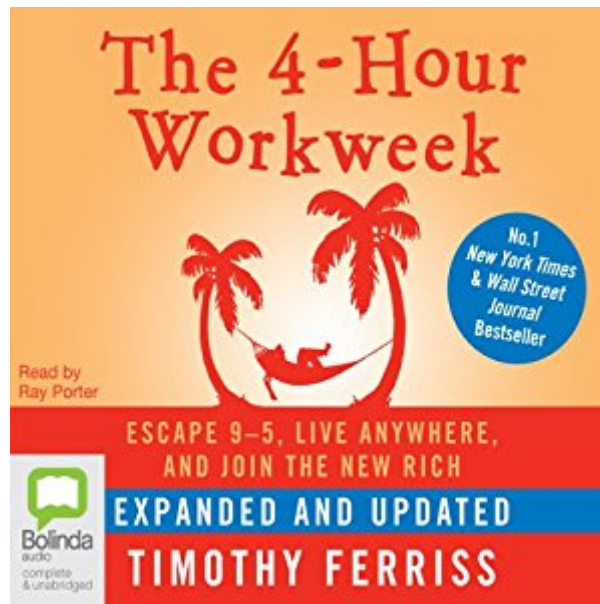


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# The 4-Hour Work Week: Escape 9-5, Live Anywhere, And Join The New Rich



## Synopsis

If your dream is escaping the rat race, high-end world travel, monthly five-figure income with zero management or just living more and working less then this audiobook is the blueprint. Forget your tired, old retirement concepts and throw out that deferred-life plan - there's no need to wait and every reason not to. You can have it all! This audiobook is the compass for a new and revolutionary world. Start living now!

## Book Information

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## Customer Reviews

The title and cover draws people in. 4 Hour Work Week, it's too good to be true. Then we read the first couple of pages, maybe the first couple of chapters. The first chapters are the typical motivational, "you can do it" montage. I'm not going to lie, I felt motivated to give this book a try after reading the first part of the book without even knowing what this book is all about. But as I began to get out of the fluff, and actually found myself reading the core subject of the book, I was utterly disappointed.

**D is for Definition** In this section Ferriss tells us to do an important task: define what you want. And I agree that most of us live through life not knowing what we want; just following the crowd like a herd of sheep. This section was the motivational, make you feel good section. This wasn't the how, it was the why, and it downright made me pumped.

**E is for Elimination** Okay, so he basically says to eliminate all the junk in your life. For example: watch less TV, don't check your e-mail 50 times a day, don't look at your phone 100 times a day, don't surf the web 3 hours a day, etc. It's all good advice, nothing too fancy, or new, just plain old, "don't waste your time" advice. So far so good.

**A is for automation** This is where I ran in to problems with Tim's method of creating a "4

hour workweek". First he tells us to outsource a big chunk of our lives using a VA (virtual assistant) from India or Shanghai or wherever. Basically a virtual assistant is a person who assist you in everyday task (checking emails, making reservations, doing research for your job that you got hired to do, set up appointments, etc) so basically an online-personal assistant you hire for dirt cheap. So if you are okay with some guy in India knowing your personal information (SSN, bank account number, phobias, any illnesses you might have, problems in life, and many more as Ferriss states) go ahead and outsource the things you can already do yourself to a guy in India you never met. But Ferris says that misuses of sensitive information are rare; well there could be bias behind that statement, but I'm not willing to find out if it's true or not. The irony of outsourcing your life is that you become dependent on your VA. You no longer have the urge to take control of your own life when it comes to paying bills, making reservations, or doing research for your job because your VA does it for you. So that's the paradox: out source your life, but become more dependent on a foreigner. And Ferriss quotes Ralph Waldo Emerson throughout his book as a motivational spice. But it's apparent that he never read "Self Reliance", the cornerstone of Emerson's philosophy. (Tim if you're going to use Emerson's words, how about not making a book that totally contradicts the philosophy of Emerson? Thanks).

A is for automation Pt. 2 Ferriss then goes on to tell us how we can make up to 40,000 dollars a month of automated income (little work). Basically you create a product and sell it. Plain and simple. He tells you to find a market, find the demographics of your product, make a product and sell it. Yup, your average entrepreneurship. It's nothing new, and Ferris is not an expert entrepreneur. He did have a company BrainQuicken which sells "Neural Accelerator" supplements. The site is 99% advertising and 1% scientific: It sells because it's precisely that. And the product that Ferriss started is not something revolutionary, I'll take my 200mg of caffeine before a workout any day than pay 50.00 dollars plus shipping for BrainQuicken. So if you want to make your own product, market it, sell it and make millions of dollars go ahead. Tim tells you exactly how, but what Tim doesn't tell you is that it takes a lot of work in the beginning, a lot more than 4 hours a week.

L is for Liberation More like L is for not showing up to work, and being cynical. Now I'm against the 9-5 hours of work. I think that human beings are more efficient enough to get things done in a short period of time, and I believe that society is slowly catching on. But here's Tim's idea of "liberation". Escaping the office: not doing your job or worse, not showing up. Killing your job: quit your job. Mini retirement: take a month vacation every 2 months of work (or pattern that works best for you). Filling the Void: filling in the emptiness and the boredom you feel with fun stuff like becoming a horse archer, learning tango, and winning a fight championship by cheating.

So okay, let's say everything goes well: you are making 40,000 dollars a month, you are working no more than 4 hours a week...

now what. Even Ferriss says that you will feel a void... well that sucks doesn't it? Why don't you go and talk to your VA about your problems? Now obviously I'm against Tim's advertising methods, it's misleading. The book only sells because of the hope it gives 9-5 workers that it's possible. Oh, it's possible but unlikely. Tim is no Bill Gates, Steve Jobs, Warren Buffett, or Clint Eastwood he is nowhere close to them. You see great testimonials from people from Yahoo!, Wired, Silicon Valley, and hell, from Jack Canfield about Tim's book, but not from people like Gates, Jobs, Buffett, Eastwood, or any other highly successful people, why? Because those four know that true success comes from years of hard work, and building lasting relationships with people. Those four know that decreasing your work hours, outsourcing your life, and making a tons of money is not the road to true happiness. Those four people, even if they read this book, will probably throw it in the fire. But for the cynical, "how do I work little and make tons of money" people out there (which is most of the population) this book will initially look like the next Bible. The fact that this book sold well says a lot about our society. This is a misleading book, there are tons of other great books you can read for true success: Talent is Overrated (no BS way how people become great at what they do), 7 Habits of Highly Effective People (classic), and How to Have Confidence and Power in Dealing with People... to name a few. Very few will read this review before buying, and more copies of this book will sell due to the cynical and lazy nature of people. Don't be one of those people, don't buy this book.

Well, Where to begin? I actually had fun reading this book, to be honest. It is, if nothing else, a bit inspirational and motivational. To the author's credit he has (and I have emphasized this before) come up with a catchy title and gimmick to sell you a book--good for him. What's inside, though, are things that you can find better handled by other authors in other books. In the first part of the book one can't help notice what a great guy the author is. We notice this because he tells us. We are to believe that he has gone through the Hero's Journey and back again before his late 20's. Now, dear reader, he has distilled the fruits of his vast experience and wisdom into this little gem. Read it, and you will never have to work again. Just be sure to purchase with the 8 minute ab workout. We get a lesson on the Pareto Principle. If you have never heard of the Pareto Principle before (otherwise known as the 80/20 rule) you should go back to junior high. BTW, Brian Tracy has discussed this principle and its implications ad nauseum. The author would have us believe that he personally rediscovered in some forgotten tome (probably while motorcycle kung-fu rock climbing in Bora Bora--between kendo lessons) and was just about the first to ever apply it to his life. Later in the book we get some basic info (all easily found in more detail in other books) about starting a web

business, outsourcing your workload, etc. I can appreciate some of this as I had a web business for several years. This section of the book is an interesting read, but little more. If anything, maybe it will inspire someone else to get started on their own enterprise. And that's perfectly fine. If the author accomplishes this, then good. After all, I don't necessarily think that he's a bad guy, just a shameless self promoter and a bit of a charlatan. Authors such as Ferriss are common: someone falls a\*\* backwards into a relatively easy existence and then decides that they are experts and proceeds to sell their "secret" to success to everyone else--which helps them get REALLY successful. But here's the deal: One hit wonders are not experts. When you've started 4 or 5 businesses and grown each of them to the point where they are self sufficient, THEN you can call yourself an expert. Striking it lucky one time in stocks, real estate during a bubble, or starting one business do not constitute experience. In the end, I think that the author does his readers a bit of a disservice by telling them that work is not necessary to be financially successful. I have known both success and failure. I have seen others go, literally, from rags to riches (and sometimes back again). Over the years I guess I have given this subject some thought. My conclusion is that you will not get there (wherever "there" may be for you) by working four hours per week. Vision, hard work, and persistence are the 3 main "secret" ingredients for success. Just as exercise and eating right are necessary to be in shape. But telling people this doesn't sell books. P.S. Can't help noticing how many 5 star reviews there are for this book from people who have only written one review. Hmmm...

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