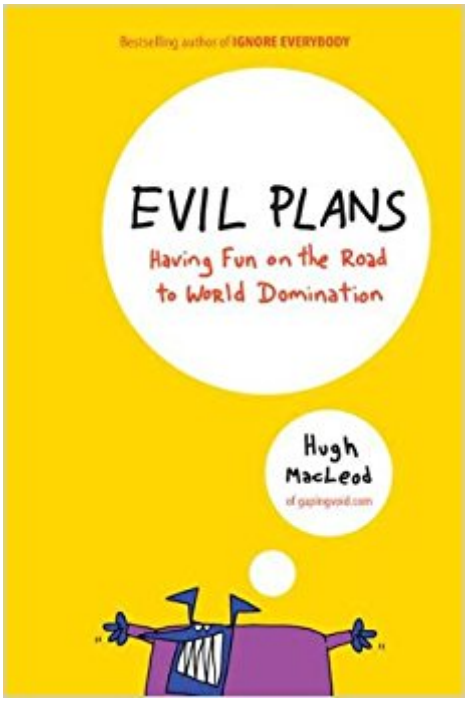
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Evil Plans: Having Fun On The Road To World Domination



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Synopsis

The acclaimed author of Ignore Everybody is back with more irreverent wisdom, wit, and original cartoons. "It has never been easier to make a great living doing what you love. But to make it happen, first you need an EVIL PLAN. Everybody needs to get away from lousy bosses, from boring, dead-end jobs that they hate, and ACTUALLY start doing something they love, something that matters. Life is short." -Hugh MacLeod Freud once said that in order to be truly happy people need two things: the capacity to work and the capacity to love. Evil Plans is about being able to do both at the same time. The sometimes unfortunate side effect is that others will hate you for it. MacLeod's insights are brash, wise, and often funny.

Book Information

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Customer Reviews

Hugh MacLeod is the cartoonist and acclaimed blogger behind gapingvoid.com and the bestselling author of Ignore EveryÃ Âbody and Evil Plans. After a decade working as an advertising copywriter, he started to publish online his "cartoons drawn on the back of business cards," which eventually he turned into a full-time job. He is known for both his art and for his thoughts on marketing, and has become a popular speaker.

Evil Plans is a great book. It's a book about an idea and about a state of mind that allows you to chase your dreams. Your Evil Plan, according to Hugh Macleod, is your ability to do something that you love and to have fun while making a living.Hugh is living proof that it's possible to do something that you love and make a living at it. He is a former ad man, who slaved away at a job that he didn't

like. He was starting to get burned out at a reletively young age when inspiration hit him. He loved drawing cartoons and he ended up finding a way to turn that passion into a career. He now runs Gaping Void Gallery where he sells his art - some cartoons, doodles and high end art work, all of which was started with a love for drawing cartoons. He's making money doing what he loves. The book Evil Plans is a collection of his cartoons and his inspiration and encouragement to take the same leap of faith that he did to 'Have fun on the road to world domination.'Evil Plans isn't just about quitting your job and starting a business though. For some people, its doing a better job in your current role or taking on a new project that your excited about...Or it might just be finding a hobby or passion that might one day pay you rewards...and hopefully earn you money. Either way the message is inspiring and the book is a breeze to read.When I pre-ordered my copy of the book, Hugh sent an autographed drawing along with the book. I keep it at my desk as I plot my Evil Plan.

As a long-time reader of Hugh MacLeod's blog Gaping Void, I should have known what to expect going into this book, as it's more or less a compilation of his blog entries and cartoons. I was disappointed, though, because I was expecting more original content that I had not already read. Also, the reader should understand that MacLeod's "Evil Plan" philosophy is essentially a theory based on his own experience being miserable in his corporate job and deciding to go out on his own, making money off his blog and selling his artwork through it. While there's nothing wrong with that, the overall tone seems to imply that his way of life is the only way one can possibly be happy and is the only way anyone should live. Frankly, I found that arrogant, as many people like to work in corporate cultures and thrive in them. To each his own, I suppose, but I found this book disappointing, arrogant, and extremely one-sided.

I've thoroughly enjoyed reading the likes of Seth Godin, Josh Kaufmann, Jason Fried, Lisa Gansky, Michael Shuman, Bill McKibben, Paul Hawkins, Clayton Christensen, Malcolm Gladwell and others in this genre of business and personal development. Hugh is a provocateur for sure but the book's title is "Evil Plan." Maybe it's me, but I didn't get the "plan." It was very much - if not identical - to much of what has already been written - just written in Hugh's own words. Don't get me wrong, I truly admire Hugh's work but I really thought this book could have been so much more! I suppose if you're now thinking of leaving that job of yours or want to join the Resistence against mediocrity, industrial thinking, bureaucratic paradigms, and suburban lifestyles, then Evil Plan is great to get you going - it's light, humorous, creative and perhaps shorten versions of many other great books. If you've been a part of the Resistence for a few years, then move on because there are better books

on concretely formulating and launching your Evil Plan.

I’m not quite sure how to describe this book. There are numerous insights, some "Duh!" chapters and pages that are in between. Fascinating cartoons (MacLeod started out drawing cartoons on the back of business cards): some profound, some cryptic and some totally confusing (at least to me). And, although the language is occasionally more salty than I care for, there are diamonds to mine in this little book.What is your "Evil Plan?" Simply to do what you love and get paid for it. MacLeod suggests that what makes it "evil" is that others may become jealous of you. But, he points out, they could do the same if they wanted to. He challenges the reader with blog-ish chapers like "Keep it Simple," "Make Art Every Day," "Death by Stuff" and "Everything Begins with the Act of Gift-Giving."His simplistic (yet profound) counsel can be boiled down to three key points.1. Figure out what your gift is and give it to people regularly.2. Make sure it’s perceived as a real gift, not an advertising message.3. Figure out exactly what it is that your "trail of bread crumbs" leads back to.What it leads back to is how you make your living. This is your "Evil Plan."

I have mixed feelings about this book. I have not read Hugh MacLeod’s earlier book, "Ignore Everybody," but I am about to do just that. These two books have the same things in common: a great title, and chapter headings that inspire and make the reader eager to read. That’s the good news.The bad news is that there isn’t a whole lot underneath the surface of this one. Some chapters literally restated the chapter heading and provided little to no detail. I came away with the feeling that for $11.99 for the Kindle edition, there should have been a lot more content. You can read this book in one sitting.On the other hand, the book is intended to inspire the reader to create his or her own "evil plans," and in that respect, this book delivers. I just can’t decide if I feel good about paying $12 for slightly more detail than is provided in the Table of Contents, which is available for free as a Kindle sample.

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