

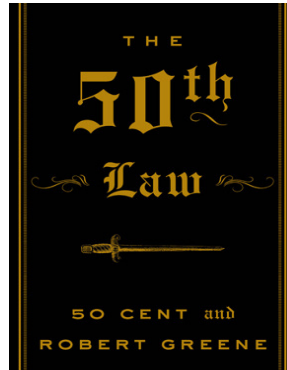


Dental **WEALTH** Builder
By Dr. Bhanna Doshi

The 50th Law

About the Authors

Robert Greene is a best-selling and renowned author and public speaker. He has worked in New York as an editor and writer at several magazines, including Esquire; and in Hollywood as a story developer and writer.



Authors: 50 Cent and Robert Greene
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■ The Big Idea

The 50th Law is based on the following premise: We humans have generally little control over circumstances. People intersect our lives, doing things directly and indirectly to us, and we spend our days reacting to what they bring. Good things come our way, followed by bad things. We struggle as best as we can to gain some control, because being helpless in the face of events makes us unhappy. Sometimes we succeed, but the margin of control that we have over people and circumstance is depressingly narrow.

The 50th Law, however, states that there is one thing we can actually control – the mind-set with which we respond to these events around us. And if we are able to overcome our anxieties and forge a fearless attitude towards life, something strange and remarkable can occur – the margin of control over circumstance increases.

And the people who practice the 50th Law in their lives all share certain qualities – supreme boldness, unconventionality, fluidity, and a sense of urgency – that give them this unique ability to shape circumstance.

Observing the 50th Law creates the opposite dynamic – it opens possibilities, brings freedom of action, and helps create a forward momentum in life.

Curtis James Jackson III is better known by his stage name 50 Cent. In August, 2005, shortly before appearing in 'Get Rich or Die Tryin'', Jackson published an autobiography entitled 'From Pieces to Weight: Once upon a Time in Southside Queens'. On January 4, 2007, Jackson launched his G-Unit Books imprint at the Time Warner Building. He also co-wrote 'The Ski Mask Way', which is to be turned into a film.

Why You Need This Book

This is a book for entrepreneurs who want to live an extraordinary life and achieve the peak of success as they learn to let go of their fears.

SEE THINGS FOR WHAT THEY ARE – INTENSE REALISM

The word “realist” often comes with some negative connotations. Realists, according to conventional wisdom, can be practical to a fault; they often lack a feel for the finer, higher things in life. Taken too far, such types can be cynical, manipulative, Machiavellian. They stand in contrast to dreamers, people of high imagination who inspire us with their ideals or divert us with their fantastical creations.

This is a concept that comes from looking at the world through the lens of fear. It is time we reverse this perspective and see dreamers and realists in their true light. The dreamers, those who misread the actual state of affairs and act upon their emotions, are often the source of the greatest mistakes in history. Realists, on the other hand, are the real inventors and innovators.

The real poetry and beauty in life comes from an intense relationship with reality in all its aspects. Realism is in fact the ideal we must aspire to, the highest point of human rationality.

MAKE EVERYTHING YOUR OWN – SELF-RELIANCE

Your life must be a progression towards ownership – first mentally of your independence, and then physically of your work, owning what you produce. Think of the following steps as a kind of blueprint for how to move in this direction.

Step One: Reclaim Dead Time

Remember: your bosses prefer to keep you in dependent positions. It is in their interest that you do not become self-reliant, and so they will tend to hoard information. You must secretly work against this and seize this information for yourself.

Step Two: Create Little Empires

A lower paying position that offers more room to make decisions and carve out little empires is infinitely preferable to something that pays well but constricts your movements.

Step Three: Move Higher Up The Food Chain

You must remember that when people give you things or do you favors it is always with strings attached. They want something from you in return – assistance, unquestioned loyalty and so forth. You want to keep yourself free of as many of these obligations as possible, so get in the habit of taking what you need for yourself instead of expecting others to give it to you.

Step Four: Make Your Enterprise A Reflection Of Your Individuality

This uniqueness that you express is not anything wild or too strange. That is an affectation in itself. People are rarely that different. Rather you are being yourself, as far as you can take that. The world cannot help but respond to such authenticity.

OPPORTUNISM

Opportunism is in fact a great art that was studied and practiced by many ancient cultures. The greatest ancient Greek hero of them all, Odysseus, was a supreme opportunist. The Greeks venerated him as one who had mastered life's shifting circumstances. In their value system, rigid, ideological people who cannot adapt, who miss all opportunities, are the ones who deserve our scorn – they inhibit progress.

Opportunism comes with a belief system that is eminently positive and powerful – one known to the Stoic philosophers of ancient Rome as *amor fati*, or love of fate. In this philosophy every event is seen as fated to occur. When you complain and rail against circumstances, you fall out of balance with the natural state of things; you wish things were different.

What you must do instead is accept the fact that all events occur for a reason, and that is within your capacity to see this reason as positive.

KEEP MOVING – CALCULATED MOMENTUM

This is how you must operate: you actively work to overcome this fixed nature, deliberately trying a different approach and style than your usual one, to get a sense of a different possibility. You come to view periods of stability and order with mistrust. Something isn't moving in your life and in your mind.

On the other hand, moments of change and apparent chaos are what you thrive on – they make your mind and spirit jump to life. If you reach such a point, you have tremendous power.

You have nothing to fear from moments of transition. You welcome, even create them. Whenever you feel rooted and established in place, that is when you should be truly afraid.

KNOW WHEN TO BE BAD – AGGRESSION

It is essential that you develop the reverse perspective: life naturally evolves conflicting interest; people have their own issues, their own agendas, and they collide with yours. Instead of taking this personally or concerning yourself with people's intentions, you must simply work to protect and advance yourself in this competitive game, this bloody arena.

Focus your attention on their maneuvers and how to deflect them. When you have to resort to something that isn't conventionally moral, it is just another maneuver you are executing in the game – nothing to feel guilty about.

You accept human nature and the idea that people will resort to aggression. This calm, detached perspective will make it that much easier to design the perfect strategy for blunting their aggression. With your emotions unscathed by these battles, you will grow accustomed to them and will even take some pleasure in fighting them well.

LEAD FROM THE FRONT – AUTHORITY

As a leader this is how you must view yourself as well. You are an author creating a new order, writing a new act in some drama. You never rest on your laurels or past achievements. Instead you are constantly taking action that moves the group forward and bring positive results; that record speaks for itself.

Despite the spirit of the times, people have a secret yearning to be guided by a firm hand, by someone who knows where they are going. It is distressful to always feel distracted and wandering. The members of your group will give you the respect and authority you require if you earn it as an author and creator.

In the end, if people mistrust and resist your authority, you really have only yourself to blame.

KNOW YOUR ENVIRONMENT FROM THE INSIDE OUT - CONNECTION

It is time to reevaluate this preconception and see things from the opposite perspective. Knowledge of human nature and social factors, the kind that is often most valuable to us, depends on knowing people and networks from the inside, on getting a feel for what they are experiencing.

This can best be gained by an intense involvement and participation, as opposed to the pseudoscientific pose of the intellectual addicted to studies, citations, and numbers, all designed to back up their preconceptions.

This other form of knowledge, from the inside, must be the one that you come to esteem above all others in social matters. It is what will give you power to affect people. To the extent that you feel yourself to be distant and on the outside, you must tell yourself you do not understand what you are studying or trying to reach – you are missing the mark and there is work to be done.

RESPECT THE PROCESS – MASTERY

Try to look at boredom from the opposite perspective – as a call for you to slow yourself down, to stop searching for endless distractions. This might mean forcing yourself to spend time alone, overcoming that childish inability to sit still.

On a higher level of this reeducation, you might choose a book to overcome your boredom, but instead of reading being a passive process of diversion, you actively mentally engage the author in an argument or discussion, making the book come to life in your head.

At a further point, you take up a side activity – cultural or physical – that requires a repetitive process to master. You discover a calming effect in the repetitive element itself. In this way, boredom becomes your great ally. It helps you to slow things down, develop patience and self-discipline. Through this process you will be able to withstand the inevitable empty moments of life and convert them into your own private pleasures.

PUSH BEYOND YOUR LIMITS – SELF-BELIEF

People who have a solid sense of their own value and who feel secure about themselves have the capacity to look at the world with greater objectivity. They can be more considerate and thoughtful because they can get outside of themselves. People with a strong ego set up boundaries – their sense of pride will not allow them to accept manipulative or hurtful behavior.

We generally like to be around such types. Their confidence and strength is contagious. To have such a strong ego should be an ideal for all of us. So many people who attain the heights of power in this culture, celebrities, for instance, have to make a show of false humility and modesty, as if they got as far as they did by accident and not by ego or ambition.

They want to act as if they are no different from anyone else and are almost embarrassed by their power and success. These are all signs of a weak ego. As an egotist of the strong variety, you trumpet your individuality and take great pride in your accomplishments.

If other cannot accept that, or judge you as arrogant, that is their problem, not yours.

CONFRONT YOUR MORTALITY – THE SUBLIME

In our normal perspective we see death as something diametrically opposed to life, a separate event that ends our days. As such, it is a thought that we must dread, avoid, and repress. But that is false, an idea that is actually born out of our fear.

Life and death are inextricably intertwined, not separate; the one cannot exist without the other. From the moment we are born we carry our death within ourselves as a continual possibility.

If we try to avoid or repress the thought, keep death on the outside, we are cutting ourselves off from life as well. If we are afraid of death, then we are afraid of life. We must turn this perspective around and face reality from within, finding a way to accept and embrace death as part of being alive. Only from such a position can we begin to overcome the fear of our mortality, and then all of the smaller fears that plague our lives.

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