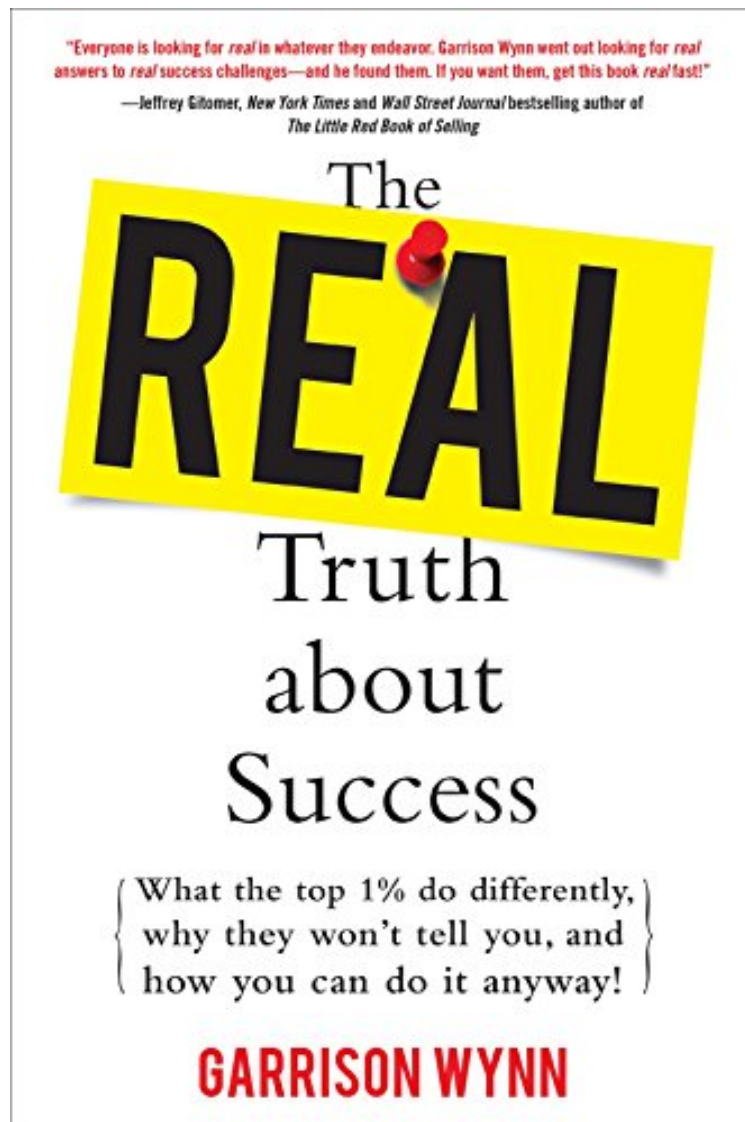


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## The Real Truth about Success: What the Top 1% Do Differently, Why They Won't Tell You, and How You Can Do It Anyway!

Garrison Wynn

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Garrison Wynn : The Real Truth about Success: What the Top 1% Do Differently, Why They Won't Tell You, and How You Can Do It Anyway! before purchasing it in order to gage whether or not it would be worth my time, and all praised The Real Truth about Success: What the Top 1% Do Differently, Why They Won't Tell You, and How You Can Do It Anyway!:

25 of 25 people found the following review helpful. Leverage your natural abilities to get aheadBy Jeremy

Donovan In a nutshell, this book is a humorous and more current version of Dale Carnegie's "How to win friends and influence people." The good: 1. Loaded with key takeaways 2. Fast, entertaining, and funny read 3. Inspirational premise that you can succeed by identifying and amplifying your innate traits and talents The bad: 1. The book has a decent amount of repetition 2. Though the author frequently cites 10 years of research, the book feels more based on (intelligent/informed) opinion rather than on hard statistics. My key takeaways: - Gain personal advantage harnessing natural (esp. interpersonal) traits and developing new abilities - Be a beacon of positivity - Be convenient, comfortable, familiar, uncomplicated, clear, and concise - Be trustworthy, sincere, caring, compassionate, and kind - Position all of your ideas as solutions with an emphasis on personal value; make sure others see their input in the solution - Be noticeable and create great first impressions - Build and leverage personal relationships - especially with industry veterans - Seek advice from others, actively listen, and show your appreciation - Make others feel smart, important, and valued - Give credit and accept blame/responsibility - Make decisions, prioritize, take action, and drive projects to completion - Channel fear into action - It is what you say AND how you say it - Maintain emotional awareness and stability - Appear confident, not arrogant - Embrace change / be adaptable and flexible - Have a positive view of authority - Write down your goals - Spend time with the people who will position you to succeed - Do what is important to your boss (know his/her top 5 objectives in any given month)

12 of 12 people found the following review helpful. Real, useful and the funniest biz book I've ever read By Brian B. Carter I'm a big reader. Well ok I guess I'm a little reader at just 5'6" but I do read a LOT of books, about 75 a year, and about 10 of those are business books. I've read fewer business books over the last couple years, because my experience in business is different from what most of these high falutin PhD business book writers recommend. In fact, I've learned some lessons from trying to implement "book smarts" in the business world. It's not always a good idea! But Garrison Wynn's Real Truths are just that- both getting at the real advantages people have (sometimes it's being the boss's son) and the psychological compulsions we can leverage in ourselves- both are real, in my experience. Finding out that sometimes it's not that you suck, it's just that the other guy was related to the owner, can actually be encouraging. Then you can look for your own advantages, build relationships, and use them to succeed. And this is the first biz book I've read where I laughed at about every other page, sometimes twice a page. Garrison's comedic experience, and his funny keynote speeches (watch some on his website, as funny as any comedy central comedian, which isn't saying much- actually as funny as the best of those) both have happened because he's naturally funny- he thinks differently than most- so that makes it insightful and hilarious. E.g. watch out for these humor gems: Giant Smart Guy and why we follow him, Michael Phelps' disturbing amazingness, and why some people make those around them lose the will to live. Useful, true, and funny. A great, insightful, and because of the humor, recreational experience. I highly recommend it.

1 of 1 people found the following review helpful. 1% gives 100% By Adam Kessler This book is excellent. It's great. It's got it all. Great lessons stories, it's funny, it's easy to understand, it's quality. I have yet to read a chapter that I felt was fluff or that I didn't learn from. If you read this book you will not only understand how the top 1% operate think but you will be able to do the same. Buy it. Read it. You will not be sorry.

"Everyone is looking for the real in whatever they endeavor. Garrison Wynn went out looking for real answers to real success challenges--and he found them. If you want them, get this book real fast!"--Jeffrey Gitomer, New York Times and Wall Street Journal bestselling author of The Little Red Book of Selling Life and business aren't fair, which is good. If they were, you couldn't seize the unfair advantage. Think about it. Is your CEO the smartest person in the company? Is the head of your department more driven than you? Does the leading company in your industry make the best products? Probably not. They all have one thing in common, though: They're on top of the pile because they discovered and exploited their unfair advantage--and with the help of business expert and motivational dynamo Garrison Wynn, you can do the same. The Real Truth about Success is the culmination of ten years' worth of interviews with more than 5,000 top performers in their fields. During the process, Wynn discovered that better brains, a positive attitude, and superior all-around quality rarely drive true success. Rather, the most successful people in the world leverage their unique, distinctive qualities--whatever they may be--to propel themselves to the front of the line. In The Real Truth about Success, Wynn helps you: Discover (or create) your own personal advantage Align it with the most appropriate goals Transition from self-knowledge to repeatable implementation Relentlessly put your advantage to practical use Bask in the sunshine of well-deserved success All of us have a personal advantage we can use to stack the cards in our own favor. What's yours? High intelligence? Good looks? Likability? Great connections? (Your unfair advantage may well be a talent for leveraging other people's unfair advantage.) Refreshingly (sometimes brutally) honest about what it takes to get to the top, The Real Truth about Success blows the lid off the secret of their success--so you can make it the secret of your success.

From the Back Cover Learn How to Seize the Unfair Advantage! "Very quotable and brutally honest." David Stephenson, CEO, American Concrete "Funny, and dead on! I want all of my employees to read this book. This is not another self-help motivational book, far from it. It's about developing your own tools to find your own path to success." Keith Baizer, Mayor of Creativity, Art Mart "Garrison shows it's not

cheating to use the advantages we have over others to win and stay on top. One of the key reasons some pretty unimpressive people are superstars is willingness.” —Byron Haney, Director, Financial Advisory, Farmers Insurance  
“This book shows you how to win an unfair fight! It’s filled with those secret truths that can be impossible to learn on your own.” —Shep Hyken, USA Today and Wall Street Journal bestselling author of *The Cult of the Customer*  
“As he thoughtfully debunks conventional wisdom, Wynn provides high-impact insights for success in this fast-moving, humorous, and entertaining book.” —William F. Murdy, Chairman and CEO, Comfort Systems USA  
About the Author  
Garrison Wynn is a former professional stand-up comedian and the founder of Wynn Solutions, a firm that provides business strategies and influence techniques to audiences around the world. In his teens, Wynn worked with Magnavox and Hank Aaron to promote the world’s first video gaming system, and by age 27, he became the youngest department head in a Fortune 500 company’s history. He lives in Houston, Texas.