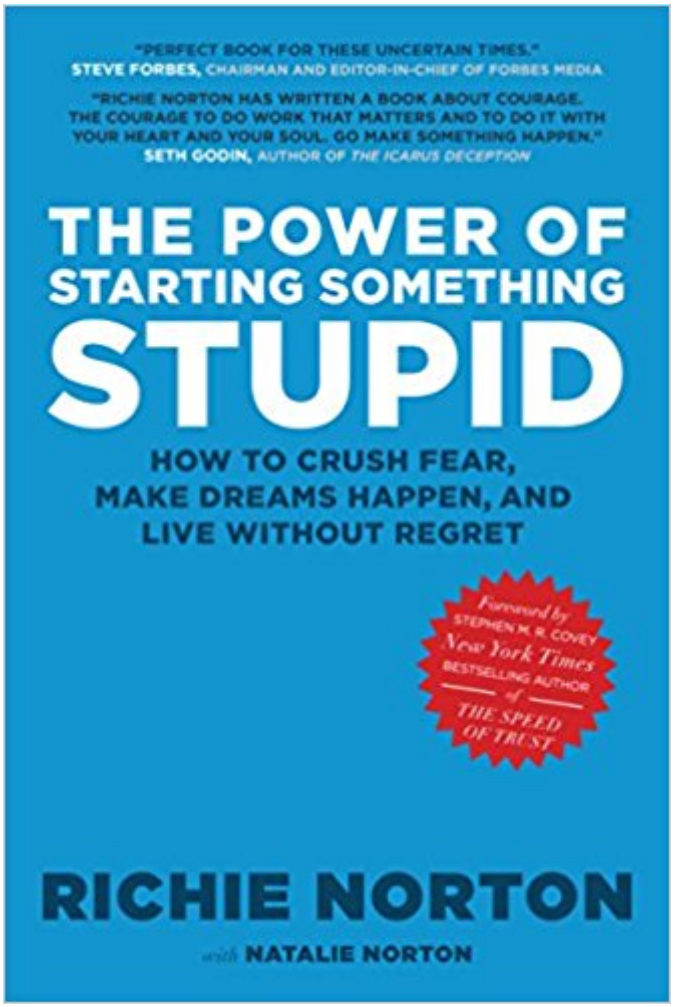
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The Power Of Starting Something Stupid



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Synopsis

"Richie Norton has written a book about courage. The courage to do work that matters and to do it with your heart and your soul. Go make something happen." Ã¢â ¬â • Seth Godin, author of The Icarus Deception "Perfect book for these uncertain times." Ã¢â ¬â • Steve Forbes, Chairman and Editor-in-Chief of Forbes Media What if the smartest people in the world understand something that the rest of us don't? (They do.) What if they know that in order to achieve success, they will sometimes have to do things that others may initially perceive as stupid?The fact of the matter is that the smartest people in the world don't run from stupid, they lean into it (in a smart way). In The Power of Starting Something Stupid, Richie Norton redefines stupid as we know it, demonstrating that life-changing ideas are often tragically mislabeled stupid. What if the key to success, creativity, and fulfillment in your life lies in the potential of those stupid ideas? This deeply inspiring book will teach you: Ã¢â ¬Â¢ How to crush fear, make dreams happen, and live without regret. Ã¢â ¬Â¢ How to overcome obstacles such as lack of time, lack of education, or lack of money. Ã¢â ¬Â¢ The 5 actions of the New Smart to achieve authentic success. No more excuses. Learn how to start something stupidÃ¢â ¬â •the smartest thing you can do. Drawing on years of research, including hundreds of face-to-face interviews and some of the world's greatest success stories past and present, Richie shows you how stupid is the New SmartÃ¢â ¬â •the common denominator for success, creativity, and innovation in business and life.

Book Information

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Customer Reviews

"Richie Norton has written a book about courage. The courage to do work that matters and to do it

with your heart and your soul. Go make something happen." Ã¢â ¬â • Seth Godin, author of The Icarus Deception "Perfect book for these uncertain times." Ã¢â ¬â • Steve Forbes, Chairman and Editor-in-Chief of Forbes Media Ã¢â ¬Å“Today I have over 120 million YouTube views; it only seems like yesterday when people thought that following my dreams could only be a hobby. Fortunately, as Richie teaches, Ã¢â ¬ËœstupidÃ¢â ¬â„¢ was the smartest thing I could do.Ã¢â ¬Â• Ã¢â ¬â • Devin Graham, content creator for the YouTube channel devinsupertramp Ã¢â ¬Å“Once in a great while a new author bursts on the scene to light a fire under us. Richie Norton is that rare spark. His certainty that the secret to success is to start something stupid is right on and will alter your future. Thirty publishers thought Chicken Soup was stupid before it sold over 100 million copies. This new book could not have come at a better time and RichieÃ¢â ¬â„¢s urgent and authentic style is readable, convincing and a compelling blueprint for success. Be smart: read The Power of Starting Something Stupid.Ã¢â ¬Â• Ã¢â ¬â • Jack Canfield, New York Times bestselling author of The Success Principles, and cocreator of the Chicken Soup for the SoulÃ Â® series Ã¢â ¬Å“I absolutely love this book. I love how it makes me feel. It energizes me, inspires me, and gives me confidence. It reminds each of us that all things are possible. . . .This book disrupts conventional thinkingÃ¢â ¬â •in a smart way.Ã¢â ¬Â• Ã¢â ¬â • Stephen M. R. Covey, New York Times and the #1 Wall Street Journal bestselling author of The Speed of Trust and coauthor of the #1 bestseller Smart Trust Ã¢â ¬Å“When I wrote The E-Myth Revisited, I wasnÃ¢â ¬â„¢t an author and I really wasnÃ¢â ¬â„¢t interested in business, but I had discovered something about business that nobody else seemed to see, or understand, and I decided to write a book about it. It came like a gift, a huge aha from out of nowhere, and I ran with it. Today, that Ã¢â ¬ËœstupidÃ¢â ¬â„¢ idea (everybody told me it wouldnÃ¢â ¬â„¢t work!) has created the most successful book on small business ever written because of that one, great stupid idea. I thought I was just lucky. Richie just told me that IÃ¢â ¬â„¢m in really good company. Find out why stupid is now the New Smart. Read it, youÃ¢â ¬â„¢ll love it, youÃ¢â ¬â„¢ll find out why thinking stupid makes the best sense in the world.Ã¢â ¬Â• Ã¢â ¬â • Michael Gerber, the worldÃ¢â ¬â„¢s #1 small-business guru and author of the bestselling The E-Myth Revisited Ã¢â ¬Å“More than just a call to action. This book is a demand for it. One chapter in I felt an involuntary impulse to reexamine my life. Later chapters held my hand as inevitable considerations came up from that process. An important, compelling and authentic read.Ã¢â ¬Â• Ã¢â ¬â • --Joseph Grenny, New York Times bestselling coauthor of Crucial Conversations and Change AnythingÃ¢â ¬Å“This warm, wonderful book will inspire and motivate you to do more in your life than you ever dreamed possible.Ã¢â ¬Â• Ã¢â ¬â • Brian Tracy, author of The Power of Self-Confidence Ã¢â ¬Å“Sometimes a book shines a light on a topic in such a unique

way that you find yourself slapping your forehead and saying to yourself, Ã¢â ¬ËœNow thatÃ¢â ¬â„¢s simply brilliant! Why have I never thought of it that way before?Ã¢â ¬â„¢ And then you keep reading, and discover more and more Ã¢â ¬Ëœstupidly brilliantÃ¢â ¬â„¢ insights. This book makes you look forward to starting something stupid. ThatÃ¢â ¬â„¢s the genius of it. If success in life is a goal of yours, youÃ¢â ¬â„¢d be smart to read this book ASAP.Ã¢â ¬Â• Ã¢â ¬â • Robert G. Allen, author of the New York Times bestsellers Nothing Down, Creating Wealth, Multiple Streams of Income, and The One Minute Millionaire "The Power of Starting Something Stupid teaches one of the truths that I have found in life and business: whenever I think something is a totally genius idea, it is not, and when I take a chance to do something that may seem like it will turn into nothing, that's when things turn out to be successful. So many great, successful ideas started as a whimÃ¢â ¬â •as something stupid. Because of this, I just keep trying. I just keep putting things out there. I just keep taking chances, even though they scare me." Ã¢â ¬â • Gina Bianchini, CEO of Mightybell.com; cofounder of Ning.com Ã¢â ¬Å“Richie Norton has taken the fundamental principles of learning, living and thriving and integrated them in a most engaging and practical manner. His message and its relevance to every entrepreneur will be immediately apparent, but it is equally valuable and valid whatever endeavors and dreams you may have and at whatever age you find yourself. As he so compelling explains, each of us can have a more engaging, rewarding and fulfilling life by applying these principles in pursuit of our most worthy goals. I would recommend this book to young and old alike who want to have each day be an exciting and rewarding adventure.Ã¢â ¬Â• Ã¢â ¬â • Dr. Steven C. Wheelwright, president of BYUÃ¢â ¬â œHawaii; Edsel Bryant Ford Professor of Business Administration, Emeritus at Harvard Business School "Richie Norton uncovers the paradox of stupid as the New Smart and shows us how success can be one idea away. Watch out: the energy in The Power of Starting Something Stupid is contagious. You may just find yourself starting something stupid and living your dreams." Ã¢â ¬â • Andy Andrews, New York Times bestselling author of How Do You Kill 11 Million People?, The Noticer, and The Traveler's Gift "From the very first chapter, The Power of Starting Something Stupid opens your mind to the possibility that you're not living up to your full potential. Richie Norton's powerful words provide the motivation and energy you'll need to start something stupid. Something amazingly, courageously, stupid!" Ã¢â ¬â • --Andy Beal, coauthor of Radically Transparent, CEO of Trackur.comIn this era of negativity, less, limitations and no, The Power of Starting Something Stupid offers hope, inspiration and profound advice for moving toward our own positive futures. Richie Norton has tapped into what is good, positive and worthwhile in all of us. Richie's perspective should be read and understood by all. Ã¢â ¬â • Mary Teagarden, professor of global strategy and

editor, Thunderbird International Business Review at Thunderbird School of Global Management Ã¢â ¬Å“There's magic to this book: ideas which seem to be stupid often turn out to be brilliantÃ¢â ¬â •they only looked stupid because we hadn't seen them before, and it was the courage of their creators to stick to their visions and bring them to light. Learning to curate, cultivate, and play with ideas that others don't understand (or are openly critical of!) is a hallmark of great innovators. Richie helps us to realize that fear of looking stupid can stop us from participating fully in life and from finding significant ways to help others. By showing us how this Ã¢â ¬Ëœstupid to brilliantÃ¢â ¬â„¢ pattern is at the heart of continuous innovation and renewal, he encourages us to trust ourselves and to bring our own unique contributions to our homes, our communities, our workplaces, and the world. Ã¢â ¬â • Steve Hargadon, founder of Classroom 2.0 and Future of Education "F. Scott Fitzgerald wrote, Ã¢â ¬ËœThe test of a first-rate intelligence is the ability to hold two opposing ideas in mind at the same time and still retain the ability to function,Ã¢â ¬â„¢ and understanding the New Smart is starting something stupid. When people like Fred Smith (FedEx), John Bogle (Vanguard) and Richard Branson (Virgin) created businesses that went in the opposite direction of the marketplace, they were once called stupid. All of these people transformed their industries and rose to the top as they focused on seeking the less obvious and taking the road less traveled. Richie takes readers on a journey to explore why starting something stupid may be the smartest thing you can do." Ã¢â ¬â • --Aaron Bare, Entrepreneur-in-Residence, Thunderbird Global School of Management; Former CEO and Chairman, National Association of Sales Professionals

RICHIE NORTON is the author of the #1 download, RÃƒÂ©sumÃƒÂ©s Are Dead and What to Do About It as well as the popular blog, Start Stuff. Pacific Business News recognized Richie as one of the top Forty Under 40 "best and brightest young businessmen" in Hawaii. He is an entrepreneur, a sought-after speaker, and an international business development consultant. Richie is happily married to Natalie, and they have four sons.

This book has a great concept and is very inspiring. Well written and worth reading if you are feeling a little stuck in your normal routine.

A book based on the simple concept of why not you? Why not today? Most of us get caught in the rat race of life and forget to get creative and take risks. This book is a great reminder to give time to those activities. To dictate what your future will be instead of living a life you don't enjoy, but is perceived as "safe." Excited to get out there and start something stupid.

I really enjoyed the challenge set forth in this book. It addresses many of the reasons why people get stuck and fail to live to their potential. The philosophy isn't perfect, but it's close enough to get the point across. If you need to find your purpose, this will help.I am going to add this to my recommended reading list on my web site.Now get going!

Richie correctly identifies the barriers to successful living and gives practical advice on how to get started on your stupid idea. This book is required reading for all entrepreneurs.

The authors of this book dig deep into human nature while keeping things entertaining and relevant. I tend not to like non-fiction, but I am very pleased with the quality of their writing and value of the content. I'm not done with the book yet, but am already understanding how the business I have been dreaming about will be a reality soon. I'm going to start something stupid!

Great Book!

This book is top notch! I have read many of these books and this is the only one that has motivated me to actually reach for and make a plan to achieve my goals. I am still working my plan and gaining more success all the time. Thanks Richie, for encouraging me to do something stupid!

So many people these days are trapped in a consumer way of life. As if everything is preprogrammed. You are born, go to school, college, get married, and die all the wile working a job to put food on your table and hope you don't get fired. This book plants a seed of dreams... dreams that you had when you were young and planned on owning something or starting something amazing. I think one of the quotes in this book that I found so memorable in this book was that you only have 2 things that you can add to your person or to increase yourself. The books you read and the people you know. All the rest is glitter and fake charm like cars and toys.

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