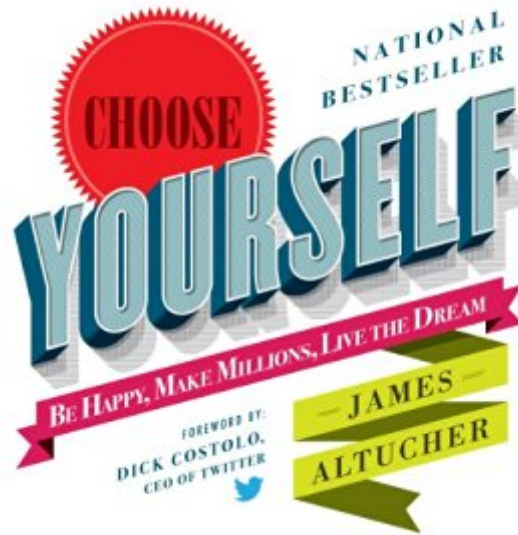


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# Choose Yourself!: Be Happy, Make Millions, Live The Dream



## Synopsis

The world is changing. Markets have crashed. Jobs have disappeared. Industries have been disrupted and are being remade before our eyes. Everything we aspired to for "security," everything we thought was "safe," no longer is: College. Employment. Retirement. Government. It's all crumbling down. In every part of society, the middlemen are being pushed out of the picture. No longer is someone coming to hire you, to invest in your company, to sign you, to pick you. It's on you to make the most important decision in your life: Choose Yourself. New tools and economic forces have emerged to make it possible for individuals to create art, make millions of dollars, and change the world without "help." More and more opportunities are rising out of the ashes of the broken system to generate real inward success (personal happiness and health) and outward success (fulfilling work and wealth). This audiobook will teach you to do just that. With dozens of case studies, interviews and examples - including the author, investor and entrepreneur James Altucher's own heartbreaking and inspiring story - Choose Yourself illuminates your personal path to building a bright, new world out of the wreckage of the old.

## Book Information

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## Customer Reviews

"That's when it clicked...if I was going to thrive, survive, I had to choose myself...We can no longer afford to rely on others and repeat the same mistakes from our past...every second, you have to choose yourself to succeed." James Altucher's latest work, "Choose Yourself" is the new textbook for the American Dream. James starts with a healthy dose of American history, discussing how what we thought was the American Dream is, in fact, the American nightmare--a dissolving middle-class

with replaceable workers; a consumer-based society giving us just enough to be happy and not rebel. "Your bosses hate you," James says to those of us working hard to achieve this "dream." James states that as workers create more and more wealth, jobs go overseas, job security decreases, and we're all lucky to have jobs. He has the graphs to prove it. We're all suffering from "postsocietal traumatic stress disorder." Society's changing. The global economy has shifted. We need to be able to make that shift to succeed. What does this mean? It means, James says, that the "Choose Yourself" era is here. In our parents' time, people worked for The Man and retired with a pension. Today, we will be controlled by layoffs, shifts, restructuring, and be at the whim of the economy and corporations--unless we choose ourselves. "We are taught from an early age we are not good enough." This book argues otherwise. We are good enough--we have to use our creativity and entrepreneurship muscles. This stuff works. I know. We are all artists and entrepreneurs. Time to "unlearn the imprisonment," as James says. "Every time you say 'yes' to something you don't want, your fire goes away." "Choose Yourself" is easy to read, and gets right to the heart of the things we need to consider about ourselves but don't often do. Get rid of negativity. Generate ideas. Recreate yourself. Every person is an artist and an entrepreneur, James insists. As someone who spent a considerable amount of time avoiding the "e" word, I know James is right. Prophetic even. Every potential entrepreneur must read this book. But it goes further. I teach. I demand students consider these issues in class. James has now written the text. I will use this book in my classes. Students must live these things--"Choose Yourself" is the followup to James' book 40 Alternatives to College I've been waiting for--I'm grateful. This is truly an education book. "Choose Yourself" teaches on so many levels--it reminds me about fundamentals of creativity, entrepreneurship, and balance. It will teach my students how to be successful, avoiding the pitfalls of permanent low-paying jobs, carrying massive debt, and being replaceable. It will help you regain the balance and confidence you need to "Choose Yourself," choose your destiny, and conquer the world, despite the challenges the 21st century brings.

I've read a lot of James Altucher's work including *I Was Blind But Now I See*. I find him insightful, unconventional, thought-provoking. This time he's brilliant. He's tightened his style and delivered his message like a bullet. No pussyfooting around here. This book is for those of us who have found ourselves lying on the floor, barely able to lift our heads, not sure where to turn, just as James did once (twice, three times?). It's for those who are stuck. For those who are successful but want to take it to the next level. If you strive to be a better version of you, you owe it to yourself to read this book. James doesn't ask you to believe him. He just asks that you try the Daily Practice, which is

practical, doable, possible for all of us. He asks that you don't ignore the only fire worth cultivating, the one inside of you. After all, he says, you are the only one capable of cultivating it. I'm taking that to heart. I have my own daily practice. But I'm going to put it into high gear. Because last night, when I finished the book, I felt like I could be extraordinary.

I was fortunate enough to read this wonderful new book by the author James Altucher (I first read his work by following him on twitter @jaltucher and reading posts on his website jamesaltucher.com). It is one of the most enjoyable and informative books I've ever read, and I highly recommend folks take some time to check it out. It's not that long but, wow, is it packed with powerfully-good information. I could write about it for a while but, rather than doing so, it is probably more efficient to just mention a few of my favorite tidbits from the book in hopes that you'll give it a read. My personal favorite aspect of the book is its unique ability to be both practical and idealistic. Some quick examples: First, his impressive intertwining of the importance of mental, spiritual, physical, and emotional harmony. Here are one of his recommendations from each of these four pieces: Mental: "Read two hours a day." Spiritual: "Do this every day: wake up and think of five people you are grateful for in your life right now." Physical: "Am I sleeping enough?" Emotional: "Am I expressing gratitude to the people who are good to me?" Lastly, a few short snippets: I really enjoyed his insight into an alternative way of creating value (which I personally feel is an important key to cultivating capitalism optimally): "The only way to create value for yourself is to create value for others. Exercise: think of two people in your network who don't know each other but you think can add value to each other's lives. Introduce them. Do this every day. Get better and better at it. The more value you bring to the people in your network, even if it doesn't directly bring value to you (in an immediate way), the greater the value of your network. And then the greater value you will have." I also liked his advice on how to learn from others: "Don't be a hater! Ninety-nine percent of people are haters. Bless that which you want. If you want to be successful, you need to study success, not hate it or be envious of it. If you are envious, then you will distance yourself from success and make it that much harder to get there. Never be jealous. Never think someone is 'lucky.' Luck is created by the prepared." I highly recommend taking some time to read this wonderful author's intriguing ideas.

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