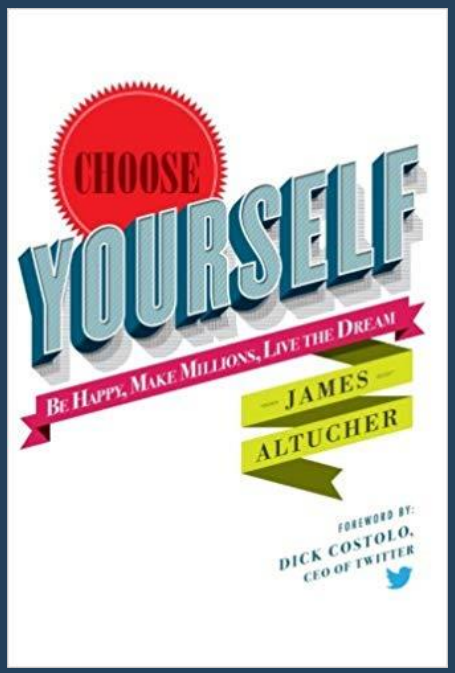

Choose Yourself!

Year of publication: 2013
Author: James Altucher
274 pages
Link for purchase: https://amzn.to/2OsCHzC

The book was originally published in 2013 under the original name of "Choose Yourself," this book has a distinctive way of making us go over our lives.
Throughout its 259 pages, the work will present ideas that will give you a new perspective to guide your choices and be happy. It will show you the way to reach this brave new world.

Score

8

9 Aplicability
8 Inspiration
7 Innovation
8 Impact on results
8 Structure

Main ideias of the book

- Take control of your life, make decisions and achieve success;
- You may never find your purpose, so do not worry about it;
- Taking care of the body is essential for being focused and ready to act in the business world;
- The value is more important than the price at the time you are selling.

For whom is this book suitable?

If you are looking to turn your life around, making it better, you came to the right place!
In this Pocket Book, we will learn a new philosophy so that we can take control of our lives and make decisions that will lead us to success.

Overview of the book

The End of the American Dream and the Beginning of a New Age

Have you already heard about the American Dream? It is that period of American history where families were focused on consumption by passing an image of happiness with their 0km cars, their huge houses, and sophisticated products.
This period occurred after World War II because with the United States being part of the conflict, men were summoned by the army and left their families at home.
Without husbands and therefore without the main source of income, women entered the labor market to be the new providers of the family.
With the end of the war, husbands returned home and were reinserted into the labor market. Thus, household incomes increased considerably as women continued to work generating income.
With the extra income, families realized that they had the ability to buy cars, buy bigger houses and spend money in new ways that were not possible before.
They were being influenced by increasingly aggressive marketing, which stimulated constant consumption. In this way, the standard image of the perfect American family was formed living the American Dream.

Even the creative industries were suffering from it. You would develop your idea and your work, it could be a play, a movie or an advertisement, but to get that job off the paper, the executive needed to choose your idea.

Waking up from the dream...

The American dream lasted until 2008. The big economic crisis that started that year made companies cut costs to survive, so they started firing people and replacing them with machines. This has affected a large part of the population, decreasing the consumers' purchasing power. Besides that, most of the jobs were temporary and did not attract the attention of the workers.
So, we were stepping into a new era...

The “Choose Yourself” Era

We lived in an age where we always depended on other people for us to make decisions and take control of our lives.
The professional life was based on just continuing to work and hoping that one day your boss would choose you to be promoted. It was a life without autonomy, plastered in an old model in which the great leaders were making the decisions for you.
Even the creative industries were suffering from it. You would develop your idea and your work, it could be a play, a movie or an advertisement, but to get that job off the paper, the executive needed to choose your idea.
But times have changed! We live in a new era and now it is time for you to show the world that your success depends only on your effort. This is the “**Choose yourself”** era!
And to succeed, you just need the following ingredients: self-confidence and probably a computer or smartphone.

The core of this philosophy is personal freedom. The modern world offers us a range of technologies and information that give us the autonomy to chase our goals, make our own decisions and set the path we want to follow.
Wrote a book? Post it on the internet. Did you produce a series? Share it on YouTube. Today we live in a world where we do not have to depend on anyone to succeed. In this new age, we are free to do whatever we want and money is only a consequence of our success.
I know that while you are reading this text, you may be thinking that this is a utopian reality and that there is no way a life like this could work out. But from now on, I will show you the details of this thought and the step by step for you to adopt this philosophy.

The fear of rejection

The book says that many people have seen someone in a random place and thought: "Wow! I found the man/woman of my life." At the same time, the vast majority of these people left without taking any initiative.
That happens because humans are afraid of rejection and we do everything to avoid it. Therefore, some people lose the opportunity to find the love of their lives because of the fear of being rejected and, more than that, they expect the other person to take initiative.
It is because of this fear that we let other people make decisions for us, and when that happens, we may be missing out great opportunities.
But what do we have to do to overcome this?
You must be in control of your dreams without depending on others to execute your plans. So in the next overview, we will understand how we can best work on our bodies, our minds, our emotions, and our spirit for a successful life.

Body, Mind, Emotion, and Spirit

To succeed in the new age of personal freedom, you need to be prepared. We know that facing the fear of rejection and being primarily responsible for your decisions may seem scary, but it is a challenge to be constantly done.
Therefore, to choose you, take care of yourself and develop your physical, mental, spiritual and emotional states.

Body

To be successful, our body has to be fully functioning. Then follow the tips below:

- Sleep well, between 7 and 9 hours a night, to have energy and mood in your day;
- Have a regulated diet, with a balanced diet and providing the necessary nutrients;
- Practice exercises! Walking, swimming, cycling or martial arts are just a few examples, but the most important thing is to have a routine of physical activities that will improve your quality of life.

Mind

Aligned to the body, we need to develop our mental characteristics:

- Do not worry about bad things that you do not have control of, this can cause mental exhaustion because we usually spend energy trying to solve something that will not be possible;
- Work your mind to get ideas: read a lot of books, websites, and magazines, and do the following exercise: from your readings, always make a list of 10 ideas you could get from that reading. By doing this, your brain will be focusing on productive things rather than bad things.

It's not helpful to develop all these aspects once and after a period get back to normal. We need to add all of this in our routine, to create habits.

Emotion

Having a balanced emotional system is crucial to succeed. Your emotions need to collaborate with your decision-making process:

- Cut out the negativity and think positively;
- Do not surround yourself with people who make you feel angry and can "pull you down", drain your energy and affect your emotional;
- Removing this barrier and thinking positively, you will be guiding your emotional to a positive and full state.

Spirit

Being spiritually prepared means being focused on your accomplishments and ready to face the challenges that may come:

- Do not lose yourself in time: imagine the future and remember the past, focus on the present, because it is in the here and now that we can generate actions and results;
- "Traveling in time" can lead us to mental exhaustion and inhibit the release of its full potential;
- Always focus on the details that surround you, observe everything around you. This will direct your attention to what happens around you and will help you not to wander through time.c

Develop habits

It's not helpful to develop all these aspects once and after a period get back to normal. We need to add all of this in our routine, to create habits.
The change of your reality begins inside of you. Create habits that will be part of your routine and help to maintain the health of the four bodies mentioned. For example, the habit of physical activities, reading and analyzing what is around you can help you in your goal.
At this point, the book has a great habit: to help people. The author says helping others release oxytocin, the hormone of happiness. It's the one that makes us happier, calm, and keeps us healthy.

Adding value

We understand how to take care of our bodies, but how do we make money in the "choose yourself" era?
Then the book presents the following story: Bryan Johnson was a credit card company seller. He was responsible for visiting establishments and persuading them to use the company's service.
One day, tired of being an employee, he opened his own enterprise, doing the same thing he did before, but on his own.
We can always invest in our own venture, but having experience in a particular area, especially in Johnson's case, where he was primarily responsible for the sales stage, makes the challenge a little simpler.
Well, if we already know the whole process and the flow of the demand, it is enough to continue our service. We will be our own masters and with determination and commitment, we will succeed in the endeavor.
It is important to know how to sell and add value to your product. The biggest sale's goal will not be the price, but the value that you will be able to add and how your brand will help the customers solve their problems.

What other authors say about it?

Ryder Carroll, the author of "The Bullet Journal Method," shows that according to studies, about 70,000 thoughts go through our minds every day. That would be enough to write a book every day. It's too much!

However, unlike a book, our thoughts are everywhere, which hinders our understanding of what is most important. So we cannot focus directly on these things and we end up messy and overwhelmed.

Therefore, the author stresses the importance of creating a way to put an order in this chaos of thought. One of the best ways to do this is through writing.

In the book "Now, Discover Your Strengths", the author gives the following suggestion: in schools and workplaces, we are encouraged to find and correct our weaknesses, always looking to increase our productivity. If we think about it, we should focus on the opposite, which is our strengths.

According to author Lynda Gratton of “The 100 Year Life”, family, friends, health, and learning are the intangible but necessary ingredients for a rich and rewarding life.

Okay, but how can I apply this in my life?

Finding a purpose

Do not focus on an incessant search of a purpose. If you didn’t find yours, do not worry! Many people only find their biggest life goal after a long time, and some of them do not even find it.

So enjoy your life and seek to work with what you enjoy and what gives you pleasure, because depending on finding a purpose can make you feel unmotivated and stressed.

The Road to success

Many people think that lying and cheating is the best way to make money, but it is not. This may work in the short term, but as they say: lie has short legs and everything goes downhill when you are caught.

When you do not work with honesty, people lose confidence in you and this consequently leads you to failure.

For that reason, be honest not only in life, but also in business, build people's trust, create bonds, and in this way develop a profitable business. Add this habit to your routine and success will only be a consequence.

That being said, to enter in these new times with the head on, follows the steps below:

- Increase your body, your mind, your spirit, and your emotion;
- Develop habits. They will lead you to success;
- Do not focus on purpose;
- Be honest;
- Learn how to add value to yourself, your company, and your product;
- You are the greatest decision-maker in your life! Choose yourself!

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