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—PHIL TOWN, #1 *New York Times* bestselling author of *Rule #1*

The 4-Hour Workweek



THE #1
WALL STREET
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ESCAPE 9-5, LIVE ANYWHERE,
AND JOIN THE NEW RICH

TIMOTHY FERRISS

The 4 Hour Workweek



DEFINITION

ELIMINATION

AUTOMATION

LIBERATION



Definition



RULES THAT CHANGE THE RULES

- Doing the unrealistic is easier than doing the realistic: 99% of the people in the world are convinced they are incapable of achieving great things, so they aim for the mediocre paradoxically making the most competition for realistic goals.
- “Anytime you find yourself on the side of the majority it's time to pause and self-reflect.” - Mark Twain
- Don't hate reality, bend it to your will.
- Avoid work for work's sake. Do the minimum that produces the maximum.
- If everyone is defining a problem in one way, and the results are subpar, then it is time to ask, “what if I did the opposite?”
- The only rules and limits are the ones that we set for ourselves.

SYSTEM RESET

- “Reality is an illusion, albeit a persistent one.” - Albert Einstein
- A deferrer: someone who saves it all for the end only to find that life passes them by.
- Inactivity is not the goal. Doing what excites you is. Be all you want to be.
- Make money for specific reasons and define dreams to chase (timelines and steps included). Know why you're working.
- Does your life have a purpose? Are you contributing anything to the world? Or are you just shuffling papers, hammering a keyboard, and coming home to a drunken existence on the weekends?
- “Once you say you'll settle for second, that's what happens to you in life.” - John F Kennedy
- “Do your own thinking independently. Be the chess player not a chess piece.” - Ralph Sherrel
- It is your responsibility as a human being to create your meaning in your life.

Elimination



THE END OF TIME MANAGEMENT

- Focus on personal productivity versus personal sacrifice. Focus on being productive rather than just being busy.
- "Someday" is a disease that will take your dreams with you to the grave. If you want to do it "eventually," just do it now and course correct along the way.
- “Many a false step was taken by standing still.” - Fortune Cookie
- “I'm an old man and have known many troubles, although most never happened.” - Mark twain
- Doing something unimportant well doesn't make it important. Also, just because a task requires a lot of time doesn't make it important.
- Lack of time is a lack of priorities.
- Ask yourself three times per day at scheduled times: "Am I being productive or just active?"
- Complete two mission critical high impact tasks every day.

LOW INFORMATION DIET

- Increase you per hour results 10x or more by cultivating selective ignorance (ignore the unimportant).
- Doing less of meaningless work to focus on the things of personal importance is not laziness.
- Do not accumulate but eliminate. It is not daily increase it is daily decrease.
- “The height of cultivation always runs to simplicity.” - Bruce Lee
- “Perfection is not when there is no more to add, but when there is no more to take away.” - Antoine de Saint-Exupery
- Pareto's Law: 80% of the outputs results from 20% of the inputs. Focus on the 20% of your life that produces 80% of your success.
- “There is more to life than increasing its speed.” - Gandhi

Automation

OUTSOURCING



- “A vision is about empowering workers and giving them all the information about what's going on so they can do a lot more than they've done in the past.” - Bill gates
- It's amazing how a person's IQ can seemingly double when you give them responsibility and indicate that you trust them.
- “A man is rich in proportion to the amount of things he can let alone.” Henry David Thoreau
- Outsource low-end tasks in your life and business.
- “Nobody can give you freedom. Nobody can give you equality or justice. If you're a man you take it.” Malcolm X
- Don't just work smarter, build a system to replace yourself.
- Unless something is well defined and is important, no one should do it.
- Don't be a toll booth where everything must pass through. Be more like a police officer on the side of the road that can step in if needed.

AUTOPILOT

- It is far more lucrative and fun to leverage your strengths than to try to fix your all your weaknesses.
- The opposite of happiness is boredom. You should strive for excitement.
- It is imperative that you ignore or redirect all information and interruptions that are irrelevant, unimportant, or un-actionable.
- “Automation applied to an efficient operation will magnify the efficiency.” - Bill gates
- “Companies go out of business when they make the wrong decisions or, just as important, make too many decisions. The latter creates complexity.” - Mike Naples
- “There's nothing the busy man is less busy doing than living.” - Seneca

Liberation

GLOBAL EDUCATION



- Make mistakes of ambition and not mistakes of sloth. Develop strength to do bold things, not the strength to suffer. Machiavelli
- There are always options. Few things are fatal. Especially for smart people.
- “Formula for success: double your rate of failure.” - Thomas J Watson
- There are two types of mistakes: mistakes of ambition and mistakes of sloth. Fortune favors the first.
- “Only those who are asleep make no mistakes.” – Ingvar Kamprad
- The person who has more options has more power. Don't wait until you need options to search for them.
- “Before the development of tourism, travel was conceived to be an act of study. It's fruit was considered to be the adornment of the mind and the formation of judgment.” - Paul Fussel

ADDING LIFE

- The fishing is best with the fewest people go.
- ADD: adventure deficit disorder. Do not except terminal boredom as the status quo.
- “Life is too short to be small.” - Benjamin Disraeli
- Creation is a better means of self-expression than possession. It is through creating, not possessing, that life is revealed.
- Love. Be loved. And never stop learning. Two fundamental elements to be fulfilled: continual learning and service.
- Gain a language and you gain a second lens through which to question and understand the world. Don't miss the chance to double your life experiences.
- “The miracle is not to walk on water. The miracle is to walk on the green earth dwelling deeply in the present moment and feeling truly alive.” - Tic Na Khan