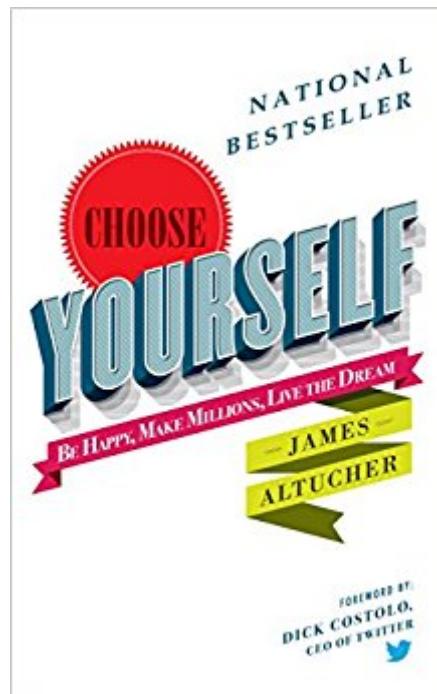


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# Choose Yourself!



## 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 book 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 heartbreak and inspiring story. Choose Yourself illuminates your personal path to building a bright, new world out of the wreckage of the old.

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## Customer Reviews

\*To demonstrate how poorly written and mind-numbing this book is to read, I will write this review in the exact style of the author!\* kept recommending this book to me in the Kindle app. It had a cool cover and was only a dollar. It also said "National Best Seller" on the cover. Sold. I decided to plunk a crispy digital dollar down on the digital counter that is the Kindle Store. The book starts with a foreword from the CEO of Twitter. Mark Twitterberg. It is only there to add some vague sense of credibility. It is very short. It has next to nothing to do with what's in the book. I read it. Then I re-read it, again. I'm pretty sure he was trying to fit it all into 140 characters. He failed. He instead opted for 140 words. Now we get into the actual book. Other people have given this book a poor rating. Smart people. Honest people. One recurring theme in these reviews is that it's not so much a book, but a collection of blog posts. That would actually be a huge compliment. Blogs often have editors and cohesiveness. This is more of a rambling, one man podcast transcription. Sentence fragments galore. Too many attempts at jokes. Repetitious sentence fragments. He likes to list things, but instead of lists he uses sentence fragments. Paragraphs are short and barely coherent. He rambles about things that hardly sound factual or researched. Poor grammar. "ATM machine". He inserts a break between every single "paragraph". To be fair, if he were writing a review on , paragraph breaks might help. It would help the reader follow point by point. This is not the case. This is meant to be read as a book. I don't believe I will finish this book. I actually want my dollar back. A red flag should have gone up when I couldn't find this book in other digital book stores. This is one of those quick, crappy books that is infesting the Kindle store. One of those terrible self help books people write as a side hustle. But James Altucher was smart. He must have paid somebody on Fiver five dollars to design the cover. This made it more appealing. If you have enjoyed this review, #chooseyourself. Choose to value your time. Choose to value your brain cells. Choose to value the dollar you would have spent on it. And don't spend it. It saddens me that this book was actually committed to paper! People (like myself. I'm guilty as well. Sentence fragment.) who read self help books, or books about entrepreneurship would be better served to stick with the familiar authors. Malcolm Gladwell. Seth Godin. Um.. People like Seth Godin. And of course, all the others. The 99U series of books were better and more coherent if you're going to pay actual money to read a series of blog posts anyway. Do you notice how I'm rambling. And repeating myself? Do you feel that pain between your eyebrows beginning to form? I'm doing this on purpose. To demonstrate

how this book is written. That's why I'm doing this. Sentence fragment.

I rarely write reviews, but there's a couple of things that most people seem to ignore when they give 4-5 stars:-The book is full of personal anecdotes and ranting here and there, with pages and pages of filling in the blank without getting to the point(At 15% of the book he's still writing: "this book is about...")-There's a lot of copy-paste from emails and responses from "fans". Wasted space-There's a huge list of A to Z things to practice everyday (the author has real issues summarizing his information)I can't believe the amount of 5 stars ratings for this book

This is an important book.I think sometimes books get lost because they don't have a "big idea."The big idea here is to choose yourself - your mom won't save you, the economy won't save you, your safe, cushy investment banking job won't save you.Living the really good life is up to you.WHAT I REALLY LIKED:- James gets that stories connect. He also gets that people LOVE stories and they connect with people on an entirely different level than presenting facts and figures does.- It's different.- More below.10 REASONS I LOVED THIS:1. The daily practice. I wrote a book on habits, so I LOVE the idea of having a daily practice. In fact, this was the main takeaway from the entire book for me. That one series of habits is worth a million dollars to me. Seriously. When you follow enough people and see that the difference between success and failure is sometimes just a dozen habits - you realize what a goldmine you're sitting on.2. The stories. It took me a long time to realize a truth about all great books (fiction or otherwise): they tell stories. James could've sat here and presented facts and figures about how the global economy is changing, blah blah blah. But instead, he told stories. And I remembered them more.3. The big idea. I went to college at a good school, and was a good kid that played by all the rules. I was never that successful despite all those things. I realized things had to change, so I changed. Big idea = choose yourself.4. The recommendation to write daily ideas. See what I'm doing here?5. Focus on legacy/habits/daily practice, not money. If you engage in the right daily habits, you WILL be successful. Give it time.6. Success will come. Builds off #5. Focus on the day to day, not the end game.7. Nothing is guaranteed anymore. Stop complaining about the world outside you. Control the world inside you.8. Stop blaming the economy. It's not the president's fault for your lack of success.9. When you get stuck at the lowest of lows, come back to your core, daily practice. I've been so low (Self inflicted) so many times in my 20s, that I wish I knew this simple concept when I turned 20.10. No one owes you anything. It's up to you.Definitely check it out - it's one of my main manifestos for the way work and life are changing.Alexander Heyne author of the bookÂ ª Master The Day: Eat, Move and Live Better With

## The Power of Tiny Habits

This book is for a more lighthearted way of looking at finding success (within yourself) but I really enjoyed James' writing style and stories that brought the book to life. I need and will spend more time on just thinking about ideas, making my brain sweat, as he says. That I was inspired to do just this makes the investment of time and money in this book well worth it. I can't recommended it highly enough to all readers who want more from their careers and lives.

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