Danger and Play

by Mike Cernovich

Mindset and Lifestyle Posts – 2015

Compiled by Theodore Locke
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1.1.2015 - Leave it in 2014: The Law of Rejection

“You can judge the quality of a man not by looking at his friends, but by examining his enemies.” – Russian proverb.

You have no doubt heard of the Law of Attraction, which means different things to different people. Generally speaking, the Law of Attraction means you will attract the kind of person you are. If you want better friends, become a better friend. Like attracts like.

But reality is polarity. You cannot attract like-minded people without rejecting negative-minded people.

Have you heard about the Law of Rejection?

Living a clean life will attract a high caliber of person (as shown in the comments to every Danger & Play post).

I can now travel to any city in the world (even Šibenik, Croatia) and have a high-quality person share the history of his city with me. In 2014 I was able to develop new and deeper friendships with world travelers, martial arts experts, professional fighters, world-class journalists, and successful entrepreneurs.

I was also attacked by the type of filth one can hardly believe exists. Although I do not want to give them attention by listing their names, here’s a summary of the types of people who have attacked me and who continue to cyberstalk me:

A morbidly obese drug addict who has been in jail, a man who failed to report a rape (actually men, as there were multiple men and rapes), an Asian neo-Nazi, a person who sends herself death threats in order to con people out of money, a convicted woman beater, a woman who was caught committing charity fraud and kicked off a GoFundMe-type site, a man who organized a hate mob to get a woman fired from her job for making an ironic joke, a man who created a pretend Internet girlfriend, a bunch of hipsters at Gawker, and more.

Look at that list of people. Could you imagine inviting any of them over to your house for dinner? I do not have even one virtuous enemy.

In fact, if the people who criticized me were living enviable lives, I’d stop to reflect. Maybe I am doing something wrong?

Yet when all of the people who spend hours a day attacking me are filth, I know my life is well-lived. The cleaner your life becomes, the dirtier your enemies and haters will be.

If you find yourself building up an army of disgusting haters, you are living your life well.

Simply existing will inspire malice and hatred from negative people.

It’s best to ignore the haters unless you can use them for your benefit.
For example, I use my haters to drive traffic to my websites. They are my hardest working interns, as they share my every word with the world: “Look at how horrible Mike Cernovich is!”

People come to Danger & Play, realize it’s an awesome site, and they never want to leave. The Law of Rejection requires haters.

You cannot have love without hate and you cannot attract quality without attracting trash.

Filth will reject you.

Rather than agonize over why people don’t like you, learn to embrace the hate.

Focus less on who is rejecting you and instead spend your time and effort on people who love and appreciate you.

In short, live your life to attract clean people and rejoice when the filth who cannot stand your presence rejects your message.
8.1.2015 – Mentorship, E-Fame and are Girl Allowed

When is *Gorilla Mindset* coming?

- I am making a big change in my life. Once that change has occurred, *Gorilla Mindset* will be released.
- How much is it going to cost?
- Will it be available on Kindle, in paperback, and on e-Junkie?

How do you build up a successful website, podcast, or YouTube?

- Content, content, content.
- When people find your website, you want them to stay. If you don’t have any content, they will forget about you.
- Start now and improve as you go.
- Your website/podcast/YouTube channel probably isn’t very good. That shouldn’t stop you.
- Today’s content will suck compared to where you will be in 5 years. That is the natural process of growth and development.

Why don’t more established people mentor you or answer your emails?

- Do ask for advice and then not follow it?
- You don’t have to blindly follow advice, but busy people have better things to do than argue with you all day.
- A lot of people ask for advice as a way to procrastinate.
- Others ask for advice and only follow the advice that meets their confirmation bias.
- You shouldn’t take it personally when people don’t answer your emails. You are not entitled to anyone’s time or attention. A response is a gift from the person.

How much hate do you get online?

- If you build a successful website, you will receive hate every day.
- Roosh talks about the pros and cons of e-fame.
- If haters bother you, you are not cut out for the Internet.
- The bigger you get, the more haters you will have.
- You will eventually have entire websites devoted to stalking your every move.
- You can’t get emotional about haters and back stabbers.
- “Charge it to the game,” has to become your mantra.

Are women allowed at Danger & Play?

- 20% of D&P readers are female.
- When women enter a male space, the culture changes.
- Men often try tone policing websites when they learn women are commenting.
- D&P commenters are civil for the most part, so talking about hurt feelings is not helpful or relevant to the discussion.
- Women often act as if they have the power to speak on behalf of all women: “As a woman, I can say this article is true.”
- No person represents his gender, race, or any other group
The Danger & Play Podcast is approaching its one-year anniversary. Having recorded over 80 podcasts, I’ve learned a few lessons. Learn from my mistakes. Why do you want to start a podcast?

What is your reason for starting a podcast?

I’ll share mine:

- Create a new medium for existing readers.
- Attract new readers.
- Change up the monotony that comes from writing.
- Improve my public speaking skills.

Your reasons may vary. You need to spend a few hours finding your why before starting a podcast.

You may want to start a podcast in order to be able to network with big names. If you have a successful podcast, people will “take your call,” as they will want to promote their books on your podcast.

Or maybe you’re a better speaker than you are a writer. Podcasting may become your primary form of engaging with and creating an audience.

There are no right or wrong reasons. There are simply your reasons.

Find those reasons and your podcast will be better from the outset.

Sound quality matters.

Get a good microphone right away. I use the Blue Snowball (Amazon). Others use the Yeti (Amazon).

**How to do a podcast**

Remember Mike’s headphone recommendations!

Put the microphone as close to your mouth as possible. This will prevent white noise or other distractions from coming in and also improve the sound quality of your podcast.

I have had someone doing dishes in the same room while I recorded a podcast. None of that background noise was heard in the podcast.

How long should your podcast be?

My personal experience as well as data I’ve seen in studies all say the same thing → you want to keep your podcasts between 20 and 30 minutes. Attention spans drop after 30 minutes.

I keep the lecture/Gorilla Mindset podcasts short. Those podcasts are cool when they contain a quick lesson. They would be insufferable if they were hour-long lectures.

For Q&A and interviews (where waning attention spans are OK), I go longer.

Generally speaking, however, I aim for an average podcast length of 20 minutes.
Niche podcasts or one general podcast?

My biggest podcasting mistake was not spinning out podcasts into separate niches. To understand why, you need to understand computers.

Apple’s iTunes system will recommend your podcast to an entirely new audience. If you play the game right, iTunes will be your free marketing machine.

But you have to know the rules of the game.

Before recommending your podcast, iTunes look at the number of ratings and reviews your podcast has as well as what other podcasts your listeners subscribe to.

Because Danger & Play is such a general-interest podcast, it doesn’t show up as a recommended podcast often enough. Thus my message is not getting out to as many new people as it should be.

I should have spun off the fitness stuff into a separate podcast. There is some overlap between fitness and mindset. I’m not getting new fitness people listening to the mindset material as they don’t know the podcast exists.

In 2015 I’ll likely have three separate podcasts:

- Danger & Play/Mike Cernovich show (Q&A, guests, and general “life” stuff).
- Gorilla Mindset.
- Gorilla Fitness Podcast.

Hindsight is 20/20, so I’m not mad or crying. And the podcast has been a massive success and is only one year old.

But if you’re a content-creating machine, start thinking about having separate, niche podcasts. This will give you a boost in iTunes and thus provide you with free marketing.

How to get more podcast ratings?

The Danger & Play Podcast has 279 ratings and reviews in the U.S. alone. If you poke around other podcasts, you’ll see that 300 is actually a lot of reviews for what is still a relatively new podcast. (Old podcasts like the Joe Rogan Show have thousands of ratings.)

How can you get a lot of ratings and reviews? You have to ask for them. Call me Captain Obvious, right?

(Have you left a rating or review yet?)

Cernovich Podcast

Yet James Altucher didn’t ask for ratings until I started teasing him. (Altucher has a much bigger name and audience and yet my podcast had more ratings and reviews than his.)

If you have a website, be sure to link to your iTunes page on the sidebar.

Reply to emails with a request for a rating or review. (This comes from the John Lee Dumas who owns Entrepreneur on Fire.)
When people email you about your podcast, reply with, “Have you left me a comment? You can do so here.” I don’t do that and need to start.

Tell people how simple it is to leave a rating. It takes less than 30 seconds to leave a rating. You can click the number of stars the podcast deserves. That’s it.

iTunes does not require you to type anything or to write a book. You can just click on the stars and then hit save. That’s it.

Own your podcast.

It’s easy to pivot when you work for yourself. There is no bureaucracy. If I want to take the podcast in a different direction or create niche podcasts, I can.

I don’t need to persuade anyone or get permission. I decide to change direction and that’s that.

Podcasts will be around for several more years. The Danger & Play/Cernovich family of podcasts are still in their infancy.

Want to be a podcast guest?

In 2015 I want to bring on guests. I want that guest to be you.

Want to be on the podcast? Email me.

I’m not interested in helping people who haven’t supported me or the site, though. If you don’t post comments, link to D&P, or leave ratings, then why would I want to help you?

That should seem obvious, but the world is full of scarcity-mindset takers who look to extract value from you before giving value. Some “men” will even stab you in the back after you have promoted their sites.

If you’ve supported the site, let’s talk about your perspective on life. If you want to plug your book or website, cool.
You don’t need to have a huge audience to be a guest on my podcast. I am not going to join the podcast circle jerk where everyone goes on everyone else’s podcast. I would rather promote you guys than help out scammers like the Art of Charm.

Have feedback about my podcast or questions about starting your podcast?
I’m going to let you in on a secret.

I could stop working today and live a quiet, comfortable life anywhere in the world. I could lie down and drink beers on some beach. I could have a harem of women at my feet. My life would be non-stop validation from yes-men and yes-women.

Why don’t I just write self-help stuff and make people like me? What’s wrong with me?

If I shut my mouth, I could be big. I could be Tony Robbins big. Important people could associate with me in public.

I could rename Danger & Play. Let’s call it Safe & Secure. You could come here for information about how great you are and how society is oppressing you.

I’d even bring on a female staff writer. We’d make everything gender neutral and inclusive. Each and every post would go through multiple revisions to ensure minimal offense.

We could all hug each other.

I could use the blog as a sales funnel to get you into coaching programs. After all, why write if the end game isn’t to sell you on a $1,000/hr. life coaching consults?

Some social justice warrior companies like Uber would maybe put me on the Board of Director and I could smile while drinking wine at dinner parties.

The Coca-Cola corporation could pay me speaking fees to rally the troops and teach them how to sell more sugar water to impoverished Africans.

Maybe I’d meet the Dali Lama.
I don’t want “the prize.”

In any given transaction – whether that’s work, business, or a relationship – it’s helpful to ask yourself not just what you’re getting, but what you are giving up.

What’s the prize of kissing ass and conforming to modern society? Money? Validation from gutless hypocrites and insufferable pussies?

I’ve been to dinner parties with billionaires. The smug air nearly suffocated me.

I don’t want to be Mark Cuban if that means crying on television about an “offensive” Tweet.

Maybe that costs me money and maybe that costs me readership.

And maybe I don’t give a fuck.
I need to get close to the fire to test myself, and you don’t test yourself by conforming to the mainstream.

What is it like having thousands of people throw the most vile accusations your way?
I had to know. Why? Because what else am I going to do – sit around kissing ass and trying to make my websites acceptable to Fortune 500 advertisers?

No thanks.

I have been falsely accused of the most odious crimes. Think of a crime and someone out there is falsely accusing me of it at this very moment.

(Most of these thousands of people are not telling me how great I am.)

I like pushing myself until I will throw up. My body can’t take the abuse of hard workouts anymore, and there’s no way I could make it through Special Forces Selection or Ranger Training without tearing a ligament in my shoulder.

I need a challenge. I need to do what others can’t or won’t do.

I will always push the limits.

Oftentimes what I am doing won’t make much sense to you, and that’s totally cool.

You have to live your life.

Why are you conforming? What’s the prize? What do you get out of it?

You need to sit down and have a long talk with yourself.

Who are you living for?

Maybe you want mainstream acceptance.

If you are a long-time reader, you know my answer to that. Your life, your choices.

Danger & Play is a set of tools.

You can apply the mindset principles here to have the sex life of a Roman emperor, to be the most hated man in the world, or to be beloved by all.

Your life.

Your choices.

But there is also my life and my choices.

If you expect me to conform to the mainstream, prepare to be disappointed.

I don’t need to hear any concern trolling. I know what I am doing.

I am challenging myself. I went into the belly of the beast.

Would I fold? Again, I had to know. I had to apply the Gorilla Mindset principles to a stressful situation to know they are real.
I love the fight.

Am I done with that fight? For now, yes, my priorities are shifting. I launched Fit Juice eBooks and I keep adding new material to Gorilla Mindset.

In fact, the attacks on me have made Gorilla Mindset better.

You read Danger & Play because it’s real. There’s no bullshit theory or life hacks. I don’t go on PubMed or pick up a textbook and then declare myself an expert.

What you see on this website and what you will see on the pages of Gorilla Mindset are pieces of my soul.

I’ll never be normal. I’ll never be mainstream. I’ll never be the “man you bring home to mom and dad.”

And I can’t imagine living life any other way.

If that bothers you, fantastic. There are many awesome websites to read. Tony Robbins Seminars are tremendous learning experiences.

But Danger & Play will remain true to its core values. “A real man wants two things: danger and play.”

The past few months have been full of both, and I have loved every minute.
18.1.2015 – Fitness Podcast on Goals, New Years Resolutions, and Greg Plitt’s Death

Jay is back to talk health, fitness, anti-aging, New Years resolutions, and the untimely death of fitness model Greg Plitt.

Show notes:

- What happened in 2014 and what’s on our agenda for 2015?
- Do you set New Years resolutions?
- Why you should never be jealous of anyone, as people are often dealing with demons you can’t comprehend.
- Get Serious by Dr. Brett Osborn.
- Gorilla Mindset release date.
- What happened to Greg Plitt?
- How can you feel more full while dieting?
- Do you have a celebrity crush?
February – 2015

15.2.2016 – How to Tell the Difference Between Criticism and Hate

Criticism can help us grow and we should always be open to honest critiques. How can you tell if someone is offering legitimate criticism or if they are simply being haters? How can you offer criticism to someone without appearing like a hater?

Click play to find out. Then leave an honest (even if critical review) on iTunes.

Show notes:

- We should welcome criticism while ignoring hate.
- Criticism builds you up, even if it stings. Hate has no other point than to tear you down.
- There are three kinds of people – those who love you no matter what, those who hate you no matter what, and those who don’t care and/or are open to persuasion.
- Do not try persuading haters, as they are negative for the sake of being negative.
- However, you should look at the sentiment behind the hate. Maybe the hater has overstated a sentiment shared by other people?
- My haters helped me write an awesome post on juicing.
- Why I think Tim Ferris is a great man and you should buy the 4 Hour Workweek (Amazon), even though I’ve criticized his disclosures about TRT.
- When you offer criticism, show how your critique will help the person improve his work. This is how you show you’re not a hater.
Show notes:

Start a big website. Write about a topic. If the topic is something of interest to your readers, spin that out into a separate site.

Sennheiser HD280 v. Audio-Technica ATH-M50x is an example of the “this v. that” articles Google adores. Those types of posts are tedious to your general readers, but readers of a niche site love it, and the search engines will richly reward you.

Today is the best time to be alive if you are on your game 24/7. Today is the worst time to be average or mediocre. The culture will destroy you.

Even if you are a successful man like Ched Evans, your life will be over if you do not understand how to avoid the perils and pitfalls of modern dating and the risks of false rape accusations.

Mindset requires mindfulness, discipline, and vigilance. People would rather have the feeling of accomplishment (motivation) than put in the daily work Gorilla Mindset requires.


Kid Strangelove has cancer. Show him some love.

Yes, juicing has been shown to help treat cancer. Some doctors have cancer patients use juicing in conjunction with chemotherapy.

I’ve been reading the Sorrow of War by Bao Ninh (Amazon). It’s a beautiful story of tragedy, suffering, and innocence lost. Highly recommended.
5.3.2015 – Let Go of the Past (and the Sorrow of War)

Perhaps the most moving novel I’ve read, the Sorrow of War (Amazon) inspired this latest podcast, which discusses the perils of holding on the past.

Show notes:

Why do I have a sock on my podcast microphone?

How to make your voice sound better in Audacity.

There needs to be an Internet bootcamp that is non-spammy.

Be sure to check out Victor Pride’s free ebook on blogging.

My move to Vietnam makes the Vietnam War even more incomprehensible and senseless than ever.

The Sorrow of War is not a book about politics. It is a book about lost youth and lost love.

The experience of Vietnamese vets was not much different from that of American soldiers: “There had been no trumpets for the victorious soldiers, no drums, no music... The general population just didn’t care about them. Nor did the authorities.”

“The divine war has rewarded him for all his suffering and losses with more suffering and loss at home.”

Soldiers tried rebuilding their lives, some with success where as others ended their lives in gutters. “I’ve given up driving. Now alcohol drives me,” one post-war vet observed.

The Sorrow of War is also a book about the dangers of holding onto the past.

“The sorrow of war inside a soldier’s heart was in a strange way similar to the sorrow of love. It was a kind of nostalgia, like the immense sadness of a world at dusk. It was a sadness, a missing, a pain which could send one soaring back into the past.”

“We’re prisoners to our shared memories of wonderful times together. Those memories won’t release us.”

The author was never able to start a new life, as he was too busy trying to relive his old one.

The past does not exist.

When you try reliving memories of your youth, you learn a painful lesson, as the author who returned to his childhood home learned: “It was not that Hanoi itself had changed – though yes, there has been changes – but he had changed. He had wanted to wind the clock back to his teenage days and relive those memories.”

It’s not the place you want to return to, it’s the you you want to return to – the young, naive, perhaps more intelligent or energetic or optimistic you.
Or maybe you want to feel self-pity, and so you return to past memories of trauma, abuse or failure.

That you is dead.

We are not moving through time. Time is moving through us.

**Memories are movies.**

You can sit in a theatre seeking entertainment for hours a day.

Or you can start living your own life, which means *living in the present moment*.

The choice, as always, is yours.
The System has one plan for you. If you do not understand this in every double-helix of your DNA, you will experience a life of bitterness, confusion, and frustration.

The System needs you to remain a slave.

The System treats everyone like hunks of meat, although in different ways. If you are a man, the System wants to send you off to wars to acquire territory and increase the status of the System. When you are not being sent through a human meat grinder, the System wants you toiling with your body and mind until you are broken. Then the system wants you dead.

If you are a woman, the System wants you to be a sex slave, seamstress, or caretaker of children for the most powerful agents of the System.

The System murders men in wars and rapes women.

Serve the system.

You can see the System at play even in white-bread, civilized parts of the world like Silicon Valley. Sheryl Sandberg tells women to “lean in,” which means living for the System as a man.

Yet Sandberg’s own lifestyle is only made possible off of the backs of “lower” women.

At one time people like Sandberg would pay her fellow Americans a living wage to work as babysitters. Now the System imports an underclass.

The System teaches men to worship women, but the System does not care about women.

You will never hear agents of the system like Sandberg, Marissa Mayer, Maria Shriver, or any other white feminist thank her female domestic help in an awards acceptance speech.

The System has determined that there is a shortage of men in tech. Although Economics 101 teaches that there is no such thing as a labor shortage (increased wages increase the supply of labor), the System has said we must import more laborers, paying them less, rather than increasing wages for Americans.

The System claims there is a labor shortage while conspiring to suppress wages of tech employees.

The System puts messages on t-shirts about the oppression of women while paying women slave wages.

The Media is part of the System.

We are all part of the System.

The System keeps you in a perpetually reactionary state.

When you spread negative energy, you become an agent of the System.
The System had at one point made me a reactionary. In response to demands of fat acceptance, years ago I was part of “Fat Shaming Week,” a cruel mistake on my part caused by the System’s brainwashing. I simply should have ignored the “fat activists” rather than increase the amount of negative energy in the universe.

When I wrote this, I was an agent of the System:

@wenchstain You’re the one who needs to stand up and sit down. Those are called squats and you need to do some. #FatShamingWeek — Mike Cernovich (@PlayDangerously) October 15, 2013

The System does not want people to spread good vibes or good will. The System must have people constantly in a state of outrage and bickering, as “a house divided against itself cannot stand.”

The System is a master at sleight of hand. Look around you at the other slaves you hate rather than at the pharaoh on top who is shitting on everyone down below.

**The System conditions us to seek socially constructed status markers.**

The System teaches women to desire shoes with red soles, even though they are no better than other shoes.

The System teaches women to allow men to shit on them (literally, for $20,000) in order to acquire material goods. (Matt Forney, “Tag The Sponsor Exposes The Depravity Of Modern Women.”)

The System gives us all blind spots. Aren’t men who shit on women as depraved as women who allow themselves to be shat on?

The System teaches men to slave away in a job to acquire large homes, name-brand clothing, and expensive cars to impress women. (Emily Arata, “Man Tells Heartbreaking Story Of How He Realized He Wasted His Life.”)

The System teaches men to put work above their own physical and mental health and home life.

The System then teaches the very same people it has made sick to buy medications to treat the ills caused by the System.

**The System teaches you to feel inadequate.**

The System is premised on a scarcity mindset. Many rich people have told me they are jealous of my move to Saigon, Vietnam. They have a higher net worth than I do.

The System has taught people to believe they do not have enough, and if they quit the System personal ruin will occur.

The System teaches people to feel inadequate about their past. I know lawyers earning 7 figures a year who feel insecure about not attending a higher-ranked law school. In fact, lawyers obsess over the place other lawyers parked their asses in their early 20s.

The System tells you to color your grey hair, buy new clothes to feel like a “brand new you,” and acquire a new car every three years to prove your worth.
The System treats the physiques of Hollywood actors as something attainable without anabolic steroids.

The System says I should be a practicing lawyer rather than write Danger & Play.

The System would say, if I chose to be a lawyer, that I should have attended Harvard instead of Pepperdine Law School.

The System would say I didn’t get good enough grades, a federal judicial clerkship, ad infinitum.

To the System, you are never good enough.

YOU MUST BECOME GOOD ENOUGH, FOR YOURSELF.

There is only one way to beat the System.

The System knows the only way to beat it is to not play the game. Hence why the System teaches you from birth that “taking your ball and going home” is somehow immoral. We should instead play a rigged game.

To beat the System you must re-condition yourself to forgo material goods and other artificial status markers.

When someone calls me a loser who couldn’t make it as a lawyer or posts to a picture of my humble apartment, I don’t defend myself (reactionary, as the System wants). I simply do not care.

This is proof of my life’s failures, according to agents of the System.

When others shop for name-brand goods, I wear the same few shirts and same pair of blue jeans.

Quitting the System requires eternal vigilance.

The System showed me a copy of the Robb Report yesterday. I opened it up, saw a private jet, and immediately believed I “needed” one. I closed the magazine immediately.

The System shows me news headlines that cause me to feel anger or frustration. I don’t follow the news closely.

The System puts me in touch with negative people who falsely accuse me of horrible deeds, vandalize my iTunes page, and try bringing me down.

My life is not lived inside a hug box.

The System even turns me into its own agent, when I am not on guard.

When I am a negative or hurtful person, I become an agent of the System.

The System is always there, waiting for you to return to it.

Are you an unwitting agent of the System?

What will you do to set yourself free?
13.3.2015 – To understand the System, you must understand social status and signaling.

Social status is “the position or rank of a person within a society.”

Status is so pervasive that it’s causally slipped into lyrics. “Back in the days when I was a teenager / Before I had status and before I had a pager.”

The quest for status leads to what Alain De Botton coined status anxiety.

The desire for social status causes you to second-guess yourself. Questions like, “Do I measure up,” and, “Am I good enough” are premised upon a desire for status and social recognition.

Alpha status, which is assumed to be desirable, increases stress.

An alpha never has enough and must always be on guard against challengers.

You can achieve status by building yourself up or tearing others down.

When an alpha lion takes over a new pride, he kills the existing cubs to avoid future challengers.

Status is always changing. Today’s alpha has lions waiting to kill him.

Status anxiety never ends. (Maria Konnikova, “How Facebook Makes Us Unhappy.”)

The System has hacked your brain.

A virtuous man of legitimate accomplishment achieves acclaim and status. Although some geniuses like Nietzsche die without recognition, on a long enough timeline your talent will generally be recognized.

The System does not want men of legitimate accomplishment, as achieving mastery generally requires an investment of time rather than money.

TRUE MASTERY IS ACHIEVED WITH AN INVESTMENT OF TIME, NOT MONEY!

The System has taught you to seek instant gratification. “Life hacking” is one of many tricks of the System.

You want to learn to play the guitar? Buy a used one at a garage sale and spend 8 hours each and every day playing it. That is not profitable for the System.

The System wants you to live under the illusion that you’re mastering a skill, and the System will sell you goods and accessories to help you maintain that illusion.

It takes years to understand the martial arts, and decades to master them. The System would rather have you buy a Tap-Out t-shirt to signal to others that you “train.”

The System has taught you to seek status through consumerism. (Young Jee Han and Joseph Nunes, “Signaling Status with Luxury Goods: The Role of Brand Prominence.”)
The System has tricked everyone, which is why you feel you must drive a certain car, wear a certain watch, and live in a certain home in order to impress other agents of the system.

You can hack the System.

You cannot avoid a desire for social status.

To live in society is to desire status. As Aristotle observed, “Man is by nature a social animal; an individual who is unsocial naturally and not accidentally is either beneath our notice or more than human.”

What if you changed your conception of status?
What if you stopped caring about name brand clothing and luxury goods?
What if you shopped for comfort and utility rather than to “signal your status with luxury goods”?
What if you decided to stop trying to “keep up with the Joneses”?
What if you chose to measure your status by the lives you’ve changed rather than the gadgets you’ve acquired and the complete strangers you’ve impressed?

Do you want status or inner peace?

**REMEMBER JOHN WOODEN: ‘PEACE OF MIND IS THE DEFINITION OF SUCCESS!’**

Although I write about social dominance, my quest for dominance is largely defensive.

I want to be left alone to think, write, travel, and fuck.
Maybe that is not your way.
Maybe you want people to think you’re super cool, hot, and successful.
If that is the path you have chosen, recognize it comes with a cost and do not complain or cry about the high cost of status.
And above all else, be honest about what you want.

I can’t tell you what way to choose. I can only show you my way.
What started off as a relaxing ride with cool night air in my face led to an hours-long trek through unfamiliar cities and unfamiliar people. I was, in a word, lost.

I went through the full emotions we experience. I felt my body start to freak out. I felt anxiety. “Where am I? Oh shit, this is a huge bridge that I’ve never seen before. I have no idea where this path leads.”

I was able to work myself through it using Gorilla Mindset techniques.

When you find yourself in a state or mood of unfamiliarity, adopt a mindset of resourcefulness.

Fundamentally, Gorilla Mindset is based on abundance – the feeling and belief that you are enough and have enough.

Importance of an Abundance Mindset – You Are Enough and You Have Enough!

If abundance is the root, resourcefulness is the trunk.

The resourcefulness mindset is a belief you are enough and are able to solve any of life’s problems.

You have the resources you need right inside your head, and when you are lacking resources, you know how to obtain them.

One reason I don’t like state and prefer mindset is state is based on a false feeling that is transient.

Mindset is for thinkers.

Mindset is a process you apply and troubleshoot as needed. Mindset is based on self-talk, framing, and other techniques.

Your wits and belief in yourself are your greatest resources.

Be resourceful while acquiring resources.


Resources:

- Money/full wallet,
- Physical fitness / health,
- Martial arts / BJJ training,
- Size (less likely to be attacked),
- Full gas tank,
- Driving skills obtained through drilling,
- A good night’s sleep,
- Good nutrition.

Granted Saigon is no Colombia and no one holds you for ransom, but it was dark and I was a stranger in a strange land.
Drilling/skills acquisition is a key resource:

- Drilling makes you familiar with low-level skills,
- Drilling automates low thinking, given your brain the space it needs for higher-level functions.

Example of resourcefulness:

- Money (leave my moto if need be; if it gets stolen, who cares),
- Problem-solving skills (leave moto at McDonald’s, pay a cab to follow him home, etc.).

Resourcefulness makes you valuable:

- Cab driver was paid for his resources / knowledge.
- I pay a lawyer for advice (his mental resources).

Don’t think about or blame anyone for broken processes while in the moment. Conduct an after-action report later.

Update your processes/improve your resources:

- iPhone wouldn’t connect.
- Didn’t have 3G phone with me.

Mindset training is a resource:

- You are able to use self-talk to problem solve.
- You remain in the moment, preventing a freak out.
- You have an abundance mindset and thus believe in yourself.
- You know to avoid anger, as anger makes you less resourceful.

Can you use the resourcefulness mindset to solve a problem you’re facing?
I was going through some old photos for another article I’m writing when two facts seemed inescapable. First, this was a good-looking man. Second, that good-looking man didn’t feel that way at the time.

At the time I was not happy with how I looked in these pictures. That’s not humble-bragging or fishing for compliments. It’s how I actually felt.

At 37 I feel more attractive than when I was 29-33. Objectively speaking, that’s delusional.

I’ve made mindset shifts since then.

What are these mindset shifts and how can you use them to improve your life?

Mindset is lifestyle and lifestyle is mindset.

Danger & Play began as an online lifestyle magazine. My earlier writing focused on how arranging your life (i.e., your lifestyle) around your goals would make it easier for you to reach your goals.

If you want to meet more women, hit the gym, live in a cool location, have a nice apartment set-up, go wine tasting, etc. In a way, there was a mindset behind that writing. Yet I couldn’t put that mindset into words as my mindset was unconscious.

Only recently have I seen how Danger & Play has come full circle.

When I wrote about lifestyle, I was writing about mindset. When I write about mindset, I am writing about lifestyle.

It’s easy for me to write about a dominant mindset. I’m a lifelong martial artist, I’ve actually been in fights, had military training, and etc.

That mindset was earned through a lifestyle of pain and suffering. Even training as a low-level boxer or mixed martial artist is brutality. There’s nothing glamorous about slipped disks, back injuries, and regular treatments with a physical therapist.

I have a confident mindset around women. This confidence was earned by meeting a lot of women, getting my fair share of rejections (and realizing you won’t die if a woman tells you to go away), and also having a better-than-average body, etc.

I feel abundant about money because I’ve actually made money. I could start off at $0 and make money again.

Yet there are men who have lived those same lifestyles who never develop those mindsets.

Lifestyle leads to mindset, but only if you allow it to.

Let’s look at a well-known lifestyle, one that is healthy – the fitness lifestyle.
Almost no man in fitness dates up. Rarely do I see a man who has achieved that “aesthetic ideal” with a woman who is more attractive than he is.

I met Greg Plitt’s ex-girlfriend, and while I do not wish to speak ill of the dead, Plitt was not dating the type of women you’d expect him to. That is true of nearly every man in fitness.

**Ultimately men find fitness and bodybuilding out of a scarcity mindset. They never shed this mindset.**

We all hit the gym for one of two reasons. We were too skinny or too fat. That is, we were inadequate or scarce rather than full and abundant.

We grind away that old body. Fat peels off and muscles surface. We start to look great, in some cases super human.

Yet we don’t feel that way.

We stay home alone, or we date women who aren’t hot enough for us, as we believe a hot woman would cheat.

The man looking at us in the mirror is one we don’t recognize.

But what about the man we can’t see? What about our souls? Have our souls experienced the same changes as our bodies?

**Do we ever peel away the scarcity mindset?**

In fitness you will find men who:

- Complain about bloat as if they are PMS’ing women.
- Won’t take their shirts off because their abs aren’t “dialed in 100%.”
- Cattily decry another man for having small calves.
- Take massive amounts of anabolic steroids to get teenage boys to admire them for being “100% all natural, bro.”
- Do gay-for-pay to afford those drugs.

Yet it’s not only fitness that turns grown men into catty high school girls.

**Money turns men into girls.**

Right now there is much controversy regarding how much money I make.

Some “men” are saying I only write Danger & Play as a money grab.

Others have said this is a delusional money grab, as I can’t make money doing what I do.

Why do men care how much I make? I don’t sell get-rich-quick schemes. In fact my only products are a juicing eBook and Gorilla Mindset, which is going to cost $9.99 on Kindle and $19.99 on e-Junkie. The audiobook will be $14.99.

These men feel inadequate in my presence, and their egos require them to tear me down.

They have a belief they are not enough. They have a scarcity mindset.

**The right lifestyle may lead to the right mindset, but there are no guarantees.**
It drives men nuts when I say I have enough money.

Men will tell me, “Bullshit! If you had more money you’d [insert something they want to do and hence presume I want to do].” How do these men know so much about me and how I live my life?

Yet these ankle-biters have a point.

In the “real world,” I do not have enough money.

I don’t drive a brand new car or own a huge house

But I don’t care.

*I am enough, I have enough.*

At lower levels of consciousness, you will never understand me or my motivations and will only frustrate yourself by trying.

Focus on your quest and your personal growth.

*I arrange my lifestyle to produce a right mindset.*

If you want to develop a dominant mindset, hit the gym. Go to a BJJ gym. Get your ass kicked. Learn what it’s like to be the bottom of the pecking order and to LOSE every day you show up.

Keep losing, but never feel like a loser. Although there is much hate directed towards a participation trophy, there’s some wisdom there.

Showing up to BJJ knowing you’re going to get smashed is not what a loser does. Showing up and taking your beating is the path to becoming a winner.

*Treat your losses as resources.*

*Choose to put yourself in a bad situation.*

As my friend Keith Lee pointed out, one reason I have the mindset I have is because life has hit me pretty hard.

But, Mike has been in numerous negative scenarios. Trained in martial arts, handled difficult cases as an attorney, been sued, etc. For Mike, being in a bad situation may still cause anxiety. But he was able to handle the situation with relative ease as he has a background in handling bad situations.

But I’m still standing.

My past is not my future.

My past are *my resources to draw upon.*

*Focus on your lifestyle and your mindset. Then you’ll really figure this “life stuff” out.*
Avoiding negative, toxic situations help you achieve the right mindset:

- I won’t take on a project or business partner that is high maintenance, even if it would lead to more money.
- I won’t be around family or friends who are negative.
- I won’t argue on the Internet with idiots, and let’s face it; people who argue on the Internet are all idiots.

Seeking out enriching experiences helps you achieve the right mindset.

- I listen to legitimate criticism.
- I push my body hard in the gym.
- I challenge myself with new books.

**Mindset and lifestyle are not separate.**

You must remain mindful of both.

How can you arrange your life to develop the right mindset? It helps to write this stuff out.

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because those situations drain me.

because, while those situations are stressful, they lead me to personal growth and enlightenment.

**Write it out.**

You don’t have to tell me or post a comment, although you know I’d like you to.

But you must write this stuff out.

Take an active approach to your mindset.

Meditate on these questions and then take action by arranging your lifestyle to further your mindset development.
6.4.2016 – Do You Write to Make Money or Make Money to Write?

Everyone wants to know how much money they can make online and people have become obsessed with how much money I make. This is weird to me, as I don’t sell any Internet marketing courses, nor do I consult with people on their websites, nor do I even talk about making money online that much.

But the question comes up often enough that it’s time for some real talk.

This is not a “positive” post, so if you want to hear from a cheerleader, this is not right for you.

In fact, I might take this post down after 24 hours. I’m not a dream killer, but feel it’d be dishonest to not manage expectations.

Plus, maybe you’ll be the Next Big Thing? Who am I to kill your dreams?
You can call it “information marketing” all you want, but if you sell your words, you are a professional writer.

Professional writers do not make much money directly, although they often make a lot of money indirectly.

You’ll be paid for your written words or for your expertise demonstrated from writing or for products you are able to sell due to your reputation.

On Being Paid Directly From Your Writing.

There are people whose traffic doesn’t even come close to Fit Juice’s (a niche site I rarely update) asking me about monetizing their writing.

Fit Juice gets around 2,000 page views a day. That pays the bills but won’t make you rich. If you’re in college, that’s nothing to sneeze at. Plus, it’s passive income. I spend maybe an hour a month on it.

But should you quit your job to try making your money as a blogger?

If no one is reading your writing for free, why are they going to pay for it?

You need to see if you can build an audience before getting dollar signs in your eyes. If you can’t get people to read your writing for free, why do you think they will buy your books?

How to get one million readers?

- Stop phoning it in.
- Be original rather than derivative.
- Create compelling content that people want to read and share.

Let’s say you get one million readers. That may seem like a lot, because it is. How will that readership convert into books sales?

The math on selling 100,000 books.

Imagine you want to sell 100,000 books. This number gets thrown around a lot. How many people would need to see your ad or webpage before you sold 100,000 books? (Tens of millions.)
A “conversion rate” refers to how many sales you get relative to the number of people who saw your page. If 10,000 people saw your ad and you sold 300 books, you have a 3% conversion rate. But before you can even talk about a conversion rate, you need to look at the click rate. Your click rate is the number of clicks your ads receive relative to the number of people who see them. If 10,000 people saw your ad and 500 clicked on it (that’s a great click rate), then you have a click rate of 5%.

Here’s the back of the envelope math for selling 100,000 books:

- 3% conversion of
- 3,333,333 million clicks
- 5% click rate means
- 66 million ad views.

Sixty-six million! Where are those 66 million people going to come from? Do you even have 66 million people in your market?

How much is that traffic going to cost to acquire?

By the way, those are massively successful click and conversion rates. Anyone who says otherwise is showing you ONE ad or online marketing campaign. Some campaigns will convert well and others poorly. Aggregate them all out.

Here is what more realistic numbers look like on 100,000 book sales.

- 2% conversion rate
- 5,000,000 clicks
- 2% click rate
- 250,000,000 ad views.

Again, when people talk click and conversion rates, ask to see their entire track record. Looking at one successful campaign is like declaring someone a genius stock trader after making one trade. What if they lost money on all of their other trades, and in total, failed to beat the market?

All of the logical fallacies applicable to trading stocks apply to online marketing.

The math on selling 10,000 books.

To sell 10,000 copies, which is a wild success for a first-time author, you need millions of readers.

- 3% of 330,000 from of 5% of 6.6 million.

Again, those are optimistic numbers.

The good news is with a built-in audience, your conversion rates will be higher.

But if you don’t have a large audience, how can you sell 10,000 yet alone 1,000 books?

Based on newsletter subscriptions and other traffic data, I expect to sell 10,000 copies. Maybe the book will go viral and hit it big, too. Who knows?

The $ on 10,000 book sales.

10,000 book sales is a blockbuster for a first-time author. Let’s say I do 10,000 copies of Gorilla Mindset. After Amazon’s cut, that’s $70,000.
How many years of writing at Danger & Play did it take me to earn $70,000?

Think about that. How many books will I need to write to make “real money” from writing?

**Affiliate marketing.**

Rather than devote everything to a website, treat it as a side gig. Go open up a [Happy Hippo Shop](http://t.co/YyoVVqo9mE) and work on it at night after your real job. Or go start a site like Fit Juice but in another subject. Bone broth is huge right now and is only going to get bigger. I could make a popular site based on bone broth.

Bone broth is the new green juice. [http://t.co/YyoVVqo9mE](http://t.co/YyoVVqo9mE)  [pic.twitter.com/AX7NuN9Dkc](http://t.co/YyoVVqo9mE)  — Mike Cernovich (@PlayDangerously) [April 6, 2015](http://t.co/YyoVVqo9mE)

Maybe it takes off. Maybe it doesn’t.

**Direct-affiliate hybrid.**

Fit Juice makes money from ebook sales and affiliate commissions.

**On being paid for your expertise and reputation demonstrated through your writing.**

**Consulting/Investing.**

Why do you think James Altucher sells his books for $2.99? He doesn’t care about book revenue. He wants investors, VCs, and others to find his book (because it appears on front page of Amazon due to the amount of copies it sells) and then think, “Let’s put him on our Board of Directors!” What if a VC reads D&P, reaches out to me, wants me to give him mindset training, and in turn has me invest in a company.

You think that hasn’t happened already?

A lot of people you’d never guess read D&P. Hell, Europe’s Hedge Fund Manager of the Decade wrote a guest post and then launched his own website, which you should all read.

What if I meet a reader who has a great idea and needs angel funding? I’m an accredited investor, so I could turn a little money into a lot.

**Seminars.**

Would people attend a Gorilla Mindset seminar? Yep.

**Products.**

Gorilla Nootropic would have been a massive seller, but the FDA banned a key ingredient. I can sell a nootropic because of the trust and reputation I’ve built up. When I get the nootropic right, it will be a huge product.

**Don’t believe the hype or the haters.**

You’re not going to make millions being “just a blogger.”
But you might make more than you think is possible, if you re-conceptualize what it means to make money as a writer.

You’d better be prepared to work your ass off, though.

And you had better ask why you are about to start writing online.

**I don’t write to make money. I make money so that I may write.**

Although I’ve been learning more about the business of writing, I don’t write to make money. I make money to write.

I wrote letters to the editor in college. I wrote book reviews for myself to help me improve my understanding of books.

I wrote Danger & Play as a lawyer.

Even if I never made any money from writing, I would always write.

**I have ideas that must be written out or else I’d go insane. I can’t not write.**

Hence I don’t stress out over the economics of writing. I’m not in it to get rich.

Yes, I am getting smarter about the business of writing, but money is not my primary motivation.

If you don’t have a message in your heart crying to get out, I wouldn’t start writing online.

I’d go into software sales, real estate, computer programming, finance, or any other number of professions.

**If you have a fire in your soul, try out the online writing stuff.**

Maybe it will work, maybe it won’t.

Maybe you’ll sign up new clients for your fitness business, or you’ll change lives with your written and spoken words, or you’ll hold worldwide seminars.

Maybe a venture capitalist will read your site, believe you know what you’re talking about, and introduce you to some angel investments.

Maybe you’ll meet some hot chicks.

Or maybe you’ll suck at it and get tired of not having any readers.

But you won’t have any regrets.

**Bonus:** I’ve been reading a book I heard about from Jeff Walker, author of Launch. I watch all of Jeff Walker’s videos. The video is below and the book is *Write. Publish. Repeat.* ([Amazon](https://www.amazon.com/dp/1509813815))
The Mike Cernovich Podcast started off on a lark.

I was interviewed for another podcast, saw how simple it was to start your own podcast, and decided to start one.

I hadn’t listened to podcasts, so I didn’t know the right way to do one. But I had been a ravenous consumer of Great Courses lectures.

The best “lectures” are actually like conversations, and that’s what I wanted my podcast to be.

In order to sell you must make it into a conversation!

My vision was for the podcast to be a conversation with you.

During a podcast I imagine you and I are taking a walk, having a chat. You ask me something about life, and we talk.
I want these conversations to be controversial. Why would we talk if I said the same boring bullshit lies as everyone else?

The podcast tells the truth about mindset, social skills, the corporate environment, money, and even steroid use in Hollywood.

A couple of weeks later, I turned to a good friend, “Hey, want to do an interview on steroids in bodybuilding for a podcast?” And so it began.

That’s my approach to life, by the way. When a cool idea falls into my lap, I play with it. Try it out. See if it works.

I had no idea how to do a podcast and the earlier episodes had some issues. After some studying, the podcast is a professional product with hundreds of iTunes ratings and reviews (have you left yours?) worldwide.

If you have an idea, take action!

Ideas are porn for procrastinators. Everyone has a good idea. You daydream, imaging the idea will become something, yet you never put the idea into action.

After all, it takes a lot of effort to take action – not only physical, but also emotional.

Putting an idea into action, especially a novel idea, is no guarantee of success.

You’ll be judged. You’ll be embarrassed. You’ll make mistakes and fall on your face.

In the case of a podcast, you’ll make all of your mistakes in public.

Most people never get started as they are afraid of being judged. There is good news and bad news. The bad news is, when you don’t get a podcast right, or if the vibe is off, or if you say something stupid, everyone will hear the mistake. (Then again, your audience will be small at first, so relax. Only one or two people will realize you screwed up.)
The good news is no matter how great you are, you’ll have haters. Why is that great news?

Failing to take action because you might get judged leaves you with one option – stay home all alone drinking milk and eating cookies.

**When I listen to earlier podcasts, I notice issues. I made some mistakes.**

Yet I never would have been able to recognize these issues if I hadn’t gotten started.

In fact, since I didn’t really have a vision or plan for it, the episodes are disorganized. There are podcasts on health, fitness, mindset, gay-for-pay in bodybuilding, charisma, social skills, storytelling, mindset, mindfulness, and a whole lot more!

We covered a massive amount of ground, and anyone who finds the podcast on iTunes or SoundCloud won’t really know where to start.

**You’re in luck. SoundCloud lets you organize podcasts into playlists.**

I just figured out how to make podcast playlists. You think I’m joking about learning while I go? Hah.

Each play list is organized topically and contains a few podcasts.

You can download the podcasts or stream them directly from SoundCloud.

**Click on the headings to find the playlists on SoundCloud.**

Download or play one or all of your favorite podcasts.

Or hang out on D&P and listen to them here.

**You can also treat the comments as an open thread for the podcast.**

Those are a lot of pictures of my face, but when you embed the podcasts, my image shows up. Such is life.

**What’s next for the podcast?**

What is your favorite podcast?

What do you want to see covered in future podcasts?

Post your comments or questions about the Mike Cernovich Podcast below.
8.4.2015 – Do People Get What They Deserve?

The past several weeks have been busy, hot, and humid. Today I endured the humidity to drop another podcast for you. What’s the latest Mike Cernovich Podcast about?

T-shirts, outsourcing, logos, 4-hour workweeks, 80/20 rule, book design, editing, making money online, why young men are having trouble finding mentors, and a pressing existential question we have all pondered: Do people get what they deserve?

Show notes:

- Why I have been hiding in a bit of a bunker.
- “I was doing everything, a trap most entrepreneurs get in.” – Tony Robbins
- Young men are having trouble finding mentors because too many of them (not you, of course) are back stabbers and cry babies.
- You must recognize people are stereotyping you. Overcome their prejudices by showing you are not like the rest.
- How can you show you are a value-add rather than a value-subtract?
- If bloggers can’t make money, what about Mark Sisson and Dave Asprey, who started off with blogs? Dave Tate at EliteFTS started off posting to online message boards, a precursor to blogging. (Hint: They aren’t making their money off of ebooks.)
- Some products I could make a fortune off of can’t be sold by me, as I’m an attorney/lawyer. But that shouldn’t stop you.
- Nice guys might not finish first, but honest guys don’t have to finish last.
- The Wit and Wisdom of Charles Munger (Amazon).

“Spend each day trying to be a little wiser than you were when you woke up. Day by day, and at the end of the day—if you live long enough—like most people, you will get out of life what you deserve.” – Charlie Munger

Do you think people get what they deserve?
I was checking out a new cafe with my girl the other day when she asked me, “Do you like it here?” After a second of thought I answered, “Yeah, it’s good. There’s nothing wrong with it. But there’s no reason for me to ever return. It’s not compelling.”

That was the last time we visited the cafe.

A trip to the cafe reminded me of the 3 Reasons companies and people succeed.

Whether you want to make friends, make more money, build a better business, or meet more girls, you’ll need to learn the 3 Reasons. You already intuitively know and live by the 3 Reasons, as they influence your own decisions on where to buy from, what books to read, and what people to share your time with.

It’s time to deconstruct why you do what you do. From there you’ll learn how to apply these newfound rules to your own business, professional, or personal life.

The 3 Reasons apply to any social or business interaction you have.

- Reason 1. Give people a reason to come to you.
- Reason 2. Give people a reason to stay.
- Reason 3. Give people a reason to return.

Think about the last time you went shopping. Was it your first time in the store? If so, it’s because something about the store convinced you to walk in. Maybe the store met a need you have. Maybe the store met a want. Yet for some reason, you walked in.

Why did you go inside the store? Maybe it was because of good sales? Maybe it was due to brand loyalty.

Why did you stay inside the store? Air conditioning, open spaces, design? I can spend all afternoon in the Apple store. Why is that? I also spend a lot of time in cafes. To me a compelling cafe has large tables, excellent coffee, good food, and music that isn’t too loud.

Why did you return? Maybe they gave you a coupon for your next purchase. Or often you return for the same reasons you went inside and stayed inside.

The 3 Reasons apply to dating and relationships.

If you’ve ever met a girl, had a nice time, and she never returned your call, it’s because of a breakdown of the 3 Reasons.

You gave her a reason to meet you on a date, so you had something going for you. Yet that isn’t enough.
You perhaps didn’t give her a reason to stay, other than out of politeness. She stayed because she had to and not because she wanted to. People rarely stand up to leave dates. (I’ve done that to more than one girl, though!)

You certainly didn’t give her a reason to return. Otherwise she’d have returned your call or starting hitting you up as her booty call.
The reality is you were blah. You were good, safe, not compelling. Find out why that is.

Ask yourself how you can become more interesting and find ways to make people like you.

The 3 Reasons determine your success in failure at a job or business.

If you own a business, you can see the 3 Reasons in every interaction you have. If you’re a lawyer, why do clients sign with you? Why do they remain with you throughout the course of representation, pay your bills on time, and generally not hate your guts? Why do they come to you for repeat business?

Maybe you work an hourly job. Even then the 3 Reasons apply to you.

If you’ve ever been a reliable employee who shows up on time for work, I feel your pain. I would always get more hours thrown at me.

A reliable employee is valued, as they give an employer a reason to keep calling you back on to the job site. Maybe it’s your skill. Maybe it’s your reliability. Maybe it’s your brilliance.

Whatever the case, you now have a useful way of analyzing your behavior. You’re going to start looking at the 3 Reasons people can’t seem to function without you.

You can apply the 3 Reasons to your website.

Why did you come to Danger & Play? You probably heard of me on Twitter, or through a friend, or maybe you saw a link to my articles on a forum. Or maybe you were on Google searching for something specific.

I give people a reason to walk into the Danger & Play world by writing compelling articles, which as you’ve heard me say before, means “articles readers will like and share.” (Either Seth Godwin or Matt Cutts came up with that pithy definition of compelling.)

Why did you stay? You arrived for one reason and stayed for another – namely the compelling articles. D&P is also well-organized. Each article links to other relevant articles.

I also put a lot of thought into the article’s titles. I toe the line between writing exciting titles that aren’t clickbait. Compelling titles are more likely to be clicked than boring titles, and clickbait leaves you feeling misled or betrayed. Find the balance between compelling and clickbait when writing article titles.

Why did you return to D&P? You returned to D&P for a lot of the same reasons you arrived. Yet there’s more to it.

When you post comments, you want to see if people have replied. You appreciate that I reply to comments.

Few people engage the way I do. Sure, I can’t answer 100% of emails and comments, but you know I try to, and that keeps you coming back.

I get you to join my email list. Then I remind you there’s new content to check out.

I check out some of your websites, see a decent article, and never return.
I want to read your compelling content. Often you’ll send me a link. I’ll check out the article and think, “Yeah, this is OK.”

Most of you are perfectly workmanlike writers. I almost never read an article and think, “This is shit!”

Yet I forget about your site, and it’s nothing personal. You’re perfectly good people.

You give me a reason to check out your site, but you don’t give me a reason to stay or a reason to return.

Why do people find your website?

How can you convince people to stay on your website?

What can you do to encourage people to return to your website?

Those aren’t rhetorical questions. Sit down and write out the answers!

**The #1 problem with your website is short articles.**

While it’s important to write regularly, it’s far more important to treat each article as a first impression. Before hitting publish, ask yourself, “What if this is the first article someone found via Google or social media? Would that person want to read more?”

If an article is 500 words, people will scan it and leave. It’s almost impossible to create a compelling 500-word article.

If an article is 1,000 to 2,000 words and contains pictures you personally took, people might remember you.

If an article is 2,000 words, contains pictures you personally took, has headings for skimmers to read, and includes an email opt-in for some sort of social media link, then people are far more likely to remember you.

**Raise your standards.**

Don’t settle for mediocre, derivative, or throw-away content. Put your soul into writing original, insightful articles that give readers a reason to stay on your website and to return.

**Start thinking of how you can improve each of the 3 Reasons.**

In your business or social life, treat each of the 3 Reasons as separate parts in your life’s machine.

- Why would anyone come to your business, hire you, become your friend, or go on a date with you?
- Why would anyone not want to leave the room when you’re in it?
- Why would anyone want to see you again?

Find an answer for each of the 3 Reasons and watch your business and social life explode.

*(Yes, there’s a 4th Reason.)*
Once you’ve mastered the 3 Reasons, start thinking of the 4th Reason.

Why are your current customers and clients referring other people to your business? Why are people sharing your story to their family and friends?

Put that in the back of your head.

In the meantime, find a way to give people the 3 Reasons.
Baby Boomers have sold you a lie. Fifty is not the new thirty and thirty is not the new twenty.

**Twenty is twenty and your twenties are a magical, once-in-a-lifetime decade.**

Although I feel great at 37: Claiming my body or mind is anything like it was at 27 would be delusional beyond comprehension.

Your brain changes as you age. Your skin becomes less supple. You have to work harder to get the same results and you sure don’t get to get wasted, smoke cigarettes, and shake off your hangover with a 3 mile run.

Why doesn’t everyone realize how crucial your twenties are? Why are people telling you to seek a work-life balance?

**Gorilla Mindset Shift: The lies older people tell you are lies they’ve told themselves.**

I don’t tell you to forgive your parents and other old people because they are good people. Most of them are truly fools. Yet they aren’t immoral.

It’s not that old people lack morality. They are simply idiots who lack self-awareness. They really tell themselves 50 is the new 30, they dress like “cool kids,” and meanwhile they look foolish to actual kids.

People do not want to confront their own mortality. By telling you 50 is the new 30, old people (yes, 50 is old) are salving their own self-doubt.

**I follow my own advice. I did not waste my twenties.** I worked my ass off the point of almost having panic attacks, having my skin break out in hives, and not really knowing how to meet women.

My approach to my 20s was extreme and not recommended. However, you need to err on the side of burning yourself out. The people who preach work-life balance are losers or they are people like me who have re-written history.

Successful people believe it’s cooler to say, “I’m a naturally talented. I didn’t even work hard to get here.”

**Gorilla Mindset Shift: Take pride in working harder than everyone else. This fetishization of raw talent is how gifted kids fail at life.**

**I’m coasting at 37. You can, too. If you stop fucking around.**

1. You will never have the raw, animalistic energy you have in your 20s. If that is all you take-away from this article, perfect. Talk to any honest man my age or older. I feel great, yes, but 27 is like...You won’t know until you know.

2. Read everything you can. You will remember the books you read in college better than the books you read last week. This is due to a lot of complicated stuff like fluid intelligence, working memory, and neuroplasticity. You’re young. **Go read the books yourselves!**
3. It’s easier to maintain the muscular physique you built in your 20s than it is to obtain one in your 30s. That said, chill on the one-rep maxes and ego lifting. You will carry your body with you for the next few decades, which means you’ll have muscle and ligament injuries.

“You only get one mind and one body. And it’s got to last a lifetime. Now, it’s very easy to let them ride for many years. But if you don’t take care of that mind and that body, they’ll be a wreck forty years later, just life the car would be.” – Warren Buffet.

4. Don’t believe the hype. You will not make your fortune as a “location independent lifestyle blogger.” This is true times one-million if you write a copycat blog.

5. Believe the hype. Yes, you can make a lot of money online.

6. Marriage is a game changer. Do not get legally married. If you must get married, do not get married out of lust. The fun little toy you party with is not wife material, and certainly not mom material. Her alcoholism (most Western women are alcoholics) will destroy your marriage and hence your life.

7. Children are a gift from god and also a game changer. Do not have children unless the woman you’re going to have them with isn’t a toy or fun party girl but instead is the mother of your children for the next several decades of your life.

8. If your first thought about point 7 is, “There’s no god,” you need to grow up.

9. “You’ll lose a lot of money chasing women, but you won’t lose any women chasing money.” This is true.

10. “I spent most of my dough on booze, broads and boats and the rest I wasted.” This is also true.

11. Look for the sentiment someone expresses rather than at the literal words. Read between the lines. Look for agreement rather than disagreement. Then you will see how points 9 and 10 are simultaneously true and false.

12. You can lose women chasing money as you need social skills to deal in the modern dating environment, and god help you if you don’t know how to avoid a false rape case. Also, spending money on booze, broads, and boats is a lot of fun.

13. Life is about phases. While your 20s are magical, I am glad to be in my thirties. Phonte agrees, “You couldn’t pay me to be in my twenties again.”

“There is a season for everything, and a time for every event under heaven.” Your twenties are a season to work hard and play hard and spend some money on boats, broads, and booze.

14. If you work really hard, you might be a ten-year overnight success. Far more likely is you’ll be a twenty-year overnight success.

15. “The only way to know your limits is to break yourself. Once. Then skate near the line like you do with the law.”

16. Only argue on the Internet to make a name for yourself and never because your ego is invested in the outcome. (It took me 15 years to learn this lesson, as I’ve wasted thousands of hours in pointless debates with losers.)
17. You are like everyone else in the room. If you look around and see morons, you are a moron. If you argue with fools on the Internet, you too are a fool. (I sure was.)

18. Growth is painful. But pain is coming anyway. Learning to embrace the pain as you grow will help you endure the pain when Hell arrives.

19. Find a better room. If you don’t see people who make you feel a little inadequate, you’re not growing.

20. Get as many perspectives on life as possible. Yes most people are fools who know nothing, but mining for gold is always going to take a lot of time and require a lot of looking.

In many ways I’m a clueless dolt. In other ways I’m the best person in the world to ask for advice. The trick is learning when I’m clueless and when I’m not. (Good luck with that!)

21. Your “fitness” or “physique” is not your health. I looked like a model yet had terrible health. Yes, that’s a plug for my juicing books.

22. Learn how to sell. This means above all else how to sell yourself. Your ability to sell yourself will be based on a lot of intangible factors like your sense of self-worth and whether you have an abundance mindset. To sell yourself you must first believe you have value. (You do.)

23. “It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.” – Warren Buffett.

You guys often think I’m off the reservation or confused or even dead wrong. But you know I’d never lie to you. That, ultimately, is what it means to be a credible person.

24. Charlie Munger is way more interesting and insightful than Warren Buffett. That said, Poor Charlie’s Almanack: The Wit and Wisdom of Charles T. Munger (Amazon) is a poor value proposition. It’s an insightful book but too unwieldy to carry with you to read. Go find his articles and quotes on a site like Good Reads.

25. You’re not going to be a successful day trader. Dollar cost average into the market into low-cost ETFs. The end.

26. The hard work is never done, but remember Dale Carnegie and don’t trip. “Your inbox will always be full.”

27. The kind of people who complain about affiliate links are the kind of people you don’t want to know and sure don’t want on your website. But disclose those links. Guys who like you will actually click on them to get you a commission. Guys who hate you will be turned off and leave.

In life you want people who love you to stick around and for people who hate you to leave. Find a way to use the law of attraction and law of rejection to every area of your business and personal life.

28. Make as much money as possible, and then some. The idea you should quit your job at 25, travel the world, and live off of $500 a week ignores the costliness of aging.
Your financial needs will increase as you age. You’ll need money for skincare treatments, TRT, modafinil, better-quality food, rug rats, and eventually sugar babies. You’re also going to suffer some serious losses.

29. That “sexual marketplace” chart floating around is absolute bullshit. When it comes to dating women who are at their hottest (19-24), your value as a man at 40 is not the same as your value as a man at 30, and at 50 you’re going to be paying to play.

30. Men who claim they don’t value female approval while spending hours seducing women rather than paying suffer from some interesting cognitive dissonance. Spend enough time getting good at meeting women so that you’ll never get played by a woman, but no more than that.

31. Home ownership is a scam. Home ownership ties you down to a geographic location, giving you less leverage with your job or even your own business. Goldman Sachs doesn’t loan money to its new bankers out of their goodness of its heart. Golden handcuffs are real.

32. Do not grow your lifestyle with your income. If you get a huge bonus or inheritance or your company is acquired or you win the lottery...Do not spend any of the money for a year. When you grow into your lifestyle, the golden handcuffs get tighter. You’ll also stop appreciating what you have.

33. Dopamine burnout is real. Go hard, but not so hard life loses its novelty and you lose your ability to see the sublime in the mundane. Stay off the hedonic treadmill.

34. Mindset is everything, and Gorilla Mindset is the book on mindset. (And it’s almost done, I swear!)

35. No man knows his own blind spots.

36. I have my own blind spots. If you blindly follow my advice as if I’m a guru, you will wreck your life big time. See point 35, above.

37. There is no universal truth on this earth.

What are your thoughts?
Work used to stress me out. I couldn’t sleep, as my mind would run wild with potential disaster and lengthy to-do lists. “There’s so much to do. I’ll never get this done,” I’d exclaim over and over inside my gorilla brain.

That has changed over the years, and now I am very chill about work. In fact, this makes it hard for some to work with me, as I don’t seem frenzied or even look excited. I don’t respond to frantic emails.

People often view this as a lack of enthusiasm. Isn’t work supposed to stress you out!?

I adopted a mantra, which gave me inner peace. “The work is never done.”

Yes, there’s a lot of work to do, and I’ll work hard at it.

But finishing work today doesn’t mean there’s no work tomorrow.

Why stress about tomorrow’s work? It’ll be there when I wake up.

(Or, as Dale Carnegie said in his amazing work How to Stop Worrying and Start Living (Amzn), “Your inbox will always be full.”)

Choose a trade or profession where the work builds on the other work.

Sales, medicine, law, engineering, craftsmanship, and trades like plumbing and electricity allow for continued growth in knowledge and skills. What you learn today builds on your mistakes and successes of yesterday, and what you learn tomorrow will build on today’s victories and defeats.

Entrepreneurship is a clichéd term, and I hate it and avoid using it. But building a business gives you skills that transfer into other businesses. A launch is a launch is a launch. I could do for a law firm, dental office, personal trainer, real estate agent, or anyone who has an online presence what I’ve done for Danger & Play.

The best lawyers are in their 40s and 50s and you can still be a great lawyer into your 70s. Lawyering is called the practice of law because you have to practice a lot to get really good at it.

The worst profession or job is one you can master quickly. Fast food workers top off at low wages as it doesn’t take long to master the work.

When your job or profession is stressful or frustrating, rejoice. You are learning skills few others have, as most people quit at the first sign of hardship.

If you aren’t stretching yourself, often to the point of being pissed off, then you are going to lose your job as you’re doing something that is too easy.

Avoid overwork, and you won’t know what overwork is until you’ve done it.

I would study in law school until I had headaches. When I’d sleep my dreams felt like a pinball game going on in my head. Maybe it was neurological growth occurring, but there were deep changes occurring in my brain.
I felt those changes and they hurt.

I abused my body, got a bunch of injuries, and felt like shit for a few months. I lost a lot of muscle.

Now I’ve gained the muscle back and feel good, but am too fat.

(If you’re going to get fat, do it in style.)

**Your health and fitness is part of the work.**

Fat loss is part of the work. No big deal. Cut the k/cals, up the cardio, and go to bed hungry. *There’s no magic to fat loss.*

Muscle gain is part of the work. A muscular body lives longer, is healthier, and recovers from injury and illness faster. Gaining muscle will always be work, and as you age, maintaining muscle will take as much work as gaining it did. Embrace the work.

**Your diet is work.** Yes you have to be an adult, eat your vegetables *(or juice them)*, and not eat ice cream every night. *(That’s as much for me as you. Odds are my diet over the past few months has been far worse than any of yours!)*

**Treat your social and family life as the work, because it is.**

Your family is part of the work, and the work is never done.

Other people have their own unique needs and interests, and making relationships with friends and family work requires you to get out of your own head.

You must *understand and meet the wants and needs* of other people.

A good family is the best investment you can make in yourself. Many people neglect their families for professional work, which leaves them feeling empty and regretful inside.

Go play with your kids. The work will be there when you get back to it.

**Your play is part of the work.**

I don’t travel often, but when I do, I treat it as part of the work. *(Jump in to your work.)*

Even if you’re not rich yet, you can have a lot of fun when you treat your play as part of the work.

Even when I had no money, I treated my play as work. I hit a heavy bag in my garage as some poor kid in Illinois. Jump ropes are free. Hit the park to do some sprints at the track or run up stairs as your local high school.

When you get a little spare change, go treat your travel as part of the work.

In the past 12 months I’ve *explored the Mediterranean sea*, had home cooked meals *deep in the Italian countryside*, jumped off cliffs in Croatia with a D&P reader and new friend, watched an Above and Beyond concern on pure MDMA with a close friend, *trekked through jungle to explore caves*, and now *smoke cigars in Saigon* with another great friend.
I keep my Instagram less as a way to status signal and more as a way to keep track.

I work so much it’s hard to remember how much work I’ve put in.

**The best way to get the work done is to start working.**

The biggest reason no one gets work done is because they don’t get started on the work.

“I want to be a writer.” How many words have you written today? I’ll write between 3,000 and 5,000.

“I want to get a better body.” Did you go to the gym today? Forget about the perfect program or best set-rep scheme. Did you show up and move your body for a few minutes?

“I want to date beautiful women.” What did you do the last time a woman stopped you in your tracks?

“I want to make more money.” Did you turn on the television when you got home from work, or did you focus on some income-producing activity?

“I want my children to love me.” Did you put your phone down and give them your undivided attention today?

**“I’m afraid to start because I’m afraid to fail.”**

Of course you will fail.

That’s part of the work, and the work is never done.

Today’s efforts will look like crap compared to tomorrow’s efforts, which means tomorrow you will be better than you were today.

**The work is never done, and that gives me so much inner peace.**

I don’t sit around feeling self-loathing or that I’m not doing enough, because of course there’s work to do.

It’s time to get back to work. Rome, as they say, wasn’t built in a day.
I started Danger & Play as a hobby. A lawyer who enjoyed writing, I’d vent my spleen a little bit before going back to work. I never got into the online stuff and knew zip about making money online. My ignorance was costly. It’s hard to say how costly, but I’d estimate my opportunity cost is in the low six figures.

I accidentally discovered how to make money online.

(That’s not some marketing angle. It really was an accidental discovery.)

At this stage of my life, I won’t do anything that’s not fun. “Fun” doesn’t mean taking body shots off of hotties. Been there, done that.
Fun means something I personally find interesting or rewarding. Danger & Play is fun. Helping people is fun. Writing about whatever interests me is fun.

I goofed off with Fit Juice. Fit Juice was a fun website for me.

I wanted to keep track of the research on health and juicing. I wanted to find out if juicing really would give you diabetes because fructose is the devil.

You can keep track of your “notes about life” on a website, and that’s how Fit Juice started off.

I have obsessive habits. When I want to know something, I want to know everything.

I shared my information and experiences on Fit Juice. I didn’t spend more than a few minutes on a post or review. I threw out what I found (often sloppily) and put in some affiliate links.

Fit Juice earns thousands of dollars a month. That’s not a good month. That’s a typical month.

I have posted less than 7 times in 2014 and yet the page views kept coming in. They money came in while I did nothing.

The social media engagement came in.

Fit Juice has 4,200 Facebook likes. These are all organic likes and there’s no pop-up.

I didn’t even realize how many likes it had until I looked at it the other day.

What was my biggest money-making mistake?

I didn’t have a product for sale.

That seems really duh now. Have a product for sale. Duh, Mike!

Yet how many people do I see with massive Facebook or YouTube audiences who don’t sell a book?

How many of you reading this have a product for sale?

Realizing I was throwing away money, I had a friend of mine put together the best juicing books out there. Now I do nothing while sales come in.
A website I don’t care about makes me more money than a rental property would have.

I spent 0 hours on the juicing book and should have sold them two years ago. Based on current sales, I’ve left massive amounts of money on the table.

I have also left considerable consulting income on the table. Every person who buys a copy of a juicing book wants to know more about health and fitness. You could “upsell” each person who buys your ebook on a health and fitness program.

Some people earn as much as $200/month creating diet and nutrition programs for people. Sign up 100 clients on $200 a month and suddenly you’re making decent pocket change.

That’s more active income, and right now I’m looking for fun income, but you get the point.

Your Lucky Number 7 Steps to Making Money Online.

1a. Create a product as soon as possible.

Yes, you need to build an audience to your website. Yes you need to give away content while creating a product. But passive income only follows from active work. Get your books out asap. Robert will show you how to do this.

1b. Affiliate market other products.

I’ve probably sold more copies of Body of a Spartan with this review than anyone other than Victor. But I didn’t sign up as an affiliate. (Victor ended up helping me out in other ways, though, so the ledger is more than even.)

If you find a great book or product, sign up as an affiliate. Write a review. There are guys making money every month as a Fit Juice affiliate.

In fact, if I never make another sale by myself but instead have to give out 50% commissions to my affiliates, I’d be happy man.

Go buy from Matt, or SJ, or Manny or Tate. Let them “steal” my profits. Works for me!

(If you’ve signed up as an affiliate and left a review, let me know.)

2. Offer consulting services as an upsell.

Sales gets a bad name and “upselling” is the dirtiest word in sales. Upselling, when not done in an overly pushy way is great. (Some sales people won’t leave you the fuck alone, which is sleazy and annoying.)

People buy your book because you’re an authority on a subject. Some of those people want, need, and deserve your individual attention.

When people buy your book, drop them an email. Don’t spam them. Don’t add them to all of your email lists. Just let them know you’re there to answer any questions they have.

You can do individual consults, exclusive podcasts, or conference calls. Offer a monthly conference call. I could do a monthly Q-and-A for $14.99 a month. This is affordable for anyone and would allow my to scale my knowledge in an efficient and profitable way.
3. Create a mailing list and have an opt-in offer to increase subscriptions.

Facebook and Twitter are great, but only you own your list. If Facebook or Twitter decides you’re a bad person, that’s it.

I personally know two people who had Facebook pages with 500,000 and 1,000,000 likes who were booted from Facebook with no explanation given.

Plus, as anyone who uses Facebook knows, a page with a lot of likes does not mean a lot of people will see your posts. Instead, some small percentage of people who have liked your Facebook page will see your posts. 145 of the 4,000 people who like the page will actually see a post.

If you have a mailing list of 4,000 people, the email goes out to all 4,000 people.

If you’re very good at what you do, 50% of your subscribers will open your emails.

If you’re only as good as I am, 42% will open your emails.

2,000 to 3,000 people open my emails, which is way more than who see my Facebook posts.

That said, even if only 10% of people open your emails, you’re still doing better than you would be on Facebook.

4. Know what you are talking about.

I should have put this first, but I assume most of you aren’t scum bags. Sure, some of you are in that 4-hour workweek mindset of ripping people off, re-writing articles, and pretending you’re not a copycat and thief. You will fail or be exposed, sooner, or later.

How can you prove you are a subject matter expert?

Pictures speak a thousand words. When people see your pictures, they know you are the real deal.

I take my own gym and juice pictures.

I took it after I made the damned juice. Having those pictures were nice, too, as I didn’t need to re-take any images for the juicing books.

I have around 10,000 photos on my iPhone to use for my websites. Get used to taking a lot of pictures if you’re going to be in this online game.

5. Do YouTube videos, but not for the ad money.

YouTube ads pay jack. The going rate is around $1,500 per one-million views. One-million views is massive, by the way. My Sam Biddle bullying video went viral, even making it to the front page of Reddit videos. The video received a bit over 100,000 views. (There’s no typo; that’s one-hundred thousand, not one million.)

There are a few YouTubers who get millions of views with each video, but they are rare. They are also part of ad-networks, which take a cut, and most YouTubers make far less than the media claims.

YouTube is a way for you to sell something else.
If you have a juicing site, make some juices. If you have a fitness site, post some training videos. If you give great life advice, post some great life advice.

But ultimately YouTube is just a way for you to attract new clients and customers to your actual products.

6. **Start a podcast.**

My information is for intelligent people, and data shows podcast listeners are far more likely to buy books than YouTube viewers are. This makes sense. TV is escapism and entertainment and sometimes education. People don’t watch the History Channel instead of reading books because TV is superior. They want entertainment they can rationalize as education. Podcasts are for intelligent people who seek information. People who listen to podcasts also buy audio books.

My potential clients and customers are going to be found on iTunes rather than YouTube. The ROI of a podcast far exceeds the ROI of videos.

But that’s not universal. YouTube is great for health and fitness people, as there’s no better way to show you know what you’re doing than to prove it in the weight room.

Also, obviously juicing videos would lead to more sales than a juicing podcast.

Be strategic and open-minded. Find out what medium will lead to the highest ROI. It may be podcasts, videos, books, or something else.

7. **Believe in yourself.**

If you don’t feel comfortable charging money for your information, you have low feelings of self-worth.

In fact, the biggest mistake people in sales make is a mindset breakdown.

I used to be insecure about putting marketing information on Danger & Play. I felt it seemed to salesly and thought it might upset some readers.

What I found out was pretty cool. Those who are “put off” by marketing and paid products are parasites. I don’t want parasites reading Danger & Play or listening to my podcasts, so the marketing stuff got me paid and got rid of the dead weight.

Yet why shouldn’t you sell yourself?

Who is anyone to tell you your knowledge, skills, and experiences aren’t something money can put a price on? Let the market decide if what you have to say is worth money.

If you believe you have value, then you believe people should pay you for your information.

Of course there’s a line between sell-sell-sell and not selling at all. Some people are too pushy on their websites.

It’s a balance you can strike only by making mistakes and crossing lines.
I think I’ve found the perfect balance, if I do say so myself.

**How to make even more money online.**

**In fact, this is how Real Money is made on the Internet.**

Once you have a proven track record of making money online, you can charge others to make money online.

All of you guys who re-write “life hacking” articles are making a big mistake. There's no money in life hacking.

The real money is in helping professionals make more money.

Can you build a website from scratch? Can you set up a mailing list? Can you send out newsletters that receive high engagement?

Great. Go sell your services out to doctors, lawyers, dentists, real estate agents, personal trainers, and others. They are too busy making money as professionals to learn all this online marketing stuff.

I turn down more consultants than I take. (I don’t do consults, though that may change in the future.)

Go out there, build something for yourself, and then help others build something for themselves.

**I did not use clickbait by saying I accidentally made money online. I honestly had no idea what I was doing.**

The secret to this making money online stuff, of course, is to get started. Victor Pride, who is the man who helped me start figuring out this online stuff, has a [free ebook you can download](#).

Just plug away. Figure out how to set up a Mail Chimp or aWeber account. Learn how to embed newsletter subscription forms. Learn how to write email headlines people will open.

You’ll make a lot of mistakes as you go along, and that’s proof of progress.

If I couldn’t look back at my earlier work and say, “Wow that was dopey,” then I couldn’t say, “Holy shit, you’ve come a long way, man!”

Once you have online marketing figured out, go sell yourself to other professionals.

Or build your own little web empire.

I’m [far more interested in getting my message out](#) far and wide than in helping doctors get more patients, but I’m sort off an idiot when it comes to making money.
26.4.2015 – How to build 5 profitable businesses from one simple idea (30 Days to X)

Over the past two years I’ve built up a series of profitable business ventures. Each one has been relatively easy and I’ve reached the point where I’m starting to consistently create bestselling products and services.

My secret? I follow the sage advice of Charlie Munger: “Take a simple idea and take it seriously.”

I don’t do “one weird tricks” or experiment with ventures that are super risky. Instead I take very basic ideas and build them into multiple sources of income.

Here are five ways I’ve turned simple concepts into profitable businesses:

1. Write an eBook while learning a new skill

A few months ago I read a really stupid article about summer jobs for college students. The author gave terrible advice like “become a day trader” and “move to Saudi Arabia to teach English.” Every piece of advice in this article was terrible.

Being a curious guy, I decided to look for an easy business opportunity that anyone could do. The venue that really caught my eye was T-shirt design. There’s a long list of billionaire fashion moguls (Ralph Lauren, Giorgio Armani, Sara Blakely) and everyone has to wear clothes on a day-to-day basis.

Not knowing much about the T-shirt industry, I started off with the first lead I could find. A 500 word forum post got me interested in designing shirts and selling them through Teespring. I quickly searched for more information and read every article and book I could find, taking notes all the while.

After a weekend of research and uploading one T-shirt design, I took all my notes and rewrote them into a 25 page eBook. I then uploaded the book onto Amazon and sold it for $9.99. It sold quite well and even earned positive reviews.

At this point you may be wondering why I wrote an eBook about Teespring if I hadn’t sold anything yet. Easy. I’d read dozens of high-quality books (I have Kindle Unlimited and can borrow eBooks for free) and articles on the subject. My book contained content that you would have had to visit 15 different websites for. And I had added my own insights and previous business experience, helping to flesh the title out and make it engaging.

Finally, I designed a shirt and uploaded it to Teespring, giving me hands-on knowledge about the site and how it worked.

I also made it clear that the reader was getting information from a wide variety of sources, even going so far as to source my claims. On top of this, I wrote in a **fun but informative style**. The reader was engaged while they learned. Something most self-published books never manage to do. Putting my money where my mouth is, here’s an actual excerpt:

By now you’re probably thinking, ‘Great stories Rob. But how do I actually use the site to make money?’

The answer is probably a little different than you might imagine.

We use Instagram to market our product. And our product is T-shirts.
Why T-shirts?

Because they sell and we can make them for free. That’s right, I’m about to show you how to design an actual T-shirt free of charge. There’s no silly gimmick or dubious trick. Making and selling T-shirts is actually something that anyone can do. And it can cost you nothing thanks to a special website.

Now, before we get any further, I want to clarify a few things. This isn’t some con where I get you to sign up for a service that pays me a commission. Or where I up-sell (a fancy marketing term for getting you to spend more than you’d initially wanted) to another product.

Nope, the service I’m about to tell you about is free of charge and in no way affiliated with me. I get nothing for pointing you to it. In fact, if you don’t like the website I’m about to show you, there are several alternatives you can pick from instead. I’ll even list them out at the end of this book.

But for now we’re going to focus on a website called Teespring. If you’re unfamiliar with the site, you’re in luck. I’ve got a complete analysis on everything you need to know...

By reading, doing research, and uploading my own T-shirt design I had gained “relative experience.” I knew more than the average person when it came to this topic.

If you’re seriously learning a new skill you’ll develop “relative experience.” You won’t be an actual expert yet, but you will know more than the common man. It would be easy to make a snarky comment like “In the land of the blind the one-eyed man is king,” but this type of experience can actually be useful. A lot of people don’t have the time or patience to read a 300 page book. They want a concise guide of entry-level information to help them get started right away.

There are obviously exceptions to this rule (medical advice, financial suggestions, etc...) but simple information can be researched and rewritten for profit. Especially if there is a very low difficulty curve to mastering the subject.

Here are some examples of fields where “relative experience” is acceptable:

- Basic home repair – Have you painted some furniture, hung drywall, or grouted a floor? Write a book.
- School – Straight “A” student? Write a book. Bonus points if you narrow the subject down to getting good grades in your field of study (i.e. The History Major’s Guide To Acing Every Test).
- Pet care – Do you have a dog or cat that you teach tricks to? Do they have a special diet? Is there something unique you do with them? Write a book.
- Social media/blogging – The average Twitter user has 208 followers if you have more than that write a book. The average blog earns $3.50 per day. If your site makes more write a book.
- Failure – You don’t have to be good at something to give advice on it. If you’re about to learn from a mistake, you can give advice on how to avoid similar mishaps. I wrote a short story that got rejected from a publisher. Taking the rejection notice and turning it into How Not To Sell A Story would be easy and profitable.

If you’re still short on ideas, or nervous about writing your own book, I’d suggest picking up a copy of How to Write & Sell Simple Information for Fun and Profit by Bob Bly (Amazon). This is an awesome book and I’ve used it to help create all of my information products.
All of these probably sound like generic or simplistic ideas. But they’re supposed to. Remember, this is the first step in your online business. A quality product that can be tweaked later is more important than “building authority” for years on end so that you can eventually sell someone a $10 product.

Also, you may have noticed that I didn’t mention any products in the “self-improvement,” “weightlifting,” or “picking up girls niche.” That’s intentional too. These topics generally require a lot of expertise (such as living a life others would envy or being a professional athlete). I’d also advise against writing anything politically incorrect or offensive. You’ll see why in a few paragraphs.

Lastly, if you’re looking to make money, don’t slave away in some esoteric field. I recently had a guy email me his get-rich-quick scheme of writing “neomasculine morality plays.” I’m sure he is making tens of dollars off his endeavor.

2. Build a niche website for your book

I’m actually guilty of not doing this very often with my own books. However, I always set up a webpage for my clients who are selling books. Having a website serves two purposes: It makes you look a little more professional, and it allows you to earn extra money. Focusing on your specific niche also teaches you the crucial skills of web design and copywriting.

Unlike a broad topic site where you might talk about your trip to the grocery store or love of annoying neighbor, a niche site is dialed in on one topic. The site isn’t about you, it’s about convincing a potential customer that they need your book.

While you don’t need to have a website to sell books, I’ve proven that time and time again with my own titles, it does help. It’s especially important if you want to develop some killer sales skills. A good copywriter can take a simple product (like your eBook) and sell millions of units.

If you plan on following this 5-step program, I suggest investing in either CopyHour (no affiliate). If you follow along and do the practice lessons, you’ll develop a million-dollar skill set within weeks. A good alternative, that’s about one-tenth the price, is The Adweek Copywriting Handbook (Amazon).

Before you even set up your site, I recommend writing out all the content you plan on posting. This way the whole website will have a consistent tone and you won’t have any dud content that drives readers away.

3. Use your book and site to get freelance work

Earlier I mentioned that you should write a book that’s appropriate for everyone (i.e. don’t author How To Cheat On Your Taxes). This is because you’re going to be showing your product to other business owners so that they hire you for work.

I’ve discussed this before, but it’s worth mentioning again. Companies will pay handsomely for someone who can design a website, write a newsletter, or pen an article. If you’ve written a book, even a short one, people are more likely to take you seriously.

A book and a website are always good things to have in your portfolio. If you have a title that sells well or a webpage that converts readers into buyers, someone will pay you to help with their own projects. It’s happened to me on numerous occasions. On top of this, it becomes incredibly easy to sell whatever service you’ve written the book on. People are more likely to buy a product you recommend (or create) if they know you’ve authored a book that’s related to it.
4. Leverage your experience into an “expert” position

Once you start making money others will pay you to hear “the secret.” Once or twice a week I have someone pay me for a short consultation where I teach them how to make an eBook, or how to market a product.

Most consultations, given by anyone in any field, are pretty basic. You usually end up paying for the same information that could have been gained from a $10 book. *The Adweek Copywriting Handbook*, for example, is a $20 paperback version of a $3,000 weekend consultation course. Same goes for many college classes where students pay thousands of dollars to read books they could have gotten for free at the library.

However, people who want consultations usually want them because they save time and offer a comparatively high return on investment. $100 for a one hour consultation is still cheaper than spending 10 hours reading how-to guides and experimenting through trial-and-error.

Consulting is easy to do because it rarely requires you to wrack your brain or learn a new skill. And clients enjoy it because it saves them a lot of time while providing actionable advice that’s specific to their situation.

5. Rewrite your original book using newly gained insights

When I started out in my quest to sell T-shirt designs, I had planned on direct marketing through Tesspring. As it turned out, I found a much faster (and easier) way to sell shirts. And it didn’t require a middle man.

Right now I’m in the process of selling one of my shirt designs to a major clothing company. I’ve also sold off other designs to smaller businesses. My current business model looks nothing like the one I had started out with.

Because of this, I decided to sit down and write a new book. One containing everything that I had learned since starting out. Authored with my own real-life experiences, enabling the reader to see exactly how I built a business.

Once you’ve mastered a craft (or at least done well in a particular field) your information will be completely unique and original. It also ends up selling itself since buyers know that you’ve actually worked your way up through the trenches.

Sample ideas

Here are a few simple ideas that I want you to steal from me. All of them are easy to monetize and could easily be turned into decent side-businesses:

*Good Looking Loser* has a six-figure Kratom business. There are a grand total of 16 eBooks about Kratom on Amazon. Buy some of his product, write a book about it, sign up for his affiliate program, and then start a little niche website.

Back in February I bought a box of old board games for $20. I then found out that each game was selling for roughly $50 to $100 on eBay. Go spend a Saturday finding cheap items to resell. Write a book and then start a blog on that topic.
Your local library has a mountain of books on marketing and sales. Check out three of them and read each one cover to cover. Take notes all the while. Open a Fiverr account and apply your new sales skills to get some clients. Once you earn a certain amount (set a milestone like $100 or $250) write a book. Sales Secrets To Making An Extra $500 A Month: The No B.S. Guide To Effortlessly Connect With Clients. There, I’ve even given you a book title to use.

Word of warning

Making money off of eBooks is easy. However, you have to be willing to do some work. Copying and pasting content from Google will not help you to make money. Plagiarizing will get you booted off Amazon. And ripping off another author is a good way to sabotage yourself and make a powerful enemy (many successful self-published authors are friends and they do not take kindly to others stealing their ideas). To make money off of eBooks you need the following:

- Passion (or at least some interest) in the subject you write about
- Original insights or a unique voice
- “Relative experience” (the more you’ve done something the better)
- Basic salesmanship (you must convince the customer to buy from you)

All of these can be developed rather easily. If you’re being original and writing about something that interests you the learning curve will be virtually non-existent.

Conclusion

Writing eBooks is an easy way to earn money while learning a new skill. It’s also a very simple way to build authority in a particular field.

With that said, authoring books is not some magic get-rich-quick scheme. No one has to buy your product. If you think you can make money cranking out poorly made copycat books, you might as well quit now.

However, if you have a passion for learning and sharing information, writing how-to guides can actually be quite lucrative. It allows you to easily establish a product, and opens new doors for future business opportunities. eBooks cost virtually nothing to create and they can be written in a minimal amount of time. If you want to experiment with business or increase your credibility on a subject, this is a great place to start.
27.4.2015 – How to Give Without Giving In

In the latest Mike Cernovich Podcast I discuss what’s next for Danger & Play. I also answer a fantastic question from a reader, who writes in:

‘Gerry Spence speaks about “giving from your reservoir” without giving yourself up. How do you know you are giving vs. giving yourself up? Where do you draw the line? Do you establish that line by LOGIC? Do you FEEL when that line is crossed? Or is that simply never a concern for you?’

Click play or check it on iTunes. We now, once again, have more ratings than Ask Altucher. (But we love James and the most helpful review for Ask Altucher is actually the one I wrote.)

Show notes:

- What’s next for Danger & Play?
- Why I will not apologize to gate keepers for mainstream acceptance.
- How Robert from 30 Days to X and I clowned a “comedian” on Twitter.
- Most men lose themselves in their relationships. Why?
- How can you give yourself to others without being sucked dry?
- Most of us feel depleted or that we’ve given too much because we lack knowledge of ourselves.
- Maintain your core values.
- Do not apologize for who you are or what you believe. Others are free to accept you for who you are or free to go their own way.
- When you only give who you truly are, you always have more to give.

You can never give too much of yourself, if you’re giving who you truly are.
Men ask me how they can be better looking. While skincare and fitness matter, there is truth to attractiveness coming from the inside out.

If you adopt a positive outlook on life, you will appear more attractive to others.

Likewise, if you let hatred consume your soul, you will die from the inside out. Your inner ugliness and negativity will be revealed for the world to see.

Your mindset will influence your physical attractiveness more than any other non-genetic factor.

Even if you are not traditionally good looking, a positive outlook on life gives you a glow and power.

Your fullness and abundance begin in your soul and overflows out past your skin.

Your anger and hostility will also flow outwards.

You can see mindset in action based on the staggering decline of a former NFL player, Christopher Kluwe.

Chris Kluwe, who I had never heard of until he tried to harass me online, became interested in me sometime around October, 2014.

Kluwe concluded it’d be wise to start a war with a man who writes 5,000 words a day and practices Gorilla Mindset principles. This was a disastrous mistake on Kluwe’s part. The more Kluwe threw at me, the more I laughed. He became a broken, embittered little man.

Kluwe’s obsession included rape fantasies involving me, and he posted an ask-me-anything (AMA) thread on Reddit called “I am Mike Cernovich’s Raging Bile Erection.” (Kluwe tried advancing his personal brand by attacking mine.)

Rather than focus on improving himself, Mr. Kluwe went on a campaign to silence me. He even threatened to sue me. (On the right, you see Chris Kluwe when he was succeeding; on left, his decline after a mindset of negativity and hatred.)

While some have wondered if Chris Kluwe is on drugs or perhaps has contracted HIV, I know the truth. Incredible, harrowing decline in charisma and looks. Only ever seen this in drug addicts, sincerely. @PlayDangerously
— Milo Yiannopoulos (@Nero) April 29, 2015

Mr. Kluwe’s staggering decline in health and physical appearance is due to his hateful mindset.

Chris Kluwe believes men, especially white men, are evil. This self-hatred has manifested itself in his AIDS-like deterioration.

If you hate yourself, you will appear ugly to the world. Hating yourself for immutable traits (race, gender, height, shape of face, etc.) is especially demoralizing, as you cannot change those traits. Likewise, if you have confidence and self-possession, you will be more likable and attractive.

Although Mr. Kluwe reads Danger & Play, he has not begun applying the principles written here. I would advise Mr. Kluwe to start juicing, as juicing does improve skin quality and overall health.
More importantly, Mr. Kluwe needs to adopt a more positive mindset.

Reading about mindset means nothing. Applying the Gorilla Mindset principles mean everything.

Although the final draft of Gorilla Mindset won’t be done until next week, there are some general mindset principles we can apply to our lives.

Do not hate anyone.

While I would not go as far as Jesus, who said to love everyone: I do not hate Chris Kluwe or anyone else I’ve criticized or who has criticized me. I don’t even hate the woman who falsely accused me of crimes.

“Hating a person is,” as the Buddha said, “like taking poison and expecting the other person to die.”

Recognize we are all flawed and hypocritical. We all want to become better versions of ourselves.

We will slip and stumble. That does not make us bad people, it makes us flawed people – which is to say, human.

Become abundant. You are enough, just as you are.

Do not hate yourself for being a man, whether that’s a gay man, black man, straight man, or white man. Hell, if you decide you’re a man inside a woman’s body, don’t hate yourself for that, either.

You do you, whoever that “you” is.

If you cannot begin to adopt a mindset of love for yourself, how can you expect others to love you?

Treat your leisure activity as if it’s work.

Some ask me if I ever sleep. Yes, I rest often and when I rest I make it count. My rest is not passively watching television, but rather includes massages, leisurely walks, long motor rides down the coast of Vietnam, and meditation.

Turn off the computer and internet stuff. Go listen to the waves crash in on the beach. Lie down, becoming one with the sea. Watch the sea gulls fly overhead.

Being around “big spaces” remind us we are connected to everyone and everything. Mountains, oceans, and even a small waterfall in your home reminds us how small we are. (We are one.)

Become a visionary rather than a reactionary.

Right now Kluwe is reacting to whatever annoys him at the present moment. This has caused him to be frenzied.

You can tell Chris is constantly rubbing his hair, as he can’t sit still.

He instead needs to sit down to decide what his vision for his life is.

When you have a vision for your life, for who you are and what you want the world to look like, you become calm even in the face of great storms.
You can’t change the world until you change your mindset.

How many of you were worried about me when the mainstream media began its attack on me? I received many emails and messages of support, which I appreciated.

I never had any fear of caving in and always knew the attacks (which admittedly stressed me considerably) would make me stronger.

Even under a full-frontal media blitz, I wrote 5,000 words every day, created a podcast with more ratings than world-famous James Altucher’s podcast, and raised a lot of hell. This is all due to Gorilla Mindset.

Even if they killed me, my message would continue on due to my writing and because so many of you have adopted these mindset principles.

If you want to change the world, change your mindset.

Start today.

No.

Start right this second.

Changing your mindset is as simply as changing what you think right now, in this present moment.

I believe in you, but that is not enough.

Do you believe in yourself?

Then start acting like it, which means you must take immediate action to improve one area of your life.

This can be a large step or small, but it’s a step you must take now.

Chris Kluwe has issued a formal response to this article.

A regular Danger & Play reader, Chris Kluwe read my article and wishes to respond. He has posted this shirtless picture of himself and decided to cyber-squat on my domain name.

Chris Kluwe is also a domain cyber-squatter.

Does Kluwe’s response refute this article’s point, or reinforce them more powerfully than I ever could?
May – 2015

3.5.2015 – Gorilla Mindset: Introduction

In a practical book on mindset, you want to know why these mindset techniques will work for you and, quite frankly, who the heck am I to tell you anything? Those are legitimate concerns. The techniques in Gorilla Mindset, while being research-backed, were first applied to my own life.

I grew up as a child on welfare. I had holes in my clothes. My parents were well-meaning and good people, but they had no conception of how to make or save money. They made mistakes and did the best they could, which is all you can expect. Besides, whining about your parents is about the most pathetic thing an adult can do.

Not only was I usually the poorest kid in school, I was also the fattest. I was “naturally” chubby and was picked on, ridiculed, and beaten up. I was afraid to walk home from school, as more often than not people would follow me. I’d either be called names or beat up.

My dad told me to start taking martial arts, and he even started taking classes with me. I was not naturally athletic. I was clumsy and out of shape. I couldn’t even do a single push-up. I hated martial arts classes and would have quit had my dad not been there taking classes with me.

I went through the motions, but I had no natural talent or belief in myself.

One day a bully beat me up badly and in humiliating fashion. My sister had to pull my attacker off of me. I felt demoralized and powerless.

We had a mattress in our garage. I went to the garage, lied down, and cried myself to sleep.

When my dad came home from work, he opened the garage door, looked down at me with part pity, part contempt, and asked me one question that changed my life.

“When are you going to get serious?”

Those words coupled with the expression his face were a wake-up call for me. I decided to get serious, and in some ways fanatical.

I would train until my body was exhausted and would hit the heavy bag until my knuckles would bleed. When I read in a martial arts magazine Thai fighters do 10 rounds on the heavy bag, I would do 10 rounds. When I learned Thai boxers would roll up magazines and hit their shins and legs to toughen themselves up, that’s what I did.

I learned when you systematically put in work, you will make progress. You might have terrible genetics, you might not have potential to be in the Olympics or win a UFC title, but you will improve.

I earned my black belt in Tae Kwon Do, boxed, and began beating up the bullies who had bullied me.

I had a hair-trigger and would look for reasons to fight.

But I was never happy, and my social skills were poor. I was awkward and weird. My mindset was based on vengeance rather than normal things like going to parties.
In fact, I was once invited to attend a school “lock-in” at the YMCA with a bunch of other classmates. I put on Tiger Balm to keep my joints warm, lest someone decided to start a fight with me.

I also didn’t perform well in school, with every teacher having the same line for my parents at PTA meetings, “Michael is so smart. He does not live up to his potential.”

It wasn’t I enjoyed getting into trouble, but I grew up in a poor neighborhood. Where I came from, getting good grades and doing homework wasn’t the norm. I’d get into fights, steal sandwiches from the local grocery store, and shoot out car windows with a BB gun (which was also stolen).

When one of my acts of vandalism made the local newspaper, I clipped out the picture with pride.

To change my life, I had to change my own mindset. The need to “do hood rat things” and this anger inside me had to be focused into something more productive.

It took a lot of work, but I ended up going from a poor bullied fat kid without any money to a well-known lawyer, writer, and podcaster who travels the world. In most ways my success makes me laugh, as my life story is unbelievable.

It took a lot of work, and indeed I’m still working. Sometimes when people say they like me or ask me for advice, it’s hard to understand why. There are days I still feel like the fat kid who was afraid to walk home from school.

But here I am, successes, failures, and flaws in all their shame and glory, and now I ask you, “Isn’t it time to get serious?”
9.5.2015 – How to Change Your Life (It Only Takes One Year)

Around three years ago I couldn’t get out of bed. I had an auto-immune condition that made me look like a leper. My body couldn’t produce cortisol, so my joints ached. Moving hurt. Laying down hurt. I was in agony.

I was exhausted but couldn’t sleep. Unable to read, I would watch a lot of YouTube. I saw an episode with a guy who seemed cool and genuine. I thought to myself, “I’d like to meet him someday.”

What happened next? Click play to find out, or subscribe on iTunes.

I managed to get out of bed. Today my life is different:

- I travel the world doing whatever I want whenever I want, and
- Ride motobikes down the coast of Vietnam, and
- Take day trips to temples in Thailand, and
- That guy I saw on YouTube and thought I’d like to meet...

He’s now a close friend.

Your life can be radically different, but change will not happen overnight. Change happens every day.

I could not have imagined my life would be like this, as I did not have any reference points.

Sometimes you don’t know how great life truly can be until you are there.

Stretch yourself.

You don’t improve overnight. You improve every day. You wake up and make a commitment to be just a little better today than you were yesterday.

I’m a natural introvert and meet-ups are a lot of work for me. I did my first meet-up a year ago, and it was the best decision I made for Danger & Play.

Work smarter and harder.

I don’t mess around. I work my ass off every day.

Too many guys are goofing off or more worried about being in a scene than putting work in.

I write 3,000 to 5,00 words every day. That means every day, 7 days a week, 365 days a year. (OK, maybe I take a day off here and there, but those are the exception rather than the rule.)

Danger & Play is on my mind 24/7. It’s an obsession requiring intelligent work, but it’s not easy work.

Always keep learning.

Even when you know it all, you don’t.
Some books provide mindset shifts even when they are not books about mindset. For example: *Write. Publish. Repeat.* (Amzn) has changed how I view my writing. Dan Kennedy’s marketing book (Amzn) has also improved my mindset.

Start laying bricks.

How do you build a wall? You lay one perfect brick. How do you change your life?

You *live one perfect day*.

What small change are you going to take today to change your life? Post a comment below.
How can you find your center of gravity in a world where everyone – friends, family, lovers, partners, bosses – are pulling and pushing you in the direction they want you to go in? Does your iPhone distract you from what really matters in life?

I talked about that question and more with my friend Nic Gabriel.

Show notes:

Nic and I talk about what it’s like being recognized in public, and the blurring that occurs between you public and private life.

Do you think you spend too much time on your iPhone?

How Mike (that’s me) is sometimes a pro wrestling character.

What does it mean to live your life with authenticity and integrity? How can you make your life speak for yourself?

Is there such a thing as an authentic self?

Learn to trust your gut.

Who is more selfish – you for living life on your terms of the people who try controlling you?

How do you balance living life on your terms without hurting people?

You must be willing to put a lot of work in.

On the link between posture, body language, and thought, and Rickson Gracie’s posture exercises.

How can you become more mindful.

Mike’s test for determining what men and women are going to remain in his life.

“Always give someone a second chance, but never a third.” – Nic Gabriel

“There’s a difference between a mistake and a character flaw.” – Mike Cernovich

What can women do better than men?

How to read faces (Amzn).

Learn more:

- Paul Ekman, Emotions Revealed, Second Edition: Recognizing Faces and Feelings to Improve Communication and Emotional Life (Amzn)
- Click here to subscribe to the Mike Cernovich Podcast on iTunes.
- Click here to subscribe to the Journey Podcast and click here to learn more about Nic Gabriel.
13.5.2016 – What I’m Currently Reading (And Why)

As a rule, I tend to read several books in a single subject area. I almost create my own syllabus and reading list when learning about or enhancing my knowledge. For the past few weeks I’ve been all (or mostly) business.

Since Gorilla Mindset is coming out soon, I must raise my own standards. The launch has to be perfect. In fact, the launch is going to be pretty amazing, and it will lay out a blueprint you will be able to use yourselves.

(I’m not going to bundle my knowledge up into a $1,999 course to sell you on. I’ll tell you exactly what I did and why. But until then...)

How can you raise your standards unless you humble yourself, recognize there are others above you, and look up to them for guidance?

To raise your standards it helps to find others who are above you, emulate and learn from them, and then apply their principles to your own life and work.

A book is sort of a highlight reel of a person’s thoughts. Each word was carefully considered and edited. Find books by masters, study them, and learn and grow. Or at least that’s my approach.

Here’s what I’ve been reading (and why).

Writing is an art. Publishing is a business. Write. Publish. Repeat. by Sean Platt. This will go down as the best book I read in 2015. While are helpful practice tips throughout the book, which is why it’s a must-read for those of you new to writing for a living, most if it was stuff I knew. Yet I came up with idea after idea while reading this book. Oftentimes the real value of reading a book isn’t the raw information. Rather, the value comes from forcing you to focus on a subject you are interested in. Your unconscious mind seems to take over, and you have a-ha moment after a-ha moment.

If you apply the principles in How to Stop Worrying, you will start living. How to Stop Worrying and Start Living. This is the best self-development book ever written. I read it almost 20 years ago. Today I’m reading it to analyze the structure. Why is the book so amazing? Dale Carnegie (who most of you know from How to Win Friends and Influence People) was the original list maker. Every piece of advice he gives is actionable.

Muscle is the best anti-aging “drug” on the market, and cardio is the best nootropic. Get Serious by Dr. Brett Osborn. Dr. Osborn is actually a consultant on a project I’m working on, so of course I read his book. The book was really cool for a couple of reasons. One is much of the health-related information I posted in Gorilla Mindset is actually in Dr. Osborn’s book, thus validating my own research. For example, in Gorilla Mindset that I observe, “Exercise is the best nootropic.” Exercise, and other activities that boost your blood flow and improve cardiovascular function, also improve cognitive function as well. I even wrote about the connection between stroke, poor cardiovascular function, and age-related cognitive decline. Dr. Obsborn covered those subjects as well. Second, I learned a lot about the underlying physiology of the damages of glucose and how to mitigate the damage caused by glucose. I also related to the book as I’ve gotten much less “bro” over the years. I don’t train to look good, although that’s a nice byproduct of exercise. I train to feel good and live long. If you’re looking for a life-extension/anti-aging look on training with weights, then Get Serious is the book for you.
Never buy brand awareness. Brand awareness should result from your measurable direct marketing campaigns. \textit{The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses} by Dan Kennedy. Again, I know most of what’s in this book. I have an email list, blog platform, media platforms like a podcast, and email opt-ins. I know to target my message to you (law of attraction) and not be afraid of offending others (law of rejection). You know your message is targeted when the wrong sorts of people find it offensive. Cry babies don’t belong on Danger & Play. I don’t want them here, and we all do a good job of keeping them away. As with \textit{Write. Publish. Repeat}, this book helped improved my mindset. It reminded me how important measurements are. I know my open rate, click rate, and engagement rates on social media. I know what works and what doesn’t. But there is always more work to do.

We must stop fighting new wars with old tactics. \textit{On War: The Collected Essays of William S. Lind 2003-2009} by William S. Lind. If you’re wondering why the West, despite our trillion-dollar defense budgets and massive armies, can’t accomplish much in Iraq and the rest of the Middle East, this is the book for you. This is a fascinating discussion of 4th generation war. What is 4th generation warfare? It’s warfare used by non-state actors. For example, in old wars British soldiers would line up against American revolutionaries. Soldiers wore uniforms. If you wanted to end a war, you negotiated with generals. Generals Ulysses S. Grant and Robert E. Lee met at the Appomattox Court House to end the American Civil War.

But what if Robert E. Lee hadn’t wanted the Civil War to end? What if his soldiers wanted to keep fighting? What if they had retreated into the wilderness, blended in with the general public, and raised hell? The Civil War would have continued indefinitely had it been a 4th generation war. The new (4th generation) wars are being fought by random pockets of resistance. How can we win a war when killing a nation’s president (as with Iraq) means little to nothing to the people fighting the war? \textit{On War} is a fascinating collection of essays. Each essay is thought-provoking, and the collection of work is massive.

There are several more book recommendations at Danger & Play.

Previous posts about books:

- \textit{10 Books Everyone Should Read}
- \textit{Why do you recommend so many books?}
- \textit{Are you reading too many books by straight white men?}

(\textit{Unrelated confession. I’m an Amazon fan boy.})

Amazon is the only aspect of living in the United States I miss, as Amazon does not ship to Saigon. I have the Kindle Paperwhite and even the handsome Amazon-branded traveling case. (There’s no glare on the Kindle Paperwhite, which makes it easier to read in sunny areas.)

\textit{The Paperwhite v. iPhone/iPad Kindle App.}

I use the iPhone app and also own an actual Kindle, in this case the Kindle Paperwhite. The Paperwhite 6" (Amzn) really cool. It doesn’t have “blue light,” unlike the iPhone and iPad, and thus does not disrupt your circadian rhythms. The downside of the Paperwhite is images do not render well. If you’re looking to read books without images, the Paperwhite is superior. If a book contains a lot of images, then stick with the Kindle app. Also, it’s harder to highlight and make notes on the Kindle Paperwhite. Apple’s touchscreen technology is superior to Amazon’s Kindle technology. Pros and cons of the Kindle Paperwhite aside, I don’t really see the Kindle app and Paperwhite 6" as an either-or decision. I have both. Then again, I travel a lot, read a lot, and go nuts if I don’t have something to read.
I also got sick of hauling around paper books travel as light as possible.

In fact, *Gorilla Mindset* will have an upgraded e-junkie version, as the hundreds of posture pics I wanted to include simply will not show up in the Kindle version. (Kindle Paperwhite in a handsome carrying case. Yes, I buy just about whatever Amazon sells, and unfortunately I couldn’t find this case on Amazon, so you may be out of luck.)

Buy your books here:

- *Write. Publish. Repeat.* by Sean Platt ([Amzn](https://www.amazon.com/dp/B07WZ5F7T3))
- *Get Serious* by Dr. Brett Osborn ([Amzn](https://www.amazon.com/dp/B07WZ5F7T3))
- *The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses* by Dan Kennedy ([Amzn](https://www.amazon.com/dp/B07WZ5F7T3))
- (I read my books on the iPhone Kindle app and also use the Kindle Paperwhite, which is sold here.)

What have you all been reading?
Mark Munoz is a top UFC fighter, and a Division I wrestling champion. I was able to talk personally with Munoz about the mindset strategies he uses when preparing for a fight.

Known as The Filipino Wrecking Machine, Munoz is retiring after his fight with Luke Barnatt on UFC Fight Night: Faber v. Edgar. Before his fight I was able to talk to Munoz about his final fight.

(UPDATE: In a highlight-reel performance, Munoz won his fight before leaving his gloves inside the Octagon.)

By now it should come as no surprise to learn the top mixed martial artists are thoughtful and intelligent. Yet myths persist. Those who lack and understanding of martial arts see a solid hard exterior and made judgments without sitting down to speak about the discipline and hard work and mentality that goes into high-level training.

I’ve spoken to many UFC fighters inside and outside of the gym, and Munoz was among the most contemplative and reflective.

Munoz’s vibe is one of calmness and quiet self-possession.

Munoz uses mindset techniques extensively in his training, and believes fighters who focus 90% on the physical game and 10% on the mental are making a huge mistake.

We were able to talk about his mindset techniques. The interview is below.

(The sound quality is admittedly pretty bad. I hadn’t brought the proper equipment with me.)

The Mindset Secrets of Mark Munoz – Visualization, Prayer, Meditation, and Self-Talk

Mike Cernovich: Mark, you’re known as one of the nicest guys outside of the Octagon, but inside you are ferocious. What switches in your mindset? Do you have mental strategies you use when training to “turn on” that switch?

Mark Munoz: On the outside I’m known as one of the nicest guys. But you play many roles in your life. You have to learn how to know when to turn on the aggression and when to turn it off.

Cernovich: How do you turn it on, so to speak?

Munoz: We train and spar aggressively. You have to learn how to do it, and it’s not something that will come overnight. I started wrestling since I was 13 years and, and I’m 37 now. You learn how to go “on” and “off” only through dedicated training. It takes time to develop these skills.

Cernovich: Do you use visualization in the locker room before a fight?

Munoz: Visualization is very important and I use it during training and before fights. If you can visualize what happens during the fight, you can make those same visions happen during the fight. I visualize what happens before a fight and often find the very same situations occurring during the fight. You also need positive self-talk. You must buffer negative self-talk with positive concrete facts. When I feel afraid, I tell myself, “You deserve to be here. You have trained hard.” I buffer those fears by reminding myself of concrete facts.
“Doubts paralyze you. You must work to keep doubts out of your mind.”

Cernovich: Even though you’re an accomplished fighter, you have the same doubts, insecurities, and vulnerabilities as everyone else, don’t you?

Munoz: Absolutely. But what is fear? FEAR is an acronym for false evidence appearing real. When you face your fears, you realize those fears were exaggerated.

**FEAR – FALSE EVIDENCE APPEARING REAL!**

I have a lot of doubt, fear, and anxiety. You must learn how to control those and counter doubts with positive concrete facts and positive statements.

Cernovich: Do you use affirmations?

Munoz: I use affirmations.

Cernovich: What was the biggest fear you had to overcome?

Munoz: I’m not sure. (Maybe making weight.)

Cernovich: Were you ever afraid of dreaming big, knowing you could fail to achieve your dreams?

Munoz: No, you can’t be afraid to dream. You have to think big. You have to put yourself out there. You can’t be afraid to dream. Think big, set your goals high. Set realistic goals, achieve them, and set higher goals. Re-establish goals. That’s how you reach a higher level.

**7 Mental Traits of Champions – “Desire, Direction, Willingness, Discipline, Dedication, Commitment, and Heart.”**

Cernovich: Do you believe the mental game is as important as the physical?

Munoz: If you ask someone what it takes to be a champion, they’ll tell you: Desire, direction, willingness, discipline, dedication, commitment, and heart.” They never say strength or body type. We prepare ourselves physically but neglect ourselves mentally. We spend 90% of our time on the physical game and only 10% on the mental game. We need to switch those around and spend more time on our mental game. We need to incorporate mindset training into our physical training.

Cernovich: Do you meditate?

Munoz: 100%. I meditate and pray.

**What Mark Munoz really wants – “I want true joy.”**

Cernovich: You’re not some guy who is afraid to admit he prays and meditates. You’re not trying to present yourself as some agro monster, are you?

Munoz: No. I’m not some agro monster and do not want to be. You cannot have a normal relationship or a good life is you are agro all of the time. To be well-rounded and have peace and soulfulness, you must have both sides. I want to achieve true joy.
Cernovich: Thanks for your time. This was a fascinating conversation.

Munoz: Thank you.

Want to learn more about mindset?

Check out Gorilla Mindset: Introduction.
19.5.2015 - How to Become Better Looking and Improve Your Health with Juice Power

Juice Power, which has received rave reviews, is now on Kindle.

I’m not going to write a long-form sales letter telling you juicing will change your life.

But.

Juicing will change your life.

I got into juicing after a serious auto-immune disease threatened to destroy my life.

I had to regrow almost all of my skin.

While juicing is not a cure all for all conditions, juicing will improve your mental and physical health.

In fact, Juice Power contains links and summaries of numerous scientific studies showing:

- Juicing can help treat depression.
- Juicing will make you better looking.
- Juicing will help your body fight off illness and infection.

I recently personally interviewed several UFC fighters, including Urijah Faber, Frankie Edgar, and Mark Munoz.

Mark Munoz talks about the benefits of juicing before his last fight in the UFC.

Other than lifting weights, juicing is the single best step you can take to look better, feel better, and live longer.

The benefits of juicing include:

- Better looking skin.
- A natural glow, as good health and good looks start from the inside.
- Improved workouts.
- A stronger immune system.
- Stronger, thicker hair.

Juice Power is priced at a discount for a limited time.

The market for juicing books on Kindle is $9.99, and that’s what I’m going to charge. (Inside baseball: Once you charge more than $9.99 for an ebook, Amazon cuts your royalty from 70% down to 35%.)

For a limited time Juice Power will be discounted to $6.99.

Limited time, as you know by now, does mean limited time. I’m pricing Juice Power at a discount for you, and not to undercut the competition, and quite frankly, no one knows more about juicing than I do.

I’m going to sell Juice Power for $9.99 soon.

Juice Power is a guide for beginner and advanced juicers alike.
If you or a loved one is new to juicing, Juice Power will:

- Help you choose a juicer that fits your budget and your needs.
- Give you tips to make clean-up a breeze.
- Addresses some of the myths about juicing.
- Tell you what foods you can eat while juicing.
- Provided detailed, step-by-step instructions to get you started in with quickness.

Although I do not personally advocate juice fasts and always believe you should do this only under a doctor’s direct supervision, Juice Power also explains how to undergo a short-term juice fast.

If you’ve been juicing for a while, in Juice Power you’ll learn:

- Over 70 juice recipes, including low-carb juice recipes.
- The scientifically-proven benefits of juicing.
- How to juice to become better looking and to have better workouts.

Juice Power also explains the difference between juicing and blending and compares and contrasts the best available juicers and blenders.

**You don’t have to take my word for it. Look at what others have said about Juice Power.**

These are real reviews from real people.

- “Mike has created a tremendous resource in Juice Power.” – Manny S.
- “Put simply, if you seriously want to get into juicing, you need to check out Fit Juice Trilogy. There’s no other collection of books out there that explains juicing so thoroughly, right down to the scientific evidence of its effectiveness.” – Matt F.
- “I purchased your juicing e-books. I think it is a Hell of a deal. I can tell you put a lot of work into them. Good Stuff.” – R.T.
- “I shared your juicing books with my parents.” – M.D.

**All of the top professional athletes are juicing.** Mark Munoz is a Division I wrestling champion and UFC Middleweight fighter. When I asked him how he remained so youthful looking at 37, he told me he was a juicer. “I juice every day. It’s essential.” UFC Champion and pound-for-pound greatest fighter in the world, Jon Jones is also a juicer.

In fact, it seems the only people who aren’t juicing are those who don’t know about juicing, “bros” who think eating an apple is more dangerous than chugging Acesulfame K laden protein powders, and those who don’t take their health seriously. Even if you don’t want to juice, Juice Power will teach you how to make smoothies, and Juice Power includes the famous Joe Rogan Kale Shake recipe.

**Become better looking, have better workouts, and improve your overall health with Juice Power.**
20.5.2015 – Podcast Episode 100: All Of Your Questions Are Answered (Also, Gorilla Mindset: Table of Contents)

For the 100th episode of the Mike Cernovich Podcast, I answer your pressing questions. These 14 questions cover everything from Gorilla Mindset’s book release, business partnerships, building up a website, developing your personal brand, finding your niche, how to get more work done, and more.

Click play or go to iTunes.

The Mike Cernovich Podcast is sponsored by Juice Power, which is now available at Amazon.

Questions from Facebook:

- “Something we all have been wondering: When will the book [Gorilla Mindset] be released?”
- “What are your thoughts on monogamy?”
- “How was UFC event like? Have you talked to any other fighters besides your mindset conversation with Mark Munoz?”
- “Do you have any tips on being consistent with the task at hand. One thing I’ve noticed about you is, you don’t get carried away with new ideas etc. You have a zen patience with tasks, it takes as long as it takes. Do you have any specific things you do when starting a project that allows you to stay patient and not ‘just move on to the next one’.”
- “Should you actively pursue a niche? – Or just do your thing and allow your niche to manifest naturally. Or is it a bit of both perhaps? And how niche should a niche be? (This is a bit of a mind boggle!”
- “How to go about setting the right priorities in your life – specifically on a daily basis. Also how has your lifestyle choices changed as you’ve grown older?”
- “Still running T only or have you added in AI, SERMS, HCG, etc.”

Questions from Twitter.

When and why did I decide to take my writing seriously?
@Cernovich At what point did you take D&P seriously- and why? (Through web archives there seems to have came a point where it just grew up)
— Artful (@theartfulman) May 19, 2015

Should you train combat arts as you get older?
What are your thoughts on training in combative sports as you get older? ie. BJJ, MMA, boxing etc.
@Cernovich — Ed (@52in52weeks) May 19, 2015

Do you agree with social justice warriors about anything?
@Cernovich For fun: What’s a point SJWs make that you’re afraid to admit is right?
— Cam Adair (@camerondare) May 19, 2015

When will Gorilla Mindset be released?
@Cernovich Whats the status on Gorilla Mindset and where are you going next project wise? — Plex (@suplexthetrain) May 19, 2015

What’s next for the Mike Cernovich Podcast?
@Cernovich Congrats on the milestone, Mike. Where next for your podcast?
— Andrew Miles (@MilesHighLife) May 19, 2015
What was my biggest obstacle?
@Cernovich What do you feel was the biggest obstacle you put in your own path and had to overcome? — Adam Lawson (@cigarsandlegs) May 19, 2015

When, if ever, should you take on a business partner?
@Cernovich when should you take on a business partner? first developing your idea alone, or teamwork from the getgo?
— FLORIAN ULRICH (@flulrich) May 19, 2015

Gorilla Mindset Table of Contents

Mike Cernovich’s mindset techniques have helped countless people improve their health and fitness, develop deeper personal and romantic relationships, and take control of anxiety and worry. In Gorilla Mindset you will learn how to:

- Improve your self-confidence by changing the way you talk to yourself and others.
- View the most brutal challenges as opportunities for personal growth with the power of framing.
- Stop bad moods dead in their tracks, and more than that, learn how to make yourself feel powerful and triumphant, even at your lowest points in life.
- Eliminate feelings of frenzy or absent mindedness.
- Develop clearer, sharper, and more focused thinking.
- Have a body that feels good and works for you rather than against you.
- Earn more money by thinking of yourself as a personal brand.
- Live a life so remarkable you were previously too afraid to imagine it.

Join the millions of readers and listeners who have learned how to start believing in themselves.

Chapter 1. Mindset is a Conversation: The Power of Self-Talk
- How “Changing the Conversation” You Have with Yourself Will Improve Your Self-Confidence and Relationships with Others
- How to Create Affirmations to Inspire You
- “I Will,” – My Personal Affirmation
- Use this Worksheet to Improve Your Self-Talk
- Follow these Daily Self-Talk Habits to Reinforce what You’ve Learned

Chapter 2. Mindset is a Choice: How to Use Powerful Framing Techniques to Change How You Perceive Life’s Challenges
- Why Changing Your “Frame” Will Help You Change How You Perceive the Difficulties in Life We All Face
- Use this Worksheet to Find a Powerful Frame
- Reinforce Your Frame By Following these Frame Control Habits

Chapter 3. Mindset is a Moment: How to Check In to Your Life with Timeless Mindfulness Strategies
- Mindfulness Techniques you Give Back Control With the Only Moment that Exists – the Present Moment
- Use the Self-Talk and Frame Techniques to Fill Out this Worksheet, Elevating Your Mindfulness
- To Become More Mindful, Follow These Mindfulness Habits
- 10 Exercise That Will Help You to Become More Mindful
Chapter 4. Mindset is a Mood: How to Control Your State
- Never Feel Unwanted Anger or Worry Again by Learning State Control
- To Fully Master Your State, Fill Out This Worksheet
- Follow these Actionable Habits to Gain Increased, Progressive Control Over Your State

Chapter 5. Mindset is Focus: How to Take Back Control of Your Attention
- Overcome the “Modern ADHD” We Suffer From with These Proven Methods to Develop Intense Focus
- Find Your Focus with this Worksheet
- Follow these Focus Habits to Never Lose Track of What Truly Matters in Your Life

Chapter 6. Mindset is Lifestyle: Chang the Way you Think, Change the Way You Live
- Create a Virtuous Circle of Positivity to Improve Your Daily Life and Your Mindset
- Your Morning Routine is the Beginning of Your Lifestyle: Make it Count
- How to Increase Your Will Power by Recognizing the Limits of Will Power
- Organize Your Lifestyle with this Worksheet
- Follow these Lifestyle Habits Daily to Improve How You Think, Feel, and Live

Chapter 7. Mindset is a Body: Health and Fitness
- Master your Emotions and Improve Your Overall Health by Improving the Quality of Your Blood, Breath, and Posture
- These Health and Fitness Tips Will Extend Your Life, Improve Your Sex Drive, and Take Your Mindset to the Next Level
- Your Health and Fitness is a Product of Your Habits: Follow These for Peak Health and Performance
- How I Cured My Depression and Anxiety with a Common Supplement
- The Top 10 Mindset Supplements

Chapter 8. Mindset is Money: Make More, Save More, and Invest More Intelligently
- Money is the Root of All that is Good: Make A lot of Money and Save Some, Too
- Death and Taxes are Certain, But You can and Should Delay the Latter for as Long as Possible with these Tax Planning Strategies
- How Seeing Yourself as a Valuable Stock – You, Inc. – Will Lead to More Money and Greater Life Satisfaction
- You Don’t Earn or Spend a Fortune in a Day: Follow These Habits for Consistent Increases in Your Next Worth

Chapter 9. Mindset is Vision: Change What You See to Change What You Get
- Now It’s Time to Apply Everything You’ve Learned by Incorporating Visualization Exercises
- “You Have to See It to Want It.”

Chapter 10. Mindset is One Day: Visualize Your Perfect Day
- Your Life is Made Up of Days: To Life a Great Life, Start by Living a Perfect Day
I was talking to some men in Chiang Mai about my expectations of people who work for me. I rattled off what was needed to take my stuff to the next level, and most of it was back end tech stuff. One man asked me, “But Mike...What about people who want to be like you, you know, just a writer?”

If you are a just a writer, you’re dead meat and will be dead broke. If you are a writer you must also become a marketer, hype man, SEO guru, promoter, and photographer.

Find out how to build your website up from the ground up in the latest Mike Cernovich Podcast.

Click play or go to iTunes.

(Plus much more, but let’s start with some basics.)

What will happen to your website, blog, or book if you’re “just a writer”?

Here are some skills you need to acquire if you want to earn a living off of your writing:

- Engage with your readers in a relatable way, walking the line between living an aspirational life without coming off like Mr. Cool Guy.
- Build a website.
- Become a photographer. (Use your own photos for your website.)
- Build an e-mail list. Use opt-ins/set up a Lead Pages.
- Use Twitter and understand analytics.
- Send emails to your list that actually get opened w/minimal unsubscribes.
- Write a long form sales letter.
- A/B test email subject lines to find out how to optimize open rates.
- Repair your website when it gets broken.
- Optimize your web design to get the most page views.
- Know the difference between a view/impression, click, and conversion.
- Know the difference between unique viewers and page views.
- Recognize Amazon is not merely a bookseller, it’s also the third largest search engine in the world.
- Install Google Webmaster tools and understand how many search impressions you receive for a post and how you can improve you click through rate.

There are many more areas you must master.

The overall point, however, is this: Change your mindset immediately.

You are not “just a writer.”

You are also a marketer, photographer, and promoter.

You are your own hype man.

Learn how to write for search engines and people. Study my headphones review post, which has made me several thousand dollars. It is a case study on how to write a long-tail SEO article that regular readers and new readers will enjoy.

- Sennheiser HD280 v. Audio-Technica ATH-M50x
Notice a few things.

This was a deliberate article that makes me money every month because of the search engines. You also enjoyed reading it.

- The title, “Best Headphones for Introverts” is one you would click on to read. Everything I write, even when doing SEO, puts you first.
- The URL contains keywords (sennheiser-hd280-ath-m50x-v-modareview), which is a signal to Google about the article’s content.
- The article is a “pro and con” or “this v. that” style review, which takes advantage of long-tail keywords. People rarely search for “best headphones,” and when they do, they’ll hit a site like CNET or Wired. When people search for product x. v. product y, they can find your site.
- The article contains music, which increases the engagement rate and reduces the bounce rate. That is, when users find the post via Google, they stay on the page for a really long time. This signals to Google that the article is high quality.
- There are links to a product for people to buy.

Am I just a writer?

Read this article on the Joe Rogan Kale Shake. It has made me thousands of dollars. Joe Rogan is a big name. When a big name does something (such a drink a kale shake), people will search for the recipe.

My Joe Rogan Kale Shake article:

- Identifies itself as a recipe in the URL (joe-rogan-kale-shake-recipe)
- Contains pictures and videos, thereby increasing the engagement rate and reducing the bounce rate.
- Contains links for people to buy products.
- Links to my other articles, so people can read about “juicing v. blending.”

Am I just a writer?

I’m also not “just a podcaster.”

My podcast has more ratings than Ask Altucher. James Altucher has published several books, written columns in the Wall Street Journal, and is world famous.

Yet somehow my podcast has more ratings than his. Why is that?

- I ask for reviews and give you a reason to give me a review. (“Hey guys, leaving me a rating takes 30 seconds and helps get our message out to more people.”)
- I explain you can leave a review in 30 seconds.
- I link to a place to give me a review with each article.

I am not just a writer or just a podcaster. I’m a marketer, promoter, and hype man.

Study this very article.

(Let’s get meta.)

This article is a long form sales letter.
This article you are reading contains helpful information. If you have a website or blog or book to promote, you can learn from it.

This is the type of article that will change how you look at your own work. The article also links to content that, if you click on and read, will make me money.

The article also demonstrates my own expertise as a marketer and promoter. If I wanted to sell you on my marketing services (I don’t; use BADNET instead of me), you would want to hire me.

**If you are a just a writer, you are going to be dead broke.**

I spend more time on the back end of Danger & Play than I spend on the front end. That is, I do more “tech stuff” each day than I spend on writing.

I spend several hours each week continuing my marketing education.

For *Gorilla Mindset*, I have studied the structure of *How to Stop Worrying and Start living*, the best self-improvement book ever written.

Victor and I talk about this stuff non-stop, exchanging ideas and playing with website design. We spent over 4 hours last week brainstorming book subtitles.

Change your mindset. You are not “just a [anything].” You must be far more than that or you will be left behind.

*[If I were in the “I Will Teach You to Be Rich” game Here is where I’d put my call to Action.]*

See how this post is sort of like a long-form sales letter?

Except I’m not selling anything, as I’m too busy doing stuff for *Gorilla Mindset*.

But.

Right now is where you’d put a “Buy Now” call-to-action button.

**See, there’s a lot to this Internet stuff.**

**No one can make it being “just a writer.”**

**27.5.2016 - Gorilla Mindset: How to Become More Focused**

People are frantic and “ADHD” due to a lack of focus. Why do we lack focus, and more importantly:

How can we develop intense focus?

Show notes:

**Three questions you must ask yourself to regain your focus.**

1. What outcome do you want?
2. Will your actions lead to a direct and measurable increase in this outcome?
3. What actions will lead to the greatest improvement in your desired outcome?
**Gorilla Mindset shift:** Time spent on an inefficient activity is time taken away from doing something that matters in your business, career, or personal life.

Travel example: If you forget your passport (or if it’s expired), the trip is off. Yes, traveling involves a lot of planning. The trip details matter, but keep your focus on what matters most of all. Namely your passport. (The passport example is a metaphor on life, of course.)

**Gorilla Mindset book example:** If you want to sell a lot of books, you had better first write a book.

- Having a book people can buy is what matters most of all. Being good enough that will buy more books matters, yes, but write the damn book.
- A professional book cover matters.
- Editing matters.
- The rest (font size, spacing) are details. Those details matter, but do not focus on them until you have finished doing what matters most of all.

Podcast editing example: Did you know editing my podcast in Audacity (“How to Make Your Voice Sound Better in Audacity”) has not increased overall listens/views at all? I spend a few minutes editing my podcast, but not hours in a studio. The increased editing simply has no ROI.

Kids example: To be a good father, don’t be broke and spend actual time with your kids. The rest is details. Talk to some people. Everyone has details to complain about. Most mature adults have affection for non-abusive parents who spent time with them and weren’t poor.

**Focus on customer service, as customer service always matters. I am in the customer service business.**

If I never got another new reader to Danger & Play, I could make my living off of this site for years.

 Granted, people fall off and move on, but I’m just illustrating a point.

It’s not fake to say you matter. It is 100% the truth.

How can you make people “feel the love?”

Hint: I edit the podcasts as a form of customer service.

**An activity may not have an ROI in one area (more listens).**

Yet the activity may still be worth doing.

Showing you I care about your user experience, listen to feedback, and take action in response to your concerns is part of my customer service.

Losing a customer is not just the loss of that customer, but also of all referrals the customer would have brought. (And that doesn’t include negative feedback they may leave, which will cost you more future customers.)

I will never buy another Dan Kennedy book, nor will I ever recommend another one of his books. Why? His customer service is terrible. His books are not books. They are 25% book, 75% sell-sell-sell. When I buy a book, give me 75% information and 25% upsells, not 75% advertorials for your mastermind groups.
I’m not saying to be sloppy.

**A professional always raises his standards.**
But before getting lost in details, sit down to think through your goals. Focus on your outcomes. What do you want to accomplish? Will your act lead to an increase in that outcome in the most efficient manner?

Once you have the big details nailed down, only then should you shift your focus to other activities.

P.S. I have been using this microphone for my podcasts, and the sound quality appears to be better than my podcasts done with a Blue Snowball.

Now listen to “**How to Think Like No One Else Thinks.**”
"Let go," something inside me said. My body convulsed slightly and my eyes began to water. "Let go of the fear, pain, anxiety, and sadness."

I felt a calmness overtake my body and my spirit felt lifted. Although I usually use binaural beats for intense focus, my body has been breaking down. My stress levels are at a peak.

My body has been holding on to these pressures, leading to muscular and postural imbalances. If I had to describe my body and mind, it would be brittle.

Brittle, as you likely know from personal experience, precedes broken.

**Binaural beats have helped me break through, to let go, and to focus on what matters most.**

**What are binaural beats?**

You know this is a no life hacking zone. We don’t re-write Wikipedia.

*We quote it*: binaural beats, or binaural tones, are auditory processing artifacts, or apparent sounds, caused by specific physical stimuli. The brain produces a phenomenon resulting in low-frequency pulsations in the amplitude and sound localization of a perceived sound when two tones at slightly different frequencies are presented separately, one to each of a subject’s ears, using stereo headphones. [The entire entry is fascinating and worth reading.] That is a long way of saying “Binaural beats are a category of music that can have a powerful impact on your mood.”

I use binaural beats to write to, meditate to, sleep to, reflect to, and even heal to.

There are many YouTube channels with different binaural beats. Some of the sounds are several hours long. There are binaural beats with flutes, waterfalls, and frankly some – in a word, weird – sounds that change my brain waves and impact my thinking.

Yes, these beats often have new-age names that may turn some people off. Ignore the chakra stuff (I do, anyway) and focus on how the changes you feel in your mind and body.

**How do you listen to binaural beats?**

If I am writing, I put on my headphones (you need good headphones to get the most out of binaural beats). and crank away for 2-4 hours.

Last night, as my mind needed healing, I listened to them lying on my back on the floor. While lying down I do some passive stretching. As my shoulders are pronated, I put my hands behind my back, as as if in handcuffs, to adjust my shoulder. I rolled up a towel and placed it underneath my thoracic spine and then wore an eye mask to ensure total darkness.

Do not perform active stretching, as that defeats the purpose of healing binaural beats. Everyone says you need quality head phones when listing to binaural beats, and that tends to be true unless you have a hi-fidelity stereo system. Your computer speakers will not give you the same effect even inexpensive ear buds will.
What binaural beats are best to listen to?

This depends on the task you are about to perform. There are intense beats for writing and focus and there are meditative beats for relaxation, sleep, and healing.

You need to listen to a lot of different beats to find out what your body needs.

Some of these beats are intense, and listening to those types of binaural beats when you’re stressed can actually make you more stressed.

Take your time finding the right beat. I tend to give each beat around 5 minutes to see if it works, although you can sometimes tell right away if one is wrong for you.

Binaural beat for healing.

Binaural beat for focus.

Binaural beat for intense meditation.

Binaural beat for relaxed meditation.

Binaural beat for reflection/contemplation.

Your preferences may differ, however, as your brain may respond differently to certain frequencies than my brain. There’s even some evidence showing women perceive different wavelengths depending upon whether or not they are on their menstrual cycles.

What are the best YouTube channels for binaural beats?

That question will depend on your personal preferences. I personally listen and subscribe to these channels:

- NuMeditationMusic
- AudioEntrainment
- iGodMind Subliminal and Meditation Mind Movies
- Jason Lewis – MindAmend

There are several more channels to watch, but those three are especially good sources of binaural beats.

What are the best head phones to use when listing to binaural beats?

Some people go crazy arguing over this stuff, but I need great sounding headphones that travel well, have some sort of passive noise cancellation, and don’t cost thousands of dollars.

I did a lengthy review comparing the best headphones.

There are really only three head phones in my book, and I own all three:

- Sennheiser HD280 (Amazon).
- Audio-Technica ATH-M50x (Amazon).
- V-MODA Crossfade M-100 (Amazon).
The sound quality on all three is the same, at least according to me and everyone I’ve had test them. Thus the best headphones for you may differ based on your needs. I need robust, sturdy head phones that travel well and sound great.

Unfortunately my Audio-Technica ATH-M50x are not as robust as my Sennheiser HD280 or V-MODA. The Audio-Technica have a cheap plastic hinge, which I managed to break after less than a month. On the other hand, my Sennheiser HD280’s (the least expensive pair of first-rate head phones) have been going strong after several years. (On the left, my broken ATH-M50x; on the right are my Sennheiser’s.)

If I had to choose between the Audio-Technica ATH-M50x and Sennheiser HD280, I’d pick the Sennheiser. This is especially true as they cost about half as much as the Audio-Technica.

The V-MODA Crossfade M-100 are the best head phones to use if you travel a lot. They are compact, they come with a hard carrying case, and the cord is kevlar-coated and thus doesn’t ravel and tangle and get in the way and otherwise be a pain in the butt. (The V-MODA are my new favorite headphones, primarily because I have been traveling much more.)

That said, the V-MODA are $299 head phones. Obviously never go into credit card debt to buy headphones:

- Sennheiser HD280 (Amazon).
- Audio-Technica ATH-M50x (Amazon).
- V-MODA Crossfade M-100 (Amazon).

How long should you listen to binaural beats?

There is no right answer here. It’s surely a more productive use of your time than watching television. In that sense, my answer is, “Well, what the heck else are you going to do with your time?” My less glib answer is 5-20 minutes. It takes approximately five minutes for your brain to adjust to the waves, and after 20 minutes you feel pretty amazing.

You may spend hours listening to binaural beats. Again, it’s not uncommon for me to write for several hours and to lay on my back stretching and reflecting for several hours.
What if we got a big house in Chiang Mai, Thailand?

What if you lived with me for three months?

You could ask me anything whenever you felt like it (within reason).

We would work together, train together, and grow together.

You’d also learn how to take your life and business to the next level.

**How much would that be worth?**

What if we put 5-10 people into that house?

And filmed our conversations and escapades and posted it on YouTube every week.

**What if I paid you?**

What if you lived with me rent free?

Meals would be provided.

No need to sweat laundry or cleaning up.

You’d just have to show up, to buy yourself a one-way ticket to destiny.

What if the winner took home $10,000 in cash?

I have the money.

**What do you have?**

Can you write about lifestyle in the Danger & Play voice?

Danger & Play was conceived as an online magazine to provide men with information. I started it after realizing Esquire, GQ, and other “men’s magazines” betrayed men.

But I don’t want to write about fitness, or skincare, or hair, or style, or girls anymore. Yet it’s important to write about that stuff, as men have questions.

I want to write about mindset, as that’s where my passion currently is.

Yet D&P is a major brand with immense value.

Walking away from such a valuable enterprise would be foolish.

**Can you film and handle the back-end of producing the reality TV show?**

We will be on camera. If you are camera shy, stay away.
If you know how to use a camera and film all of this and upload it to YouTube, come live with me.

If you’re a bad ass bitch with balls, you’re welcome, too.

A lot of women read Danger & Play.

Women who think they have something may apply as well. (Plus, my girl lives with me, so there will already be women in and out of the house.)

I’ll be making a formal announcement soon.

There are more questions than answers right now, and that’s fine.

I’m not answering any questions about who, what, when, where, and why right now.

In the meantime, start thinking about what you can do for me.

What can you do for me?

Don’t tell me how exciting this sounds to you. While that’s flattering, that’s also missing the point.

I am putting up the cash, getting the house, paying for meals.

I don’t need to hang out with friends.

I need risk takers who want to learn how to build something massive.

This isn’t about your feelings.

This is about business.

If there is massive talent out there who thinks I need “raise the stakes,” great.

You know me.

I’m not afraid to up the ante at any point.

You tell me your ideas as we’ll go from there.
3.6.2015 – How to Develop Ruthless Focus

When talking about a lack of focus we often think of “modern ADHD” brought on by smart phones, television, and being expected to be on call at our jobs 24/7. People in our own lives have also become more needy and narcissistic. It seems like people are pulling at us in all directions to live the life they want us to live.

Is that sane? Should we let people impose their capricious desires onto us, or should we choose to live life on our own terms?

To achieve your dreams, you must develop ruthless focus. *Our focus is our attention*, which we well know.

But what about our focus should be ruthless?

Your focus is ruthless because you must cut out all people and activities distracting you from what you want.

Ask these questions to develop ruthless focus:

1. What do you want more of?
2. What do you want less of?
3. Does [person/activity] bring you more of what you want?
4. Does [person/activity] bring you less of what you want?

We are the sum of our activities and the people we surround ourselves with.

Yet we often give people a “friends and family pass” when they engage in nonsense. Because of this our friends and family are really “friends” and “family” who see us as people to exploit.

But your life is yours, not theirs. If people want to associate with you, it must be on your terms.

Those who do not want to meet your terms are free to leave.

(The same is true of other people. If you live a self-indulgent life where you always seek to use others for your own benefit, don’t cry when you find yourself alone.)

Goals are positive outcomes you desire in your life.

You don’t, for example, set a goal to die in a car crash. You set some goal because you believe achieving that goal (or engaging in the process in route to the goal) will have a positive outcome on your life.

What positive outcome do you desire?

Positive outcomes include happiness, financial freedom, free time, a more muscular body, improved fitness, travel, and whatever you view as desirable.
It’s important to determine the positive outcomes you desire. Otherwise it’s simply not possible to develop focus, yet alone ruthless focus.

Example: Right now my life is dialed in.

I don’t want more of anything, but I do want less of something.

In a way I’m the man who has everything, even though I don’t have a private jet or a yacht or 5 girls in my bed. (If I wanted those things, I’d change my focus to help me obtain them.)

There are some, however, some things I want less of.

We call what we want less of are “negative outcomes.”

Negative outcomes include depression, stress, hatred, anger, body fat, sickness, disease, jealousy, outrage, negativity, annoyance, anxiety and whatever you want less of.

What do you want less of? If you want to feel less angry, why do you read sites like Jezebel? Some people think I’m angry for making fun of those people, but they actually add a lot of laughs to my life.

Others get really angry by what they read. Why read anything that makes you angry?

I want less stress.

My focus is thus zeroed-in on avoiding activities causing me stress.

This ruthless focus exercise seems simple.

Of course “real life” is slightly less simple.

Often you have to endure stress to achieve something else you want. Our short-term and long-term outcomes may seem at odds while actually working together. Asking these four ruthless focus questions help you decide whether what you’re about to do fits in with your desired life outcomes.

For example, I do not want more stress in my life. To make more money, you often must endure more stress. If I wanted more money, I would potentially deal with more stress to make more money.

Yet this decision to accept the stress would be mindful and conscious rather than thoughtless. I would be able to cope with the stress, recognizing it was bringing me closer to a positive outcome. When someone offers me a deal, I use ruthless focus to ask myself, “Are you doing this for the money? If so, then you cannot say yes.”

Conduct an inventory of everyone and everything in your life.

Ask yourself: Does [insert the person] increase your [insert positive outcome]? Does [insert the activity] increase your [insert positive outcome]? It may seem cruel or, indeed, ruthless. That is what it takes to succeed.

P.S. People who accuse you of being selfish are twice as selfish.
I am a pretty low key guy. I rarely ask anyone for anything. Usually it’s people trying to get at me, to pitch me on something, to guilt trip me into helping them, or it’s someone trying to con me into helping them out.

When I say no, they act like it’s immoral on my part. “Mike is so selfish!”

By saying no, I am not compelling anyone to do anything. I am not imposing my will on anyone. I am simply asking to be left alone.

“You do you. I’ll do me,” is the mindset of an unselfish man.

When people insist you do what they want, they are controlling their own lives and your life. They are the most selfish people of all. When you develop ruthless focus, you may learn how many of your friends and family members aren’t friends at all. They are people who use you for their own ends and become deeply offended when you start living your own life.

Do you want those people to remain in your life? If so, why? They will bring you more negative outcomes and fewer positive outcomes. There is no reason to let those people continue to know you.

On the plus side, those who are winners will recognize and appreciate your ruthless focus.

I do not cry when people are too busy living their life mission to email or text me back.

I am happy to see them succeeding.

True friends want to see you succeed. They want what is best for you.

If your friends and family can’t “chill” while you do you for a while, good riddance.

Developing ruthless focus will leave you with a stronger set of friends while ridding you of the dead weight in your life.

1. What do you want more of?
2. What do you want less of?
3. Does [person/activity] bring you more of what you want?
4. Does [person/activity] bring you less of what you want?
Although I always felt like a man inside a man’s body, biology began to do its thing. Around my 35th birthday I felt my testosterone levels begin to decline. I had less energy and found it harder to recover from workouts.

I thus began testosterone replacement therapy, a form of hormone replacement therapy transgenders use when undergoing the process of transitioning.

Since then I have suffered considerable body shaming and transphobia.

Before talking about the discrimination I face, which is extensive, let’s talk about what testosterone replacement therapy is and how transgenders use it.

How does your body produce testosterone?

The physiological mechanisms behind how the body produces testosterone is complex. The hypothalamus - the part of your brain responsible for endocrine function – releases a hormone that signals to your pituitary gland to release more hormones (follicle stimulating hormone and luteinizing hormone), which in turn tell your testicles to produce testosterone.

Thus while “big balls” are what we think of when talking about testosterone, in truth there are a lot of complicated signaling mechanisms going on behind the scenes.

As a man gets older, his body produces less testosterone naturally. As we live in a polluted society, even young men do not produce enough testosterone naturally.

Currently men have the lowest testosterone levels in recorded history.

What is testosterone replacement therapy/hormone replacement therapy?

If you have a female brain inside a male body, as Caitlyn does, your body naturally produces testosterone.

When a man undergoes the transition from “naturally male” to “enhanced male,” he uses hormones to change how his body functions. Females who transition to males also use testosterone replacement therapy to develop the male body they also felt belonged to them.

Doctors will tell you testosterone levels naturally fall with age. According to the modern medical establishment, aging is a natural biological process. Deal with.

Yes, men should learn to deal with:

- lower bone mass,
- higher rates of depression,
- decreased libido,
- lower sense of overall well being,
- and generate fatigue.

See, Decreased Testosterone in the Aging Male. (“Testosterone deficiency in the aging male is associated with the loss of libido, erectile dysfunction, depression, decreased cognitive ability, lethargy, osteoporosis, and loss of muscle mass and strength.”)
The medical establishment is transphobic.

Some, such as male-to-male transgenders, believe aging is a disease. We believe our male brains deserve to live in healthy male bodies.

Because of this, we undergo testosterone replacement therapy – or TRT for short.

Under the supervision of a physician, I self-administer 200 mg of Sustanon every 5-7 days.

Male-to-male transgenders suffer massive amounts of transphobia.

As a result of using exogenous testosterone, a man’s testicles begin to atrophy. Although the results are overstated, the shrinkage is approximately 25%. There are ways to mitigate the shrinkage – using HCG, for example. To be honest having larger-than-average testicles is sort of annoying. (This is the type of transphobia I suffer each day.)

Sure, I admit my balls have shrunk 25% on steroids, but it's not like I'm compensating for this with Large testicles make it harder to ride an exercise bike, and don’t offer any aesthetic benefits.

Shaming small testicles is cis-normative and transphobic.

What is it about having “big balls” that makes a man a man? Saying my testicles are small is based on outdated models of gender identity and construction. It is also transphobic. While telling me my testicles are small has no effect on my self-esteem and self-worth (after all, my haters only know this because I’ve talked about it), it does evidence your own biases and bigotry. Check your privilege.

I support Bruce / Caitlyn Jenner’s right to transition.

Caitlyn is likely undergoing hormone replacement therapy but taking estrogen and testosterone-suppressing drugs.

As Caitlyn had a female brain inside a male body, her body produced an immense amount of testosterone – enough to win an Olympic gold medal and sire several beautiful daughters and handsome sons.

As a libertarian, I believe in the right to self-determination. If Bruce felt he had a female brain and desires a female body to match it, who are you to say otherwise? Get a life, busybodies.

On the other hand, if I feel like my aging male body needs a boost, who are you to tell me otherwise?

Although mocking my “small testicles” is transphobic, I do not take offense.

Most people are ignorant about gender identity. They do not realize there is a “male brain” and a “female brain,” and that gender identity has a deep biological basis.

But biology is not perfect. Sometimes a female brain finds itself in a male body. To fail to recognize this is scientifically ignorant, just as it’s ignorant to claim gender identity is not biological.

In fact, it confused me when people on “my side of the Internet” mock Caitlyn.
I understand we are being indoctrinated with transgendered propaganda, and the media should be mocked for pushing an agenda.

But why care? What’s it to you?

**Unless you’ve had a seven-ﬁgure payday, academic and athletic accomplishments: Why care about Jenner’s masculinity?**

**Hint: Men of genuine accomplishment don’t actually care.**

Jenner, whatever gender she was, is an Olympic gold medalist, multi-millionaire, and father (mother now, I guess) to several children.

Unless you’ve had similar accolades, perhaps you should ﬁnd a better hobby than sniping at the elite. What good does it do you actually caring about Caitlyn Jenner? I understand causing controversy for page views. But if you actually have an emotional investment in the personal decisions of an unrelated human being, perhaps reﬂect upon why that is.

I ﬁrmly support Caitlyn Jenner’s right to live as she desires. (Of course my tax dollars should not support sexual reassignment surgeries, but that’s a different issue.)

I also believe transphobia against male-to-male transgenders such as myself must end.

**The changes my body made during the transition were remarkable.**

I suddenly had more energy. My thinking was crisper. My sense of well-being improved. I just felt more “on.”

My results are not atypical. Gay writer [Andrew Sullivan saved his writing career by undergoing TRT](https://www.theguardian.com/commentisfree/2014/jan/29/trt-andrew-sullivan-transgender). **Although I’m a male-to-male transgender, I don’t have any shame.**

It’s my body and my life.

If I want to use exogenous hormones like testosterone to improve my life, I will.

I will not apologize for that decision. I will not explain it to simpletons. I will not allow people to tell me about all of the risks they heard about on television.

**My decision to undergo TRT was fully informed.**

I had blood tests done beginning around my 27th birthday. I monitored my cholesterol level, fasting insulin level, and yes my testosterone level. I watched all of my biomarkers of health remain healthy while my testosterone level decline.

Once my testosterone level kissed 500 (the range on labs is 325 to 1,215), which was slightly below average, I began my transition and started taking TRT.

**My blood test results are excellent.**

Unlike my haters, who tend to be obese, I post my blood work online. If you cross-reference my blood test results with what the Mayo Clinic has determined is optimal, then I get an A+.
**What blood tests should a man order?**

When I had health insurance, I would order whatever blood tests the doctor would allow me to order.

As part of an annual exams, which you should get done if you’re over 25, you’ll get your liver (AST and ALT), kidney (urea and BUN), and heart (cholesterol and lipids) measured.

If you’re a man who wants to get your testosterone level checked, tell your doctor you have low libido and low energy, as they often won’t order the test unless you pester them.

Ask to have both your free and total testosterone levels checked.

Your doctor may call you to tell you all your labs are “normal.” That is not a sufficient answer. Ask to see original copies of your lab work and keep them for your records. These records will help you define a baseline by which you may measure your overall health.

**How can you get blood tests done if you don’t have insurance?**

As I either didn’t have insurance or was self-employed, I began using a company called Private MD Labs for several years. I order their premium produce, the Male Athletic Anti-Aging Panel ([click here](#)).

Then again, I take my health more seriously than most. I want to live a long life of optimal health. The Male Athletic Anti-Aging Panel hits pretty much every important biomarker for men, including free and total testosterone, heart, kidneys, and liver function. If anything, it’s information overload.

**How do you order blood tests?**

1. Go to Private MD Labs by clicking here.
2. Add the labs/blood tests you want to order to your shopping cart. You can order hundreds of different tests, including STD tests. I recommend:
   - The Male Athletic Anti-Aging Panel ([here](#)) for a full blood workup.
   - The Testosterone test ([here](#)) if you just want to know your free and total testosterone levels.
3. Choose a lab location. This is where you will go to actually get your blood drawn.
4. Type in the Private MD Labs coupon code HEALTHY12 to save 12%.
5. Pay them the reduce priced after using the coupon code.
6. Private MD Labs will email you the lab requisition papers, usually within 24 hours.
7. Bring the lab paperwork with you to the lab. You must print this out yourself.
8. Generally you should fast overnight before having blood tests done. Check to see if you need to.
9. Get labs drawn.
10. Wait for you results, which usually arrive within 24-72 hours.
11. Read my article about [optimal male blood tests](#), and check out the Mayo Clinic, which explains your lab values in great detail.

P.S. I have several more posts about [blood tests for men](#).

**The decision to make the transition to a male-to-male transgender was fully-informed and fully personal.**

You don’t have to respect it and you may live your life as you desire.
For me it was a no-brainer. I want to live a long time experiencing all the joys life brings.

I very much have a male brain, much as Caitlyn Jenner has a female brain. My male brain deserves a home in a male body, just as Caitlyn deserves to live in the body of her choice.

Ultimately, the decision to undergo TRT is one for you to make with your doctor. It’s a personal choice for which you owe no one any explanation or excuse.
Men more than ever are lost. The “lost man” effect has been blamed on declining standards of masculinity, low testosterone, lack of positive male role models, and media propaganda. I tend to disagree. Men are “lost” due to glitches in their brain caused by the Internet. The Internet changed how men communicate with one another. Men began openly sharing their stories, and some common themes emerged.

More than ever, men are informed. Men are starting to learn the rules of society. When learning what the rules really are, men freak out a little. They lack the force of will to, as I say, “Go Full Gorilla.” Yet they also do not want to conform to these rules.

1. **The official conservative position on women**: Women are special, magical creatures. Men have a duty to serve women by providing them with children, a home, and anything else the woman wants. Even if a woman has been completely ruined, she can pray to God to get forgiveness. Any man who does not allow a harlot into his life does not love Jesus and will go to Hell.

2. **The official liberal position on women**: We live in a patriarchal system of oppression. Men must give women whatever they want. Men must not speak unless spoken to and they must only say what women allow them to say. Disagreement is harassment. Asking a woman to provide evidence when she says a dudebro raped her is part of rape culture and makes you a rape apologist. Check your privilege.

3. A man who goes out to party with his friends is a dudebro. He is also a date rapist, as any man who has sex with a woman who has had more than two drinks has committed rape. Are you a potential rapist? The media says, yes, you and your sons and fathers would rape under the right circumstances.

4. A woman who goes out to party with her friends is an empowered woman exploring and experimenting with her body. She should be celebrated. Criticizing her is slut shaming, and if you slut shame a woman you will be fired from your job.

5. Starting a hashtag on Twitter advocating the wholesale slaughter of white men is powerful social commentary. Being a white man is the new punk rock: an act of rebellion even though we were born this way. [http://t.co/eOk7exzCHe](http://t.co/eOk7exzCHe) — Mike Cernovich (@Cernovich) [May 22, 2015](http://t.co/eOk7exzCHe)

6. Telling a fat woman to do some squats is fat shaming, and anyone who fat shames will be fired from his job. Calling overweight men “neck beard virgins” is funny, however, and all women should mock men for being unattractive. We’re Offering $10,000 For Unretouched Photos of a Male Gamergate Participant We Would Actually Fuck — Erin Gloria Ryan (@morninggloria) [October 16, 2014](http://t.co/eOk7exzCHe)

7. A single man in his 30s is selfish, creepy, and weird. He is also going through a mid-life crisis, as driving cool cars, motorcycles, boats, [traveling the world](http://t.co/eOk7exzCHe), and having sex with younger women is the sign of poor mental health requiring psychological treatment.

8. A single woman in her 30s is empowered. Any man who does not marry her and immediately give her babies on her timeline is a misogynist who is afraid of strong, independent women.
9. Men must do everything on a woman’s timeline. Even though a woman peaks in her 20s and a man in his 30s, a man must get married in his 20s, even though he will have better options in his 30s. Remember, men must never be selfish or act in their own self-interest. That is immoral.

10. A single mom is the most empowered and unselfish woman alive, even though bringing a child into a single-family household is proven to give that child the lowest chance at success. Criticizing the choice of a woman is misogyny. Pointing to statistics showing single-family households are a societal disaster is misogyny.

11. A single father must not be allowed to exist. Men are unfit to raise children, even though the data shows single mothers offer the worst possible life outcomes for a child. Plus, allowing a man to be at a park with a child would be confusing, as men who go to parks are either sexual predators or kidnappers.

12. Men cannot be victims of domestic violence.

13. Any man who defends himself against a woman’s attack has committed domestic violence, as men cannot be the victims of domestic violence and thus established rules of self-defense do not apply. @johncardillo I just RTed a lefty man by mistake who described himself as 3 year survivor of abusive marriage #rolleys — Louise Mensch (@LouiseMensch) May 26, 2015

14. A man who points out these obvious double standards and attempts to argue them on their merits is a misogynist who must’ve “really been hurt” by a woman.

We could do this all day, but who cares? You get the point and realize this list would number into the thousands.

Once men learn the truth, they feel jaded, bitter, and angry. It’s tough realizing your own people view you as nothing more than a pack mule.

Some of us have worn the uniform and loved our country. There was a point when I could have died in a war for a people who didn’t care anything about me.

It’s jarring to think back at the amount of time and effort you have spent playing by their rules. A little anger at first is natural, although anger is ultimately unhealthy and pointless.

It’s always funny when people try telling me how to live my life. Everything they say is informed by their belief I must adopt a slavery mindset.

I must live for women, live for society, live for everyone but myself. Remember, it’s selfish to live for yourself. But it’s not selfish to be a woman, party in your 20s, wear down your body and dopamine and serotonin receptors, and then expect a man to drop everything to marry and impregnate you.

Discovering the double standards of society and slavery mindset embedded in my brain allowed me to break my chains.

There’s freedom is knowing the system is rigged.

When I say, “Whatever,” this is not bravado. I truly do not care about conventional social morality. People can judge me all they like. Who cares?

I feel neither guilt nor shame for how I live my life, as those are slave emotions.
Well, strike that. I occasionally have slave feelings rise up in my body. I use Gorilla Mindset techniques to eliminate those negative emotions.

Get away from it all, open yourself up to the universe, and become free of slave emotions.

When people want me to change course, they must use logic and reason. “Because it’s the right thing,” or “That’s what everyone does,” is met with laughter. People who want something from me must appeal to my self-interest.

Calling me names or mocking me simply has no effect, as slaves will always mock a free man.

Besides, have you looked at the people who make fun of me? No one living a better life than I has ever had a harsh word to say about me.

This is from an actual meet-up of people who run a Reddit board that hates on me 24/7. I live unapologetically for myself. I do not force anyone to associate with me.

When people say they don’t like what I write, I tell them to leave my site. If they don’t like my performance art on Twitter, I tell them to unfollow me.

When people gossip about my Facebook posts, I tell them to unfriend me.

If I say something “wrong” at a party, great, don’t invite me back over. Inviting me to “hang out” is not doing me a favor.

When people act in ways I disapprove of, I laugh. Who am I to tell other people how to live? That would turn me from slave to slave master, where ultimately I want to be free. (Owning slaves makes you a slave to them. Think about it.)

When people are too pushy or try imposing their values on me, I no longer respond to their emails or calls or otherwise engage with them.

It’s hard at first, but you’ll find yourself happy for the first time in your life.

You’ll also start to find your own tribe.

As unconventional as I am by societal standards, the numbers speak for themselves. I can’t keep up with emails, comments, and social media stuff. I gave up trying to months ago.

I’m about to launch a massively-successful book that never would have been accepted by a woman-run publishing house, even though it will make a handsome profit.

What would be my reward for living by societal standards? Maybe I’d have a respectable job that stressed me out and then spend all of my money to self-medicate away those negative feelings. “What’s the point of working so hard in a job I hate if I don’t enjoy my money?!”

Maybe I’d have an ungrateful woman who believes simply being hot and showing up is all that is required to keep me.

Maybe this woman would tell me how the money I earned should be spent. Maybe she’d even have access to my bank accounts and track and monitor my spending. (LOL!)
I work my ass off to be the man I am and expect the same of any woman in my life. Showing up and being hot doesn’t even meet the baseline threshold of conduct.

After all, escorts show up and are hot. If all a woman in a relationship can provide are services provided by an escort, then what does that make her? (Hint: It makes her a really, really, really expensive escort.)

If I were like most men, I’d let a woman treat me however she felt like treating me. I’d “take it,” like a good little slave boy.

And of course I’d feel lost. I’d know there was a wide gulf between my inherent dignity and sense of fairness and how people actually treat me. I’d wonder why.

It takes a while to live like a free man. It takes years to get truly good at it, as you’ve been brainwashed for decades. Some theorize men have been bred to be slaves, which is why white knighting and other irrational male behavior are prominent.

**The first step to freedom is learning the system.**

Use the logical male brain. Are any of the double standards I pointed out false? Is anything in this article misogynistic?

Of course not. Every word on this page is supported by facts. Yet this article will shock and outrage many, when in fact many of my observations border on banal.

If you do not change your life after learning of your slavery, then you have submitted to slavery. Why would you live like a slave?

**The second step to freedom is requiring people to explain why you should do something.**

When someone tells you to do something – call your mom, get married, have children – ask them why. “Just because” is never acceptable. “It’s the right thing” is never an answer.

Anyone who cannot state in clear terms how changing your behavior will benefit you is cut off from your life immediately.

Is that selfish? Yes.

Then again, doesn’t it seem even more selfish that others want you to live for them?

**Those who want you to live for them are twice as selfish as a man who chooses to live for himself.**

The time is now. Today is the youngest you’ll ever be. You’ll never have more life in front of you than you have today.

Are you going to live like a slave, or will you give freedom a chance?

The choice, as always, is yours.
The first expert Q&A from neurosurgeon and anti-aging physician Dr. Brett Osborn is below. We will be answering your questions, as this will likely be a bi-weekly feature. If you haven’t already, add your question in the original thread or post your question here. (All of the information comes from Dr. Osborn himself. I edit only for style.)

“What can a man in his mid-20s do to optimize his health and looks/appearance in his 30s to 50s?”

First things first. Make the proper mindset shift. What is “aging”? Modern science would have you believing aging is a natural process. Wrong. Aging is a disease.

Aging is a degenerative disease, which means the body will undergo wear-and-tear like any other machine. (Remember your physics class and the Second Law of Thermodynamics. The entropy and disorder of the universe – and your body – is increasing.) One doesn’t die of age-related disease overnight nor do a car’s cylinders crack shortly after driving the vehicle off the lot. Age-related disease, not unlike an engine failure, is the result of accumulated damage to a particular organ system.

The major organ systems of your body include the circulatory system, skeletal system, digestive system, the urinary system, respiratory system, Lymphatic system, and nervous system. Damage to one or more of these major systems is what causes aging and ultimately death.

All age-related diseases are the same.

The common-age related diseases are dementia, atherosclerotic heart or cerebrovascular disease, and renal insufficiency.

What causes age related diseases? All age-related diseases have common underpinnings: free radical damage/oxidative stress and inflammation. In this regard, by treating one disease, you are in essence treating them all.

A better strategy is to launch a preemptive strike, before diseases rear their ugly heads however. Think back to the car analogy.

Get your oil changed routinely and your car will last forever. You want to engage in activities allowing your own body to have an “oil change.”

Perform preventive maintenance and you will thwart age-related disease. Start early. Even in your 20’s.

1. **Strength training**, in particular rigorous strength training is critical. Amass as much muscle as possible while the hormonal milieu is favorable. Also, strength training unto itself maintains one’s hormonal profile in a youthful state. The best natural way to boost your testosterone and growth hormone levels is to lift weights. I lay out my full training program in *Get Serious*. In general, you should stick to five basic movements in a 5×5 scheme: squats, overhead press, deadlift, bench press, pull/chin-up. Make gradual progression. And remember, safety first, injury prevention second.
2. Do not deplete the body of carbohydrates as is advocated in popular low-insulin schemes. The most anabolic hormone in the body is insulin, not testosterone. And what is the stimulus for insulin secretion? Carbohydrate (and to a lesser degree, protein). That said one should avoid robust insulin spikes by consuming mostly low glycemic index carbohydrates except pre- and post- workout (in which cases the insulin surges are beneficial).

Excess insulin accelerates the aging process and predisposes one to insulin resistance. Spread your low glycemic carbohydrates throughout the day.

By no means should you avoid carbohydrates altogether; you risk shedding significant amounts of muscle. And you know what that means. Scrap the Paleo diet.

3. Supplement aggressively. I list my 10 best supplements in Get Serious (Amzn). I recommend high-dose omega-3 fatty acids, zinc, green tea, resveratrol, B-complex, vitamin C, vitamin D3, Vitamin E (mixed tocopherols), curcumin, and probiotics. And while Omega-3 fatty acids are probably the best “brain food” out there, one should consider trialing the various nootropics. There are many time-tested nootropics such as piracetam, vinpocetine, phosphatidylcholine, all of which have a relatively benign side effect profile. Some (and there are many, including prescription-grade) are touted to increase cerebral blood flow while some temper free radical damage.

Regardless of their mechanism of action, in consideration of risk-benefit ratio (how all surgical decisions are made), nootropics are certainly worth the minimal monetary expenditure for their potential brain-boosting effects.

4. Use sunscreen. Skin aging is a function of sun (UV) exposure amongst several other factors. The appearance of your skin is a key determinant in other’s perception of your age. This is how plastic surgeons make a living, right? Well, if you take good care of your skin by shielding it from the sun, you are less likely to develop age-related diseases of the skin: wrinkles, deep furrows and pigmentation abnormalities. Again, it’s the same disease process in a different time zone. I recommend a vitamin C-based sunblock that should be applied every morning.

5. Get adequate sleep. Chronic sleep deprivation is directly correlated with the development of adiposity and interestingly Alzheimer’s dementia. Why? Because REM sleep serves to “wash” the brain of potentially deleterious toxins that have accumulated throughout the day. Not enough REM sleep (for the insomniacs out there)? You’re setting yourself up for trouble. The work can wait until the next day. Get 7-8 hours of nightly sleep.

6. In conjunction with the above, avoid chronic stress. Acute stresses such as strength training and mental exercises better the individual. Too much stress (overtraining, for example) serves the opposite function and accelerates the aging process. How can you handle stress? Take up meditation, yoga. I ride motorcycles. Pick your poison. Or rather your anti-venom.

7. Drink water. This is overlooked, as it falls into the “boring but basic” category. We too often look for exotic remedies causing us to overlook simpler ones. Most people are chronically dehydrated. The body is comprised of 70% water, and water is essential for all bodily processes including “flushing” out free radicals. A dehydrated body cannot perform at optimal performance. Remember, we want to live optimal lives, not so-so lives.

How much water is enough? That varies based on the person, and is possible (although rare) to drink too much water. In general your urine should be clear when you wake up on the morning. If your urine is not clear most of the time, you likely are not consuming enough water.
8. **Keep your bodyfat low.** Fat is inflammatory. Contrary to popular belief, fat does not simply “hang out” on the body. It’s an active endocrine secretor. Fat is also inflammatory. The more fat your body carries, the more inflamed and estrogenic your body will be. Fat also gives one the appearance of premature aging. Oftentimes patients look several years younger simply because they faces are less inflamed from all of that excess body fat. A face with less bodyfat also has a more attractive, angular features.

While having abs is not essential, you should not be able to “pinch an inch” of bodyfat. If so, undergo a fat loss program immediately for your health’s sake.

9. **Perform cardio at higher intensities.** Long-duration, steady-state cardio training is highly inflammatory. Instead of spending hours on a treadmill, perform some sprints, Tabata intervals, or try a mid-week strength-endurance session as described in the appendix of *Get Serious*.

10. **Express gratitude for all that you have.** Part of stress management is developing a more positive, optimistic mindset. Life presents challenges for all of us, and we all have our “off” days. Yet it’s crucial to your long-term health to focus on the many gifts you have rather than allow jealousy or other negative emotions take over. Remember, a health mind begets a healthy body.
What is Gorilla Mindset?
The elevator pitch is simple.
This is a book about YOU.

“How can you write a book about me when you don’t know me?”

I do know you. Some of us have spent years together. I’ve learned what problems and frustrations and challenges you have.

In fact, I have had a lot of those same challenges.

One advantage to not believe you’re special is recognizing people who have solved problems in their own lives can help you solve your problems.

After all, our problems and their solutions tend to be similar.

- We don’t want to feel angry, frustrated, timid, anxious, depressed, or sad.
- We want to feel powerful, strong, enlightened, purposeful, self-confident, and happy.
- We want less drama in our lives and more money and better relationships and stronger bodies.

Now we all may define those terms differently, but we want the same things.

When is the last time someone sat down next to you to ask about your hopes and dreams?

That’s what we do in Gorilla Mindset.
What do you want out of life?
How can you figure out what sort of life you want to live?
How can you start living that life?
How can you get stronger from life’s frustrations?
And when trouble hits, how can you avoid letting those pressures crush you?

Gorilla Mindset is complete in itself.

I’ve read enough books lately to feel the frustration people have. Books are treated as sales funnels. I give you a few teasers, get you thinking about something else, and then tell you I have so many other products and services for you to buy.

There’s no agenda. There’s no up-sell. Even if I start doing seminars, no such seminar is mentioned or needed. (I do mention Juice Power, but there’s no need to buy it.)

Gorilla Mindset is not a sales funnel.

You can read this book and never read another book by me again.

Is Gorilla Mindset just rehashed material from Danger & Play?

I get where that question comes from, as some of the books I have bought recently have been disappointing.
My goal has never been to be an “ebook author” who bundles his wares together in “crazy Memorial Day Weekend sales.”

Or someone who turns a blog post into a book.

A *book* means, to me as a lifelong reader, something. A *book* is not a 7 page New Yorker style article with filler to stretch a concept out over 150 pages. A *book* is full in complete in itself. There is no filler. Gorilla Mindset is a *book*. I did not wait years to write a “best of Danger & Play book” to scam you out of $10.

Some of the concepts we have discussed. Some we haven’t. What’s key is everything is tied together.

**What’s covered in Gorilla Mindset?**

- Mindset is a Conversation: The Power of Self-Talk
- **Mindset is a Choice:** Change The Way You Perceive Life’s Challenges
- Mindset is a Moment: How to Check In to Your Life
- **Mindset is a Mood:** How to Control Your State
- Mindset is Focus: How to Take Back Control of Your Attention
- **Mindset is Lifestyle:** Change the Way You Live
- Mindset is a Body: Health and Fitness
- **Mindset is Posture:** Change Your Body, Change Your Mind
- **Mindset is Vision:** Change What You See, Change What You Get
- Mindset is One Day

**Danger & Play was unconscious competence.**

I knew everything was coming together, but didn’t understand it.

**Gorilla Mindset is conscious competence.**

Gorilla Mindset is complete system. Each chapter flows into the next chapter and each chapter is connected. Even the health and fitness material is written with mindset in mind.

Yet each chapter stands on its own.

Some chapters you will rely on more than others. For example, I find the self-talk and mindfulness material to be more helpful than the state control material. Yet others who are less introverted will appreciate the state control techniques more than the self-talk material.

**Gorilla Mindset was written so people who have never read Danger & Play will understand it.**

No, I did not go soft.

I simply ensured that every concept was crystal clear and assumes no background knowledge of Danger & Play.

While Gorilla Mindset is not watered down or feel-good, it will be understandable to anyone wanting more out of life.
Gorilla Mindset is a book about personal responsibility.

Throughout Gorilla Mindset are “mindset shifts.” These are short mantras that will change you how view life.

Right away we talk about the mindset shift you must make in your life and in reading this book: “To get more out of life you must get more out of yourself. The hard work (and this is not a book of feel-good nothingness or validation) starts with you.”

If you’re the type of person to read a book and never apply anything, then Gorilla Mindset will be a waste of your money.

Ultimately you have personal responsibility for your life.

You must be in control of your thoughts and emotions.

Gorilla Mindset is roughly divided into two parts – Defense and Offense.

In Part 1 (“defense”) you learn how to deal with stress, anxiety, negative emotions, and negative people. In life we always have some sort of drama or struggle or even tragedy. It’s crucial to learn how to overcome those situations. Yet a book simply on “how to stop feeling sad” would be too defensive in nature.

In Part 2 (“offense”) we move on to ways to organize your life to live a life others will envy. We discuss lifestyle changes, health and fitness techniques to improve your mindset, as well as visualization. You don’t want to spend time and energy dealing with negative people, as then the skills you learned will only make you live a normal life. You’ll simply be great at “dealing with it.” No. We don’t “deal with it.” We want more out of our lives and we will get more out of our lives. You must learn how to cut people out and to organize your lifestyle to optimize your mindset.

Gorilla Mindset is professional-quality.

The quality of Gorilla Mindset is higher than if it had been released by a feminist-run publishing company.

I knew publishing was biased against men, but didn’t realize how deep the bias was until several editors refused, at an above-market hourly rate, to even edit my book.

(Finding a professional editor at all was a major challenge. More on that story some other time.)

I hired a development editor to keep me focused and to ensure every concept tied together.

I hired a professional book designer and type setter.

Gorilla Mindset has been copy edited several times by several people.

(No matter what fancy publishing house you use, typos happen; but they must be uncommon.)

I recorded the audiobook in a recording studio and paid production costs.

How long is Gorilla Mindset?

Approximately 210 pages according to the PDF file, although exact page count won’t be know until the print version is published. The audiobook is approximately 4 hours. The audiobook was recorded in a professional studio, so even if you thought my podcast sound quality lately was good, the audiobook sounds better.
25.6.2015 – How to Control Your Thoughts and Emotions

Sometimes you don’t know what you started until you’ve finished it. It wasn’t until Gorilla Mindset was complete that I realized what it is. The real title of Gorilla Mindset is: How to Control Your Thoughts and Emotions to Live the Life of Your Dreams.

But I choose the gorilla wisely, and explain the reasoning in the latest Mike Cernovich podcast.

Show notes:

Gorilla Mindset is not going to be what some expect. It is not aggro at all, but instead of a complete guide to changing how you think, feel, and live your life.

How did I go about the processing of writing Gorilla Mindset?

Why “state control” exercises work better for feeling/F types on the Myers–Briggs Type Indicator than they do for thinking/T types.

The importance of self-talk, especially for introverts and thinking types.

If you’re curious, I’m an INTJ for ENTJ, depending on how I answer the extroversion questions.

The importance of knowing defense and offense as those concepts apply to mindset and lifestyle.

Your thoughts and emotions are within your total control.
There is one problem.
No one told you how to take control.
3.7.2015 – The War Against Men in Publishing (Gorilla Mindset Laughs at SJWs who Run Publishing)

Gorilla Mindset’s successful launch leaves no room for doubt that SJW-controlled publishing houses actively discriminate against men.

I’ve already sold enough copies that, had I gone through a Big Six publishing house, I’d had almost certainly made the NY Times best seller list. (The NY Times best seller list specifically excludes self-published authors like me.)

It didn’t take a genius to realize Gorilla Mindset would sell. Yet where’s my book deal?

Given the size of my audience, my writing ability, and my successful podcast, publishers should have been begging me to publish a book for them.

There is simply no guess work. My site traffic is well known, as is my Twitter follower count and pretty much every other metric.

I’ve proven myself.

Do you want to guess how many book deals I was offered?

How many book agents or publishing house talent scouts reached out to me?

You guessed it.

Zero.

If I had waited around to be recognized by mainstream publishing, I’d never have published a book.

Why I chose to self-publish Gorilla Mindset. (It’s not sour grapes.)

Even if the SJWs who control publishing had offered me a book deal, I’d have declined. Yes, that sounds sort of like saying, “You can’t fire me, I quit!” When you look at the facts, you’ll see it’s not. There is actually only one reason to publish through a traditional publishing house, and that reason is not enough to outweigh the negatives.

The royalty to first-time authors is around $1 a book.

That’s not a typo. A first-time author, if he’s lucky, will have an advance of around $20,000. To earn back the advance the author must sell 20,000 copies, which is a spectacular amount of books to sell.

If you sell 10,000 books, you have sold a lot.

My royalty by self-publishing is 70% of the Kindle list price ($8.99 list price, $6 royalty) and around $5 per paperback.

The royalty of my audiobook (coming soon) is 40% of whatever Audible lists it at (likely $19.99 list price, $8 royalty). Audible also gives self-published authors a $50 bounty if Gorilla Mindset is the first audiobook you ever listen to.
Traditional publishing houses also play accounting games, taking years to pay out royalties. I’ll soon start receiving a check from Amazon each month.

Why would I take less money to have some SJW hen peck me about how my writing, which came it at #3 in the competitive self-help category, should be “toned down”? What do they know? Yes, there’s a massive market for men who want more out of life. This market is underserved.

The average book sells 500 copies.

Speaking of SJW incompetency, did you know only 10% of books sell more than 500 copies? I sold that many copies in a day.

A successful book sells between 7,500 to 10,000 copies.

I’ll hit that after a year all by my lonesome.
Could I have sold more than that by having my book in stores? Sure.
But I’d need to sell seven times as many books in order to make the economics of a traditional publishing house deal make sense.

Publishing houses censor artists.

Editors insist controversial figures like me water down books, even though it’s my controversial nature that differentiates me. I say what I want on Twitter with no nag claiming it’s bad for “brand awareness.”

And I make more money than those who beg to big six publishing houses for a place at the table.

Some simple math: If I sold 10,000 copies of Gorilla Mindset through Simon & Schuster, I’d make $10,000.

What a joke.

That said, self-publishing has one (and only one) downside.

How the New York Times allows SJWs to discriminate against men.

Looking at sales data for my category, it’s almost certain I could have called myself a NY Times best-selling author. But I can’t, as the NY Times excluded Gorilla Mindset from its beauty contest, as self-published books are not allowed to compete with “real” published books.

This is the case even though Amazon.com reports book sales to the NY Times and thus the NY Times could easily allow self-published authors to enter the mix.


In order to ensure the “right people” (i.e., SJWs like those who work at the NY Times) remain in control of publishing, the NY Times keeps self-published authors off the list.

The only reason I’d ever consider publishing with a traditional publishing house would be to check off the NY Times best selling author off of my bucket list.
In order for me to call myself a *NY Times* best selling author, I’d have to grovel before bitter SJWs who know nothing about my work and who can barely sell more than 500 copies of a book! No thanks *NY Times*!

(Celebrating the book launch and laughing at SJWs.)

Anyhow, I’ll have more to say about the launch.
Dr. Brett Osborn is an anti-aging physician and neurosurgeon who has performed over 1,500 spine and neck operations. He also deadlifts over 500 pounds. Today Dr. Osborn answers a reader question about back pain:

“I have 2 damaged discs in my neck, one at c5-6 and one at c6-7. In addition, I also have osteophytes in the foraminal openings where the nerves exit to go down my left arm. This creates occasional numbness down my arm. Does the doctor know of any ways to heal this that don’t require an artificial disc or a 2 level fusion? I don’t want a 2 level fusion at the age of 36, and I don’t have the money or insurance to get an artificial disc.”

Ah, the age-old question. And one with a long-winded answer...

First and foremost is a basic understanding of degenerative joint disease (DJD) otherwise known as arthritis.

As I’ve said before, aging itself is a degenerative process. It is nothing more than accumulated damage at the cellular level that ultimately impairs structure and function. And yes, the same process affects different structures and causes dysfunction specific to the system involved. Accumulated age-related damage of the brain presents itself as MCI and potentially progresses to fulminant dementia. As blood vessels accumulate age-related damage, one develops atherosclerotic disease. The dreaded manifestation? Heart attack and stroke. Simply put, it’s a matter of geography. Same process, different bodily location and therefore different disease.

Case in point is “cervical spondylosis” more widely known as arthritis of the neck. Call it what you’d like: “damaged discs,” “osteophytes,” or “spurs.” No matter. All have common underpinnings and are part of the same disease process. An indiscriminate process, arthritis affects the joints of the hands and feet, the knees, the hips and shoulders.

It is the body’s response to chronic wear and tear, abnormal joint mechanics or frank injury to the joint structures. Yes, degenerative arthritis (unlike those of the genetic subtype such as juvenile RA and ankylosing spondylitis) is an inflammatory response to joint damage, an effort if you will, on the body’s behalf to repair or limit motion in dysfunctional joints.

Unlike the cylinders of a car that have ZERO capacity for self-repair, our bodies can mount an inflammation-mediated reparative response to induce healing.

Picture this: Your sinuses get invaded by a nasty bug. What happens? You mount a fever and an inflammation-mediated immune response that eradicates the offending organism. Defervescence. That is an acute inflammatory response however. And as reiterated in the pages of Get Serious, acute inflammation is beneficial (and protective of the body), while chronic inflammation potentially positions you steps closer to the reaper (atherosclerotic disease is a disease chronically inflamed blood vessels).

And while the smoldering, low-grade chronic inflammation associated with degenerative spine arthritis is not life threatening, it can compromise function via the resultant pain and neurologic deficits. It can cause numbness and frank weakness of a leg or in the case of cervical disease, an arm.

How do neurosurgeons treat such problems? That depends upon the severity of the symptoms.
Frank weakness of an arm for example is treated more aggressively than is pain or numbness and typically involves surgery (but not necessarily). Pain or numbness due to spurs or osteophytes compromising a nerve is typically treated with non-surgical measures. Successfully. Yes, the majority of individuals with a radicular syndrome do not need surgery. One simply needs to address the intraneuronal inflammation that is present as a result of the compression.

It is NOT the mechanical compression of the nerve root that directly induces the pain, but the induced inflammation (within the nerve root or what is termed the dorsal root ganglion) that is responsible for the symptoms. Yes, there are animal models that prove this. Keeping this in mind, the treatment is straightforward: Aggressive anti-inflammatory treatments and the re-establishment of normal neck mechanics. The former tempers the inflammation and the latter thwarts the degenerative process by limiting future (additional) joint damage.

**Anti-inflammatories come in a variety of forms.**

**My two favorites are omega-3 fatty acids (high-dose) and aspirin (yes, aspirin).**

I use prescription strength anti-inflammatories in my practice. These will not be named here. Readily accessible OTC varieties include ibuprofen and naproxen. The key is consistency. This will better your chances of squelching the inflammation. Use them on a daily basis for at least 6-12 weeks barring any side effects or contraindications.

Should these prove inefficacious, one may consider the next step in the treatment spectrum: injection therapy. Epidural steroid injections involve the administration of powerful anti-inflammatory agents into the spinal canal (at the pathologic cervical level).

This obviously is an invasive treatment but can be accomplished with a high degree of safety. One may require more than one injection to break the cycle of inflammation. My patients are thereafter placed on an oral agent chronically to keep inflammation in check.

Concomitantly, while undergoing any of the aforementioned, my patients are engaged in either formal physical therapy (with resistance training recommendations) or are encouraged to return to the gym albeit in a light duty manner. Remember, exercise unto itself induces the synthesis of anti-inflammatory mediators and opioid-like substances which modulate pain.

Lastly is surgery that involves physically removing the arthritis, thereby decompressing the nerves. There are many options in this regards, all involve a so-called decompression followed by either a stabilization procedure (“fusion”) or the application of motion-sparing technology (artificial disc prosthesis or TDR). Outcome studies are essentially equivocal. Both work.

Multi-level arthroplasties can be technically challenging due to “balance” issues that will not be discussed here. They should be performed ONLY by experienced spine surgeons (who have performed at least 50 single-level procedures). A two-level fusion is technically straightforward and one of the most commonly performed spinal procedures in the world.

**That said I would do everything possible to avoid surgery unless the symptoms become refractory (pain and numbness) to conservative treatments or include static or worsening motor deficits.**

One is not destined to undergo surgery simply because an MRI reveals “arthritis.” That means nothing out of context. The majority of us have arthritis (at least to some degree) in our spines. So. If you are asymptomatic, does it really matter? No. I operate on humans, not on MRI films...
So how does one live a painless existence, free of low back and neck pain? Easy. What? Yes, easy.

Keep inflammation at bay with anti-inflammatory foods and daily supplements:

- Omega-3 fatty acids,
- Curcumin,
- Boswellia,
- and pharmaceuticals such as aspirin.

I take 325mg of Ecotrin (enteric-coated aspirin) Monday, Wednesday and Friday.

Another important supplement is Glucosamine/Chondroitin. This has demonstrable joint-sparing effects. After all, the spinal column has multiple joints at each of its 24 mobile segments. And that means, 50-plus facet joints that are potentially exposed to the wrath of degenerative disease. And this doesn’t even take into consideration the intervertebral discs!

The intervertebral discs ideally should remain well-hydrated.

This will preserve physiologic motion and the shock-absorbing properties of the disc. Remember, disc dehydration (or dessication) is the first radiographically apparent change of the degenerative process. Try to avoid it. In this context, it is to your advantage to preserve physiologic motion within the discs by exercising with full ranges of motion while concomitantly strengthening the supporting muscles of the spine. The latter will protect the spinal column (in its entirety) from external forces to which it is exposed (expectedly and unexpectedly).

In this regard, deadlifts and squats are keys. If you have access to a “4-way neck” machine (another Arthur Jones-contribution to the field of exercise science), use it. Of course, practice proper lifting techniques (which you are essentially doing while practicing your perfectly-executed deadlifts, right). Lastly, be sure to sleep with your spine in neutral position (and get adequate rest). That means, sleep either on your back (supine) or on your side. Stomach-sleeping (prone position) is potentially disastrous for your cervical spine in particular.

Spine health is simple. Don’t become a statistic. You are not destined to develop “back problems” as you age.

Train your back as you would any other area of your body. Its strength will be your salvation. My low back and hip musculature are undoubtedly the strongest of my body. There’s a reason for that. And guess what? Despite a 500-plus pound deadlift at a bodyweight of 185 pounds, I have no low back pain. Go figure...

Dr. Osborn dead lifted 500 pounds at 45 years of age (video is here).
How can you make better decisions about your life? How can you be self-critical without hating yourself? What sort of analysis should you go through before launching a business or even creating a “launch” of your new life?

Nothing ever goes perfectly right or perfectly wrong. List out your reasoning for every decision you make. Analyze that reasoning, using hard data when applicable.

**This is how to think about any problem or challenge in your life.**

**Step 1. Why are you doing what you’re doing?**

You must know your reason why. Most of the time we don’t know why we want to do something, as deep down we don’t care. We’ve been taught to want something, and when we start working towards goals others have set for us, there’s no passion.

If you’re going to make a life decision, honestly assess your motivations. Do you, or someone else, have a vision for your life?

Sit around for hours thinking about your reason for acting as you do. Ensure that you’re going after something you want. Until you have a personal reason to take action, you will never take action.

Here is an honest “why” from me. I’ve never had a six-pack. I hate dieting down to those levels. I used to read fitness sites and think I needed one. But I truthfully don’t care. I know how to diet and what drugs to use to change my body in any way I want.

My body has never cost me any lays or a job, and I’ve found having “sick abs brah” is largely something that impresses other men more than it does women.

Instead I prefer to eat a lot of good food without being too fat. I also like having my body feel good, and my body feels better at a higher bodyfat percentage. (I’m sort of like Fedor in that way. I’m actually more explosive and quicker when “fat” rather than “lean.”) Hence my training and dieting program is different from most people who write about fitness.

That said, if you want those abs to pop, good for you. Do what makes sense for yourself, with a full understanding of your motivation.

**Do you really want “it”? Or has someone else convinced you that you should want “it”?**

Uncovering our true motivation is hard as we all tend to deceive ourselves. Often it’s helpful to talk these issues out with a trusted adviser.

(Example: I talked to Victor Pride for hours about the Gorilla Mindset launch. We spent four hours talking about the subtitle alone. Some of my decisions he agreed with and some he did not. Nevertheless, I had a sounding board to ensure every decision was calculated and well-reasoned.)

**Why did I publish Gorilla Mindset on Amazon rather than e-Junkie?**

I have reasons!
I’ve been on the cusp of tipping over for a while. While I’ll never be mainstream, there’s no reason Danger & Play’s traffic can’t be ten times what it is. There’s no reason I can’t be on TV.

**Ask yourself the Ruthless Focus question:** Will my decision bring me closer to or farther from the desired outcome?

Fair or not, no one wants to have an “ebook author” on their show to talk about an ebook. It’s an unfair bias, but it is a bias.

Writing ebooks is sort of like living in the ghetto. If I sell a lot of ebooks, this makes me king of the ghetto. That is not good enough for me.

I have to have a “real book,” and this means a book on Amazon.

There is still a slight stigma against self-published authors, but this is going away. 50 Shades of Grey was originally self-published, and many authors and TV booking agents understand the economics of self-publishing and hence why legit author choose to self-publish rather than go with a Big 6 publishing house.

**The economics of publishing on Amazon v. e-Junkie.**

I also took an economic gamble, as it’s possible in theory to sell more books via Amazon than on e-Junkie. It seems unlikely the economics will work out in the short term, however, as e-Junkie offers several benefits to Amazon.

**Amazon or e-Junkie: pros v. cons.**

If you want to make as much money as possible through your writing, then e-Junkie is likely the way to go. Your royalty is higher on e-Junkie, both more in absolute terms (you can sell your books for a higher price) and relative terms (e-Junkie doesn’t take a royalty).

**Amazon’s royalty split with authors is either 30-70 or 65-35.**

Amazon wants self-published authors to price their ebooks at between $2.99 and $9.99. Your royalty is 70% if priced in that range and it’s 35% if you sell your Kindle book outside of that range.

I listed Gorilla Mindset at $8.99, to save you all a buck, and thus my royalty for each Amazon Kindle book sold is 70% – or $6.20. (My royalty on the print copies is $5/unit.)

E-Junkie does not set a price ceiling. List your books for as high as the free market allows!

I’d have listed Gorilla Mindset on e-Junkie for $14.99. E-Junkie doesn’t charge a royalty per copy, but instead I pay them $18/month. PayPal takes a cut of each transaction, called a “seller fee.” After PayPal’s fees, my royalty per copy would be $14.10.

To make the same amount of money on Amazon as I’d have made on e-Junkie, I must sell 2.25 more copies.

Will Gorilla Mindset sell twice as many copies on Amazon as on e-Junkie? That’s impossible for me to say, although here is my thinking.

**Amazon is a search engine.**
Did you know Amazon is the third largest search engine in the world? (Google is first, YouTube is second.)

When I want to read a book about mindset, I go to Google to type “mindset amazon.” Or I go search Amazon directly. Owning this keyword on Amazon is a strong marketing move.

**Mindset is a hot term.**

My article, “How to Develop a Dominant Mindset,” is at around 100,000 page views due to SEO. Hence why I have mindset content here at Danger & Play, content on YouTube, and now a book on Amazon.

**Amazon is anonymous.**

A lot of people who would not buy Gorilla Mindset due to my controversial nature will do so on Amazon due to anonymous ordering. When you order from e-Junkie, you pay via your PayPal account, which reveals your email address and name. Maybe you don’t want me to know you read Danger & Play because you’re rich or famous? Or maybe you’re afraid I’d leak the information (never would).

**Amazon has one-click ordering.**

One-click ordering completely changed Amazon’s business and many attribute one-click ordering to Amazon’s success.

Jeff Bezos, Amazon’s CEO, said data testing showed your conversion rate drops by 50% with each click. Hence why Amazon has one-click ordering.

When you sell something, you want warm or hot buyers to make a quick decision. Get them while they’re hot!

When you purchase an ebook from e-Junkie, you must add the item to a shopping cart, then log into PayPal, then pay me. That’s a lot of clicks, and thus in theory a lot of lost orders.

(In online marketing lingo, that’s called a “lost” or “abandoned” shopping cart.)

**Step 2. Do what you’re going to do: Take action!**

This step is obvious and yet it’s the one most skip. You must take action, even if you don’t “feel” ready.

Sitting around penciling out ideas and visualizing your dream life are important – crucial steps, actually.

You can’t plan everything out, though, as life is dynamic. As with Thai boxing or Brazilian Jiu Jitsu, each action you take creates a situation where you will be hit back.

Yes, you will have anxiety before making a move. I felt sick, angry, and anxious before the launch.

Yes, I actually felt angry.
“No one is going to buy this book. You wasted your time. This is fucking stupid. Just go back to being a lawyer. You don’t need money anyway. Fuck these guys, they will just torrent the book.”

Is that self-talk an accurate reflection of how I view myself or you? Hell no. But life is a mother fucker, man, and your head will mess with you.

You can all, from the outside, realize this was irrational. I would say the same about your fears and worries. We all have our issues.

Some of us choose to address our issues head-on. Others live in denial of them, with terrible repercussions for their lives.

**Remember this: You’re afraid to take action due to fear of unknowable consequences.**

You must do something, anything, or your life will never change.

And, yes, you might get your ass kicked. Life hits back and sometimes drops us. “Fall down six times, get up seven.”

As the saying goes, “You won’t know until you try.”

**Step 3. Be nice to yourself. What went right?**

Although talk of “loving yourself unconditionally” leads to a life without vision and is used to rationalize foolish choices, self-care is crucial. Whether you launch a book, business, or simply decide to lose some weight, something went right. Always.

If nothing else, what went right is you took action. That reason is something to reflect upon. Most people never do anything. By choosing to take action, you are already above average.

You also learned something from your experience. Each move you make, even if it’s the wrong move, becomes part of your resources. It’s experience to draw upon.

**What did I do right?**

Professionalism counts. If you want money from people, you had better earn it.

I hired the right people for the right tasks. I hired a development editor to keep me on target and point out anything that didn’t fit. I hired a copy editor, type setter, and book cover designer.

**Get a development editor (if you can afford one).**

A copy editor checks for typos. A development editor helps you with structure, provides substantive feedback, and gives you comments and criticism.

I even went for diversity, though not in a quota sense. [Greg Stevens is a Renaissance man](https://www.gregstevens.com) who happens to be a gay liberal feminist. (Literally.)

Since I wanted Gorilla Mindset to help me tip over to broader audiences, it was important to have someone who would “get” the message, respect that I won’t water down content, but also keep me on track.
After struggling to find an editor – several turned me down and one even got a friend of mine who referred her to me in trouble – I remembered Greg had emailed me about GamerGate. Greg is Milo Yiannopoulos’s research assistant for Milo’s forthcoming GamerGate book.

Good enough for Milo, good enough for me!

Gorilla Mindset was written with the assumption that your brothers, fathers, or anyone else could read it without ever having read Danger & Play. Gorilla Mindset is complete in itself, thanks to Greg. @Cernovich Gorilla Mindset is a fantastic book. I’ll be writing up more thoughts on it later. I am happy to have been a part of the project. — Greg Stevens (@gregstevens) July 2, 2015

I hired a professional cover designer. The Gorilla Mindset cover looks amazing. This is not due to me. It’s due to Shauna Danger and Derek Murphy from Creative Indie Covers.

Gorilla Mindset looks better than any of these mainstream books. It pops, has an aggressive look, and will scare away cry babies.

I gave away a PDF copy of Gorilla Mindset. Giving away a PDF copy, which no publishing house would have allowed, was inspired. A lot of people were on the fence about the book, as Kindle is not ideal for a workbook. Also, people love PDFs. By giving it away, anyone who had hesitated immediately bought Gorilla Mindset. There are also a lot of pirates looking to steal Gorilla Mindset. I have strong SEO for the term, “Gorilla Mindset PDF.”

Guess what people will find when they Google “Gorilla Mindset Free PDF.” SEO genius. https://t.co/D4tCBMmJ4I — Thirty Days To X (@XDays) June 29, 2015
Will I convert all of those thieves into customers? No, but I’ll convert some.

Since the launch date, there have been nearly 5,000 searches for Gorilla Mindset PDF.

Even if you’re not going to give away a PDF to people who buy a print, Kindle, or audiobook copy, get ahead of the pirates. Optimize your page for your book title + PDF.

Giving away the PDF proved my mindset talk isn’t talk. It’s a walk. Here’s a PDF that thieves can easily upload and share. I’m not afraid of anyone torrenting my books. In fact, if someone stole Gorilla Mindset, I’m confident they’d buy a copy on Kindle.

(And if they wouldn’t, then who wants them reading Danger & Play? Not me!)

I created demand.

Write for free to build an audience. You should write for at least one year. Ideally you’ll write until you have a good-sized audience.

In my view you should have 2,000 page views a day before publishing a book.

And if no one will read your website or listen to your podcasts when it’s free, why would they pay for your writing?

I released Gorilla Mindset when it was ready, not sooner.

Guys wanted a book for years. I couldn’t release a book until it would be a hit.
How can you know if something is ready? While nothing is perfect, you must have standards.

I wouldn’t release a how-to book on life until it was at the level of what Dale Carnegie and Tony Robbins released. Once I knew Gorilla Mindset was at that level (in many ways it’s better), then the book was finished.

I rented a recording studio for the audiobook.

If you want people’s money, you’d better deliver a professional product. I found a recording studio through a friend.

*The audiobook is coming soon*. Audible is taking its sweet time!

**Side note: The importance of networking.**

I met my development editor Greg Stevens through Milo Yiannopoulos, who *I met through my online activities*. I met my sound tech – finding a recording studio in Saigon was looking to be impossible – through Daniele Moretti, who I met through Amir Siddiqui, who I met through Chris/Good Looking Loser.

And I met Chris/Good Looking loser through Danger & Play, after *I wrote about him without any expectations* he’d return the favor.

Get your ass out there and start meeting people!

Do note that “meeting people” might mean giving others free publicity and delivering value and good will to them without receiving anything in return.

**Step 4. Be critical without being a drama queen about your mistakes.**

Something will always go wrong. No one is ever perfect. You made some mistakes. Some of these errors were due to unforeseeable circumstances, and some were due to human error or laziness.

Don’t cry about it or talk about how you “always ruin everything” or say your “life is over.” You are not a teenage girl, so please stop acting like one.

Simply figure out what you did wrong, analyze why you made that mistake, and avoid making it in the future.

**How would I have changed the launch?**

Amazon is dynamic, so you have to know the rules before the launch. I’d have studied them more carefully to dial everything in. Or perhaps I’d found a consultant for a launch plan.

**Kindle MatchBook.**

Example: I learned you can sell the Kindle version for $2.99 to people who buy the paperback version from Amazon. In other words, you could have bought both versions for around $20. Fuck!

You can’t bundle your books on Amazon anymore, but *you can enroll in Kindle Matchbook*. 
Learning this post-launch was frustrating. I had planned on bundling the audiobook, print book, and Kindle book into a nice package at a deep discount. Amazon does not allow bundling.

My research revealed you can’t bundle items on Amazon, so it never occurred to me you could sell the Kindle version for $2.99 to guys who bought the print book.

If I had know about that form of “bundling,” I’d have released the print version at the same time as the Kindle version. I delayed the print version as I had a friend check out a printed copy to ensure everything was perfect.

That said, I did give away a PDF, so whatever. It’s not a big deal.

The Table of Contents in the Kindle version isn’t descriptive.

Although the Table of Contents in the PDF and print versions is descriptive, the Kindle version simply says “Chapter 1.” I am getting that issue corrected.

The pictures are too small in the Kindle version.

There’s not much to do about this, as pictures don’t look good in grey scale. If I can have larger pictures in future versions, then I will.

That said, you can find full resolution images in the supplemental materials page.

I didn’t track my campaigns closely enough.

Amazon’s affiliate program allows you to create multiple Amazon affiliate IDs. Contrary to popular belief, I don’t use Amazon affiliate links in book reviews to make money, as 8% of a $10 book is not enough to get me out of bed. Rather I use affiliate links to see what books people are buying, as this tells me what you actually want (revealed preferences).

I should have created separate Amazon affiliate IDs for links via:

- Gorilla Mindset email list,
- Danger & Play email list,
- Twitter,
- Facebook,
- DangerAndPlay.com.

My links to Gorilla Mindset received over 13,000 clicks. Where did all of these clicks come from and what % of each click converted?

This is data you must know, as it tells you your ROI. Your time is money, and should you spend your time/money on writing articles, networking, posting on Twitter or Facebook, list building, or doing something entirely different?

I know how many clicks, for example, that I receive via Facebook (not many), Twitter (a lot), and my newsletter (in between Twitter and Facebook) due to Bit.ly’s unique links.

Should I spend more time or less time on Twitter, on my email lists, and on Danger & Play? Data tells you.
(Well, in truth everything I do is fun. Even if Twitter had a negative ROI, I’d still use it.)

I didn’t have a back cover for the paperback version.

That’s one of those minor details easy to overlook, as I come from an ebook/online writing background whose biggest question was whether to use e-Junkie or Kindle – neither of which require back covers. If there’s enough interest and demand, I’ll create a checklist for self-published authors. The new version of Gorilla Mindset will have this cover.

Step 5. Putting it all together: Add your experiences into your pool of resources.

Always remember your life is a collection of your experiences. Life is the sum total of who you associate with and what activities you spend your time on.

Each action you take in life, whether you win or lose, becomes part of your resources to draw upon.

Always remember you are becoming more resourceful, even if you “fail.”

As I’ve learned, in life you will have highs and lows. Although I’m 37 and my life is way better than I could have dreamed, there’s still some perspective. Everything could go away tomorrow. Or I may live a long, perfect life. There is no way to know how long you’ll live or what will happen in life.

One fact is certain: Your past experiences are the resources you draw upon when making decisions in the future. You therefore want to challenge yourself as often as possible How can you apply this model to your own life?
6.7.2015 – The First Mistake You Make as a Man

A common critique made of me – even by people who believe they know me – is some woman must’ve really done a number on me. The truth is far less interesting. I haven’t cried over a woman since high school or maybe college, although a few women have cried over me.

I have no bitterness or anger towards woman. Instead, I treat them as they treat me. I live my life by the principle of mutual assent. I reject all form of duties, obligations, and the “right thing.”

**This makes me a madman.**

**Why am I crazy?**

**Hint: Use logic rather than slave terminology like duty or morality.**

Think about how the average woman treats a man. She finds a “good catch” – that rare man who meets her almost impossibly high standards.

Rather than do whatever it takes to help him live the life of his dreams, she does whatever it takes to have him submit to her.

She thinks about what she wants out of the relationship – which usually includes children and mortgages and keeping up with the Joneses – and thus begins extracting maximum value.

**Women have superior mindset.**

**I use the term advisedly.**

**Women believe they are superior to you, and every choice they make is evidence of that mindset.**

Think about the traditional marriage between a successful man and a hot woman. Does this woman who found herself a high-value man say, “This man was a massive success before we met. I shouldn’t pry into his business or finances. That’d be presumptuous as heck. If I know so much about business and finance, I should start my own thing.”

Has that ever occurred?

Of course not.

A woman meets a massively successful man and then attempts to rule his life.

Men who earn 100% of the family income who can’t make investment decisions without “checking in” with the wife.

If a man’s wife is a CFA or have massive success in business, that’s great. Yet that’s rarely the case.

Most men don’t touch a paycheck. Their personal finances are handled completely by the true head of household – women. (Women control 85% of household spending.)

Instead a woman whose main qualification for marriage is being hot (and not being a total bitch) comes into the house to run shit. Of course that’s our fault as men. Hot girls are better to rent than buy. If you buy a hot girl because of your love feelings, too bad so sad.

Believe it or not, I’ve even had several women try telling me how to run Danger & Play and run my online brands. In what world does someone who has never had success online tell me anything about how to manage my brand?
(Hint: 99% of women will say this article is misogynistic. But this article will 100% bring me closer to my goals.)

Women truly believe they are superior to men.

Otherwise they’d stop lecturing us about areas they know nothing about.

I have some news for you.
Women are mentally stronger than you are.
Laughing out Loud at women being the “weaker” or “fairer” sex.

Women are equipped to engage in long-term psychological and emotional warfare. They will take the fight to you and outlast you. They will make promises that they later “feel” shouldn’t be kept.

They will feel no remorse about breaking promises, as her feelings in the present moment dictate whether she should honor her word given days or weeks ago.

Moreover, it’s impossible for a master to lie to a slave. A master tells a slave what the slave needs to hear to keep working. There is no truth or falsity between masters and slaves.

If you do not understand this, relationships will always leave you perplexed.

More than you, women are willing to do what it takes to get what they want.

As a man you have been taught to serve women, and as a woman she has been taught men exist to serve her. When you operate from the slave mindset (men), it’s natural to submit to the master (woman).

Unless you are absolutely clear and uncompromising about what you want, you’re done.

Unless you liberate your mind from decades of social conditioning about a “man’s role,” and “manning up,” that’s it. Your life is over.

This is your first mistake as a man.

I was sitting with a successful lawyer at lunch when sex and relationships came up. “My ex wasn’t into sex at all,” I told him, “which seemed unfair. How can a woman expect monogamy if she won’t give you what you want?” “That was your first mistake,” he replied. “What do you mean?” “You expected her to be fair.”

If you’re a man you must know your place in this world.

You’re slightly above the level of pack mule and well below women. Even “alpha males” on the Internet are fond of saying, “Sperm is cheap and eggs are expensive,” as if those dorks have any comprehension of what it takes to become a high-value man.

You are not allowed to live for yourself. Doing so is selfish.

If a woman goes out, dances on tables, and acquires notches, she is “discovering herself.” If a man lives a party boy lifestyle, he’s a man-child who has forsaken his duties to the world. He must get serious about life, and that means living for women.
There’s an anger you have when learning your entire life was a lie. I was probably once angry.

Humans have a deep need to connect, and when you learn the truth about modern manhood, this connection will be taken from you. Many men become bitter and angry. While anger is a necessary stage of grief, it’s one you must speed through. Accept the truth for what it is, get over it, and start living for yourself.

Know truth, live truth.

Knowing I am nothing to society is liberating. Like most men I have an innate sense of duty and obligation bound to my DNA. That sense of duty has been cleared from me like a bad rash.

This sense of duty is why men more than women engage in self-sacrifice. Although Hillary Clinton once said, “Women have always been the primary victims of war,” it’s men who die and are maimed for some higher principle the power elite brainwashed them into believing the war was about.

There was a point where I’d have died for my country. I wore the uniform and even was a commissioned officer.

I now live abroad for 322 days out of the year to minimize my tax bill as much as possible, as paying tribute to my slave master no longer seems appropriate.

Your feelings are based on your thoughts. When you know the truth, you feel great about life.

When people criticize my lifestyle, or expect me to tolerate poor female because that’s what all men do, I laugh.

How other men live is of no interest to me. The value judgments of slaves mean nothing to me. I feel nothing but perhaps a bit of amusement or minor contempt.

Because I refuse to change who I am or what I want, I must be broken. How dare a man have an internal life of his own! How dare a man have a plan for his life that involves something other than giving a woman her American dream!

Yet people from the outside looking in see how I live my life and can’t figure it out. I must be broken. They can’t entertain the idea society is broken, and I’m a free man.

What are YOUR dreams? (Admit it: You’re afraid to say.)

You’re afraid to admit what you want out of life. You might even be afraid to imagine such a life, as feelings of guilt or shame overtake your body.

I used to be afraid to admit what I wanted out of life, and thus lived a life of frustration and quiet (and sometimes not-so-quiet) desperation. We are our harshest judges, although recognize the law you’re applying comes from outside of yourself.

I care about your dreams, which is why those who look for a guru find me frustrating.

That may seem counter-intuitive. Shouldn’t people love that I care about their dreams?
Yet replacing me as your guru is trading in the slavery you’ve lived under into a new form of a slavery.

I’m a friend and trusted adviser, but not your mom or master.

Unless your life goal is harming children, abusing animals, or actually hurting people, my role is to help you get what you want out of life.

If you want to be a Mormon with five kids, good for you. I won’t say God is a fiction or insult you.

Even if you want something entirely different from me, it’s cool. I’ll help you get there.

But I will never tell you what you should want.

Do you see the difference?

**The three-step process to getting what you want out of life.**

**Step 1. Start thinking about what YOU want out of life.**  
Remember the visualization exercises in Gorilla Mindset.  
I spend time every day reflecting on how my life should look, performing the Perfect Day visualization exercise.  
You must first see what you want to get what you want.

**Step 2. Ask yourself this question: Will my lifestyle bring me closer to what I want, or will it bring me farther away from what I want?**  
Remember what lifestyle is. Your lifestyle is the activities you engage in and the people you spend your time with. It’s a simple concept.  
Look at the people surrounding you. Conduct an inventory. Who do you spend your time with? That even includes online message boards and social media.  
Ask yourself, “Will I live the life of my dreams with those people in my corner?”  
Will the woman you’re with give you what you want?  
Look at how you spend your time.  
If you want to be a multi-millionaire, what are you doing? Will those choices bring you closer to your goal?

**Step 3. Live by the Rule of Mutual Assent**  
I live my life by the rule of mutual assent. To get what you want from me, you give me what I want.  
Duty, obligation, the right thing, all men should make compromises, man up, grow up, etc. are not arguments. Those are assertions you’d make to a slave.  
I’m 37 and have been high and low. I have a deep understanding of my wants and needs. Those wants and needs are met, or I am gone.  
This is harsh to mainstream society. They cannot comprehend it.  
Indeed, society is so used to exploiting men that my view is incomprehensible. Even most men would say I have issues.  
In the world of the blind, a man of one eye can see. In a world of slaves, it’s the free man who appears insane.

**To live like no other, you must think like no other.**

Pro tip: Cold green tea does wonders for your throat. I’d drink/gargle half a gallon each day.
Thank you to everyone who has picked up a copy. I went into the launch without any expectations. It wasn’t Gorilla Mindset techniques; I literally did not know what to expect. Book sales the best-kept secret of authors, and exactly how does a website with x-traffic translate into book sales?

Gorilla Mindset has already sold more than 90% of books ever will.

Thank you for the reviews!

I’ll be giving a full accounting of book sales once everything has cooled down.

In the meantime….

Ask me anything about the book launch, marketing, writing, self-publishing, or your web business.

Have a question about the launch, my marketing strategy, or how you can do some web business stuff?

Ask away.

Other than book sales, which will be covered extensively in a couple of weeks, no question is off limits.

I market, self-promote, and don't hide any of those strategies from you.

“Putting the fine print in bold print,” as Frank Kern likes to say, is the most effective modern marketing strategy.

People don’t mind being marketed to if you’re open and transparent about it. To the contrary, people enjoy being marketed to.

Here are some marketing books and articles I relied upon during the launch and which I recommend to you:

- *Launch* by Jeff Walker ([Launch by Jeff Walker review; Amzn](#)),
- *How to Publish a Best Seller* and *Self-Publishing Your Own Book is the New Business Card* by James Altucher,
- *Write. Publish. Repeat* by Sean Platt and Johnny B. Truant ([my review; Amzn](#)).
- *The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses* by Dan Kennedy ([my review; Amzn](#)),
- *Spartan Entrepreneur Vol. 1* by Victor Pride,
- *Convert* by Frank Kern ([my review](#)),

Those books/articles to be required reading for anyone who wants to work with me on anything web-related, and when people want to hire me as a consultant I tell them to read those books before asking me any questions.

A quick note on Internet marketing: I do not like Dan Kennedy or Frank Kern’s style of Internet marketing. I don’t like squeeze pages, big nasty red font, clickbaity headlines, etc. Yet Frank Kern has far more to offer than goofball Internet marketing tactics.
I changed my writing style based on Frank Kern’s *Convert*, as Kern shows how to write simultaneously for skimmers and readers.

*Convert* also gave me my marketing vision. If you wonder why I do what I do, read *Convert*.

“Absorb what is useful, reject what is not.” – Bruce Lee

The marketing expert who shares my values closest and who I learn the most from is Jeff Walker. Jeff Walker [puts out a video every week on YouTube](https://www.youtube.com). His videos are useful, applicable, and a bit encouraging.

**What’s next?**

The book launch was stressful and it’s time to unwind.

Gorilla Mindset training seminars are coming soon, and the first one is going to be in London.

I won’t be shuttering Danger & Play anytime soon. The book launch went great. Gorilla Mindset hit a sales rank of 605, made Amazon’s hot new releases in multiple categories, and hit #3 in a tough category.

We did all of that with an $8.99 list price.

If anything, I’ll work harder at Danger & Play.

After all, during the launch I published three articles:

- [Male Liberation](https://www.gorillamindset.com/male-liberation/)
- [How to Make Better Decisions at Life](https://www.gorillamindset.com/how-to-make-better-decisions-at-life/)
- [How to Prevent and Treat Back Pain by Dr. Brett Osborn](https://www.gorillamindset.com/how-to-prevent-and-treat-back-pain-by-dr-brett-osborn/)

I’ll be doing more, more, more.

**You guys (and more than a few gals) delivered. Thank you!**

I gave to you.

You gave back to me.

I will give even more to you.

This is a great relationship and I look forward to building it up even more.

P.S. I’m moving to Paris.
Although people flatter me by calling me smart, my IQ isn’t unusually high. What I’m exceptional at is retaining information. My study techniques coupled with a crazy work ethic allowed me to graduate college with a high GPA, earn a scholarship to law school, get straight A’s whenever I wanted to, make the Dean’s List at law school, earn the highest class grades (called “book awards”) in competitive subjects like constitutional law, and all around fool people into thinking I’m smart.

When learning new material, make this Gorilla Mindset shift: “It’s not what you comprehend. It’s what you retain and apply.”

We’ve all been there. We are reading a book. We love it and understand it! We are freaking brilliant! Test time comes and we can’t remember a thing. What happened?

Memory is like money. It’s not what you earn, it’s what you keep.

(Integrity alert: I adapted this method from Tony Buzan, whose books on memory changed my intellectual life.)

Study in blocks to take advantage of primacy and recency.

What do you remember most and what do you remember least? You remember what you first saw (primacy) and what you last saw (recency). The stuff in the middle is forgotten. (This is also why you want to be the first or last candidate in a job interview. They’re more likely to remember you if you’re the first or last person interviewed.)

To maximize your memory, maximize primacy and recency. You want to review what you previously learned, learn new material, and then review what you just learned (recency).

Break your studying into 60 minute blocks. Study for 6-8 hours a day. Stick to 1 to 2 subjects each day to focus intently on. And of course turn your retard phone off. There ain’t nothing smart about studying with a phone nearby buzzing at you.

Block 1

- 5 minutes: Review what you learned yesterday.
- 45 minutes: Review new material
- 5 minutes: Learn new material
- 5 minutes: Drink water, walk, daydream, do some push-ups

Block 2

- 5 minutes: Review the material you learned in Block 1
- 45 minutes: Learn new material
- 5 minutes: Review the new material
- 5 minutes: Drink water, walk, daydream, do some push-ups

Block 3

- 5 minutes: Review the material you learned in Block 2
- 45 minutes: Learn new material
- 5 minutes: Review the new material
- 5 minutes: Drink water, walk, daydream, do some push-ups
Take a 30-60 minute break. Engage your “right brain.” Go look at art, meet some hot chicks, or hit the gym. If you change subjects, repeat Blocks 1-3. Otherwise, carry on.

**Block 4**

- 5 minutes: Review the material you learned in Blocks 3
- 45 minutes: Learn new material
- 5 minutes: Review the new material
- 5 minute: Drink water, walk, daydream, do some push-ups

**Block 5**

- 5 minutes: Review the material you learned in Blocks 4
- 45 minutes: Learn new material
- 5 minutes: Review the new material
- 5 minute: Drink water, walk, daydream, do some push-ups

**Block 6**

- Review everything you learned in blocks 1-5 during this block.

**Go to the gym.**

Exercise is not optional. You cannot get the most out of your brain unless you get the most out of your body. As explained in *Gorilla Mindset, Get Serious*, and Dr. Brett Osborn’s articles, exercise is a nootropic. If you’re aren’t exercising, you’re literally making yourself stupid. Get smart with *Gorilla Mindset*.

This may seem counter to how you’ve been taught to study. When studying you’re supposed to grind for hours at a time.

Yes, you must comprehend what you are reading.

Yet what good is having high comprehension with low retention?

Do not grind away for hours at a time. Be focused and methodical. Review often. Take frequent breaks.

**Some additional study tips. These are not life hacks.**

**Sleep and memory.**

High quality sleep is not optional. Sleep as much as you can afford to, as *sleep deprivation has disastrous effects on memory*.

For more than a century it has been known that memory benefits from sleep, and research in this field has put forward different explanations for this phenomenon... Whereas initially it was commonly assumed that sleep improves memory in a passive manner, by protecting it from being overwritten by interfering external stimulus inputs, the current theorizing assumes an active consolidation of memories that is specifically established during sleep, and basically originates from the reactivation of newly encoded memory representations.
Most recently, the focus of research in the field has broadened, indicating that sleep benefits memory not only in the neurobehavioral domain, but also in the formation of immunological long-term memories, stimulating the idea that forming long-term memories represents a general function of sleep. There are first cues that sleep-dependent memory formation in the immune and central nervous system share common mechanisms, that in both domains appear to be linked to SWS.

Sleeping consolidates what you’ve learned. If you are having poor sleep quality, then you’re damaging your memory.

**How can you improve sleep quality?**

**Buy the most expensive/comfortable/best bed and linens you can afford.**

You spend (or should spend!) 1/3 of your life on a bed. Why then do people cheap out on mattresses? For under $200 you can have a great night of sleep.

**This memory foam mattress topper** is as good as a Tempurpedic and also cools faster. Tempurpedics can trap body heat.

A mattress topper is also a great way to get a girl to try out your bed. Talk about your mattress topper and then say, “Go try it out. Hey, don’t have a dirty mind. Nothing is going to happen. Just check it out.” Once she is on the bed she won’t want to leave.

**Get a “chillow.”** There are pillows that cool your head while you sleep, or at the very least aren’t as hot as regular pillows. In case you haven’t caught on, I’m a hot sleeper!

Sleep with a fan on. This cools your body and also provides some comforting “white noise.”

If your skin gets dry, get a humidifier. This will keep your skin moist while you sleep.

Get an eye mask. Those things really work.

Turn off all electronic devices at least two hours before bed. You’re not a baby. Stop treating your retard phone like a pacifier.

**Take magnesium or take epsom salt baths.** [Magnesium is a sleep aid](https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/magnesium/art-20047018). If you have trouble sleeping, take a warm bath with 1 pound of epsom salt before bath.

**Improving your sleep quality will also lower your stress levels. Stress is the mind killer.**

**Stress and memory.**

The higher your stress level, [the poorer your memory](https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/magnesium/art-20047018).

The effects of stress on memory include interference with a person’s capacity to encode memory and the ability to retrieve information. During times of stress, the body reacts by secreting stress hormones into the bloodstream. Stress can cause acute and chronic changes in certain brain areas which can cause long-term damage.

When studying or trying to learn new material or get straight As, you’re under stress.
How can you reduce stress?

Trust the process. Be methodical in your studying.

I knew my grades would be tops if I followed the above method. If you follow it, you will get great grades and learn and retain the information you learned. That in itself is a stress reliever.

Stress lowering tips we all know but rarely apply:

- Exercise and sleep lower stress levels. Do both!
- Listen to some binaural beats.
- Get a massage.
- Meditate.
- Go for a long walk.
- Go to an art museum.
- Get in the moment.

You can also look into anti-stress supplements like 5-HTP and L-tryptophan.

Chris uses kratom to combat stress.

Victor Pride has also used kratom to relax, although I have no personal experience with kratom and thus can only commend their articles to you.

Ergogenic aids.

Adderall is poison. It increases stress hormones in your body, leading to decreased memory.

It’s better to use over-the-counter nootropics like piracetam and vinpocetine.

Modafinil is a fantastic study aid and is something to discuss with your doctor.

Read the free Danger & Play Guide to Nootropics.

Study is state dependent.

“You don’t rise to the occasion, you fall to your lowest level of training,” is what the Navy SEALs say, and they are right.

Countless studies have shown your memory will be sharper if you study under the same conditions you’ll be tested under:

Unlike context-dependent memory, which involves an individual’s external environment and conditions, state-dependent memory applies to the individual’s internal conditions. For example, while context-dependent memory might refer to the idea that taking a test in the same room that an individual studied in will make it easier to retrieve those memories, state-dependent learning refers to the idea that if an individual always studied for a test while slightly caffeinated, it will most likely be easiest to recall what they studied during the test if they are at a similar level of caffeination. If you’re in a class, study in the same chair you will take the test. If you’ll take the test sitting down, don’t study while laying down on your back. If you’re using legally-obtained drugs to study, use those same drugs when taking the test.
**Flash cards.**

Create your own flash card based on questions from prior exams. Carry these with you. Have a friend quiz you with them and quiz your friends using them.

Creating the flash cards are a valuable form of note taking. Asking questions of yourself also helps you anticipate questions others will ask of you.

**“Drillers are killers.”**

Why do you think wrestlers spend hours drilling the same move over and over again? You want the basics to be instinctual, as this will allow you to save your cognitive powers for truly novel situations. The same principle applies to your studies. Threw 1000 hooks in practice today. Practice not until you get it right, but until you can’t get it wrong. — Ed Latimore (@EdLatimore) July 10, 2015

The law school essay exam method is based on IRAC – issue, rule, application, conclusion. That is, you spot the legal issue, state the applicable legal rule, analyze the facts in light of the rule, and then reach a conclusion.

I would spend hours typing out the rule statements. I would drill them until typing them out was instinctual.

In law school you’re given a fact pattern and are required to apply the law to it. For example: Joe Blow was walking down the street when a police officer approached him. Too afraid to say no to the search, Joe allowed the police to conduct a search of his pockets. The police officer found drugs in Joe’s pocket and arrested him for possession of narcotics.

Then during a law school exam, I’d bang out the rule statement in a minute or two. This gave me more time to analyze the fact pattern. For example (this is based on memory):

Under the Fourth Amendment all searches and seizures of a person must be a reasonable. A seizure of a person is reasonable under *Terry v. Ohio* when there is reasonable suspicious to believe a crime has occurred. This is known as a so-called *Terry* stop and frisk.

I then had more time to analyze the facts. For example, the issue in the above fact pattern would be whether the stop was a *Terry* stop, and whether the search was consensual (it was).

**Write book reports.**

When writing a lengthy book review on *Jeff Walker’s Launch* or a list article on an *Army Ranger book*, I’m sharing my notes with you as much as anything else.

I take detailed notes in the margins of books, study the books carefully, review the concepts in the book, and then discuss the books with you.

**What are your study and learning tips?**
Money is what you value.

Show me how you spend your time and your money and you’ve revealed your soul to me. Nothing else you say matters.

Money is revealed preferences. Why do I use Amazon affiliate links on book reviews – to earn a massive 8% commission on Kindle books? I want to know what people actually buy, as that’s the only way to know what you truly value.

These are the three most purchased books (other than Gorilla Mindset) by you:

- How Did You End Up Here?: The Surprising Ways Our Questions Connect,
- Choose Yourself,
- Get Serious.

Money is a mindset.

When I was poor, I was careful with money. This was due to poverty. You will meet people who, even when rich, have a poverty mindset. Avoid those people as they will steal from you.

Stingy people are greedy people. Men who have money and are stingy with it do not suddenly become generous when a windfall arrives. Avoid stingy people, as they will nickel and dime you to death when not stealing from you or hiding profits from you and pushing losses onto you.

How can you spot stingy people? When talking about a business opportunity their first thought is how much everything will cost instead of how much everyone will be able to make.

Money is a mindset, part 2.

Money is freedom. When you have enough money that you’ll never have to work for it again, you can do whatever you want.

Money is slavery. If you sit around thinking about who is ripping you off, ranting about the “Jew bankers,” worrying about the economy and obsessing over the next stock market crash, then you are poor rather than rich.

Money is a way of keeping score. I enjoy calculating book royalties from Gorilla Mindset, not because it’s making me rich but because it’s like a video game.

Some take the game too far, however, and can’t be happy unless they have a higher score than everyone else. Again, money is a mindset. Money will not make you alpha. Some of the most insecure men I’ve met in my life have always been able to make money.

Money is stealth. The people with the most money are men you’ve never heard of.

Money is a mask. It’s easy to pretend like you have more money than you actually have, especially if you’re trying to sell get rich schemes to people or to convince everyone you’re an international alpha playboy.
Money is ROI.

Why would I live in California at three times the cost of living in Thailand. Is California three times better? (California is actually worse than Thailand, as Thailand is awesome. Thus California has a negative ROI.)

Money is sex. Those hot chicks you’re afraid of talking to due to your “approach anxiety” have a market value of $500 to $800 an hour. Why would you spend hundreds of hours learning how to talk to women rather than building a business?

Do you love money or what money can do for you?

Go meet 100 rich men. Most of them love money without giving any thought to what money does for them.

When I say I love money, what this really means is, “I love what money can do for me.”

You can work for money or make money work for you. There’s a massive difference in your levels of stress and happiness depending on how you frame your relationship with money.

Money is time.

The more money you have the more time you should have, yet this is not true for most men, as they never have enough money. (Did I mention money is mindset?)

When you get money, are you going to spend your time enjoying it? Or are you going to spend your time wondering will the economy will collapse and whether people truly love you for you or if they love you for your money.

As always, that’s a choice you make in the present moment.

With a health mindset about money, you take lengthy vacations. You call the shots. You do whatever you want.

You can always make more money but you cannot make more time.

Does this mean you shouldn’t spend your time making money? Of course not. But you should spend some time thinking about money, what you think money will do for you, and reflecting on what you truly value.

Money is sacrifice.

Unless you come from family wealth, you’re going to need to give 5-10 intense years to acquiring money.

It’s better to go all out, work yourself to your breaking point and beyond, for 5-10 years to set yourself up for decades.

But there’s no easy path to wealth. If you want to stash some cash, be prepared to work 80 hours a week for the next 5-10 years.

Money and me.
I spend around $5,000 to $10,000 a month. If you want to live my lifestyle, which is pretty cool, that’s all you need.

Yes, I live 100% off of my websites.

But I don’t and won’t start telling you how to “get rich from the Internet,” as there are far better ways to get rich:

- Learn coding and start writing apps.
- Join a start-up.
- **Work on Wall Street.**
- Do real Internet marketing.
- Become a trial lawyer. The only people making real money in law are plaintiffs lawyers.
- Become the best at a service and move to Dubai. (It worked for Amir Siddiqui.)

My Plan B for making money.

The real money online is in selling scammy diet pills to overweight housewives or testosterone boosters to teenage boys. Fortunately you’ve proven I don’t need to go down that route. Thank you!

I write and work online because it’s what I love. Yes, there’s a lot of money to be made online, but I could make much more doing something else.

I love what money can do for me, but more money won’t change how I live my life. I won’t do anything that isn’t fun no matter how much money someone offers me.

Some wonder why I don’t do x, y, and z.
Why would I?
My lifestyle is dialed in. What should I change and why?

**Why do you need more money, how much more money do you need, and how specifically will more money change your life?**
18.7.2015 – How to Have More Energy

I used to believe I was “naturally low energy.” In fact most of us feel like we don’t have enough energy, which is why “fat burners” and “energy drinks” are a multi-billion-dollar industry.

You already have more than enough energy, but there’s a problem. You are sick.

Think about the last time you had a bad cold or the flu. Were you able to work, or was your body beaten down from fighting off the infection?

You can’t function at peak levels if you’re sick, and you are sick.

• Sick of working a job you don’t like.
• Sick of dealing with dramatic family members.
• Sick from being disconnected from the universe.
• Sick from being glued to your retard phone.
• Sick from crappy friends and draining romantic relationships.

Most of all, you are sick from trying to live a life others want you to live, as you do not live by the Gorilla Mindset.

Energy can only be directed in one of two directions.

1. You can fight off negative emotions (stay the same or regress).
2. You can work towards your life vision (move forward).

Any energy spent dealing with drama and negativity is energy being taken away from living your life vision. Living a life others dream of requires a lot of energy. You must put work in. How can you have the energy to put that work in if your body is fighting off spiritual and emotional sickness?

Conduct an energy audit.
Look for “energy leaks.”

In personal finance you’re told to look for “leaks.” Leaks are a small amount of money that can sink your financial boat. How many of us have Netflix subscriptions we should cancel? I was just charged $99 by Dropbox. I have no idea why.

After going through my finances I found over $200 a month in leaks. This was money I wasted each and every month – nearly $2,500 a year!

These leaks must be sealed or your boat will sink. The same is true of emotional leaks.

You have energy leaking, but you’re not aware of or conscious of why.

People are taking the life out of you without you even realizing it, as your body has been sick for so long.

Do you know what it feels like to...

• Wake up energized to start the day.
• Be excited for what the day has in store.
• To fall asleep tired but fulfilled.
Do you?

Remember the chapter on lifestyle from Gorilla Mindset.

What is lifestyle? Your lifestyle is the sum total of the activities you engage in and the people you associate with.

What is your lifestyle? How is your lifestyle impacting your mood and mindset? Does your lifestyle lead to stress and drama or to fulfillment and meaning?

For the next three days, write out everything you do.
Write out who you spend your time with.

What do you do on an hour-by-hour basis. How do you feel after engaging in these activities?

Does watching the news truly inform you or does it fill an emotional need or free you from boredom?

Does watching any sort of TV or caring about the outcome of sporting events bring you closer to your hopes, dreams, and vision?

Who do you spend your time with? Are your friends and family members a drain? Do they suck away your life force with their incessant demands, negativity, and gossip.

Reflect on how you feel. When you leave the room after being with a person, what is going on inside your head? Do you feel amazing, blah, or awful?

When you talk to someone, do you feel inspired and energized, or disempowered and drained?

Energy requires vision.
To have focused energy you must know where you’re going.

Choose who you want to be. What is your perfect day? What does your life look like?
When you are about to do something or see someone, reflect on how you feel. Ask yourself, in the present moment, am I acting like the person I want to be?

If you have a vision and close your energy leaks, you’ll have more energy than you know what to do with.
There is a deep talent pool of readers who have the material to write, but you don’t know how to do it, you need guidance, or maybe you just can’t keep up with my pace and thus only have a weekly or bi-weekly article in you.

Maybe you even have a book inside you, but you don’t understand the process and you’re tired of scammy Internet marketers trying to sell you on their “Kindle money mastery” schemes.

If so, let’s talk. I’m now accepting guest submissions from people who I believe have the potential to publish their own books.

Who can write for Danger & Play? I’m not going to lie. The standards are high. Danger & Play has had guest articles from Europe’s Hedge Fund Manager of the Decade, a social psychologist, and a neurosurgeon.

This is a big league website, so you need to bring your best game.

There are two types of people who will likely want to write – those who are up-and-comers and those who are established.

If you’re a younger guy...

Not everyone can be on that level, but you had better be a high-achievement type. If you’re in college, don’t tell me how to live life or give me life tips from Elon Musk’s biography. Tell me how you got a 4.0 or ran your student newspaper.

If you are (or think you are) established...

Would I buy and read your book? If not, then you’re not ready yet. That doesn’t mean you shouldn’t keep writing. You should. You just need to step up your game a little bit.

After all, I’ve been writing online for 15 or 20 years. It’s a bit much to feel entitled to write here, but if you have what it takes, it’d be great to have you.

What sort of articles am I looking for?

How-to articles.

Danger & Play is not a self-help site: It’s a how-to site. Gorilla Mindset is not a self-help book: It’s a how-to book.

My mission is helping others learn how to overcome adversity and live a life of their dreams. Your articles should address how to overcome challenges in life, and your articles must be based on personal experience.

I also have a soft spot for book reviews, if you offer legitimate insight and critique rather than listicles. (This is a book review I’d accept, and this is not the kind of article I’d accept as a guest submission.)

A publishing house for self-published authors.

I’ll pay you for your articles, or I’ll invest in you and your book. It’s your choice.
If you believe you have a book inside of you and want to launch it through my websites, prove it. Deliver value and good will to me and Danger & Play readers, and I’ll invest in you.

We’ll publish your book and split the profits and costs 50-50. (If you book doesn’t make a profit, then I bear the entire costs of the book. Costs do not come out of your share until there is actually a profit to share.)

**Rule #1. Respect the readers.**

I am highly protective of the Danger & Play community and have zero patience for cool guys and self-proclaimed alpha males.
If you have a condescending tone or think you are the coolest most alpha guy ever, do not bother submitting an article. It’s not a good fit.
If you have your own website that has multiple pop-ups and looks like a used car lot, do not bother submitting an article.
Your writing must serve the interests of the Danger & Play audience.
You must give before you get.

**Rule #2. See Rule #1. Deliver value and good will.**

What does it mean to deliver value and good will?
Ask yourself, “How does this article help the person reading it?”
Even though writing puts you out front and center and you get a lot of attention, writing is not about you. Writing is about the reader. *Humble yourself before the reader or stay far away from me and Danger & Play.*
If all your article does it make yourself look cool, then it’s not an article suitable for Danger & Play. You article must solve a problem other people have.
If you don’t care about the reader, it will show.

**How can you submit an article for review?**

Do not email me.
Email my editor your proposal. You can [contact him through his website](mailto:editor@dangerandplay.com).
In the subject line put, “D&P Guest Submission Proposal.”
Do not send a full article. Send a pitch of your article with a few bullet points as well as a brief summary of “your” story.
For example:

**D&P Guest Submission Proposal**
I want to write an article on how to overcome drug addiction. I was addicted to drugs for 20 years of my life, it cost me everything, and I’ve since rebuilt my life.
My editor will review your submissions, send the best ones to me, and I’ll choose which ones to publish.
I’ll also work personally with you on book ideas, help keep you on task, and guide you through the writing and publishing process. After all, we would be partners.

I look forward to hearing from you.
Anyone who has instructed men (and yes, this tends to be a male issue) has endured the frustration of hearing bizarre question after bizarre question...from people who haven’t mastered the basics. If you teach a man how to ride a motorcycle he’ll tell you the guy on YouTube told him something else, and then he’ll ask you how to avoid colliding into an asteroid. Meanwhile he can’t remember to let up off the accelerator when hitting the brakes.

Men who aren’t eating enough protein or moving enough iron or training with any intensity obsess over whether it’s better to do fasted cardio, or cardio after taking BCAAS.

In Brazilian Jiu Jitsu guys learning a basic move like a kimura want to know what to do if the other guy escapes it. Well if you can’t get the guy in a kimura, why are you worried about escapes?

People want to argue with me about Internet marketing plug-ins and squeeze pages when they can’t even draw an audience...How can you sell something if you can’t get people to read what you’re offering for free?

Adopt the beginner’s mindset.
“Do everything I tell you to do and nothing I’ve not told you to do.”

Find a guide. Real life is best – and a requirement for a fighting art like BJJ. But the Internet is full of books, instructional videos, and podcasts. You can learn anything you like.

Do everything you are told. Yes, follow the guide blindly. You don’t know enough to form coherent arguments. Don’t worry, you’ll be a “know-it-all” soon enough.

I had no idea how to build an email list until Victor Pride told me how to. Now I do my own experiments and we exchange ideas as peers, but make no mistake: I started off by keeping my mouth shut and paying attention.

Do not do anything you aren’t told to do. But what about taking initiative?! You don’t know enough to take initiative, and all of your actions will likely be counter-productive.

Embrace being a beginner by adopting the beginner’s mindset.

You don’t hate the basics because you’re smart.
You hate them because you’re bored.

Learning the basics is boring, as there are only a few basic moves. You must drill these moves over and over until they become instinctual. Learning the basics well is painstakingly boring.

What is writing?

We all know 10,000 words by the time we are 8, and we know 30,000 or so words by adulthood. Writing is nothing more than stringing together words you already know, day-after-day, week-after-week, year-after-year. Writing a book is simple. Write every day.

“How can you build an audience, Mike?”
Write 2,000 words every day and take 3 pictures you can upload to your website. That means every day. Who wants to do that when there are widgets to “optimize your SEO,” and you can pay for Twitter followers and Facebook likes to get that ego fill. Facebook likes are worthless.

Hell you remember my early podcast episodes. Sound quality was so-so. But I showed up and produced over 100 podcasts. The podcast kept getting better, and the podcast led to a successful audiobook.

If I had sat around all day agonizing over the best microphone to use and a thousand other details, there’d have been no podcast and no Gorilla Mindset audiobook.

How can you lose fat?

Don’t drink any calories other than green juice and protein shakes (with minimal fruit). For 80% of people, that’s the key to weight loss. Cut out the colas, beer, and wine, and you’ll look better than 80% of Americans. Drop the bread, dairy, and processed foods and you’re in the top 10%.

How can you become better looking?

Do you wear sunscreen each day? UV rays cause premature aging. You should also be drinking green juice, drinking smoothies, and eating a lot of vegetables, as the pigments in vegetables give your skin a glow. But if you’re not wearing sunscreen every day, forget about the fancy stuff in this skincare for men article. Focus on the basics.

How can I make more money?!

How many hours did you spend today (after your regular job) earning money? Even if you only earn $5/hr on eLance, you’re adopt the right money-making mindset.

Gorilla Mindset shift: It doesn’t matter how much (or little) you earn when starting your side business. What matters is you start something and begin to focus on earning supplemental income. Those income streams will become rivers over time.

Are you working every weekend on your side job or business? Or are you too hungover from the night before?

Gorilla Mindset shift: If you’re poor, you’re not allowed to have fun. “But I don’t have time.” Fair enough. You know it all. Why are you asking me questions? Good luck.

Yes, life can become complicated.
After you've mastered the basics.
When you have a good physique, life gets hard.

How do you go from 14% body fat to 10% body fat while holding on to your muscle? How do you keep that grainy and hard muscular look? How do you diet for a men’s physique show. That’s hard!

That’s where fasted cardio, optimal cardio timing and heart rate, and other stuff factors in. Looking like me (even at my best) is simple. Looking like this is complicated!

Once you have some money, life gets hard.
How do you manage your money most efficiently? How do you deal with “friends and family” asking you for money or telling you about their great investment ideas? How do you maximize your return on investment by doing a present value calculation? What’s a yield and how can you play the spread and what’s geoarbitrage? Is wealth management a scam or does it have value as you’re given access to a private banker, and also your wealth management fees are tax deductible.

What about taxes?!

But until you’re dollar cost averaging into an index fund and following the other money mindset principles from Gorilla Mindset, you don’t need to worry about any of that.

There is only one way to learn as you go.

GO!

How do I take Danger & Play to the next level?

I’ve hit the ceiling of what a one-man operation can do. I’ll continue to see steady growth (traffic is at record levels), but taking my websites to the next level is going to require next level thinking.

I’ll try out new ideas, bring on some guest writers, and experiment. I will learn as I go, which means it’s time to: Go!

Despite today’s challenges, building Danger & Play was easy. I wrote every day. I didn’t always publish every article, but the work got done.

Were there typos? Were many of my ideas half-baked? Did the articles lack nuance? Sure, but I was busy and focused on getting the additional work done rather than agonizing over every detail.

Are you skipping the basics?

What are the basics you must master before achieving your goals?
24.7.2015 – How to Sell 10,000 Copies of Your First Book Without Being a Scammer or Selling Out

If you want to sell a lot of books, build a big website. If you want to sell a lot of audiobooks, build a big podcast. (Focus on the basics.)

The publishing industry is brutal, and book sales might surprise you. For example, the average book published through a traditional publishing house sells 250 copies its first year, and fewer than 90% of books sell more than 1,000 total copies, and something like only 50 books released in 2015 will ever sell 100,000 total copies.

This makes sense. When you walk through a bookstore you have a seemingly endless selection. Between 600,000 and 1,000,000 books are published each year in the U.S. alone (Forbes). Your choice comes with a cost to writers. Each author put a piece of his heart and soul into his book, and yet no one can read every book.

Unless you have an edge – even if publishing through a big 6 publishing house – your odds of having a successful book launch are poor.

But you can beat those odds, and I’ll show you how.

If a book sells 10,000 copies in its lifetime, it’s deemed a success by people who track such things.

I wanted to sell 10,000 copies in the first year of Gorilla Mindset’s release. Why 10,000? Because I set high standards while also being reasonable. Gorilla Mindset is not going to sell 100,000 copies until Oprah invites me on to apologize to the world for my mean Tweets and hateful misogynistic views of the world.

Before Oprah’s love affair with Gorilla Mindset, Tucker Max’s lackey Ryan Holiday was trying to skim readers from me.

I also wanted to sell Gorilla Mindset at full retail price. Could I sell 10,000 copies at $0.99 and then go around calling myself a “Kindle best selling author”? Sure, but launching a book at $0.99 is setting a low standard.

Due to Amazon’s royalty split, direct-to-consumer authors like myself can’t sell ebooks for more than $9.99. I figured you guys could save a buck, so I listed Gorilla Mindset at $8.99.

Gorilla Mindset has sold 5,000 copies in the first month. To say I am floored, humbled, grateful, or whatever you want to call it would be an understatement.

I’m not a particularly emotional person. It takes a very high high or a very low low to move my needle. I have certainly had an odd cascades of “stuff” going on in my body, and for that I am extremely grateful.

To sell 5,000 copies in a month despite the complete media blackout on me (Gawker writers have been told by Nick Denton personally to not write about me anymore, after I humiliated Sam Biddle) is pretty cool.

You don’t need to be on TV or kiss ass to the Huffington Post and other SJWs to sell some books. You don’t need to have your books in bookstores to move copies.
Some might say I sell books precisely because I don’t kiss ass but instead have gone full gorilla.

Let’s get to some raw numbers and talk strategy for your launch.

The Kindle version of Gorilla Mindset was launched on June 27th. The paperback version was launched on June 28th, and the audiobook was available for sale on July 8th.

Kindle sales data.

Total books sold:

Amazon:
- Kindle – 3,493
- Paperback – 950
- Audio – 513
- KNEP – 46*

Misc:
- Apple iStore – 55 copies
- E-Junkie – 38
- (There were also 600 downloads of the free Gorilla Mindset PDF, but those do not count.)

As you can see, Amazon is where you need to have your book. I am not even on Smashwords or Barnes and Noble. I’m not going to list Gorilla Mindset everywhere to sell a hundred or so more copies.

Your focus must be on Amazon. Everything else is a distraction.

Sales projections:

Gorilla Mindset is still selling 100 copies (Kindle, paperback, and audio combined) a day, although it’s trending down, which is to be expected post-launch. After the launch has cooled (usually by the end of the second month of your book’s release), I expect to sell 30 copies of Gorilla Mindset a day for the next year or so.

Gorilla Mindset will also sell each and every day as new people find Danger & Play each and every day.

This is why it’s important to have your own web platform. The more you write, the more you sell.

The magic of having your own media platform.

People go to Google to find answers to problems. They find your website. They like your writing. They see you have a book for sale on Amazon. They buy that book.

Gorilla Mindset is an evergreen product, that is it will sell copies for as long as people want to learn how to control their thoughts and emotions to live life on their terms.

Also, not everyone reading this post has bought Gorilla Mindset yet. Whenever I publish a post, more people buy books. The more I write for free, the more I get paid. This is only true when you own your own platform.
Although book sales will eventually cool, it’s just as likely Gorilla Mindset will take off years from now. Think about it. How to Stop Worrying and Start Living and How to Win Friends and Influence People – the two books that had the most influence on me – still sell like crazy as new people find those books, have their lives changed, and then tell others.

I can say with complete confidence that Gorilla Mindset will sell 10,000 copies in its first year. It will likely sell more than 10,000 copies, as I only need to sell 15 copies a day to hit 10,000 sales. (My juicing books still sell around 5 copies a day, and that’s a niche product.)

**How can you sell 10,000 copies of your book?**

How hard are you prepared to work? 
After all, selling 10,000 copies is hard to do with a print publishing house behind you. Are you willing to work harder than anyone else by treating your writing career as a, well, **career**?

**Write for free, for years.**

By now this seems a platitude, but it’s true. You are writing every day? 
Do you wake up each day with a commitment to make the world a better place by educating, informing, and entertaining people?

**Forget about sales funnels.**

Gorilla Mindset has no sales funnel, squeeze page, or other gimmick.

Your website is your “sales funnel.” List building and other Internet marketing techniques can backfire on you horribly. If you go full Internet marketer, you’ll lose trust and won’t sell many books. If people want to decide whether to buy Gorilla Mindset, they can read Danger & Play, Fit Juice, Cernovich Travels, or my Twitter.

(Although my Twitter is not perfectly congruent with Gorilla Mindset, some percentage of traffic will always convert.)

**Email lists are shit compared to a big website.**

You’ll note there are no pop-ups or top bar getting people to sign up for my email list. I took all of that bullshit down.

One pop-up is cool, if it only loads occasionally, but I went “full retard” for a minute, got push back from you, and took it all down. I’ll find the right balance soon enough but will always error on the side of giving you a positive reader experience.

Email list are important, I guess, but a blog or website blows email away.

Never sacrifice user experience for a list. You will sell way more books through a website like Danger & Play than from even a massive list.

**Importance of a fluid and enjoyable user experience!**

Blogs have SEO, comments, and are scaleable. When you send an email out, it’s dead. When you write a great article, it stays live forever and gets page views years down the road.
Plus, if your articles are relevant to your books, you now have people ready to buy your book. For example, people who search Google for “dominant mindset” find my article (at over 100,000 views) on How to Develop a Dominant Mindset. Do you think they might be interested in a book with a big gorilla on it? Exactly.

A blog also lets you make money passively through affiliate marketing. I have several articles each earning me several hundred dollars a month in various affiliate income. My yearly affiliate income is enough for me to live off of.

You can also earn an affiliate commission off of your own book. I’ve sold over 1,000 copies of Gorilla Mindset through my affiliate links. That’s more money in my pocket, all due to having a big website.

**Build your crew.**

I have always been generous about linking to other websites and helping bring others up. I helped others without an expectation of a quid pro quo. This has paid off big time.

Chris from Good Looking Loser has a big website. Victor Pride also has a big website. They both wrote posts on launch day (or shortly thereafter), giving Gorilla Mindset a big boost in sales when it matters most – on launch week.

Several others with growing websites wrote reviews. I am grateful to all of you:

- Jordan from Philly Law Blog
- Robert from 30 Days to X
- Ed from 52 Weeks
- QC from Quintin Curtis
- J. from Journey to 1000
- Jose from Jose L. Romeo
- Seth Rose from Masculine Books
- WSP from Wall Street Playboys gave away 10 copies of Gorilla Mindset
- RooshVForum members like Gorilla Mindset

(If I missed your review, let me know.)

**Everyone who buys your book is part of your crew.**

Anyone who takes the time to post a picture or mention they bought your book is part of your marketing team. Treat them with the respect and gratitude they deserve.

There have been countless Twitter posts, Instagram pics, and Facebook posts. Again, thank you!

Also, 64 of you have left reviews on Amazon.com, 10 of you have left reviews on Amazon.co.uk, and two of you in Mexico have left reviews.

Your Amazon reviews are a massive help. Thank you for leaving them.

**Some tips for your book launch.**

Stagger your Kindle, paperback, and audiobook launch. This allows you to talk about your book three different times in three different ways!

Hire a professional book cover designer to do a killer book cover for you.
Do an audiobook. An audiobook adds legitimacy to your book. Read your own audiobook, because people don’t buy books. They buy books from you.

Tell the story behind your book launch. People don’t buy a book. They buy a book from you. Authors seem to miss that point.

**People don’t buy books. They buy books from you. PEOPLE BUY EXPERIENCES!**
Look at HBO 24/7 a UFC promo leading up to a fight. By learning the stories of the fighters, you want to see the fight even more. You’re not watching a fight. You’re watching a boxing match between two human beings.

If you’re freaking the fuck out about your book launch, tell your readers. This sort of vulnerability and authenticity will make them more excited to read your book.

Get some channel art for your social media accounts. New people will find you each day, and if you have a book out... Shouldn’t they know about it?

Everyone on my social media accounts sees this banner.

Thank everyone who buys your book and reaches out to you. If you’re too busy, hire someone to do it. I personally read all emails and social media to keep my finger on the pulse. My fingers are tired. This is a good problem to have.

If you emailed me, Tweeted at me, or Facebooked me telling me you bought *Gorilla Mindset*, and I did not personally thank you, that’s my bad. Thank you!

**Do keyword research when selecting a book title.**

Become good friends with Google Adwords tool and Google Trends. With Google Trends you can see how a keyword is trending. This is how you create a compelling book title for an evergreen product. Putting a big keyword into your book title makes it more likely people will find your book on Google and Amazon. The keyword tool also gives you a sense of how large your market it.

Mindset is a huge keyword. It’s trending up.

You should also run A/B split tests on Facebook for titles, book covers, and everything else that can be measured.

I didn’t use Facebook for A/B tests, however, as my survey data samples were large enough to conduct my research “in house.”

If you can’t get thousands of answers to your surveys, go to Facebook. Send out ads with two different titles to people in your targeted demographic. See which one gets the most clicks or conversions or email opt-ins.

**Turn your launch into an event. (Jeff Walker’s Product Launch Formula.)**

I’m a Jeff Walker fan boy. I’m on his email list and read every email he sends as well as watch every video he uploads. In fact, I think it’s sort of whack that men “grow up” and then stop admiring other men. Why is it “gay” or “beta” to like other men? Such stupidity. If there aren’t men in your life you admire, you’re an insecure fool.
In this video I talk about launching a product as well as how to make money online.

**Should you enroll in KDP Select?**  
*(This is “inside baseball” and boring. Skip it.)*

I enrolled in Kindle Select on July 20th. Based on current sales trends, enrolling in KDP Select cost me at least 100 book sales. The payout, **learned from my friend Robert**, is horrible. I thought it was five cents per page. No! It’s .005 cents per page.

That said, Kindle Select offers some pros and cons. While the payout is abysmal, you will see a major boost in your sales rank.

My sales rank went from 2,400 or so to 1,000, and I ended up back ranking highly in my categories. All buys – even “free” ones via Kindle Unlimited – count towards your sales rank. In theory having a higher sales rank and being shown with the “hot new releases” will boost overall sales.

More mindset than the Dalai Lama, hotter than Dr. Ruth.

According to my data analysis, the boost in sales rank did not make up for the massive loss in royalties. My Kindle Edition Normalized Page Count is 203. There have been around 7,800 KNEP pages read. (You only get paid for pages read. Based on sales trends, at least three times have many people purchased *Gorilla Mindset* without reading it cover-to-cover yet.)

How much will I earn for those pages read? Amazon offers an optimistic example:

Here are some examples of how it would work if the fund was $10M and 100,000,000 total pages were read in the month: The author of a 200 page book that was borrowed and read completely 100 times would earn $2,000 ($10 million multiplied by 20,000 pages for this author divided by 100,000,000 total pages). The author of a 200 page book that was borrowed 100 times but only read halfway through on average would earn $1,000 ($10 million multiplied by 10,000 pages for this author divided by 100,000,000 total pages).

Using Amazon’s example, I’d earn around $10-$20 per copy of *Gorilla Mindset* read, which is really cool and also total nonsense. If prior payouts hold true, I’ll make around half-a-cent per page read – or around $1 a copy of *Gorilla Mindset*. WTF?!

I removed *Gorilla Mindset* from Kindle Select.

**Some other considerations about KDP Select.**

You need to have a free entry point to your books, especially if you have a lot of books. Kindle Select is a free entry point. People can download your book for free. If they like it they’ll read it all (and you’ll get paid). They’ll also find your other books and writing.

Thus people unfamiliar with your work can discover your writing.

However Danger & Play is a free entry point. Tens-of-thousands of people have Googled “Mike Cernovich” and “Gorilla Mindset” this month. They saw *Gorilla Mindset* on Amazon, wanted to learn about me, and then found their free entry point to my writing. Some bought and some didn’t.

Thousands of new people who never heard of *Gorilla Mindset* find Danger & Play each day. If they like D&P, they’ll buy *Gorilla Mindset*. If they don’t, they won’t.
How to do an audiobook.

If you want to sell a lot of audiobooks, do a regular podcast. Your podcast is a way of delivering value and good will to people long before they buy. A podcast also helps you learn how to speak well and builds an audience of people who will buy your audiobooks.

You upload your audiobook through ACX, an Amazon partner. ACX has all sorts of technical requirements for audiobooks. Show these to your producer.

Yes, hire a producer. You need to rent a recording studio to do your audiobook right. Your sound tech/producer will also keep you on pace. It’s hard to speak at the same pace or with the same tone of voice for a prolonged period of time. You need an outsider to tell you when it’s time to pause or take a break.

Reading a book out loud is a lot harder than it seems and takes a twice as long as you’ll think. You’ll read only or or two pages at a time before pausing, getting your breath, and regrouping. This is tedious and made me want to quit the audiobook. Embrace the suck.

I spent 4 hours on two consecutive days to read a 4-hour audiobook. You should not talk longer than 4 hours a day to preserve your voice.

Drink cold tea. I gargled and drank green tea and oolong tea as they are anti-inflammatory and also low in caffeine. You don’t want to sound jittery when reading your audiobook. If you’re going to drink coffee, wait at least an hour before reading your audiobook.

You’ll also need to get cover art to meet the requirements of ACX. You have to have a specific thumbnail for your book or else your project won’t even be submitted for review.

It takes around 3 weeks for your audiobook to be approved after you’ve submitted it.

P.S. Be sure to give away one or two chapters of your audio book. If people like those chapters, they will buy your book.

Some other benefits to doing an audiobook.

You’ll find a lot of typos while you’re reading.

You’ll see if your book has pace or flow. Does each sentence connect to the next? Do you need to add material or take away material?

You can create an entirely new category of product. You can add information that was left out. Gorilla Mindset (audio) is a completely different product from the print version. It’s more like a 4-hour podcast than an audiobook.

Audible has a “bounty program.” If your audiobook was the first book a person ordered through Audible, you get a $50 bonus. However out the 500 or so audiobooks sold, there have only been 3 bounties. This isn’t a huge payout, but hey, you don’t need to do anything extra for the money.

Have any questions about publishing your book directly to consumers?

I don’t know it all, but I know a lot.

I put in a lot of work and research to make this launch as close to perfect as it could be.
I’m on my twelfth video in twelve days and I’m over it. I’ve been over it. The videos disrupt my day and make me stick to a somewhat semi-regular schedule. I do not want to keep doing these videos. But I will, and in my latest video I explain why.

**Vision ===> Focus ===> Choices**

Consider this video a supplement to the [Gorilla Mindset worksheets](https://gorillamindset.com).

**What is your vision for your life? How clearly can you see this vision? Where do you see yourself?**

*Answer the question:* I see myself giving speaking engagements and talking in some form or another – maybe in seminars or maybe on TV. If I want to speak in some broader capacity, then I must practicing my speaking every day.

**How focused is your vision? Do you see, taste, smell, feel, and hear where you’re going to be?**

*Answer the question:* I still do not have clear focus on where I’ll being speaking or what I’ll be saying. I need to find a clearer vision for my future.

**What choices are you making in the present moment? Are those choices consistent with your focused vision?**

*Answer the question:* After my public speaking skills are up to par I’ll need to start getting a regular haircut and paying more attention to personal appearance. Someone may only see one video, and that may be my only chance to make a lasting impression.

**Take a 30-day challenge.**

**What will it be?**

Maybe you need a [full 30-day makeover](https://gorillamindset.com/), or maybe you need to make a few tweaks in your life. But until you have a vision for your life, you will lack focus and you will also have no way of making the right choices in the present moment.

My next video will appear tomorrow.

Until then, keep those questions coming.
I was awoken at 3:15 AM by a call from the trauma surgeon.

He gave me the patient’s information and asked me to look at the CT of the brain – of a five-month-old child.

The scan showed a massive epidural hematoma with 2 cm of shift. The child had reportedly been dropped.

I literally jumped out of bed, put scrubs on and got on my motorcycle (CBR 1000). The first thing I did was find a cop. I stopped him in the middle of a major thoroughfare, told him the story in about 10 seconds, lights flashing, and asked for an escort. He said, “Just go!”

I made the 14 mile trip (including at least 4-5 miles of back roads) in 12 minutes. We rushed the child to the operating room. Despite our best efforts (craniotomy, evacuation of the hematoma and multiple rounds of ACLS protocol), the child died on the table. Normally, I listen to loud trance music when operating. On this night, there was no music...

“I’ll Be Learning To Operate ‘til the Day I Retire”

Neurosurgery residency chairmen undoubtedly harbor similar feelings when they sign off on their graduating chiefs annually. There’s only so much knowledge one can impart to his or her “children” prior to their journey into the fray. The unknown. Truth be told, it is during the first several post-residency years that a graduate becomes a “surgeon.”

Residency is an apprenticeship, a time-tested derivation of that of medieval times, with an equal amount of torture. You get your hands dirty (pun intended), learn the technical considerations of trephination and, during seven arduous years, gain an appreciation of the complexity, beauty and fragility of the human nervous system.

Sleep-deprived, you make every effort to assimilate the ocean of neurosurgical knowledge into practical skills, etching these memes into your brain until they become instinctual. My chairman used to tell me that the operating room was “no place to think,” that it was a place “only for execution,” excluding the patient of course.

Then reality sets in. You’re on your own.

Driving down the interstate, first time out. Cars passing at high-speed, blood spurting from freshly cut skin. Perceived chaos. Or not.
Nothing has changed in the 13 years since graduation. The human heart still pumps blood at an average systolic pressure of 120 mm Hg. The drapes still become saturated with blood upon making the incision. The brain still has the friable consistency of undercooled Jell-O, except it bleeds. Whether or not these physiologic truths register or come to awareness (modulated by the brain’s “thalamus”) is simply a matter of signal-to-noise ratio.

With experience, one develops more robust filtering mechanisms that essentially devalue all previously considered “alarm” stimuli. In essence, there is more noise and lesser signal. And the noise is simply filtered out. Do you hear cars passing while driving? Do Manhattanites notice the ambient city noise? No. Same phenomenon in the OR. What “sets” the filter threshold ultimately? No one knows for sure. Certainly however, MINDSET is integral to the tuning of our sensory systems.

How one interprets incoming experiences (or signal) is a function of mindset.

I’ve witnessed senior surgeons hurl bloody instruments across the room in response to trivial bleeding during brain tumor operations. On the opposite end of the spectrum are those who fail to be ratted by even the most daunting of intraoperative events, like a truck suddenly swerving into their driving lane for example. There are those with ice in their veins and others that require beta-blockers to slow not only their pulse, but also blunt their response to external stimuli or “change their filter threshold.”

Stress outlets are a crucial aspect of managing your mindset. And while I use beta-blockers on a daily basis, they are only in the context of cardiac protection. The OR is my solitude. There I am isolated from the outside world, yet amidst the perceived chaos. I’ve been driving for years. My mind is clear. The procedure at hand has been well thought out. The music is playing.

The data suggest that music has a positive effect on operating room performance.

Of course surgeons have known this anecdotally for decades. You listen to music while you drive, right? Same thing. It’s soothing, regardless of the genre, to you. It alters your MINDSET. It is one of many factors that enhance your ability to withstand the long hours sometimes demanded by complex cases. These can last 6-8 hours. Heck, I’ve stood in cases for over 12 hours. Rigors of the job...

There I was well exposed to during my neurosurgery training at NYU. Having trained prior to the advent of the capitated 88-hour workweek, I was quarantined at one of three resident-staffed, first avenue hospitals for days on end.

At times miserable, I developed my true grit while manning a battery-operated pager for literally thousands of hours.

The experience prepared me for the stress of dealing with patients during the downing of the World Trade Centers, in the wake of which Bellevue Hospital was deemed the Command Center, was unparalleled. More mentally than physically taxing, residency is one of those necessary evils.

An iron MINDSET.

Remember, many of the technical aspects of neurosurgery are straightforward. It’s the critical thinking and judgment amidst boiler-room pressure that develops during those critical 10,000 hours. That’s what you glean from neurosurgery residency, particularly in the years predating the Libby Zion verdict.
The thousand-plus hours of additional experience, inaccessible to today’s residents, made us harder and smarter. And the data suggest this as well, highlighting an increased complication rate since the introduction of workweek-hour limitations. Spurious? Unknown. This will be borne out ultimately however.

As a neurosurgeon with a high monthly call volume at a Level I Trauma Center, I am thankful to have trained in the mid-90’s.

There is not a single week that passes during which I have not called upon the grit earned during long dark hours.

The 3AM motorcycle accident victim with a severe head injury in need of a craniotomy or the infant that was dropped by a parent or sibling. One may need a delicate brain operation, the other a non-surgical treatment plan. No matter. Both decisions are of high acuity. Patients’ lives are often on the line.

We are expected to function at the highest level, time independent, brain-fueled with food or not. For me, it’s not unlike residency. Except I have no residents. But it makes me all the stronger, mentally.

I’m still accumulating experience, constantly learning by virtue of both good and bad judgment, striving for betterment in performance and efficiency, and further tuning my filter.

The more I see, the more the stimulus becomes the “noise,” demanding of less energy and thought to generate a corrective action. And that frees up “processing time” to address higher-level problems while concomitantly sparing my coronaries.

Last week, I saw a surgeon become unhinged in the OR. And for what? The scrub tech passed him an incorrect instrument. Despite years of experience, his attitude remains sophomoric and his mindset equally unrefined. Often times this is a reflection of confidence, sometimes not. Invariably however, these individuals age poorly, weathered both physically and mentally, having not developed that all-important filter.

Aging is a preventable disease, one that begins in the mind. It’s common knowledge that a healthy mind begets a healthy body. The converse is true also. Instead of lashing out at the scrub tech or chasing after the car that cut you off in error, use mental fortitude to temper your pre-inclined notions of retaliation. Build your filter.

Calm your mind. It will serve you well amidst the perceived chaos: performing surgery or riding motorcycles at high speed (both of which I routinely do).

What was once a Jeep is now a CBR 1000. What’s next? I am unsure.

It’s certainly not a discrete goal but instead one of continued progress, of an ever-developing mindset. Mike, you know something about that, right?

Dr. Brett Osborn is an anti-aging physician and neurosurgeon who has performed over 1,500 spine and neck operations. He also deadlifts over 500 pounds. You can find his previous articles here. His book Get Serious is available on Amazon.
30.7.2015 – How to Survive a Public Shaming

If you write online, learning how to survive a public shaming is an essential skill. Everyone who is in the public eye will be attacked by an online hate mob, and even people with small profiles who say the wrong thing may find themselves attacked by hate mobs. I was the “victim” of an online hate mob. Unlike others who had to apologize, I left the “shaming” stronger than before. I’ve laughed my way to the bank by selling more books and make more money than any of the SJWs who led a several-months-long attack on me.

Part. 1. Go Deep.
The Psychology of Shaming
Rid yourself of shame.
The hate mob does not have moral authority.

We’ve been conditioned to respect the judgements of others. When someone rejects you or tells you you’re wrong, it’s natural to “feel” bad. When tens of thousands of people attack you, it’s only human – “all too human,” perhaps – to believe you’re wrong.

You’re not!

The people who form online hate mobs against you are losers at best or criminals at worst. For example, the people who led the attack against me included Sam Biddle, who helped Gawker out a closeted gay man, destroying the man’s life in the process. Sam Biddle also attempted to get a woman named Justine Sacco raped.

Anil Dash, who also led a hate mob against me, tried getting Justine Sacco raped after she posted a Tweet he didn’t like. Anil Dash is also a supporter of doxing, and believed it was appropriate for Gawker to ruin a gay man’s life.

The Blue Whale, who had a bunch of people spam report my Twitter account after I revealed my book sales data, is a drug addict and sold her child. She used the proceeds from the sale of her child to purchase methamphetamine.

Those are the types of people who will online shame you.

In what world do their opinions matter?

Become an elitist.
(Yes, some opinions matter.)

It’s only human to look for guidance from your peers. Ask your friends and family if what you said was “wrong.” Don’t ask them for advice on what to do, as they lack the public relations expertise I have. Ask them if you deserve to be raped, killed, or even lose your job because of a few Tweets. They will laugh in your face. Listen to those you love rather than the kind of trash who forms online hate mobs.

My friends, family, and D&P guys enjoy the spectacles I put on. I actively shame the hate mobs, much to the enjoyment of others and my own personal profit. When SJWs and cuckservatives are angry at me, I know my life is being lived right.
Imagine you’re a nobody like Justine Sacco or even a successful man like Pax Dickinson. The last thing you want to do is retreat into a bunker.

Retreat is a natural human response. You’ll feel overwhelmed and wonder if your life is over. It is not. Get on Twitter while your name is trending or when the issue is hot. Find the hashtags they are shaming you under, and take those hashtags over.

Post selfies of yourself drinking wine. Mock your haters. Embrace the role of a professional wrestling heel.

Even if you’re nice, you have to play a little mean. At the very least resist your instinct to apologize. Apologies only work when discussing the issues with men and women of good faith. To a hate mob, an apology is like blood in the water among sharks.

You will find supporters.

No matter what you have said or done, some percentage of people will like you. In online marketing the adage goes, “Some percentage of attention will always convert.”

Even people who don’t agree with you or like you will often dislike the online hate mobs more. After all, trying to ruin someone’s life over a Tweet or even a lot of Tweets is deplorable behavior. I appeared on the front page of Gawker (now a cool little marketing blurb) as a “victim” of the online hate mob.

Gawker’s blog post about me received 131,000 page views views.

Gawker is a massive site, but I have the Gorilla Mindset.
If you’re bigger than I am, I will work 10 times or 100 times harder than you.

Write about me once and I’ll write about you 100 times. Write about me once and I’ll remember it for the rest of my life and I will ruin your life when you least expect it. (Gorilla Mindset is not a Buddhist philosophy. I do not say, “Namaste.” Gorilla Mindset is a guidebook to living life on your terms, and my way happens to be the warrior’s way.)

My attacks on Sam Biddle and Gawker have received more views than his attacks on me.

When Sam Biddle linked to posts about me to mock me, I updated them with a “special message” for Gawker. That special message included links to my articles mocking them. They were furious.

The result? Views, lots of views:

- **31 Facts About Mike Cernovich** – 38,000 page views
- **Mike Cernovich’s Twitter conduct** – 34,000 views
- **How I played Sam Biddle** – 32,000 views. (The above post is also Page 1 of Google for Sam Biddle’s name.)
- **Sam Biddle Charity Boxing Match Challenge Video** – 110,000 views.
As you can see, my counter-attacks received nearly twice as many views as Gawker’s attack on me, and those views aren’t even counting the millions of Twitter impressions my Gawker attacks have received.

Moreover, the people who read my response were more targeted. Lots of people saw the shaming of me on Gawker who didn’t care. They scrolled and clicked away.

**Reach out to anti-bullying activists who post at #GamerGate.**

They are Not Your Personal Army, but it’s a diverse group of people who hate bullies. No one has to do anything for you, of course, and no one owes you anything. But who knows, someone may take an interest.

Recently a group of violent criminals doxed and threatened a 14-year-old girl. There has been talk of murdering the young girl, whose offense was making a troll page mocking the death of some pubic figure.

The only people to fight this online harassment were people who posted to the #GamerGate hashtag.

A grown woman who doxed a 14 year old girl and made death threats admits #GamerGate tried protecting the child. [pic.twitter.com/43FrEZlylO](https://twitter.com/Cernovich/status/690243279998770432)

— Mike Cernovich (@Cernovich) July 27, 2015

Although Twitter has allowed the death threats to remain, the violent thugs and criminals who have threatened the child with murder know they are being watched. No harm has come to her due to #GamerGate’s anti-bullying activism.

(UPDATE: Twitter finally removed the dox, after it received 4,000 Retweets. Apparently my “mean Tweets” are more cause for alarm than a dox and death threats against teenagers.)

There is a media blackout on me. Journalists are afraid of me.

I went from a “victim” of a public shaming to a man the SJW-led media won’t dare talk to or about. David Weigel, who was fired from the Washington Post years ago for ethical violations, is among many who hate me but won’t dare challenge me.

I have since gone on to sell more books than nearly any SJW journalists, and all around win at life. As you can see, there is no reason to fear online hate mobs. They only have as much power as you give them.

*The hate mob has no power unless you give it away.*

**How do you survive a public shaming?**

1. **Take away the moral high ground. These people are all hypocrites, drug addicts, and rapists. Their judgments mean nothing.**

2. **Do not apologize. An apology never works, as you are not dealing with honest people.**

3. **Go on the offensive. Get your message out.**

4. **Find like-minded people, as they are out there.**
You are the media.

It’s 2015. You can start a website for free. You can set up your own Twitter account. You can reach out to people who share your values and will spread your message. No one has to give you permission to get your message out.

What are you waiting for?
1.8.2015 – Give People Permission to Reject You

I’m helping a friend launch a website, and his biggest fear is the biggest fear all creative people have.

It’s the biggest fear people have before launching a business, starting a website, or even approaching a girl.

“What if people reject me?”

Self-doubt is a wonderful trait, and I wish more people had it. As philosopher Bertrand Russell observed, “The trouble with the world is that the stupid are cocksure and the intelligent are full of doubt.”

The web is full of people who have nothing to say and who say it very loudly.

Meanwhile those with authentic messages remain silent.

If you are concerned that you’re not authentic or original, then you’re exactly the type of person people want to learn more about.

Self-doubt gives your writing character, dimension, and vulnerability.

If 1% of 1% of English speakers like you, you’ll get rich online.

There are over 350,000,000 million people in the world who speak English fluently enough to read Danger & Play. If 1% of those people read your writing (3,500,000), you will have to hire a full-time staff to manage your social media.

If 1% of 1% read your writing, you’ll never want for money again. Finding 35,000 people who care enough about what you write to buy your books, hire you for consulting, and attend your seminars means you’ll never have to work a “real job” ever again.

I doubt there are 35,000 people worldwide who care much about me, and yet keeping up with my email and social media and writing is simply not possible.

Engagement matters more than audience size.

If you believe Alexa, there are tens-of-thousands of websites larger than Danger & Play in the U.S. alone. Last month Danger & Play received the most unique visitors of any month.

I just missed 200,000 unique visits on 473,000 page views.

By Gawker or Business Insider measures, that’s tiny.

Gawker gets more traffic in a day than I get in an entire month.

(That’s why we are winning.)

Gawker is massive, but if Sam Biddle wrote a book, who would buy it?
Those of us on “our side of the Internet” have our own voices and our characters. People go to Good Looking Loser for Chris, which is why his site is more valuable to him than Gawker or Vox any massive side is to any given blogger who blogs there.

Chris is the sole shareholder in You, Inc.

Size ain’t shit. Sales are what matters.

There are many on social media with more followers and who get more likes than I do. What’s that get them other than ego validation?

I like to beat up on Chris Kluwe, as he’s a locker room bully who picks on people smaller than he is. I will rub my success in his face for fun and profit. Gorilla – not Buddha – Mindset. Kluwe has been on TV, been in every major newspaper, and he has around 200,000 Twitter followers.

Chris Kluwe sells about a book a day.

Chris Kluwe’s new release sells fewer copies than Juicing 101, which is a marginal product that I barely promote. (Prime has a sales rank of 324,000 v. Juicing 101’s sales rank of 141,000. Gorilla Mindset hit a sales rank of 600 during launch week and still has a sales rank of 6,000 or so.)

My young friend Robert wrote a book about t-shirt design, and his book outsells Kluwe’s new release. Kluwe’s “magnum opus” – released through a big publishing house – has been out for over 2 years and Gorilla Mindset already almost has more ratings and has probably sold more copies.

(If you haven’t left a review of Gorilla Mindset, please do so here. It’s one of many ways we can taunt SJWs with our victories.)

Give people permission to reject you.

Most people won’t ever notice you, and if they happen upon you they won’t care.

Most people will dislike you.

You won’t find people who love you until you find people who hate you.

Until you get rejected by 99.9% of people you will never succeed at anything in life.

And who knows, if you’re lucky only 99% of the world will reject you, in which case you’ll find fame or fortune beyond what most can handle without losing their sanity.
What is the best advice I’ve ever received?

The advice came from a surprising place. In the outstanding series Inside the Actors Studio, Chris Rock was asked by the host James Lipton, “What advice do you have for other actors?”

His response?

Always be auditioning.

“When my last movie is out I’m officially unemployed,” Rock said. This is Chris Rock. This is not me or you. This is an A-list actor, and even he recognizes you must bring it every time you make a performance.

I adopt this mindset at Danger & Play, on the Mike Cernovich Podcast, in Gorilla Mindset, and in everything I do.

First impressions matter.
The 100th impression matters.
Your work must always stand out or you’ll fall off quickly.

Guys say, “Mike, it’s like you read my mind. I was just thinking about something and then you wrote about it!”

I read every email, social media comment, YouTube comment, and blog comment. I look at the back end analytics to see what performs well and what doesn’t. Yes, I am reading your minds. I am always thinking, “What do the guys want to see?”

I can’t just phone it in. I must prove myself every time.

Fair or not, people will always want to know, “What have you done for me lately?”

What sort of first impressions are you making?

You wouldn’t believe the emails I receive:

- “Yo bro u’d be crazy not to let me write a guest blog.”
- “i think you should come on my podcast.”
- “y u no linky to my site when i linky to urs?”

How can I trust you to respect my audience if you don’t respect yourself enough to use proper grammar and do some editing before emailing me?

How can I trust you to deliver value to my readers and listeners when you can’t deliver value to me?

Should the world move for you because you showed up?

One guy wrote in proposing a partnership between our sites. He has no traffic and yet he’s thinking he’s so great that I should partner with him. Where do people get these ideas?

People email me asking me for something and then expect me to move on their timeline. In what world does that make sense?
If Joe Rogan asked me to be on his podcast my only question would be, “When?” No negotiations, no ego bullshit. I’d show up on his terms. End of story.

If you want something from me, it’s on my terms or it doesn’t happen. No one has to work with me and I don’t have to work with anyone.

Unless you’re a slave master, no one has to do what you say. If you want something from others, you had better find a way to meet their terms.

**None of us are that good. Not Chris Rock, not me, and not you.**

If you want something from people, get the fuck over yourself.

Your mere existence is not enough. You are not that great. None of us are.

Stop talking about how great or amazing you are, and start showing the world by delivering value and good will.

**What’s the best advice you’ve ever received?**
3.8.2015 – How to Get a Veteran a Free Copy of Gorilla Mindset

Most of you don’t know this, but I actually wore the uniform.

In 1995 I went to basic training at Ft. Sill Oklahoma before my senior year in high school. I finished high school, went to AIT, and then continued in the National Guard and then Army Reserves for 9 years. I even went through Officer Candidate School and got my commission as an officer. I was never a “high speed low drag” Airborne Ranger or anything like that, but I earned my keep and did what was required of me and then some.

A lot of people lie about their service. Look left and you’ll see “Ft. Gordon,” where I did AIT as a 31U.

I left the Army Reserves in 2004 or so. At the time Reserve officers were being sent to Iraq after 6 weeks of a “refresher” course. This refresher course did not include small platoon infantry tactics, but was more about sexual harassment and equal opportunity training.

(This is not a joke. Ask some men who served how many hours they took away from combat training to sit in a classroom to learn about “rape culture.”)

I looked at the shit bags next to me and knew I’d be dead.

Luckily for me the very country I served allowed a false rape case against me to go forward, rendering me non-deployable.

But I lost a friend and America lost a good son in the war and sometimes wonder if that wasn’t supposed to be my fate.

Veterans are returning to the U.S. without any meaningful support. More veterans have died from suicide than were killed in the Global War on Terrorism.

To say I have little respect for the chicken hawks who sent people to die with inadequate equipment and training would be an understatement. But that’s the world we live in.

Politicians don’t care, but I do.

In fact, when you think about who needs Gorilla Mindset the most, it would be:

- People in high stress professions like doctors, lawyers, salesmen, and traders,
- High level athletes, mixed martial artists, boxers, wrestlers, football players,
- Soldiers whose must remain calm during battle while also learning how to stay alive when back home.

As soldiers who need help the most tend to be the most skeptical and are often angry and bitter at how they are treated by the system, it’s important for a friend to reach out to them.

If I reached out to soldiers it will look like more marketing b.s. It wouldn’t mean anything to them. If anything, it would be off-putting.

If you purchased a copy of Gorilla Mindset, send a screen cap of your receipt to Shauna.Danger@gmail.com

She’ll get a free copy out to your veteran of choice. If you’d rather not share your vet’s address, then we can send it to you.
We don’t need a copy of anyone’s DD-214 and will take you on your word.

- No one has to tag anyone in any pictures or dance like a puppet for a book.
- **No one has to leave a review on Amazon.**
- We aren’t adding anyone to any mailing lists.
- **No one even has to thank me.**

This is all behind-the-scenes stuff.

Well, other than this post everything will be behind the scenes.

**You get me an address and a veteran will receive a free print copy of Gorilla Mindset.**
While living and working online is a joy for me, few people who work online tell you the full story. I work harder online than I ever worked at any other job. I’ve dealt with countless unforeseen frustrations. I’ve screamed at my monitor like it’s a red-headed step child.

While I wouldn’t change my working situation for any job in the world, I do want to give you the full picture before you decide whether or not to begin working online.

While working online offers tremendous freedom (scroll down if you want the rosy picture), there are several cons to consider.

Most of us work online because we have to.
People work online because they are misfits.

Working a real job is simply intolerable to us, as we are eccentric and idiosyncratic. We are prima donnas and princesses. We work online work alone because working with others is not in our DNA.

We also tend to think we are smarter than the average bear (often we are) and simply cannot, for any amount of money, imagine having a boss tell us what to do.

If you are a social person who gets along well with others and follows instructions (that’s not a back-handed compliment; those are useful traits to have), then working online might not be right for you.

You will be alone most of the time.

If you are a social person, working online will be a challenge. Your work online is done in early or late hours when no one else is around. There are web forums, sure, but there’s no one at the water cooler to shoot the shit with. You’re going to be alone most of your working day, which is ideal for this introvert.

There are more “work spaces” cropping up. A work space is a large open area where you pay “daily rent.” You get to talk to other people, but if you spend too much time talking to others your online businesses will fail.

Headphones and house music will be your new best friends.

Good help is hard to find.
Some people work online because they are impossible to work with due to a belief we know better than everyone else. Others are online because they couldn’t hack it in a real job due to poor work ethic or substance abuse problems.

People at my skill level rarely freelance, which is annoying. I would love to hire someone like me to help me get to the next level, but most guys who know as much as I do would rather coast on the passive income coming in from their various websites than argue with people all day.

(You wouldn’t believe how many people who can’t even build a tiny audience try arguing with me about online marketing.)

Thus most of the freelancers and consultants will have minimal competence.

It’s hard to grow your knowledge.
Most of what you read online is a scam, so it’s hard to find actionable information. And the information you do find is always a sales funnel into another scam.

Other than a few books I’ve read and stuff learned from Chris and Victor and discovered for myself, everything I’ve learned online was a lie or outright scam.

Of the thousands of hours of self-study undertaken, maybe 100 of those hours were useful. The rest of those hours were spent filtering through scammy material by hucksters like Stefan Pylarinos.

It takes a long time to make a lot of money.

Don’t quit your day job just yet. For the first year online, prepare to make $0 a month.

After all, most of your early time will be learning how to make money online, since there are no credible courses on how to get started.

Either have some cash stashed away, or work online as a side hustle.

You have the same pressures as every other business owner.

Your website is a business – You, Inc. While there is pride in owning your own business, you will have all of the same pressures other business owners face – and then some.

You don’t get a paycheck or paid time off. If you don’t work, you don’t get paid. If you get sick or injured, too bad so sad.

There is no boss pushing you to meet a deadline. It’s easy to be aimless and unfocused when you’re the boss of yourself.

You have to learn taxes, accounting, and investing for the self-employed. If you want your business to grow, you have to figure it out yourself.

Your work is your play.

This seems like a plus but it’s easy to overwork yourself and burn yourself out when there is nearly complete overlap between work and play.

Avoiding burnout is a serious challenge I deal with nearly every day of my life.

@Cernovich: When your work is your play you don’t know when to stop, even when you should. — Milo Yiannopoulos (@Nero) August 2, 2015

If you’re anti-social and difficult to work with, being online is the place to be. You can make money being the “real” you.

If you want to rant on Twitter, have oddball politics, do YouTube challenge videos, and write a book on mindset, then the Internet might be the place for you!

You really can show multiple dimensions, as you only need 1% of 1% of the world to like you in order to make a living online.
You can also show less of yourself to attract a broader audience, although in my experience the web is shifting towards micro-niches and tribalism.

It may actually be smarter business to act as I do online than to be more mainstream and palatable.

**Once you make it, you’re set.**

In marketing parlance Danger & Play is an *authority blog*, and I’m a *trusted authority*. People believe what I say. So long as I do not betray the trust, I’ll be able to earn a comfortable living online for the next decade at least.

In fact I could make a lot more if I offered what you guys want. People keep asking for private forums, paid forums, consulting, conference calls, and mastermind groups. Maybe one day.

**You don’t have to work with anyone.**

If someone pisses me off, then I don’t work with that person. It really is my way or the highway.

This is a level of freedom known by few people other than the super rich.

**You will meet some amazing people and make great friends. (The most interesting men in the world are on the Internet.)**

You’ll meet amazing people as the talent pool is deeper. 99% of people you meet in real life are boring. Yet it takes a lot of effort to meet 100 people to find that 1%.

There are billions of people online. You simply would not have enough time to talk to all of the fascinating folks who will ultimately find your product.

Getting online gives you a shortcut to those 1%.

[Chris/Good Looking Loser](https://www.goodlookingloser.com) and Victor Pride/Bold & Determined are two of my closest friends. We’ve met in real life, and I even lived with Victor for a few months. I met both of them through Danger & Play.

I’ve also got to meet readers who are doing interesting things. I’ve been shown around Croatia by a local, had a [guest post from Europe’s Hedge Fund Manager of the Decade](https://www.dangerandplay.com/2013/08/europes-hedge-fund-manager-of-the-decade) (capitalized as that’s an actual award), hung out with a [world-famous BJJ black belt](https://www.bjj.by/), and had more interesting conversations than I can keep track of.

**You develop real passive income.**

Why would I buy a rental property and deal with tenants and lawsuits when there are websites I hardly touch bringing me in income every month? [Fit Juice](https://www.fitjuice.com) alone pays my rent.

Sure, there is no such thing as passive income. The web is goofy, SEO algorithms get changed, and stuff breaks. That said there is no way I’d buy rental property when there is so much money to be made in online real estate.

I could also walk away from Danger & Play today and continue earning money for years to come.

**You can make real money online.**
You can also use the skills learned running your own website to build other businesses. Can you build an email list, send out an e-mail campaign with a high open and click rate, set up a Twitter and explain analytics, and launch a product? If so, there are businesses willing to pay you a lot of money to help them.

A lot of you would actually be better off taking the skills you’ve learned building your blog to a business that has no online presence rather than do what I do.

**You’ll know people in every country in the world.**

I can travel to any medium-sized city in the world and meet up with a Danger & Play or Gorilla Mindset guy. In a big city like New York over 50 guys will show up. That’s pretty cool.

**You cut out the bullshitters. When you’re online you can track direct and measurable results.**

I like direct and measurable results. Opinions mean nothing to me. I get bored when people tell me what they believe about the world. Prove it!

Very few people have any understanding of the Internet. They think because their friends like their stuff on Facebook, they’ve made it online. They’ll then start sharing their genius wisdom with me. No thanks.

When someone tells me how to run my social media or websites, I ask them for their data. What’s their click and conversion rate? How many views or impressions are they getting?

If you don’t have data, you don’t make sense.

**Geoarbitrage.**

If you earn money in dollars and convert those to Thai Bahts or Vietnamese Dongs, you’ve just tripled your money.

While living overseas is not as cheap as the con men online claim, you can stretch your dollars out by about 3x living in Thailand or Vietnam, and both of those countries are beautiful and more free than the United States.

The dollar is even strong relative to the Euro. I’m currently living a nice life in Paris. While I don’t get the geoarbitrage of living Thailand, it’s still less expensive to live in Paris than New York or San Francisco – and it’s a lot nicer here.

**You can work from anywhere.**

In 2015 I’ve worked from Thailand, Vietnam, and Paris. Tomorrow I’ll board a plane for Hungary. When you get really good at this Internet stuff, your laptop becomes a license to print money.

**I can’t imagine not working online.**

Going into an office or having a boss or having colleagues argue with me about bullshit is intolerable. But there are many ways to live life, and I’d never say my way is the right way.

**Do you work online? If so, what are the pros and cons?**

Post your comment below!
Part 1. You May Not Care About the Culture War, But the Culture War Cares About You

There is a war against men. You may not care about this war, but the war cares about you.

A man’s job is at risk every day he goes into the office. You may even lose your job based on jokes you posted offline and that were lost in translation, as happened to Pax Dickinson, the former CTO of Business Insider.

Utter one wrong word and your life is in ruins. You may, as in infamous the case of British scientist Tim Hunt, lose your job based on the provably false accusation of a woman.

Men in divorces learn due process of law and equal protection under the law are nifty catch-phares having no relationship to the Kafkaesque Trial they face. Lies are told about fathers with impunity, and men who lose their jobs often find themselves sent to debtor’s prisons. In one famous case a divorced man spent 17 years in prison without ever having a trial.

The war against men is also insidious and often invisible. Commercials present men as incompetent and helpless. And even though prostate cancer kills far more men than breast cancer kills women, funding for prostate cancer research lags.

The attacks on men are bipartisan, with liberals falsely claiming a rape culture exists. If you take liberals at their word, an average college woman faces the same risk of being raped as women in the Congo or men in prison.

Men look at the right – the side claiming it wants to restore masculine values – only to find no one is in their corner. There is even a term of the new right. Known as “cuckservatives,” the supposed party waging a war against women watches as men’s lives are destroyed.

Indeed, there was a recent Congressional hearing to discuss date rape hysteria. During these hearings proponents of a “Yes Means Yes” law admitted the law’s purpose was to do away with the presumption of innocence by putting the burden of proof away from the “victim” and towards the “rapist.” Not a single Republican – in a Republican-controlled Senate – spoke out in favor of due process or sought to fight against this fundamental change in Western jurisprudence.

There are some stages of grief to this revelation. Most men develop anger, as the realize their entire life has been a lie. Others become despondent and lack motivation. Still others reach higher levels of consciousness, living a life others can only dream of.

I’m Mike Cernovich, author of Gorilla Mindset and host of the best-rated mindset podcast on iTunes.

I’ve been on the front lines of the war against men for over a decade. My role in helping men has led me to be publicly attacked by massive online hate mobs. Gawker wrote an article on me in an attempt to silence me, and MSNBC had a special where they talked about my “mean Tweets.” I’m a lawyer who has represented men accused of rape and I’ve also been falsely accused of rape, and my story and experiences will be interspersed and part of the broader cultural trends.

Indeed, while the discussion of the war is a bit pessimistic, this book is not a polemic. Instead I show you the problems and then help you identify solutions. The War Against Men is perhaps a war that can’t be won. But you can win the war against you. Find out how in The Lost Male: Finding Yourself During the War Against Men.
Ed Brayton, like the many social justice warriors before and after him, slandered me many times. But there’s a difference between my SJW adversaries and me — mindset. Unlike Ed, we have the skills needed to sustain attacks against us. We do not break.

While you may not like Ed Brayton (or even know of him), it’s important to help him. If Ed Brayton studies *Gorilla Mindset*, his life will change. He will also become a friend, as no one who applies the *Gorilla Mindset* habits could ever be an SJW, as an SJWs are driven by a scarcity mindset. Rather than feel gratitude and abundance for what they have, they feel resentment for “privileges” they lack.

**Mindset is lifestyle.**

**Ed Brayton's lifestyle guarantees a nervous breakdown.**

Ed Brayton is the morbidly obese man who rejected my offer to help turn his health around. I offered Ed Brayton my consulting services in exchange for his agreement to co-launch a book with me. I knew if we could get Ed’s life in order, the *Gorilla Mindset* message of personal empowerment and self-improvement would reach even broader audiences.

I fully disclosed my offer was “selfish.” Ed has an audience, and while his audience is mostly losers, dregs, and bottom feeders, I’m an optimist. By setting the example of strong physical and mental health, Ed could convert some percentage of his audience into good people.

You even encouraged Ed, with Charlie sharing his own inspirational story.

**Ed turned me down, and because of that his health collapsed. Then his life collapsed.**

He had to leave his labor of love – the ironically named Free Thought Network. While Ed’s sites are largely devoted to hating on me, his still loved those blogs.

Ed loved the Free Thought Network as much as I love Danger & Play. Stepping away must have caused him immense pain. Before explaining how Ed can live life on his terms, let’s applaud him. By his own admission, he quit the Internet because his “friends” were drama mongers and negative people.

And while I am very lucky that I do not suffer from mental illness of any kind (that I know of), I do know that being so often caught in the middle of these fights has affected my sleep patterns (which are bad enough as it is) and my health and that I have to practice some self-care as well.

Ed has accepted that mindset is lifestyle. Remember what lifestyle is.

**Your lifestyle is the sum total of the people you associate with and activities you engage in.**

If negative people are in your life, you will lose sleep. You will suffer anxiety. Ed has taken some space from these people, although he needs to eliminate them entirely.

Negative people also cause you to make poor lifestyle decisions, as they will peer pressure you into eating toxic foods and skipping the gym.

Ed is on his way to living the *Gorilla Mindset*, and for that he deserves encouragement.
How can Ed (or anyone with a toxic mindset) turn his life around?

1. Embrace *Gorilla Mindset*.

No one shall ever be denied the mindset techniques they need due to poverty. Read the [Danger & Play Archives](#) for free. Listen to the [Mike Cernovich Podcast](#) for free. You do not have to pay me anything to change your life.

That said, *Gorilla Mindset* only costs $8.99 on Kindle. In *Gorilla Mindset* you will learn:

- Posture techniques to improve your well-being.
- **Actionable habits that will have you living an abundance mindset.**
- How to overcome depression and anxiety.
- **Visualization strategies to discover your ideal day.**
- How to stop being distracted and improve your focus.

*Gorilla Mindset* is [on pace to sell over 10,000 copies in its first year](#), and has a 4.7 star rating on Amazon.

- What are you waiting for? [Buy it here.](#)

2. Cut out the drama mongers and negative people.

By stepping away from the Free Thought Blog Network, Ed took a solid first step. However he still talks to negative people and allows drama mongers in his life.

How can Ed get away from negative people? The most direct way is to change his own life. When you begin living a healthy lifestyle, your old friends tend to fall off. After all, your “friends” want to eat friend foods, watch sports, and stew in their hatred of men.

If you choose to live an alternative lifestyle, your “friends” will realize you have nothing in common.

You will then find other like-minded people.


Juicing can help treat depression.

Juicing boosts your immune system.

Juicing can even improve your skin tone and make you better looking.

That’s science, Ed. You can click on those links to find sources. Juicing is not controversial. Juicing will improve your health and fitness.

This is the [best juicing book on the market.](#)

Let’s launch a product together, Ed.

Ed, you’d be a great before-and-after photo for me. I’d love to have you on board. Again, this is selfish and due to my desire to make money.
If we could get you to drop 80 pounds, improve your health, and make you strong-minded, I’d look like a damned miracle worker.

You have nothing to lose but your chains.

In the meantime, read Gorilla Mindset.
9.8.2015 – These Five Words Will Change Your Life

To get what you want out of life, you must get more out of yourself and out of other people. To improve your relationships, build your business, or even keep your job, imagine the person you want something from is looking at you with five words running through his or her head.

“What’s in it for me?”

When you can answer that question, you’ll sell more products, sign up more clients, and even have better friendships and relationships.

Imagine there is a person you want to get at. It could be a woman you want to meet, a business associate, or even a friendship you want to men.

As part of this exercise, start from the proposition that you are not good enough.

Remember, there is no “you.”

(Well, to God you exist and are special. To your mom, too. P.S. Buy a dog.)

You are not an abstraction. You exist in a body and are the sum total of your actions and choices.

If you bring value to other people, you are valuable. If you bring drama to people, you are dramatic.

Who you think you are means nothing.

Who other people think you are, which is a decision they reach based on your conduct, is everything.

When dealing with other people, remember that you do not exist. You either offer something of value to people or you do not.

Do not bring drama to people – but value!
Millions of people have read my websites, and I earn my living from the comfort of any city my heart desires. I also sell more books than 90% of authors. In this article I’ll show you how to get one million readers by mastering the fundamentals of non-fiction writing – the how-to article.

If you want to make money online, or sell books, or if you plan on being a non-fiction writer in any genre, you must master the how-to article.

How can you give people life advice – which is really just another way of saying “Here is how to live your life” – if you can’t write a basic article explaining how to perform some task?

There are several benefits to writing a killer how-to article.

You’ll actually get web traffic.

To get readers, you have to find them. More accurately, you need readers to find you.

Let’s face it. No one wants to read your life advice or hear your story until you’ve proven you can and will help them. A good how-to article shows you want to help readers discover answers to their problems.

People will find your how-to articles via Google searches. Those random readers are then converted into regular readers who will read your other articles. If you deliver solid value and goodwill through your writing, they’ll share your articles with friends and buy your books.

To this day my top performing posts are how-to articles. Review articles, which discuss a certain product while explaining its uses, are also a form of how-to articles. An article saying “what” something is can also make a killer how-to article.

**KILLER ARTICLES – HOW TO, REVIEWS AND ‘WHAT’ SOMETHING IS AND HOW IT CAN BE USEFUL!**

In terms of traffic, these are five of my most-read articles. Each of these articles have made me money and continue making me money every day:

- How to Choke a Woman During Sex,
- **How to Go on Testosterone Replacement Therapy,**
- How to Use the Liberator Wedge,
- **How to be a More Dominant Man: Mindset,**
- How to Make the [Joe Rogan Kale Shake](https://example.com).

I’ve written some philosophical articles that you love, but a good how-to article is never forgotten.

It’s a form of passive income as readers find these articles every day via Google.

Incidentally, I earn money from each of those posts daily, and I owe Joe Rogan a very nice dinner as the Joe Rogan Kale Shake article has made me tens of thousands of dollars.

(I’ll explain how later in this article.)

You demonstrate expertise and authority.
If you can explain how to perform a task to someone, this proves you are an authority on the subject.

How do you know I’m an authority on SEO and how-to articles? Read this article.

Then look at this traffic. **Fit Juice** is an SEO-optimized site.

**Fit Juice** has received over one-million page views.

I spend less than 2 hours a month on Fit Juice. It receives 50,000 page views a month.

**Your writing improves.**

How-to articles are hard to write, as you’ll find you either write too much or too little. Either you don’t explain the process well or you bore people to death.

When you can explain a complicated process to someone in words, you’ll be far better at writing abstract or “life philosophy” articles.

*EXPLAIN A COMPLICATED PROCESS IN SOMEONE TO WORDS THAT EVEN A CHILD COULD UNDERSTAND IT!* 

**You will make money.**

People who go onto Google looking for “how to do something,” are the warmest leads you’ll ever find online. They are information seekers. Information seekers are prepared to pay for information and are also in the market for the tools they need to perform the task they are trying to learn how to perform.

You also position yourself as an expert who offers valuable services. If I wanted to sell you on my SEO services (I am not currently taking on consulting clients), would this article not serve as quite a way to show you why you should hire me?

**Why I “owe” Joe Rogan a donation to the charity of his choice.**

Joe Rogan has made me a nice chunk of change, and if he ever does a charity drive I’ll be sure to kick some of that back to his charity of choice.

Years ago I’d see vague references to the Joe Rogan Kale shake. Joe would mention it on his podcast, and people would look for this recipe. Joe tweeted the recipe out once, but there was no Google search result for “Joe Rogan Kale Shake.”

As there was no singular location online on how to make the Joe Rogan Kale shake, I wrote the article on the Joe Rogan Kale Shake. The article was so good that copycats rose up to try taking away my #1 spot on Google. Even Dave Asprey tried (and failed) to take my spot.

I wrote an article with the recipe, embedded a video of him making it, and then included affiliate links to the blender Joe uses. I also included links to other articles on Fit Juice.

(I’ll explain *why* I did this below.)

Since publication, the Joe Rogan Kale Shake article has received nearly 200,000 views.
Those are great views to have, by the way, as those are people who are:

- interested in health,
- in the market for a blender to make a shake like Joe does,
- curious about green juicing.

Fit Juice has affiliate links and also has a juicing and green smoothie book for sale. The process map is simple.

Google ==> Joe Rogan Kale shake ==> Fit Juice ==> Buys juicer or blender or ebook.

Not everyone will buy something. (Most won’t.) But it took me around 2 hours to write that article, and that article alone has made me over $20,000. Not bad for a “day” at the cafe.

What to Think About When Writing a How-To Article

The Two Most Important Words You MUST know about SEO

**Gorilla Mindset shift: Focus less on how to get people to read your site and more on how to keep them on your site.**

Writing for the search engines is not much different than writing for your readers. Google wants to send real human beings to articles those humans will derive value from. Hence there’s no line between SEO and good writing.

However there are some technical terms you need to learn.

- **Bounce rate** – “the percentage of visitors to a particular website who navigate away from the site after viewing only one page.”
- **Time on site** – how long people stay on your site after finding it.

Bounce rate and time on site are the two most important SEO variables under your control.

Yes, back links matter.

Yes, Google uses around 200 variables in SEO.

Yes, learn how to use Google Analytics and Google Webmaster tools.

Learn that stuff later.

**Focus most of your time on what you can control – bounce rate and time on site.**

Google wants to give people good search results. This is why you and I use Google. If someone types in “Joe Rogan kale shake,” finds my site, and then leaves after 5 seconds, I’m dead meat.

**How to lower your bounce rate.**

Imagine you find a new website. What keeps you from only looking at more than one page on the site?

Links to more articles!

The Top Posts & Pages widget will lower your bounce rate.

In every article I link to other relevant articles. If you find an article about the Joe Rogan Kale shake, for example, you may want to know whether the blender Joe uses (a Vitamix) is better than the other
category leader (BlendTec). Thus I wrote an article “Vitamix v. BlendTec,” and included that article as a recommended link to click.

The Joe Rogan Kale Shake article also includes a link to the article, “Juicing v. Blending.” If you’re curious about blending kale shakes and smoothies, you may want to know more about juicing.

Finally, the Joe Rogan Kale shake includes links to other smoothie recipes. Again, a person who wants to know about the Joe Rogan Kale shake will also want to know about other smoothies.

**SEO tip:** Do you see why a how-to article tests your expertise and allows you to demonstrate that expertise to readers? How did I know to include those articles about various blenders in the Joe Rogan article? Because I’m actually a subject matter expert.

**HOW TO GET MORE PEOPLE READ AND STAY ON YOUR SITE!**

**How to increase the amount of time readers spend on your site.**

**The three simplest ways to increase the amount of time readers spend on your site are:**

- Write longer articles.
- Include good pictures.
- Embed videos from YouTube.

**Your how-to articles should be between 1,000 and 2,000 words.**

Your articles should be grammatically correct and contain few typos, as an article with a lot of typos will get you dinged by Google.

Your articles should break up the text regularly. If someone sees a wall of text without paragraph breaks, they are not going to keep reading. Three sentences per paragraph is plenty, and you should never fear a one-sentence paragraph.

I aim for 1,500 to 2,000 words in a killer how-to article.

(Let’s get meta: This article you’re reading is a killer how-to article, isn’t it?)

**Your how-to articles should include relevant pictures.**

Humans are visual creatures. We enjoy looking at images. We pause from reading to look at good pictures, which keeps the time-on-site meter running.

This article contains five images.

**SEO tip:** Save your images as relevant search words before uploading them. For example, I took a screen cap of Joe Rogan’s Kale Shake recipe from Twitter. I did not save the image with relevant terms, which means it is less likely to show up in Google image search.

This is what Google sees, and this makes it hard for Google to figure out what is going on.


This is a rookie SEO error.
Do a right click “view image URL” on this image.

Google knows what it is, which means this will show up in Google image and also boost the SEO of the page it’s uploaded in.

*Note the pretty drop shadow on the above image. Use drop shadow before embedding an image on your website, a trick I learned from Victor Pride of BADNET, the only web consulting company I recommend.*

**Your how-to articles should include videos.**

Embed videos, when relevant, in your article. If people watch videos, what are they doing? That’s right, they are remaining on your site to watch the video.

In the case of the Joe Rogan Kale Shake article, there was a video of Joe making his kale shake. Include that.

Here is a video explaining how I make money online. If you want to write how-to articles, you want to make money online. Therefore this video is relevant.

There are around 200 other factors to think about when writing a how-to article, but you now know the most important ones. If all you know about SEO is what this article explains, you will make a lot of money online.

Be wary of SEO gurus. They will rattle off a bunch of terms to confuse you. Unless people show you screen shots of their actual websites and let you audit their traffic, do not trust them.

When you write a how-to article, focus on:

- Writing longer articles,
- Including pictures,
- Embedding videos.

**If you want to learn more about how to write how-to articles, deconstruct these articles:**

- [How to use sex pillows](#),
- [How to Develop a Dominant Mindset](#),
- [5 Tips for Men Who are Going Bald](#).

Now go forth and get paid. Do not forget to check out the video!
I’ve worked on junk yards and farms and waited tables and been a lawyer. Growing up I was so poor that I’d dig through dumpsters for aluminum cans to sell at the recycling yard.

Writing is by far the easiest job I’ve ever done. People only think writing is hard because writers are bunch of pussy princesses who cry all day about the “struggles” of writing.

Writers are primarily driven by fear:

- the fear of being proven wrong,
- the fear of looking stupid,
- the fear of being rejected,
- the fear of not being original,
- and the fear of…[insert your biggest fear].

It’s far cooler to say, “I have writer’s block,” than to admit to yourself, “I’m a bitch who will cry when people criticize me.”

**What if you really can’t think about anything to write?**

“Either write something worth reading or do something worth writing.” – Benjamin Franklin

Go live your life, because you’re boring. No one cares what you have to say because you’re wasting your life. Do something extraordinary.

Start taking MMA and get punched in the face. What happens when you get punched in the face? Do your eyes water? Does blurt spurt from your nose?

Have sex with 100 girls. You’ll notice some trends and patterns. Sex stories also interest people.

Go make one-million dollars. How many people have ever had seven-figure payday? Write an article, “What it feels like to have one-million dollars in a bank account.” Would people read that? I sure would.

Get six-pack abs.

*Throw away your smart phone.*

*Lose 80 pounds of fat.*

Say what is truly on your mind.

A writer meets one of a reader’s three needs – Educate, Inspire, Entertain.

I write *how-to articles* to educate you.

My lifestyle is aspirational but attainable. By sharing my life story, I show you what is possible for you.

I entertain you with amusing stories and online drama and conflict. Everyone stops what they are doing to watch a fight, and so I start a lot of fights.

I say what you think but can’t say due to a job, spouse, parent, or friend.
The Mike Cernovich Guide to Non-Fiction Writing → for 1,500, $897, $47, FREE.

“First principles, Clarice. Simplicity. Read Marcus Aurelius. Of each particular thing ask: what is it in itself? What is its nature?” – Hannibal Lecter, Silence of the Lambs

What is non-fiction writing? Non-fiction writing is truthful writing about the way the world is or should be. I ask myself, when facing a blank WordPress screen: “What do you believe is true about the world? What do you believe should be true about the world?” Then fingers start moving until 1,000 to 3,000 words appear.

The Five-Step Process to Writing Non-fiction People Will Read.

1. Write what you believe to be true about the world.
2. Write what you want to be true about the world.
3. Then do your research. Find evidence to support your position. Or find evidence to destroy it.
4. If the evidence supports your position, add it into your argument.
5. If the evidence does not support your position, re-write what you wrote.

It really is that simple.

“Who am I to write about anything!”?

That’s fear. You’re afraid you lack the credentials or expertise to write about something. But let’s go deeper.

What you’re really afraid of is having someone else say you lack the relevant credentials. Someone put the idea in your mind that credentials count. This makes you a slave.

Bro science exists because science is corrupt and personal experience matters. Credentials are a scam. Doctors claim anabolic steroids “don’t work” or will “kill you.”

In the next 90 seconds I will write off scams from the top of my head.

The expert consensus supported these positions:

Juicing will give you diabetes.
Skipping breakfast will make you fat.
Eggs will give you a heart attack.
Intermittent Fasting leads to blood sugar spikes and will cause diabetes.
Squatting will rip your knees in half and dead lifting will put you in a wheel chair.
The hole in the ozone layer is going to give you skin cancer. (As it turns out, the sunscreens we were told to apply are actually carcinogenic.)
Satanic panic.
The world is facing a new ice age.
Buy a house now because real estate never goes down.
Borrow as much money as possible to pay for a college education, because college is the smartest investment a young person can make.
1-in-4 women are being raped on college campuses, making State U. more dangerous than a prison or sub-Saharan Africa.
White people go around shooting black people all of the time, for no reason at all.
You should sit on a psychologist’s couch for three hours a day talking about your problems.
Depression and anxiety cannot be cured.

Time’s up!
With 90 minutes I could list at least 100 scams experts with credentials told us.

Why then would you be a slave to expertise? Why do you focus on your lack of credentials.

**Do you have a Facebook account? Do you take pictures? Why?**

Those monuments you take pictures in front of have been seen by millions. Professional photographers have taken far better pictures than you’ll take. Why don’t you download and share those pictures rather than take your own?

Why then do you bother?
Because people care about you.
Because you have a creative drive.
Because you want to be an alchemist.

**How I Beat Psychologists and Became a Media Mogul.**

Read the reviews for *Gorilla Mindset*. Men and women who have wasted years on a therapist’s couch all say *Gorilla Mindset* is more effective to help you control your mood than any psychotherapy.

Would you be happier if a lack of “credentials” prevented me from writing the best mindset book in the world?

**Then think about this: Why would you deprive the world of your message?**

I’m just an ordinary man. The only reason people notice me is because they have no choice. I choose to make myself too big to ignore.

If I had sat around like a cry baby worried about credentials or believing writer’s block existed, I’d be a nobody.

Look at the new media. **We are kicking the asses of “legitimate” media sources.** There is currently a black list on my name, as my message is reaching too many people and journalists are afraid of me.

**Writing is not for everyone, and I’m not here to sell you a writing course.**

But don’t tell me you “want” to write.

If you have something to say, say it.

If you’re afraid to say it, then go buy yourself a nice pillow to cry yourself to sleep on.

Or pick a copy of *Gorilla Mindset* to learn how to overcome your fears.
16.8.2015 – Mindset is Status: How to Free Yourself from Status Slavery

Gorilla Mindset: Epilogue.

This chapter on status is the most important chapter of Gorilla Mindset, and could have served as the basis for a separate book. I’m giving it away as we just hit 7,000 copies sold. You keep buying books and I’ll keep writing. Win-win, and I’ll do something really cool once we hit 10,000.

Mindset is Status: Freeing Yourself from the Status Slavery

If you understand social status and status signaling, you understand everything about humans and the human condition. Understanding social status will help you make more money, save more money, and live a life of freedom.

Status is everywhere. It’s inescapable.

Even if you don’t care about social status (you most certainly do), social status cares about you.

Your social status is your position on the hierarchy of humans.

Your social status is constantly in flux and changes based on social circumstances. There are many CEOs who are alpha males at work who go home to a life of being a beta cuck.

Gorilla Mindset shift: Most of the powerful men you admire live in fear of their wives. When you feel intimidated by a powerful man, smile to yourself knowing his life is one of quiet desperation.

Status signals are behaviors you engage in, consciously or unconsciously, that shows others your social status. When you walk upright with good posture, you’re signaling to the world you have status. When you shuffle your feet and look down, you’re also signaling your status.

Status signals can be useful. If you are a lawyer, wearing a Rolex shows you are a successful lawyer. If people perceive you to be successful, they are more likely to hire you.

Yet our innate need for status can be hijacked, causing us to live lives of servitude to the system.

What is status? Status is a social construct. Status is what everyone else says is status.

Status varies by culture. In the U.S. youth is prized above all else. In hunter-gatherer cultures old age was valued, as age symbolized the possession of the will and wiles needed to survive our precarious and dangerous ancestral environment.

In the West, the following behaviors and attributes are associated with status:

- Youth
- Physical attractiveness
- High intelligence
- Proper manners
- A large vocabulary
- Winning
- Exclusivity
- Home ownership
- Cool cars
- Hot girlfriend or wife
- Successful husband
- Dominant body language
- Money
- Home ownership
- A large group of friends
- Name-brand logos
- Designer jeans
- American Express Black Card
- Business class travel
- Private jets
- College education
- Selling 10,000 copies of a book

**The pursuit of status is the root of all unhappiness**

Do you feel insecure for lacking a college education? Why? Most college graduates are idiots. Finishing a new Great Course from the Teaching Company once a month would give you a better education after 4 years than possessed by even a Harvard graduate. (See what I did there? Harvard is status.)

Arguing is status.

Why do you care if people believe you? I see people scream at each other, and that was even how I used to behave. Who cares?

We care because winning an argument increases our status. But what is our prize for winning? Usually nothing.

Expecting people to prove something to you is a status play. You seek to impose your ego on others and have others validate your intelligence.

Who are you to demand anyone prove anything to do?

**Spending money is status.**

Logos are status. Shauna has a Gucci bag that the Thai salesmen insisted is real and even offered a certificate of authenticity. I bought it because it looks cool. She feels like an imposter. I feel nothing as the Gucci logo is just squiggly lines on a bag.

Because I am not “plugged in” to the status associated with logos, I feel nothing. Yet someone who is still plugged into the status game feels weird.

Do you see how status is slavery?

**Status plays in action: Author edition**

Self-published authors had a stigma attached to them. An author who sold fewer copies of his book would view himself as above me because he had a “real” publishing deal.

Yet the only difference between me and a “real” author is that some ditz with an English degree signed off on the book. You won the approval of a social justice warrior. Congrats!
Other authors would view themselves as above for selling more hard cover books, even though my royalty on the Kindle, paperback, and audiobook is more money in my pocket than “real” authors receive from those hardback books printed by “real” publishing houses.

Do you see how writers are slaves to publishing houses because of their slavery to status?

The reality is 90% of books will not sell 10,000 copies in their first year at any price. If you can sell 10,000 copies of a book within a year, you have won the game.

But you have not won their game, that is, you haven’t won the rigged status game of the publishing industry.

When you free yourself of status, you can sell more books and make more money than “legitimate” authors.

**Not all status is bad, and there’s a human need for status.**

Friends are nice to have. If you have high status, you’ll have more friends.

(Yet many of those “friends” only associate with you to boost their own status. Status is a double-sided sword.)

**Status hijacks your brain.**

Status makes you a slave to the opinions of others. You see this in journalism. So-called conservative journalists claim to have principles, but ultimately they want to be accepted within the dominant social hierarchies, which are controlled by the left.

Cocktail parties are status. Read *Bonfire of the Vanities* or talk to some New Yorkers. These people are obsessed by being known by the “right people,” even when knowing the right people will not lead to a direct life benefit – and in some cases impressing the right people makes you broke keeping up with the Jones.

I’m reading a book about Americans in Paris. Being accepted by Parisians is a huge deal to these Americans – who largely come from New York. Why? Because Paris and Parisians are status.

Why are they high status? Because everyone else has taught you to believe that.

**Access to a successful man is high status for a woman.**

**What’s your prize for impressing such women?**

Impressing women is largely about displaying your high status.

If you impress a woman who is impressed by your status, what’s your prize? A woman who is status-obsessed and will spend you into the ground trying to raise her own status by spending your money to show other female apes how successful she is.
Associating with me lowers your status in the eyes of the “good people.”

“Cernovich is a racist, misogynistic, homophobe!” Even if that were true, who cares? Shouldn’t it matter how I treat you and other people?

It’s a status game. By declaring people non-persons, this sends a message to the world: “If you associate with him we will not associate with you.”

This ability to declare who is allowed in “acceptable society” gives immense power to the gate keepers.

By anointing themselves gate keepers, certain people increase their own social status above all others.

_Gorilla Mindset shift: Journalists are largely broke. Their currency is social status, which is why they attack people for having the “wrong ideas.” By declaring what is a “right” and “wrong” idea, journalists become rich in social status._

_Status creates a collective action problem._

_GamerGate was the first large-scale movement to reject the status hierarchies._

We all know the gate keepers of “good and right people” are hypocritical assholes. Why do they have power? They have power because everyone gives it to them, and the only way to take it back is for everyone to take it away.

GamerGate is largely a group of liberals who said, “We reject the status hierarchies established by social justice warriors. We want to be outside of the establishment.”

As SJWs are status obsessed, they can’t understand GamerGate. Who are the leaders? They are none. GamerGate is fundamentally a rejection of status, and if someone like me said, “I’m the leader of GamerGate” without irony, it’d be a very bad day indeed.

You can see this same trend happening inside conservatism. We don’t want to be part of the cool kids club, which is controlled by David Weigel and the National Review. They are garbage people and we want nothing to do with them.

They can’t understand us. They call us names. We laugh and enjoy this. They cannot weaponize status through shame.

_Shame is weaponized status._

_REMEMBER – SHAME IS WEAPONIZED STATUS!

I lost a friend due to my support of GamerGate. This friend always knew my views and knew I was sometimes trolling and sometimes serious. He had a sense of my actual views. We got along just fine. But when people within his social circle learned about me, he unfriended me on Facebook, blocked me from Twitter, and emailed me to explain I was never to contact him again.

You cannot say to a gate-keeper, “Mike Cernovich is a good guy. He writes some mean stuff, but you guys can be assholes too. People are complicated.” To preserve his social status within his in-group, he had to disassociate himself from me.
Again, it wasn’t my beliefs that were a problem. He always knew my beliefs. It was that other people knew that he knew me.

I do not dislike this person, even though he’s a gutless hypocrite, as I recognize why he made that move. He had to “disown” me in order to preserve his own social status. He had to choose between murder or suicide.

Do you see the dangers of status?
Status is slavery.

Most anger results from a feeling others have not respected your status.

When you say you are not being treated like you deserve to be treated, this is due to your unconscious belief you are high status. Often this belief is delusional and based on imaginary unearned status.

Moreover, status is contextual. If you’re seen as being low status, it’s likely because – in that situation – you are. Who cares?

Gorilla Mindset shift: No one owes you respect.

When you stop caring about social status, you are truly free.

Again, status is neither good nor evil. Yet for most of us the pursuit of status leads to unhappiness, insecurity, and even financial ruin. Be conscious of your desire for status. Perform the Gorilla Focus exercise: Ask yourself in the present moment whether your drive for status is bringing you closer to your vision. Make status work for you.

How I use status to annoy my haters.

Why do I talk about book sales and web traffic? Although such matters do not mean much to me (other than how I earn my living), my adversaries are obsessed with such metrics. I rub it in the face of my enemies that I sell more books than they do. This infuriates them. Status is another weapon I use against those who want to see me destitute and dead.

Gorilla Mindset Status Habits

Never buy status (unless your purchase will have a positive ROI). Beats by Dre are inferior headphones and are a status purchase. Name-brand clothing (especially with visible logos) are status purchases.

Sell status. You can use status to your advantage by looking for ways to sell status. Some status-raising products you can sell include:

- Wrinkle creams for women
- Home mortgages
- Six-pack abs
- Rolexes
- VIP experiences
- Big homes
- Credit cards
Surrender your lust for status. When you are upset with how you are being treated, ask why. You likely are upset that your status (real or imagined) was not recognized. Remind yourself in the present moment that a desire for respect is a desire for social status, and that no one has to recognize your status.

The Status Worksheet

Answer These Questions to Become Free from Shame and Status

Am I sending off status signals? If so, to whom?

(You are sending off status signals every day. If you can’t list these behaviors, then you live a completely unconscious life of slavery.)

Write down three people you have recently tried to impress: __________, __________, ____________.

Why do I want these people to like me? Is it because they are virtuous men or women, or is it because I’ve been conned into believing their opinions matter?

List three positive results that will occur if you impress the people you want to impress:

____________, ________________, ________________.

Gorilla Mindset shift: You may need to kiss ass or hobnob with the right people to get what you want. Status is neither good nor evil. We must instead consciously understand why we are seeking status by asking ourselves whether attaining status will truly meet our deep human needs. Will this purchase lead to a direct and measurable increase in my desired outcome? What do I desire out of life?

Gorilla Mindset shift: Never pay for status unless you will have a positive return on investment.

Do I want to impress women who are impressed by status? What does her obsession with status do to our ability to live a nice life while saving and making money? Will she pressure me to work high-stress jobs to fund her desire for status?

Live life on your terms. Gorilla Mindset shows you how.
20.8.2015 – 10 Ways to Have More Energy in the Morning

Yes, it’s possible to have energy first thing in the morning even if you haven’t eaten or had a sip of coffee and especially if you’re not a morning person. In the latest installment of 10 Ways by Mike Cernovich, you’ll learn how to have more energy first thing in the morning, how to warm up your brain, and how to feel good even if you’re just getting out of bed.

I drink a lot of strong coffee – probably more than average. I save my coffee until after my body is awake and alert. This is the difference between using caffeine as a performance enhancing drug (which is it) v. being a junkie. I filmed this video first thing in the morning. Meta.

1. Get out of the terrible, bad, deadly habit of waking up to an alarm clock.

Waking up to an alarm clock disrupts your body’s natural sleep cycle. It causes stress hormones like cortisol to be released. We tend to sleep in 90 minute cycles. We have light sleep, deep sleep, and REM sleep. Ideally you wake up after a full cycle has been completed. Interrupting your REM sleep has deadly effects on your health.

How to wake up without an alarm clock?

Drink 32 ounces of water before bed. You’ll wake up to take a piss after cycling through your sleep cycle. Do not go back to bed. Stay awake, be tired during the day, and then fall asleep earlier than usual.

After a few days of this habit, your body will begin to adjust and you’ll wake up on your terms. You can also try out the sleep cycle alarm clock, which is an app for your smart phone. (I’ve never used it. Have you?)

2. Get right out of bed.

As Sir Isaac Newton explained, “Objects at rest tend to stay at rest. Objects in motion tend to stay in motion.” If you start moving, you’ll develop momentum to carry you throughout your morning. This is basic physics.

3. Take a cold shower or contrast shower.

These are explained in Gorilla Mindset and 30 Days of Discipline.

4. Brush your teeth with a Spry mint or cinnamon toothpaste.

Aroma therapy works, and getting some aroma via toothpaste is one of those things the cool kids call “life hacks.” Most toothpaste has sodium lauryl sulfate, a foaming agent that gives many people (myself included) canker sores. Spry has no such foaming agent, it kills the nasty bacteria in your mouth, and wakes you up.

5. Drink 16-32 ounces of water.

Most people are chronically dehydrated without realizing it. A dehydrated body functions at 10-20% less efficiency. Water also helps caffeine circulate through your bloodstream. More water equals a stronger buzz from coffee.

How much water should you drink in the morning?
If your urine is bright or dark yellow, drink 32 ounces of water.
If it’s clear, drink 16 ounces of water.
If it’s somewhere in between, drink 24 ounces of water.

6. Perform the Gorilla Abundance brain warm-up.

The brain warm-up is here, and is also discussed in Gorilla Mindset.

7. Elevate your feet for some push-ups.

Get blood rushing to your brain and you’ll be smarter, more alert, and have better balance. Here is another morning routine I perform. My routines vary. Find one that works for you.

8. Say your mantra.

Gorilla Mindset teaches you how to create your own mantra. Here is mine: “I open myself up to the universe and all of its possibilities.”

Does the universe really “care” about me, or am I simply reframing my ability to deal with the challenges and opportunities of life? (Hint: Who cares? It works.)

9. Make funny facial expressions.

You’re not that cool. Stop being so serious.
Smiling signals to your body that you are happy.
Keep lying to yourself with mantras and facial expression changes and you’ll eventually believe it.
(Be sure to tell yourself the right lies.)

KEEP TELLING YOURSELF THE RIGHT LIES!


While performing the Gorilla Abundance posture, I repeat my mantra: “I open myself up to the universe and all of its possibilities.”

How do you wake up first thing in the morning?

Post your comments below.

P.S. If you’re new here, you can learn more ways to control your thoughts in emotions in my best-selling book – Gorilla Mindset. (There’s even an audio edition, which you can download for free if you’re not already an Audible subscriber. You can grab the audiobook here.)
21.8.2015 — Finding Balance as a Man: Interview with Heavyweight Boxer Ed Latimore

Is it possible to balance attending college, building yourself up as a man, and training to be a professional heavyweight boxer? Ed Latimore, an 8-0 heavyweight boxer, proves that is.

I learned about Ed through his Twitter account – @EdLatimore. Ed’s a smart guy who “gets it,” and I kept my eye on him, as I am committed to finding the best talent and information to share with you. Ed is Gorilla Mindset’s first sponsored athlete, and I’m pleased to introduce him to you. Ed will be answering questions you might have as well as providing an example of what it takes to win at life.

“I’m Ed Latimore. I’m an 8-0 (5 kos) professional boxer.”

I’m promoted by a major promoter who I wish I could name in this article but I am not allowed to announce that information until they do. The heavyweight division has a weight minimum of 201 and no maximum. It’s where the big boys play and where one punch—even from a mediocre fighter—has the power to change the direction of a fight. I almost suffered an upset in my 7th fight from a guy 2-7-1 because of managed to sneak a good punch in. It’s simple physics: Force = mass * acceleration and bigger guys just have more mass.

I think a lot about my boxing in terms of physics because I am also currently a double major in physics and electrical engineering.

I dropped out of college the first time around because I was 19 and not ready for prime time. Then I spent my 20’s taking odd jobs, volunteering for Americorps, and boxing as an amateur. Right after I concluded a relatively well decorated amateur career of 5 years, I turn professional and joined the Army National Guard to pay for school.

I was originally going to study mathematics in school, but exposure to some military training turned my interests towards electrical engineering. Once I took my first physics class, I got hooked on that subject and earned a scholarship to Duquesne University in Pittsburgh, PA to earn a dual degree in Physics and Electrical Engineering.

I am entering my third year of the program and I will be 30 years old when class starts this fall.

For any guys out there that want to go back to school, just remember that if it’s not a STEM discipline, go to trade school or get in sales.

Assuming you’re in school for STEM, work your ass off and enjoy it. All things considered equal, it’s going to easier because you shouldn’t be engaged in the bullshit social scene that most undergrads are in. Plus you get to offer advice on life to up and coming younger guys who most likely don’t know any better about much else besides science. A lot of people ask me why I decided to go back to school as my professional boxing career was getting started. The boxing landscape is littered with guys that almost got a shot at a title or made decent money and spent it all. You see the same thing in other sports. Every athlete believes that they are the best and that they’re going to make millions at the highest level. I’m no different, but while I was living in Los Angeles in 2012 I was walking to the gym just managed to evade taking a direct hit by a car that lost control and came up on the sidewalk. I got some stitches in my leg but was back to the gym the next day. However, I realized that boxing could be taken from me in ways not directly related to boxing. I’ve always wanted to finish school in something that played to my strengths (mathematics) so once I had a little more money and a clearer vision, I returned to school.

By traditional metrics, I suppose I’m a later bloomer.
I didn’t start boxing until I was 22 and I didn’t return to school until I was 28.

I did not have a clear vision for what I wanted out of life and where I saw myself.

We read a lot of stuff about how we’re supposed to use our 20’s to make money, but I’ll be the first to admit that I largely consider my 20’s a waste. Not a complete waste, but I definitely did not make money. My boxing career went fine—as an amateur I won a state title, a national title, made it to an Olympic qualifier (where I lost to the eventual Olympic representative) and was paid well my last two amateur years by a sponsor.

On the flip side, I drank too much, spent way too much time caring about women, and outside of boxing, I was not building any foundation for the future.

At 30, I’ve been sober for two years and eventually I’ll drink again, but between boxing, school and writing, I have zero time to bullshit.

Balancing school and training is easy but it is because I am incredibly single minded in my pursuit.

90 percent of my time is spent in training or involved with school. I stopped drinking a 2 years ago and I have a girlfriend, so two of the biggest time sucks—drinking and chasing girls—are out the window. She’s an incredible help as well.

I don’t think I have cooked more than 10 meals for myself over the past 2 years. I’m able to focus all of my energy on training and studying. I wouldn’t want to live any other way because I genuinely love boxing and physics.

The ideal of free time is one that I’m very uncomfortable with because there are so many things I would like to do so anytime outside of the gym is almost always spent learning.

The organization of my time is also surprisingly simple. Much of this is because of how boxing practice is set up.

I have to go off on a slight tangent here to make this point clear. I log approximately 18-24 hours a week practicing. What works out to 3-4 hours a day, not including Sunday and not including my running workouts.

Of that 18-24 hours, I would say that 10-18 hours of that is my own work shadow boxing, hitting the heavy bag, footwork and head movement drills without the watchful eye of my coach. The rest of the time I do those activities along with him holding striking pads for me to work on different attack patterns while he improves my technique. The significance of this is that a large part of my schedule is up to me to decide. As long the coach is the gym with me for at least an hour a day I feel good.

I try to get in the gym between 4-5 in the evening. This is easy as class is usually over by 3-4. This doesn’t include the days that I don’t have class and Saturdays where I have a great deal more time to practice without worrying about getting to class. As far as class goes, the actually attending of class never presents a problem because of scheduling, and I study efficiently and effectively and I have not problems as long as I take the time to truly learn the material and complete any assignments due. Yes this takes discipline and awareness, but I’ve got my life set up in such a way that there aren’t any distractions.
If a person has two extreme goals that have very little overlap (heavyweight champion of the world and double degree in physics and electrical engineering), there are a few things I would tell them. First, I would make sure they understand that they are about to do something highly unusual and demanding therefore they will not live like a normal person. This is fine for me, because I never wanted to be normal, but people don’t understand how deep that rabbit hole goes.

You pretty much give up anything resembling a normal social life, if you don’t have a girl you will give up getting laid because you won’t have time to do shit to maintain a decent looking rotation, and you very quickly will lose interest in most things outside of your disciplines.

Discipline is a given, but I have to stress it again. My life is only possible because of discipline.

DISCIPLINE, DISCIPLINE, DISCIPLINE!

Most people come home from the gym and want to chill. But I have to study, program or write a lab. Most people want to cut loose on weekends in some form, but I either have to study boxing or do work related to my major. Just because I love it doesn’t mean I’m not human and there are days I’d rather not do it, but those aren’t options as far as I’m concerned. There is another component that makes a difference when pursuing different paths.

If you can find ways to link ideas, your life becomes a lot easier because you are getting a feel for the ideas. Much like comedians who write or professional athletes that get into movies, there are things you can take from one discipline and port it to another.

For example, many concepts in mechanical physics have improved my understanding of boxing: specifically, tangential acceleration for rotating my hips to generate power, modeling to help me understanding certain movements make my punches harder, and dynamics to understand defensive postures.

Likewise, because I’m fairly good at knocking guys out and I’ve done a theoretical and applied (i.e., actually knocking dudes out) research on the idea, anything involving impulse-momentum conversion is highly intuitive to me. These are just examples, but the idea is what’s important: find ways to link the ideas across different topics because it will give you an intuitive grasp of whatever you are trying to master. Intuitive understanding of a subject is always superior to rote memorization.

My training routine is broken up into three areas: conditioning, technique, and fighting.

A good training routine will never truly have these three phases of boxing separate, but you have to spend exclusive time focusing on each of these.

Conditioning is my ability to sustain and exert myself effectively in a fight. There start of this is cardio. I run almost everyday and I have three different types of runs: distance, sprints, burn out runs. For distance, I run about 4-5 miles. A good time for this is 27-31 minutes.

My sprint routine is 8-10 hill sprints up a hill for about 80 yards. I estimate the hill is at a 40-45 degree angle. In the burn out run, I try to do two laps around a standard olympic track in under 3 minutes, with a minute rest in between. This last run is extremely difficult and my goal is to be able to do as many sets as the next fight will be. My next fight on September 6th is schedule for 6 rounds. My running is usually done first thing in the morning, even before breakfast.
At the gym, my conditioning routing continues with jumping rope and doing footwork ladder drills. Back home for the evening, I try to do 100-200 pushes (in sets of 50) and 80-100 ab wheel roll outs (sets of 20). Also, a lot of days will hit the heavy bag is hard as I can in combinations so that I can get fight specific conditioning. Running is great and translates well, but nothing beats actually being conditioned to throw punches.

Working on my technique also involves a lot of heavybag work, but my focus is making sure my technique is right when I throwing my punches, making sure they snap the heavybag right and that my fundamentals (hands up, chin down, moving my head, etc) and staying sharp while I throw the punches. In addition to this type of technical work, my coach will do sets with me on the punching mits to help me maintain my technique during different patterns and combinations. When I’m working on the technique myself on the heavybag its like learning to read music but when I work the combinations and patterns under the watchful eye of my coach, it’s like playing scales on a piano. My technique improves as does my ability to change direction and make adjustments real time.

Finally, comes the fighting. My coach always says, “A coach can teach you how to throw a punch but he can not teach you how to fight.”

My coach teaches how to defend, how to punch, and gives me analysis of my opponent during the fight with suggestions on how to attack. He does not and can not teach me the intuition and insight needed to make those decisions real time. He can’t teach me how to find my most effective range or how to push through the excruciating pain of a liver shot. These are lessons I learned during my 53 fight amateur career and thousands of rounds of sparring over the past 8 years. Sparring is where I continue to work on my ability to fight.

As for a routine, conditioning and technique work is done everyday. Sparring is done 2 to 3 times a week. Unless there are severe storms or the roads are covered in ice, I’m up every morning doing a run. Practice is evening from 4-7 ish except Saturday where we practice in the afternoon.

Diet is important and an area that I have come a long way. I don’t have a strict diet that adhere to. I just follow a simple rule: if a man created it, I don’t eat it. So I consume lots of meat, vegetables, fruits, coffee, tea, and dairy. My junk foods of choice are peanuts and popcorn. I don’t drink alcohol or soda. I drink a lot of water, but I probably should drink even more. Occasionally I’ll have a cheat meal after practice, and eat vanilla cookies or a roll of Ritz crackers or a diet coke. This is only bro science, but I don’t think it has much of an effect on me because I’m doing right after training.

I didn’t start boxing until I was 23. This is relatively old to start boxing.

Boxing in Pittsburgh, PA as an amateur heavyweight does not afford many opportunities to fight because of lack of competition. This means that people from our region don’t usually make it to national tournaments let alone win them. However, I won a national title as an amateur, turned pro ranked 8th in the nation, became a sponsored amateur fighter, and even defeated the fighter eventually represented the United States as the heavyweight at the 2012 olympics. None of this is a result of talent. I have, at best, an average aptitude for fighting. It is a result of two traits. These two traits allowed me to do those things as an amateur, have allowed me to become successful as a professional, and they are the reason I have had and will continue to have a successful academic career.

Two traits are strategy and work ethic.

**STRATEGY AND WORK ETHIC!**
Individually, either of these traits are wonderful assets. Combined, there is nothing that you can’t do. For my boxing career, I assessed my strengths early on: I’m much stronger and faster than average for the weight division, I am very powerful, my conditioning was great and I’m a fantastic learner. My weaknesses were that I was surprisingly uncoordinated and I didn’t have an intuitive grasp of boxing (I’m just now getting this). I knew I would work on these things, but lack of skill and raw physical ability meant that I would get my wins by ko or not at all. In fact, it would be almost 3 years before I won a fight by decision.

In terms of my landscape, I looked and saw that I would need to spar a lot to develop these things and get with the best trainers I could. I also needed to develop my intuition so I trained in many fighting styles, even taking 2 cage matches (which I both lost) and entering in some brazilian jujitsu tournaments. My basic strategy was to gradually improve areas I was weak, win fights where I was strong, and align myself with the right people who had connections and ability to take me to the next levels of my career. I stuck to my strategy, and it’s the sole reason I was able to do what I did in boxing and continue to do in boxing. It’s the same way I apply myself to my studies.

For reason beyond the scope of this post, I believed I was a weak math student. This is a problem if you want to study the only thing worth going to school for, which are STEM related degrees. So in preparation for returning to school, I spent a year relearning mathematics all the way up Calculus 2. I didn’t get learn everything perfectly, but I got my brain to understand math and the relationships in a way that would allow me to excel in physics, chemistry, programming, stats and calculus. I knew that I needed enough to time to become strong at math before taking on the subject matter.

I haven’t taken any individual skills from one sport to the other, but I have come to trust my intuition heavily as well. As it develops in boxing, I feel the real time effect of trusting it and when I’m working on a difficult problem I feel confident enough in my intuition on the correct way to start a problem where it may not be completely obvious. My strategic ability to play, my work ethic to execute those plans and my intuition are the things I carry between both sports.

**STRATEGY, WORK ETHIC AND INTUITION!**

I started out looking for ways to get laid. Once I figured that out, I realized there was more to the game than just racking up notches.

I was always interested in reading people. I still love watching people interact and trying to figure out their relationships and motives, so I got really into that. From there I got heavily interested in evolutionary psychology and the differences between men and women and their reproductive strategies. So here I am, getting better at meeting and bedding girls, learning how people interact and reading their intentions, and at the same time just starting to understand just how different men and women are and what their goals are. This happened around the age of 23.

At the same time, most of my guy friends were in relationships with girls I didn’t think too highly of. I felt extremely isolated because people I had grown up with were in these shitty relationships while we’re supposed to be out chasing girls. On top of that, they weren’t happy. So I spent a lot of time alone, in the gym, chasing girls myself. I kept searching on the internet for like minded websites because at that point in my life, there was no one to relate to.

Now at age 30, I’m secure enough in my thoughts and actions that I don’t need anyone to related to, but in my early 20’s this was not the case.
I came across Roosh V. From there I read Heartise/Roissy. These sites not only helped me improve my understanding, but it let me know that I wasn’t crazy feeling how I felt about my friends girlfriends or the general state of things with between men and women.

This is how we all find the red pill. Like Morpheus says The Matrix, “You’re here because you know something. What you know you can’t explain, but you feel it. You’ve felt it your entire life, that there’s something wrong with the world. You don’t know what it is, but it’s there, like a splinter in your mind, driving you mad.”

I found the red pill because I felt like something was not right and I sought out like minded people who noticed the same things wrong. More importantly, they noticed what was wrong and I actively started living life to what is true and brings them happiness as opposed to what other people think.

Do you have any questions for Ed? Post them below!

You should also follow Ed on Twitter.
Giving up on your dreams doesn’t end the game. The game never ends. Poor health, job market declines, and old age are still coming for you. You can either keep fighting, which at least gives you a chance, or you can quit – which assures your decay and destruction.

**Gorilla Mindset shift:** Giving up is different from quitting. If you cannot be elite (or at least really good) at an activity, quit. Keep working until you find a profession you can become elite at.

**Why shouldn’t you ever give up on yourself?**

*(You think you have a choice, but you really don’t.)*

**Breakthroughs often follow breakdowns.**

Soldiers enter military training with often flabby and weak bodies and a lack of discipline. Each day they are pushed hard – to the point of “overtraining” even. Yet thousands of years of evidence shows you become something better after you have been broken down.

How can you know what you’re made of until you’ve taken yourself to your breaking point or even beyond your breaking point?

**Failures make you stronger.**

*(If you’re not failing, you’re not trying hard enough.)*

Saying that you learn more from failures than successes is feel-good, self-help nonsense. You learn far more from winning than from losing. Whenever possible, succeed. Model yourself after successes. Win.

That said, failure is inevitable and desirable. If you aren’t failing, then you aren’t trying hard enough. You aren’t pushing yourself.

If you go to the gym, you’ll fail every time you train. Either the weight will be too heavy or you won’t be able to do another rep. What happens next?

Your body recovers and you return to the gym stronger.

**Gorilla Mindset shift:** Specific adaptations to imposed demands (the S.A.I.D. principle) applies to every aspect of life.

**Once your body adapts to an imposed demands, you reach a point of homeostasis – a new, higher level of normalcy.**

To take this “new normal” to the next level, what must you do?

Yep.

Start failing.

**Every successful person you respect almost gave up.**
The first rule of Success Club is to never talk about your failures. The second rule of Success Club is to see the first rule.

There’s a dirty secret every successful person has. That dirty secret is a history of failed businesses, bankruptcies, mistakes, divorces, panic attacks, and sleepless nights crying in our pillows.

Once you become successful, you have to be Mr. Cool Guy. I always knew I’d succeed! Self-doubt is for wimps!
Get real. Success requires you to do that 99% of people can’t do or can’t imagine doing. Your entire life you’ve heard your ideas are unrealistic or you’re delusional.

(Or at least that’s what I heard!)

Learning how to swim through a sea of negativity and doubt takes years or even decades.

You can always do something new.

Skills are transferable.

I’ve waited tables, worked at Home Depot, dug through trash for cans to take the recycling center, detasseled corn, marched with a heavy backpack with bloody feet, been a lawyer, and on and on.

Everything I learned has carried me towards my current profession.

Hard manual labor taught me to never be one of those cry baby writers who cries about how hard writing is. If you think writing is hard, go dig a ditch in 100 degree heat or walk through cold wet corn fields at 4 a.m.

My dad did this at my age so I wouldn’t have to.

Lawyering taught me how to communicate clearly and to understand human frailty. Lawyering also taught me that while I genuinely enjoy helping people, you can’t help people who won’t help themselves.

YOU CANNOT HELP PEOPLE WHO DO NOT WISH TO HELP THEMSELVES!

Lawyers are seen as gods or white knights and quickly become despised by their clients when this illusion is shattered. Lawyers can help clients rebuild their lives, but only when clients are willing to put the work in.

Hence why I wrote Gorilla Mindset. This allows me to help those who will put the (immense) work it takes to better themselves without expecting me to be their lord and savior.

Reading Gorilla Mindset is easy. Applying it is on you.

There’s no alternative.

You might have given up on life, but life hasn’t given up on you. Father Time is still going to make that body of yours age. The stock market is still going to crash. The job market is going to take away your job. Your wife is going to leave you. Unless you take an active approach to life.
Indeed, think about physical health and fitness. You can say, “Going to the gym is too hard!” Yes, you can. Stop trying and watch what happens.

Does your body say, “OK, we’ll just leave you alone.”

Instead you lose your conditioning and muscle mass. You get fat. Your blood pressure rises. Blood flow to your brain decreases, causing you to lose IQ points.

The same occurs on a much broader scale. You can give up on the world, but entropy and chaos is coming your way.

**The only way to survive and thrive is to live with audacity. Raise hell. Fight as hard as you can.**

In the end, there’s no other alternative.
The sky – in this case the stock market – is falling! The money chapter of *Gorilla Mindset* showed you how to take advantage of stock market declines, so I won’t repeat that here. I will, however, show you how my personal finances are arranged.

It took me a lot of learning to dial in my personal finances. What I learned was that money is deeply rooted in mindset. Your relationship with money is a reflection of your mindset and core values.

*Gorilla Mindset shift: To understand money, you must understand yourself.*

Most of us do not understand our core values and lack a way of changing our mindset.

**Money Mindset.**

I have an abundance mindset.

I focus more on earning money than on saving a few dollars. No, I don’t spend frivolously, but if an opportunity arises I focus on the upside rather than the downside. An abundance mindset also helps lower my stress level, as my focus is on what is possible rather than on what may go wrong. Also, yes, banks will cheat you and Wall Street is rigged. If you go around calling everything a scam (everything in finance is, to some degree), you have a scarcity mindset and I have no time for you.

**How My Bank Accounts, Credit Account Accounts, and Student Loans are Set Up (Investments).**

I put the maximum amount of money in my self-employed 401k each year.

Private wealth management is largely a scam, as your “adviser” will often steer you into high commission actively managed mutual funds with hidden fees.

(My financial adviser is a personal friend, whatever that means when dealing with a large bank!)

My wealth management fee is tax-deductible. It also gives me access to private banking. I do not like stress. Knowing I can send an email to ensure there’s access to my money is worth the fees.

It is also impossible to steal the bulk of my money, as my broker must speak to me personally before making any changes to my account.

My broker also keeps an eye out for good closed end funds, which trade at a value lower than their assets.

You don’t need private wealth management, though, and can dollar cost average into VTI or other low-cost index funds. ([Here’s a primer on closed end funds](https://example.com), which often offer good investment potential.)

**Credit cards.**

I play the credit card sky miles game. When a new credit card bonus is offered, I sign up for the credit card. I receive around $10,000 in free travel each year – maybe more once you factor in upgrades to business class and other bonuses. My credit cards are set to be paid in full each month on auto-pay. The bank account my auto-pay is linked to is attached to a line of credit. Even if my checking account is low, I won’t pay an bank fees other than the (small) interest rate associated with the LOC.
Mint.com is set to email an alert anytime I am charged a fee. Banks have “errors,” cause you to be charged fees. Once Mint.com alerts me to a fee, I email my bank immediately to get the fee removed. Learn how to manage your personal finances to increase your credit score.

**Student loan debt management.**

I paid off my highest student loans (8%) in full while paying the interest only on my lowest interest rate loan. I currently have a relatively large mount of unpaid student loans. My student loan interest rate on the outstanding balance of the two loans is at 2.2% and 3.65%, respectively. I pay the interest only, as the difference between my student loan interest rate and market returns are substantial. (Why pay a 3% loan off when market returns have been crazy high? Every dollar you use to pay off a student loan is a dollar you can’t invest in the market.)

**Cash.**

I am keeping cash on the sidelines while waiting for a market crash. My cash position is increasing. Approximately 20% of my money is in cash.

**Income streams.**

Rich people on average have seven different income streams which include everything from businesses they run to investment properties they own.

For the record, I am not rich – or at least not as rich as I will be in 50 years.

*Gorilla Mindset shift: Develop small income streams today. The amount of the stream doesn’t matter. You are teaching yourself to have multiple streams of income, however small. These streams will eventually become rivers.*

**RIVERS EVENTUALLY BECOME STREAMS!**

I am always looking for new sources of income, while recognizing no income is passive.

(Even if the income is passive, you must actively keep track of it.)

**My income streams are all intellectual or virtual.**

**You, Inc.**

*You are your own best investment.*

Treat yourself accordingly by eating healthy foods, exercising, reading books, and taking Teaching Company Courses or watching free online lectures, and aging well. Health is wealth. If you are healthy and fit, you can work harder than others. You have a higher IQ. You have better blood flow to your brain. You are also less likely to break down from stress or to miss work days while sick.

(Read: How to Age Well Into Your 30s, 40s, 50s, and Beyond.)

**Investment income.**

I have money in the markets. I leave that money alone.
Law.

I’m an attorney licensed to practice law in California. I do not take on current legal clients, other than as a favor to a friend. I keep my law license active. I referred two cases out last year. I will receive a referral fee for those cases, once or if they settle.

Business consulting.

I help set up and optimized websites and create social media strategies. I stopped taking on clients, as people think they know more about the Internet than they actually do, and arguing with people grew old. Frustration with people caused me to raise my consulting rate to $1,000 an hour to keep away the know-it-alls. If you want to argue with me, you can pay me $1,000 an hour. (Even then I will almost certainly fire you as a client.)

Websites.

I have several websites bringing me in money each month. Some of these websites you know about. Some of them you don’t.

It’s easy to laugh at my web businesses until you run the math. I earn more in affiliate income from these sites than most earn on their investment properties. And I don’t have to deal with renters.

(Read: How to Build a Tiny Website That Earns $1,000 a Month.)

Books.

I have two books on the market, and am working on a third – The Last Man: Finding Yourself During the War Against Men. The best investment you can make it in yourself – take control of your mindset.

Examine your core values.

What do you want more of and what do you want less of?

I value low stress.

Because of this I don’t like volatile investments. I am not looking for the next big stock, and I don’t momentum trade or day trade. I actually do not trade any stocks at all, but instead invest my money into index funds. I do not check my brokerage account more than once a month. Stocks rise and fall every day. Focusing on the daily balance adds stress to my life.

I value low drama.

When it comes to writing online or launching a book, I’m pretty high up there in terms of people who know what to do. I’ve never been on TV or had news sites try giving me a hand up. There hasn’t been a “big break” for me, and yet I’ve managed to do as much online as people who are considered big names.

Despite my obvious and demonstrable track record, people with little to no experience would argue with me. I will not work with those people, as they add stress and acrimony to my life.

I value not arguing.
I won’t work with people who argue with me when I tell them to do something. Either they trust me enough to do what I say, or they don’t. That’s their choice. My choice is to refuse to work with such people. I do not have to work with anyone I do not want to, and that’s a beautiful feeling.

**The market might tank. Who cares? Not me.**

Get your personal finances dialed in and you won’t even check the markets or know what the market it doing, as it won’t matter.

**How can you dial in your personal finances?**

- Dollar cost average into the market every three months on the exact same day.
- Develop a second source of income today, even if it’s only $1.
- Develop a third source of income tomorrow, even if it’s only $1.
- Start your own business, even if it’s a small side hustle.
- Remember that you are your best investment.
- Don’t watch TV or listen to talking heads or read any investment news.

**You can learn more in Gorilla Mindset:**

- Kindle,
- Paperback,
- Audio.
Townsend Wardlaw is one of the smart men I know. We randomly met in Las Vegas over 4 years ago. I hung out at his table and then somehow ended up back at his room until sunrise. (That’s Vegas for you.) Townsend is also incredibly generous with his time and is deeply insightful. He is one of the few men I turn to for advice. Recently Townsend broke up with his girlfriend of seven years. Here is his story.

I ended a seven-year relationship with a drop-dead gorgeous woman.

She is beautiful and sexy in a way that drives men insane.

Seriously, this is the kind of woman every guy turns to stare at when she walks into a room.

I’d call her a ‘9’ rather than a ‘10’ for no other reason than, for me, ‘10’ is reserved for those rare specimens that have an unreal and untouchable other-worldly quality.

“How the hell is she with you?” is a question I am often asked.

When we met, she was 25 and I was 39. You do the math.

Being Latina, age has only made her more beautiful.

She will be drop dead gorgeous until the day she falls over dead.

Did I mention she loves sex?

How did I pull this off?

I am not unattractive or overweight. But trust me, I am no stunner.

I am confident, fun, and respectful. I take care of myself and have my shit together.

We met at a club... at my VIP table.

Of course I was concerned she was with me for my ability to provide which, in the end, everyone is to some extent.

Woman value security over freedom... men value freedom over security.

So you think you want to date a hot girl?

Guys say they want to date a gorgeous woman but most can’t handle it.

I’m talking about dating here not simply getting them in bed.

Picking up hot chicks is easy. Just follow one of those Internet douchebags and find some hot 20-something with low self-esteem and daddy issues.

A relationship with a gorgeous woman is different.
Are you really prepared for an honest and deep and committed relationship with a woman so attractive you can’t stop asking: Why is she with me? Does she really love me? When will she leave me? Is she cheating on me?

Do you know what most guys who date hot women do?

They cheat on them with uglier girls. They do this because they are insecure and afraid she will leave them and need to constantly prove to themselves they still ‘have it.’

For some men, dating beautiful women is simply another measure of status.

This is the worst reason to date a beautiful woman. Trust me, someone will always have a newer or better version. Seeking status robs you of the ability to truly appreciate the beauty you wake up next to every morning.

Did I mention we were engaged?

I asked her to marry me almost two years ago.

We have both been married before. I never had the desire to get married again but I knew how much the ritual meant for her and I was more than willing to give up a day of my life to make her happy.

Besides, who doesn’t like a good party?

The Gory Details

Less than three months before our wedding date, I told her I wanted out.

The venue was booked, the meal selected, the cake chosen, and the dress altered.

The fucking invitations had been mailed the week before!

Was I scared to commit? You be the judge.

A year and a half ago – just four months after I asked her to marry me – I expressed my doubts.

Judgment, Blame, Shame, Gilt, Jealousy, Disappointment to name a few.

There were things that showed up in our relationship I had no place for in my life.

We recommitted to our relationship and embarked on journeys of self-exploration to exorcise these demons.

Five months ago I tried again to break it off.

I told her I wanted out. I said this wasn’t working for me (more on this in a bit.) She painted a picture of the changes she wanted for herself and it was a compelling vision so I agreed to keep going.

Trust me, this was no last minute jitters.

But WHY?
This is the most complicated part to share with you. I am not even sure you will understand.

When I ended the relationship, I shared three truths with her:

“I am canceling the wedding.”

“You are moving out.”

“My heart is filled with love for you.”

During the first few weeks, if you asked me why I ended the relationship my answer was simple.

**Our relationship was 84% perfect.**

Six days a week our lives were peaceful and connected.

But at least one day a week (the other 14%) Judgment, Blame, Shame, Gilt, Jealousy, and Disappointment showed up.

I had no room in my life for these things she brought to our relationship.

At this point, you may be saying something like ‘No relationship is perfect...84% sounds pretty good to me.’

To this I can only suggest we must agree to disagree.

I have never been an 84% kind of man.

**Breaking Up Without Blame**

Getting back to the question of causality, I’d like you to ask yourself a difficult question.

Have any one of your past relationships ended without someone being at fault?

Have you ever left a relationship free of anger or blame?

Most people answer no. Of course one of us was to blame.

Most indicate something the other party did or didn’t do was the cause of the breakup.

As reassuring it is to believe the end of a relationship is not your fault, I ask you to consider the one thing every one of your past relationships has in common.

You!

Over the next few weeks I came to see and acknowledge that these were not things she brought to our relationship.

**The judgment, blame, shame, jealousy, guilt and disappointment were created by me.**

You see, I believe the actions of others do not hold the power to make me feel anything.

Feelings and emotions are only and always my response to the actions of others.
I own them. I choose them.

My reasons for walking away remain the same yet I no longer blame her for our relationship ending.

To blame her for my emotions robs me of my power.

Blame leaves me helpless to create a future relationship free from these negative elements. Blaming her for anything stands between me and 100%.

In accepting responsibility for my feelings and emotions I reclaim the power to create everything I want in my next relationship.

**Accepting Responsibility Sucks**

Over the past few weeks, I have been visited by doubt and sadness and anxiety and jealousy and grief over a relationship I chose to end.

I accept these feelings as manifestations of my fears of the unknown. My ego wants to know and control what happens next.

When I share my fears with others I expose it to the light and these feelings vanish.

Fear cannot live in the light.

In those moments when fear has been vanquished I am calm and feel an overwhelming sense of peace. In those moments I feel powerful in my ability to create the future rather than trying to predict or control it.

**So Why Am I Afraid?**

**This is an unanswerable question.**

Fear itself is irrational and Fear uses this to stay in the dark where it can control us.

What is more embarrassing than sharing an irrational fear?

A better question would be: What am I afraid of?

I am scared of being alone for the rest of my life.
I am scared of never meeting someone who is half the woman she is.
I am terrified at the thought of having to go out and meet women.

Worse, I am petrified at the prospect of prostrating myself on Match or Tinder or whatever you kids are using these days.

Deep down, I am afraid that the last seven years have been an illusion... some kind of cruel joke. Maybe all of my relationships have been a joke. My fear whispers to me: If the last seven years have been a joke then I am nothing but a fool.

I am a 46 year old man who is afraid of learning I am unwanted and unlovable.

**Today I Step Through the Door**
For me, the end of a relationship is a doorway.

It is a doorway to what is next.

I don’t know what is next and that is terrifying.

Will we be friends? Will we create a new relationship? Will I find another? Will she be beautiful?

My questions go on.

Instead I will breathe deeply and commit to living my Purpose and giving my Gift and creating the world I Vision every moment of every day.
27.8.2015 – SJWs Always Lie: Taking Down the Thought Police (Review)

The thought police are standing on a pile of bodies. They delight in ruining lives. No one is safe, as everyone from nobodies like Justine Sacco to celebrated scientists like Matt Taylor to ESPN commentators like Curt Schilling have learned. One wrong word and hordes of thugs will seek to get you fired. If you’re a woman like Justine Sacco, violent sociopaths like Anil Dash will send rape mobs your way. If you’re a man who makes a dated joke on Twitter, as Pax Dickinson did, you could easily lose your job or have your career destroyed.

Jon Ronson identified the problems of online hate mobs and SJW public shaming tactics in So You’ve Been Publicly Shamed. Now what? How can you survive a public shaming?

SJWs Always Lie by Vox Day provides the answers.

SJWs Always Lie is a perfect book title, as I learned first hand.

As lifelong free speech advocate, I became involved in #GamerGate upon learning a devious woman and rapist had obtained an unconstitutional restraining order against her ex-boyfriend. The retraining order silenced her rape victim.

As I had done thousands of times before, I put my fingers to the keyboard to share my thoughts about the case. Indeed, my legal writing had been cited in federal court opinions, had been published in legal encyclopedias, and my contributions had been acknowledged in law books.

I had written about federal prosecutors, state prosecutors, and police. As a civil rights lawyer I had actually been involved in lawsuits against the police.

No one ever attacked me with such rabid dishonesty as the social justice warriors.

SJWs lied about every area of my life. They lied about verifiable facts. For example, SJWs claimed I wasn’t a real lawyer.

(Anyone can ascertain my ability to practice law by checking the California State Bar website!)

SJWs called me a racist, a rapist, and accused me of moving to Vietnam for underage sex tourism. I also had to stay in a hotel after SJWs attempted to have a police SWAT team sent to my home. A 350-pound woman falsely accused me of threatening her with rape.

Fortunately my business model is anti-fragile. The more hate I receive leads to more books sold.

SJWs actually helped me make Gorilla Mindset a best seller, as my unwavering mindset in the face of their death threats proved the power of mindset.

SJWs lined my pocket with their attacks, and for the most part have moved on to exploit vulnerable people. Yet even I was a bit shell shocked by the attacks. I had never encountered such hateful people in my life. SJWs Always Lie would have helped me anticipate their tactics and thus fight more effectively.

SJWs Always Lie is the public relations book every celebrity and public relations strategist deny owning.
Make no mistake, this book is not a polemic against the thought police or an indictment of liberal politics. Even if your politics are to the left of Vox Day’s (and whose aren’t?), you’ll learn potentially career-saving information, as *SJWs Always Lie* is a how-to book.

In *SJWs Always Lie* you’ll learn how to defend yourself against the thought police. Chapter 7 – What to Do When SJWS Attack – was my favorite.

Vox lays out a public relations self-defense strategy.

- “Rely on the Three Rs: RECOGNIZE it is happening. REMAIN calm. REALIZE no one cares.”

This is partially true. Vox is correct in pointing your family and friends won’t care. Just step away from the computer and the hate mob loses its power. However, a large hate mob will begin contacting your employers and causing drama. Your employer may fire you just to stop the mob. It’s worth reminding your employer that firing you will not settle the mob, as their blood lust is infinite. Even if your employer is contacted, do not quit your job. The mob will eventually move on to another target. Quitting your job is the single biggest mistake victims of online shaming make.

- “Don’t try to reason with them.”

I tried having a civil discussion about GamerGate with *Chris Kluwe* a former NFL player who has sought to rise to fame by becoming a social justice warrior. The “discussion” was a disgrace, with Kluwe telling lie after lie with the fervor of a Scientologist. Kluwe eventually melted down, making racist slurs against Mercedes Carrera.

- “Do not apologize.”

This is the hardest advice to accept. When dealing with sane, normal people apologies have power. We move on. SJWs are not sane, normal people. An apology is a display of weakness. SJWs will punish you for displaying weakness.

- “Document their every word and action.”

SJWs are hypocrites. Gawker – the same website that outed a gay man, ruining his marriage – wrote a hit piece about me. In turn I documented all of the terrible Tweets made by Gawker and my other attackers. *I ridiculed and laughed at the SJWs*. Sam Biddle even had a nervous breakdown and had to take a month off of work after my counter-attacks against him. Remember SJWs always lie. You must monitor and keep track of their lies, to use for self-defense. A 350-pound SJW began telling others I threatened to rape her. Fortunately I had proof her claims were false, otherwise I may have ended up in jail.

- “Do not resign.”

A liberal feminist scientist named Tim Hunt was falsely accused of making sexist remarks by a vile SJW named Connie St. Louis. The SJW hate mob attacked. As Tim Hunt had never read *SJWs Always Lie*, he was caught off guard. He resigned from his position. Later evidence surfaced showing that Tim Hunt had been falsely accused of making sexist remarks. However his employer would not give him back his job. If Hunt had not resigned, he’s still have his job.
“Start nothing, finish everything.”

This is great advice for 99% of people, although some are discovering that waging war against SJWs has many benefits. *SJWs Always Lie* is essential reading for today’s man (and woman).

If you’re a regular Danger & Play reader, you’ll be aware of much of the content. That said, *SJWs Always Lie* is a fascinating historical look at the tactics of online hate mobs.

You can buy *SJWs Always Lie on Amazon*. 
Unlike a lot of people I don’t believe marketing is a bad way. But marketing should be open and transparent. In fact, the best marketing is the type that tells you exactly how you are being marketed to.

Today I’m going to take you inside a pre-pre-launch plan that I’ve been working on. I’m also going to explain to you exactly how you can use these techniques to market and release your own book, website, podcast, or even product.

I’ve used these concepts for the Gorilla Mindset launch and will use them for my next book releases, as they work.

You can apply these concepts to launch your own product – whether that’s a book, course, or even a service.

In this video I cover:

- When to create scarcity vs. when to create anticipation for your product release.
- How to have a pre-pre-launch, a term borrowed from Jeff Walker’s book Launch.
- What is positioning and how can you use it to your advantage?
- Three-dimensional marketing and “behind the scenes” tips from the boxing and music industry.
- The difference between releasing a book vs. producing a course or marketing a consulting service.
- Ways to find and incentivize your affiliates to promote your product.
- How to decide whether to use your email list as a sales funnel or a value add.
- Finding ways to get on podcasts.
- Networking tips. (Read, “How to Get Noticed by Established Guys”)
- The importance of how-to articles.
**September – 2015**

**4.9.2015 – How to Make Better Use of Your Money**

Overheard at the cafe, “I found an ATM, but I had to take out $50. That really sucked.”

At first I was confused...then it hit me. I remember when I’d check my account balance online before making a withdrawal. Even $20 might cause me to overdraw my account.

Now when I use the ATM I take out however much I want without even looking at my balance. In fact I have more money than I know what to do with, but that wasn’t always the case.

Like most people I sat around waiting for someone to give me a shot to earn money.

Like most people I felt:

- anxious, worrying if I’d have enough money to pay my bills,
- dependent, hoping my boss would pay me on time,
- hopeless, wondering if I’d ever do more than just barely get by.

Those days are in the past for me, and I want them to become ancient history for you.

**Not knowing how to make money or find a job or start a business (where I began) is horrifying.**

One skill I’ll teach my kids from the get-go is how to make their own money without needing to find a job. Yet nearly every book about starting a business is worthless.

**Get back to basics.** What does it mean to own a business? A business is “an organization or economic system where goods and services are exchanged for one another or for money.”

How do you own a business? Start by working for yourself.

**The simplest way to start a business.**

**Do freelance work.**

Guys email me asking complicated legal questions such as, “Should I form a corporation or an LLC?”

These are good kids, but they just don’t get it, as no one told them the truth.

None of that bullshit matters until you’re making money. No one sues businesses that don’t earn a tidy profit.

(In legal parlance, this is called being judgment proof. Even if someone sued you – and won – there wouldn’t be a way to collect on the judgement.)

Unless your business is earning at least six figures in profit, none of that bullshit like incorporation or profit sharing or management structure matters.

You must find a way to start making money, and the easiest way to start earning money is by working for yourself.
There are about a million ways to do freelance work. There are entire websites where people exchange their labor for short-term, freelance work.

If you do freelance work, you’ll learn every necessary business skill:

- how to find clients,
- **how to get noticed,**
- time management,
- **ROI on ad buys/time spent on marketing,**
- when to fire clients,
- **salesmanship.**

If you’re too lazy to do freelance work, you’ll never run a real business. If you think you’re “above” doing “menial” work, you’ll never run a successful business.

When you own your own business, no job is beneath you. As one gym owner explained, “If you think owning a gym mean you’ll never have to clean a toilet because you can’t have piss on your toilet seats, good luck with staying open.”

Every task I perform at Danger & Play is one many of you think you’re above doing as freelance workers. “I’m too good to do that.” Fine. Stay broke.

**How can you live rich if you aren’t rich?**

*(How much money do you need to be happy?)*

It occurred to me that I seem to have more money than I actually do. Here’s why: I own at most $5,000 worth of stuff, and most of that is related to making my living (laptops, cameras, smart phone). I don’t buy much.

I only need to own my laptop and smartphone total and some clothes. When you don’t own material goods or fancy clothes or watches or have cable TV or even a TV at all...that stuff adds up and takes away the ability to travel, have nice meals, etc.

My lifestyle is essentially one a single man earning mid five figures (without kids) could sustain.

I used to think I wanted to be rich, but happiness is a nice consolation prize.

You only need to earn $60,000 (give or take) to be happy.

**Go a day without buying anything.**

*(Not even food; fast for 24 hours.)*

For most, this is hard as we really aren’t conscious of how often we shop and how much we buy.

Going on a spending fast would be my #1 personal finance tip.

Go a day without buying anything. You’ll be surprised how much you spend. It’s just not something we are conscious of. It adds up.

**Obvious (in hindsight) but unconventional money tips.**
**Never buy status.**
Name brand clothing, logos, and fancy watches are out.

(Read: [Status is Slavery.](#))

Now of course there are some exceptions. If I played the law game, I’d own a Rolex to status signal my success to potential clients. You can also buy replica Rolex watches, although that’s technically illegal to do in the U.S.

Yet that’s not what most of us do. We buy nice watches and name-brand clothing to signal to women that we have resources.

(How many hot escorts could you buy with the money you spent on a Rolex? Bonus: Hookers leave after you pay them, were as the women impressed with your jewelry wait around long enough to sue you for alimony.)

Or maybe you want other men to know how cool and successful you are. If you’re gay, that’s cool. If you’re not gay...Why do you care what other men think about you?

**Buy experiences, not things.**

**BUY EXPERIENCES, NOT THINGS.**

**BUY TIME!**

*A MAN GIVE ALL THE TIME IN THE WORLD DOES NOT KNOW WHAT TO DO WITH IT AND A MAN WITHOUT TIME CHERISHES EVERY SECOND OF IT. LEARN TO BE WITHOUT TIME AND GET IT BACK!*

We’ve all heard this one already. How many people apply it? When is the last time you got a great massage? Most of the time people say, “That’s too expensive!”

Those same people who won’t spend $50 on a massage will then go out to buy a $5,000 television. How does that make any sense?

I threw away several thousands of dollars worth of gadgets and god knows what else before choosing to travel the world. I don’t remember what I threw away, but I do remember those trips I’ve taken.

**Max out your looks.**

Spending money on skincare products, proper grooming, and properly-fitting clothing is an investment in yourself.

*The halo effect is real.* Better looking people earn more money, make more sales, and are treated with more respect.

People are judgmental.

In theory *Gorilla Mindset* should stand or fall on its own merits, but people want to know about the author. Even though I don’t earn my living with my body, I keep “fit” enough to at least look like my life is together. If I were a fat slob who would buy *Gorilla Mindset*?
Make the most out of your body.

A nice body looks better in any clothing. If you have a nice body you can also get by wearing $10 Henley’s from H&M.

Gym memberships, healthy food, and supplements that actually work are not optional. They are essential to your money-making activities.

Keep your wardrobe to a minimum.

Each day you should look good, not necessarily different.

I only have 5 or so shirts. I look good in all of them.

What if a girl says, “You always wear that shirt?” Now you know she wants you. Why else would she have noticed? Flip the script, “Someone pays a lot of attention to me....”

Credit card sky miles.

If you have good credit and pay your balance in full, learn how to fly for free using sky miles.

I get a new credit card every few months. I max the card out, get a nice bonus, and fly all over the place for free. I’ve flown to NYC from LA first class, and been back and forth from LA to Vegas, Miami, and New York.

There are great websites explaining the sky mile process, but don’t get sucked into the cult. Find a good card with a sign-on bonus. Spend enough to get the bonus, and then move on to the next card.

Buy books. (These are 10 books men should read.)

This should be obvious. Yet it’s not.

Guys who run up bar tabs and spend money on Starbucks are cheap when it comes to books and other forms of education.

Or they spend hours on torrent sites trying to scam a book that you should be able to afford buying by working a few minutes.

You only need to get one good idea from a book to have a 10x or even 100x ROI.

These three books will change your financial life.

Yet how does your book budget compare to your bar budget...

ROI. Everything is ROI.

How are you spending your time and your money? What is the return on your time and money spent?

A lot of you guys go out to meet women, so riddle me this: Which has a higher ROI – tipping big or bottle service?
If you tip 30% at a bar where you’re a local, you’ll get inside tips on house parties, free drinks, and people will like you. Bar tenders and waitresses end up single and looking for a rebound. Tipping big is a long-term investment as well, as you’ll return to the nearby establishment. Bottle service is one-and-done. Maybe you’ll get laid once. Maybe you’ll get a threesome. But that’s it.

In fact, you could get more sex by renting a cool house on Air BnB to have an afterparty at. Get some coke and invite some ladies over...from the tables other people have paid for.

**Geo arbitrage/lawful tax avoidance.**

If you can earn your living outside of the U.S., leave. The dollar is strong relative to the Euro. You also won’t have to pay taxes on your first $106,000 in income. (Read more: [Tax Planning for Self-Employed Americans](#).)

By leaving the U.S I’ve receive a $30,000 a year raise for doing the same amount of work.

I also get a higher ROI, as my dollar delivers more value in Thailand, Vietnam, Hungary, and even Paris than in the U.S.

**The two most controversial money tips?**

**Do not buy a home.**

[James Altucher explains why home ownership is a scam here](#). There’s no need for me to repeat his arguments.

**Do not go to college or send your kids to college.**

Men who attend college are likely to be [falsely accused of rape](#), acquire a massive amount of debt that can’t be discharged in bankruptcy, and will be brainwashed. College sucks. Don’t go.

**Are you worth an hour a day?**

[Charlie Munger is a billionaire friend and business partner](#) to Warren Buffet, who is the world’s richest man. What is Munger’s secret to wealth?

[Warren Buffett explains](#):

Charlie, as a very young lawyer, was probably getting $20 an hour. He thought to himself, ‘Who’s my most valuable client?’ And he decided it was himself. So he decided to sell himself an hour each day. He did it early in the morning, working on these construction projects and real estate deals. Everybody should do this, be the client, and then work for other people, too, and sell yourself an hour a day.

Charlie Munger’s message to you, “Give yourself an hour a day.”

**GIVE YOURSELF AN HOUR A DAY!**

**These tips may seem basic. Why do people have money problems?** Get your money mindset in order. For more tips on making money, read [Gorilla Mindset](#).
5.9.2015 – Social Media Saturday (Why 50 Cent Needs Gorilla Mindset)

In 2012 I recommended Curtis Jackson’s book, the 50th Law. It’s 50 Cent’s turn to read Gorilla Mindset. Mr. Jackson went bankrupt because he broke every Gorilla Money Mindset rule. Leverage is bad. Mortgages are bad. High fixed costs (relative to income) are bad. Lavish lifestyles are bad. Bottle service is bad. Sin is bad. Buying status is bad.

Now that doesn’t mean I’m no sinner...but sin must be done in moderation. (See the 80/20 Rule of Sin, below.)

Listening to people judge 50 reminds me of a lot of people who went bust during the housing boom.

I grew up poor. I could just as easily imagine someone from the old hood saying, “How could someone with a six figure income ever go bankrupt!” It’s true. $100,000 a year is still a lot of money if you treat it right. (FWIW, I live off of a salary less than 100K/yr, though how much I earn is my own business, of course.)

These mistakes are common in every person’s life, only on a smaller scale.

Oatmeal raspberry sorbet.

Cook some oats in water. Add frozen raspberries that had been allowed to thaw overnight in the fridge. Mix in 50 grams of whey protein.

How I decide what to write – the two-step process.

1. Is it something I want to write?
2. Is it something you want to read?

I never create content that I don’t want to write, but your opinion matters.

I don’t get butt hurt if you don’t like an article. No big deal. There are thousands of other articles I can write.

On my “support” for Donald Trump.

The reason this election is so fun for me is I had told my friends in the GOP establishment, “If someone acted like me and ran for President, he would win.” They laughed. But I hear from dorks every day how I am a misogynist or racist or whatever, when in reality they have non-diverse friends and never date hot women. Trump is simply proving what I’ve said. Be a man. Stand up for yourself. That more than anything is what people respect. But no one else in the GOP has any balls, and this is why they are losing and I am laughing.

Bad choices v. bad habits – the 80/20 Rule of Sin.

If I return to the U.S. (why...but humor me), I would buy a BMW M4. Why? Because it offers all of the performance of pricier sports cars and is fun as fuck. I bought a 2011 335i, modified it to do all sorts of stuff that may or may not have been street legal, and had a blast every time I drove that car.

Twenty percent of your sin will give you 80% of your pleasure. Buy that nice car or have that one vice. (Read, How much does it cost to own a Ferrari by Mikael Syding.)
On investing in an index fund v. starting your own business.

Bloomberg asks, “Should Donald Trump have indexed,” and concludes he should not have. Investing in index funds rather than living every boy’s dream of being a “day trader” is the smart move, but investing in one’s own business brings out a lot of other factors, complicating the analysis. (Read, You, Inc.) I even have a bit of money set aside and may launch a media company...that may or may not succeed, but it would be a hell of a ride and losing the money would be done with no fucks given.

What are my real views on [insert buying a home, politics, whatever]?

I am not totally against buying a home.

But the brain washing is so strong that I take the counter position to encourage others to look into the matter fully. In fact that is true of many of my perceived views. I’m a natural lawyer and a Devil’s Advocate.

If there’s a side taking an extreme position, and if that extreme position is taking hold, then I’ll take an opposite extreme position. If women in the U.S. were oppressed, I’d be a feminist. As women have all of the power, I am a “misogynist.”

Often that makes me a bit hated or whatever, but hey, no one gets noticed for being like everyone else.

Is scamming people unethical?

I used to think “scammers” were “bad people.” But what I’ve learned about online marketing is that people do not want the truth. It’s like beating my head up against a wall talking to people, which is why I don’t talk about site design one-on-one or answer emails. I share my thoughts globally and people can do what they will. People want to be sold false promises and false dreams. God bless the scammers out there. They are truly meeting a market need.

Canaries in coal mines.

If you follow mainstream advice you’re 20 years behind. Studies are now showing TRT is safe for men, and indeed is beneficial and life enhancing and life extending.

Another recent article just showed modafinil is helpful and safe. As much as I enjoy trolling the bros, they provide a great canary in the coal mine.

Let the bros try the hardcore drugs, see if they die, and then you take them. “Science” and “the media” are bad sources of information, as they are always playing catch-up. (Read: New Study, Testosterone Changes the Brain.)

On the legal job market.

This is a scary article. (Read, Entering the Race: Fourth Tier Problems.) Although easy to dismiss as first world problems, not knowing how to make money or find a job or start a business (where I began) is horrifying.

One skill I’ll teach my kids from the get-go is how to make their own money without needing to find a job. Damn I am sweating a little thinking back to those clueless days of mine.
What does it mean to be a man?

When you walk through any museum and look at old art, what do you see? Fit, even sometimes jacked men, doing heroic deeds. The idea that Hollywood created these gender body image norms re: men goes against the historical evidence.

People have always thought men should be fit.

(Not necessarily huge or having veins in their abs and body show-off culture is desperately approval seeking, which is not masculine.)

A man needs a fit body to do heroic shit like kill monsters and protect his loved ones. It’s in our DNA.

When men get fat and stop doing heroic deeds, they feel like shit because they have betrayed their deepest primal desire, and not because they’ve failed to conform to media created male beauty standards. (Read: 8 Traits of Masculine Men.)

What men want v. what women want.

Video games, action movies, all the same...Men want to do heroic shit or watch other men do heroic shit. (Because that’s how you get the hottest girl.)

Women want to watch people fall in love or read books about dominant men taking them. (Romance novels are proof that “rape” is not always “rape.”)

We are doomed to fall in love and remain in love long enough to have children.

Do we really want happiness?

What we really want is something between a relief from boredom and deeper meaning. This is why we seek “danger and play” while also pondering deeper questions like God, life purpose, wisdom, and understanding. (Read: Meaning is Healthier than Happiness.)

Why are people depressed?

Nearly 25% of American women are on anti-depressants. This is due to the lie sold to women that they should “have it all,” and always be happy. We all have off days. We all feel sad and unmotivated. Society claims these are “unnatural” or “sick” feelings and thus demand you medicate those feelings away.

Looking like shit is a choice you make.

These pictures were taken 20 minutes apart. I look ugly in the right picture and somewhat decent in the other two. Yes, it’s testament to a good hair cut. It also illustrates a big point. You can do a lot to max out how you look. I grew my hair out to make this very point to you. I was ugly. I sacrifice for you. Don’t insult me by ignoring my advice.
8.9.2015 – 11 Observations from 11 Years of Blogging (And What’s Next)

In 2003 I started my first blog on Google’s free blogging platform, Blogspot. From there I moved on to Typepad and now WordPress. My original blogs were merely a way for me to scream at the world. I had no intent to make my living writing online, and yet 10 years later that is exactly what I do.

While there’s still a stigma attached to blogging, this is largely due to jealousy. What “real” writer wouldn’t be jealous of writers who can post whatever we want, whenever we want, while earning enough money to live wherever we want? No editor tells me shit. Anyone who threatens to “cancel a subscription” is told to get fucked. No one can fire me for my views.

A blog gives you complete and total artistic freedom.

*Here are 11 (out of Hundreds) of Observations About Blogging.*

1. **You can build a bigger audience than “real” writers.**

Who is a “real” writer? A real writer gets a B.A. in Journalism or Creative Writing from Columbia. After desperately seeking a job, they are hired by a large corporation. They try desperately to get noticed yet are largely overshadowed by Big Daddy Corporation.

Think about the last article you read on the *New York Times* or *Washington Post*. Who wrote it? Nine times out of ten, you have no idea. Bylines are irrelevant.

A blogger like me is the brand. A “real” writer is a slave to the brand. Few professional writers or journalists have the name recognition I have.

2. **Gatekeepers hate blogging as it takes away their power.**

I [sell more books than 99% of authors](http://example.com) and would bring an audience to any paper I’d write for. Yet I could never get hired at a respectable publication – or even an “edgy” one like Vice.

HR departments would never let me in the door. This sort of power is how you censor people.

If you want to take the traditional career path of a “real” writer, there are a lot of subjects you can’t write about.

Blogging takes away power from The Man – or as is really the case, The Woman.

SJWs are melting down as they are losing control of the narrative.

3. **Blogging creates genuine diversity.**

If you have something to say, no matter how odd ball it is, say it.

No one is stopping you. You can write about any subject you want to. No one has to give you permission.

You can even share your message anonymously.

I’ve learned more about how the world works from bloggers than from any august publication, as blogging is not guilty of group think. There are also no secret mailing lists like Journolist controlling what others can write.
4. Blogging is a reality check.

These days everyone is unique and special. The world simply has not recognized your greatness!

If you think you’re special, start a blog. People will show up.

If they don’t, well...

5. Big corporations hate blogging as it hurts their revenue.

I would make any major publication a lot of money due to the page views I’d bring. Why would I do that when I can monetize my own content? Corporations hate blogging, which is why they have their stooges and lackeys (“real” writers) mock the medium.

6. Bloggers make more money than “real” writers.

There is not a single blogger at Gawker, which is at least 10 times bigger than Danger & Play, who earn more money online than I do.

Both Victor from Bold & Determined and Chris from Good Looking Loser make more money than I do from blogging.

Because you’re the brand, people come to your website to read you. If Sam Biddle, a Gawker blogger, wrote a book no one would buy it.

No one likes Sam Biddle. They go to Gawker for the type of generic snark that anyone can write.

7. Bloggers are more professional than writers.

Dr. Brett Osborn, who writes about anti-aging and other topics at Danger & Play, is a neurosurgeon.

Where else will you find that caliber of writing? Is an article by a B.A. in Journalism who collects a quote from someone whose expertise she has no ability to judge “real” writing?

Scott Greenfield has been a criminal defense lawyer longer than a lot of us have been alive. Who cares what someone with a B.A. and writes for NY Times says about criminal justice issues when you can read Simple Justice?

8. 99% of bloggers have no idea how to monetize their sites.

This is true even of people who could monetize their writing.

Due to self-publishing, most could hire someone from Elance to take their best posts and edit them into a book. Sell it as a “best of” collection.

Your regular readers are pretty good people who are happy to support you.
9. There are two simple ways to make money online. (Read: Affiliate marketing v. advertising.)

Sell something for yourself.

Sell something for someone else.

The key word is sell.

I have a **juicing book** and **mindset book** for sale, with other books in the pipeline.

10. Readers are not (that) entitled.

Gorilla Mindset hit 8,700 copies sold (Sept. 8, 2015). A good day of book sales is 90 copies and a bad day is 50 copies sold.

I’ll hit my one-year target of 10,000 copies within 3 months of launch day.

(Read: How to Sell 10,000 Copies of Your First Book Without Selling Out.)

If you assume people who read your writing for free will never buy from you, you are mistaken.

Well, you might be mistaken. If you deliver cheap generic Vice, Buzzfeed, and Gawker like content, then it’s true: No one will pay for your words.

But if your words deliver value to people, they will gladly pay for it.

11. Building a big audience requires showing yourself.

I don’t like posting pictures of myself. But that’s part of the job. Readers want to see you in the flesh. People want to get to know you.

Hi.

It’s easy to blame this on “celebrity culture,” but that’s also nonsense. We’ve all enjoyed watching “behind the scenes” type material from our favorite bands, and HBO’s 24/7 is great pre-fight people. If you want to do well online, you’ll need to move the line separating your public from your private life.

**How Danger & Play is a practical joke on terrible people.**

(My advice backfires terribly on narcissists.)

I’ve seen my advice taken too far by natural attention whores. “Mike says to post pictures,” and then they look for every reason to show everyone how cool they are.

For example, they’ll attend a trade show like the Mr. Olympia. Rather than actually pose useful pictures people want to see (like displays of the booths, crowd pictures, and bodybuilders), they post selfies of themselves in front of everything – as if their attendance of the Mr. Olympia is what makes it an interesting experience.

In a sense, my advice is a practical joke of narcissists and attention whores. If you crave fame and acceptance, applying my advice will have people laugh at your self-importance.
And that makes me smile.

**This is the #1 Reason I’m Glad to Have Started a Blog**

Although it’s cool to make fun of social media, how do you meet friends if you’re eccentric?

In any given room, there is almost no one I want to talk to. Most people bore me, and most people find me shocking and offensive.

All of my life talking to people was like walking on egg shells. As a child I was scolded for asking “inappropriate” questions.

Some could call me eccentric or an asshole, but whatever, a lot of people like this asshole.

And that’s all due to the Internet.

Even if I had never made a dollar online, it’d have all been worth it. I’ve met some of the coolest people you could ever hope to meet, been welcomed into foreign countries, and met friends who previously were just “e-celebs” to me.

It’s been a lot of fun, and it’s time to amp up the game.

**What’s next?**

**Why can’t we do independent news and reporting?**

(“We” is not used in the royal sense. I mean you and me.)

Your eyes and ears are everywhere. You are in every city and every country. You work jobs and have access to newsmakers, executives, and other people who actively seek to censor our speech and imprison us falsely.

You see and hear a lot, and as we know the media lies about us.

**We can’t we start sharing our stories with the broader world?**

Citizen journalism is alive and well.

We are under attack, but there are more than enough of us to fight back.

If you see something, say something.
Men commit suicide at four times the rate of women. Men are far less likely to reach out for help when they need it. Men need help. Yet there’s a problem.

The psychology profession is dominated by social justice warriors, with the American Psychological Association claiming that teaching “social justice” is an important mission of psychology.

Psychologists are going to be trained to be SJWs. Failure to conform will be deemed a mental illness. — Mike Cernovich (@Cernovich) August 10, 2015

Given that psychology pathologizes masculine behavior, I don’t believe seeking therapy is helpful for most men.

Instead, men should take N-A-C, get one hour of sunshine a day, perform the abundance posture exercises throughout the day, read and apply Gorilla Mindset, go to the gym, meditate, cut out all negative friends and family members, and have some sort of “danger and play” outlet.

A close friend and highly successful man disagrees. Men should seek therapy when appropriate.

He’s not the type of man you’d expect to attend therapy sessions. He’s travelled the world, dated younger hotter women, makes a lot of money, is in great shape, and is a successful investor.

Rather than talk it out in text, I asked him to submit a guest article.

What do you think? Is psychology a scam? Post your comments at the end of the article.

How Therapy Helped Me Become a Better Man (Guest Submission)

Talk therapy is for girls. Or weak people. Only sick broken people seek advice and a safe place to talk. Or so people think. Worse, the therapy industry is run by SJW and feminists with nothing but disdain for males and masculinity. Going to therapy would surely turn me into a white knight or a feminist!

Instead, my reality with talk therapy is that it helped me understand who I was, where I had come from, what I was doing then and how to help myself get to where I wanted to be.

I’m a 40 year old white male in the United States. I am by all accounts successful professionally and personally. I’m not broken, or lost, or clueless. I learned about Game years ago and have incorporated red pill thinking into my life. Yet, talking about my feeeeeelings was more than mere masturbation, an indoctrination into a way of thinking I didn’t deserve or want.

Instead, talk therapy helped me become a better man.

I first sought out therapy during a time in my life where my sexuality was in over-drive. I was having sex and relationships with a number of different women and I was feeling like perhaps I was out of control. My feminine imperative shaped mind was conflicted with my actions. I wanted to explore this and other more existential questions I had. Primarily, I wanted to understand why I was doing what I was doing.

I chose a gay male therapist because of his work on sexuality and the model he had created. I deliberately did not choose a heterosexual woman my age or younger because I wouldn’t have been able to fully relax around her. A 60 year old woman would have had no reference to help me.
There are few if any straight men in talk therapy.

Being that I’m not homosexual, his gayness meant nothing to me. Him being a man certainly did. But it was his approach to sexuality which initially got me in the door.

Our sessions began with preliminary work where I reviewed my childhood and home life, coming to understand that I was indeed raised in a home in crisis. My mother is an alcoholic and drug abuser. My father beat me when I was younger and would rage on me and my family. They eventually divorced. We moved several times.

**I was sexually assaulted as a child by my babysitter down the street.**

We considered all of these things and when he held them up to me in black and white, I finally saw that I had faced a stiff head wind all along. These people and situations put thoughts into my head and created habits and patterns in my thinking that were detrimental to who I wanted to be today.

They taught me that I was never good enough, that I was not living to my potential, that I had failed myself and everyone around me. They taught me I was ugly, fat, and lazy. Worse, they taught me that I was unlovable and my desire for human affirmation would lead me to shame myself for caring. My parents were so unable to connect to me as a child when I reached out to them, that I taught myself wanting their approval and attachment was a terrible thing. I shamed myself into thinking that I was flawed because I wanted them to love me! Stop wanting them to love you, you idiot! Its YOUR fault!

**As a young child I learned to criticize myself as a coping mechanism.**

Yes, I felt like I acknowledged a victim status. But not in the way that we see today where people use it as a way to get something. No, I acknowledged my position as victim as a way to empower myself. I was able to finally acknowledge that many of the negative thoughts and feelings I had came from my shitty up bringing.

I don’t think I would have been able to come to see that position without a therapist’s help. Having an empathetic and trained professional to help shine some light on other ways of thinking is something I couldn’t get from books or on my own thinking.

My therapist would show me the latest research from the field. He would explain to me how a child bonds to their parents and how the successful or negative outcome of that experience shapes who we are today.

It was a team effort and a partnership.

And man was the outcome liberating. No, the negative damming voices in my head aren’t mine and in fact, they came from outright assholes – so lets get rid of them!

But how? That’s when he introduced me to cognitive behavioral therapy (CBT).

**The goal of CBT is to change the way you think about things in order to change the way you feel.**

Not only was I able to now identify many of the sources of my negative thinking, I was also able to see that I always jumped to the conclusion which cast me in the least favorable light. The voices in my head including my own narrative were just killing me all day. “You’re stupid as fuck!” “You’re fat!” “You really fucked that up for good now,” and on and on.
Yet through talk therapy and CBT I was able to begin the process of changing how I thought and thus how I felt.

It is empowering. It is about taking control of your emotions and your perspective and shaping the frame to change the way you feel. It is about being in control and having only yourself to answer to, which are some very masculine ideas, indeed.

CBT is problem focused and action oriented.

Talking about my current issues at the time (relationship troubles, work stress, ‘too much sex’, and body image) helped bring to light the frames in which I addressed myself and the world.

Sharing my thoughts and feelings to a therapist was just practice for the new skills he had taught me. And it was this weekly practice that helped create the new habits that I use to this day.

Now, in my daily life I am able to quickly identify negative thinking or frames and reframe them to better match reality. Which in turn changes the way I feel. Which in turn affects positively the way I interact with myself, my kids, my girlfriend, people at work and everywhere.

Therapy without learning real tools may be useless. I don’t know. I haven’t had that experience. Other more traditional avenues of psychotherapy have the therapists search for unconscious meaning behind behaviors and then seek to diagnose the patient. But CBT was about giving me tools to use my own conscious thoughts as a way to influence my behavior myself.

Some may say that therapy is a waste of money. Was it expensive?

I had insurance, and it cost me $40 per week or $160 per month. And when I didn’t have insurance I negotiated with my therapist to accept from me what the insurers pay him, i.e. a discount. In that case it was $105 per session when I had an insurance lapse. But, to me it was invaluable.

Of course you can learn many of these same techniques by reading books (such as Gorilla Mindset), but for me, having a real life expert to talk to on a regular basis and the cathartic nature of verbalizing feeling was worth it.

Just like Townsend Wardlaw wrote, “When I share my fears with others I expose it to the light and these feelings vanish. Fear cannot live in the light.” My light was in that therapist’s room and I can confirm Townsend is right.

How I chose my therapist

I asked around. I had some friends who had been to therapy and I knew some people in the field. I got references and did phone interviews.

I treated my first couple of sessions as an interview of the therapist in addition to being about you. This was about fit and comfort and I had the right to choose.

I knew I had to talk to a man, a woman wouldn’t be right. I wouldn’t be able to be totally honest or open or even fully attentive with a female therapist who was my age or younger. And very few 60 year old women have anything to add to me in terms of me understanding who I was. A similarly aged gay male was my final choice. Not too many straight masculine dudes out there in talk therapy land.
I asked my therapist for a plan and we developed a set of goals together. I didn’t let it be pure navel gazing or crying. This was about action. Exploration is part of it but had to have a plan. I used my insurance network. With my not-so-great insurance I was able to keep costs to the $40 co pay per session.

**Therapy is not the sole answer**

Talking to my therapist and learning about how my brain worked was not the only avenue I took to working through my issues at the time. I made sure to stay healthy and fit, eat right, sleep well, socialize and write.

I wrote an ongoing anonymous blog where I did most of my navel gazing and threw it up for people to go ape shit on. And they did. But it was cathartic. By the time I was done breaking up with my girlfriend at the time, the post was 1000 pages with comments. Not 1000 comments. 1000 pages. I wrote. A lot.

I shared so much about my thoughts and fears that people thought it was made up. They accused me of being a fiction writer or a worse, a woman. When a man was able to articulately and honestly share his innermost fears and thoughts, the readers could not process.

**And I went to therapy and talked about my feeeeeeelings.**

But the difference to me is that I shared these feelings and thoughts as a practice for the new skills I was developing to change all of that. Sometimes you have to dig around in the pain to find the triggers (hate that word!) which cause the negative self talk. Being able to identify who or what put those nasty voices in my head was something I had to do in order to discredit them and reframe. It was about owning myself, my emotions and continuing my evolution into an auto regulating and auto enhancing being.

*As Mike has noted, we’re nothing more than walking hardware with thinking software and that software can be written and rewritten.*

*It was as if until now my internal software was open source code that could be edited by third parties just by telling me things over and over again.*

Taking ownership of that software editing and closing the firewall to the outside was my biggest take away from therapy. I’ve become more independent and less judgmental of myself in the process.

**Therapy isn’t just for housewives and crazy people.**

Therapy, when done the right way, can be precisely what the auto regulating individualist male needs in his life in order to make progress. Find someone you can relate to, create a plan, learn real tools, practice putting those into use, and use your insurance to make it as cheap as possible.

Eventually you’ll find you have no need or desire to go back. A good therapists works himself out of a job from day one. After about nine months of weekly, then semi weekly and eventually monthly meetings, I realized I had outgrown the need for it. Equipped with a better arsenal of tools and a better understanding of myself, I’m too busy enjoying life to have time for therapy these days.
Telling others to be non-judgmental is self-help garbage. Judgment keeps you alive. If you stopped judging situations, you’d have no street smarts. You’d get mugged, your family would be unsafe, and you’d be clueless about the world.

Anyone who tells you to stop judging others is trying to get your defenses down to cheat and exploit you. “Don’t judge me….so I can take advantage of you.” It’s also common to hear people living a YOLO, irresponsible lifestyle to say, “Don’t judge me!”

Engage the judge.

Judging ourselves and the world is how we survive.

I know you are judgmental people. I have objective proof. Kindle allows you to search for popular highlights in a book. Using this tool is a great way to figure out what a book is about, or in the case of Gorilla Mindset, it lets me know what you want more of. It also shows that you’re a lot like me. We tend to have the same challenges in life.

Most of us are wrapped in our heads and highly self-critical/judgmental.

Say what you will about (flawed) the Myers Briggs test, but most of us fall on the “J” spectrum. We are constantly judging the world and ourselves. This is a blessing as we have insights into the worlds that others cannot comprehend. It’s a curse as we turn this judge inward, constantly nit-picking and tearing ourselves apart.

We are also “T” types, and thus spend far too much time in our heads/minds and often lose track of our bodies.

- Many of you stumble and bump into things.
- You were not naturally athletic.
- In the gym you must really focus before doing a set or else you won’t feel anything.

Those are natural traits of thinking types. Even though I’m a bigger guy, it’s easy to push me around if I’m out walking around and not mindful of my body. I tend to float about and not dig my heels in.

Because we live inside of our heads, we are constantly judging and often attacking ourselves.

We judge ourselves too harshly, as in ways that impede progress.

The most highlighted passage in Gorilla Mindset comes from the self-talk chapter, “Treat yourself like a treasured and trusted friend.”

You treat yourself worse than you treat anyone else, don’t you?

You know that treating others like you treat yourself would mean you’d have no friends, no customers, and no life.

Yet we continue to beat ourselves every day.

Why do we beat ourselves up?
We are judgmental.

We judge everyone and everything.

Since we spend more time with ourselves than with anyone else, we judge ourselves the most frequently and most harshly.

When we judge ourselves, we make assessments. We attack ourselves.

- You are too fat/not muscular/fit enough.
- You don’t have enough money.
- You are such a pussy when it comes to achieving your goals.
- You don’t work hard enough.
- Other people were far more successful than you are at this age.

The more introverted you are, the more frequent and vicious the statements!

These judgments aren’t going anywhere. We are not going to stop judging ourselves. But we can address these judgments in a positive way.

**Turn every judgement into a question.**

**TURN EVERY JUDGEMENT INTO A QUESTION!**

Instead of attacking yourself for a mistake, ask yourself how you can avoid mistakes. When the judgmental statements start flowing, redirect them into questions.

- “I am not good enough,” becomes, “How can I become better?”
- “I don’t make enough money,” becomes, “What are 10 ways I can make more money?”
- “My romantic life is a mess,” becomes, “Who can I improve my personal or romantic relationship with today?”

Engaging your thinking archetype to create a program to bring you closer to your goal.

After all, we all feel inadequate. There is not a day in my life where I don’t look at myself and the mirror and think, “You’re a piece of shit,” and it’s usually for some stupid reason having no impact on my life.

I’m hard on myself, and that’s largely why my life is as good as it is. Yet many of my judgments are inaccurate.

**Where did you get your judgments from?**

I used to play the game hard. I’d flake on girls, cheat on them, make them jealous for sport by letting them see texts other girls had sent me. People would say I did not treat women as they deserved to be treated.

Once I felt a little guilty and reverted to my nice-guy ways. I got run over. The truth is that American men must play the game hard. You don’t approach a woman by saying, “You look like a nice person. I’d like to get to know you better. Would you like to meet for coffee? My treat.”
You don’t text a girl after a day to tell her you had a nice time and would like to see her again. Even a handsome man such as myself would get laughed at. Girls think a direct, decent, humane approach is creepy.

My judgments (which lead to guilt) were inaccurate. My view of the world was the true view of the world. The judgments had been put inside my head by idiots.

**Whose standards (judgments) have you failed to meet?**

Maybe you aren’t rich enough or [insert what you’re not enough of]. Maybe you need to man up and marry a good American girl your own age or else you’re a man-child.

Maybe.

Or maybe you are living by someone else’s standards.

I own less than $5,000 of material possessions, and that includes laptops and cameras I use for my business. I don’t own a home, Rolex, car, or custom-fitted suit.

Yet I travel wherever I want and do whatever I want.

Am I rich or successful enough? Many would say no, and that’s OK.

**Their standards, or mine?**

By fitness standards anyone without abs is fat. Where do those standards come from? The health and fitness community is driven by supplement company owners, gay men, and teenage boys.

Supplement companies create unrealistic image standards (attainable only through steroids) to sell people fat burners and testosterone boosters.

Yet you see ostensible straight men agonize over not body-image standards that only matter to gay men and teenage boys. Why would you let their judgments drive your behavior?

Perhaps my body is not hot enough for gay men and teenage boys...But women sure have never had a problem with it.

**Everyone is trying to hold you to their standards.**

My books are self-published. *Gorilla Mindset has sold more than 99% of authors* who go through Simon & Schuster will ever sell.

Yet you’ll hear status-obsessed people snip, “Anyone can publish a book on Amazon.”

By their standards, I’m not a success. To be a success in publishing, you must [convince an SJW girl with an English degree](#) that you’re a good boy who can kiss ass.

Why would I judge myself by the standards of debased, status-obsessed people?

Why should you?

Remember, “[Status is slavery.](#)”
Rather than try being non-judgmental (which is impossible and foolish), turn your judgments into questions.

Most of our judgments are based on what society expects of us. “I am not enough!” Well, why not?

By whose standards are you inadequate?

If you are not satisfied with where your life is, accept that judgment.

“I am not…..”

From there, ask yourself how you can get where you want to be.

Less stopping, more starting.

Oftentimes we will say, “I need to stop being [lazy, unmotivated, critical, mean, angry, etc.]” When we say we want to stop doing something, we have made a judgment that the behavior is bad or undesirable.

*It it much harder to stop being something than to start being something else – remember!*

How do you stop being lazy? If you’re on the couch, you’re in a state of rest/laziness. Objects at rest stay at rest.

Rather than try to convince yourself to stop being lazy, get off the couch. Go talk a walk. Do something. That is how you stop being lazy. Start by doing something else.

How can you stop being angry? Objects in motion stay in motion, and anger is motion. Angry people “get in your face” (forward movement).

Anger is most destructive when directed at others. Rather than stop being angry, start being angry somewhere else.

Don’t send an email when you’re angry. Don’t talk to a person when you’re angry. Don’t yell at your wife or kids when angry.

Go be angry all by yourself. You’ll work yourself out of the state of anger without damaging your life.

Judgment and the 80/20 Rule.

Judgments often prevent you from keeping action, as you view what you are doing as never being good enough. These impossibly high standards (which, again, you did not make up!) cause procrastination.

To address the judgement, begin looking for 80/20 moves in your life.

The Pareto principle (also known as the 80–20 rule, the law of the vital few, and the principle of factor sparsity) states that, for many events, roughly 80% of the effects come from 20% of the causes.

My friend wanted to spend six months editing his writing. Six months!
When he sent me this article, “How Therapy Made me a Better Man,” I published it immediately. He was freaking out as he thought we’d spend hours going over every line.

Yet the post received a high amount of page views, a lot of comments, and was well-received. You liked it and he liked the reception it received.

Could we have fiddled with the damn thing for another 20 hours. Sure. How much better of a result would he have achieved? (Not much.)

Most articles appearing at Danger & Play take me three or four hours to write.

Could I spend 20 more hours editing each post to make it “perfect.”

Sure, although that begs the question: What is perfect? Maybe a perfect post has no typos or contains elegance in every sentence. Those are acceptable standards to hold yourself to, but those are not mine.

What good would that do?

You must always ask yourself what your desired outcome from a decision is.

My goals are to educate, inform, and inspire you to take action to improve your life.

My goal is also to earn a living. Writing is my career. It’s how I pay my bills and self-fund news gathering. (Photo album: The Truth about Refugees in Hungary.)

When a mindset article appears I sell an extra 50 copies of Gorilla Mindset.

Writing a sold (if imperfect article) moves the needle in your life because you’re able to take action immediately, and a solid article moves the needle in my book sales. It’s an 80/20 move.

In the 20 hours I could spend editing an article (to sell maybe an extra 10 or 20 books), I could write five other articles (selling 250 more books). Gorilla Mindset can realistically hit 20,000 books sold in its first year, but only if I’m smart about my moves.

The 80/20 Rule is no excuse to be sloppy.

USE THE 80/20 RULE IN AN EFFICIENT MANNER! THE PARETO RULE – 80% EFFECT OF 20% OF WHAT YOU DO!

Oftentimes people will interpret my advice as mean, “Who cares if it’s good? Just do anything!” You must actually have some reasoning for your decisions. It takes trial and error to discover for yourself what is an 80/20 move.

Remember that you’re going to get 80% of your results from 20% of your actions. What moves the needle in your life?

Unfortunately I do not have any short cuts or life hacks for you. You have to try, try, and try again to find our for yourself how to get the most out of life.

Once you do, use your judgmental nature to ask yourself, “Should I spend 80% more time to squeeze out another 20% of a result, or should I spend that time finding other 80% moves?”
Judgement keeps you alive.

Be judgmental.

Judging yourself is necessary. To avoid letting these judgments hijack your brain or lead you to feel bad about yourself, remember these two steps:

Step 1. Ask where you got your judgments from. Who put those standards in your mind? Do you agree to abide by those standards? Be conscious.

Step 2. Turn your judgments into questions. Ask yourself how you can begin to meet those standards.

(Step 3 is and always will be: Take action!)
19.9.2015 – How to Get Lucky at Life

Is life a game of luck or skill? The winners will say skill and the losers will say luck, and they are both wrong.

There’s a narrative everyone who succeeds shares.

“I’m a self-made man who didn’t get nothing from nobody.”

I’d love to look at where I am today, deconstruct it using hindsight and survivor biases, spinning all facts in my favor, and say I made all the right moves. Who wouldn’t?

We want to be heroes of our own stories. We view the world as our stage and we are the actors. It’s a cute story for children, but men know better.

I’ve had some unbelievably good luck and bad luck. Life deals you cards.

I was born with a decent IQ, big mouth, and annoying curiosity. I got into trouble as a child for questioning the existence of God, and once was banned from watching cartoons after claiming He-Man was nicer than God. Those were innate talents, given to me by luck of what Warren Buffett called the ovarian lottery.

Yet those talents got me into a lot of fights and alienated people. Some might call those good cards or bad cards.

There’s no way around it. There are many smarter, when I want to figure something out like book publishing, social media, Twitter, or “life” in general, I’m able to.

Being falsely accused of rape is bad luck. Having a horrific skin condition is bad luck.

Is how you deal with bad luck more important than how you deal with good luck? Life is a lot like poker. You’ll be up even when you make the wrong moves and down when you make the right moves, but if you play the game long enough you’ll come out ahead.

But luck doesn’t tell the whole story.

There are some fundamentals, some basics, some really boring ways to live life on your terms.

The more spins you take, the more luck you’ll have. But these spins require something.


You must show up. You must be ready.

Seems obvious, yet how many show up for life.

If a life changing business opportunity appeared before your eyes, would you be ready? How would you know?

Adjust the variables you can control.

We have a vast amount of control over our lives and therefore our luck.
Coach Scott Abel has a great quote about luck: ‘I’ve never known a single early-rising, hard-working, let’s-get-to-it, prudent, and strictly honest about himself person, that EVER complained about “hard luck.”’

Good habits forged of hard work and consistent discipline – these things are impregnable to the assaults of “hard luck” that so many dreamers whine about. As the old saying goes “luck favors the prepared mind.”

LUCK FAVORS THE PREPARED MIND FOR THE PREPARED MIND PERCEIVES LUCK WHILST THE UNPREPARED MIND IS IGNORANT OF IT! REMEMBER SHERLOCK HOLMES: 'DO NOT ONLY SEE, PERCEIVE!'

We can change our luck by making better choices.

- Waking up before we have to (rather than hitting the snooze button) is a choice.
- How you choose to view your position in life is not luck.
- Leveraging your gifts is not luck.
- Gaining self-knowledge is no luck.
- Going to the gym is not luck.
- Meditating is not luck.
- Eliminating negative people is not luck.
- Refusing to argue is a choice, not luck.

Lifestyle design is not luck.

If you woke up every morning with 30 minutes to spare rather than hit the snooze button, warmed up your brain, did some cardio, reflected on your day at work, remained mindful at work, avoided negative people, refused to gossip, ate nutritious foods, lifted weights, watched zero television, and set your cell phone down at night to either spend time with your children or focus on your life vision….Might you get lucky?

Yes, that’s a lot of work. To create good luck you must flip over a lot of cards.

GETTING LUCKY REQUIRES A LOT OF HARD WORK! AS A MATTER OF FACT – THE WORK IS NEVER DONE AND THANK GOD FOR THAT BECAUSE THE ONLY TIME WHEN THE WORK IS DONE IS WHEN YOUR TIME WILL BE UP – WHEN YOU ARE DEAD!

Not even I live by Gorilla Mindset every day. I eat too much, sleep too much, and engage with negative people too much. Every day I work on improving my luck with the recognition that the work is never done.

If you live long enough, you’ll probably get what’s coming to you.

Good luck and bad luck catches up with us all.

The only way to get what you want out of life is to keep playing the game.

Gorilla Mindset shows you how to play the game at the highest level.
The rise of Donald Trump comes as no surprise to regular readers, as it’s something I predicted. For years I told friends who are high up in Republican circles, “If someone acted like me and ran for President, he would win.” People laughed, and yet along came Donald Trump – whose online antics are not much different from mine.

I’m a libertarian, so I don’t care much about elections. But I could put a Republican into the Oval Office thanks to the SJWs. — Mike Cernovich (@Cernovich) November 17, 2014

Scott Adams of Dilbert fame has written about the language patterns Trump uses. (Read, Trump Persuasion Series.) Adams’ insights are useful, although his analysis is incomplete as he hasn’t analyzed the cultural trends giving power to Trump’s message.

Trump is winning (burn that word into your mind) due to his ability to stay on theme. Yet his rise can also be explained by the Nietzschean inversion of values that has overtaken the chattering classes.

Social Justice Warriors v. Real Americans.

In November I became aware of the cultural decline of America. I was attacked by filthy people known as social justice warriors (SJWs). SJWs take no pride in themselves and yet their influence had grown. I had no idea who these “big names” were, and I had never read Gawker. My research showed these people and institutions had incredible power. The realization that losers had taken control of the media was startling.

SJWs hate America and they hate winners. In their world, anyone who wins at life is “privileged,” and everyone in America is racist, homophobic, sexist, and now even transphobic!

Nietzsche predicted the cultural change, which he called the transvaluation of values: ‘Elaborating the concept in The Antichrist, Nietzsche asserts that Christianity, not merely as a religion but also as the predominant moral system of the Western world, inverts nature, and is “hostile to life”. As “the religion of pity”, it elevates the weak over the strong, exalting that which is “ill-constituted and weak” at the expense of that which is full of life and vitality.’

“Social justice,” being America’s new religion, elevates the pitiful over the strong. For example, SJWs gave me the nickname Juicebro. Going to the gym makes you a dumb bro in a world where values have been inverted.

Life is duality. A culture of losers allows winners to rise up.

After being attacked in Gawker, on MSNBC, and in Newsweek, I was supposed to apologize. Even close friends send me words of encouragement. Rather than apologize I fought back. My influence only grew.

My rise was due to a simple truth about American life. Americans love people who stand out, who aren’t like everyone else. We even have an expression summing up our ideal for individuality – an American original.

When everyone grovels before 300 pound blue-haired women and beta cucks, the man who stands up to fight draws massive attention to himself. (Read, Go Full Gorilla.)
Yet no Republican would do what I did. They played defense rather than offense. When someone asks me about racism, I tell them to go talk to Al Sharpton or ask them about polar bear hunting. (In the U.S. black teens regularly hunt down white people. This is known as “polar bear hunting” or the “knockout game.”)

Taking their cues from the *New York Times* and *National Review*, every Republican candidate bought into their frame. They gave SJWs the moral high ground. “We aren’t racists! We are good little boys!”

Real Americans were left without a voice. They received nothing but scorn from the mainstream media, and even right-wing publications refused to fight with any aggression, instead playing a defense and virtue signaling that they are good boys and not bad like the rest of America.

**Donald Trump fights back.**

**Like the word winner, fight is being used purposefully.**

What do real Americans love? When you travel you learn American culture is different. Most cultures teach conformity. Excellence is discouraged. This is not true of America.

To understand what real Americans believe, read General George S. Patton’s “Speech to the Third Army.” When reading this speech, ask yourself whether you could imagine any presidential candidate giving it today. Ask if any “patriotic” site like *National Review* or *The Federalist* would publish this speech.

Men, all this stuff you hear about America not wanting to fight, wanting to stay out of the war, is a lot of bullshit. Americans love to fight. All real Americans love the sting and clash of battle. When you were kids, you all admired the champion marble shooter, the fastest runner, the big-league ball players and the toughest boxers. Americans love a winner and will not tolerate a loser. Americans play to win all the time. That’s why Americans have never lost and will never lose a war. The very thought of losing is hateful to Americans. Battle is the most significant competition in which a man can indulge. It brings out all that is best and it removes all that is base.

Notice the language patterns and word choice – fight, real Americans, champion, faster, big-league, toughest, win. Winning is contrasted with losing, which is something Americans hate.

Real Americans love to fight. We love to win. We reward excellence. We hate to lose.

**NOTE: Real MEN love to win. Real MEN reward excellence. Real MEN hate to lose!**

No presidential candidate was using those themes or language patterns.

Instead, every Republican played defense. “We’re not racist! We’re not sexist! We are good boys, we swear!”

That’s how a loser talks. Losers play defense. Losers giving the moral high ground to their adversaries.

*Note – losers play defense, winners play offense and even when they have to defend they attack at the same time. Paradox!*

Then Trump arrived.

**Analyze Donald’ Trump’s speech patterns.**
Run a search of Donald Trump’s Twitter for “win,” “winner,” “winning,” “loser,” “losing,” “lose.”

Trump is obsessed with winning, as are all real Americans.

Trump treats losing like it deserves to be treated – a term of scorn.

When people say Trump is too “simplistic,” it’s because they aren’t master rhetoricians.

**Trump stays on theme, something lawyers are trained to do.**

*Note: find a theme and stay on the theme!*

Every great trial lawyer will teach you this lesson, “Find a theme for your case.” Once you find this theme, you stay on it. Your entire case presentation requires you to stay on theme. When you look at a piece of evidence, you work it into your theme. This is because our human brains are wired for stories, and every story is based on a theme.

Themes are often metaphors or are based on Jungian archetypes.

Here are some case themes:

- This is a case about personal responsibility.
- David v. Goliath.
- Regret is not rape.

Imagine, for example, you’re falsely accused of rape. I would take the clothing from the alleged victim and say this to the jury: these are the clothes the complaining witness was wearing the night she claimed to have been raped. Here is the shirt. Is it torn? Here is the underwear she was wearing. Are they ripped? This is her bra. Is the clasp damaged?

**Regret is not rape.**

Her friends were in the next room while she had sex with Johnny. They were there the entire night. She never cried out or asked for help.

**Regret is not rape.**

You have not given jurors a story structure. Every juror wants to know, “Why would she claim she was raped if she wasn’t?” She has regret. But regret is not rape.

**What is Donald Trump’s theme?**

“Who is Donald Trump,” is another way of asking, “What is Donald Trump?”

Donald Trump is a fighter.
Donald Trump is a winner.
Donald Trump is a winner who hates losers.

When his opponents call him stupid, no one cares.
Losers call winners stupid, because what else can they say? Losers are impotent. Haters hate.

**My marketing and branding isn’t much different from Donald Trump’s.**

Trump’s language is calculated and is centered around a theme. Winning is good. Losing is bad.

When running your own business, you can create a theme.

Danger and Play: “A real man needs two things – danger and play.” When I write an article, there should be a little edge, a little danger. Or there should be a lighter element, a little playfulness.

**Gorilla Mindset:** A gorilla is a powerful animal. A *Gorilla Mindset* is a powerful mindset.

*Gorilla Mindset* is a guide to control (power word) your thoughts and emotions.

*Gorilla Mindset* is a guide to live life on your terms (power, freedom).

Look at the book cover. Gears spinning (symbol for a logical mind that you can engineer).

Red and black are used because they are power colors, and *Gorilla Mindset* is marketed to aggressive men and hot women. (Passive men and ugly women become feminists.)

I understand what Donald Trump is doing because I do the same thing.

Which is why I keep winning.
21.9.2015 – Dear Dads: This is What Your Sons Deal With

A father’s job is to raise his son, but do you listen to them? I know that most do not, as I am more relevant to the lives of young men than most of their fathers. I’m not some Internet dad to children from broken homes. My readers include students at the most prestigious universities to children of single moms to orphans. Men – and this includes Boy Scout leaders, pastors, and all other author figures – have failed young men.

I listen to your sons. Do you?

The average straight man in America is told he is worthless. By virtue of being a man he is guilty of “toxic masculinity.”

There is nothing a man – and this is especially true if he’s white – can do to cure himself other than “checking his privilege.” A man checks his privilege by deferring to a person who has been oppressed. If you’re a red neck born with nothing, you must still check your privilege when addressing Barack Obama’s daughters. By definition, privilege results from power structures. Since whites apparently control the world, your son (regardless of his station in life) must defer to any woman who talks down to him.

If your son succeeds in life, he’ll be told it’s because he plays life on easy mode. All of his accomplishments will be downplayed.

Your son, if he is a straight white male, can be discriminated against because racism against white people is impossible.

Note: I am not making any of this up. Don’t take my word for it. Talk to your sons.

Ask your son, “If you spoke up in college by suggesting that white male privilege is not real, what would happen?”

Your son would be met with shrieks. He would be called a misogynist or rapist.

If your wants to start a campus group to associate with other men, the school will refuse to fund it. If your sons organize the event themselves, a feminist will pull the fire alarm, canceling it.

If you son makes one errant Tweet or social media post, social justice warriors will screen cap it and spread it, accusing you son of vile behavior. If your son has a job, they will make harassing phone calls until he’s fired.

A “journalist” tried getting a kid fired simply for posting in the GamerGate hashtag.

If a woman regrets having sex with your son, he’ll be labelled a rapist. If he’s lucky he’ll be expelled from college rather than criminally prosecuted.

If your son is cheated on by his girlfriend, she will obtain a restraining order preventing him from speaking out about what happens. He will go to jail if he violates this restraining order.

If your son become a Nobel prize winner, a black woman can ruin his life with a demonstrable lie. (Read: Sexist Tim Hunt: The Real Story.)

Dads who have a problem with me are out of touch or hate their sons.
You claim you don’t hate your sons, and maybe are even offended by my suggestion that you do.

Well, what are you teaching your sons?

Do you have the back of your sons, or do you tell them to be nice little boys who follow all of the rules while playing a rigged game?

When Danger & Play was found in a young man’s web browsing history, there was a family intervention. Many parents explicitly forbid their sons from reading me. (I appreciate that. As you’ll recall if you think back far enough, the cool factor for banned writing goes way up.)

Why would you not want your sons learning the truth about the world?

Do you view them as fodder for the power elite, as stooges for bankers, or perhaps as slaves to women?

That said, why are you more sons listening to me than to their own fathers?

Doesn’t that bother you at least a little?

You can be a better father.

You sons admire me because I live with no fucks given. I stand up to the people who make their lives miserable.

Your sons have been taught (perhaps by you?) to sit back passively when lectured about their toxic masculinity. When your sons speak, they had better not raise their voice lest they make a woman feel uncomfortable with an oppressive male gaze.

When some worthless fuck pops off, I humiliate and destroy him. Not for me, but for every man who has been told to avoid conflict.

I say all the “bad words” that they aren’t even allowed to get close to saying. Most of them don’t even want to insult people. But even accidental insult is enough to lose a job, and your sons feel trepidation with every word.

You have jobs. You can’t go around saying the wrong things, either. (You censor yourself quite a bit these days, don’t you....)

You don’t have to listen to me, but you need to listen to your sons.

A lot of them either dislike you or have no respect for you.

I know this because they tell me.

They don’t think you have their backs.

They think you are teaching them to be slaves to the system.

Well...
Are you?

**Freedom starts with a mindset.**

**When is the last time you told your son to be selfish?**

Selfish is a bad word, of course, although your son has learned that everyone else has no problem selfishly using him. Women selfishly use him to pay for dinner. Presidents selfishly use him to die in wars. Colleges selfishly use him as a student loan debtor. Banks selfishly use him as a debt slave. SJWs selfishly “make an example” out of him whenever possible.

**WHO IS SELFISH!? THOSE WHO WISH TO SELF IMPROVE OR THOSE WHO WISH TO ABUSE!?**

If everyone else is selfish, why can’t your son be?

**Why must he be the chump?**

Do you tell your sons to defer to women? Why shouldn’t women defer to your sons? Are your sons supplicating lap dogs?

Do you teach your son to fight back against bullies, or to check his privilege?

Do you tell your son to fight for the interests of nations that have no loyalty to you or your son?

Do you treat your son like his own person with his own interests rather than as a way for you to signal to others how great and virtuous you are.

**If you care about your sons, talk to them. Yes, listen.**

You likely have no clue what it’s like out there for a modern man.

Sure, we are all living in a first-world country and should be grateful.

Yet first-world privilege won’t save your sons from a false rape accusation or having his career destroyed by a lying woman.

Ask him what it’s like out there.
Ask him who has his back.
Ask him if he thinks you do.

You just might learn something.
How can you live the life of your dreams? It’s possible to live a life better than your dreams, as you may find that making intelligent choices while stacking the odds in your favor bring you places you didn’t know exist. Or at least that’s been true of me and those of you who have taken action to change your life.

To live the life of your dreams, you must dream.
(Society has told you to stop dreaming big.)

As children we had active fantasy lives and imagined far-away places. As we get shuttled through the kid prison system known as public school, we learned to stop dreaming. Dreamers are bad for the system which requires regimentation.

The perfect citizen goes to work at a predictable time, works a predictable amount of time, shops and consumes a predictable amount and type of name brand goods, watches a predictable amount of television while eating junk food before falling asleep to live another predictable day.

Dreamers are unpredictable. When you dream big you’ll receive hate.

People always told me I’m “unrealistic.”

Yes, I live an unrealistic life. It’s also a real life.

If I wake up in Paris and decide to go to the Swiss Alps, I do it.

No planning. It was what I wanted to do.

If I want to go island hopping in Thailand, that’s what I do.

If I want to do original reporting in Budapest, Hungary, that’s what I do.

(I didn’t even know Thailand had islands and had never heard of Budapest. You also won’t know where your dreams will take you.)

How do you separate delusion from dreams?

Take action, as life has a way of showing us what we are capable of. I am not Tony Robbins. You do not have unlimited potential. You have massive potential, but it’s going to be limited to a few skills.

While you shouldn’t listen to haters and dream killers, you should look around to find some relevant metrics to measure your success.

I’m not going to make it in the NBA. How did I discover this? As a kid I shot baskets for hours. I practiced. I was mediocre. There was simply no way in the world I’d be a successful basketball player.

But I was pretty good at fighting. I can take a good punch (which is somewhat genetic) and sort of enjoy the feeling of being “punch drunk.”

Whether it’s nature or nurture, I feel alive when fighting.

Instead of wasting years playing ball, I studied martial arts, rhetoric, and today make my living doing some hybrid of personal development and mindset training + free speech activism + trolling.
Dream big, but play the odds.

Remember that life has a huge element of luck to it.

Maybe you are the 1% exception who can do what no one else with your physical and mental attributes could accomplish.

Maybe in some alternative universe I’d have been an exceptional basketball player.

It makes more sense to see some guys like you who have “made it,” and then start playing that game.

But I’m not here to kill your dreams.

Maybe you will release a Grammy-winning album, win an Oscar, or buy the Powerball ticket at just the right place and right time.

Turn dreams into vision.

The difference between dream and vision is detail.

When you dream about your future life, how clear is the image? Do you see, hear, taste, feel, and smell where you are? Or are your dreams vague and cloudy?

Imagine you want to become CEO of your company. Do you think, “Yeah, that’d be nice,” or do you:

- See yourself wearing a suit, being greeted by your secretary while walking into your spacious office, and meeting people at a large mahogany table?
- Do you hear your secretary telling you about your scheduled meetings?
- Can you feel your body sink back into the chair?

(Gorilla Mindset contains the full visualization exercise as long as a worksheet.)

You must visualize your dreams in great detail or else you won’t know how to take yourself closer to your dreams.

Take one step each day to walk closer to your vision.

(The Real Law of Attraction.)

How do you know if you’re getting closer to your dreams?

Consider the metaphor. (Read: Metaphors We Live By.)

What does it mean to get closer to your dreams?

Getting closer requires you to move forward; or in the case of climbing mountains, move higher.

How can you move forward if you don’t know where you’re going?

Think back to your vision. Where are you going?

Find a way to bring yourself closer to your dream.
If you want to be a writer, you had better write every day. If you want to be a CEO, you had better be taking courses in public speaking. If you want to own your own business, you had better learn marketing.

**Hold yourself accountable.**

Before bed, ask yourself, “What did I do today to bring myself closer to my vision?”

When you wake up, ask yourself, “What will I do today to bring myself closer to my vision?”

If you fail to walk one step closer to your vision, do not beat yourself.

Admit you make a mistake.

Refuse to make the same mistake tomorrow.

**Never lose hope. Life is long.**

I didn’t get where I wanted to be in life until turning 36 or 37.

Before that I had a normal life with the usual ups and downs, but I wouldn’t have said my life was anything special.

Finally my life is where it should be.

And it’s not over.

In many ways I’m just warming up...

**Never lose hope.**

(Is hope for dopes?)

Maybe you’re 30 or 40 or 50 or 60 or 70. It doesn’t matter how old you are or where you are right now.

The game is never over until you quit or die.

Gerry Spence, one of the men I most admire, didn’t have a big career as a writer until his 60s. His legal career didn’t blast off until his 50s.

(The Karen Silkwood case was Spence’s mainstream breakthrough moment.)

James Carville, another man I admire even though he’s a liberal, didn’t make it big until his late-40s, when he took Bill Clinton (a wunderkid) to the White House. Before that Carville was sort of a dead beat finding his way in life.

Society loves stories of young Mark Zuckerburgs. It’s more likely you won’t arrive until you’re middle-aged or older.

Hope is for dopes only when it’s based around empty dreams and broken promises you’ve made to yourself.
If you take steps each day to live your dream, you’ll make it in the end.

Dream big, work hard, don’t quit, and always keep the faith.

**VISUALIZE, SWEAT, ENDURE, BELIEVE!**

I can’t promise you that all of your dreams will come true. Only God can make such promises.

But I can make one promise. If you dream big, work hard, refuse to quit, and keep your spirits high by never losing hope... You’ll either make it, or die after one hell of a ride!
If you’ve lived in the United States, you’ve undoubtedly seen or heard of the comic strip Dilbert. Did you know that the man behind Dilbert, Scott Adams, is a boss at life? Disguised as an autobiography, How to Fail at Almost Everything and Still Win Big is one of the best books on mindset you’ll ever read.

That Scott Adams Wrote a mindset book?

Although How to Fail at Almost Everything does not mention mindset once, the title itself is an inside joke to students of mindset training. Adams immediately signals a growth mindset by treating failure as part of the path to winning big. Adams failed again and again (he goes into great detail) and yet he is a world-famous multi-millionaire with immense personal freedom.

Unlike most people, Adams did not treat his failures as end points. Adams treated losing as an opportunity for personal growth.

Failure can be a short-term event in your life. Or it can be a mindset. It’s your choice.

Create a Model of the World.

My favorite living thinker is billionaire investor Charlie Munger. Munger’s advice is to find a mental model about the world and how it works. Your mental model should include lessons from physics, psychology, economics, rhetoric, business, accounting, and every other subject under the stars. Your mental model should be updated regularly, as new information about the world arrives and as you process your own observations about the world.

Adams takes a similar approach to Munger, building his book around his model of the world:

1. Goals are for losers.
2. Your mind isn’t magic. It’s a moist computer system you can program.
3. The most important metric to track is your personal energy.
4. Every skill you acquire doubles your odds of success.
5. Happiness is health plus freedom.
6. Luck can be managed, sort of.
7. Conquer shyness by being a huge phony (in a good way).
8. Fitness is the lever that moves the world.
9. Simplicity transforms ordinary into amazing.

Many of Adams’ concepts will sound familiar, as he and I seem to share a similar outlook to how the mind works. Adams also uses many of the same techniques covered in Gorilla Mindset.

Why Do Adams’ Affirmations Work?

Adams uses affirmations in his life and like the rest of us realized that affirmations are powerful. Before releasing his first book, Adams made an affirmation: “I, Scott Adams, will be a number one best-selling author.” Sure enough, he hit #1 on the New York Times best seller list.

Yet Adams remains skeptical of affirmations, or at least he pretends to for his audience. Often times the book felt like it was written defensively. Adams spends pages telling his audience that what he does might not work. I suspect that Adams has written about his thought processes only to find himself attacked by “skeptics,” haters, and other toxic people.
Adams believes his affirmation worked because he used them only when he had a 100 percent desire for success.

**When you speak an affirmation, you hold yourself accountable.**

Affirmations provide a singularity of purpose by proving a clear vision for what you want in your life. This improves your focus.

When you say, “I will [accomplish some goal],” your mind will start to demand of you, “What have you done today to bring yourself closer to your goal?” (Read, *Gorilla Focus*.)

I bet Adams put more time into selling books than he would have without the affirmation. I bet he avoided distractions. I bet he did not talk to negative people. He didn’t have time for drama. He focused on living his affirmation.

Affirmations have less to do with woo-woo alignment with the universe and more to do with your own alignment of your conscious and unconscious minds.

For example, my affirmation was, “I will sell 10,000 copies of *Gorilla Mindset* in its first year.” For a first-time indie author, that’s a lot of books. But I’ll hit that mark in 3 months.

My new affirmation is, “I will sell 100,000 copies of *Gorilla Mindset*.”

When I repeat that affirmation, my self-talk changes to something real and concrete. “What have you done today to sell books?”

Treat your affirmations like commitments rather than empty promises, and you too will succeed.

**Scott Adams gives great “life advice.”**

A lot of questions like how to find your life purpose and discover your talents are answered. Adams has a fascinating approach that I hadn’t considered.

To find your talent as an adult, think back to what you did as a kid. What do you enjoy doing before you had any obligations or responsibilities?

As a kid I liked reading and running my mouth. Sure enough, that’s my talent and it’s also how I pay my bills.

Another great tip from Adams is to quit quickly: “Things that will someday work out well start out well… Small successes can grow into big ones, but failures rarely grow into successes.”

**Scott Adams’ Boring Success Formula**

*You have to read between the lines for the boring (yet common) reasons Adams succeeded.*

He didn’t quit his day job to “follow his dreams.” Adams worked full time even after *Dilbert* took off.

He didn’t lose that source of income until he started doing speaking gigs, which became a river of income.
He worked long hours. He woke up at 4 a.m., went to work, and then worked on *Dilbert* at night. Those of you who “don’t have time” to follow your dreams are looking for excuses. No one has time. You make it.

**NO ONE HAS TIME. YOU EITHER MAKE IT OR YOU DO NOT!**

He never gave up. He had a career-ending issue arise with his hand. He found a solution. He also had a problem arise with his voice. He kept searching for answers until he found one.

He has a growth mindset. Adams views challenges as opportunities for growth. The very title to his book signals this.

He choose himself. *Dilbert* had stalled after the syndication company quit promoting it for other shiny comic strips. Rather than cry about how no one would promote him, Adams went to the Internet to promote the strip on his own. “The turning point for *Dilbert* came in 1993 after I started putting my e-mail address in the margins of the strip.”

He separates hate from criticism. Adams got a lot of nasty feedback. He learned to separate critics from haters to find out what his readers wanted. “They all preferred the comic strip in which Dilbert was in the office.”

**SEPARATE THE HATERS FROM THE CRITIQUES**

He’s a driller. Remember what the wrestlers say, “Drillers are killers.” Adams wanted to charge what in his view was an obscene speaker’s fee. He practiced asking for this fee out loud by himself until he was comfortable requesting it from others.

**BE A DRILLER!**

He built his network. One person can change your life. Adams made a small fortune by asking a friend about how the speaking game works. (Books are your best friends, and Scott Adams becomes your friend in his book.)

**A Note on Personal Branding**

When linking to reviews, Adams is fond of saying, “Another person is surprised by how good this book is.”

He’s right. This book is fantastic, and you should buy it and read it. Adams even makes a lot of the same suggestions as I made in *Gorilla Mindset*, and Adams book came first. We’re on the same wave length or plugged into the same sources, although he’s a bit more deliberative and careful with his words than I am.

Even if you have fame from *Dilbert*, you still need to build up your brand in other areas.

**The best way to get noticed in a busy world is to stop saying, “LOOK AT ME!”**

How do you get people to read your book/recognize your personal brand? You deliver value and good will to complete strangers without asking for anything in return.

People ask me for links to their sites every day. I always check to see if they reviewed *Gorilla Mindset*. Why would I send traffic to someone who only looks at how he can take advantage of me?
That same person would take advantage of and rip off you, as he’s a value-taker and parasite.

If you want people to read your book or site, you write about them. Review their books.

Will Scott Adams read this review? Yes.

If Adams likes my writing style, he’ll read my other stuff. Maybe he’ll buy Gorilla Mindset.

Slowly but surely I get new readers every day.

I gain readers by thinking about ways to help other people.

That means people like you, famous people, and people no one has ever heard of.

Unless you get on Oprah, you build up your personal brand and reputation via word of mouth.

I bought the book after my friend Robert (XDays) recommended it. Robert is someone who I go to for book recommendations, as he reads a book a day.

I’m recommending Adams’ book now, which will give it a boost. You guys with sites will like it, and you’ll write about it, and then slowly Adams will acquire even more readers and a stronger brand as someone who is far more than “that guy who drew Dilbert” – although that in itself is an accomplishment of a lifetime.

The hustle is never over, even if you’re as famous as Scott Adams.

THE HUSTLE IS NEVER OVER!

Some find that frustrating, although for me it’s inspiring.

Life is only as boring as you choose for it to be.

(Inside baseball: I use a lot of the language patterns Adams uses, and thus wasn’t surprised he is a fan of Erickson hypnosis.)

Adams plainly shares my influences. I thus wasn’t surprised to see him mention hypnotist Milton Hyland Erickson. (The Persuasion Reading List by Scott Adams.) I use hypnotism in my writing and also in conversations. I recognized certain patterns of speech immediately.

Read this line from Adams’ book: “You already passed the first filter for success. By reading this book you’ve established yourself as a seeker of knowledge…Your decision to read this book is confirmation that you are a person of action who has a desire to be more effective.”

Now compare that with this paragraph from Gorilla Mindset: “You now have all of the tools you need to live your life. You understand mental strategies like self-talk, framing, mindfulness, and state. You are able to change how you think and feel, leading to improvements in your personal and professional lives. You also realize that mind and body are connected.”

That language was chosen deliberately. If you’re interested, I’ll cover the subject in detail one of these days.
1.10.2015 – I Have One Year Left to Live (What If?)

“You have one year left to live.” Those words did not come from my doctor. I said them to myself. I have neither a terminal illness nor death wish, and with my luck there are several decades are high highs and the lowest of lows coming.

Yet I wanted to know: What if I only had one year left to live? What would I do? How would I make my choices count?

With only a year left to live, my vision was set.

Travel the world. Release a timeless book. Meet everyone you want to meet. Let everyone you love feel the love. Write as much as you can and talk as much as you can. Run yourself to the point of exhaustion and then some. You only have one year left.

You have the most time when you have the least time, and you have the least time when you have the most time.

YOU HAVE THE MOST TIME WHEN YOU HAVE THE LEAST TIME, AND YOU HAVE THE LEAST TIME WHEN YOU HAVE THE MOST TIME!

Time is defined by our relation to it. The more you do, the more time you’ve had. The less you’ve done, the less time you’ve had.

Give one man one year and another man one month. Objectively speaking a year is a longer than a month.

If you spend a year doing nothing, that year will have seemed short. If you spent a month going hard to fulfill your dreams each day, the month will have felt long.

Although much has been written on time management, little has talked about how we should spend our time. Do we need more balance or less bullshit?

Most time management books start from the premise that you need to learn to balance how you spend your time. This is wrong. Chances are you need more balance because there’s too much bullshit in your life.

Rather than manage your time, ask how to spend it more efficiently.

Are you a time spender or a time investor? They say that time is money, which is wrong. Time is more than money, although as with money it’s useful to ask: Are you a spender or an investor? Are you a consumer or a producer?

Spenders fritter away time on entertainment. While leisure is necessary, time spent watching sports or television or movies is not cumulative. Ten years from now those shows you watches won’t leave you with anything to show for.
Our memories are our investment in time. My only regret is not spending my time more wisely. America’s greatest trial lawyer had an impossible criminal case. It was his first trial in decades. My friend Norm Pattis was going to watch the trial and had a hotel room. All I had to do was buy a plane ticket. I saved $250 to miss out on a lifelong memory.

Spend your time on memories. I can sit for hours remembering trips I’ve taken, fights I’ve been in, money I’ve made, lives I’ve impacted, and yes, the women. Spend your time on women, too, but not too much time.

SPEND YOUR TIME ON MEMORIES! BECAUSE IN THE END – ALL WHAT WE’LL HAVE LEFT ARE MEMORIES AND ALL THAT WILL BE LEFT OF US ARE – MEMORIES!

Avoid black holes of time. Drama is a black hole and dramatic people will suck you in. My only ambivalence about life is a concern I set a bad example. My “drama” online has no emotional impact on me and is pure entertainment. It’s an enjoyable and effective part of my career. “I hope the guys don’t think any of this is serious,” I say to myself often.

Keep away from narcissists. There are few among us with an ego that will never be full. They require constant validation – which means endless time. Anyone too polished or charming should be avoided. Never trust a man who is perfectly put together – and any woman who obsesses over Instagram likes and Snapchats is sure to take far more than she gives.

Your time should be spent on habits and skills that are cumulative. My podcast attracts people to my writing and my writing attracts people to my podcast. Both attract people to my books. Marketing, public relations, and even design courses build my podcast, blogs, and books.

“Is this activity going to form a memory?” My god those hours spent on Internet message boards and social media proving to everyone how right I was! I have no idea what sort of bullshit I argued about online. Wasted time.

When in doubt about how to spend your time, ask yourself what sort of memory you’ll have years later. That may not lead you on the right path but it will keep you off the wrong one.

Meet people worth knowing. Not everyone worth knowing is nice. Even if someone is a son-of-a-bitch, you’ll likely learn a lesson or two from him. Charlie Munger is cranky, and he’s also the greatest living thinker in America. Nassim Taleb blocked me on Twitter for calling him out on a lie he told, but his insights into anti-fragile system are worth sharing. My own 85-year-old grandfather still scares me a little, but he gave me a business lesson I’ll never forget.

You often think cranky people are mean. In truth we value our time. I don’t have time for nonsense. I don’t have time for stupid questions. No, I’m not going to explain myself or give you sources. Go ask Google.

Sometimes the best way to spend your time is to waste it. One of the tragedies of growing older is we stop “kicking it.” I’ve “wasted” many nights goofing off with friends and family. During college friends will come over after the gym. We’d stay up late talking philosophy, women, and poetry.

Now we don’t have time to talk to anyone. We are too serious. Too busy.

Being too serious is the biggest waste of time of all.

Maximize every moment of your time.
Actively engage with the world and those around us. Don’t read a book. Imagine the book is a coach trying to bring the most out of you. Do not passively read. Actively engage with the subject matter.

Seek out the elite. Unless you were born into a rich family, this means you’ll need to read a lot. Books and long articles are where the best advice will be found. An article that won’t take several minutes to read probably isn’t worth reading.

Your physical health impacts how you engage with time. A sick or weak body can’t make the most out of each minute.

Engage the moment. Treat whatever you are doing as the most important activity in the world. There is no place else you’d rather be. There is no one else you’d rather see.

Like most people I often times “smart phone it in.” I am glib, inattentive, and dismissive. I don’t pay attention to what people say or make eye contact.

What if today is the last day you’ll look into your child’s eye or hear your best friend or father’s voice?

Today might be your last night or it might be the last night of someone close to you.

Hitting it hard for a year has taught me a lot about time.

What would you do if your choices mattered? How would you live in you had a few moments remaining in your life? How would you make each choice count?

Your choices matter.
You only have one year left to live.
Make each choice count.

To get the most out of your time, you must get the most out of yourself. Gorilla Mindset shows you how.
4.10.2015 – Does Money Buy Happiness?

As Denmark is the happiest country in the world, I visited Copenhagen to learn why. My interviews with dozens of people triangulated around a surprising theme.

People in Denmark aren’t happy as much as they are free from financial insecurity.

Once I landed I began annoying everyone with questions about happiness. Why is Denmark the happiest country, I asked my taxi driver. He paused, “No one has to worry about being out on the street.”

Freedom from financial worry was a common theme. A law student told me, “No one in Denmark expects to get rich. Taxes are high and this is a hard country to get rich in. Yet school is free, healthcare is free, no one worries about being destitute.”

Yet another Copenhagen local told me, “When you ask me if I’m happy, I think, ‘Sure. I am OK. But I don’t feel happier than others.’” His friend even suggested Denmark was not the happiest country in the world. “Our winters are miserable.”

One can’t separate happiness from money, even in a socialist country like Denmark. Money can buy happiness, or at least it can buy you out from the ransomer known as unhappiness.

Money is everything when you have none.

Money is nothing when you have all.

“Money can’t buy happiness,” is what they all say. A short sentence contains deep agreed upon assumptions. Money is tossed about as if it means something, when what we really mean is enough money. And what in the world is happiness?

People who earn a fortune, live comfortable lives, and then get all deep about money need to shut up. When your baseline human needs are met, it’s easy to overlook the value of money.

People who sleep on the street are less happy than people who sleep on a bed. People who can afford to pay their bills with something left over are happier than those who stress out when balancing the checkbook each month. People who can afford quality medical care and have health insurance are happier than those wondering if their recent health crisis will bankrupt them.

Going from broke to “pay bills with something left over” offers an immense boost in happiness.

Going from “paying bills with something left over” to “having enough money to retire to Thailand” offers a marginal increase in happiness, and that’s if you’re lucky.

How much money is enough money?

Ask 10 people to define “rich” or “enough money” and you will get 11 answers. In the first book that got me thinking about wealth, the Millionaire Next Door, the authors defined being rich as having enough savings to sustain your current standard of living for 10 years without working.

The brilliance of the definition is that it recognizes our relationship with money is relative. Some people “need” more money and some people need less. My standard of living is far lower than that of many of my friend’s. I own no house or car or suit or watch. Others own expensive status-signaling goods. To each his own needs.
My definition of rich also recognizes the relational nature with money.

“I have enough money saved up that I’ll never have to work a job I don’t want to work. But I still must work.”

That definition comes from Warren Buffett, who was asked how much money rich people should put in their kid’s trust funds. It’s a folksy and workable definition.

People who want to argue could nit-pick it. What does that mean? Does it really mean you could work a minimum wage job?

Once upon a time I wanted to focus on trivial details (ore guess how much money another person has or makes), but now-a-days go for the concepts.

What is happiness?
Our society has an incorrect understanding of happiness. When people are not gleeful or jumping from walls, they convince themselves they are unhappy. Wrong. Happiness is a spectrum of emotions.

‘Happiness, gladness or joy is a mental or emotional state of well-being defined by positive or pleasant emotions ranging from contentment to intense joy.’

My highs tend to be lower than most, as I rarely get excited. A feeling will move through my body, I’ll smirk briefly, and then the happiness “buzz” is gone.

Yet my day-to-day levels of satisfaction and contentment are high.

Unless you overstep lines, it’s hard to get me upset. Even though I choose to avoid being around negative people or situations rather than allow them to lower my levels of happiness.

You have 3 happiness needs that must be met.

Men want to get paid, get laid, and get fit. Nearly all scammy Internet marketing for men is directed to those needs.

- “I will teach you to be rich.”
- “Six pack short cuts.”
- “Alpha playboy lifestyle guide.”

Men need money. Men need sex and companionship. Men need a baseline level of physical health/confidence in their bodies.

Most men are lacking in all three areas of life.

The two primary causes of unhappiness.

Status and scarcity.

An abundant man looks at his life, pauses, and feels a quiet sense of self-possession, “I am enough. I have enough.”
Those with a scarcity mindset will never have enough. There is always someone with more money, more exotic watches, and a hotter wife and mistress.

A scarcity mindset is tied directly to status.

_STATUS IS SLAVERY._

Who is alpha? Who is beta?

I used to care about such matters until realizing hierarchies, while useful heuristics for life, are founded in scarcity.

If you are alpha or I am alpha, then someone is beta. Someone is not enough.

Others can debate this stuff all day, but not me.

I don’t even care about the alpha beta bullshit. Be happy and don’t be a cuck. The rest is details. https://t.co/AoXPOolWxr — Mike Cernovich (@Cernovich)

**Whatever makes you angry makes you unhappy.**

If happiness is a pleasant feeling, then unhappiness is a departure from this feeling. Oftentimes men are unhappy because we are angry or frustrated. What makes men angry?

Anger occurs when the world does not behave according to your *ego, expectations, and entitlement*.

- You get angry when people don’t agree with you.
- **You get angry when women reject you.**
- You get angry when your body ages, skin sags, and wrinkles form.
- **You get angry when you’re disrespected.**
- You get angry when you don’t get your way.

Will more money prevent you from getting angry? If you think the answer is yes, then answer this question: _How much money do you need to eliminate anger from your life?_

Even if you’re surrounded by yes-men, someone on the Internet will tell you you’re wrong. The news media will give you something to disagree with. Not every woman can be bought. _You’re getting older_, young street thugs will knock you out for sport, and life has a way of stopping us from getting our way.

Happiness management is anger management. Unless you learn to control your anger, which means learning how to control your thoughts and emotions, no amount of money will make you happy.

**Will money make you happy? (My personal story.)**

I didn’t have much growing up. My parents were on welfare at one time. We never took a vacation as our car wouldn’t make it far without stalling out by the side of the road. My dad worked factory jobs. When a factory closed that meant hard times for everyone.

Today I travel the world and post pictures to my Instagram account. I lived in Paris for three months, because why not? If I wake up wanting to travel to Switzerland on a whim, the tickets get booked. If I want something, I buy it. I don’t have to “save up” for anything.
I’m rich today, but was I ever poor?

Traveling to Vietnam, Thailand, and Cambodia has given me perspective.

- I lived in a house.
- **It had a flush toilet.**
- And a large back yard.
- **My public school teachers were decent women who cared.**
- Street kids didn’t huff paint to distract themselves from hunger.
- **Perverts and pimps weren’t hiding in alleys.**
- Children weren’t sold into sexual slavery.

When you’re mindless, you look at what others have. You compare yourself to them. If you have less than everyone else, you are poor.

A mindful man takes inventory of his life and expresses gratitude for all that he has and is.

**Most people I know are all richer than I am.**

Nearly every person close to me has more money than I have. Yet I’m one of the happiest people you’ll meet. Again, I don’t jump up and down like an excited child (maybe I should).

And **because I’m introverted,** people are constantly concerned with my level of happiness. “Mike isn’t saying anything. He must be so sad!”

You’ll almost never catch me on an “off” day, as I’m usually blissfully lost in my head with my thoughts.

Money clearly isn’t the answer. What is?

When you’re mindful, you stop comparing yourself to others. You change your focus.

Instead of asking what others have, you look at what you have.

**What is my secret to happiness? (Hint: Mindset is focus.)**

If you asked my single most important happiness tip, I’d know right away what to tell you. Avoid all advertisements.

Unplug the television. Install adblock. Do not read magazines.

The advertising industry is a scarcity industry. They send you a message of fear and inadequacy. In many ways they directly attack men.

While I am mentally strong enough to resist advertisements, I avoid television, magazines, and celebrity glorification sites.

Energy you spend fighting off negative messaging is energy you cannot use to advance your life.

**Money buys happiness because it buys control.**
To mentally break a person, you take away all of his control. Torturers know this. They wake up their victims at irregular periods. They make their victims linger, wondering when they will be attacked next.

You cannot be happy if you lack control over your life and a lack of money means a loss of control. When you have no money, you lack self-direction. One job loss or health crisis puts you on the street.

Money can buy happiness by giving you control over your basic human needs. Like our friends in Denmark, you need freedom from financial anxiety.

Once you have enough money to pay your bills with something left over, earning more money won’t move your happiness needle.

To control your life, you need to control yourself. This means mastering your thoughts and emotions, which is what you’ll learn to do in Gorilla Mindset.
Danger & Play recently hit 10 million page views. Fit Juice is at 1.5 million and Crime and Federalism is at 3 million has had a page rank of 6 (that’s high). I’ve created websites on several different topics that have all received millions of views without using paid traffic or Internet marketing scammer techniques.

You don’t need BuzzFeed level traffic to make it online.

It’s better to have your own website.
Gawker, Buzzfeed, Inc., Huffington Post, and thousands of other sites get more page views in a day than I do in a year.

Yet when one of their bloggers does a book release, it falls flat like a lead balloon.

Why is that? Take this two-question quiz:

1. What big or mainstream website do you visit?
2. Name three writers for that website.

I read Business Insider every couple of days. I have no idea who writes for BI. If a BI writer released a book, I wouldn’t buy it.

Business Insider is the brand. The writers there are churning out content, but no one cares who they are.

You can have more influence even if your audience is smaller than the big sites, because people go to your website to hear from you.

You don’t need to be mainstream to become mainstream.
I’ve been recognized in public randomly and in several different countries – everywhere from Los Angeles to Ho Chi Minh City to Budapest. No one put my face on TV or gave me a boost. This was all gorilla marketing.

Other than the wonderful Milo Yiannopoulos, none of the many right-wing journalists who expect me to be nice to them have ever linked to or favorably mentioned me.

My work has been done from the ground up without any boost from the mainstream. Many actively conspire against me, as there is a media blackout on my name because journalists are afraid of me ruining their reputations and humiliating them.

Today I’ll show you how to get your name out there, too.

Two Pillars of My Success – I’m a Writer and the Front Page of the Men’s Interest Internet.

Write every day.

If you don’t write every day then you are not a writer. There’s nothing to belabor here. This is duh. Doing a best of D&P (not even 10% of my stuff); over 60,000 words. Write a lot long enough and people will find you. pic.twitter.com/U1tO6NBYzF
— Mike Cernovich (@Cernovich) October 7, 2015
If I only wrote, my profile would be much lower.

I am the front page of the men's interest Internet.

Matt Drudge had a great idea. What happens if you link to topical articles for readers and put those all into one place? Millions of people will come to your site to read other people’s writing.

Google is a portal with no original content. Google sends you to other sites. Reddit is the front page of the Internet. Reddit mostly links to other cool stuff that’s online. Everyone uses those sites.

My Twitter is a kind of Drudge Report of men’s interest topics. If there’s a cool article about men’s issues (whether that’s false rape accusations, free speech/censorship issues, etc.), you’ll find a link to it on my Twitter. My total Twitter impression count is into the 100s of millions, but that’s a post for another day.

I had over 10 million Twitter impressions last month.

A lot of my Tweets are links or commentary about other articles. Your stuff. The world’s stuff. People come to my Twitter for good links and they find my articles and books as well. They learn who I am.

It’s win-win.

Give to get.

Readers will read you even if they don’t like you. A lot of people dislike me. Yet they can’t stay away because I link to cool articles and have my finger on the pulse. What I Tweet today becomes tomorrow’s news, as people dial down my message (which can be grating).

Accidental followers: My Twitter has tipped over into the mainstream. Occasionally celebrities and political figures will accidentally follow me. When on a mobile device while scrolling a timeline, it’s easy to hit follow. You would not believe who has followed – only to quickly unfollow – me. (Your secret is safe with me.)

Note on haters: People (and readers are people, too) have their own agenda. You have every right to hate me. I don’t expect everyone who reads me to like me.

Link to great content every day.

Linking widely is an obvious ploy, but most writers are narcissistic and self-involved. They hype themselves endlessly, generally with limited success. I promote the fuck out of myself, yet people don’t seem to mind. Why? Give more than you get.

How to self-promote without being a self-promoter.

Link to three times as many articles as your do of your own. If you link to your article via social media, link to three others before linking to another one of your articles. There are several benefits to this.
**When you link to someone’s articles, they’ll notice you.** Maybe they’ll like you. Maybe they’ll read you. Maybe they’ll buy your books. Or maybe nothing will happen. Life is, after all, a game of odds. Victor Pride, Chris Good Looking Loser, and I are in our own little online cabal. Our sites are all better and more widely-read because our relationship. How did this cabal form? I wrote reviews about their sites. We connected. Since then Chris and I have met up several times and Victor and I lived in a mansion together.

**Spend three years learning the basics.**

It has taken me over 10 years to master the web. If you read everything I wrote and worked with me personally, it would only take you three years to master the web.

Yet people do not even want to put in three years of hard work. That’s why I turn down requests for coaching and will not launch a product with other people.

Read: [How to Write a How-To Article](#).

**When can you monetize your website?**

If you’re thinking about monetization right away, you’re dead. You need to think about how you can attract readers.

First of all this shows a greedy mindset, and greedy people get blown out. If you’re greedy you’ll fall for all of those Internet marketing scams. Reader will sense your greed, as poor character will reveal itself in your writing. You won’t make an emotional connection with your audience, which is essential. You won’t last.

I want you to build a long-term business that will last decades. If that’s not what you want, you’re at the wrong place.

Building your name requires you to build your reputation. This is done day in and day out.

Second, you need a lot of readers to earn a living from your website.

For example, Gorilla Mindset has sold over 10,000 copies in three months. Danger & Play does around 15,000 page views a day and Gorilla Mindset sells around 50 copies a day.

Do the math. If you’re only doing 1,500 page views a day (which is great for a site less than a year old), how many books are you going to sell a day?

**The power of Internet Math (How to Avoid Scams)**

On the web you rarely hear people talk about getting you from A to B. You need to build a list, they say, and building a list is a license to print money. Boom! Internet riches.

**Signs of an Internet scammer.**

- Multiple pop-ups,
- High pressure sales funnels,
- Multiple follow-up emails asking why you haven’t bought,
- Add you to email lists when you never opted-in to their list,
- Free content is limited or isn’t every good.
If you do those things and are not a scammer, then stop, as your personal brand is an Internet marketing scammer.

The real Internet marketing math.

The numbers are humbling. There’s a reason web gurus talk about their list size while never posting screen caps of their open and click rates.

If you get a 10,000 person mailing list, 5,000 will open if you are a master. Industry averages are 20%. Chances are only 2,000 people will open your list. But let’s be optimistic. If 5,000 people open your email selling them something, what percentage will even click on your offer? The click rate for email lists, if you’re a guru, is 20%. An email containing an offer will get 2,000 clicks if you are an expert. (If you’re getting a 20% click rate, you can sell your own Internet marketing course.) The conversion rate is 5%. Five percent is a killer conversion rate. If you are really good, 500 people from your 10,000 person list will buy what you are selling. You shouldn’t even think of selling a product until your website is doing 1,000 page views a day. After all, you are giving your writing away. If people won’t click on your website to read it for free, why would they pay for your writing?

Page views v. readers.

The average D&P reader reads 2.5 pages. Thus those 15,000 page views equates to 6,000 readers. I do 15,000 views a day. I sell 50 books. That’s less 1% conversion rate, as web traffic is not highly targeted. If you have a lot of content (D&P has over 700 posts/podcasts), people with no interest in what you are selling will find your website.

Not even all 50 book sales come directly from D&P. Some come from Amazon. I don’t want to demoralize anyone. But I do want you to avoid Internet marketing scams. Running an online business ethically is a long play. Don’t quit your day job. Spend one hour a day on your website. After a year or two, you’ll be in a position to consider working on it part-time.

Using your website as multiple sources of income.

Your website isn’t limited to selling books. You can sell other services. I could start a five-figure monthly mindset business today by offering coaching. I could open a web consultancy business today. You must prove yourself first.

And the more you prices those services, the fewer readers you need in order to make the income you desire. Do the math based on a 5% conversion rate. That’s far too optimistic, but hey, don’t call me a dream killer.

Unicorns and Rainbow Internet Math: If 10,000 people see my offer, 500 of them will buy. I’ll sell a $2,000 course, thus making a million dollars with each email.

Have any questions?

I could write a book on this stuff, and likely will after my next big book release.
Masculinity Always Wins

In a battle between men, the most masculine will win. In a battle between women, the most feminine will win. Understand this law of nature and everything from why some men get more girls than others to the rise of Donald Trump make complete sense.

What does the War on Men have to do with Donald Trump?

(More than you’d think.)

The War on Men is a war of attrition. Every man is under attack. Everyone from school teachers, preachers, and media figures tell men we are garbage. We are privileged. We are sinners. We are potential rapists. Resisting the brain washing takes an act of will.

Even gorillas are under attack.

If you develop a sense of masculinity, cultivate a dominant mindset, and avoid false rape accusations and divorce rape, then today is the best day in the history of the world to be a man.

As more men become casualties, those left standing will reap the spoils of war. The War on Men is creating an aristocracy among normal men.

For a man who grew up in a poor or even middle class family, the War on Men is a godsend. You can live a life imaginable only to Roman emperors or billionaires even if you had no head start in life.

Look at my life. I grew up poor and dirty.

I’m a “dumb hick” from “flyover country.”

By the standards set by mainstream society, I shouldn’t have amounted to much.

Yet I travel the world, am a legal scholar and lawyer, and published a best-selling book.

There’s not a single hater of mine who is more accomplished or has a better life. They call me an asshole or jerk or narcissist. But my credentials stand on their own and aren’t subject to attack.

There’s no secret to why I’m successful. I embraced my masculinity.

Most men have fallen.

There are few masculine men.

Take a look around. The lack of masculine men astounds.

Most men don’t touch a barbell. They are dragged around by women. They lack any sense of self-possession and often throw temper tantrum.

The average man’s only respite from an oppressive daily grind is donning a sports jersey to watch other men perform athletic feats.

(Yet even those athletes on TV are hen-pecked by SJW’s in ESPN’s corporate office.)
The GOP is full of betas.

Worse than that, the Republican Party is one of pedophile-loving cucks.

Look at National Review. Is there a single writer for an ostensibly pro-masculine publication whom you’d ask for advice on how to be a man? Is there any big-name writer for the right who looks like he could handle himself in a fight?

One National Review writer, Charles C.W. Cooke, was so emasculated that he found himself sympathizing with an admitted pedophile. Cooke became outraged when men like me attacked Salon for writing an article normalizing pedophilia. Mounting his stead, Cooke defended pedophilia. Salon, a pro-pedophile anti-male publication and National Review are of the same mind.

Normal male sexuality is masculine, and therefore gross.

Sex with children, being the result of a weak and deformed mind, is now celebrated by the left and the right.

“Men” on the right do not even have the balls to stand up against pedophiles. How could they stump Trump?

Donald Trump’s rise in the polls came as a surprise to nearly everyone but me. People thought I was crazy when I said Trump would win the general election, and most were certain he’d fade fast.

Nearly a year ago I noted that I could put a Republican into the Oval Office. People laughed, as they often do, as they do not understand the War on Men.

I’m a libertarian, so I don’t care much about elections. But I could put a Republican into the Oval Office thanks to the SJWs. — Mike Cernovich (@Cernovich) November 17, 2014

Yet I was right, as Donald Trump’s rise has shown.

In a contest between men, the most masculine will win.

Trump is winning because he’s masculine.

The only way to stump Trump is to out-man him.

Is there a single masculine candidate other than Donald Trump? Ted Cruz is a bit of a man’s man, although Cruz has an unfortunate looking, soft face. He needs to start lifting weights.

Jeb Bush is a low-energy dope. Bush’s value as a man is shown by his mate selection.

A masculine man always “dates up.”

Rand Paul is a curley-haired trust fund kid riding daddy’s coat tails. Once Randie got on his knees before Al Sharpton, he lost.

Donald Trump has embraced his masculinity.

What’s not to like about Trump? He has it all. He is more productive at 70 (yes, he’s that “old”) than most of us will ever be in our primes.
He’s rich.

He has total personal freedom.

His wife is gorgeous.

He has a large family, and his children have avoided the usual celebrity scandals.

Unless Trump is framed for a crime, he will win the Republican primary before winning the overall election.

No other candidate is man enough to take him out.

**What can you learn from Trump?**

Stop being so apologetic. Stand up for yourself. Go pick a fight.

Work harder. A man should work 12-hour days. If you don’t want to work long hours, it’s because you’re not living your passion. In that case, find your passion. If you can’t work your passion full time, spend one hour each day working on your passion. Eventually you’ll be able to work on that full time. Date women who are more beautiful than you are handsome. Weak men date at their level or date down. Strong men date up.

It takes incredible self-confidence to date a woman who you know has numerous options. When you’re strong enough to let a beautiful woman walk out the door, you’ve made it as a man.

Leave a legacy. Write a book like *Gorilla Mindset* or *Art of the Deal*, build massive buildings, or create a business your children can run.

**IMPORTANCE OF HAVING A LEGACY!**

If you’re a father, put your smart phones down to spend time with your children. One might even say the only way to judge a man is to look at his children. They are, after all, your most important legacy.

**And never, never, never apologize for being a man.**
19.10.2015 – Why I’m Not An Alpha Male

Once upon a time I cared about alpha male bullshit. It’s naturally part of being a man. At some point in his life every man is persuaded he is an expert stock trader, unbeatable street fighter, and an alpha male. But I’m not an alpha male. Nor do I care to be one.

I don’t even care about the alpha beta bullshit. Be happy and don’t be a cuck. The rest is details. https://t.co/AoXPOolWxr — Mike Cernovich (@Cernovich) October 1, 2015

When you look at alpha males, you’ll notice a theme → status anxiety.

GAIN CONFIDENCE, BECOME EGOLESS.
GAIN STATURE, LOSE THE NEED FOR STATUS!

Status anxiety is crippling, and the way to live life on your terms is to free yourself from it. When you obsess over status, you’re constantly looking at who is “above” you and plotting ways to take them down.

You look “below” you and see enemies everywhere. You become paranoid.

The more a man wants to be alpha, the less men of genuine accomplishment want to be around him.

The status anxiety of a would-be alpha male causes him to only hang out with people he can dominate.

An alpha males insists on having it his way, all of the time. While there’s nothing immoral about that mindset, you’ll find high-value men have options – and are quite capable of doing their own thing.

Alpha males insist on imposing their wills on others.

Men with options have no time or patience for pushy men.

How alpha males are like teenage girls.

Hang out with an alpha male and prepare to gossip like teenagers. An alpha male can’t recognize the virtue in another man, as that would trigger his status anxiety. “Is this man better than I am?!”

An alpha male will find a way to nit-pick a man regardless of accomplishments. Who has more money? Who went to the right college or university? Who is more ripped and has the hottest body? (Nothing gay about that, at all.)

There’s always a way to bring another man down, and an alpha male will find that way.

This is especially true of alpha males in the fitness community, who discuss at length whether another man’s calves are proportional to his biceps and panic when their obliques stop showing due to “bloat.”

Has the alpha male bullshit grown tiresome?
Maybe you’ve known a few self-professed alpha males.

You’ve seen them cry over women, live in dread of wives, and explain why “wife/kids/job/whatever” makes it impossible for them to live life on their terms.

If you’re not living life on your terms, what good is this alpha male bullshit?

**The desire to be alpha is natural, and probably healthy in your 20s.**

The *twenties are a challenging decade*, as you lack an identity. Who are you? What drives you? These are questions to answer.

Some people are better than others, and you want to be the best you can be. Oftentimes this means positioning yourself as being better – or more alpha – than others.

I don’t hate on young men who want to be alpha, although that’s not where I’m at in my own life.

I’ve moved on.

**Abundant, not Alpha.**

*BECOME ABUNDANTLY ALPHA!*

What do you really want?

Would you rather be an alpha male among idiots or a peer among men of accomplishment?

Maybe what you’re looking for a calmness of soul – a quiet, masculine self-possession with a *mindset of resourcefulness.*

Maybe your desires differ from mine, and that’s cool.

I’ve shifted from an alpha mindset to an abundance mindset

**Gorilla Mindset shift:** Abundant, not alpha.

I even enjoy playing games with my social status. Let people think I care about being alpha, and then *bait them into humiliating traps.*

**I am not “so alpha it hurts.”**

I’m just a regular guy. That’s not false modesty.

I had *panic attacks* after wondering if I’d go to prison on a *false rape charge.*

I’ve been *massively overweight.*

I’ve been bullied.

I’ve been broke.

**Sure, I’ve overcome a thing or two.**

**I’ve made a few bucks.**

**That had nothing to do with being alpha.**

My successes has come from my mindset of abundance.
Rather than think of ways to impose myself on others, I choose to view the world as one of infinite possibilities.

Instead of thinking of ways to dominate people, I find solutions to their problems.

**DON’T DOMINATE PEOPLE, FIND SOLUTIONS TO THEIR PROBLEMS.**

**REMEMBER – CAREFUL WORDING AND PHRASING!**

Setting aside the alpha male ego has allowed me to finally live life on my terms.
23.10.2015 – What You Don’t Know About Donald Trump

I’ve discovered a powerful question. This question stops know-it-alls dead in their tracks. It’s a question I use on myself when feeling unduly smug and self-satisfied.

“Why do you think you know so much?”

WHY DOES SOMEONE THINK HE KNOWS SO MUCH?

Think about something you believe to be true about the world or yourself. Why do you know this is true? What is the source of your knowledge? What objective evidence do you have for this belief?

Most of the time we don’t know anything. We can repeat what experts have told us. We can parrot another person’s talking points.

Rarely do we know what is true.

When you go behind the news, you realize most “journalists” are bloggers in their 20s.

Barely employed journalists who lack the charisma to date beautiful women call #Trump a reality TV show star. You can smell the resentment! — Mike Cernovich (@Cernovich) October 20, 2015

They write about the news of the world while lacking any ability to create their own news. Indeed, it’s common to hear these same journalists analyze public relations and marketing strategies. When you click over to the journalist’s profile, you see he has few Twitter followers.

Why do you know so much about Donald Trump?

Until a few months ago I had no real idea of who Donald Trump was. During law school Season 1 of the Apprentice debuted. I watched the show with friends, but otherwise do not watch television or read much mainstream news. If something doesn’t show up in my Twitter feed, I don’t know what’s going on.

When it was announced that Donald Trump would run for office, like most people I thought he had no chance. Smart people said he couldn’t win.

Then I began reading Trump’s Twitter. It’s clear he understood marketing and public relations better than 99% of people. He used the same methods I used for tremendous success.

I know Trump has a winning strategy because I’ve used the same strategy’ to win.

(After reading Art of the Deal, I realize I have been using Trump’s methods!)

Trump was also unapologetically masculine. After looking into Trump, my assumption was inverted.

How could this man not win the election.

Experts know things. They are smart! (Why don’t they read more books?)

It’s clear that 99% of journalists haven’t even read Trump’s book The Art of the Deal or the follow up, Think Big and Kick Ass.
Trump is a visionary with a winner’s mindset who understands and enjoys creating conflict for the media to cover. How can Donald Trump not win?

Winning an election requires a candidate to capture the public’s imagination, to lead them on a shared vision for the future. A winning candidate much also appear to be tough and strong.

**Trump is a visionary.**

If you listened to the media, you’d understand Trump as a trust-fund kid who road daddy’s coat tails. Trump’s father has a family business in Brooklyn, which Trump left early in his 20s as he had “loftier dreams and visions.” Trump started off as a nobody in Manhattan. How did Trump go from a nobody to a somebody? He’d spend hours walking Manhattan looking at properties and empty lots. He’d obsessed while “dreaming what could be built there.”

**Trump is a master at using language.**

Scott Adams has covered Trump’s language patterns extensive. [Read his articles](#). Trump loads a lot of imagery into each sentence. Take this sentence as one of many examples: “the lobby was so dingy it looked like a welfare hotel. There was one of those sleazy flea markets operating on the ground floor with a bunch of boarded-up storefronts on either side with derelicts lying on the doorway.” That’s an impressive sentence, and it’s far better than what you’d find in most good works of fiction. When describing the ideal renter for his new apartments in Trump Tower, Trump wrote: “I’m talking about the wealthy Italian with the beautiful wife and the red Ferrari.” Short sentence, big picture. I’ve been re-reading Art of the Deal to improve my own writing.

*YOUR WORDS MUST EVOKE POWERFUL PICTURES – A STORY!*

**Trump reframes problems as possibilities.**

Trump made his fortune while others lost theirs. While we take it for granted that New York City is the great city on earth, NY experienced a huge downturn. Crime was up. Welfare hotels and abandoned buildings with boarded up rooms littered now-prestigious city streets. Where others saw problems, Trump saw opportunity: “I worried about the future of New York City, too, but I can’t say it kept me up nights, I’m basically an optimist, and frankly, I saw the city’s trouble as a great opportunity for me.”

**Trump does not give the media moral authority.**

Most politicians and even billionaires execs like Mark Cuban play defense. The media attacks and they defend. They even apologize. Mark Cuban crawled on his belly like a worm when the media went ape shit over one of his mean Tweets. Trump recognizes that the media has no moral authority, which infuriates the press.

But on another level, she was trying to bring Trump to heel. The extraction of the humiliating public apology is one of the media’s most powerful weapons. Someone becomes famous, we dig up dirt on the person, we rub it in his or her nose, and then we demand that the person get down on bended knee and beg forgiveness.

Trump creates drama for the media to cover, and always has. He uses the media, as “good publicity is preferable to bad, but from a bottom-line perspective, bad publicity is sometimes better than no publicity at all. Controversy, in short, sells.”
Using the media rather than letting the media use you is unprecedented in politics.

Rolling Stone fact checker Matt Taibbi admits SJWs have no power if you refuse to apologize. [http://t.co/6nLIGM6xfk](http://t.co/6nLIGM6xfk) pic.twitter.com/pVP1tVbdgw — Mike Cernovich (@Cernovich) August 22, 2015

**Trump is not afraid of losing.**

Why haven’t you taken radical action to change your life? You’re either afraid of the pain necessary for growth, or you’re afraid of losing. Take big risks as he doesn’t fear losing: “You can’t be scared. You do your thing, you hold your ground, you stand up tall, and whatever happens, happens.”

**Trump is a man who knows what women want.**

*Trump is a masculine man.* He lives the life of a man without apologies or regrets. Bernie Sanders doesn’t even know what women want. How can men respect him?

**Trump is his own media outlet.**

Trump has 4.5 million Twitter followers. My Twitter account is one of the top 1% in the world. I receive 10 million monthly impressions for my Tweets. Trump’s Tweets are likely seen billions of times each month. If Trump doesn’t like what the media says, he takes his message to Twitter, where it receives more attention than he’d receive in the mainstream press.

This is why Donald Trump loves Twitter and why the media hates it. The gate keepers and critics lost power! [pic.twitter.com/Te7jGyKA9W](https://twitter.com/Te7jGyKA9W) — Mike Cernovich (@Cernovich) October 17, 2015

**Trump enjoys conflict and getting even.**

“If you don’t get even you’re a schmuck.” – #Trump2016 [pic.twitter.com/gdPQUk6XdX](https://twitter.com/gdPQUk6XdX) — Mike Cernovich (@Cernovich) October 20, 2015

You may not like Trump’s policies. I have no interest in having a political debate.

**But if you have an opinion about Donald Trump, my question for you is a simple why: Why do you think you know so much?**
24.10.2015 – Choose Happiness

As I peeled my swollen eyes open and unwrapped gauze over bloody hands, I smiled. I went to the bathroom, threw on swim trunks, and started my first of four daily soaks in the Dead Sea. I almost screamed in agony before taking deep breaths to regulate my pain receptors.

Pain is a conversation you have with your body. When your body senses danger, you feel pain. You can choose to continue feeling that pain, or you can assess the supposed danger, disregard it, and push forward. I choose the latter.

If you’ve heard the expression “salt a wound,” then you understand what it feels like to soak raw, cut skin in the most mineral-rich point in the earth. As my skin burned, I couldn’t help but be full of compassion and love.

Happiness, I’ve come to learn, is a choice. The paradox of happiness is that you cannot choose to be happy, as happiness is a treasure you find when looking for something else.

Happiness is found indirectly. You’ll feel happy when you focus on something other than happiness. My life is better than I ever could have hoped it to be, and I’m filled with a sense of happiness.

Is everything perfect? That depends on what you view as “perfection.”

In life there will always be something right and something wrong. You dial in one area of your life only to discover new challenges in other areas.

I can agonize over my skin, inspecting it and losing self-esteem. Before I knew what true suffering was, grey hairs haunted me. A zit was the “end of the world.” In hindsight my problems were trivial.

Because of focused on those problems, they consumed me.

As my skin peels off in one-inch chunks, I’m the happiest I’ve ever been.

I can choose to appreciate the love, friendship, and personal success in my life.

I can choose to be grateful for the means required to hop on a plane to Jordan to stay at the Dead Sea for as long as it takes to heal.

I can choose to appreciate the lavish dinner spread.

I can choose to be grateful that people flew all across Europe to attend my first Gorilla Mindset seminar. (They didn’t seem to mind my skin, so why should I?)

I can choose to be thrilled that Essays on Embracing Masculinity, even though it’s only part of a soft launch, is hitting all the best-seller and hot new release lists.

After this article appears I’ll go for another dip in the Dead Sea. If I scream, it’s due to joy.

What is pain?

Pain is a conversation between your body and mind. Pain is your body’s way of warning you away from a potentially dangerous situation. Pain tells you to quit.
Pain generally lets you know something is wrong. Pain is valuable. Listen to pain. Talk back to pain. The body is too conservative an organism. Rarely will it encourage you to seek out pain – and its usual precursor – danger. Adrenaline junkies and daredevils are viewed as deviants, as risk makes reproduction less likely.

Expected pain hurts less than unexpected pain. Stubbing your toe is an unusually low pain stimulus. Kick something and you won’t feel it. Stub your toe and you’ll feel agony. Research is even showing that the mindfulness techniques covered in Gorilla Mindset decrease pain as awareness mitigates the panic accompanying pain.

Pain can steal away your happiness. Or not. This is your choice.

**What choice are you going to make?**

Sure, you’re lacking in some area of your life. We all are.

You can choose to focus on these inadequacies.

Or you can choose to focus on what areas of your life are abundant.

**Change your focus to what you are grateful for, and you might find something hidden underneath – happiness.**
Why do some people get links and others don’t? This is a long question to answer. This article may sound a little cranky, and I didn’t like writing it. It’s about 10% of people who are beyond help, and I choose to focus on the 90% of you who are fantastic.

First things first.

Links are currency.

It costs money to get clicks to your website, and if you doubt this do a sponsored story on Facebook or Twitter.

D&P readership is males aged 18-45 who read books. This is the most valuable demographic imaginable for a non-fiction audience. Links are valuable, which is why you want links.

I’m not Oprah, but a book recommendation from me sells hundreds of copies.

Book reviews by me have led to sales of:
- 500 copies of Get Serious
- 250 copies of Launch by Jeff Walker
- 500 copies of Choose Yourself
- 100 copies of SJWs Always Lie
- 50 copies of How to Fail at Almost Everything and Still Win Big

The average book sells 250 copies in its first year. A review from me can sell that many by itself.

Those reviews also sell books forever, as many people find them after Googling, “[book title] review.”

Those are direct sales. Once you factor in word of mouth recommendations by people who read my reviews, the numbers are much higher.

I’ve sold more pre-sale copies of Essays on Embracing Masculinity in a few days than most authors will ever sell.

That’s not bragging. That’s simply reality.

Be honest. You want links from me because you want money for yourself.

You want my links because you want money in your pocket, or fame, or whatever. (And that’s cool.)

Wanting something doesn’t make you a bad person. Be honest about your motivations when asking me for something. You’re not fooling me.

Come at me honestly, though be forewarned. You’re not the first to ask for something, and men I have been generous with often betray me.

People who I have actively gone out of my way to support have back stabbed me more times than I can count.

For example, “men” I have spent hours countless helping have:
• Invited himself onto a podcast by saying, “I’ll come on with Mike,”
• Added my friends to email lists after emailing them (using my name as introduction),
• Added me to their email lists when I never opted in,
• Posted on message boards devoted to hating on me,
• Written hater articles about me,
• Linked to hater articles about me,
• Sent me rude and taunting emails.

On and on it goes.

This bullshit has been done by several “men.”

I stopped answering email for the most part after having multiple men reach out to me only to back stab me.

Why add me to your email lists? If you are automatically adding people to your e-mail list, you are a scum bag and I don’t want to know you.

10% of people on the Internet are mentally ill or alcoholics.

I don’t understand how someone could receive so much help and guidance from me only to then look for the first opportunity to bad mouth me, use me for his own financial benefit, or “catch me slipping.”

If you are linking to sites that hate on me, why would I link to you?

If you use my name to promote yourself, why would I link to you or even want to know you?

Some men have poor social awareness, serious entitlement issues, mental illness, are alcoholics, or are simply pieces of shit.

That’s not the mystery for me to solve!

How to show you’re different?

First of all, why as you asking me for links if you haven’t reviewed Gorilla Mindset on your website?

When I want someone’s attention, I review that person’s books.

WHEN YOU WANT THE ATTENTION OF SOMEONE – REVIEW HIS BOOKS!

Are you better than I am? Are you “above” a book review? Book reviews are my way of getting attention from people I want to know.

Go build a big website.

It’s hard to do what I’ve done here, and yes I get a bit pissed off when people try using me for their own benefit. They have no understanding of what it takes.

When you build a big website like Chris and Victor have, then we get along great. I’ve also been doing some joint projects with Vox Day.
Everyone understands each other. This is hard work. Our reputation is everything. If one of us associates with a scum bag or you are wronged by someone we vouched for, that blows back onto us.

**IMPORTANCE OF REPUTATION AND CREDIBILITY!**

If that makes me “not nice” or makes people not want to link to me or whatever, that’s cool.

**Someone needs to tell you what’s up.**

Most men are great.

This article is not about 90% of you.

It’s about the 10% who are always looking to take something from me – and from us, actually.

**I must protect my audience.**

I view the 90% of men who read D&P as friends of mine.

If I link to someone who rips them off, that’s on me.

You must show you are a man of integrity and loyal.

**If I can’t trust you to treat me ethically, how could I trust you to treat my friends with respect?**
26.10.2015 – The Animal Within (How to Breathe Like Wim Hof)

You’ve always felt there was more to you than your flesh. There’s always been part of you that you couldn’t control. You’d feel anger burn inside you. You’d lose control of your emotions.

**You like being angry, because it puts you in touch with your spirit.**

Anger feels good. It feels powerful. It feels fearless.

The hangover of anger includes a dry mouth and drained body.

**What if you could have the power of anger on call, whenever you wanted or needed it?**

Some say you are governed by your reptilian brain – the part of your brain that knows only how to kill and survive. Others say you have a wolf inside you that must be fed.

Inside of you is an animal that you can control, but you must first learn how to access this inner gorilla. If you go deep enough, you’ll begin to access the spirit world.

But first you must find this animal within.

**Blood, Breath, Posture.**

**AFRAID? CHECK YOUR BLOOD, BREATH AND POSTURE!**

When you feel afraid, demoralized, or uncertain, always check your blood, breath, and posture. When you’re angry you lose control of your breathing. It’s shallow. Shallow breaths, shallow mind. High blood pressure causes a negative mindset, and blood does not properly flow to the brain.

**Gorilla Mindset** showed you how to improve your blood flow and posture. That was preparation of this breathing exercise. In this video you will learn how to go deep inside yourself to access part of your body, mind, and spirit that you did not know exist.

**Warning:** Poor posture and bad circulation lead to poor breathing. Do not perform these breathing exercise if you have not been following the other **Gorilla Mindset** principles. You will hyperventilate.

**I use these breathing techniques when bathing my open, raw skin in the Dead Sea.**

There’s a slightly oily surface on the water of the Dead Sea. Located at the lowest point on the earth, the Dead Sea is 31.5% salt. You don’t swim in the Dead Sea, you float in it.

For years people have traveled the to Dead Sea as the water contains minerals that nourish and heal skin.

As I step into the water my body begins to burn. My skin feels like a sunburn that won’t heal.

But I don’t notice the pain. I breathe it away.

My skin got like this, so I soaked in the Dead Sea. It’s as painful as you’d imagine. [pic.twitter.com/vhrTLpdpD](https://twitter.com/Cernovich) — Mike Cernovich (@Cernovich) October 22, 2015

**Wim Hof, who recently appeared on the Joe Rogan Podcast, applies similar breathing techniques.**
Wim Hof, known as the Iceman, is know for his mental toughness. Hof has the ability to control his body’s reaction to heat and cold by controlling his breath. Hof showed Rogan how to breath properly, and Rogan was kind enough to excerpt that portion of the podcast in the below video.

“If we do not control what makes us happy, strong, and healthy, we have no control at all.” – Wim Hof

_Do you have control over what makes you happy, strong and healthy?_

Happy. Strong. Healthy. Isn’t that what you want?

Now breathe.
If you watch the full episode of the Joe Rogan Podcast (which I encourage you to do), you’ll see a point where Wim Hof’s spirit leaves his body. You must watch the full podcast if you care about life. These breathing techniques are not become a bad ass or _alpha male_. When you control your breathing, you control your mood. You access the part of yourself that lets you be happy, healthy, strong. The full Wim Hof / Joe Rogan Podcast is available below.

“If we do not control what makes us happy, strong, and healthy, we have no control at all.” GOAT @joerogan podcast. [https://t.co/FwWw3Oq4k3](https://t.co/FwWw3Oq4k3) — Mike Cernovich (@Cernovich) _October 22, 2015_
Once upon a time authors were at the mercy of publishing houses. For the right to receive a 10% royalty on a book they wrote, authors hoped to receive marketing support from the major publishing houses. Often this support was lacking, although some big name authors would be sent on book tours and book signings.

Authors can make more money while going on their own book tours: Enter the power of blog book reviews and webinars.

Chris from Good Looking Loser and Victor Pride from Bold & Determined wrote reviews on Gorilla Mindset. Collectively they sold at least 500 copies. Robert from 30 Days to X also wrote a great review that sold books.

Most books never sell 500 copies, and yet friends of mine were able to move the needle from day 1, making the launch of Gorilla Mindset the most successful independent book launch of 2015.

Someone with a large podcast or website can sell books – a lot of them. My book reviews of authors whom I have never even met sell hundreds of copies of books. (Read more: Link-O-Nomics.)

Recently I did an experiment with the help of Vox Day, a father, husband, game developer, and successful author.

Vox hosts a monthly webinar called a Brainstorm. Over dinner in Barcelona he invited me to be a guest. As he’s a friend of mine, I thought it’d be fun.

I did not expect to sell hundreds of copies of books.

Yet that is exactly what happened. (Read: Entering the Gorilla Mindset.)

Before appearing on Vox’s Brainstorm, Gorilla Mindset had been selling 35-50 copies a day. A good day on Kindle was 30 copies. (I still sell 10-20 audio and paperback books a day, respectively.)

As you can see on the chart below, Vox’s review of Gorilla Mindset in addition to the scheduled Brainstorm created quite the spike in sales.

Doing the virtual book tour with Vox sold at least 100 copies, and likely 200 copies or more.

How can you sell more books by doing webinars?

Make friends.

DO NOT NETWORK BUT RATHER MAKE FRIENDS!

I am not a lone wolf. I enjoy the company of good men like Chris, Victor, Vox, and many more. I help them and they help me.

I do not, however, help those who are not likable.

Don’t network. Make friends. It’s a big world. You don’t have to pretend to like shady people in order to become successful.

Do book reviews, even if you are only starting off.
Will I see your email? That’s unlikely. I get a lot. it’s nothing personal. If I had the time to answer every email, I would.


I even linked to every review of Gorilla Mindset, either on Danger & Play or Twitter.

Note: If I did not link to your review, hit me up. I missed it. Let me know!

Writing book reviews will also make you a better writer. If you cannot summarize another person’s book, how will you have the clarity to explain your own thoughts? Reviewing books is far easier than writing your own.

**Generously support those who help you.**

This seems obvious, though many men are short-sighted. I’ve helped people who not only have not returned the favor but back stabbed me. That said, far more have helped than hurt. No biggie!

When Scott Adams linked to Danger & Play, I wrote a review of his book. ([How to Fail and Almost Everything and Still Win Big](https://www.amazon.com/How-Fail-Almost-Everything/dp/0765385132)).

It is very dangerous for someone who does the corporate speaking circuit to admit reading me yet alone link to me. I Tweet links to most of his articles and have driven a lot of traffic his way, and will continue to do so.

**Develop a reputation as someone who gives back.**

Smart people know I’m easy to manipulate. Support me and I’ll support you more, as it does come at a personal cost to mention by name.

**Dream big, start small.**

If you launch a book, the odds are low that any big or medium name is going to link to you.

That’s fine. Take the long view.
I’ve been at this game for over 10 years.
I have huge dreams that far surpass where I am now.
Those big dreams come in small steps.
You’re not entitled to a link or endorsement or a review.
Prove yourself first.

**If you’re an author, look for webinar opportunities with others or hold your own.**
Man has come from the earth, and for the past ten days I have returned to earth. Situated at the lowest point on the planet, the Dead Sea is a place to remineralize your body, salute the sun, and reflect on where you are and how you got here. I’ve been doing Wim Hof style breathing, listening to binaural beats, and dreaming big.

Show notes:

- What have I been up to/my approach to life.
- The tinkerer’s mindset.
- Cumulative knowledge/Build cumulative skills.
- Habits/routine.
- How to get from A to B/Avoid black box thinking/Look inside the black box
- Dream big, small steps

“From earth you came, to earth you shall return.”
1.11.2015 – Spiritual Growth is Physically Painful (How to Find Meaning Through Grief)

What would happen if you stopped viewing pain as an interruption of a hedonistic lifestyle, instead embracing physical pain as an opportunity for physical growth? I explore that question and more in the latest Mike Cernovich Podcast.

Topics covered/supplemental materials:

- Wim Hof’s breathing exercises
- (I bought Wim Hof’s full breathing course. You can do so yourself here.)
- The Vice documentary/special on Wim Hof
- Binaural beats
- Gorilla Mindset posture techniques
“Work hard, play hard” is what the uncreative and boring say. For most “playing hard” means mindless distraction. But when you go as hard as we do, you need time away. Work hard and recover hard.

I am massively productive due to spending hours of time alone each day. During this time my brain synthesizes and crystallizes data obtained throughout the day. My force of will grows stronger as introspective and solitude get the fire inside you burning.

**If you’re connecting, you’re not reflecting.**

Email, TV, kids, wives, mistresses, bosses, bills, governments, smart phones, Facebook friends, real life friends....We are connected 24/7. While connection to your businesses and family is necessary, every moment you are connecting is one where you are not reflecting.

Every basic bitch in the world goes on for the need for “me time,” and they are right. Yet 99% of that “me time” involves gossiping with friends and posting to social media. “Me time” for a man means watching sports.

How can you have “me time” unless you’re completely alone with your thoughts? Do you know who that *me* is, or do you find yourself passively floating from one transient experience to another?

Leadership requires solitude, and you are a leader of yourself and your friends, family and businesses.

Solitude is the very essence of leadership. The position of the leader is ultimately an intensely solitary, even intensely lonely one. However many people you may consult, you are the one who has to make the hard decisions. And at such moments, all you really have is yourself.

When is the last time you completely unplugged to ask who you are and to refine your own life vision.

**Are you afraid of being alone?**

Solitude requires courage, as there’s no one telling you if what you’re doing is right or wrong. We’ve been conditioned to base our lives around the approval of others. How many Instagram hearts or Facebook likes or Twitter retweets did you get?

While gathering data is necessary for an online marketer, why do you care if your “personal” Facebook has high engagement? What black hole do you have inside that you’re seeking to fill? Will more likes change your life, and if so, how?

**How to get used to being alone.**

If you’re extraverted, narcissistic, or addicted to attention (and if you’re an American you’re one of those), start off slowly. You’re not going to stop texting while driving overnight, and a few hours away from your precious smart phone (aka a pacifier) will seem like agony. You’ll get over it.

**Eliminate your illusion of self-importance.**

You think answering emails and texts right away makes you important. Does it?
Ask yourself this: Does Warren Buffett look down at his phone constantly to ensure he gets back to people right away and is super responsive? When Steve Jobs was alive, did he have to respond to email and Facebook statuses and messages?

When you are truly important, you can respond to people if and when you feel like it.

Being on-call 24/7 makes you feel important. That’s an illusion. Being connected non-stop is slavery. Go without answering texts and emails for a day. People will get angry at you. How dare they? What mindset motivates people to believe they must have their emails answered on their terms? Exactly. Entitlement. People believe they own you.

Set yourself free.

**Go watch a sunset.**

A setting sun a metaphor for life. Another day has ended. Tomorrow is a new day.

When watching a sunset my mantra is, “One day you’ll see your last sunset. But not today.”

**Put your phone on airplane mode in the gym.**

I used to check emails and social media in between sets. How dopey. I should have been focused on my physical fitness and breathing. Now I use my smart phone to listen to music, and my music is available while my phone is in airplane mode.

**Never use wifi when flying.**

Sit back, turn on some binaural beats, and reflect on your life. Or write. Think. Sketch out your life vision. I do my best writing online. 50% of Gorilla Mindset was written on airplanes.

**Take a cold shower/bath.**

That may seem like an odd suggestion. Think about it. You can’t bring your smart phone into a shower. And in a cold shower you’ll discover within 3 seconds...It’s only you and the cold.

**Learn how to breath.** (“Breathe man, it’s free.” – Wim Hof.)

Breathing is an autonomic process. You needn’t think about breathing to breath. Your central nervous system does it automatically.

As with a cold shower, when you focus on you’re breathing there is only you and your breath.

Deep breathing is an intimate experience – perhaps more intimate than sex.

Take Wim Hof’s breathing course. (I started taking it, signed up an an affiliate, and you can order it here.) If you can’t afford $199, watch the Joe Rogan Podcast on Wim Hof breathing.

**Stop expecting people to answer your emails and texts.**

No one has to respond to your demands unless you are paying them.
One way to become better at living for yourself is to stop expecting others to live for you.

Free yourself from ego, expectations, entitlement.

**Go hard and go home. (How I structure my day.)**

Although it may seem as if my activities are dispersed, there’s complete focus when performing a task. Do not multi-task. Task-switch.

Writing and raising hell online is my profession. It is how I earn my living. When online I raise hell. I don’t talk to other people. I don’t even hear what’s going on in the outside world. Shauna has to scream to get my attention as my focus is devoted to my mission. There are set hours when I am off limits.

When I’m not online, my phone is on airplane mode.

After going hard, I pause for a few minutes to perform the mindfulness techniques covered in Gorilla Mindset. Since my day is spent staring computer screen close to my eyes, I began to “check in” my expanding my field of vision as far away as possible. Using self-talk, “I say, you are looking at a sign. The sign says…”

Listen to binaural beats. Binaural beats are effective because the music gives you something to direct your attention to.

Perform the Gorilla Mindset breathing techniques.

It’s you and your breath. As Wim Hof says, “Breathe man, it’s free!”

P.S. I began taking Wim Hof’s at-home breathing course.

I believe it and have noticed results. I’ve signed up as an affiliate.

If you want to buy his course, you may purchase it here.

If you have your own site, you can join the affiliate plan yourself here.
4.11.2015 – How I Make Money Online (And You Can, Too)

I earn my living online doing something other than selling you how-to-get-rich online courses. I’m too busy writing and making money online to even sell people such a course or to offer business consulting. (My current hourly rate is $1,000 to exclude everyone except those who want the needle moved in a big way.) There’s a lot of money online, and you don’t need to buy an expensive course to learn how to earn.

But the truth is sobering.

Making a living online is difficult and requires hard work. Most people would be better off working a cubicle job.

If you’re a mental defect like me who couldn’t imagine ever having a boss again, read on.

The real truth.

You want to make money online as a “celebrity.”

Wouldn’t it be great if you could write a few words online and have money come in simply because you are you? When people ask me about how to make money online, that’s what they really want to know. “How can I release a book and have it sell like crazy overnight?” Short answer: You can’t.

In Frank Kern’s parlance, you have authorities, trusted authorities, and celebrity authorities.

An “authority” knows a subject well but does not have reader trust. Most legit men who start off online never make it past the authority stage, as it’s frustrating to prove yourself to other people.

It doesn’t matter what you know. You must show you know.

Reader trust is earned. No one knows what you know until you show them.

Reader trust above all else.

When you go online, no one cares who you are. You must prove what you know. You must prove your honesty. This is done every day over the course of several years.

A “trusted authority” has knowledge, expertise, and reader trust.

How can you become a trusted authority?

- Do not rely on your credentials. Prove yourself. Master the How-To Article.
- Write long articles for free. 1,000 word articles at a minimum.
- Answer every comment posted on your website.
- Do not sell any product or service for a year.
- Do not use scammy Internet marketing techniques like multiple pop-ups, scarcity offers, etc.
- Disclose your personal friendships with people you write about, and disclose affiliate relationships as well.
- Read more: Marketing tactics you should not use.

Victor Pride is a friend of mine.
A celebrity authority has a big name and sets trends.

A celebrity authority must have star power + credibility. Seth Rogen is a celebrity but not an authority. People might laugh at him, but no one would buy books because he recommended them. Oprah is a celebrity authority. When she endorses a book it makes the best seller list. She’s a king maker. Oprah is a king maker because celebrities have massive audience and also because of the halo effect.

Donald Trump is a celebrity authority. We know him from television, and when he writes books we read them as he’s an expert.

Joe Rogan is a real celebrity and also an Internet celebrity. Even without his TV show stuff and comedy, he’d be famous worldwide from his podcasts. Rogan is an intelligent, open-minded guy who is always asking questions.

When Joe Rogan recommends something or has a guest like Wim Hof on his show, he changes the game for his guests. People know and care about what Joe Rogan recommends.

Far from Joe Rogan status, I’ve made it to “e-celebrity authority” status. I have been recognized in several countries while at a cafe or at the gym, and my endorsement matters to people.

How can you measure this celebrity authority status?

There is data for everything. Seth Rogen, for example, is an actor with several massive movies under his stretched out belt. His name gets around 11,000 Google searches a day. That’s a real celebrity, and few people on the Internet will ever reach that level.

Jeff Walker is a world-famous Internet marketer and people searched his name on Google 1,720 times in the last 28 days. Product Launch Formula, Walker’s signature product, got 2,512 searches. In Google, the following searches occurred in the past 28 days:

- Mike Cernovich – 6,569,
- Cernovich – 2,299,
- Danger and Play – 6,380,
- Gorilla Mindset – 2,217 searches.

Several thousand complete strangers (or people who know me and wanted to see what I’ve been up to) go onto Google every month to check me out.

This is all sort of silly to type, but the data is what it is.

I give you a transparent look at the data to allow you to reach your own conclusions.

Today I’m on easy street, and that’s where people want to be.

Unless I completely betrayed your trust, you’re going to buy my books. I can even set trends by making something cool.

Most people who want to earn a living online don’t want to work hard.

They seem someone like me and think, “How does that guy do it?”
As if I just showed up one day to the Internet and had readers and sold books.

I’ve been working my ass off online for over 10 years.

I still work my ass of every day, and haven’t been away from the internet for longer than 18 hours in over a year.

There are only two ways to making money online.
1. Sell something.
2. Sell something for someone else.

1. Sell something.

What can you sell and where can you sell it?

Sell a skill, a product, or a service. You sell your services on websites like eLance and 99 Designs. It’s straightforward work.

I’ve hired several freelancers online:

- A cover designer for Gorilla Mindset.
- A Lead Pages email opt-in.
- Danger & Play book designer.
- Gorilla Mindset editor.
- Danger & Play editor.
- Type setters for all of my books
- Fit Juice was put into ebook form by a freelancer friend.

People also earn a living online doing copy writing. Check out Copywriting Secrets by Ben Settle (Amzn).

Some of us know how to sell using the written word and are paid for it.

- Read: How to Write a Sales Letter for Your Blog.

I know, I know. That’s not glorious work!

You want to share your insightful thoughts bout the world while earning a fabulous living. That takes a lot of time.

How can you find people to sell stuff to?

Even if you have skills, finding clients is hard. Read what I wrote above, however. Establish yourself as an authority.

Start a website, podcast, or YouTube channel.

Share your expertise with the world.
A note about SEO.

Most of the information online about SEO is outdated or outright fraudulent. I wrote about SEO in the money chapter of Gorilla Mindset.

SEO tips that the “experts” don’t know or won’t tell you.

Write about people!

A blog post is the new email. If you want to get someone’s attention, write about the person.

I watched the video clip about Trump’s morning routine around 6 AM, right after I looked at my blog comments, Google Alerts, new book reviews, and Twitter, to see what people said about me since the last time I checked. That’s my morning routine too. In the old days, I used a clipping service. All of this is normal for people in the media.

I wanted Scott Adams to read my website, so I wrote about his book.

If you write about someone, he’ll read your site, and if you review his book, he’ll link to you. That’s passive SEO traffic from the book review as well direct traffic from a link. Read more: Using Book Reviews to Promote Your Own Books.

You might even make some good friends.

Write articles and/or make YouTube videos using keywords people search for.

Use plain language that people actually use when searching for answers. Eliminate “dumbing down” from your vocabulary. You’re not that smart.

Write grammatically-decent, relatively-typo-free 1,000 to 2,000 word articles and include pictures you took. Longer articles perform better in Google than shorter articles.

If you “copy URL” to my images, you’ll see they have been saved using keywords. This picks up search traffic via Google images.

Review a product.

Do you use Google to find a product? Of course you do. Why can’t you be the person with the site others find? Example: Sex Pillows and Liberator Wedge.

People go online to find products thusly: 1) What is the “best” of something; 2.) They compare similar products from a similar category.

For example, you might go onto Google to search for the best headphones. You’ll find websites like CNET and Wired, find a few headphones, and then run a second search comparing category leaders.

- Example: Sennheiser HD280 v. Audio-Technica ATH-M50x. That post is SEO brilliance and has made me a lot of money.

When comparing similar products, look at pros v. cons. Get inside the head of your reader. Why would someone buy Product A v. Product B?
Share recipes.

Laugh all you want, but this Joe Rogan Kale Shake post has earned me over $25,000 in passive income.

Joe Rogan (a celebrity authority, see above) made a kale shake. People think Joe’s cool and he looks good. They went to Google to find out what Joe did.

They found Fit Juice, and I sold them books, juicers, and blenders. (Thanks Joe!)

Case study: Fit Juice.

Fit Juice is a passively-managed website. I spent less than 8 hours on it. It has received over 1,200,000 page views and earns five figures in passive income a year.

2. Sell something for someone else.

I’ve written about the difference between affiliate marketing and advertising here. Selling something for someone else is as simple as finding a product you enjoy and seeing if the person has an affiliate program. When I heard about Wim Hof on the Joe Rogan Podcast, I searched for Wim Hof’s breathing course. The course is great. I bought it.

Then I searched to see if there was an affiliate program. There was. I signed up for it.

See how simple it is?

Let’s get meta about marketing.

Analyze the post you’ve read. Deconstruct it.

Is this article trust worthy? Hell yes it is. Here’s why:

- 1,000 to 2,000 words,
- Free content,
- It shows you how to make money,
- There are pictures,
- Several people are mentioned by name.

You don’t need to buy anything to learn from this article.

But if I sold a book on making money online, you’d want to buy it, wouldn’t you? This article establishes me as an authority on making money on the Internet – not because I told you how great I was, but because you see the information for yourself. Because I give away crazy-good content, people line up to buy my books. “If that’s what Mike gives away, they think, “Imagine what he charges for!”

Making money online is simple, not easy.

If you’re looking for a four-hour workweek, look elsewhere. That said, I love working online and cannot imagine ever returning to the real world.

P.S. I make my living writing great books.
You are the sexiest, most amazing, super alpha male alive. Men want to be you and women want to be seen with you.

Or at least that’s what you think when you hit publish.

Yet no one wants to read your articles. Your site isn’t growing. Your writing isn’t growing.

No one wants to read your articles because they are vainglorious.

If you want to have readers, you must go deep within yourself. You must expose your vulnerabilities. People want to see you at your best after you've shown yourself at your worst.

How to Write Compelling Article in Three Parts

I don’t always follow this format, as stylists know when to break the rules. In the meantime, treat this as gospel.

1. I had a problem. Be dramatic.
2. Here is how I solved that problem.
3. Here is how you can solve that problem.

When you have a problem, readers are drawn in. It humanizes you.

1. “I had a problem.”

This must be a real problem. This problem is not a trick. “Show how a strength is a weakness in a job interview by saying your biggest weakness is perfectionism.” No.

“I had over 10 million dollars but could not find a financial adviser I trusted,” is not the type of problem you write about.

Real problems:

- People look to me for advice, but I feel like a fraud and hypocrite. I make mistakes each day and sometimes wonder why people like me. [That is how I feel sometimes.]
- My body looks strong but inside I am empty. My life lacked meaning and it seemed like every decision I had made up to this point was in vain. [Not me, but many men are like this.]
- My first grey hair sent me into a pain. “Post cards from the grave,” I thought. [That’s me, again.]

Men love conquest. Read fairy tales and folk lore. Think back to high school English.

Have you read Kurt Vonnegut on drama?

“People have been hearing fantastic stories since time began. The problem is, they think life is supposed to be like the stories.”

There’s a protagonist, in this case you. You get the be the main character in your own story.

But if you start off as Mr. Cool Guy, your story is dead.
2. “Here is how I solved the problem.”

Achilles was cool, but he was sent on a fantastic journey where his will was tested. The same of Odysseus. Your story must include an impossible challenge or difficult journey.

The three challenges:

- man v. nature,
- man v. man,
- man v. himself.

Man v. Man

- Mike Cernovich v. Seth Rogen
- Mike Cernovich v. The Entire Publishing Industry/SJWs
- Mike Cernovich v. Chris Kluwe

Man v. Himself

- Mike Cernovich v. Fear of Being Exposed
- Mike Cernovich v. Red Skin Syndrome
- Mike Cernovich v. 80 Pounds of Fat

Man v. Nature

- I don’t do much with this, although commenter “Bear” has posted some great stories.

How many ugly pictures of yourself have you posted?

You can find pics of me with my eyes swollen shut. my skin peeling off, and huge piles of fat on my body.

You can also find plenty of cool guy pics of me.

But your character arc must show weakness first.

People love male heroism.

Show how you started off as trash, as a pussy, as a weak man.

Show them how you overcame it. (That’s where you talk yourself up a bit.)

Show them how they can overcome it.

3. “Here is how you can solve the same problem.”

If someone reads your article, what’s the take-away?

Do you offer any actionable steps?

The end of each chapter of Gorilla Mindset contains worksheets and habits. You can read one chapter and take action immediately.

David Brooks is a world-famous columnist for the NY Times. I often outsell him by following the advice in the very article you’re reading.

People love themselves more than they’ll ever love you – AND THAT IS A GOOD THING!
No one loves you. They love how you make them feel. Once you accept that truth about human nature, your ego will shrink.

When you put yourself on a pedestal, how do you make others feel?
When you exposed your own vulnerabilities, how do you make them feel?
Many accuse me of having a large ego, but that’s because they don’t understand me. My value to the world comes from how many lives I change.
I change lives by sharing my story with the world and building men up.

Do you have the courage to be the real you?

Most do not. I see the most laughably vainglorious writing from men in their 20s who haven’t accomplished anything talking themselves up.
I’ve seen men whose real story I know...Posting as if they are the most super alpha male out there.
No one cares about how cool you think you are.
They care about how you make them feel.

The Introvert’s Paradox

I receive more positive attention than is imaginable, and it doesn’t do much for me. As an introvert, being alone and reflecting on my spirit is what moves me.
But I made a choice two years ago.
It was time to stop talking myself up.
To make a difference I had to expose my lowest points of life to let others know: You are not alone.
Through the process I’ve received more acclaim than imagined. I have been recognized randomly in public everywhere from Los Angeles to Budapest to Ho Chi Minh.

“Are you Mike from Danger & Play!?”

Yes, I am, and it’s a pleasure to meet you.
Whenever I have a bit of fun and create drama, people come out to say, “This isn’t self improvement!” Here are a few facts for you.

I do not want to be Grant Cardone or Tony Robbins or Tim Ferris. They bore me to death! They also walk on egg shells lest they offend the PC Mafia. I am not a “self-help guru,” nor do I aspire to be on Oprah or to be beloved by the sackless masses.

I have a lot of fun. Danger & Play is my passion because you – and I – are hell raisers. Yes we want to be more than we are. We also enjoy ourselves while doing it!

The day Danger & Play stops being fun for me the is the day it goes offline. Yes it’s my living. I could earn far more money using my Internet skills to sell cellulite creams to desperate housewives.

I also have my political views. I do not like SJWs and people on the far left. If they could, they’d shut my websites and businesses down in a second. They are an actual enemy to me, and I take them seriously.

You may not agree with my idea of fun or my politics. Fine. There are 800+ super serious articles to read and podcasts to listen to.

Gorilla Mindset is also drama free.

Go read something you enjoy rather than cry about the 1 or 2 articles that don’t “do it” for you.

Facebook far exceeds Twitter in social shares. Danger & Play is the exception.

You are not sharing my posts under your real names on Facebook. Twitter traffic blows away Facebook traffic because you don’t want people to know you read me. Read: Why do journalists prefer Facebook to Twitter

“Twitter is driving less than a tenth of Facebook’s traffic — and it’s flattening out.”

Compare the traditional social metrics with mine. Even when I work hard on Facebook, Twitter blows it away in terms of social referral traffic.

Twitter is 46% of D&P’s referral traffic. Facebook is less than 13% of social traffic.

That’s cool. It really is. Life is complicated and no one owes me anything.

You are under no obligation to do anything for me.

Plus, Danger & Play is sort of like a secret society. I pride myself on being “the guy that everyone reads but won’t admit to reading.”

But if you think my articles are so great (which you say when complaining about my dramatic articles) and you’re too afraid to share them due to the blowback you may receive, kindly do not tell me how to promote myself or my writing.

My Seth Rogen posts have sold more books in a week than I usually sell in a month.
Why is that? Book sales are based on one of two factors: Raw number of readers and conversion rates. That’s the business side of my writing. If you want to sell books you need more readers or a higher conversion rate. It’s that simple.

The Seth Rogen posts have seen spectacular traffic – so much traffic that my entire site crashed and is still buggy as heck.

A high conversion rate is great. I wish 100% of people bought Gorilla Mindset. It’s unlikely that even 10% of regular readers have.

Again, you are not required to buy anything. That’s not the point.

This is not to address people who read. It’s to people who read for free and then complain. There are over 800 other articles to read. Drama free. There are over 100 podcasts to listen to. Drama free.

Read those articles, apply those podcasts, and then skip over the less than 1% of articles that are dramatic.

If you are buying books, sharing articles under your real name, and leaving ratings and reviews, then please feel free to complain about the free content that appears.

Otherwise I’m not interested in the complaints.

You have your life to live. Linking to me might make someone think less of you. You might actually be forced to defend your views.

I get it.

I also have a life to live. You do your thing and I’ll do mine.

That is all.
Growing up I had asthma and was a sickly kid. I’d get regular headaches, had no energy, and would sleep 12 hours a day during summer vacation. I was always the fattest or second fattest kid in class. We didn’t have snack foods (we didn’t starve, but mealtime was when you got to eat in my house) and my brothers were skinny, so the idea of a “fat gene” is something that makes sense.

In sixth grade or so our history teacher taught us about Teddy Roosevelt. Roosevelt was a weak feeble kid who went on to live life on beast mode before becoming President. That struck me as kind of cool, but also out of reach.

No one ever told me what matters more than anything else in life.

Everyone has a beginning, but your beginning is not your end.

When you’re naturally shy, low energy, fat, and sickly, you don’t want to exercise or even go outside to play. You don’t want to meet people. You want to stay home to watch cartoons all day and night. Adults gave me some great advice along the way, although it wasn’t systematized.

“Every night go do one push-up,” an older guy at my martial arts class told me. at the time I couldn’t do a single knuckle push-up, and I must’ve been 10 or 11.

My beginning was not being able to a push-up.

Sure enough, you do a 1/4, 1/2, and 1 full push-up. Then you keep doing more.

In hindsight it makes sense.

Yet this adult who taught me so much messed his life up pretty good. He was naturally physically fit, so he had a knack for getting strong. His mindset was off, and he ended up losing his business due to a meth habit.

Mind, body, spirit.

Luckily my brain was sharp, and I had an “old soul.” Repetitive practice and drilling didn’t bore me as it did other kids. Putting work in seemed natural. Patterns emerged.

When you work harder than everyone else, you’ll make more progress than everyone else.

(Well that’s not true. Some have natural genetic talent, and no amount of training will let you out-do them. I’d never have been a champion boxer or UFC fighter, but 99% of random guys on the street wouldn’t stand a chance.)

Most of us are average in some ways and exceptional in others.

You’ll eventually find out what you’re good at if you accept that your beginning is not your end.

Is your beginning full of excuses?
Your beginning is today, and one must wonder if any of this sounds familiar.

- I can’t because I have kids.
- My situation is different.
- You wouldn’t understand.
- It won’t work.

I can’t is the recognition that your beginning is your end.

I meet guys with far more natural talent than I have.

And they (you?) fuck around.

I keep an eye on people. No one is fooling me. I know how lazy people are.

Some guy starts a podcast but can’t do an episode a week because he’s too busy chasing girls or crying himself to sleep or feeling sorry for himself or doing whatever it is that the “I can’t” crowd does.

Others have this four-hour workweek mindset where they outsource everything rather than learn the skills for themselves.

Another person never promotes other people and then cries when no one is there to promote him.

Yet another man is desperately afraid of the isolation that occurs when you begin writing for yourself, so he posts to Facebook to get lots of “likes” from his “friends.”

Most people can’t even stick to doing a video, or podcast, or blog post a day for 30 days.

And on and on it goes.

These men are better looking than I am, they know more, they are smarter, more talented, more jacked, more fit…

And they are pathetic losers.

Because they choose to be.

I find it insulting when people say they want my life.

(Your life should be better than mine.)

It should be flattering for people to say they are jealous of my life or to compliment my “good genetics.” That’s now how I see it.

As if my life just happened.

As if I didn’t grow up fat and with asthma, fight a false rape accusation for years, and develop a debilitating auto-immune disease.

Great genetics, right?! As if one day I woke to this life.
I pushed through. I kept moving when getting out of bed was a struggle and every inch of my body was in agony.

**HE KEPT PUSHING FORWARD, HE KEPT MOVING – THE WAY OF MOVING FORWARD!**

If you can’t find the energy to work on yourself every day, that’s cool.

God help you when a real problem strikes you.

**Your beginning and end are a product of focus and vision.**

We all begin pathetic and weak in some ways and strong in others.

When we say we can’t do something, we are focusing on our beginning.

Of course you can’t do *that* today. It may take you months or decades to reach the highest level of the game.

Change your focus.

Your beginning is today, it’s what you can’t do.

Vision is what will bring you to your end.

Focus on your vision rather than your beginning.

**Today is my own new beginning. The work is never done.**

I’m 38 and do not have life figured out.

I started taking Wim Hof’s breathing course.

I’m always up to something and learning something new.

Today is a new beginning, and my beginning is now the end.

**Now I do whatever I want.**

**Because I made a choice. My beginning would not be my end.**

You can make the same choice, too.
Everyone has a beginning, your beginning is not your end.
How will your life end?
It all starts with how your day will end.
And how your hour will end.
And how this very minute will end.
The choice, as always, is yours.

**Why am I passionate about helping others? Because I know what it’s like.**
I know what it’s like...

To walk home from school afraid that you’re getting to get beat up.  
To wonder if your life will always be this bad.  
To stress out about money, wondering if you’ll ever get ahead.  
To be so fat that you don’t want to look at yourself in the mirror.  
To wonder if you’ll ever be good enough.

I changed my life, and you can, too.

There are no secrets. Every answer you need is inside of you.  
You need to find a way to bring out the best in yourself.

It’s all in Gorilla Mindset.

Change your mindset, change your life.
I know what it’s like to be the poorest kid in class, to wear the same clothes every day, and to wonder if the car will start. No matter how many digits appear in my bank account, my heart will always be with those who grew up poor or are struggling.

My lifestyle is relatively modest. I fly premium economy rather than business class, I don’t own a car, Rolex, HDTV, or home. My life’s possession fit in a large suitcase, backpack, and day bag.

While money is great and you should go make as much as possible, there are ways to live a nice life even if you’re currently struggling.

Poverty is a mindset. You’re only as poor as other monkeys make you feel.

Did I grow up poor? It seemed that way. I was insecure about money and ashamed of where I lived. In hindsight that was a joke, as my world travels have educated and informed me.

Sure, my dad went through bouts of unemployment, we were on food stamps for a couple of years, we didn’t take vacations, and our car often wouldn’t start. But we had a large backyard, birthday parties, and when my dad was at work, we’d have pizza nights on Fridays. Our house was also full of love, which is something my encounters with the rich have shown me is far more precious and rare than money.

One night in Bangkok I walked to dinner. On my way to dinner a man without legs was dragging himself down the block. By the time I had walked several blocks to my dinner, ate (too much, like a fat pig), and returned home, the man had made it another block. That’s poor.

Children are sold into sexual slavery in Cambodia (Goldman Sachs sets up offices there to give pedophile executives access to children), and even in Vietnam women and children have few options other than to sell their bodies in various forms – either hard labor or sexual labor. That’s not merely poor. That’s a life few of us could comprehend – and if we could comprehend it we’d likely develop PTSD.

I was only poor by comparison to other American monkeys. When you look around at what others have, you focus on what you do not have.

As a kid I was poor because two pairs of blue jeans had to last me the entire year. As a successful author and lawyer, I have two pairs of jeans to last me the entire year. Sure, they are designer jeans, but I wear pretty much the same outfit every day – as anyone who has seen my Instagram can attest. As a kid I was poor because the car wouldn’t start. As an adult, I don’t own a car.

Developing your mindset and spirit is free.

“I can’t afford to do x,” people commonly say. X sometimes means joining a gym, attending a mindset seminar, or eating healthy foods.

Do some push-ups. It’s free. I’ve met incredible people who are confined to wheel chairs. Oh no, you can’t afford to join a gym. Cry more. They wish they had your problems!

Meditation is free. Monks in Thailand live off of a few bowls of rice a day. Eat a bowl of rice (a few cents in the U.S.), find a quit place, and meditate.
Nothing and no one is stopping you from doing deep breathing exercises. “Breathe, man, it’s free!” – Wim Hof.

You can watch these Gorilla Mindset videos for free. I won’t charge you.

Reading is free. Go to a public library. There are more books to read than you have time on this earth to read.

Reading Danger & Play is free. It’s a point of personal honor that there will always be a free entry point to my work. No one will ever have to pay to receive my message.

(Yes I want you to buy all of my books for yourself and extra copies to give as gifts. But if you are down-and-out, you will NEVER have to give me a penny to change your life. When you do change your life, though…)

Taking a walk is free. Again, I’ve met far too many people who can’t walk to have any sympathy for the lazy or, “I am fat cuz I can’t afford to join a gym” crowd. Cry more – to someone else!

Opening your body and heart to abundance is free. No one is charging you to watch these Gorilla Mindset abundance posture poses videos.

Being kind is free. Studies have shown being nice to people makes us feel better about ourselves. Have you smiled at five different people today? Why not? It’s free.

Yes, go get rich. In the meantime, do not hate yourself for being poor.

How much money do you really need? I know what it’s like to roll up to exclusive clubs in the hottest cars, skipping long lines while people looked on wondering who I was. Does it feel good? Yes, I’m ashamed to say, it does.

It’s also an empty, hollow feeling. You’re around people on drugs who are smoking cigarettes and spilling drinks. And the types of people who can get you in those clubs are looking around non-stop to see if others are noticing them. That feeling of excitement turns to nausea as you realize that the people you’re looking at are a reflection of you and your own emptiness.

What sort of people are impressed by your clothing, cars, and access to VIP hosts? I can tell you. They are not deep, introspective, complex people. They are needy, desperate, narcissistic status whores. One day you’ll look around, judging the people around you, and then realize, “Wait. I’m in the same place doing the same things as these people. They are me. They are who I have become…”

Yes, get rich. Also get love.

How will you get more love in your life?

If I gave you $10,000 to rent a Lamborghini that you’d pull up to the hottest club in Vegas and Miami in, would you find love? (You’d find skanks, but Maxim-level girls are available to rent at $500 an hour. Skip the car and bottle service and time-sucks. Rent the girls directly.)

Will one-million dollars or one-million smiles get you more love in your life?

Yes, get rich. Remember to get strength of spirit.
How will you get more strength in your life?

Strength comes from within, and I’m talking about spiritual strength. I have used anabolic steroids while lifting in the most well-equipped gyms in the world. Big muscles never filled the void inside.

That black hole we seek to fill is where our spirit lies, and our spirits are undeveloped.

Do you want to talk about gym culture? Take a look at all those guys with “god like physiques.” Do you know how empty they feel inside? Have you ever seen the kind of women they date? Most fitness models date down, as they lack the spiritual strength and self-possession to date beautiful women. Hot women, after all, have options.

Fitness models fear aging, as they are one-dimensional men of the flesh. Lacking any sense of spirit, grey hairs symbolize lost youth rather than found wisdom.

Years ago I used to color my hair. Every three weeks I’d ritualistically apply Just for Men. Thinking back on that...I can only feel pity for that shell of a young man.

Yes, get rich. Get esoteric as well.

Did you know there’s an entire universe existing within your mind?

When is the last time you meditated, focused inward, and traveled to parallel dimensions?
I know, I know...God is dead. The reality you perceive with your eyes, ears, mouth, skin, and nose is all that exists.

What if that’s not true...

Money is great. Go make it. In the meantime, don’t fret over being poor.

I don’t play the game that rich men are winners and poor men are losers.

Is the father who works fewer hours while spending more time with his children a bad father? My dad was a broke-ass, but he coached little league baseball and spent weekends with us. He was also a huge goofball. In many ways he wasn’t made for this world, as he didn’t have the savvy to make money.

As a lawyer I saw many men who work 12-14 hour days 7 days a week, at the most prestigious law firms in the world. They don’t see their children. They are rich. Are they winners? Maybe we should ask their kids...

By many definitions I’m not rich enough.

Today I’ll get a clean shave, some Botox, maybe a facelift, color my hair, and put on a fresh suit.

Lets do a day-in-the-life video where I hop out of my sports car and into my private jet to meet my Wall Street billionaire clients.

Is an opulent lifestyle and endless pursuit for Hollywood youthful looks what it means to be rich? If that’s what richness is selling, then I’m not buying.

(I’d rather toss tennis balls at and teach tricks to my dog.)
Yes, I work hard and will keep earning a nice living doing what I love – writing books, writing at Danger & Play, raising hell on Twitter, and traveling the world and sharing my message.

You won’t see me taking a vow of poverty, but you also won’t see me chasing all these things money supposedly can buy.

**Go make money. This is not an apologia for poverty!**

I want you all to earn enough money to never have to worry about money. When you can’t afford quality healthcare, you’ll understand the value of a dollar.

That’s why there’s an entire chapter on money in Gorilla Mindset.

Keep money in perspective.

Money matters – a lot. Go make it while recognizing what it costs and what it can’t buy.

Do you know what also matters? Love, happiness, strength, kindness, generosity, and graciousness of spirit.

You don’t have to choose. You can make a good living while doing good deeds. I won’t feign false modesty. I earn a lot of money while changing lives and helping people.

But if you’re not there yet, if you’re money’s not right, remember what you can do.

**Poverty is a tragedy when it becomes your mindset. The good news is your mindset is a choice.**

Meditate, breath, be kind, smile at others, embrace human connection and kindness, open yourself up to the possibilities of the universe, give and receive love.

**You might discover riches greater than you ever could have imagined.**
16.11.2015 – Mike Cernovich Signs Book Deal With Castalia House

Although *Gorilla Mindset* was the most successful non-fiction independent book launch of 2015, I always look for ways to move the needle. Those who have read my books know the drill:

- Be grateful for what you have while focusing your vision of higher peaks.
- Keep moving forward.
- Appreciate who you are today.
- Visualize who you can become tomorrow.

**The only way to become better than you are is to work with the best.**

Vox Day is a man I admired long before he knew of me. I was linking to his insightful, if controversial, blog as far back as 2009. And while he and I do not agree on everything, that is what free men say of one another. Clones are for cults.

Vox himself had a highly successful non-fiction book launch this year. *SJWs Always Lie: Taking Down the Thought Police* debuted at #1 in Political Philosophy and stayed there for 12 straight weeks, making it the successful political philosophy book launch of 2015. It may have even been more successful than *Gorilla Mindset*, but who cares? When you join a championship team, the rest is just details.

He followed up that success with a book he edited, *4th Generation Warfare Handbook*, going straight to #1 in the Strategy category. Castalia House currently publishes five of the top 40 books in a category usually dominated by classic names like Clausewitz, Musashi, and Sun freaking Tzu!

So, I’m pleased to announce I’ve signed a book deal with Castalia House. Vox Day, Lead Editor at Castalia, will be my development editor for *LAST MAN STANDING: Surviving and Thriving in the War Against Men*.

It’s an honor that a man I once looked up to now views me as a peer. Together we will take independent book publishing to the next level, as there’s even more great news.

**I’ve accepted an Editor-at-Large position with Castalia House.**

In that capacity I’ll be scouting for talented men and women who have ideas, yet lack the knowledge to put those ideas into a book and bring it to market. Using my skills in marketing and social media, I’ll be helping other authors launch their own best-selling books with the best independent publisher in the business.

Castalia House is committed to publishing ideas others are afraid of. From groundbreaking military strategy to 800-page volumes of obscure science fiction literary analysis, if it’s smart and if it’s good, they’ll publish it. The book deals are fair – indeed they are far more generous than you’ll find in independent publishing, and they are unheard of in traditional publishing.

As Editor-at-large, I’ll give you an advance to cover living expenses for one month. You won’t have to wonder how you’ll eat.

I am proof that when you have a burning passion for a subject, you can write a best-selling book in one month. Editing takes time. Sure. Revisions take time. Yes. Cover design takes time. I know. But when your soul is on fire, the keyboard burns as you type. One month of Gorilla Focus is enough for the first draft.
Get your book finished. I’ll show you how to write it. If you have the will, I’ll show you the way. The rest is up to us. We’ll bring your book to market.

I look forward to a killer 2016 with Vox Day as my editor, and together we will ensure LAST MAN STANDING: Surviving and Thriving in the War Against Men sets the standard for independent book publishing.

Do it right and maybe your book will outsell mine. The best way to insult a teacher is to forever remain a student, and my hope is that everyone who works with me sets a new standard for others to follow.

**Thank you for a great 2015. It’s been an outstanding year.**

If you watch TV (turn it off) or read online news (close the browser), you’ll feel hopeless. If you believe those who want to bring you down, you’ll feel worthless.

But Amazon sales rank tells the truth tale.

Vox Day is one of the most hated men on the Internet. The Wall Street Journal publicly called him “the most despised man in science fiction.” And his book on SJWs has sold more copies than most authors dare dream of.

Every single day people write hateful words about me. So what? I’ve sold more copies of *Gorilla Mindset* than 99 percent of authors will sell of all of their books combined.

Several months after its release, Gorilla Mindset frequently outsells David Brooks and other SJW journalists.

Don’t believe the hype. The news is propaganda. When push comes to shove, people are buying our books because they believe in our message.

So here is the new message for a new year. We are going to murder the game in 2016. And we are just warming up!

Mike Cernovich
Editor-at-large
Castalia House

P.S. It cracks me up to this day that Tim Ferris reduced the price of Four Hour Workweek during Gorilla Mindset’s launch to keep me from overtaking him. 4HWW sells for $8.99 today and was put on sale during my launch week.
How do you have a successful non-fiction book launch? I had a popular launch and had to learn things from scratch. Gorilla Mindset, five months after release, is #1 in Men’s Health and consistently makes the top 10 list in the brutally competitive personal development section. Category competitors include Tony Robbins, David Brooks, Dale Carnegie, Tim Ferris, and Steve Harvey.

Write two books about the same or a similar subject. One you give away, one you sell.

Sound crazy? Good. I like crazy.
Among authors there’s a fatal misconception. This misconception is shared by traditionally published authors as well as independent book authors. Everyone believes, like Field of Dreams, “If you write it, they will come.”

If that were true, the average book would not sell 500 copies in its lifetime. Every book that doesn’t sell well is a shattered dream. A book’s pages contain pieces of the author’s soul. A book not selling well is among the harshest form of rejection we’ll ever experience as humans.

That mindset manifests itself in traditional publishing with authors believing Harper Collins is going to market and promote their books. Authors learn HC and the other Big 6 rarely market a book, and indeed they don’t know how to market a book.

Independent authors, sold on online scam courses about Kindle Money Machines, believe their path to wealth involves writing a book, listing it on Amazon, and collecting royalties forever.

A book launch lasts five to ten years.

How long does a book launch last? If it’s a timeless book, years. As long as I’m in the spotlight, people will find out about Gorilla Mindset and buy it.

Even though I knew more about publishing than most, my experience with Gorilla Mindset was a valuable teacher. I had been planning a vacation for months: “I’m going to take a month off as soon as GM stops selling.”

Experts and gurus had said 10,000 copies sold in a year is a spectacular debut for a first-time independent author. They also explained that most of those sales would come within the first month or two.

Great, I thought. I’ll do the launch, sell 5,000 books, let the other 5,000 trickle in while I finally take some time off. (I haven’t been away from the Internet for longer than 18 hours in over a year.)

My belief was that book sales would cool off, leaving me with no reason to talk about Gorilla Mindset.

What the “experts” don’t know. (Hint: Where’s Waldo?)

What don’t the experts know about modern independent publishing? Look at what’s missing. Think about your favorite non-fiction author. What’s his or her website?
Sure, authors have social media platforms. Where are their SEO’ed, frequently updated websites?
Most don’t have them, and that’s why their books fade away.
Case study: Ann Coulter.

Ann Coulter has a great website. She has a new column each week or two and each column shows her smiling face on the cover of a book. Love or hate her, Coulter moves books.

In fact, Coulter sells more books than this introvert ever hopes to. Her level of fame is something I wouldn’t want to handle.

(I’ve almost approached what I consider a suitable “peak fame.” Enough people know about me. I can live well off of current levels. While more money is welcome, the increased fame it will take to get me there has its own problems, and more money has diminishing returns for me.)

How people buy books. (The D&P way v. the “expert’s” way.)

According to Jeff Bezos, each click costs you 50% of sales. If you’re selling books, you want one-click ordering.

Now think about how most people market a book. Maybe they go on TV or get a column or write-up in the NY Times. Cool!

To buy your book, someone now has to go Google your name to find it, go onto Amazon, look at the reviews, and then decide whether to add to cart. While the audience attention from a big TV appearance increases your leads, the conversion rate is awful.

Or maybe an author posts something cool on Facebook. The post gets lots of likes and shares. Great! The person who reads your post still has to take away time from whatever he’s supposed to be doing at work to find your book. More clicks means less conversions!

Now consider the D&P way. People click onto my website to find a new article. They don’t have to Google me or guess who I am. It’s all right there.

If you’re offended by gorillas and plain talk, you’re outta here. If you like what you see, now you’re in the mix.

Every article, blog post, or podcast is an audition. If I bring it, then they make one click to Gorilla Mindset, where they can order using Jeff Bezo’s patented one-click ordering.

Non-fiction authors who do not regularly update their websites are committing book suicide. The right size for a non-fiction book is 25,000 to 50,000 words. You want people to read your book and people do not read longer books. For big printed books in bookstores, there’s a myth that a book should be 100,000 words.

If people read your 25,000 non-fiction book and want more, write another one! Traditional publishing lacks that flexibility and ability to respond to the free market.

Imagine you have two books on the same topic. That gives you one book and 50-100 blog posts. Post your blogs once to thrice weekly.

Every day I write, more people buy Gorilla Mindset than on days I don’t write. Seems duh, doesn’t it?
Why doesn’t every non-fiction author have a high-quality website?

Show, don’t tell, people you have a book.

Everyone is sick of that guy who won’t stop saying, “Read more in my book!” Everyone knows you have a book. So what? There are millions of books published each year. Why is yours different? “Because I’m an expert” isn’t a good answer. Show, don’t tell.

Publish free, self-sustaining articles. Each free article or blog post is stand-alone content. No one has to buy anything to take something away from your article.

If they want extra, show them how to buy your book.

Every article must stand on its own.

This article you’re reading stands on its own. You can take away lessons for your own book launch. You don’t need to buy anything from me to derive value.

I do not list bullet points about hidden knowledge.

You’ve seen this post. If you like how I write, then you’re going to buy my book.

Or not.

No pressure.

Maybe you fall into the 50% of people who take two years before buying a book from someone.

Hey, I’m not complaining. That’s half of my business and means Gorilla Mindset is going to keep selling for years to come. Take your time!

Case Study: 30 Days of Discipline by Victor Pride

Discipline is a timeless subject. Victor Pride will sell copies of 30DOD for as long as he writes at Bold & Determined. Even if he quit actively writing, he’d sell copies due to SEO. Someone hops onto Google to find out, “How to be more disciplined.” They find his site. Sales come in every day.

Case Study: SJWs Always Lie by Vox Day

Vox Day is a science fiction writer and editor who also writes about current affairs. His recent book SJWs always lie was a smash hit, likely surpassing his expectations. Vox is a brilliant man, but never got into the marketing side of book launches and doesn’t care for it. When I told him my initial Gorilla Mindset sales he was impressed. I told him SJWs Always Lie would probably sell more. He was skeptical. SJWs Always Lie was an obvious smash hit to a marketer.

Forward was written by a huge star, Milo Yinappolous. He got early momentum from friends of his, including yours truly. He had a built-in audience. I am one of those long-time readers of Vox and writing a review was my pleasure. Overlapping subject matter. Vox writes about current affairs, and SJWs make headlines by ruining lives. Those who enjoy Vox’s blog (myself included) would enjoy his book. Timeless (relatively) subject matter. The book will be relevant for at least another three years, maybe longer.
Updated for free (the “write two books, sell one” principle). Until hate mobs stop going after innocent people like Tim Hunt, Vox will have something to write about. As he writes about current affairs, new and old readers will want to read SJWs Always Lie.

**How to sell a lot of non-fiction books?**

Have your own website. Social media is nice, email lists are great, but your own website is king. You own it. Websites are also SEO’ed in ways an email list is not. For example, let’s say you send out a killer email campaign making sales. That’s great. It’s also one-and-done. Now imagine you post that same killer e-mail campaign to your website. You sell directly from the campaign and also sell forever via incoming search traffic.

**Write enough content for two books.**

One book is sold, one book appears in the form of blog posts. You can write these blog posts before and after you publish them.

Some of the material from Gorilla Mindset already appeared on Danger & Play. Only dedicated haters and stalkers left negative reviews complaining about it. They’d have found something else to complain about. Haters gonna hate.

Long term readers enjoyed seeing all of the content tie together into a cohesive system. Gorilla Mindset also contains material never before discussed on Danger & Play.

Since launching Gorilla Mindset I’ve released nearly enough content for a second book. This content sells copies of Gorilla Mindset. Guys who were on the fence (50% of people take two years to decide to buy a book!) see an article, like it, and buy.

New guys find my site as articles and blog posts are shared on social media or discovered via SEO. The virtuous cycle repeats itself.

**How to sell even more copies of your first book?**

**Write two more books. Repeat the process, above.**

Now you have even more momentum. People who find your new books will then go back to buy your old books.

You’ll notice in addition to mindset that I’ve also been writing about social issues impacting men. You’ll also notice I’ve been writing more about the publishing industry. Why?

Because I write about what I am interested in, and also because my next two books are going to cover the War Against Men and public relations.

I’m already giving away my next two books! Some might call that crazy. The only thing crazy is how many books I sell every day.

**When you have momentum in your life, keep moving forward until you physical break down. Many a great man lost it all after taking a break.**
On this 12 hour plane flight I’ve written over 10,000 words:

- Forward for a soon to be released book,
- Three blog posts,
- Outline for Last Man Standing.

Why? Because I’m at my peak, and peaks don’t last.

When you have momentum, you keep pushing. Your body will tell you when it’s time to rest.

You keep showing up for me and I’ll keep showing up for you.

Back at #1. The only way to sell more books than I do is to price them at $1 to $3. Even then Gorilla Mindset is only out of my spot for a day or two.
Happy Birthday to me. Yesterday was my 38th birthday. Apparently the approaching Big 4-0 is a huge deal for men, but who cares?

I’d do a 38 Things I learned While Turning 38, but my post around that theme from a few months ago went viral. You can read that now before reading this post:

37 Thoughts on Not Wasting Your 20s.

Let’s talk about what it means to be a man, especially an aging man.

I feel sorry for old people who want to seem young. You look silly to the kids and pathetic to me. Develop some spiritual depth and strength of character. Incidentally, young people respect that more than the Botox and Just for Men.

Most of my audience is WAY young than I am, and they appreciate that I do not try playing the cool guy role. I’m not the guy they’d invite to a frat party. I’m the man they’d consult when in times of turmoil.

I’m not cool, never was, and now I’m getting older.

And I feel fantastic.

American men are obsessed with aging due to the feminization of the West.

Youth and beauty are how women are evaluated, as youth and beauty signal the ability to produce healthy offspring. A young woman is far more likely to have healthy children. While the “ability to breed” is not how to measure a woman’s worth, we are attracted to younger women precisely because our DNA wants to get inside her DNA to create DNA replicants of ourselves.

Men are evaluated based on their social status, resources, wisdom, and masculine self-possession. This is obvious to anyone with eyes. How many young men enter into sugar baby relationships with older women?

Indeed, aging is much harder on women than it is on men. Lacking foresight, far too many women ride the wave of their youth and beauty, only to find men no longer respond. Women, too, should focus on developing strength of character and godly and worldly, wisdom, but they aren’t my audience. Sorry, women!

Youth and beauty are feminine rather than masculine traits. I used to buy into the media brainwashing. I colored my hair and obsessed over my appearance. I was a vain little princess who stared at himself for hours in the mirror and once even cranked my neck when turning to check myself out in a car window’s reflective glass.

Society no longer values masculine traits.

The message from society and the media has been clearly stated: “Women have learned to become more like men. Now men need to learn to become more like women.”

WHEN WOMEN HAVE BECOME LIKE MEN THE MEN WILL HAVE TO BECOME LIKE WOMEN!
That statement is fully loaded and of course begs an obvious question. What does it mean to be more like a man or more like a woman?

Those questions keep me up at night, and my best answer is that a man imposes his will onto reality. My defining trait is FORCE OF WILL. If I want something in life, I IMPOSE my will on it.

A MAN – HE IMPOSES HIS WILL ON REALITY.
A WOMAN – HER REALITY IS IMPOSED BY HER MAN!

Yet if you make some comments in public, people will accuse you of being a rapist or sociopath. Society does not want masculine men.

Then I began to consider what it means to be a man. A man’s highest calling is to develop masculine self-possession, which is the fundamental belief that he is full and complete in and of himself.

“I am full and complete in and of myself.”

Validation from women means nothing to me. Even high praise no longer actives my dopamine receptors. While I get a lot of hate, each day is filled with even greater praise.

Neither hate nor acclaim moves me much, as I am full and complete in and of myself.

Aging is a disease, as we should fight it.

Working hard to live a healthy life into your 40s, 50s, and 60s, and even 80s is required.

I enjoy being fit, healthy, and strong. My mind is sharp and has clarity of focus. I’ll take whatever drugs and do whatever it required to “age well” in that sense.

Yet when most men talk about “aging,” they usually mourn the loss of being cool, hip, and hanging out with the kids.

I have some bad news for men still caught up in the night club scene. If you look around and cannot point out the old guy, then you are the old guy. You’re not fooling anyone.

No girl (not that any have the change right now!) is going to date a 40-year-old man for being young and cool. She’ll date for you for possessing a dominant nature and social status. Women desire leadership from men.

A man should be evaluated by two measures – his children and his legacy.

How many hours should a man spend Photoshopping hot pics of himself to upload to Facebook? That depends. How many children does he have?
If social media has taught me anything, it’s that men are more into themselves than their children. This, again, is due to the feminization of men.

What do your children think about you?

Children don’t think you’re cool, because you’re not, and they never will, because you won’t be.
A son looks to his father for worldly and spiritual guidance, leadership, and discipline.
A daughter looks to her father for love, affection, and protection.
Are you providing that to your children?
Don’t get me started on your daughters...

I also talk to a lot of sons, and most fathers aren’t there for them.

- Dear Dads: This is What Your Sons Deal With.

How can a man age well?

Elevate wisdom above vanity. You can choose to view years as bringing you more grey hairs or choose to view decades on this earth as resources to draw upon.

This realization hit me while reading two of my favorite authors – Charles Bukowski and Sir Arthur Conan Doyle.

Bukowski’s writing is bitter, as he hates aging. A man of the flesh, an old body is less able to partake in carnal pleasures.

Sherlock Holmes, however, embraced aging as acquiring knowledge takes decades.

“When an old man dies, it’s like a library burns.” – African proverb.

How do I want to live?

Writing Gorilla Mindset fulfilled a lifelong dream of mine.

At 19 I was roaming Barnes & Noble for books about life. I was anxious, lost, and confused.

I found an audiobook called How to Stop Worrying and Start Living. I listened to the book and applied those principles to my own life.

My life vision changed.

Dale Carnegie was dead, and yet his ideas lived on. He was there for me when I needed him most. “I want some confused kid to find my books long after I’m dead.”

Maybe that’s not cool, but like I said, there’s nothing cool about me.

Happy Birthday to me.

Thank you for enjoying these past several years with me.

Cheers to many more!
Donald Trump is winning due to his mindset and his media platforms. You can use his same methods in your own life to have massive success. I know this is true as Trump and I run the same playbook!

Donald Trump’s rise has come to a shock to all but three writers – Scott Adams, Milo Yiannopoulos, and me. Before even knowing about Trump, I used the same playbook. This playbook is rarely applied, as Adams and Yiannopoulos the only two others running it at a high level. (Read: Why I’m Winning by Milo.)

Trump is his own media and publishing empire. (That’s the real reason the media hates him.)

Mark Cuban is a billionaire. When he made an offensive Tweet about Trayvon Martin, the media called him out. What did he do? He backed down!

People back down from the media as “journalists” have conned people into thinking they have moral authority over us. Journalists know this and abuse this power to set the agenda. Matt Taibbi, who as a writer for Rolling Stone helped commit journalistic fraud on the public with a rape hoax, admits that journalists only power is shame.

The extraction of the humiliating public apology is one of the media’s most powerful weapons.

Someone becomes famous, we dig up dirt on the person, we rub it in his or her nose, and then we demand that the person get down on bended knee and beg forgiveness. Yet some of us fight back. When Gawker attacked me, I laughed in their faces, mocking their outrage over my “mean Tweets.” I then put the Gawker blogger who hated on me on full blast: Sam Biddle later admitted he had to sign off of the Internet as he had been brutalized. He took one month off of work. I call this Going Full Gorilla, and Trump has clearly chosen to live that mindset.

Like me and unlike Mark Cuban, Trump sets the narrative and controls the terms of the discussion.

Politicians, especially conservatives, play defense. The media attacks them. They cry. Then they beg other media outlets to allow them to respond. They have no control over the media narrative, which gives journalists incredible power.

If a Republican wants favorable press coverage, he had better not hit back too hard at the SJW-run media. He can throw around lines about the “biased mainstream media,” but how often does a mainstream Republican single out a reporter for a good punch in the nose? Never!

Trump, by building a massive social media platform, became his own media empire. He doesn’t need “journalists” to get his message out. He takes his message directly to the people.

Of course I recognize Trump’s tactics and strategies, as I use them.

The numbers don’t lie. Gorilla Mindset was the most successful non-fiction independent book launch of 2015. A book review from me at Danger & Play sells more books than a write-up in the NY Times, Esquire, GQ, or any other online publication.

Yet no one ever offered me a book deal. Agents weren’t beating down my doors.

The only way to get my message out was to become my own media empire.
There are many days where I sell more books than David Brooks – a huge political figure who has a NY Times column.

Kevin Williams, a cuck fetishist who writes at National Review, recently had a book launch. Williams appears on TV and writes for a massive site. If you hand delivered me the readers of National Review, my book would 3x in sales. Yet Williams’ personal brand value was so low that his book flopped. People will read his trash for free when it’s on a website owned by someone else, but $3.99 is too much to pay for his “books.”

On launch week, when authors sell the most copies, Williams never sold more copies than my books. His ebook was priced at $3.99 and sold fewer copies in a week than my books sell in a day. Kevin Williams is a loser, and I probably shouldn’t call attention to him as no one knows who he is.

**The Trump Mindset: Momentum + Focus + Energy**

It’s clear none of Trump’s haters have read his books ([Think Big and Kick Ass](#) and [Art of the Deal](#)). If you had you’d know how Trump thinks and moves.

To understand how someone thinks, look at the language he uses. Kindle makes this simple. You can search for specific keywords in the Kindle version of a book.

**Trump’s books are loaded winning, focus, push, enthusiasm, energy, and momentum – POWER WORDS!**

**Momentum.**

*Trump is a momentum player.* He doesn’t wait for the perfect time to strike. He comes out swinging and he keeps swinging. There’s even a chapter in Think Big and Kick Ass called Big Mo!

I have devoted a lot of time to studying and applying the power of momentum to my own life and business. I do not ever want to lose my momentum. The lesson applies whether you are in real estate or not. What do momentum types never do? We don’t apologize! An apology destroys your momentum, as it causes you to stop.

Scott Adams is also a momentum type. How do I know this? Adams talks about “energy” in his great book [How to Fail at Almost Everything and Still Win Big](#). Energy is mentioned 67 times and there is even an entire section on how to increase your personal energy.

Momentum types are obsessed with energy, as it’s crucial for us to keep moving forward.

Momentum types believe if we keep putting fire on targets, we will win.

As long as our energy holds up, this is true.

**Focus.**

I wrote about focus in Gorilla Mindset and have written about it repeatedly at Danger & Play. As Tony Robbins cleverly put it, “What you focus on is what you feel.”

Trump, who as a speaker for the learning Annex saw Tony Robbins in action many times, understands the power of focus and framing.

“The more focused I am on doing things I love, the less stress I experience.” – Donald J. Trump
Focus in mentioned 26 times in Think Big and Kick Ass:

- “When I started my career in real estate, I had a problem. I had no money to invest in the properties I wanted. But I didn’t focus on it and let it stop me. I focused all my attention on buying properties without money!”
- “I used the focus on my will and the power of my enthusiasm to build even more momentum.”
- “I focused on my passion, and a lot of money has come to me.”
- “If you want to become successful and stay successful, you must learn how to focus.”

Trump also understands the role of self-talk and focus, writing, “If we were to say to ourselves, ‘I’m so unfocused’ instead of “I’m so stressed out,” I think we could clear things up more quickly.”

**UNLEARN A BAD HABIT BY SWITCHING IT WITH A GOOD ONE – DO NOT SAY I AM STRESSED, SAY THAT I AM UNFOCUSED!**

I wish I had read Think Big and Kick Ass before writing Gorilla Mindset, as there are many overlaps between the books.

**Energy.**

To maintain momentum, you require a lot of energy. To maintain your focus, you must have energy. Each pillar is important. I am obsessed with ways to increase my energy, as I believe in myself. If I keep moving forward, everything will work out. Trump talks about energy in Think Big and Kick Ass. “Your belief generates the power, the skill, and the energy to succeed at achieving your goals.”

Trump cites chess player Bobby Fischer as an example of a person with high energy and focus. “He boasted that he gave 98 percent of his mental energy to chess, while others gave only 2 percent. That explains his success. He enjoyed the challenge of focusing his mental energy.

**Trump’s Mindset = Push, not permission.**

In the *Art of the Deal*, Trump describes his deal making style. Making deals isn’t only about real estate sales. All of life is deal making.

Trump, a momentum player with intense focus and high energy, pushes: “I aim very high, and then I just keep pushing and pushing and pushing to get what I’m after.”

When one of Trump’s employer came to him with a problem, Trump’s solution was simple, “‘Keep pushing,’ I tell him.”


Trump doesn’t ask the media for permission.

He pushes his message.

**If you hate Trump, you’re a loser.**

What are Trump’s policies? I don’t particularly care.

I enjoy studying Trump as a master of mindset and persuasion.
If you hate Trump, you have low feelings of self-worth and are full of self-pity.

Trump is a massive success, and not by accident.

He uses the power of mindset training to succeed. He understands focus, momentum, and energy.

It wouldn’t surprise me if Trump hands out copies of Gorilla Mindset to all of his staff.
“Politics is downstream from culture,” Andrew Breitbart famously observed, and until traveling to the birthplace of early Western civilizations I didn’t understand what he meant.

As men, we rarely sit around thinking about culture. What is culture? Yet we see politics daily. As a man the political system – which means the legal system – is rigged against you.

How did we begin living under an oppressive legal system where men are presumed guilty of rape, men are not allowed to see their children, and some men’s lives matter more than others?

Our legal system is downstream from our culture.

What is modern culture if not a celebration of the debased and defiled.

Ancient art work celebrates conquest, achievement, and force of will

“Magnificent structures were built after conquering a new land. Now we don’t dare use the word ‘conquer’ lest we offend the weak.” – Mike Cernovich

Visit the Louvre in Paris or Heroes’ Square in Budapest and you’ll understand in your soul what it means to be a man.

Men fight monsters, create civilizations, explore, meditate on truth, and seek to bring reason to a chaotic world.

Men seek strength.

Men seek wisdom.

Men seek the truth.

What does it mean to be a man?

Today men of all ages struggle, as traditions of masculinity have been lost. There is no culture of masculinity.

Well, that’s not entirely true. There are permissible safe masculine spaces in the West. There are some outlets for men. There was even a television program called “The Man Show,” which celebrated cartoon masculinity – what I call Bacon & BOOBIES! masculinity.

Put two girls on a trampoline jumping and men act as if they have never seen a set of tits. Become grossly overweight while using a propane grill because eating like a fat slob (so long as it’s bacon!) is manly.

As a joke I posted on Twitter:
Permissible Masculine Activities:

- Man caves
- ESPN
- Craft beer
- CrossFit
- Bacon

Enjoy anything else and you’re an MRA, PUA, or worse!

What struck me as obvious meta-commentary on the state of masculinity led to a debate. Men thought I was being serious!

**In 2015 as a man**, “You get to be a dumb jock with a rainbow flag filter on his Facebook pic."

You are allowed to talk about your new PR at CrossFit after shaving your body hair but you had better not fat shame.

**How can the right be anything but cucked?**

More often you’re hearing terms like the “cucked right” and the “alt-right.” Without realizing it, I had become part of the alt-right, which is more accurately labelled the masculine right, or **what Roosh calls neo-masculinity**.

The traditional right, as represented by National Review and the GOP, has no fight in its heart. The trad-right also lacks an understanding of masculine culture and what it means to be a man.

For example, Republicans have complete control of Congress. When hearings were held in the Senate about “rape culture,” **not a single Republican stood up for men**, the presumption of innocence, or due process of law.

(Some wonder why I support Donald Trump over Ted Cruz. Here’s a hint: **Senator Ted Cruz. Where was Cruz during the Title IX witch trials?**)

Read: [Hardly any mention of due process at Senate hearing on campus rape](https://www.senatemajORITYleader.gov/-/media/adjuncts/senate_hearings/2016/02/22/hardly-any-mention-of-due-process-at-senate-hearing-on-campus-rape.pdf) by Ashe Schow.

National Review did not call out Republican lawmakers for being gutless.

When liberals were under attack by rabid SJWs, conservatives were nowhere to found. How could conservatives not join forces with moderate liberals to push back the same SJWs who for years have tormented the right?

The traditional right has no fight in its heart.

When [GamerGate happened, I rushed into the fight](https://www.gamerpatriot.com). How could I not? Despite being a bunch of liberals, my brothers and sisters in GamerGate shared a common enemy – cultural marxists who seek to censor art.

Much to my disappointment, many of you spoke out against me for joining the fight. Like 99% of men in the West, you did not understand that politics is downstream of culture. If the SJWs censor art, they control the culture. Control over culture leads to control over politics.
While writers at National Review rage impotently against Donald Trump, we on the masculine right celebrate him as a fighter and example of masculinity. **Masculinity always wins.**

When Salon writes articles defending pedophilia, the cucked right plays defense. They attacked their own readers rather than recognize we have the radical left on the run. Now is the time to attack!

**Masculinity is heroism and conquest.**

Today is the worst time in the West for men, it is the best time in the history of the world to be a man. Years ago I was a dopey schlub, as I had unconsciously absorbed cultural brainwashing. To live a life others dream of, you must embrace your masculine nature.

**Life is conquest and imposition of will.**

There are no safe spaces for men. You will always be under assault and attack. You’ll be tested by women and attacked by society. You may be killed for your views. You can run and hide or say, “This ain’t my fight.” Or you can dig your heels in and put our enemies on the run. We are living in a new era, and the men who create a new culture are those who embrace their gorilla nature.

“In the beginning, the noble caste was always the barbarian caste: their predominance did not lie mainly in physical strength but in strength of spirit. They were more whole human beings – which also means, at every level, more whole beasts. Nietzsche, Beyond Good and Evil.

I wake up every day excited and ready to fight. Why?

Because I’m a man.

Embrace your inner masculinity.

Or live as a slave.
4.12.2015 – Wim Hof Breathing Method Course Review

No one understands the power of breathing like someone with asthma. As a kid my asthma was bad enough that running around the block was impossible. In Army Basic Training I could barely pass the 2-mile run for the PT test. I still have minor asthma as an adult.

I learned the power of breathing on an Army base (Ft. Gordon, Georgia).
I had a fight coming up and hit the track for some road work. After finishing a difficult interval run, I felt my pulse pounding in my ears, my gums ached, and I couldn’t catch my breath.

It occurred to me, “Our breath isn’t something we control. We work ourselves hard and whatever happens, happens.” Slowly I regained control of my breath.

My asthma was never fully cured. As a runner at my physical peak, my top 5-mile run time was 35 minutes. That was while training hard, and my 2-mile PT time for the Army was never better than 12:30.

But my cardio was good enough to train boxing and even win.

There was never a good course on breathing – until now.

Wim Hof’s Breathing Course is well worth the price.

Like most of you, I learned about Wim Hof from the Joe Rogan podcast. During the Joe Rogan Podcast, Wim Hof led Joe through a breathing exercise that had Joe able to hold his breath for two minutes and thirty seconds. (Read: The Animal Within.)

My own Gorilla Mindset breathing techniques are effective to improve your focus and intensity, but Hof’s method is systematic and detailed. I’ve been following it by the book for the past six weeks.

There’s more to Wim Hof’s breathing technique than breath alone.

His full course is based on breathing, cold therapy, commitment, and physical exercise.

While breathing is the based of the method, you’ll be introduced to cold showers, contrast showers, and cold baths. Hof also teaches you how to exercise while holding your breath and performing various stretches.

Commitment is important, as you must trust the process for it to work. Perform the exercises without judgment. Witness the process. Focus on your breathing.

And oh wow, the method works.

The Wim Hof Breathing Method explained.
I’m not going to give away Hof’s course, as that would be theft. That said, Hof has made some of his material public, and that’s fair to share.

Perform 3 sets of 30-40 reps.

You start by taking in 30-40 deep breaths. You go fully in, as deeply as possible, for one breath. You then exhale. You “let go” of the breath rather than forcefully expel oxygen from your lungs.
On the final breath (or rep) of your set, you exhale. Then hold your breath.

Keep a stop watch handy.

Once you need oxygen (Wim Hof stresses that you should not try to go too hard, relax, enjoy the process), take one deep breath in. Hold that breath for 10-15 seconds.

Immediately begin another set.

**Wim Hof breathing method summary:**

- 3 sets of 30-40 breaths
- After exhaling on the last breath, hold your breath for as long as you can (time it with a stop watch)
- When you need oxygen, take on a deep breath. Hold that for 10-15 seconds.
- Begin your second set.
- Once you get more advanced, you’ll perform some exercises with your breath held.

“**Fully in. Let go.**”

During the course, you find yourself repeating Hof’s mantras. He emphasizes that your breathing exercises should not be forced. “Fully in, let go.”

Do not force the breathing exercises. Focus on the process. It is not a competition.

After mastering the breathing exercises, Hof has you perform some yoga stretches. Later in the course you introduce cold water training.

You’ll also learn how to generate more power in your body by doing push-ups while holding your breath.

**How I’ve been doing cold water training while using Wim Hof breathing.**

Cold water therapy and contrast showers are part of the Wim Hof method. As [I’ve been doing contrast showers for over a year](#), I skipped ahead a bit.

I have access to a cold water and warm water pool. The cold water pool is at 19 to 21 degrees and the warm water pool is at 30 degrees. Depending on ambient air temperature, the cold water pool gives me shivers and goose bumps when not focused on my breathing.

**Using contrast therapy/Wim Hof breathing:**

I perform the Wim Hof breathing method twice a day.

Here’s my schedule for each session:

- Jump into cool water pool. Do not do the breathing technique. Just get cold.
- Jump into the warm water pool. Feel the capillaries dilate as blood rushes to the surface of your skin.
- Repeat the process 3-5 times.

After the warm-up, I hop into the cold water.
I perform 4 sets of Wim Hof breathing exercises.

On the final set, I hold my breath (do not exhale) and swim a lap in the cold water. I started off only able to make it one-half the length of the pool. Today I was able to make it the full length.

Warning: Do not do this. That’s dangerous. The life guards keep a close eye on me as they think I’m a weirdo who performs abundance posture exercises in cold water as the sun sets in the infinity pool. The contrast therapy boosts your lymphatic system. Today I almost threw up, as the cold water/hot water got lymph fluid moving.

The Wim Hof Course is a professional product, and it’s what I’ll model a Gorilla Mindset video course after.

Wim Hof’s course is a full, 10-week course with a workbook, numerous videos, and articles from scientific journals explaining why the Wim Hof method works.

Week 1 provides you a workbook, access to numerous videos and articles, and a full introduction to the Wim Hof breathing method.

I commit a full 30 minutes to my breathing exercises, and I do this twice daily.

You could start off with four minutes a day, as Hof has an abridged video for the time crunched. (There is 10 minute and a 4 minute exercise video.)

The Wim Hof course is the best money I spent all year.

I highly recommend it.

You can buy it here.

P.S. Do not ask me any specific questions about the Wim Hof method.
I can explain to you how I modified it to suit my lifestyle and strengths.

For example, I do 10 “Wim Hof breaths” when lifting. The amount of lactic acid in the body decreases, and muscular failure is more “neurological” than “lactic.”
But giving away the information or full program would be theft.
Also, if you buy the course, you can also join a private Facebook to ask your questions.
Yes, it’s a relatively costly course, but Wim’s mission is important, and he’s a great human being.

The course is here.
Selling books is by far the hardest job I’ve ever had. I had to learn how to sell books through personal experience. While spending massive amounts of time to learn from scratch is valuable, it’s wise to learn from other sources as well.

If you look at most information out there, you’ll see it’s a scam.

I even called out a scammer named Stefan Pylarinos after he scammed me into buying one of his courses. Like everyone else, it seemed, he offered this business model (lie):

- Write a book.
- Post it on Amazon.
- Passive income for life!

As Gorilla Mindset closes in on 15,000 copies sold after five months, I’ve learned you don’t launch a book and walk away. You work every day on your book.

There’s now a real course for authors that isn’t a scam. It has enough promise that I signed up as an affiliate.

I know it’s not a scam as it features people I’ve already endorsed!

AuthorConf features my favorite authors, and they tell you how to sell books.

James Altucher, author of Choose Yourself, is a D&P fan favorite. He was an inspiration of mine and also where I learned the most about self-publishing.
John Durant, author of Paleo Manifesto, was even at my wedding!

(You may see a name or two on the list of guys I’ve beefed with, but hey, I’m a high-conflict guy.)

Let’s take a step back. What is AuthorConf?

AuthorConf is an online conference for authors. It’s being hosted by Patrick Vlaskovits, a New York Times Bestselling author and entrepreneur. He’s started or advised hundreds of companies.

AuthorConf features guest speakers who will answer questions authors want to know about.

For example, James Altucher’s discussion is, “How to Bypass Traditional Publishers And Self-Publish Bestsellers.”

John Durant will cover “How To Create, Write For, And Connect With Your Tribe,” and Sean Platt is going to explain “How Writers “Wreally” Write & How To Self-Publish Your Own Bestselling Fiction Books.”

Each day a new guy or gal will give a talk. You have 24 hours to watch the talk for free.

You have 24 hours to watch the video for free.
**AuthorConf is free to try.**

I do not endorse many programs as I hate the Internet marketing crap.

What I like about AuthorConf is that you can watch a video for free. It’s try-before-you-buy.

You give them your email address and they mail you the login.

Each class or session is up for 24 hours.

At the end of the sessions, you can buy the course.

All-access is $99 for digital download and $147 for digital download + USB.

Or you can just watch the videos for free while they are live.

For more information, [sign up for AuthorConf here](#).

**You get some bonuses now for signing up.**

I always input my email as a customer before reviewing any program, as it has to be user friendly.

When you sign up for AuthorConf (free, using your email), you get a workbook and some other bonus talks.

There’s also a link to some upsells, but it’s not unusually pushy.

You could do the entire program without having to ever buy anything.

I’m not sure when the offer ends.

Anyhow, [check it out for free](#).

I sure will be.
6.12.2015 – Dean Obeidallah’s Meltdown Shows the Power of Mindset (How to Face Fears)

Dean Obeidallah is a Daily Beast blogger (Daily Beast is a Gawker wannabe site) who achieved fame for calling Mitt Romney a race traitor for adopting a black child. Dean Obeidallah also maintains an active Twitter profile where he supports radial Islamic terrorism, though thankfully his account gets fewer impressions than mine. Calling himself a comedian, Dean Obeidallah said no one on the right was funny. I offered him a challenge.

My challenge was to the point.

“I’ll destroy @Deanofcomedy in any verbal dispute, rap battle, stand up, you name is. He’s an unfunny cuck.”

Much to my surprise, Dean Obeidallah replied! He challenged me to a stand-up comedy battle.

“.@Cernovich Great when can u be in NYC for the comedy show? Ill set it up at a comedy club in NYC”

I then offered up $10,000 for charity to ensure Obeidallah knew this was for-keeps.

Holy crap?! I’m going to do stand-up?

I won’t lie. I was was nervous and even a little afraid. Public speaking is one thing...Stand-up comedy is another!

Comedy requires timing, delivery, and edge. It’s incredibly hard to be funny on stage. Great comedians like Patric O’Neil, George Carlin, and Bill Burr are men of great courage.

I was going to walk into an ambush in New York. Before a packed crowd, I’d have to perform.

I began applying Gorilla Mindset techniques immediately to calm my fear.

How to overcome your fears?

First you must embrace your fears.

Fear is life. Fear is pain. Fear is growth. Unless you feel fear, your life is boring and stagnant.

I was afraid to do a stand-up routine in a hostile environment, and for that reason I had to do it.

Use self-talk, mindfulness, and visualization.

“What is the worst that can happen to you,” I asked myself during my self-talk exercises. “Worst case is you have a panic attack, cotton mouth, and pass out.”

I meditated on (visualized) the worst outcome. I imagined falling on my knees, throwing up, and humiliating myself before hundreds of Gorilla Mindset readers.

I imagined viral videos and gifs of my failure floating around. I imagined people mocking me every day on Twitter. No one would ever want to read my stuff or be around me after a humiliating failure. Once the image was vivid in my mind, I concluded it wasn’t a big deal. “Get real, it’s not like you’re storming the beaches on D-Day. You might look stupid, but you’re going to show up to the FIGHT!”
“You won’t pass out, do the Wim Hof breathing,” I told myself. “Maybe you won’t be a great comedian, but you can do a Bill Hicks style rant. It might not be ha-ha funny, but it will be insightful and cutting.”

I began working on my routine.

After accepting my challenge, Dean Obeidallah then backed out and began making death threats against me.

After not hearing from Dean Obeidallah, I pushed the issue. When would we fight?

Again, this was an ambush. Obeidallah was going to set the venue. He could pack the house with SJWs. I’d bring my guys, too, but this was home-field advantage.

But I didn’t care. Unless you’re afraid, you’re not pushing yourself. I was afraid of going on stage to do stand-up in a hostile place. GOOD! Run towards your fear.

Because I didn’t outwardly express fear, Obeidallah cowered. He was on the ropes. He backed out of the challenge.

Dean Obeidallah intends to have a mob kill me.

When I told you that SJWs want me dead, many of you thought I was being dramatic.

Yet Obeidallah admitted he intends to crash my Gorilla Mindset seminar in NYC with a mob with violence on its mind.

He Tweeted to his followers that, “We need to pay a visit to [Cernovich’s] event.”

When told that sounded like a violent mob, Obeidallah replied, “Can only hope so.”

Come get some, Dean!

Dean Obeidallah is a gutless coward.

Like the pathetic bully Sam Biddle, He backed down from a challenge that he issued. He turned down $10,000 for charity. He now wants to scare me away from giving my seminar. I’ll gladly face him and his violence mob in New York.

I’ll see you in New York, Obeidallah.

Actually, I won’t.

You’re pathetic and won’t show your face.

You’re another bully who thinks writing for a “big” blog like the Daily Beast gives you clout or makes you a bad ass.

You’re a joke. You failed as a comedian, you failed as a blogger, and you failed at Twitter.
Cuckservative: How “Conservatives” Betrayed America was released today, and it’s already hitting #1 in its categories.

I wrote the forward for this insightful and offensive book. My goal in writing the forward was to set the tone. Cuckservative is meant to wake up our fellow citizens while starting a fight with those who have betrayed us.

Cuckservative is primarily a book about immigration.

I used to be an open-borders libertarian. America is a great country, and we should welcome and indoctrinate more people into the American way.

Yet my view shifted radically over the years, as suggesting that immigrants conform the American values is cultural hegemony. Even suggesting there is an American way is a microaggression, which is a form of “assault.”

I don’t make this stuff up. If you say anything like this, you have committed an act of violence:

- “Men and women have equal opportunities for achievement.”
- “Gender plays no part in who we hire.”
- “America is the land of opportunity.”
- “Everyone can succeed in this society, if they work hard enough.”

Western civilization is under attack and we have no support from mainstream conservatives.

Republicans control Congress. They are the majority party in both the House and Senate. What have they used their power for? Are they advancing American interests? They call themselves conservatives, and yet it seems there is nothing about America that they wish to conserve.

Conservatives insist we open our borders to all who come. We must change our ways for immigrants, which has led to poor rates of assimilation.

All too often immigrants bring values from their inferior countries to the United States.

Saying Western Culture is superior, according to prominent figures on the right, is racist, xenophobic, and bigoted.

How did I go from someone who hates writing politics to one of the leading figures of the right?

I had no choice but to take up arms after being betrayed by so-called “conservatives” and others on the “right.” No one would stand up for my rights – for our rights as men.

Rather than have our backs, conservatives watched with glee while SJWs tried screwing us over. Even though Republicans control Congress, radical feminists appeared to discuss “rape culture” and how to destroy the rights of men. Not a single Republican spoke out against the hysteria of rape culture.

We all sensed we had been betrayed, although we didn’t know what to call our new enemies.
Then, at the heights of Olympus, a meme emerged. This meme was brought like Prometheus’ fire to the people – Cuckservative.

**What is a cuckservative?**

Ask 10 people who use “cuckservative” and you’ll get 11 answers. Some use cuck to describe a weak man. Others use cuck to call out a conservative writer who is more concerned with impressing his friends at Salon than in fighting in the culture war. Still others use it to describe a general betrayal of the American people.

I use cuckservative to describe prominent writers and talking heads on the right who are more concerned with being liked by SJWs than by standing up for their friends. This desire to be liked causes them to let the left screw over their own friends.

Read: ‘Cuckservative’ Is a Gloriously Effective Insult That Should Not Be Slurred, Demonised, or Ridiculed by Milo Yiannopoulos.

For example, did you know National Review has had multiple purges of its top writers? Yes, National Review fires writers (Mark Steyn and John Derbyshire come to mind) for offending people who don’t read and don’t like National Review. Even Ann Coulter, author of 11 NY Times best-selling books had her column removed from National Review after liberals complained about her.

The broader phenomenon is known as virtue signaling, which Breitbart journalist Allum Bokhari describes as “pampered, hand-wringing brats use social media to look like heroes — without having to do any of the work.”

Conservatives work harder to signal their virtue to the left than they do fighting for us on the right.

**Who is a cuckservative? (Hint: They called Donald Trump a “nativist” for supporting Americans.)**

The cuckservatives came out in full force when Donald Trump began surging in the polls. Rather than attack the left, they went after Trump.

When the attacks on Trump began, my first thought was, “Wow! Where was this energy for the past 7 years?” An outside observer could conclude that the only way to energize Republicans is to have a strong, charismatic Republican run for office.

Donald Trump was called a nativist (how that’s insulting is beyond me, though they intend it to be) for wanting to enforce America’s values on all new immigrants. Demanding that immigrants learn English is xenophobic. Only allowing high-IQ immigrants into America was also deemed problematic – a term of the left.

One cuckservative, Kevin Williamson, wrote an entire book hating on Trump and Trump supporters. The book was a failure, and I’ve outsold Williamson by an order of magnitude.

As I’ve said, Williamson is not writing what National Review readers want to read. He is writing to virtue signal his worth to the left.

A cuckservative’s audience is not conservative readers. Cuckservatives write for SJWs.
Read this excerpt and tell me how it’s any different from what an SJW at Salon would write:

*It is therefore not entirely surprising that among Trump’s admirers we find a substantial population of purportedly heterosexual men who praise their candidate in extravagantly gonadal terms – I will not bother to catalogue the examples of scrotal and penile celebration I have encountered in my desultory correspondence with the Trumpkins – while Trump’s critics are ritually denounced as beta males, “cucks,” or, in the popular white-nationalist phrase, “cuckservatives.”*

Is Williamson an SJW or conservative? Read more:

*The Trumpkins savor the metaphor with great homoerotic gusto, proffering pornographic details about the prospect of fellating the black “bull” planning to ravish the white maiden of Western civilization. (One is tempted to offer to take them to a production of Othello.) I will note without comment that the sentiment “Donald Trump is a perfect example of an alpha male” is to be found on the comments board at – not that there’s anything wrong with that! – BodyBuilding.com.*

Kevin Williamson is a cuckservative.

Charles C.W. Cooke, a close friend and mentor to Williamson is also a cuckservative.

Salon wrote an article praising pedophilia. This is a glorious unforced error by your adversaries. When the left openly advocates for pedophilia, you go on the attack.

What did Charles C.W. Cooke do? He wrote a defense of pedophilia.

Yes, Charles C.W. Cooke is pro-pedophile.

**The new right is anti-Cuckservative.**

Vox Day is loosely associated with the alt-right, which means alternative right. I prefer calling this movement the militant right or masculine right, as we fight for what we believe in. We do not betray our allies to signal our “social worth” to social justice warriors and Salon writers.

When Salon writes articles in defense of pedophiles, we demand that Democrats renounce those articles. We attack.

**From beginning to end, Cuckservative: How Conservatives Betrayed America is an attack.**

[You can buy it on Amazon.](https://www.amazon.com)
11.12.2015 – Real Talk on Donald Trump and Real Americans

Theodore Olson was former Solicitor General of the United States and was mentioned as a Supreme Court nominee. Did you know I met Clarence Thomas at Olson’s house? Thomas left abruptly after Nina Totenberg (liberal NPR reporter) crashed the party.

That’s why I knew Trump would win.

I travel in multiple circles and people have different impressions of me.

Those who know me from my law school days wondered, “What happened?” I was being groomed for various high-status positions.

During law school I was a good boy. I published some scholarly articles, got the highest class grades in the most competitive classes, and was a research assistant for multiple law professors. My legal writing was even cited in a couple of federal court opinions – an achievement most lawyers will never have.

White collar people find my Twitter offensive, but my Twitter is normal shit talk you’d find at factory, farm, or high school locker room.

If Trump offends you, it’s because you live in a cucked world where no one speaks their minds because you all live in fear of being judged for having the wrong opinions.

I grew up poor and then working class. I’ve dug through dumpsters to collect aluminum cans to bring to the recycling plant for extra money.

People in the working class are plain spoken, even though many are far brighter than anyone you’ll read in National Review or Salon.

Where I grew up people say what is on their minds and people don’t get butt hurt or try getting someone fired because over words or political disagreement.

I’ve met the elite. I even interned for a United States Senator during college.

In those circles, co-workers and “friends” passively-aggressively bait you into saying something “wrong.” They create drama, causing you to lose your job.

Unlike most people who “make good,” I’ve never tried to be someone I’m not.

I’m not here to fit in.

My life path is a choice. I know the options.

I always identify with and care about working class Americans. I found the “elite” to be smug, insufferable, and fake. They will stab you in the back over a dollar.

For decades conservatives (cuckservatives) have told the people I grew up with that they didn’t matter.

That our neighborhoods must be transformed.
My grandmother, who grew up during the Great Depression and whose husband fought in World War II, almost moved after her new neighbors slaughtered a pig in their backyard.

Trump is speaking to working class Americans.

That’s the real reason everyone is furious.

Y’all think you’re better than working class Americas.

“Journalists” hate Trump because they hate the American working class.

Josh Barro is a New York Times columnist who identifies as Republican. Here’s what goes through Barro’s head as he flies coach class in a commercial airline.

“Whenver I’m in a plane over middle America, I look down and think, ‘That’s where 2 Broke Girls viewers live.’”

When Mitt Romney ran for POTUS, over 5 million working class voters stayed home. (Read: The Case of the Missing White Voters.) Can you see why?

Romney, Barro, and the rest of the cuckservatives hate the working class. We feel your contempt.

Donald Trump addresses the double standards we in the working class live with daily.

We all know the drill by now. When a black man attacks a white person or commits rape, no one cares. Or if they do care, it’s not a hate crime.

But when a Hispanic shoots a black kid, through the sheer power of magic George Zimmerman becomes white and the shooting is a hate crime.

Daniel Holtzclaw is a cop rapist who deserves to be hanged. You won’t find even the most “vile Twitter racists” defending him.

Yet there was an interesting twist in the Holtzclaw case. Although his other is Japanese, the media chose to make him “white.”

The media called him white in order to incite more hatred of whites.

When I pointed out that Daniel Holtzclaw is Japanese rather than white, people accused me of being the racist.

Mocking whites is a great way to win friends and influence people, but one wrong word about anyone else and your career is over.

Imagine Josh Barro, who some consider a conservative and who some think understands Americans, flew over Detroit and said, “That’s where BET viewers live.”

He’d be called a racist and lose his job at the NY Times.

“Casual bigotry” against working class whites is not only tolerated, it’s encouraged. How else can you status signal your cultural superiority than to mock middle America.
When blacks say, “Hey white boy,” or attack Asians, no one in the media makes this national news. We working class whites know racism is not dead.

Blacks face racism from whites, and whites face racism from blacks.

If you do address black-on-white racism, as I do, then you’ll be called a racist.

Trust me, I know. I went from a Black Lives Matter supporter (before the movement existed I spoke out against racist policing) to someone who is now called a racist.

Liars call me a racist because I address hate crimes that blacks commit against whites and Asians.

The media hates Trump (and me) as the market is changing.

The media is losing the battle of narratives.

Set aside Barro’s obviously anti-white bigotry for a moment and look at the facts. I can name at least 10 people from my hometown far less broke than Josh Barrow. His condescension isn’t even warranted. Why does Josh Barro think he’s better than these formerly Republican voters?

Vox Day’s Cuckservative: How Conservatives Betrayed America sold more books in a day than Williamson or Barrow will sell in a year.

The market has changed, and the cuckservatives are losing their control over right-wing media.

Josh Barro is on the way down. Look at the Google Trends report. More people care about Danger & Play than Josh Barro. What makes this more remarkable is Barro was given an affirmative action job. (Barro’s dad, who is a big deal, pulled some strings to get Josh hired.)

Even with that boost, he’s losing his momentum.

Barro is on the way down and Cernovich is on the way up.

Trump is speaking for people who have been attacked in the media.

Maybe you don’t like those people.
Maybe you don’t like me.

We get it, actually.

After decades we finally understand that media people actively hate us. Bloggers – I mean “journalists” – who can barely scrape by view themselves as being above us. And those are just the people in the “conservative” media.

The left really hates us.
We are now returning the favor.

We hate you back.

Good luck.
13.12.2015 – Old School Blogging Lessons for the New World

I’ve been writing online since 1999, and had my first blog in 2003 or so. In 2004 I had a blog really take off, and I’ve been blogging in some for ever since.

Back in the day no one knew you could make money blogging. That’s why blogs were good.

Today most blogs suck and I rarely read them. Pop-ups overtake my mobile browser and most bloggers act like used-car salesmen.

But let’s not be nostalgic. There were many problems with earlier blogs, and today is the best time ever to have a blog.

Times have changed, although old habits from my early years stay with me. That’s why my site grows while most others stagnate.
You put the reader first.

When you blog without any expectation of riches, something funny happens.

You care more about having people read you than in reaching in their pockets.

You think about what the audience wants to learn from you.

You work hard to educate and inform them.

You show what you know rather than talk yourself up like some sort of guru.

The “one really cool trick” about putting the reader first, as I learned how to over a decade ago, is that when you do sell something - people are lining up to buy it.

You put other writers second.

Before Google changed the game with SEO, your only source of readers was other writers. If you wanted people to find your blog, you learned how to play respectfully with others.
Yes, we argued in the early days, but there was always a tone of civility to it. You had to treat other bloggers with respect, as they were your primary source of traffic. These days people rip off posts hoping Google will index their sites. Little effort to “pay your dues” is made.
I always and to this day am “paying my dues.”
If I see a cool book or blog, I write a review.
The author or blogger will find my review. Maybe he’ll link to me. Maybe he won’t. Years ago Roosh was a massive source of traffic for me. I asked him how he found my site. “I started reading your site after you wrote about me.” We all know how close Victor, Chris, and I am. Vox Day and I are also making some moves together and he has been helpful. Milo is a big star, and yet to this day he is about bringing others up with him. How did I meet them? I linked to and wrote about them. My mindset even today is one of “paying dues.” No shortcuts. If you want someone’s attention, you don’t ask them for links. You write about them.
Blogging was a hobby; it was fun.

People didn’t start blogs to win fame or fortune. People wrote because they thought they had something to say, and it was fun.

Or people started blogging in hopes of getting a book deal. Before self-publishing (more on that, below), people actually sat around waiting to be discovered! Or they’d pitch book ideas to publishing houses, which are staffed by 22-year-old Women’s Studies majors.

Now everyone wants to write for one hour a day and earn millions.

When you write for fame or fortune, it shows in your writing. Every post has the, “Please pay attention to me and buy my stuff and hire me” tone to it.

It’s a hard tone to explain, although Aristotle wrote about ethos in Rhetoric.

I write because it’s fun. Even though it’s how I learn my living, this website is the time of my life.

There’s not a day where I have anything approaching writer’s block. How could I? This is a blast!

Blogging was a conversation.

No one ripped off each other’s articles. Not giving attribution – called a “hat tip” – to someone was seen as unethical and would lead to ostracizing. If someone wrote something interesting, you’d quote what he said, add your comments, and join the conversation. Today people steal concepts and re-write entire articles.

No one had massive pop-ups or annoying offers on their websites.

I don’t have huge pop-ups on my site, and yet so many others do. Why?

Where are people learning how to Internet these days?

You couldn’t get enough page views to sell ads.

Not many did clickbait back in the day, as you need a lot of page views (far more than anyone could get on a one-man blog) to sell ads.

The emphasis was on quality content that would build up your own readership.

Click bait attracts trashy readers, and if you’re a one-man operation blogging for fun, you don’t want trash on your website.

I live that mantra today. “No trash on my websites.” That’s why long-time readers notice trends I’ll write about SJWs, Trump, and some policy for us. But once the outrage seekers shows up, it’s back to all high-minded mindset and esoteric topics.
How Self Publishing Changed Blogging

People tell me every day that I don’t make any money off of this website. They missed the memo on self-publishing. Since I’m not in the, “Get rich, buy my course” game, no exact numbers will be given. I will say that I earn a comfortable six-figure living online.

All of my life I wanted to write a timeless book. I had one in me.

People have always liked my writing because it’s a bit wild, or as my good friend Norm Pattis said, “off the reservation.” After writing Danger & Play (and other websites for free), I learned how to string together a few words and get people reading.

- **Gorilla Mindset** has sold 15,164 copies, with an average royalty of [you can figure this out with some Googling]. I sell on average 70 copies per day.
- **Essays on Embracing Masculinity** has sold 1,500 copies with an average royalty of [it’s not hard to find]. I sell on average 8 copies per day.
- **Juice Power** has sold 1,500 or so copies (maybe more, I don’t care about it and don’t keep track) at an average royalty of [go find it]. Juice Power sells a copy or so a day.
- Last Man Standing will outsell Gorilla Mindset, and comes out in early 2016.

I also have various affiliate income, but since I’m not and never have been in the “Get Rich On the Internet” business, it’s no one’s business.

Old School Blogging + Self-Publishing = How to Make It Online

Rehashing what other people have written is a way to ensure you fail at the online game. You must find your own voice.

If you’re struggling to find a voice, join a conversation.

Posting on Internet forums or comment sections is a better use of your time than “hacking” articles. Engaging with people lets you know what they want, how people respond to your writing style, and teaches you to anticipate objections.

(I know what people are going to say before they say it, as I’ve been around long enough to understand how to anticipate and address objections in advance.)

There are no shortcuts.

I’d never tell anyone to quit his day job to go make it online. Work a real job to earn a steady income, and then you can take bigger risks with your side hustle. I worked on Danger & Play 30 minutes a day while working as a lawyer. In 2015 I’ve visited 14 countries on three continents based exclusively on D&P-related income.

The “Look to how you can help others” stuff does work.

I used to think it was bullshit when people said, “Find a way to help others and the money will come in.” Yes, a lot of people are shady and will try taking advantage of you. That is 10% of people, and you need to find ways to identify and eliminate them from your life – the sooner the better.
How to identify leeches may be a post in itself. A quick test: When someone asks you a question, and you answer it, does he ask a bunch more? If so, that person is a selfish time suck. The person who asks one or two quick questions, thanks you for your time, and moves on is legit. The one who wants to suck your time (time leeches) by asking question after question has got to go.

While 10% of people are haters and leeches, there’s an inverse.

There are 10% of D&P readers who would buy anything I sold, at any price.

The rest of humanity may or may not be grateful for what you’ve done for them, although they are neutral.

Don’t let the leeches drain you. Get rid of them from your personal and online life.

Focus your time and energy on those who are grateful for what you’ve done and want to see you succeed.

Again, that may sound trite, but there are a lot of great people in the world. Now go find them.

P.S. Yes, I have books. You can buy them here.
14.12.2015 – Face Your Fears, Live Your Vision

Persuasion moves in two directions. You move towards something or move away from something. If you want to move yourself or start a movement, you must understand the fear v. vision divide.

The “fear v. vision” dichotomy. Do you run from your fears or run towards your vision?

What do you want and why?

We all have goals. We want more money, more success, a better body and more women.

Why?

Do you want a better body because you fear being ugly? Some of the best physiques you’ll see on men are based on fear and feelings of not being good enough.

Do you want more women because you fear being unloved? I’ll admit it. Being wanted was a gratifying as intercourse itself. There was some void I needed filled.

Do you want more money because you fear not having enough status or respect?

I bet you never realized that most of what you thought you wanted was a way of running from your fears.

Fear v. Vision
The case against Trump or Make America great again.

If you want to know why Trump is succeeding and his critics are failing, compare these two goals:

- The case against Trump. (Fear.)
- Make America great again. (Vision.)
- Crippled America. (Fear.)

Yes, all of those are goals. The first goal is to bring you away from Trump. The case against Trump is movement away from an outcome. It is based on fear.

When you read articles about the presidential election, no one tells you why we should vote for Rubio, or Clinton, or Sanders, or Cruz. We must vote against Trump.

Now compare the case against Trump with make America great again. The second goal is to make America great again. This is movement towards a vision.

Yet embedded in Trump’s campaign slogan is a fear. The fear is that we are no longer great. We fear not being great, and Trump will make us great again.

In four words Trump combines our deepest fears with our greatest visions.

Fear beats vision.
Fear and vision trumps fear.

If you must choose between fear and vision, choose fear.
Humans are risk averse. We also feel the pain of losses two times more than we feel the glory of victory. This cognitive bias is known as loss aversion.

In economics and decision theory, loss aversion refers to people’s tendency to strongly prefer avoiding losses to acquiring gains. Most studies suggest that losses are twice as powerful, psychologically, as gains.

You don’t take risks, which are necessary to achieve your life’s vision, because you fear failure. You know this is true. Why haven’t you acted? You say you want something yet you do nothing. Failure hurts. Finally you take action because your fear of being a failure outweighs the fear of failing.

What is Hell?

If you want to change your life, imagine what it would be like meeting the man you could have become. You are on your death-bed in a sterile hospital room. You are alone. The only sounds are the respirator that keeps you alive and the beeping sound of the machines monitoring your remaining minutes on earth. No one is holding your hand. Your children and grandchildren are not looking upon you with love and affection. No one cares if you live or die. You did not matter.

As you take your final breaths, hoping for the sweet relief of death, you are greeted by the Devil. The Devil takes you to a place where space and time stop. He shows you what your life could have been. He shows you a life where you are surrounded by loved ones. You move with pride. You are able to make a difference in your life and in the lives of others. Do you want that to be your life?

Gorilla Mindset combines fear and vision. How to control your emotions/thoughts and how to live your dreams.

Gorilla Mindset is the most successful mindset book ever published because it combines fear and vision. You learn how to face your fears to move towards your vision.

The first part of Gorilla Mindset is called playing defense. You learn how to control your thoughts and emotions – which implies that your thoughts and emotions are currently outside of your control. We fear anxiety and depression. When I say, “Control your emotions,” this isn’t because you’re happy. You want to control “unhappy” thoughts. You want to take control of negative emotions. Immediately the subtitle captures your attention by addressing your fears. You want to control your thoughts and emotions.

The second half of Gorilla Mindset is vision. Your vision is your life. You want to live life on your terms.

Is fear v. vision another way of saying scarcity v. abundance?

We are seeing some overlap, aren’t we?

- Growth v. fixed mindset, as Carol Dweck wrote about in Mindset,
- Abundance v. scarcity, as I wrote about in Gorilla Mindset,
- Fear v. vision, which is embedded in everything you see.
By now, if you’ve been paying attention (and you have been), everything should be coming together. Trump and I have the same intellectual influences and rely heavily on NLP and other concepts that most are unaware of.

When you read something by Trump, me, or even Scott Adams, read it twice.

Read it first for enjoyment.
Then deconstruct it.
You’ll then see what others can’t.

Face your fears. Move towards your vision. That’s Gorilla Mindset.
Back in August when I first said Trump would win the presidency, people called me crazy. Why was I right when everyone else was wrong? For the same reason Danger & Play exists.

I don’t watch television.

Yes I watch plenty of YouTube (even Rich Piana videos), so that’s not a high horse I’m riding in on. Television is censored group think. The same “experts” (who are all friends with each other) go onto each other’s shows to share the same opinions. Why am I not on television as an expert? Because I’m too controversial.

You will never hear from someone like me in the mainstream media – this despite the fact that my presence is far bigger than the people who appear on TV. If you watch television, you only know what a small circle jerk of people believe about the world. You do not know the truth.

I date out of my league and built an online brand out of nothing.

OK, I’m not on the dating market. But I always dated girls who were younger and hotter than I was handsome. I built an online brand from nothing. I understand what women want in a man, and I understand what interests men have. Thus when I saw Trump (who I had not thought of since watching a show 10 years ago), I knew he’d win. If a man dates busted women or is a nobody, why would he have any understanding of what men and women look for in a leader?

Danger & Play began when I looked behind what the “experts” said was true about the dynamic between men and women.

My analysis of the world showed me that experts know nothing about the world. If you want to understand women, will you learn that from watching television or even listening to the experts? If you want to live a great life, listening to the “experts” will mean going into debt for a college degree, signing a huge mortgage, and marrying a bratty woman-child.

When an expert speaks, he is telling you what he wants to be true about the world. Maybe he is right or wrong. Recognize the bias. Experts can’t even tell me what women want in a man. How can those same people tell you whether Trump would be a success?

I’ve written a few articles about Trump. Read them and apply them to your own life.

The Trump Mindset:

Energy, Momentum, Focus
How to Move Yourself and Start a Movement
Masculinity Always Wins
The Rhetoric of Donald Trump

The Cultural Background of America:

“Conservatives” Betrayed Americans
The Media Lies About Donald Trump
Real Talk on Donald Trump and Real Americans
Why Americans are “Obsessed” with Guns
Americans do not Trust the Media’s Attacks on Trump
The #1 Lesson of Donald Trump’s Rise

You can hate Trump for all I care.
But learn from the experience.
The “experts” said Trump had no shot at the presidency.
Whenever Trump would see a rise in the polls, people would call “peak Trump.”
The experts called me crazy.

Of course none of the experts who said Trump had no shot will be held accountable by their bosses or the people.

Will they be held accountable by you?
Turn off the television.
Do not pay for cable.
Read and think for yourselves.
That’s the Danger & Play way.
22.12.2015 – 8 Weeks Into Wim Hof’s Breathing Course

I’ve been following Wim Hof’s breathing course with some slight modifications for the past 8 weeks. I’d like to say I feel FANTASTIC and it was LIFE-CHANGING, but we all know that’s not true. The course is excellent, however, and it has helped me improve my life.

(Wim Hof’s course added so much value to my life that I’m working on a video course for Gorilla Mindset.)

What have I noticed after 8 weeks of Wim Hof’s breathing course?

I’m more calm and grounded, and also able to quiet my mind much easier than before. I have zero anxiety when doing public speaking or giving seminars. I’m slightly stronger in the gym, as Wim Hof’s breathing exercises lower the amount of lactic acid in the body. (You’ll notice that when you do push-ups after using his breathing method. You’ll hit failure, but you won’t feel the lactic acid burn.)

No gurus needed, but Wim Hof is great.

I’m 38, been through a lot of drama in life, and wrote the best mindset book ever. My vision is focused on dialing in my life. Not much is going to change the entire course of my life. But I can always make steady improvements. By reminding me of the importance of breathing, I’ve been able to become much more calm.

How I used Wim Hof’s Breathing Course for my Gorilla Mindset Seminar.

Public speaking is listed as one of a person’s greatest fears. I’ve felt my legs tremble before speaking in front of large audiences. When I save my first ever Gorilla Mindset seminar in London, I felt some anxiety. Then I reminded myself, “Mike, these people like you. This isn’t a hostile audience to win over. They came out to see you. All you gotta do is show up and not fuck up.”

I still felt a little nervous at first, although the nerves went away once I started talking. Before my Los Angeles seminar, I felt a bit of anxiety. I did a set of Wim Hof breathing exercises, however, and was calm for the rest of the morning.

Was the Gorilla Mindset seminar a success?

You can judge by this review: I recently went to a Gorilla Mindset Seminar to get to know Mike a bit better. I wanted to check his demeanor, his friends, his wife, and decide if this man is congruent with the claims he makes online. What I found was that he is even better in real life! He is the real thing, and he’s a really NICE GUY despite all the trolling online!! He did not try to sell anything to us. Everyone there already had Gorilla Mindset. He paid for the venue out of pocket and charged us nothing. He spent the entire time going over the techniques in Gorilla Mindset and answering our questions. Believe it or not Mike is actually trying to help people! I highly suggest this book to anyone looking for concrete and practical steps to get better control of their emotions.

Wim’s course is systematic and well-organized.

It’s a 10 week course, and you can’t skip ahead! During the first week you’re introduced to his breathing method. You also get a bunch of free ebooks and a workbook to fill out. From there you add in contrast showers, cold showers, long cold showers, push-ups (with your breath held and then with no breath in the lungs), and finally ice baths. You can read my full review on Wim Hof here.
How Much Do Independent Authors Make?

This is a boring look at the “inside story” of publishing. I write this stuff for a small niche of Danger & Play readers and you likely won’t find it compelling. You’ve been warned!

Every author keeps their sales data secret because of an “embarrassing” reason.

Most authors simply don’t sell many books. People have it in their heads that their book is going to sell millions of copies. This is due to narcissism.

There are millions of book released each year. In our narcissistic world, we believe our books are special. Well it is special – to you. No one else cares, though, except for maybe your friends and family.

When they do a launch, they might sell a few hundred copies and feel like a failure. This is a negative mindset. If you sell a few hundred copies, you’ve done what you should have done. You’ve succeeded. (Depressing? Well that’s the reality of publishing.)

If you sell 1,000 copies of a book you have done well. If you thought you’d sell 100,00 books, you feel like a failure. Reality check: Fewer than 100 books published in a given year will ever sell 100,000 copies.

After selling 1,000 copies of a book, write another book. When people find that new book, they’ll buy your old books.

As Sean Platt says, “Write. Publish. Repeat.”

If you don’t feel a burning desire inside your soul to write books, then publishing isn’t a good fit for you.

Case study: Vox Day

Vox Day released two books last year – SJWs Always Lie and Cuckservatives. Vox also has a popular website, which he updates multiple times a day.

While it’s not my place to say how many copies he sells, you can learn how to read Amazon sales ranks to make a solid estimate. Based on publicly-available information, you can see he’s doing well as a writer and editor.

In fact, Amazon sales rank is the only way to tell how a book is selling. People pay for Amazon reviews or nag friends to write them. The sales rank tells you the truth. (You could game the sales rank, which would be expensive as you’d need shell buyers purchasing copies daily.)

If you don’t have traffic, you don’t make sense.

Why will people buy your book? “Because it’s the best!”
I’ll concede that for discussion’s sake.
**How are they going to find your book?**

How many people read your website every day? If it’s not thousands of people (or more), how are you going to find thousands (or more) people to buy your book?

If you don’t have a column in the NY Times like David Brooks or appear on TV like Ann Coulter, how will people learn about your book?

**Build your website before you write your book.**

Why am I a nut job about having a website?

It’s not because Victor gives me an affiliate commission for BADNET sign-ups. (He offered me one, actually. I declined, as he’s the guy who showed me how to make money online. We’re square.)

If you can’t build a large audience when writing for free, how can you sell books?

Think about that. People won’t read you for free, but they will pay you for a book? That doesn’t make sense.

This seems simple and yet when I tell people to focus on their websites before launching a book, they argue with me.

**WEBSITE FIRST – BOOK LATER!**

People with a website getting a few hundreds visits a day tell me their book will sell 100,000’s of copies. How?

(I no longer argue with anyone. “Sounds like you have things figured out,” is my go-to answer.)

**How many “guaranteed” book sales do I have?**

Based on my calculations, I can sell 5,000 copies of any original book. There are 5,000 of you who will buy my books no matter what – unless I do something really stupid to betray your trust.

Danger & Play is a pretty big website. My Twitter gets 10-20 million impressions a month.

I’m looking at 5,00 book sales on my own.

Writing is a tough gig.

Go into it with realistic expectations.

Now don’t get me wrong. Five-thousand is my floor, not my ceiling. Gorilla Mindset is on pace to hit 25,000 its first year out. (As of today, six months after its release, Gorilla Mindset has sold 16,240 copies.)

You’ll get more sales as people see your nice Amazon page, read your reviews, and learn about Gorilla Mindset.

Write because you **must**, not because you think you should want to.

**How much should you price your book?**

I can only speak for non-fiction authors. Amazon won’t allow independent authors to price our books above $9.99. Amazon ran some data and concluded that you’ll earn 35% more by listing your books at $9.99 than at $10.99.
There’s something about that extra dollar that feels wrong. I’ve priced Gorilla Mindset at between $7.99 and $9.99 and I sell the same amount of copies. Essays on Masculinity sells the same amount of copies when priced between $5.99 and $7.99, but even a penny above that is too much.

Bonuses: As a self-published author you can change prices to find the sweet spot. With traditional publishers you’re at the mercy of what some Women’s Study major says you book must be listed at. If you create a premium product, you can sell it at the top of the market.

Some will say you should give your book away or sell it at $2.99 to get a bunch of rating and reviews. In theory you can step up the price of your book as time goes on. In reality, you need a website. Give content away for free on your website. Then sell a premium book for a premium price.

**How much can a successful book launch earn?**


A paperback book pays out around 40% of list price, although this varies based on the number of pages you book contains and whether you have color images in your book. Createspace has a royalty calculator where you plug in the relevant information.

For reference: Gorilla Mindset (paperback) earns $6.20 per copy.

An audiobook published through ACX earns 20-40% of list price. You also receive a $50 bonus when your book is the first book purchased on Audible.

For reference: Gorilla Mindset (audio) earns an average of $3.65 per unit and I’ve had 81 sign-up bonuses. With the bonuses factored in, Gorilla Mindset earns $4.80 per copy.

Gorilla Mindset will net me in profit of around $100,000 for 2015.

That’s not a bad living, although there are far better ways to get rich and my way is not the best way for most to make money.

(My friends at Wall Street Playboys would even call me insane!)

**How do authors make “real money”?**

The big money is in indirect sales.

When you write a great book, people pay you to give key note speeches and to conduct corporate training. Scott Adams, creator of the comic strip Dilbert, earns six figures to give a one-hour talk. He’s at the top of the market, but many decent non-fiction authors are getting low five-figures to hold corporate retreats.

A killer book will also get you on the Board of start-ups. You’ll earn far more money by using your book to establish expertise than you will through book royalties. If I were a feminist, I would receive anywhere from $5,000 to $25,000 a day to give mindset training and speeches to corporate types. Now I’m not a corporate man, and my choices were made voluntarily.
I never wanted to be a Tony Robbins or an Oprah. Hiding my views and helping myself while the world falls apart and people are suffering does not work for me. I have a higher calling to help Americans. I can’t not fight for free speech and push back against SJWs and radical feminists. Yet there’s no question I’ve left millions on the table by choosing to be a freedom fighter. Before joining the fight, recognize what you might be giving up.

I believe in your book.

If you have a message to share, write your book. Forget about the business of it. Start a website. Write every day. Launch your book. Do it. If you “think” you “have a book in you,” then now is not the time to write.

Being a writer is not a choice. Writing is a mental illness.

Do you wake up with something to say? Do you feel a compulsion to speak up, even when it might cause some problems or drama for you? In that case, you should write. Don’t write to make millions. Write because you have to. Today was supposed to be a day of R&R for me. I only have a few hours in Chicago and am going to hit the museums. But I had to write this post. If you feel that way, get started. Ignore the haters.

But don’t quit your day job at first. You will succeed. Now... It’s time for me to go relax!
Everyone wants to learn how to sell, so why not learn how I sell to you? My marketing is pretty simple. I market to myself. I shelled out $200 for Wim Hof’s video course without blinking. Why? Because he demonstrated his course was good through free instructional videos, and didn’t spam me or attack me with pop-ups.

A lot of people, myself included, will buy a product simply because we like a guy. We don’t spend hours trying to reverse-engineer it. (That time is better spend making money than “hacking” some dude’s course by spending hours piecing together blog posts and videos.)

Thus my overall marketing strategy is based around these principles:

- **Give away a bunch of free information.**

  More is better. It’s hard to give away too much. Giving away information demonstrates your value while also letting people tell you why you are wrong or right.

- **Announce that a product is coming.**

  You can’t create scarcity with online products. The marginal cost of creating new digital products is $0. Don’t lie to people by claiming you’re going BACK TO THE VAULT for a freaking ebook. If your ebook is only out for 48 hours, people will just torrent it. You must therefore generate some hype before your product is launched. It’s even OK if your product is “late.” Gorilla Mindset was six months “late,” and that actually boosted sales, as pre-hype demand was through the roof.

- **Pre-sell the product with bonuses, add-ons, and sometimes a discount.**

  You want people to buy your product all at once if you want it to tip over. People love to hate Malcolm Gladwell, but read the Tipping Point to understand why it’s important to get people buying all at once. Gorilla Mindset, for example, has hit its first tipping point. Friends have been emailing and texting me to say, “My brother recommended Gorilla Mindset to me. He had no idea I knew you!” Even if I died today, Gorilla Mindset would sell copies forever. While you can’t use scarcity on a digital product, you can use scarcity for your bonuses and up-sells. For example, I gave a free live webinar to everyone who pre-purchased Essays on Masculinity.

- **Ensure your product exceeds expectation.**

  Ask a lot of questions and answer them. If you’re answering questions, people will love your product. I also hired a professional video and sound editor. The course, along with another film project I am working on, is going to run around $15,000 in production costs. Some will say it could be done less expensively, but my business is focused on quality than saving a few bucks.

- **Anticipate objections.**

  People will complain, broadly speaking, about price or quality. Right away you’re wondering how the video series will be different from the book and audiobook. As I produce and then launch the course, this is my mantra: *Include material that is not covered in the book!* The private Facebook group is a bonus only people who buy the video course are eligible for. The Facebook group alone is worth the price of the course.
Others will say the course is too expensive. There are many ways to overcome these objections, but that turns you into a used-car salesman.

My standard answer to price objections is straight-forward. No one ever needs to buy a book or video course from me. Read Danger & Play for free. As you become more established in life, buy the book and video course. If you never want to buy anything, cool. For me a product launch isn’t a quick cash grab. Gorilla Mindset is going to be around for years. If you keep reading for years, eventually you’ll buy. There’s no hurry.

- **Tell a story about how your product was created.**

We love behind-the-scenes footage; think HBO 24/7 or UFC pre-fight videos. This post is a behind-the-scenes look at the Gorilla Mindset video course.

- **Launch your product.**

[More on that in the weeks ahead.]

**To market to intelligent people, you must be up front with what you’re doing.**

I have no issues showing you exactly how I sell. In fact, I have to. You’re too smart to fall for **HUGE HEADLINES** in multi-colored fonts offering **LIMITED-TIME deals** as demonstrated by a ticking clock. **My launch sequence is already written, and I’ll be posting my exact marketing techniques right here on Danger & Play.** (Unless it bores people. Let me know if you want more of this type of information.)

I emailed my list asking them what their top question is. My first step accomplishes two goals at the same time. As part of the course, I’m going to offer bonus Q&As. The questions that get asked most frequently will be added into the course. By including video content addressing the challenges you actually gave me, the course is sure to be a hit. Moreover, the email pre-sold the Gorilla Mindset video course. People know a course is coming, which adds some hype and anticipation to the launch of the course. Here is the email. By the way, feel free to post your questions in the comments!

(The email I sent out today.) **If You Could Only Ask me One Question...**

Holding Gorilla Mindset seminars in London and Los Angeles has helped me improve the content of Gorilla Mindset. Rather than launch an updated version, I’m going to release a video course. In fact I hired a film maker to create a professional quality product. Each chapter of Gorilla Mindset is covered in a video. I’m also including some bonus material. The Gorilla Mindset video series will come with some perks:

- PDFs of every book I have published and will publish in the future,
- A private, members-only Facebook group,
- Updated Q&A videos.

The latter point is where you come in.

What is one question you have?

You can ask a specific question.