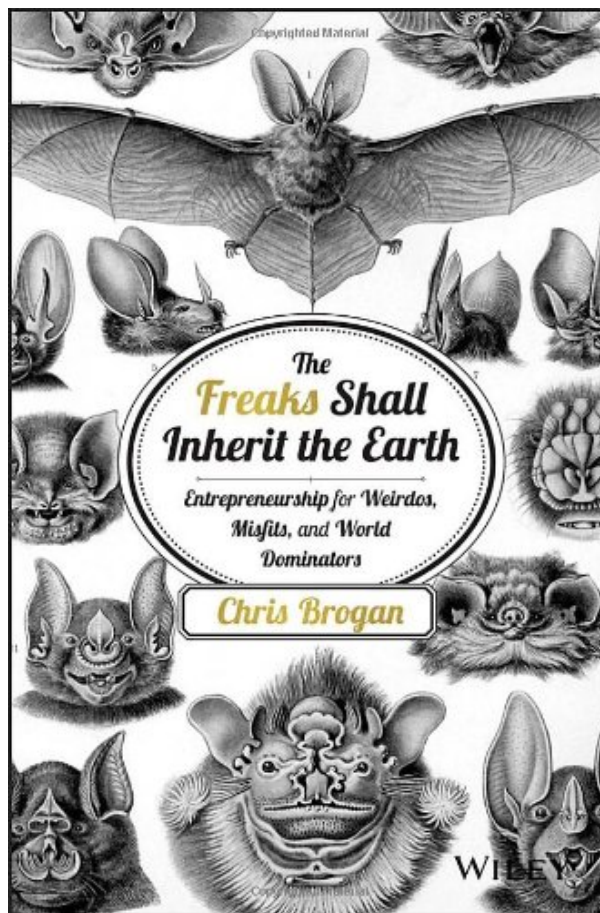
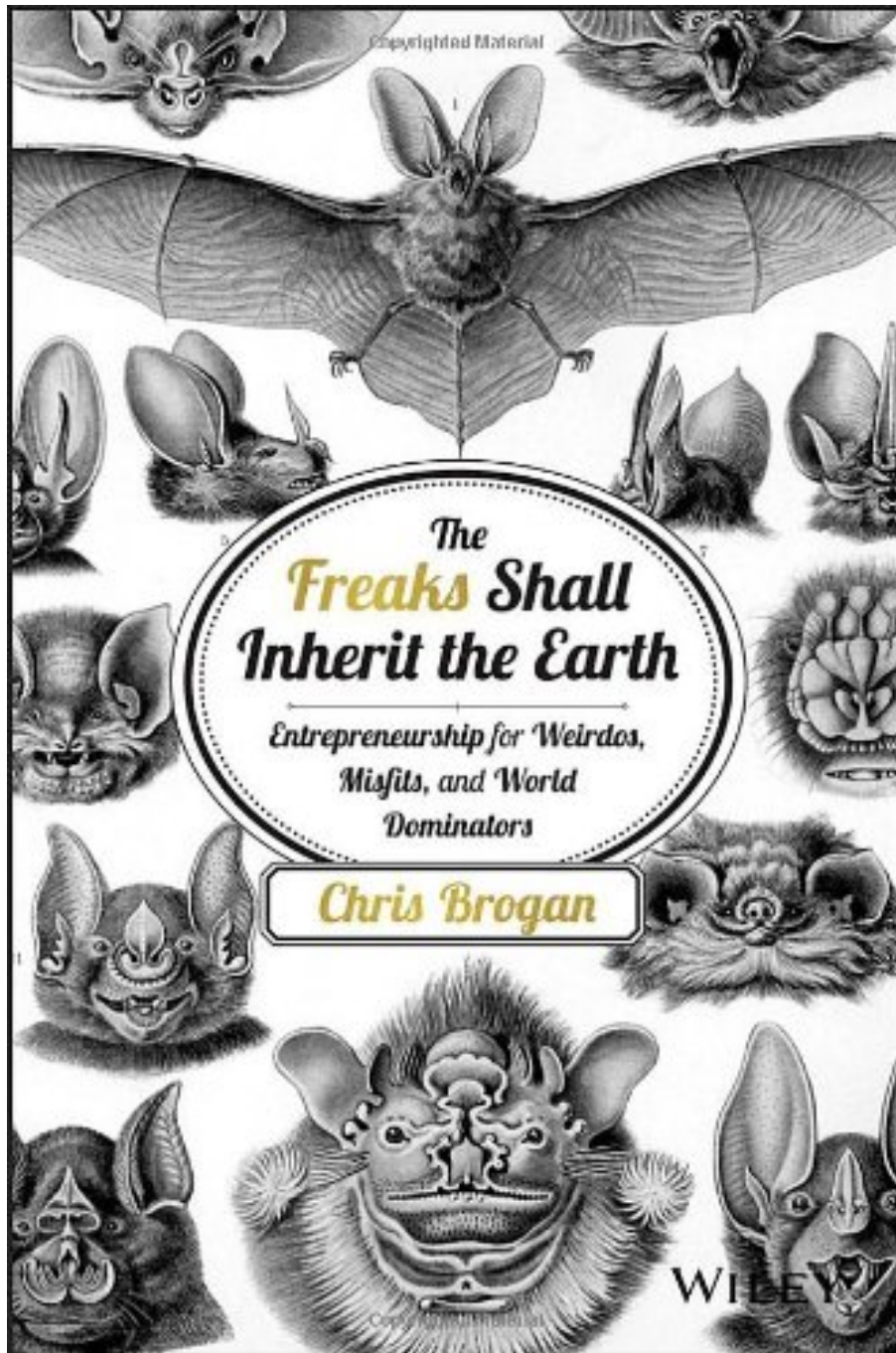


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Do you ever wonder where you fit in? Do you sometimes get that feeling that you have something much bigger to offer the universe, but then it fills you with fear and anxiety, so you think maybe I'll just pay it safe? But what is safe? The factory job? The cubicle job?

Factories all over have been converted to open spaces for startups. Skyscrapers have entire floors open for lease because the "same as everyone else" class of jobs have dried up. Many of us were raised to seek out a job that required us to fit in, to conform, to adapt until we fit the mold.

The Freaks Shall Inherit The Earth is a guide for the kind of person who wouldn't normally pick up a business book.

The personal business revolution is upon us. Here's your recipe book for starting your revolutionary business, including some of what you will learn:

- How to be as weird as you want while providing a viable business structure to support it
- What most people are missing from the basic frameworks of doing business
- How to turn passions into businesses
- How to build out the Digital Channel
- What Kickstarter and Square mean for the future of business)

Take the plunge. Learn to fail and then win. Dare to do something that "everyone else" doesn't. The Freaks Shall Inherit the Earth will help.

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Most helpful customer reviews

12 of 12 people found the following review helpful.

Well worth reading!

By Bruna Martinuzzi

Reading this book, you get the feeling that you are sitting with a friend, sipping a cup of coffee, and talking about your path to success--a friend who is knowledgeable and genuinely cares. I read the book in one sitting and took copious notes. Brogan makes an important point at the outset: most people tend to think that "freaks" (those who march to the beat of their own drum) are generally young, but as the author points out, as they age, a lot of people grow comfortable with who they are and are not interested in "fitting in." So why wait to be old to do what you want to do? Why indeed! This book may well be a kick in the pants to get you started.

Brogan gives valuable, actionable advice for seasoned and budding entrepreneurs alike, including solopreneurs, small business owners, as well as employeepreneurs. Check out the 6 steps for building discipline, 10 things to quit, garbage and gold questions, and lists of awesomeness (or helpfulness) to name a few. I also appreciated that the advice is in short chapters, with bite sized nuggets, and bolded headings which makes it so much easier to read a book without having to wade through reams of detail. "Brevity is [indeed] the gold standard in business" as Brogan says.

I loved the concept of Monchu, an Okinawan word meaning one family, "the family you choose." Brogan explains how this is better than just networking; this is a list of people you care about. Monchu is the extended network you nurture. The mind-set of Monchu is that you care more about some people than as merely customers or a part of your network. It's the idea that you're not just looking to make money and "sell and run" but that you might want to build a community beyond just selling. If this book inspires you to work from a Monchu mind-set, you will be richer for reading it. Not to mention all of the other useful advice.

16 of 18 people found the following review helpful.

Welcome by fellow weirdos and freaks

By Barry Moltz

I am a Chris Brogan fan. His daily writing seems to talk directly to me. In his new book, "The Freaks Shall Inherit the Earth", he writes a manifesto of entrepreneurship for the rest of us. It includes:

Admit you are a freak. Do business on your terms. Follow your passion.

Define success for yourself. For me, it's being able to support my family at something I love doing.

Learn a new skill. Take joy in improving your weaknesses.

Have a disciplined routine to be productive. This is necessary in always on, 24/7 culture.

Fall in love with not knowing. This is what having your own business is definitely all about.

Look forward to obstacles. There is satisfaction in overcoming them.

As I read through the book, I kept saying, yes and yes. Chris knows who you are and knows how to help!

8 of 8 people found the following review helpful.

This is the Missing Link

By Jeremy M.

I've read my fair share of business books over the past few months, but this one stands out: it isn't the same old song-and-dance. It doesn't simply repeat the "just be authentic, be yourself" advice that can be fairly easily found many places now. Nor does it just give you the nuts-and-bolts to making a business happen and extol the benefits of, for example, choosing yourself or starting your own online business.

Brogan's key insight is to link the two discussions. Choosing to do business on your own terms is an integral part of being a "freak" and owning it. The two shift together, and choices made on one axis affect the other.

Brogan's second key insight--which I dearly wish more folks would talk about as systematically--is that "business is about belonging."

This insight has revolutionized the way I think about doing business. It used to be a slightly sordid thing that would need to exist as a necessary evil. But in making his statement and working through the implications, he persuaded me that there is much more to business than just the gross.

And that observation makes all the difference in the world. If larger corporations (I'm looking at you, U_____ Airlines and U_____ P_____ Service) actually paid attention and began to focus on their customer as the foundation, I don't think commerce (air travel, overnight delivery) would ever be the same. If smaller businesses began to pay attention to this principle, though, the world would be a manifestly better place.

And what better compliment can be paid to a book than to say that the world would be a better place if more people would read it and act on the thoughts in it?

See all 86 customer reviews...

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