

THE  
50<sup>th</sup>  
Law



50 CENT and  
ROBERT GREENE



# The 50<sup>th</sup> Law



**SEE THINGS FOR WHAT THEY ARE**

**MAKE EVERYTHING YOUR OWN**

**TURN SHIT INTO SUGAR**

**RESPECT THE PROCESS**

**PUSH BEYOND YOUR LIMITS**

**CONFRONT YOUR MORTALITY**



# See Things For What They Are



## FEAR

- The less you fear the more power you will have and the more fully you will live.
- Fear's purpose is to stimulate powerful physical responses allowing an animal to retreat in time. After the event, it is suppose to go away. We are the only animal that doesn't let it go away.
- We instantly focus on the adversity that is possible. Fear creates its own self-fulfilling dynamic. As people give into it, they lose energy and confidence.
- “The only thing we have to fear is fear itself. Nameless, unreasoning, unjustified terror, which paralyzes needed efforts to convert retreats into advance.” - President Roosevelt.
- If you see everything through the lens of fear, you tend to stay in retreat mode.
- There are two ways of dealing with fear: Passive - avoiding the situation that causes anxiety; and Active - finding an inner strength to overcome when a situation is thrust upon us.
- “The greatest fear people have is that of being themselves. They want to be someone else and do what everyone else does even if it doesn't fit where and who they are. You get nowhere that way. Your energy is weak and no one pays attention to you. You're running away from the one thing that you own, what makes you different.” - 50 Cent
- A fearful attitude encloses you in an invisible prison and there you will remain.
- The power of reversal: overcoming the fear of a particular negative leads to a positive quality. Self reliance, patience, supreme self-confidence, etc.
- The new fearless types move in the opposite direction. They find that the chaos of the times suits their temperament. They are unafraid of experimentation, hustling, and forming new ways of operating. They embrace the enhancements of technology that make others secretly fearful. They let go of the past and create their own model.

# See Things For What They Are



## INTENSE REALISM

- “Reality is my drug. The more I have of it the more power I get and the higher I feel.” - 50 Cent
- The firmer your grasp on reality the more power you will have to alter it for your purposes.
- Reality has its own power. You can turn your back on it but it will find you in the end. Your inability to cope with it will be your ruin. Now is the time to stop drifting and wake up. Assess yourself, the people around you, and the direction you are heading in as cold and brutal of a light as possible without fear.
- Seeing people as they really are, instead of what you think they should be, will give you a greater sense of their motives. You will pierce the façade that they present to the world and see their true character.
- Capacity to see reality: Being able to see through to hidden and looming dangers will give you great power.
- Realists are not afraid to look at the harsh circumstances of life. It is simply a choice. At any moment you can convert to realism.
- Sharpen your eyes by paying attention details and the dark reality hiding behind a glamorous surface.
- Like any muscle, develop the capacity to see with more intensity.
- The greatest danger you face is your mind growing soft and your eye getting dull.
- Having clarity about where you are headed, what people are up to, and what is happening in the world around you will translate into confidence and power. You will feel more connected to your environment, like a spider on its web.
- “Know the other; know yourself; and the victory will not be at risk. Know the grounds; know the conditions; and the victory will be yours.” - Sun Tzu
- Open your mind to experience instead of closing it off. Just for a day imagine that you do not know anything. That what you believe could be completely false. Let go of your preconceptions and even your most cherished beliefs. See everything as a source of information.



# Make Everything Your Own

## ATTITUDE

- The knife's edge that separates failure from success in life is your attitude, which has the power to help shape your reality.
- Purely by a mental process, you can convert a negative into a positive by seeing obstacles as challenges to overcome.
- We humans generally have little control over circumstances. People intersect our lives doing things indirectly and directly to us that we spend our days reacting to what they bring. Good things come followed by bad things.
- There is one thing which we can actually control: the mindset with which we respond to these events around us.
- If we are able to overcome our anxieties and forge a fearless attitude toward life, the margin of control over circumstances increases and even create the circumstances themselves.
- Opportunities will begin to fall into your lap because you are more receptive to them. Sometimes luck or serendipity is more a function of the openness of your mind.

## BOLDNESS

- Supreme boldness, unconventionality, fluidity, and a sense of urgency give the ability to shape circumstance.
- A bold act can put people on their heels and eliminate obstacles.
- Deliberately put yourself in difficult situations and examine your reactions.
- “In my view it is better to be impetuous than cautious. If you wish to dominate fortune you must beat her and batter her. It is clear she will let herself be won by men who are impetuous rather than those who step cautiously.” - Machiavelli
- In a world where most people are timid and conservative, gain the advantage by always being willing to do more, to take risks, and being unconventional.



# Make Everything Your Own

## SELF-RELIANCE

- “The ultimate power in life is to be completely self-reliant, completely yourself.” - 50 Cent
- You came into this life with the only real possessions that ever matter: your body, the time you have to live, your energy, the thoughts and ideas unique to you, and your autonomy.
- Don't squander your independence and what makes you a creative individual.
- True ownership can come only from within. It comes from a confidence in your own decisions and usage of your time in constant pursuit of education and improvement.
- If you do not own yourself first, you will continually be at the mercy of others and circumstance looking outward instead of relying on yourself and your wit.
- You are more alone than you imagine. This should not be a source of fear but of freedom. When you prove to yourself that you can get things on your own, you then experience a sense of liberation.
- You are one of a kind. Your character traits are a kind of chemical mix that will never be repeated in history. There are ideas unique to your rhythm and perspective that are your strengths.

## LEAD FROM THE FRONT

- To be a leader means you play a role in front fearlessly driving the group forward. If you fail to rally the group around a glorious cause, the promise land, you will find yourself pushing and pulling your people who are constantly splitting up into different factions.
- Compel them to follow on their own, making it less of a show of power and more a demonstration of the cause that unites them all. Be a visionary. Be a unifier. Be a role model.





# Turn Shit Into Sugar



## OPPORTUNISM

- “If there are circumstances that you cannot control, make the most of them. It is the ultimate alchemy to transform all such negatives into advantages and power.” - 50 Cent
- “If one is continually surviving the worst that life can bring, one eventually ceases to be controlled by a fear of what life can bring.” - James Baldwin
- “Every negative is a positive. The bad things that happen to me, I somehow make them good. That means you can't do anything to hurt me.” - 50 Cent

## KEEP MOVING

- What excites me about America is its social mobility. People are continually rising from the bottom to the top and altering the culture in the process.
- Our pioneer spirit, our determination, and resolve is what it means to be an American. This brought us out of our worst periods.
- Those who follow the 50th law are not afraid of change or chaos. They embrace it by being as fluid as possible. They move with the flow of events then gently channel them in the direction of their choice.
- Events in life are not negative or positive. They are completely neutral. Things merely happen to you. It is your mind that chooses to interpret them.
- Obstacles force your mind to focus and find ways around them. They heighten your mental powers and should be welcomed.
- With energy and high morale, a human can overcome almost any obstacle and create opportunity out of nothing.
- Replace the old symbols of power (the rock and the oak tree) with water. Water has the greatest potential force in all of nature. It can adapt to whatever comes this way, it can move around any obstacle.

# Respect The Process



## MASTERY

- Things that come easy and fast will leave you just as fast. The only way to gain self-reliance or any real power is through great effort and practice. It is the process of gaining power over yourself that is the most satisfying of all. Step-by-step elevate yourself above the dependent masses.
- Your goal is to reach the ultimate skill level. A mastery of your craft and of yourself, and intuitive feel of what must come next.
- “Master the instrument. Master the music. Then forget all that shit and play.” - Charlie Parker
- Create no dividing line between work and pleasure. Your pleasure comes in mastering the process itself and in the mental immersion it requires.
- Do not endure your job and simply live for your time off and dream of the future. Be engaged in the daily activity of your job with your full mental power and make it as exciting as your life outside of work.
- Constantly keep your discipline sharp and increase your tolerance for repetitive tasks. This will allow you to excel in your field and master your craft.
- The slow accumulation of knowledge seems unnecessarily boring. We think learning should be fun, fast, and easy. We have come to value breath of knowledge over depth.
- We have lost a sense of process. In such an atmosphere, Charlatans sprout like weeds spreading the age-old myth of quick transformation, shortcuts to power, beauty, and success.
- To reach the end of anything, to master a process, requires time, focus, and energy. The real secret, the real formula for power lies in the reality that learning requires a process, patience, and the ability to endure drudge work. The key is your desire.
- Anything will give way to a sustained persistent attack on your part.



# Push Beyond Your Limits



## SELF-BELIEF

- Let go of the need to control and narrow your field of vision. Do not be afraid to have your assumptions challenged.
- “Few people have the wisdom to prefer the criticism that would do them good to the praise that betrays them.” - François de La Rochefoucauld
- When you raise your opinion of yourself and what you are capable of, it has a decided influence on what you do.
- Most people mellow with age, retain your anger and intensity of emotion, that initially propelled you and gave you that edge, your charisma.
- Constantly reinvent yourself. The powerful learn early in life that they have the freedom to mold their image fitting the needs and moods of the moment. In this way they keep others off balance and maintain an air of mystery.
- Defy all categories. People are always trying to fit you into narrow categories that make you predictable and easier to manage.
- The higher your self-belief, the more your power is to transform reality.

## CALCULATED MOMENTUM

- If you have a long term goal for yourself, one that you have imagined in detail, then you are better able to make better decisions in the present and what battles to avoid because they don't advance you to your goal.
- With your gaze lifted to the future, you can focus on the dangers looming on the horizon and take proactive measures to avert them. You have a sense of proportion (what matters in the long run).
- Reclaim dead time. Time is the critical factor in life, our most precious resource. Keep yourself free of entanglements.
- Create little empires. Cultivate entrepreneurial spirit. Make your enterprise a reflection of your individuality.

# Confront Your Mortality



## KNOW YOUR ENVIRONMENT FROM THE INSIDE AND OUT

- You start with nothing in this world. Any titles, money, or privileges you inherit are actually hindrances. They dilute you into believing you are owed respect. Only your actions can show your worth.
- When you hold on to emotions, it is as if you put blinders on your eyes. For that amount of time, you see and hear only what that emotion dictates.
- An intelligent man feels what other men only know.
- Napoleon Bonaparte is the greatest general who ever lived. What elevated him was the massive amount of information he absorbed about all the details of battle with as few filters as possible. This gave him a superior grasp on reality.
- Never be satisfied with what presents itself to your eyes. See what underlies it all. Absorb it then dig deeper.

## THE SUBLIME

- The key in life is to always be willing to walk away.
- The fearless approach requires that you accept the fact that you have only so much time to live and that life itself involves inevitable levels of pain and separation. By embracing this, you embrace life itself and everything about it.
- In learning how to die, one paradoxically learns how to live.
- Sublime sensation: A sense of rebirth, a sense of evanescence and urgency, a sense of awe, a sense of the oceanic – the connection to all life.
- Death is what links us to all living creatures. One organism must die so the other can live. It is an endless process that we are a part of.