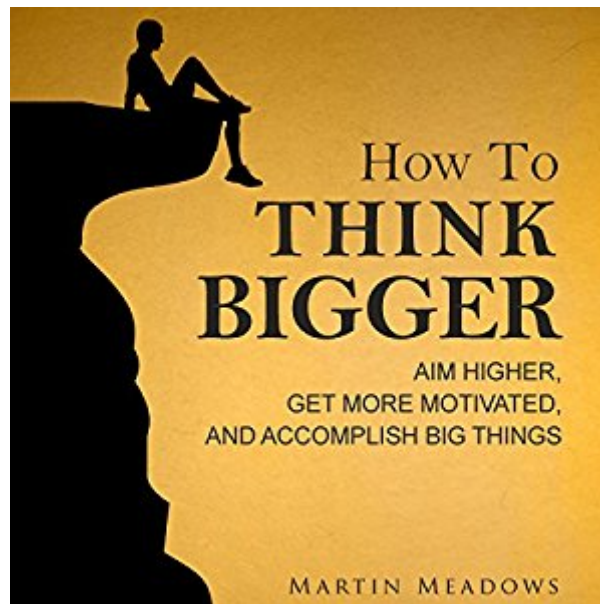


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# How To Think Bigger: Aim Higher, Get More Motivated, And Accomplish Big Things



## Synopsis

Have you ever wondered what separates people who think bigger from people who set their bars low? What makes one person accept low standards and another person constantly raise them? Why does one person strive to build an international organization affecting the lives of millions of people while another person is content working her entire life as a clerk? (Not that there's anything wrong with being a clerk!) Why is one person challenging herself to run marathons, train her body, and get fitter while another is happy living a sedentary, unhealthy lifestyle? What drives a person who's optimizing every single aspect of her life, and what causes another person to maintain the status quo? You can say, "Well, the answer is simple enough - one person is ambitious while the other one is not." But what exactly causes it? How do you become more ambitious and think bigger? Is it something you're born with and can't change, or is it something over which you have control? I found this topic so fascinating, I decided to find out the answer for myself and write a book about it. This book is the result of my research about people who think big and the science of being more ambitious.

## Book Information

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## Customer Reviews

This is not so much a complete non-fiction book as it is a quick summary overview of others' work. Each chapter seems to be based on a group of ideas from a few other well-known books. The author (by the pen name Martin Meadows) has obviously read quite a few self-help and entrepreneurial books, but his particular book still lacks the breadth of a more high-profile author with original ideas and concepts. While there are some great nuggets of wisdom in this book, there

is slightly narrow focus on several individuals, Sir Richard Branson, Tony Robbins, Tim Ferris to name a few. And he REALLY likes Tony Robbins as a lot of material on psychology and peak performance are taken right from Robbins' books, either *Awaken the Giant Within* or *Unlimited Power* or others. The author also has gained some of his knowledge from podcasts, which are amusing when you come across lines in the book that reference specific podcast interviews. One thing I do like about this book is how quick a read it is. Took me about an hour or so to read it from cover to cover. It's similar to a Seth Godin or Ken Blanchard business book in its brevity and easy reading, but Meadows' style of writing lacks the colorful storytelling and creative humor of those bestselling authors. However, I think if you love business books and reading about business leaders, then this is for you. It might be a little too business-centric for some (as most of the examples are of business leaders like Jeff Bezos, Founder of , Peter Thiel, CoFounder of Paypal, Richard Branson, Founder of Virgin), and it seems that building a large and profitable company is considered "success." Overall, though I enjoyed the reading. For the price of a candy bar, you get a lot of great information.

Though he quickly states that this book is not about how to become a successful entrepreneur, the author himself seems to be distracted by only the largest & most obvious examples of what America defines as the ultimate success â “ Great Riches. And while dissecting the drive and inspiration behind Billionaires can be fascinating, it is not especially relatable to most people. We are actually looking for more than how to think bigger and accomplish big things. We are aiming higher because we are longing for a happiness that may not always overlap with the American dream. His guide may not speed everyone toward awe inspiring success; but I do believe it is a map that points only towards improvement. The book is appropriately brief, but is also saturated with creative and helpful advice. And because it feels as though the author is speaking directly to the reader, it is easy to accept the information as though we are being personally coached by a mentor who has a genuine desire to share their excitement & experiences in an honest effort to inspire growth. The tone behind the writing is refreshing because it is apparent that the author is participating in the process, as opposed to writing out of necessity to meet a deadline or earn a paycheck. The information is truly presented as a shared process. I appreciate that Mr. Meadows points out that meeting our basic human needs must come first. Many readers will find themselves at this point in their process of growth and will feel validated and inspired to push forward. His energetic positivity helps carry us through the book and chapter summaries ensure that no point is missed.

In his new book "How to Think Bigger" author Martin Meadows has delivered a solid book on building more success into your life by adapting the techniques, strategies and wisdom of many of the "success gurus" and the principles, wisdom and action steps they take to generate success day to day. With many referrals to such books as "The 4 Hour Workweek" [Tim Ferris], "Awaken the Giant Within" [Anthony Robbins], "Essentialism" [Greg McKeon] and World-Class Entrepreneur Richard Branson, author Meadows provides some of the best advice for achieving results, getting more focused, accomplishing BIG GOALS, and avoiding heavy distractions that get in the way of getting things done. Although a lot of the ideas and success strategies are compiled from various other authors, it is nice to see the author put these into action and teach others how to do the same. The parts that I found to be the best material in this book are: 1. Shifting big goals from someday to NOW; 2. Maslow's Hierarchy of needs [includes graph!]; 3. What is your WHY? 4. The importance of a morning routine and Cultivating Rituals 5. Chimp vs. Brain: a look at how your primal brain prevents you from thinking bigger; 6. Think BIGGER by surrounding yourself with the right people; 7. Eliminate negative influences; 8. The art of focus and strategic laziness/building exponential results 9. Utilizing self-efficacy [one of my personal favourites]; 10. The dangers of being too ambitious; 11. Surrounding yourself with the right people. Each chapter is followed up with a recap on the material covered and action steps throughout the book keeps it moving at a nice pace.

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