. - Pablo Picasso
- In a low emotional state, we only see the problems, not the solutions. - Tony Robbins
- What you choose to work on, and who you choose to work with, are far more important than how hard you work.

STAY HUMBLE OR GET HUMBLLED

- In order to truly experience a life of light, you have to see the darkness. If you shield yourself from the darkness, you will not appreciate and fully understand the beauty of life. - Jocko Willink
- If you're serious all the time, you wear out before the truly serious stuff gets done and if you don't regularly appreciate the small wins, you will never appreciate the big wins.
- Sparta, Rome, the knights of Europe, the samurai... worshiped strength. Because it is strength that makes all other values possible. - Enter the Dragon
- Everyone is interesting. If you're ever bored in a conversation, the problem is with you, not the other person. - Matt Mullenweg
- Of 10,000 successful couples studying, there's only one thing that everybody had in common, no matter what the dynamic. What is it? The man respected the woman. The number one thing. - Laird Hamilton

Is This What I So Feared?



AKS “WHY” TO ANY QUESTION THREE TIMES

- Judge a man by his questions rather than his answers. - Pierre Marc Gaston
- The quality of your questions determines the quality of your life. - Tony Robbins
- List 10 things: What I learned yesterday? Things I can do differently today? Ways I can save time? Things I am interested in getting better at? Ways I might try to solve the problem I have? People I want to know? Ridiculous things I could invent? Books I can read?
- Questions are your pick axes. Good questions are what open people up, open new doors, and create opportunities.
- The quality of your life is the quality of your questions. - Tony Robbins

TREAT LIFE AS A SERIES OF EXPERIEMENTS

- It's not that bad things don't happen to me. I don't label a lot of things good/bad. Instead I ask can I evolve from this? What do I want now? - Jason Nemer
- To get pleasure, you often need to claw through pain first.
- Dealing with the temporary frustration of not making progress is an integral part of the path towards excellence. - Chris Sommer
- Unreasonable expectations time wise, results in unnecessary frustration, due to perceived feeling of failure. Achieving the extraordinary is not a linear process. - Chris Sommer
- If you're not encountering defeat on a regular basis, you're not trying hard enough. Absolutely refuse to accept less than your best. - Chris Sommer
- The ultimate quantification of success: it's not how much time you spend doing what you love. It's how little time you spend doing what you hate. Casey Neistat

Is This What I So Feared?



WHEN IN DOUBT: THINK.

- I think of problems as gold mines. The world's biggest problems are the world's biggest business opportunities. -Peter Diamandis
- The hero and the coward both feel the same thing, but the hero uses his fear and projects it on his opponent. The coward runs. It is the same thing (fear) but it's what you do with it that matters. - Cus D'Amato
- Don't ignore the hard truth. Don't think a positive attitude will solve problems. It won't. But neither will dwelling on the problem. Accept reality, but focus on the solution. - Jocko Willink

WHAT IS ON THE OTHER SIDE OF FEAR? NOTHING.

- He who suffers before it is necessary, suffers more than is necessary. - Seneca
- Dig into your fears, and you'll often find that the mental monsters are harmless scarecrows. Start by writing them down. Sometimes, it just takes a piece of paper with a few questions to create a breakthrough.
- Half of the time, you will realize that the horrible isn't so horrible, and when it is, you can make it less so with repeated exposure.
- He or she who is willing to be the most uncomfortable is not only the bravest, but rises the fastest. - Brené Brown
- A person's success in life can usually be measured by the number of uncomfortable conversations he or she is willing to have.
- They tried to bury us. They didn't know we were seeds. - Mexican Proverb
- How do I deal with setbacks, failures, delays, defeat, or other disasters? With one word: "good." When things are going bad, don't get all bummed out, don't get startled, don't get frustrated. No. Just look at the issue and say: "good." - Jocko Willink
- Strength is the mother quality of all physical qualities. Strength is a skill and as such it must be practice. - Pavel Tsatsouline
- Name must your fear before banish it you can. - Yoda

Testing the “Impossible”



YOU'RE EITHER GREAT, OR YOU DON'T EXIST

- 1) What if I did the opposite for 48 hours?
- 2) What do I spend a silly amount of money on?
- 3) What would I do/have/be if I had \$10 million?
- 4) What are the worst things that could happen? Could I get back here?
- 5) If I could work only two hours per week on my business, what would I do?
- 6) What if I let them make decisions up to \$100? \$500? \$1000?
- 7) What if I could only subtract to solve problems?
- 8) What can I put in place so that I can go completely off the grid for 4 to 8 weeks?
- 9) Am I hunting antelope or field mice?
- 10) What would this look like if it were easy?
- 11) How can I “waste” money to improve the quality of my life?

GET AFTER IT

- In the beginning of your career, you spend time to earn money. Once you hit your stride in any capacity, you should spend money to earn time, as the latter is non-renewable.
- Often times, everything you want is a mere inch outside of your comfort zone. Test it.
- I only do one thing. I live a creative life. When you put creativity in everything, everything becomes available to you.
- Take that issue, take that step back, take that problem, and turn it into something good. Go forward. - Jocko Willinck
- You must want to be a butterfly so badly, you are willing to give up being a caterpillar. - Sekou Andrews

The Soundtrack of Excellence



HOW YOU DO ANYTHING, IS HOW YOU DO EVERYTHING

- Most people exist between the on and off switch. They are unable to turn on and put out high power, and they are unable to turn off completely and enjoy true rest. Learn how to control your on and off switch. - Pavel Tsatsouline
- You can do everything you want to do. You just need foresight and patience. - Derek Sivers
- Life should not be a journey to the grave with the intention of arriving safely in a pretty and well preserved body, but rather to skid in broadside in a cloud of smoke, thoroughly used up, totally worn out, and loudly proclaiming "Wow! What a ride!"
- God has given us talent and faculties, and it's up to us to discover them, expand them to their maximum, and use them for maximum service in the world. - Rainn Wilson
- If you stress test the boundaries and experiment with the "impossible," you'll quickly discovered that most limitations are a fragile collection of socially reinforced rules that you can choose to break at any time.

THE WORLD IS CHANGED BY YOUR EXAMPLE, NOT BY YOUR OPINION

- What you do is more important than how you do everything else, and doing something well does not make it important.
- Put the big stones in the bucket first. The minutiae fits around the big things, but the big things don't fit around the minutiae.
- People spend the best part of their life earning money in order to enjoy a questionable liberty during the least valuable part of it. - Henry David Thoreau
- Everything around you that you call "life" was made up by people that were no smarter than you. And you can change it, you can influence, it, you can build your own things that other people can use. - Steve Jobs
- If you would not be forgotten as soon as you were dead and rotten, either write things worth reading, or do things worth writing. - Benjamin Franklin