

**BOOK SUMMARY**  
**THE 50<sup>th</sup> LAW**

**50 CENT & ROBERT GREENE**  
**2009**

I have done a lot of book summaries in my time. This is the first time that I have felt the need to explain to my readers that **“no, I have not gone to the dark side of life.”**

I picked this book up at the Toronto International book store as an impulse purchase. It is very attractively packaged and I was only attracted by the title not by the author’s name. It was only later on when I started reading the book and asking people about the author, 50 Cent that I was made aware of the dark culture of this “gangster/wrapper. I am so happy that I did not know about the author because I would not have bought the book. I would have been blinded by his dark side and not had the opportunity to see the deep clear wisdom that comes from his mind.

This is a book about business, management, personal development, PR, team building and life in general. Enjoy.

**Turning points** – page 86

1. The younger generation will react to the sacred cows of the older generation. What marketing opportunities can come out of this?
2. Watch for any kinds of shifts in tastes our values. Resist following fads.
3. The establishment will often rail against these changes. For evidence, follow media stories when the establishment is challenged to live by higher codes of behaviour during a local, regional, national or international crisis.

4. People fear the new
5. Look for deep rooted changes in peoples' tastes
6. Attack the values of the older generation and you can gain powerful attention. What marketing opportunities can come from this?
7. Look for sudden successes or failures in the business world that people find hard to explain. These are often indicators of shifts going on under the surface
8. Deep changes going on usually register as **fear** to those who do not know how to deal with them. Be the first to explain them for positive purposes.

**When to strike/act, move before you are ready** - Page 87

1. Most people wait too long to go into action – generally out of fear. They want better money or circumstances.
2. Don't put obstacles in your path
3. It is the law of power that your energy will always rise to the appropriate level.
4. When you feel that you must work harder to get to your goal because you are not quite prepared, you are more alert and inventive. "This venture has to succeed, so it will."
5. Napoleon's strategy using a ratio of 3 to 1:
  - Motivation or a high moral of you and your team
  - High energy to take on the task at hand
  - You have ample skills to carry out the task

Have 3 times the weight as your physical resources. This will ensure a much higher chance of success

6. With energy and high moral, you can overcome almost any obstacle and create opportunity out of adversity.
7. When you meet an obstacle, go with the flow and move around it. Don't waste your energy, keep moving forward.

### **Mastering the four types of flow:**

#### 1. **Mental flow** –

- If you specialize too much, you can end up with interests that are too narrow unless you compensate for it.
- A generalists is forced to follow many paths from the start
- Develop an insatiable hunger for knowledge
- Let yourself be carried along with your discoveries
- This will open up to new ideas, opportunities

#### 2. **Emotional flow** –

- If someone says something that bothers you, find a way to quickly move past the feeling:
  1. Excuse what they said
  2. Make it less important
  3. Accept it
  4. or forget it
  5. If you cannot forget it, accept it but do not hang on to it. It will disrupt your flow

#### 2. Live a life of balanced emotions. Learn the art of counterbalance. If you are:

- Fearful, be bold
- Hateful, find love or admiration
- One strong emotion tends to cancel out each other

#### 3. **Social flow:**

- People bring their own differences, energy and agendas to a project.
- Allow this to happen early in the project planning
- Resist the need to control
- The leader needs to develop the framework using the 3/1 ratio to resources. (point #5)

- Allow room for the team to shape and develop the project
- Help them to give the project flow and force
- The leader simply directs the process

4. **Cultural flow:**

- You exist in a particular cultural moment with its own flow and style.
- The danger is staying there
- Find ways to periodically reinvent yourself
- Like the palm tree or the flow of water, go with the wind/flow
- Look for different possibilities
- Resist chasing a fad
- Whenever you feel rooted and established in place – that is when you should be truly afraid. Stability inevitably leads to instability and instability inevitably leads to stability

8. **There are two levels of conflict and confrontation –**

- We have our desires and needs, our own interest that we wish to advance
  - There are always others who are more aggressive than we are
- At some point these two paths will cross and try to block or harm us. We need to manage people's resistance and hostility. This has been the human drama since time began.
- The only thing that has changed is how we handle these inevitable moments in our lives
- We want to believe that people are basically peaceful and desire the same things as ourselves.
- We often find out too late this is not the case
- The first step in dealing with this challenge is to realize that the ability to deal with conflict is a function of inner strength and fear
- Instead of dealing with conflict some people go into denial – trying to be liked which is really a reflection of deep fears
- Developing this inner strength does not come naturally. It takes experience and practice in a controlled environment
- Look for opportunities to take on an aggressor to practice this skill and develop your inner strength

## 9. Styles:

- Lion.....Lion
- Fox.....Fox
- Lamb.....Lamb
- The Hawk.....The Hawk (the hawk can see farther, pick up the smallest detail, has sensitive eyes, has supreme hunting skills)

## 10. Defensive strategies – page 135

- **Aggressors:**

1. They are direct and relentless
2. Simple ideas and fierce energy
3. Best to fight them in an indirect manner
4. Give them space to continue the attack
5. If you are too forceful, you will look defensive
6. Allow them to expose themselves
7. Play your fox to their lion

- **Passive aggressors**

1. Masters of disguise
2. Present themselves as weak and helpless, highly moral or righteous
3. Friendly and ingratiating
4. Send mixed messages – friendly, cool and hostile creating confusion and conflicting emotions
5. If you try to call them on their behaviour, they use this confusion to make you feel guilty as if you are the source of the problem.

### **Strategy:**

1. Do not get emotional and be drawn into the endless intrigues
2. If you play like a lion, you play into their hands.
3. They are better at this game than you are
4. Being underhanded and tricky only spurs on their insecurities and intensifies their vindictive nature
5. Take bold uncompromising action that either discourages further nonsense or sends them away
6. They only respond to power and leverage

7. Make them see the consequences if they continue
8. Be pro-active when they attack
9. How to recognize them. They will be too:
  - Kind
  - Ingratiating
  - Moral

Look for extremes in their behaviour that are not natural

### **Unjust situations:**

1. If your goal is to end an injustice, you have to aim for results
2. In facing an unjust situation, you have two options:
  - Overt-
    - i. proclaim your intentions
    - ii. You may polarize the public/team
    - iii. Your intentions will obvious
    - iv. If the enemy is crafty, they can manoeuvre around you
  - **Covert** –
    1. Play the fox to get better results
    2. Don't get emotional
    3. Craft strategic manoeuvres to win support
    4. Be flexible
    5. Bait your opponent to further your cause

### **Courage or lack thereof** – page 152

1. Some people lack the courage to do the dirty work themselves.
2. They will often recruit others to do it
3. In such a situation, confront the “patsy”
4. The patsy will see that you **can** do the dirty work and the original attacker will be discredited in the process
5. Others will also see you as an effective leader worth following

## **Leadership roles** – page 166

### 1. **The visionary:**

- A team must have goals and long term objectives to function properly
- Human nature will resist this
- We focus on the immediate challenges and problems.
- Develop a long term vision
- Map out how you will get there
- Get emotionally attached to the goal so that when dozens of distractions appear, you will have the strength and purpose to keep at it.

### 2. **The unifier:**

- Give the team a reason to unify and be cohesive
- It can be a cause that only the team can achieve vs. the individual
- If the dissenter fights or doubts the cause from within, they will appear selfish to do so.
- The leader must lead by example
- When people feel involved, they bring their own ideas and energy to the cause

## **Customer feedback** – page 184

### 1. Know people well:

- Their differences
- Their nuances
- Emotions
- How to effect communication
- How to influence them

This will enhance your sense of connection

## **2. What stops people from embracing this process?**

- Fear – for thousands of years, we have been conditioned to live as tribes. Them against us, clean vs. unclean

### **Solution:**

- Embrace difference in people, be excited not fearful of different cultures and ways of thinking.
- The power is your sensitivity and closeness to this social environment. The ability to move outside ourselves and connect to other social networks.
- Develop an open spirit, a continuous desire to learn.

## **What stops people from thinking outside the box?**

1. They may have their assumptions challenged
2. They may have to change their own behaviour to reflect the new reality.
3. Fear not the criticism that will do you good but do fear the praise that deceives you.

## **Customer/public feedback** – page 196

1. Trust but verify the source of your information. Is it highly filtered and by whom?
2. Match this information with direct inner action with the customer/public
3. Request candid feedback

## **Developing a project/concept** – page 229

1. Immerse yourself in the details of the subject or field
2. Learn about the tools you have to work with
3. Understand the needs/wants of your target audience
4. Study the latest technical advances in the field
5. Continue to dig deeper, research
6. From this knowledge, shape the project itself, grounded in reality instead of some macro lofty view
7. Using this approach slows your mind down, developing patience for the details requires work, an essential skill for mastering any craft

## **Achieving long range goals** – page 230

To accomplish anything worthwhile in life generally takes time, often years or decades. It is not natural to manage this process easily. Day to day life experiences can cause us to be sidetracked.

To force yourself through this process, try the following:

1. Be persistent
2. Guard your energy and motivation to succeed
3. Stay focused- limit the number of goals
4. Be alert to negative people that may try to hold you back or deter you from succeeding.
5. If you have a long term goal, say 10 years, break it up into yearly or benchmarks of every 2-3 years.
6. When you achieve the short term targets you will keep motivated
7. Share your goals with others. Set up a time to report back to those you shared the goal with. Studies have shown that if you do this, you will have a 95% chance of reaching your target.
8. Review your progress on a regular basis to ensure you are on target, on time and on budget

## **Self worth** –

1. Your opinion of yourself becomes your reality.
2. If you have all those doubts, then no one will believe in you and everything will go wrong
3. If you think the opposite, the opposite will happen, it's that simple
4. People want to see certain qualities in you
5. They project onto you their own fears and fantasies. They want you to fit a particular pattern
6. Envy plays a role here – they may try to hold you back if you pass them

I trust you have enjoyed this summary. I recommend that you read the book and experience 50 cents street wise advice.

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Your autodidactic retirement planner

