
The 4-Hour Workweek Summary PDF Cheatsheet —

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? 1. Escape the Ordinary: For a more fulfilling life, challenge social conventions that usually go unquestioned

We can escape social conformity through Lifestyle Design, that is, writing down exactly what we want our life to look like 2 years in the future. Make a list of what you want to be, do, and have. Then calculate how much it will cost per month to achieve your dream.

?? 2. Write Down Your Fears: This simple writing exercise can relieve your hesitation, self-doubt, or procrastination

Our fears, doubts and hesitations can often be dissolved by writing down clearly what are the worst things that could happen. On paper, our fears lose their power because we see that we'll survive. Ferriss used this technique to relieve his extreme stress about his business failing.

? 3. Leverage the 80/20 Rule: You can work less and accomplish more—by removing low-value work

The 80/20 Rule says 80% of our results come from 20% of our work time, or customers, or employees. So find what is working best, focus on that exclusively, then get rid of everything else. Your results will shoot up without you needing to work harder. (Just like Tim “fired” the majority of his customers, but then doubled his income.)

? 4. Create Passive Income: Building an online business that provides extraordinary freedom

Some of the best types of business for passive income include selling information products, getting a physical product manufactured, reselling other companies' products, or licensing your intellectual property. Choose a market that you are part of, then do a lot of research on what people in the market need.

? 5. Validate Your Ideas: Test if people want to buy your product, *before* you develop it

You must first try to sell your product idea, before you really know if it's viable. Tim's method is to quickly create a basic sales page, then send targeted visitors to it, spending no more than \$1000 on advertising. If a lot of visitors make it to the checkout page, then your idea shows promise.

? 6. Eliminate Distractions: Become twice as productive by cutting out unnecessary noise and content

Going on a “low-information diet” means eliminating the distractions that are useless and irrelevant to our future dreams. Check email once per day, don't consume news, learn how-to info only as you need it, and set aside time blocks for “deep work.”

? 7. Pursue Excitement: Keeping life vibrant with engaging projects, adventures, and hobbies

Despite the title of this book, Ferriss says being passive is a sure road to discontent. The best aim is

excitement, and that comes from always learning new things, being involved in fulfilling work, and taking time off to cross items off our bucket list.

This is just a sample!

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