10 MUST READ BOOKS FOR LIFE & BUSINESS SUCCESS

1. Slight Edge by Jeff Olson

Ever wonder why some people seem to make all their dreams come true and others don't? I mean, you can work equally hard if not harder than "that guy", yet he always seems to find a way to succeed?

As is often quoted, that seemingly blind luck can be attributed to working "smarter" rather than "harder". To elaborate, Jeff Olson inspires his readers to leverage their own unique, "Slight Edge" to their advantage. Throughout the book, Jeff motivates us all to be introspective and identify our own core strengths as both a person and professional.

Once these core strengths are identified, Jeff does a masterful job of showing you the tools and methods you can leverage to harness that SLIGHT EDGE deep inside you en route to greater business opportunities.

2. Think & Grow Rich by Napoleon Hill

This book is just insanely timeless! "Think & Grow Rich" is often referred to as the "Granddaddy of All Motivational Literature" and for good reason.

It was written back in the 1937, yet Napoleon's takeaways, stories, and anecdotes are just incredibly applicable even in today's modern high-tech world. In fact, you could probably read the entire book and not be sure that it was written nearly 100 years ago.

In this book, Napoleon draws from both his own experiences and from the miraculous stories of others who have literally thought themselves to financial and life success. Not to give too much away, but Napoleon details the amazing story of a poor "nobody" who literally thought about being partners with Thomas Edison and practically wished his way into that position. Hill draws on stories of Andrew Carnegie, Thomas Edison, Henry Ford, and other millionaires of his generation to illustrate his principles.

Through anecdotes such as the one described above, Napoleon really wrote the first guide to "What Makes a Winner?"

3. E-Myth Revisited by Michael Gerber

This book is for the "semi-entrepreneur" or the person who wants to take that leap of faith into entrepreneurship, but has their (justified) apprehensions.

In the E-Myth, Michael Gerber dispels the myths surrounding starting your own business and shows how commonplace assumptions can get in the way of taking that initial leap.

He takes you on a journey in the day of an entrepreneur and walks you through the different stages of the entrepreneurial life cycle from the first days of incorporation to the growing pains and straight through to the scaling of your company for rapid expansion.

One of my favorite things about this book is how nuanced it is in describing different approaches a budding entrepreneur can take in starting a new venture such as whether or not a franchise model is appropriate for your business. Finally, Gerber draws the vital, yet often overlooked distinction between working on your business and working in your business.

4. 4-Hour Work Week by Tim Ferris

To accurately describe the Tim Ferris' "4 Hour Work Week", it'll be best to start out with its greatest criticism...

"This is just a guide on how to be lazy and not work hard."

In some strange light, this may be true, but it's much more than that. It's the first book that flips the idea of "working hard" on its head. He boldly questions the tradition of working hard towards retirement only to enjoy life after 65. Why not live the retirement lifestyle now?

Whether your dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management, or just living more and working less, The 4-Hour Workweek is the blueprint to:

- How Tim went from earning $40,000 per year while working 80 hours per week — to earning $40,000 per month while working 4 hours per week
- How to outsource your life to overseas by hiring overseas virtual assistants to handle mundane and everyday tasks for just $5/hr.
- How blue-chip escape artists travel the world without quitting their jobs
- How to eliminate 50% of your work in 48 hours using the principles of a forgotten Italian economist
- How to trade a long-haul career for shorter "work bursts" and frequent "mini-retirements"

5. Good to Great by Jim Collins

In today's ultra-competitive business environment, Jim Collins helps entrepreneurs sift through the clutter and identify the essential variables of a company that separates the "Great" businesses from the merely "Good" ones.

These 9 highly informative chapters serve as a great handbook for the management, personnel, company culture, and attitude adjustments that a "Good" company needs to make in order to enter the ever-coveted realm of "Greatness".

6. 7 Habits of Highly Effective People by Stephen R. Covey

Another book that makes you question "Why the heck is she so successful?"

In this book, Covey does his due diligence by analyzing the everyday habits highly successful from all professions and identifies the theme these people share. Through his research and analysis of these highly successful people, he details the 7 habits shared by the savants he studies. After all, our character is a composite of our habits. If you want to become successful, you need to adopt these 7 habits.

7. How to Win Friends and Influence People by Dale Carnegie

Similar to Napoleon Hill's "Think & Grow Rich", this is another timeless gem that was published a year earlier in 1936.

"How to Win Friends..." is a psychological masterpiece that teaches readers how to be likeable, memorable, and influential. You also learn how to leverage your newly found likeability and influence as a way to climb up that corporate ladder and/or get whatever you want in life!

This book is "People do business with people they know, trust, and like" on steroids.

Some key learning points:

- The 6 Ways to Make People Like You
- The 12 Ways to Win People to Your Way of Thinking
- The 9 Ways to Change People Without Being Resented for it
- & Much much more!

8. The Tipping Point by Malcolm Gladwell

The "tipping point" is that magic moment when an idea, trend, or social behavior crosses a threshold. It's that moment when a product or idea tips and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small, but precisely targeted *viral* marketing push create a fashion trend. This idea of a tipping point can extend to pushing a product to market or spreading political ideology for social change. Malcolm Gladwell's best seller explores and breaks down this tipping point to its very core. She identifies the common variables and nuances of the tipping point phenomenon. This book is a self-fulfilling prophecy given its own viral nature of spreading ideas on how to spread ideas virally. Despite being published just 14 years ago, this book has dramatically changed the way people think about marketing products and spreading influence.

9. Thrive by Arianna Huffington

Arianna Huffington's Thrive is a moving personal story of how her pursuit for money and power started killing her both literally and figuratively.

Ariana chronicles her life story plagued by an obsession for money and power. In turn, these pursuits created stress-induced health issues, severed family relationships, and ironically, career problems.

As more and more people are coming to realize, there is far more to living a truly successful life than just earning a big paycheck and scoring a corner office. Our relentless pursuit of these two traditional success metrics, money and power, has led to an epidemic of career burnout, stress-related illnesses, less time for family, and an overall decrease in quality of life. Our 24/7 connection to the world has kept us married to email instead of to those whom matter most to us. As Ariana demonstrates throughout Thrive, society direly needs a 3rd success metric; Quality of Life.

10. Duct Tape Marketing by John Jantsch

As a small business owner, you really are the Marketing arm of your business. From personal experience, I've seen many of my clients suffer from "marketing idea of the week" syndrome instead of applying a systematic approach to small business marketing.

In Duct Tape Marketing, small business marketing guru, John Jantsch, shows you how to develop and execute a marketing plan the perfect mix of structure and flexibility it needs to succeed.