

The 4-Hour Workweek Summary with 20 Lessons Learned

Here are the 20 lessons to learn from The 4-Hour Workweek Summary:

#1 Reduce Jobs

Do not focus on 5-6 areas at once. You can get more efficiency by focusing on 1 or 2 areas. Do not open new areas for yourself unless your work reaches a certain level. Strive to take your best areas to the next level.

#2 It Doesn't Matter Working Hard

Working hard used to be important. Because his business life was arranged accordingly. But now that time has changed. Whoever does the job in a shorter time, more practical and smarter, earns the most money. Life is much faster than before. Everything is developing so fast that you can become a millionaire and go bankrupt on the same day.

#3 Number of Jobs

Success is not the time you devote to work during the day, but how much work you complete. For example, instead of meeting with an investor for 3 hours and trying to persuade, spend 3 hours researching people who can invest in you.

#4 Understanding the Consumer

“Would I buy this if I were you?” when a product comes to you. Don't judge it by thinking. What matters is whether a portion of millions of consumers need it. Do not act on your own. Do research.

#5 Options

While it sounds good to have thousands of options on a subject, it is a huge disadvantage when selling. Because when the customer sees too many options, they will want to examine other options in order not to buy the wrong one and will be confused.

#6 Time Range

Do not give yourself 10 hours or 1 day to do a job. Act as if I have 2 hours tomorrow afternoon to do this work. The shorter you have, the faster you will move.

#7 Working 8 Hours a Day

Don't live life by heart. Sometimes 3 hours is enough, sometimes you need to work 10 hours. Don't waste your time as long as you have energy and things to do.

#8 Focal Point

Focus only on the important things. Don't get lost in the details. Because we are exposed to too much information during the day, we can lose our focus very easily. Therefore, stay away from people and events that will not work for you as much as possible.

#9 80/20 Rule

According to this rule, called the Pareto Principle, 80% of the output comes from only 20% of the input. This means that you will make most of the money from a minority of customers. Then focus on what is valuable.

#10 Take a Risk

Either you will continue to live like this for the rest of your life or you will try to achieve something by taking risks. Even if you fail, you will have lived a life where you will look back and say "wow" years later. You will say, "Well done".

#11 Less Property

You don't need another house unless it is for investment purposes. Do not lower your quality of life to acquire more property. If needed, you will be dealing with selling. This will make you feel worse.

#12 Freedom, not wealth

You may think that you can't be free without being rich, but you don't need as much money as you think. Think of enough money to enjoy your minimal freedom and work hard to get it.

#13 Focus on Quality First

Do not reduce both the quality and price of your product to do more work. This does not provide customer satisfaction. It also lowers the quality of your customers. You maintain your quality standard and customers will come to you who can buy that product.

#14 Retirement

People spend their lives worrying about the days they can't see. Many obsessed with retirement don't even realize how unlikely they are to see those days. Take risks to achieve your goals, do not be afraid of the future. There is no guarantee that you will live long enough to see the days you fear.

#15 Be Realistic

Sometimes you may not feel like working. You may feel tired or reluctant. Take a break now. Let go of all your work. Make a small change now. Then get back to your work. But never deceive yourself.

#16 Imagine Things Done

Imagine you unveil the product, the sales begin, the customers arrive. Imagine that investors request an appointment to meet with you. In order not to lose your motivation, you can sometimes dream of the future.

#17 Cut the Noise

Get away from the voices both inside and outside your head. Your family and friends do not understand you. At the same time, do not make negative suggestions to yourself. Do your work as positively and enthusiastically as possible.

#18 Ask Questions

Ask questions not only to get help but also to discover yourself. Who am I? What do I want to do? What are my abilities? What should I learn? What is my goal? What am I working for?

#19 Money Doesn't Change You

There may be people around you that you see the change after getting rich. It's not money that changes them. After they had the money, their environment's reaction to them changed. They get more respect. They are more sought after.

#20 Regret

No regrets are permanent, except for the things you didn't do. The things you don't do, the words you don't say cause you to say "I wish I did" for the rest of your life. But even if you make mistakes, they will continue to live as good memories.

Top 10 Quotes from The 4-Hour Workweek

1. "Life doesn't have to be so damn hard. It really doesn't. Most people, my past self included, have spent too much time convincing themselves that life has to be hard, a resignation to 9-to-5 drudgery in exchange for (sometimes) relaxing weekends and the occasional keep-it-short-or-get-fired vacation."
2. "D for Definition turns misguided common sense upside down and introduces the rules and objectives of the new game. It replaces self-defeating assumptions and explains concepts such as relative wealth and eustress.1 Who are the NR and how do they operate? This section explains the overall lifestyle design recipe—the fundamentals—before we add the three ingredients."
3. "E for Elimination kills the obsolete notion of time management once and for all. It shows exactly how I used the words of an often-forgotten Italian economist to turn 12-hour days into two-hour days ... in 48 hours. Increase your per-hour results ten times or more with counterintuitive NR techniques for cultivating selective ignorance, developing a low-information

diet, and otherwise ignoring the unimportant. This section provides the first of the three luxury lifestyle design ingredients: time.”

4. “A for Automation puts cash flow on autopilot using geographic arbitrage, outsourcing, and rules of nondecision. From bracketing to the routines of ultrasuccessful NR, it’s all here. This section provides the second ingredient of luxury lifestyle design: income.”

5. “L for Liberation is the mobile manifesto for the globally inclined. The concept of mini-retirements is introduced, as are the means for flawless remote control and escaping the boss. Liberation is not about cheap travel; it is about forever breaking the bonds that confine you to a single location. This section delivers the third and final ingredient for luxury lifestyle design: mobility.”

6. ”If everyone is defining a problem or solving it one way and the results are subpar, this is the time to ask, What if I did the opposite? Don’t follow a model that doesn’t work. If the recipe sucks, it doesn’t matter how good a cook you are.”

7. “People who avoid all criticism fail. It’s destructive criticism we need to avoid, not criticism in all forms. Similarly, there is no progress without eustress, and the more eustress we can create or apply to our lives, the sooner we can actualize our dreams. The trick is telling the two apart.”

8. “The more options you offer the customer, the more indecision you create and the fewer orders you receive—it is a disservice all around. Furthermore, the more options you offer the customer, the more manufacturing and customer service burden you create for yourself.”

9. “Being able to quit things that don’t work is integral to being a winner. Going into a project or job without defining when worthwhile becomes wasteful is like going into a casino without a cap on what you will gamble: dangerous and foolish.”

10. “Life is too short to waste, but it is also too long to be a pessimist or nihilist. Whatever you’re doing now is just a stepping-stone to the next project or adventure. Any rut you get into is one you can get yourself out of. Doubts are no more than a signal for action of some type. When in doubt or overwhelmed, take a break and 80/20 both business and personal activities and relationships.”