MINDSET & SUCCESS

Be Obsessed or Be Average

by Grant Cardone

The drive people call 'too much' is exactly what built every big success - feed it or live average.

BEST POINTS FROM THE BOOK

01 **Obsession is not a character flaw - it is the only real alternative to average.**

At twenty-five Cardone was broke, jobless, and drug-addicted. The same obsession that nearly destroyed him, aimed at success instead, saved his life.

02 **Feed the beast: feed your obsession every day, or it will feed on you.**

An obsession with no food starves into doubt and bad habits. Feed it with learning, self-investment, and money spent on growth, and it keeps producing more.

03 **Starve the doubt - block out the naysayers and let your haters promote you for free.**

Doubt is the enemy, not criticism. Haters hand you exposure and fuel; Cardone counts them more useful than fans because success is the best revenge.

04 **Get obsessed with a purpose, not just with money.**

Cardone calls purpose the holy grail of the obsessed - your 'why.' Money alone burns out; a purpose is what keeps the fire lit for decades.

05 **Set crazy goals, write them down every single day, and raise them the moment you hit them.**

Daily written goals keep the obsession aimed. The instant one is checked off, a bigger one replaces it - dwelling on a win is how average creeps back in.

06 **Dominate - do not compete. Own your past, your thinking, your money, and your brand.**

Competing means copying what others allow. Dominating your space, your expertise, and your name makes you the obvious choice instead of one more option.

07 **Playing it safe is the most dangerous thing you can do. Stay dangerous.**

Comfort is the true enemy of obsession - nothing wastes potential faster. Keep taking the risks and entering the new environments that force you to grow.

08 **Nothing you are obsessed with survives without sales - become a monster at selling it.**

Sales is the lifeblood of every dream and every business. If you cannot sell, market, and promote your obsession, it stays a hobby no one ever hears about.

09 **Overpromise - and then overdeliver.**

'Underpromise and overdeliver' is average thinking. Make the big claim, then work like mad to make it true; it is only overselling if you fail to deliver.

10 **Build an obsessed team. Nobody builds anything huge alone.**

Cardone's business was a prison while it depended only on him. Hire people who buy into the obsession itself, not just the paycheck, and the mission multiplies.

11 **Be a control freak about your time, your money, and your environment.**

Whatever you refuse to control ends up controlling you. Real leaders take charge of the details average people let slide - and cut whatever pulls them off course.

12 **The obsessed outlast everyone: persistence, not talent, is the final separator.**

Rejection and pain are the normal price, not a stop sign. Quitting is the only true failure - the obsessed stay obsessed long after success arrives.

THE BOOK, IN SHORT

The big idea: obsession is a gift, not a disorder. Cardone tells his own story - at twenty-five he was broke, jobless, and addicted - and how he turned his life around by aiming the same addictive energy at work and success. The energy did not change; the target did.

He argues that average is the real disease, and obsession is the only real alternative. Society trains people to calm down, be balanced, and want less, then wonders why they feel stuck. His method starts with finding a purpose worth obsessing over, writing crazy goals down daily, feeding the obsession with learning and money spent on growth - and starving the doubt by shutting out naysayers and using haters as fuel.

Then the obsession has to dominate. Cardone teaches dominating your thinking, money, expertise, and brand instead of competing; staying dangerous because playing it safe and getting comfortable is what actually kills potential; and mastering sales, which he calls the lifeblood of any dream - including his contrarian rule for winning customers: overpromise, then overdeliver.

Obsession also cannot stay a solo act. A team or partner who shares the obsession multiplies it, while doubters drain it, so he shows how to build an obsessed team and lead like a control freak about time, money, and environment. And it has to last: staying obsessed after success arrives is the final test, since relaxing is how winners lose everything that made them win.

The book is blunt that this path costs social approval. Critics, haters, and even family will push back. Cardone's answer is to refuse to shrink back to average to make others comfortable - and to let every bit of resistance feed the obsession instead.

DO THIS WEEK

Every morning this week, write your one obsession goal by hand and read it out loud - then tell your team or family what it is, out loud, once. Each day, cut one thing that drains the obsession (a show, a scroll habit, a doubter's conversation) and give that hour to the goal. On day seven, set the next, bigger goal.

By Grant Cardone, first published 2016. Read it if people call your drive 'too much' and you want permission to go all in.