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# Reinvent Yourself



## Synopsis

- Book Description: I've reinvented my career, my interests, my life, many times over the past twenty years. This is the book I wish I had at the beginning of that long and often volatile journey. And now the entire world: technology, governments, the shifting landscapes of opportunity and success, are all turning upside down, forcing us to reinvent as individuals and as a culture. ,Along my own journey I have read and encountered dozens of other successful leaders, artists, entrepreneurs, and mentors who I have learned the art of reinvention from. The journey has been intense. The obstacles were hard fought. And the adventures that led to me now finally sharing it all in this book has been both painful and exhilarating. I describe specific techniques, share stories, tell the stories of others, and give the ultimate guide to not only how but why it is critical for people to master the skills of reinvention. What I've learned: change is the only constant. Companies decay, technologies disappear, governments change, relationships change and opportunity is a shifting landscape. Reading the stories and learning the critical skills taught in Reinvent Yourself is how I found my own way through the chaos of change and onto the path of new opportunity and success. Again, this is the book I wish I had in my hands twenty years ago although I am glad that I am writing it now.

**ABOUT THE AUTHOR**James Altucher has started over 20 businesses and failed at 17 of them. He is an active angel investor and is invested in over 30 companies. He has written 18 books, including a children's book, "My Daddy Owns All of Outer Space", and the bestselling book, "Choose Yourself". He is a ranked chess master, a proud father, and his podcasts, including "The James Altucher Show" have had over 50 million downloads. What others have said about James Altucher: From a NY Times profile of James: "James is on a very personal journey. He's telling you the story on Saturday, on Sunday he's talking about how it failed, and on Monday he's talking about doing it a different way." - Brian Koppelman, co-creator of the TV show, "Billions". "James is the Oprah of the Internet" - Kamal Ravikant, author of "Rebirth", "Love Yourself", and a venture capitalist. ---Other testimonials from prior books: What I like about James and his book is you can tell he came from a roller coaster. He chose his own path to success without knowing the outcome. And what happens to him later - well... - (Dick Costolo, former CEO of Twitter)Altucher has turned his misfortune into a source of wisdom and comfort for the despondent. - (Business Week)James Altucher is scary smart - (Stephen Dubner, author of Freakonomics)James Altucher is the best blogger of our generation. - (Timothy Sykes, The Rebel Millionaire)We are beginning to build a massive amount of respect for James Altucher due to his willingness to say things that will get him absolutely pilloried by the masses. - (Business Insider) James is one of the most successful and content people I know. - (Machael Lazerow, founder of Buddy Media and Golf.com)If you need to see an example of

vulnerability done well, just read the work of James Altucher. - (Search Engine Journal)

## Book Information

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## Customer Reviews

The book reads like a stream of consciousness exercise with little or no connection between the different chapters or paragraphs. And yet, it deserves five stars. James Altucher has developed a unique writing skill - he has learned to trim out all excesses and shares his view in the most simple way possible. This is rare and it has to be appreciated. I enjoyed reading Reinvent Yourself. The book is packed with useful advice. Here are eight of my favorite quotes:

- 1. We are what we experience every day - *You are not just the average of the five people around you.*
- 2. *Learning never stops. Many people die at 25 but are not put in the coffin until 75. The learning stopped for them early.*
- 3. *Quantity often leads to quality - Try many things. One thing I realized is that quantity equals quality. People think it's one or the other but it's not. When you have a quantity of ideas and things you*

are trying, you will find quality. <sup>4</sup> On mentoring - Believe it or not, sometimes it's just as good (often better) to read all of their materials rather than be directly mentored. <sup>5</sup> On how to be creative - People say, "Everything has already been written." Everything has already been said. But that's a lie. I think every outline has already been written. But each human has a unique fingerprint. Just putting that fingerprint on an outline makes it yours, different, unique. And through practice and vulnerability, you make that fingerprint something others want to see. <sup>6</sup> On how to sell - If I want to sell an idea, if I want to convince, if I want someone to like to me, I have to figure out how to connect. <sup>7</sup> On how to find your unique niche - It's hard to be the greatest at any one endeavor, but by combining passions, it's much easier to be the greatest in the world at the intersections of those passions (because there are billions of things that can intersect, you can find your own place in the long tail of passion <sup>8</sup> to be the master of). <sup>9</sup> But the only thing that gets results is action. Not a single ounce of greatness in history ended with thoughts. It happened with hands. With actions. <sup>10</sup>

I like James. I've read his other books. But this one could have been half the length, edited properly, and been a much better book. What James learned from other sources (most of the book) could have been whittled down to bullet lists. And oh, the typos and poor grammar were bad enough, but he actually stated misinformation as fact in far too many cases. Things I know firsthand, even . . . I was actually there. So, although Reinvent Yourself has some great information, it lost me. A little more than halfway through, I just wanted it to end! When I read a non-fiction book, I want to know what it can do for me, not what it did for someone else. Too much narcissism, too much vanity here. Sorry, James, but you let me (and, I'm sure, many others) down. And please, get an editor. Some lines were so convoluted I had to bounce them off other people so we could try to figure out what you meant to say. I hate to close a book feeling disappointed, but I did that with this one.

There are tons of people out there that are smarter than me that I might not get to talk to. People like Mark Cuban, (he's busy), Einstein and Gandhi (they're dead), and Tony Robbins, (he's Tony Robbins). In *Reinvent Yourself*, James found all those people and wrote down some of their best teachings for me so I didn't have to work hard finding them myself. That got me thinking even if Tony Robbins called me right now and said, "Dawn, come down here for a month and study with me." I'd hesitate and prepare to turn down the opportunity of a lifetime. I'd ask myself, "Oh no, what will

my boss say? I wonder how many opportunities of a lifetime I've turned down for real? Reinvent Yourself is about putting a stop to all that, about learning to say yes to what's best for me without limits. When I do, I know that's when the magic happens. In Reinvent Yourself James Altucher tells stories and discusses ways to freedom through the use of creativity, cultivating relationships, and continuously building and layering on new skills. This got me thinking more. I'm an adult. I've had a few careers and am headed for a few more. As I finished *Reinvent Yourself*, I thought, This is what we must teach in schools. This is what works. As an educator, I've seen it. I've seen kids sleep over handouts and testing but come alive when I say, Here's how I use this to make money. You can, too! And Go, build it. For real. American students are getting less and less creative because they're tested and standardized to death. Their teachers don't take risks because they're constantly being measured and everyone's afraid they won't hit the numbers. It's a cycle of stagnation and status quo. Let's break out of that--teach them to create instead of obey. That's what *Reinvent Yourself* used correctly, has the power to do. I've taught with James Altucher's *Choose Yourself* in high school classes before. I'll use *Reinvent Yourself* for sure. If kids and adults are destined to have so many more careers in this economy, I'd be negligent not teaching students how to prepare. This book reminds me to keep growing wings, and to teach next generation how to fly. Your legacy is not what you do. It's what the people who you teach do. That's my favorite quote from *Reinvent Yourself*. I'll be putting that up on my desk today.

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