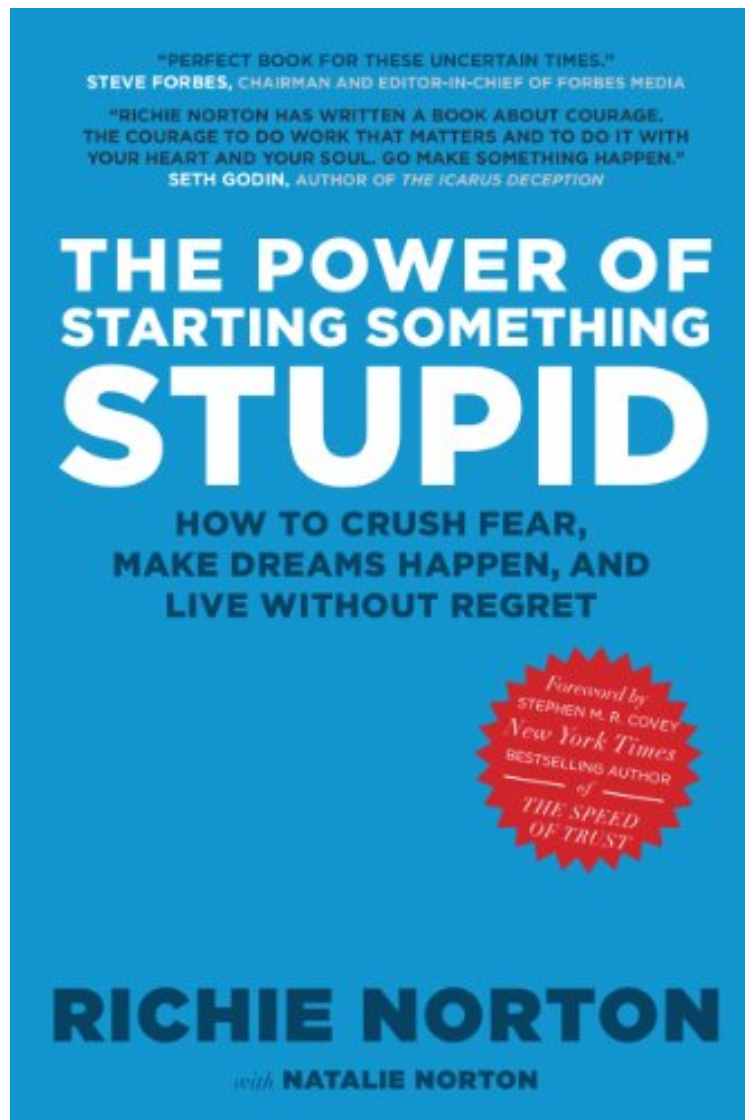


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The Power of Starting Something Stupid: How to Crush Fear, Make Dreams Happen, and Live without Regret

Richie Norton, Natalie Norton
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Richie Norton, Natalie Norton : The Power of Starting Something Stupid: How to Crush Fear, Make Dreams Happen, and Live without Regret before purchasing it in order to gage whether or not it would be worth my time, and all praised The Power of Starting Something Stupid: How to Crush Fear, Make Dreams Happen, and Live without Regret:

0 of 0 people found the following review helpful. Pride Causeth Me to StallBy W. LaeThis was hard to rate. For the

most part and for many, many pages, I thought: "this is nothing new," "these are cliché statements," and the book isn't worth the money I paid for it. Of course, if it leads to even one shift in thought, it could be worth a fortune. Well, the fortune is yet to be seen, but I will say that the author pointed out one thing that did make an impact on the way I take action. I never suspected nor thought that it is, in fact, pride that often stops me--from pitching, emailing, communicating. So, now, if I suspect that pride is stopping me from something, I can call it out, push it aside and move forward. In my case, "Pride goeth before the fall" is clearly more like "Pride causeth me to stall." 0 of 0 people found the following review helpful. New title on an old idea. By Roger A. Hackney Don't be fooled by the title. This book is just a new cover on an old idea. Do something different. The author says to try something stupid but not dumb stupid, smart stupid. Whatever that means! 0 of 0 people found the following review helpful. Worth reading By Bsewell This book has a great concept and is very inspiring. Well written and worth reading if you are feeling a little stuck in your normal routine.

"Perfect book for these uncertain times." —Steve Forbes, Chairman and Editor-in-Chief of Forbes Media "Richie Norton has written a book about courage. The courage to do work that matters and to do it with your heart and your soul. Go make something happen." —Seth Godin, author of *The Icarus Deception* What if the smartest people in the world understand something that the rest of us don't? (They do.) What if they know that in order to achieve success, they will sometimes have to do things that others may initially perceive as stupid? The fact of the matter is that the smartest people in the world don't run from stupid, they lean into it (in a smart way). In *The Power of Starting Something Stupid*, Richie Norton redefines stupid as we know it, demonstrating that life-changing ideas are often tragically mislabeled "stupid." What if the key to success, creativity, and fulfillment in your life lies in the potential of those "stupid" ideas? This deeply inspiring book will teach you how to crush fear, make dreams happen, and live without regret. How to overcome obstacles such as lack of time, lack of education, or lack of money. The 5 actions of the New Smart to achieve authentic success. No more excuses. Learn how to start something stupid—the smartest thing you can do. Drawing on years of research, including hundreds of face-to-face interviews and some of the world's greatest success stories past and present, Richie shows you how stupid is the New Smart—the common denominator for success, creativity, and innovation in business and life.

"Richie Norton has written a book about courage. The courage to do work that matters and to do it with your heart and your soul. Go make something happen." —Seth Godin, author of *The Icarus Deception* "Perfect book for these uncertain times." —Steve Forbes, Chairman and Editor-in-Chief of Forbes Media "Today I have over 120 million YouTube views; it only seems like yesterday when people thought that following my dreams could only be a hobby. Fortunately, as Richie teaches, 'stupid' was the smartest thing I could do." —Devin Graham, content creator for the YouTube channel *devinsupertramp* "Once in a great while a new author bursts on the scene to light a fire under us. Richie Norton is that rare spark. His certainty that the secret to success is to start something stupid is right on and will alter your future. Thirty publishers thought *Chicken Soup* was stupid before it sold over 100 million copies. This new book could not have come at a better time and Richie's urgent and authentic style is readable, convincing and a compelling blueprint for success. Be smart: read *The Power of Starting Something Stupid*." —Jack Canfield, New York Times bestselling author of *The Success Principles*, and cocreator of the *Chicken Soup for the Soul* series "I absolutely love this book. I love how it makes me feel. It energizes me, inspires me, and gives me confidence. It reminds each of us that all things are possible. . . . This book disrupts conventional thinking—in a smart way." —Stephen M. R. Covey, New York Times and the #1 Wall Street Journal bestselling author of *The Speed of Trust* and coauthor of the #1 bestseller *Smart Trust* "When I wrote *The E-Myth Revisited*, I wasn't an author and I really wasn't interested in business, but I had discovered something about business that nobody else seemed to see, or understand, and I decided to write a book about it. It came like a gift, a huge aha from out of nowhere, and I ran with it. Today, that 'stupid' idea (everybody told me it wouldn't work!) has created the most successful book on small business ever written because of that one, great stupid idea. I thought I was just lucky. Richie just told me that I'm in really good company. Find out why stupid is now the New Smart. Read it, you'll love it, you'll find out why thinking stupid makes the best sense in the world." —Michael Gerber, the world's #1 small-business guru and author of the bestselling *The E-Myth Revisited* "More than just a call to action. This book is a demand for it. One chapter in I felt an involuntary impulse to reexamine my life. Later chapters held my hand as inevitable considerations came up from that process. An important, compelling and authentic read." —Joseph Grenny, New York Times bestselling coauthor of *Crucial Conversations* and *Change Anything* "This warm, wonderful book will inspire and motivate you to do more in your life than you ever dreamed possible." —Brian Tracy, author of *The Power of Self-Confidence* "Sometimes a book shines a light on a topic in such a unique way that you find yourself slapping your forehead and saying to yourself, 'Now that's simply brilliant! Why have I never thought of it that way before?' And then you keep reading, and discover more and more 'stupidly brilliant' insights. This book makes you look forward to starting something stupid. That's the genius of it. If

success in life is a goal of yours, yours; be smart to read this book ASAP." — Robert G. Allen, author of the New York Times bestsellers *Nothing Down*, *Creating Wealth*, *Multiple Streams of Income*, and *The One Minute Millionaire* "The Power of Starting Something Stupid teaches one of the truths that I have found in life and business: whenever I think something is a totally genius idea, it is not, and when I take a chance to do something that may seem like it will turn into nothing, that's when things turn out to be successful. So many great, successful ideas started as a whim—as something stupid. Because of this, I just keep trying. I just keep putting things out there. I just keep taking chances, even though they scare me." — Gina Bianchini, CEO of *Mightybell.com*; cofounder of *Ning.com* "Richie Norton has taken the fundamental principles of learning, living and thriving and integrated them in a most engaging and practical manner. His message and its relevance to every entrepreneur will be immediately apparent, but it is equally valuable and valid whatever endeavors and dreams you may have and at whatever age you find yourself. As he so compellingly explains, each of us can have a more engaging, rewarding and fulfilling life by applying these principles in pursuit of our most worthy goals. I would recommend this book to young and old alike who want to have each day be an exciting and rewarding adventure." — Dr. Steven C. Wheelwright, president of *BYU*; Hawaii; Edsel Bryant Ford Professor of Business Administration, Emeritus at Harvard Business School "Richie Norton uncovers the paradox of stupid as the New Smart and shows us how success can be one idea away. Watch out: the energy in *The Power of Starting Something Stupid* is contagious. You may just find yourself starting something stupid and living your dreams." — Andy Andrews, New York Times bestselling author of *How Do You Kill 11 Million People?*, *The Noticer*, and *The Traveler's Gift* "From the very first chapter, *The Power of Starting Something Stupid* opens your mind to the possibility that you're not living up to your full potential. Richie Norton's powerful words provide the motivation and energy you'll need to start something stupid. Something amazingly, courageously, stupid!" — Andy Beal, coauthor of *Radically Transparent*, CEO of *Trackur.com* In this era of negativity, less, limitations and no, *The Power of Starting Something Stupid* offers hope, inspiration and profound advice for moving toward our own positive futures. Richie Norton has tapped into what is good, positive and worthwhile in all of us. Richie's perspective should be read and understood by all. — Mary Teagarden, professor of global strategy and editor, *Thunderbird International Business* at Thunderbird School of Global Management "There's magic to this book: ideas which seem to be stupid often turn out to be brilliant—they only looked stupid because we hadn't seen them before, and it was the courage of their creators to stick to their visions and bring them to light. Learning to curate, cultivate, and play with ideas that others don't understand (or are openly critical of!) is a hallmark of great innovators. Richie helps us to realize that fear of looking stupid can stop us from participating fully in life and from finding significant ways to help others. By showing us how this 'stupid to brilliant' pattern is at the heart of continuous innovation and renewal, he encourages us to trust ourselves and to bring our own unique contributions to our homes, our communities, our workplaces, and the world. — Steve Hargadon, founder of *Classroom 2.0* and *Future of Education* "F. Scott Fitzgerald wrote, 'The test of a first-rate intelligence is the ability to hold two opposing ideas in mind at the same time and still retain the ability to function,' and understanding the New Smart is starting something stupid. When people like Fred Smith (FedEx), John Bogle (Vanguard) and Richard Branson (Virgin) created businesses that went in the opposite direction of the marketplace, they were once called stupid. All of these people transformed their industries and rose to the top as they focused on seeking the less obvious and taking the road less traveled. Richie takes readers on a journey to explore why starting something stupid may be the smartest thing you can do." — Aaron Bare, Entrepreneur-in-Residence, Thunderbird Global School of Management; Former CEO and Chairman, National Association of Sales Professionals About the Author RICHIE NORTON is the author of the #1 download, *Reacute;s Acute;s Are Dead and What to Do About It* as well as the popular blog, *Start Stuff*. Pacific Business News recognized Richie as one of the top Forty Under 40 "best and brightest young businessmen" in Hawaii. He is an entrepreneur, a sought-after speaker, and an international business development consultant. Richie is happily married to Natalie, and they have four sons.