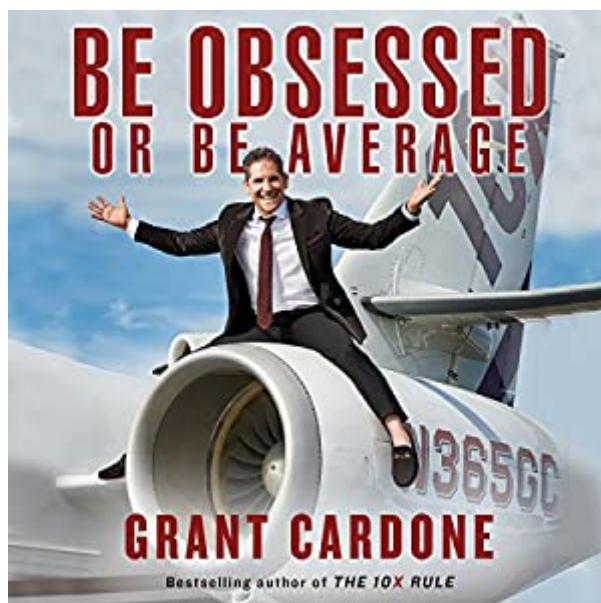


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# Be Obsessed Or Be Average



## Synopsis

From the millionaire entrepreneur and New York Times bestselling author of *The 10X Rule* comes a bold and contrarian wake-up call for anyone truly ready for success. Before Grant Cardone built five successful companies (and counting), became a multimillionaire, and wrote bestselling books...he was broke, jobless, and drug-addicted. Grant had grown up with big dreams but friends and family told him to be more reasonable and less demanding. If he played by the rules, they said, he could enjoy everyone else's version of middle class success. But when he tried it their way, he hit rock bottom. Then he tried the opposite approach. He said NO to the haters and naysayers and said YES to his burning, outrageous, animal obsession. He reclaimed his obsession with wanting to be a business rock star, a huge philanthropist, live in a mansion, even own an airplane. Obsession made all of his wildest dreams come true. And it can help you achieve massive success too. As Grant says, we're in the middle of an epidemic of average. The conventional wisdom is to achieve balance and take it easy. But this has really just given us an excuse to be unexceptional. If you want real success, you have to be obsessed and know how to harness that power to rocket to the top. This book will give you the inspiration and tools to break out of your cocoon of mediocrity and achieve your craziest dreams. Grant will teach you how to: **Set crazy goals-and reach them, every single day** **Feed the beast: when you value money and spend it on the right things, you get more of it** **Shut down the doubters-and use your haters as fuel** You can be obsessed...or you can be average. It's your choice. Why not start going full-throttle towards your obsession today?

## Book Information

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## Customer Reviews

I have listened to hundreds of audiobooks. Grant is BY FAR the BEST narrator I have ever listened to. Period. And this is his best book yet...which is QUITE a statement. Here are the things I love about *Be Obsessed or Be Average*:

- 1) I really loved learning more about his personal story of his battle with drug addiction.
- 2) I love his attitude and the way he tells everything it like it is. He wants everyone to know him, but he's not out to win a popularity contest. I seriously respect him for his no-BS attitude. Here are the main takeaways I got from *Be Obsessed or Be Average*:
  - 1) There is no one thing in life that you should be obsessed about. Be obsessed with EVERYTHING! Be OBSESSED with being an incredible son/daughter/mother/father/brother/sister/friend/etc. Be OBSESSED with being a rockstar entrepreneur, salesman, or whatever your career path might be. Be OBSESSED with achieving your ideal physique. Be OBSESSED with amassing a monstrous net worth for your family and to pursue opportunities to help others. Be OBSESSED with giving back to your family, your community, and the world! Be OBSESSED with learning to cook, play guitar, sing, dance, and improve yourself every day!
  - 2) Don't simply love yourself the way you are. Be grateful for life and the limitless opportunities around you, but don't settle. Be grateful, but don't be content. As I like to say, I'm "PROUD BUT NEVER SATISFIED."
  - 3) Keep it simple stupid. The people who do nothing often get complex first. For example, Grant says that he was at first skeptical about social media, but then learned a bit about it, realized its potential, and then dove in head first with MASSIVE ACTION while his competition was asking "How do you calculate the ROI of social media?"
    - Stupid question
    - keep it simple and favor action. Planning is great, but "preparation" too often becomes procrastination.
  - 4) Comfort is your biggest threat in today's economy. Being out at sea is safer than hiding in the harbor.
  - 5) You can re-create yourself anywhere. Moving to a new city or town is an opportunity for monster personal growth.
  - 6) OVER-promise and OVER-deliver. Grant says this all the time and the phrase is a game changer. Go ALL IN EVERY TIME.
    - "Under-promise and over-deliver" is a phrase for under achievers. As Grant says in *The 10X Rule*, "Imagine that the products and services we're so often tempted to buy used to be average in their advertising: This fairly average product can be found at an average price and delivers mediocre results. Who would buy such a product? People certainly don't go out of their way to find and pay for run-of-the-mill merchandise."
    - Promise BIG results and deliver at an even HIGHER level.
  - 7) YOU

HAVE PERMISSION TO BE OBSESSED! There is nothing wrong with being obsessed. Anyone who pushes beyond average will face ridicule from society. If you've got 10 haters, let's make it 20. I simply have no negative comments about this book. It is quite possibly the best book I have ever read. Thank you so much Grant. I love you man. I can't wait to take you out for lunch some day soon. Maybe when I hit my first million :) Thanks for reading this review. If you thought it was helpful, I'd appreciate a thumbs up! Thanks and have a great day!!! AM OBSESSED AND REFUSE TO HAVE AN AVERAGE LIFE. #BEOBSESSED

Great book. Grant knows what it means to sleep, eat, and breathe success and he wants you to know too. Easy to read, and contains extremely valuable information that makes the difference between wasting years of your life you're NEVER getting back following the wrong things (or no things), and living the life that was TRULY meant for YOU. This isn't a book you want to leave on your shelf to collect dust after you read it; books like these are meant to be shared. Inside, common detrimental advice from people who have given up on their dreams, whether they are aware of it or not, are straightened up by the truth. Many of the ideas brought about in his book are not new, but they are VERY FAR too unheard of, like it has been a secret to most including Grant for decades. He gives wisdom of how he got his mind right by obsessing over everything he's always wanted the most to be worth millions, and not giving up at a point in his life where many would throw in the towel and succumb. This book would be perfect for anybody going through a hard time or feel stuck in life, also for those who are being blocked by their own uncertainty. Which leaves you two choices, Be Obsessed Or Be Average, there is no in between!

Love everything Grant writes, but this book takes it to the other level! In a world where everyone trying to justify their average-ness and political correctness, Grant goes back to the era of the American Dream, when the world applauded the over achiever. I came from nothing and now, I'm a millionaire many times over. Big Deal... Grant challenges you to get a Jet! Can you imagine where he would be if he started at 20 instead of after the dark years at 25? Great great read! Buy the book for your friends (that get it) as I just did!

This is my first review on any book on . To be frank I wasn't sure what to expect but, I am happy than I took the chance and invested. First and foremost the book is incredibly easy to read and easy on the eyes. Outside of aesthetic reasons the content was eye opening. Once upon a time I was

obsessed with different things in my life and gave them up. Eventually of course that went into other areas. After reading this book I feel renewed, back on track with my goals with my purpose. The Book is laid out in chapters about different parts of life that needs obsessed like attention to detail. This book is what was missing, I have always been afraid of putting all my energy into any area for fear that I would be trying to hard, or burning out, or any of those other thoughts that arise with self doubt. If you need a book that will make it ok for you to be a Work-A-Holic for the sake of those you love and care for, and will ignite a flame that consumes all doubt pick up this book.

If you're familiar with Grant's other books then you know what to expect. This is an awesome book. The book begins with "giving people permission" to be obsessed and finishes with real actionable steps to take in one's life. The real crux of the book for me is that obsessions--your hopes and dreams--are vital to your life and to give up on those is to give up on yourself. To pursue those is to truly live life. I would say this is a rather broad book compared to some of his other works (particularly Sell or Be Sold, If You're Not First You're Last, Closer's Survival Guide, & The 10X Rule), which helps to make it accessible to more people out there. Great content as always from Grant.

Most incredible book for anyone who wants to succeed and expand in life! That's ANYONE. Grant Cardone has 100% nailed it! I guarantee that your mindset on your life and and your accomplishments will be radically changed by reading this book! It's page after page of incredible content that is almost magical! You'll read it and perhaps grimace in pain regarding your current attitudes about work and goals but keep reading and you'll discover incredibly workable technology that you can use DAILY for the rest of your life to achieve your goals.

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