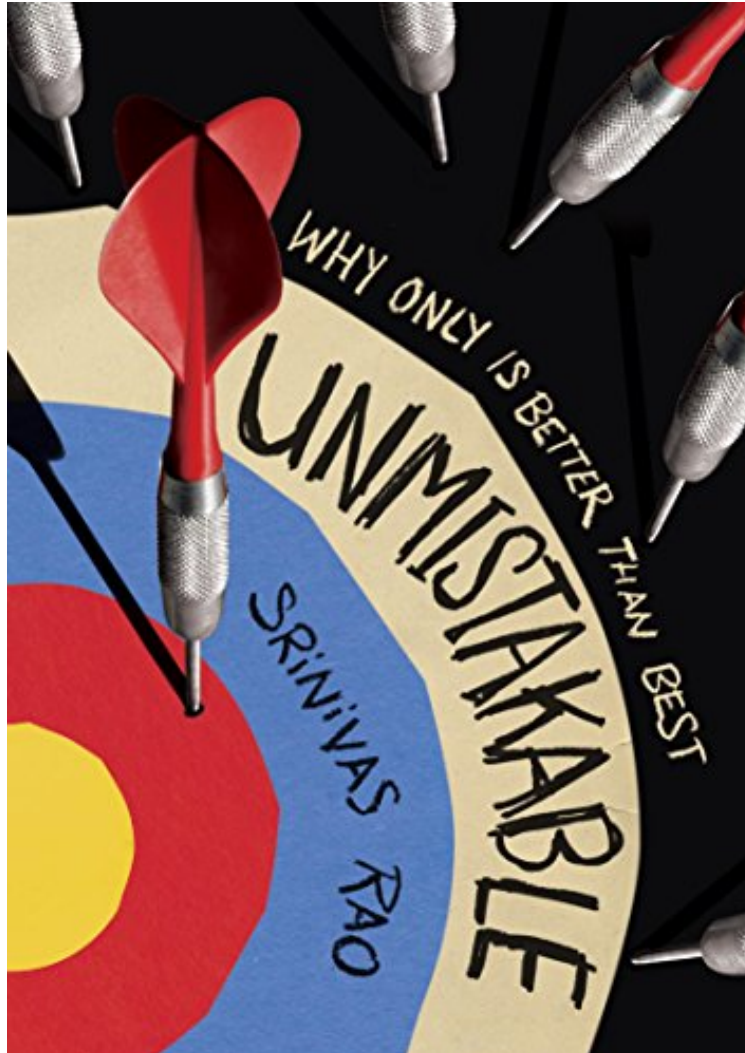


Unmistakable: Why Only Is Better Than Best

Srinivas Rao

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Srinivas Rao : Unmistakable: Why Only Is Better Than Best before purchasing it in order to gauge whether or not it would be worth my time, and all praised Unmistakable: Why Only Is Better Than Best:

12 of 13 people found the following review helpful. How To Be THE ONLY One Who Does What You Do!By The Treadmill DoctorUnmistakable Why Only is Better Than Best is a quick read and is put into the narrative of the sport of surfing. Unlike many other books on the market that give you a formula, this book tells you why you MUST not follow a formula. Formulaic living is what is bringing many people to the point where they realize that they have been sold a false bill of goods. Rather than lamenting over the fact that society has sold an entire generation a story that is completely smoke and mirrors, Sriniv tells you how you can overcome it. Not merely to be one of the best or the best at what you do but rather be easily identifiable as THE ONLY one who does what you do. Have you met a suit salesman that you can remember his name from 20 years ago? I can because he was unmistakable. Can you remember a garbage

collector who was unmistakable in his craft? I have an answer for this one too. You don't have to be world famous for what you do, you simply have to do what you do in such a way that no one else could copy the art of your craft. Similarly, Srini is unmistakable in his ability to get to the root of a person and draw out what makes that person tick. I met Srini Rao at AJ Leonsquo;s Misfit Conference in 2015. When I found out he had a podcast, I figured I would give it a trial listen and Irsquo;ve been hooked ever since. Srini has the ability to pass by the superfluous excesses of many interviewers and dig deeply and that also carries over to his writing. When I found out he had written a book, I quickly devoured the Art of Being Unmistakable and his effective, clear writing hasnrsquo;t diminished with this new title. For those who think that the formula has been good to them and they donrsquo;t need to be unmistakable, look at the examples of lives that have been upended from retail clerks all the way to middle managers to CEOsquo;s that thought they were the best at what they do. Best is no longer good enoughhellip;this world requires you to be unmistakable and Srini helps you develop your own roadmap to reach your destination. 1 of 1 people found the following review helpful. A book that offers a compass, not a mapBy heyheycuriousI've been following Srini's work (podcast and writing) for a few years now and this book lived up to and even exceeded the work he has done previously--Srini has definitely written something that is truly Unmistakable just as he discusses in the book. I had the opportunity to read an advanced copy of the book (I also purchased a copy) and interview Srini on my podcast [...] and I think Srini himself summed up this book and it's main idea during our chat better than I every could: ldquo;I offer a compass not a map. And more than anything what Irsquo;m hoping is that people wonrsquo;t replicate the results that theirsquo;ve seen in the book, but will replicate results that nobody has ever been able to produce before.rdquo; (Srini Rao) 1 of 1 people found the following review helpful. The Impact Zone Chapter is a must read...By Costa Rica GuyI stumbled across Srini's old blog, I believe back around 2011. I found out that he'd recently taken a surfing trip to my country of residence for the last 16 years, Costa Rica. So, being a fellow blogger, I decided to make contact. Srini immediately responded and I've been following his work ever since. I later had the good fortune of meeting Srini's mentor, Greg Hartle, in Portland in 2015. The chapter on The Impact Zone is well worth the price of this book. In that one Srini tells it like it is, both in his own life and in yours and mine as well. The "impact zone" is where our mettle is tested...I know mine has been. I know Srini's has as well. If yours hasn't, well, it will be sooner or later. Srini lived to tell and write about it and give us a few lessons in the process. We all should be thankful for that.

Stop trying to beat everyone else. True success is playing by your own rules, creating work that no one can replicate. Donrsquo;t be the best, be the only.nbsp;Yoursquo;re on the conventional path, checking off accomplishments. You might be doing okay by normal standards, but you still feel restless, bored, and limited.nbsp;Srinivas Rao gets it. As a new business school graduate, Srinivasrsquo;s dreams were crushed by a soulless job that demanded only conformity. Sick of struggling to keep his head above water, Srinivas quit his job and took to the waves, pursuing his dream of learning to surf. nbsp;He also found the freedom to chart his own course. Interviewing more than five hundred creative people on his Unmistakable Creative podcast was the ultimate education. He heard how guests including Seth Godin, Elle Luna, Tim Ferriss, Simon Sinek, and Danielle LaPorte blazed their own trails. Srinivas blends his own story with theirs to tell you: You can find that courage too. Donrsquo;t be just one among manydash;be the only. Be unmistakable. nbsp;Trying to be the best will chain you to othersrsquo; definition of success. Unmistakable work, on the other hand, could only have been created by one person, so competition is irrelevant. Like Banksyrsquo;s art or Tim Burtonrsquo;s films, unmistakable work needs no signature and has no precedent. nbsp;Whether yoursquo;re a business owner, an artist, or just someone who wants to leave your mark on the world, Unmistakable will inspire you to create your own path and define your own success.From the Hardcover edition.

"If you're interested in short-term fame and fleeting status, you're better off with reality TV and the latest social network. But if you want to change the world, this book will inspire, encourage, and equip you. The stories are powerful and the advice is rock solid."nbsp;nbsp;nbsp;- CHRIS GUILLEBEAU, author of Born for This and The \$100 Startup"High-octane self-motivation is the foundation of any creative or entrepreneurial enterprise. Srinivas Rao's Unmistakable is the foundation of that foundation. Read it!"nbsp;nbsp;nbsp;- STEVEN PRESSFIELD, author of The War of Art"Srinivas has written an engaging, inspiring, passion-filled permission slip for you to speak and live your truth. Which is the only true currency we have in this fast-moving, competitive world."nbsp;nbsp;nbsp;- PAMELA SLIM, author of Body of Work and Escape from Cubicle Nationldquo;Rao provides a fascinating deconstruction of the factors, mindsets,nbsp;and habits that must all combine to create an unmistakablenbsp;life.rdquo; nbsp; nbsp;- nbsp;CAL NEWPORT, author ofnbsp;Deep Workldquo;Several years ago, I got a request to go on Srinivasrsquo;s podcast. Itnbsp;was a small show then but in the years since, Irsquo;ve seen it grow intonbsp;one of the biggest and best shows around and watched the creatornbsp;become a bestselling author and an inspiring leader. How did henbsp;do it? By following the exact lsquo;unmistakablersquo; formula laid out innbsp;this book.rdquo; nbsp; nbsp;- nbsp;RYAN HOLIDAY, author ofnbsp;The Obstacle Is the Way and Ego Is the Enemy ldquo;This book is a wonderfully concise collection of insights fromnbsp;edgy thought leaders mixed with Raorsquo;s own personal

narrative. His struggles, his breakthroughs, and his relationship with surfing, as a sanctuary and a metaphor for inspiration, will inspire you in turn to tap into your own unmistakable work. Congratulations, Srinivas, for writing a soulful, poetic, and accessible little book. ERIK WAHL, artist and author of Unthink About the Author Srinivas Rao is the host and founder of the popular podcast, the Unmistakable Creative, where he's interviewed over five hundred creative people. Former guests on the show include Seth Godin, Elle Luna, Tim Ferriss, Gretchen Rubin, Simon Sinek, Adam Grant, and Danielle LaPorte. His self-published book The Art of Being Unmistakable was a Wall Street Journal bestseller.