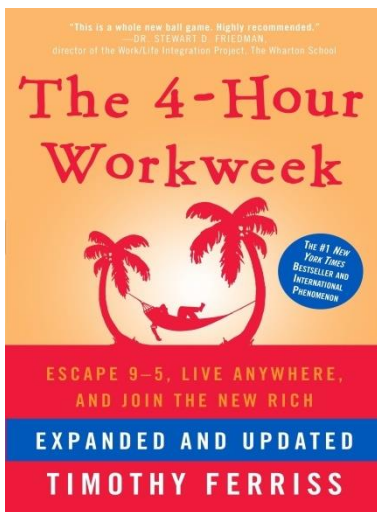


The 4-Hour Workweek

By Tim Ferris

About the book and Author



The 4-Hour Work Week is focused on anyone who is interested in working for oneself and creating a sustainable work-life balance. The main idea of this book is about escaping the 9-5 office cycle and not working longer hours, but finding freedom to work remotely from anywhere and still be equally successful.

The book suggests interesting ways and strategies to create many options with the least effort and cost.

Tim Ferris is an American Blogger, Author, Podcaster and all-round entrepreneur. He has been listed as one of *Fast Company's* "Most Innovative Business People" and one of *Fortune's* "40 under 40". His Podcast, "The Tim Ferriss Show" has been #1 on iTunes for years and is the first to exceed 600 million downloads. He released 4 #1 NYT bestselling books, with a diverse range of knowledge such as *The 4-Hour Body* and *The 4-Hour Chef* diving into the world of health and fitness.



Key Takeaways

1. Follow the four state process of DEAL - defining your work, eliminating unnecessary things, automating maximum things and liberating yourself.
2. Instead of focusing on optimistic denial of fear, focus on things that excite you.
3. Be effective and efficient. Doing more and spending more time on tasks does not make them more important.
4. Automation and delegation is key. Outsource your life, get a Virtual Assistant, which in turn will permit you with Liberation.
5. Creating demand is hard. Find a market—define your customers—then create or find a product for them.
6. Take mini-retirements throughout your life instead of saving it all up in the end.



Book Summary

1. Follow the four state process of DEAL - defining your work, eliminating unnecessary things, automating maximum things and liberating yourself.

Most people have **spent too much time convincing** that life has to be hard, while the fact is the opposite. **Life doesn't always have to be hard.**

First of all, before diving in deeper into the life full of freedom that we all dream about, Tim explains in his book about whom he called the “New Rich” (NR)—those who abandon the deferred-life plan and create luxury lifestyles in the present using the currency of the New Rich: time and mobility.

So, to increase both our time and financial freedom, Ferris summarises the 4-step process we need to go through, aka DEAL.

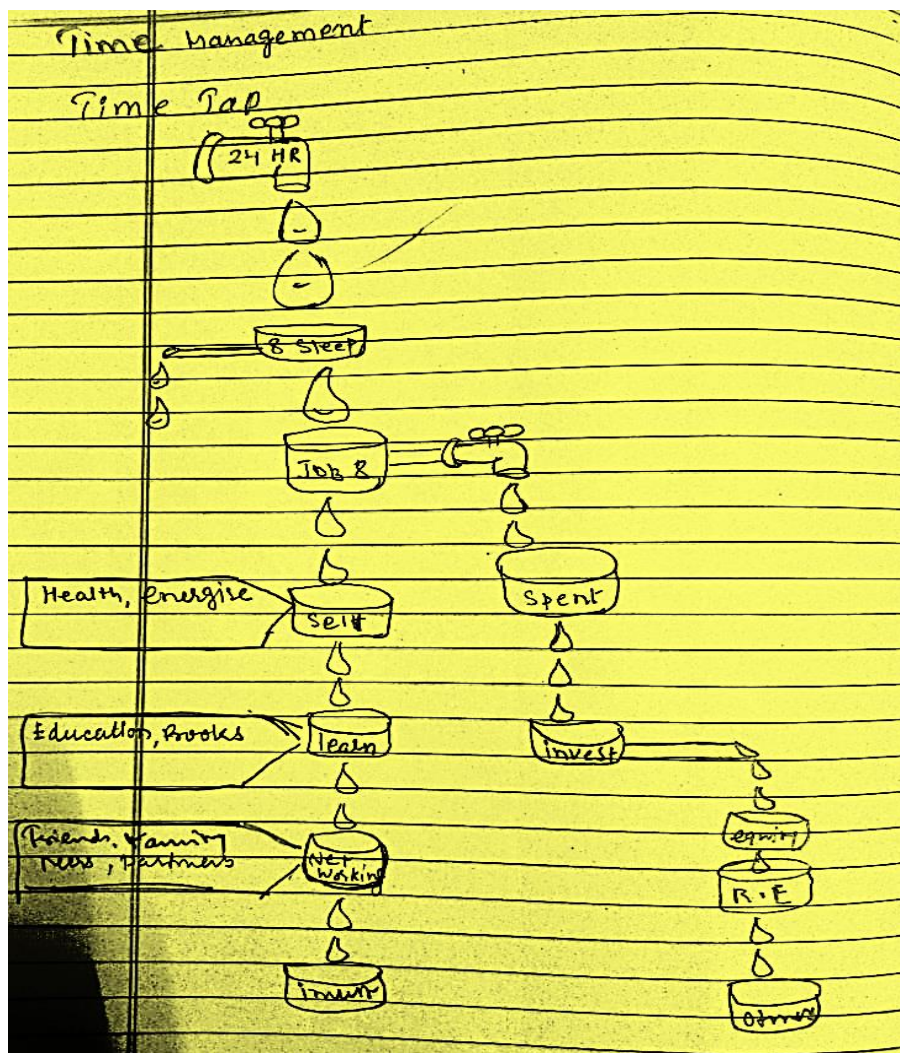
- **D for Definition** - Essentially you need to define what you are going to do and understand the rules.
- **E for Elimination** - Next you will ‘reset ’and eliminate the unnecessary
- **A for Automation** - Next up is the time to automate everything possible, this may include outsourcing.
- **L for Liberation** - finally, the part where you get to go out and live it.



As the author, Tim Ferriss says...

"People don't want to be millionaires—they want to experience what they believe only millions can buy."

"Money is multiplied in practical value depending on the number of W's you control in your life: what you do, when you do it, where you do it, and with whom you do it."



Tim outlines 10 rules that we need to consider and keep in mind;

1. **Retirement Is Worst-Case-Scenario Insurance.** Create a sustained work life without retirements, yet it's enjoyable and achievable at the same time.
2. **Interest and Energy Are Cyclical.** Make a maintainable lifestyle by alternating between rest and work/activity. Plan out “mini-retirements” throughout your life, and cycle of work that you’ll work at your full potential, then allow yourself to rest when you have a break. It’s sustainable and optimal.
3. **Less Is Not Laziness.** People assume that by doing less you are lazy. It's not true, we can work a lot less and still be as successful. Break down this stereotype.
4. **The Timing is Never Right.** It will most likely never feel like the right time to do the significant things in your life — because that time may never come.
5. **Ask for Forgiveness, Not Permission.** Give it a go first and if it doesn’t work, then apologise.
6. **Emphasize Strengths, Don’t Fix Weaknesses.** Strengths are more powerful and have more of an impact on your life. So, don’t try to fix all the minor weaknesses you have, improve your strengths as this is where the results will really show and bring greatness to you.
7. **Things in Excess Become Their Opposite.** There is such a thing as too much of a good thing, as they become a burden eventually.
8. **Money Alone Is Not the Solution.** Too much money can be a problem and the answer is not always money.
9. **Relative Income Is More Important Than Absolute Income.** Relative income uses two variables: the dollar and time (hours).
10. **Distress Is Bad.** Distress is only ever going to bring you down, make you weaker and less confident. Anyone who fires criticism at you or is abusive is only causing you distress. Find the people who are positive role models, the ones who push you beyond upper limits and help you grow.



Tim says...

"Don't follow a model that doesn't work. If the recipe sucks, it doesn't matter how good a cook you are."

2. Instead of focusing on optimistic denial of fear, focus on things that excite you.

Tim explains in his book, that most people have been **avoiding the concept of fear** and pretend it's something else. **They deny the fear, and remain optimistic.** As an example that Tim use, someone who's unhappy but avoids quitting their job, will continue to deny their unhappiness and remain optimistic upon their work that it will improve in time or increase of an income. Well, the truth is...

Most intelligent people in the world dress it up as something else: optimistic denial. Uncovering fear disguised as optimism.

The author states...

"Most who avoid quitting their jobs entertain the thought that their course will improve with time or increases in income. This seems valid and is a tempting hallucination when a job is boring or uninspiring instead of pure hell. Pure hell forces action, but anything less can be endured with enough clever rationalization."

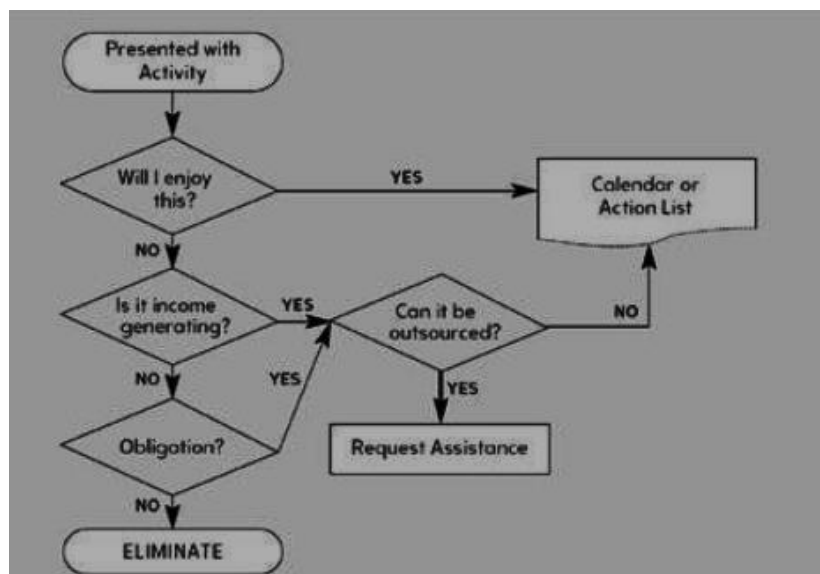


Ferris proves that by redirecting ourselves asking with a better question like **“What would excite me?”** into our daily life, can actually **create a real bliss for our work life**. This is simply because doing something out of excitement would be the thing that we chase after. It’s the passion that runs through.

The author writes...

“Excitement is the more practical synonym for happiness, and it is precisely what you should strive to chase. It is the cure-all. When people suggest you follow your “passion” or your “bliss,” I propose that they are, in fact, referring to the same singular concept: excitement.”

“This brings us full circle. The question you should be asking isn’t, “What do I want?” or “What are my goals?” but “What would excite me?”



3. Be effective and efficient. Doing more and spending more time on tasks does not make them more important.

Tim points out in his book, difference between effectiveness and efficient. To be effective is to act in a way that is helping you reach your goals. And to be efficient is to act upon any given task, in the most productive way possible.

The problem, Tim explains is that the default approach is often being efficient without regard to effectiveness. It's key to understand that doing something unimportant, but very well, does not by default make it important. And similarly, spending a lot of time on a certain task does not make it important either.

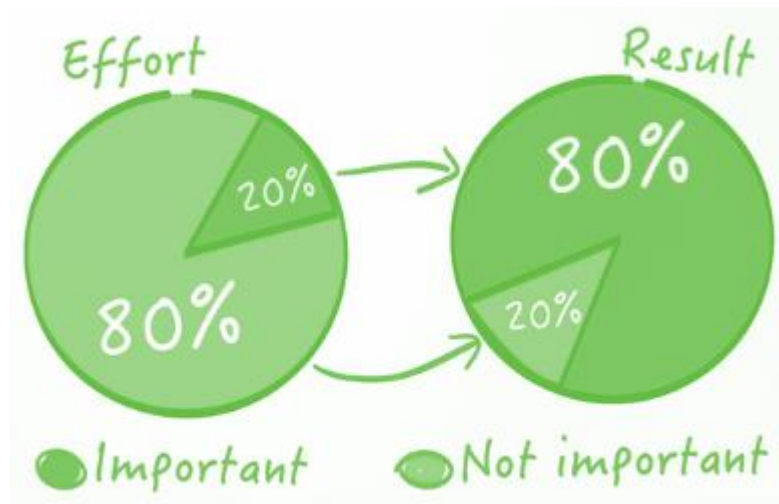
From being effective and efficient at the same time, Tim expects that people can increase their value and make it more painful for the company to fire us than to grant raises and a remote working agreement. That is the goal. Once it's accomplished, you can drop hours without bureaucratic interference and use the resultant free time to fulfil dream lines.

Tim Ferriss says...

"From this moment forward, remember this: What you do is infinitely more important than how you do it. Efficiency is still important, but it is useless unless applied to the right things."

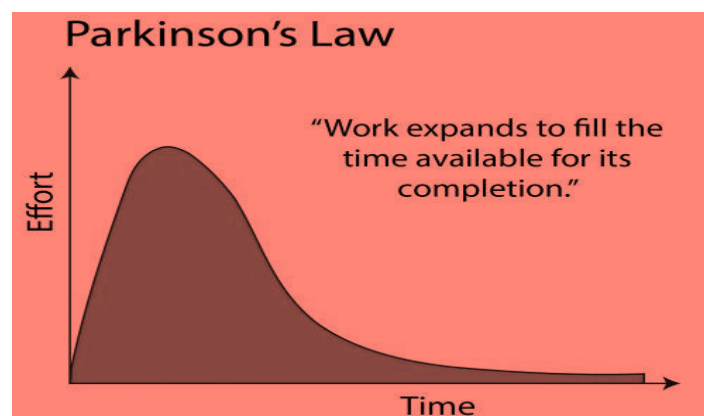


Tim emphasise two main 80/20 laws that would help us, and best when used or combined together. Pareto's Law can be summarized as follows: **80% of the outputs result from 20% of the inputs.**



Another Law that Tim discusses is Parkinson's Law; to **shorten the work time to limit tasks to the important.** The best approach is to use both of these concepts together, which is to identify a few tasks that are both critical and will contribute to the majority of your income. Schedule these tasks with clear deadlines and don't dedicate a lot of time to them.

Tim suggests that we should develop an uncanny ability to be selectively ignorant. **Ignorance may be bliss**, but it is also practical. It is imperative that you learn to ignore or redirect all information and interruptions that are irrelevant, unimportant, or un-actionable.



Tim states...

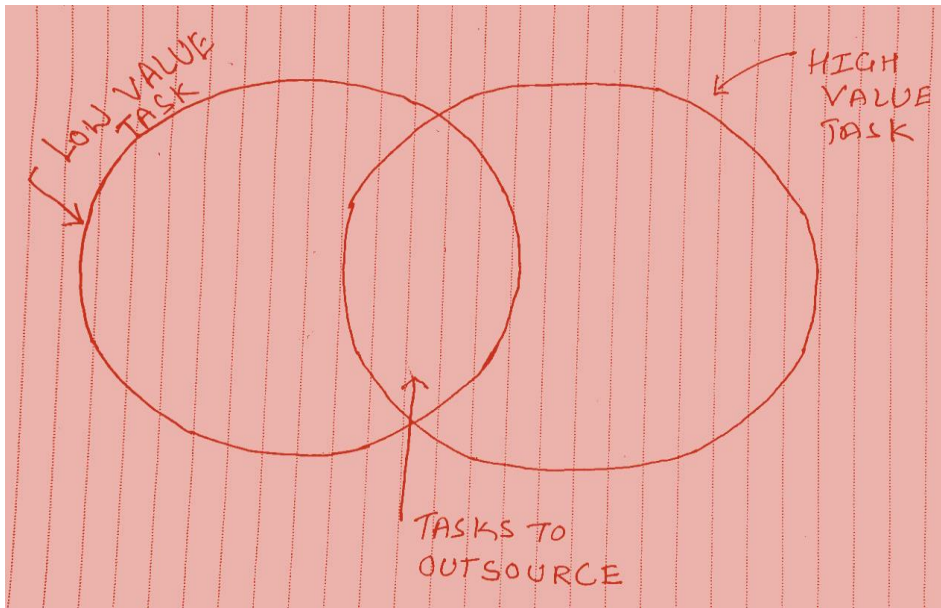
"Doing the important and ignoring the trivial is hard because so much of the world seems to conspire to force crap upon you. Fortunately, a few simple routine changes make bothering you much more painful than leaving you in peace."

4. Automation and delegation is key. Outsource your life, get a Virtual Assistant, which in turn will permit you with Liberation.

It's important to learn how to delegate well, to use it as a tool to reduce work rather than create more. Before you begin to delegate, it's time to eliminate. Tim explains that you shouldn't ever automate something that could actually be eliminated all together. And don't delegate if the task can be automated. It's not about the money but freeing up your time, allowing yourself the freedom to be creative and innovate rather than being caught up in daily tasks.

Think about getting a remote personal assistant. Not only it frees up your time, it helps to set you up as a leader, it's time you learn to be the boss.





The author says...

"Getting a remote personal assistant is a huge departure point and marks the moment that you learn how to give orders and be commander instead of the commanded. It is small-scale training wheels for the most critical of NR skills: remote management and communication."

"It is time to learn how to be the boss. It isn't time-consuming. It's low-cost and it's low-risk. Whether or not you "need" someone at this point is immaterial. It is an exercise."

"Becoming a member of the NR is not just about working smarter. It's about building a system to replace yourself."

Tim tries to tell us that most entrepreneurs don't start out with automation as a goal. This will lead them open to mass confusion in a world where business guru contradicts the next. He tells us to solve this problem by eliminating it altogether: **Remove the human element.** Make a habit to create something that we can manage everything in absence.



5. Creating demand is hard. Find a market — define your customers — then create or find a product for them.

Tim moves on to discussing the next stage, **you need a product to sell**. Something that's either downloadable or shippable in order to help you eliminate the limitations of a per-hour-based model. There are three simple steps that Tim suggests;

1. Pick an affordably reachable niche market.
2. Brainstorm (do not invest in) products
3. Micro-test your products

Tim Ferriss says...

“Creating demand is hard. Filling demand is much easier. Don't create a product, then seek someone to sell it to. Find a market—define your customers—then find or develop a product for them.”

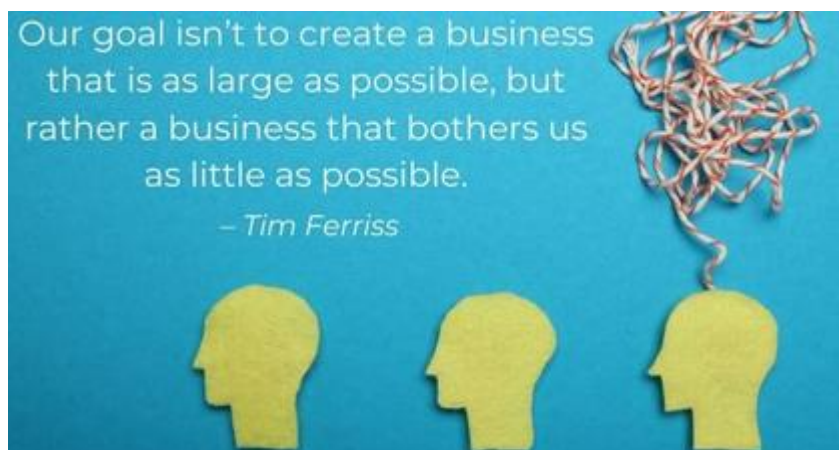
“Once you have a product that sells, it's time to design a self-correcting business architecture that runs itself.”



Follow Tim's five steps to gravitate towards full-time remote work:

- 1. Increase investment.** Get the company to invest some training for us, so the cost of losing us is greater.
- 2. Prove increased output offsite.** Call in sick, work from home and make it a super productive day.
- 3. Prepare quantifiable business benefit.** Prepare results so we can show the quantifiable benefit that we've gained from working at home.
- 4. Propose a revocable trial period.**
- 5. Expand remote time.** Gradually work up to multiple days at home per week. Then eventually, full-time remote work.

"To create the proper leverage to be unshackled, we'll do two things: demonstrate the business benefit of remote working and make it too expensive or excruciating to refuse a request for it."



6. Take mini-retirements throughout your life instead of saving it all up in the end.

Tim explains that more often than not, people can be financially free and have the freedom of time, but still find themselves caught up in the highly-stressful and money-obsessed culture of materialistic businesses.

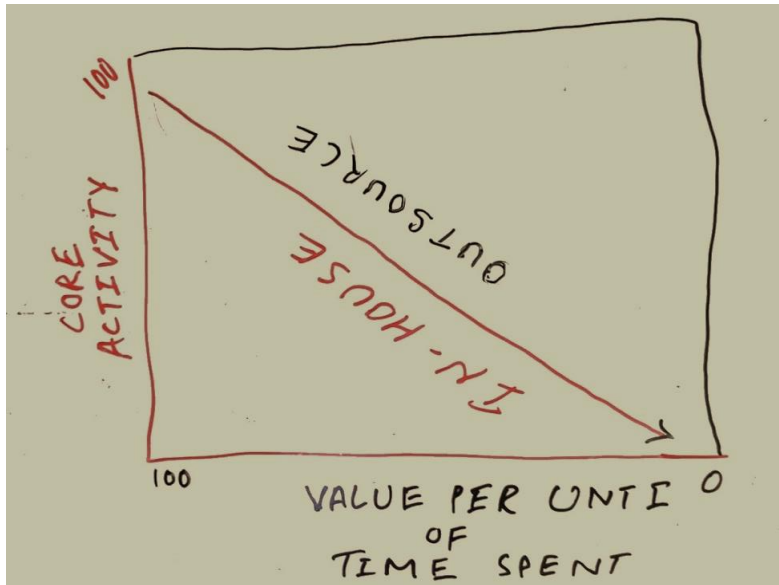
As he tries to break the common assumption, that, we need to wait until the end of the career to embrace retirement.

He suggests that rather than saving it all up for the end, **we should take mini-retirements throughout our life.** Tim recommends that we relocate our life somewhere new for anywhere from 1 month to 6 months before we return to our home.

The idea is that it's not a holiday or an escape from your life, but just **the continuation of your life in a new environment**, an opportunity to assess your current lifestyle, eliminate the unnecessary. Keep it slow and relaxing, allowing yourself time to reflect and plan.

"True freedom is much more than having enough income and time to do what you want. It is quite possible—actually the rule rather than the exception—to have financial and time freedom but still be caught in the throes of the rat race."





Once we've managed to escape that 9-5 job and start living freely, usually there are chances that we might get depressed for a second reason that is because social isolation, being afraid of the existential or social challenges.

But, life exists to be enjoyed and that the most important thing is to feel

good about oneself. Some criticize a focus on self-love and enjoyment as selfish or hedonistic, but it's neither.

Enjoying life and helping others—or feeling good about yourself and increasing the greater good—are no more mutually exclusive than being agnostic and leading a moral life. To live is to learn. There are no other options.

“Once you eliminate the 9–5 and the rubber hits the road, it's not all roses and white-sand bliss, though much of it can be. Without the distraction of deadlines and co-workers, the big questions (such as “What does it all mean?”) become harder to fend off for a later time. In a sea of infinite options, decisions also become harder—What the hell should I do with my life? It's like senior year in college all over again.”

“Though you can upgrade your brain domestically, traveling and relocating provides unique conditions that make progress much faster. The different surroundings act as a counterpoint and mirror for your own prejudices, making weaknesses that much easier to fix. I rarely travel somewhere without deciding first how I'll obsess on a specific skill.”



Mistake are the name of the game in lifestyle design. It requires fighting impulse after impulse from the old world of retirement-based life deferral. Here are the slip-ups you will make:

1. Losing sight of dreams and falling into work for work's sake (W4W).
2. Micromanaging and e-mailing to fill time.
3. Handling problems your outsourcers or co-workers can handle.
4. Helping outsourcers or co-workers with the same problem more than once, or with non-crisis problems.
5. Chasing customers, particularly unqualified or international prospects, when you have sufficient cash flow to finance your non-financial pursuits.
6. Answering e-mail that will not result in a sale or that can be answered by a FAQ or auto-responder.
7. Working where you live, sleep, or should relax.
8. Not performing a thorough 80/20 analysis every two to four weeks for your business and personal life.
9. Striving for endless perfection rather than great or simply good enough, whether in your personal or professional life.
10. Blowing minutiae and small problems out of proportion as an excuse to work.
11. Viewing one product, job, or project as the end-all and be-all of your existence.
12. Ignoring the social rewards of life.



In summary Tim emphasize on one last thing called the art of letting bad things happen. We need to get used to the habit of letting small bad things happen, simply because we would never find time for the life-changing big things.

Whether it's an important task or true peak experience. If we do force the time but always puncture it with distractions, we won't have the attention to appreciate it. So, by letting the small bad things happen we make the good things happen too.

Tim Ferriss says...

"Time without attention is worthless, so value attention over time."

"Will 'bad' things happen? Small problems will crop up, yes. A few people will complain and quickly get over it. BUT, the bigger picture items you complete will let you see these for what they are—minutiae and repairable hiccups."

