
The Art of The Deal Summary PDF Cheatsheet —

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- ? 1. **Trust Your Instincts:** Talk to people to get a gut feeling about the market, then trust your instincts to make a decision
- ? 2. **Think Big:** Thinking big allows you to be a lot more successful without doing a lot more work
- ? 3. **Be Bold:** Being bold, controversial and confrontational will force people to pay attention to you
- ? 4. **Shift Attention:** Don't endlessly debate negative criticism, instead smoothly shift attention to something positive
- ? 5. **Gain Leverage:** To get the upper hand in deals, make the other person believe you have what they secretly want
- ? 6. **Selling Premium:** When selling premium products to wealthy buyers, it's about status, exclusivity and having the best.
- ? 7. **Watch Your Pennies:** Watch where every penny goes because "soon those pennies will turn into dollars."
- ? 8. **Sheer Perseverance:** Many people became successful simply because they did not give up, even with a total lack of encouragement
- ? 9. **Negotiation Strategy:** When negotiating, first talk about your strengths, then highlight the other side's weaknesses
- ? 10. **Be Patient:** If a deal doesn't feel right then it pays to be patient, another opportunity will come sooner or later

This is just a sample!

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