

THE 4-HOUR WORKWEEK

**Escape 9-5, Live Anywhere,
And Join the New Rich**

TIMOTHY FERRISS

TIMOTHY FERRISS is a serial entrepreneur. In addition to speaking six languages, Mr. Ferriss runs a multinational firm from wireless locations worldwide. His eclectic passions include being a world record holder in tango, a national champion in Chinese kickboxing and a guest lecturer at Princeton University in high-tech entrepreneurship and electrical engineering. He has been profiled by *The New York Times*, *National Geographic Traveler*, NBC and *Maxim*. Mr. Ferriss is a graduate of Princeton University and in 2007 turned 29 years of age.

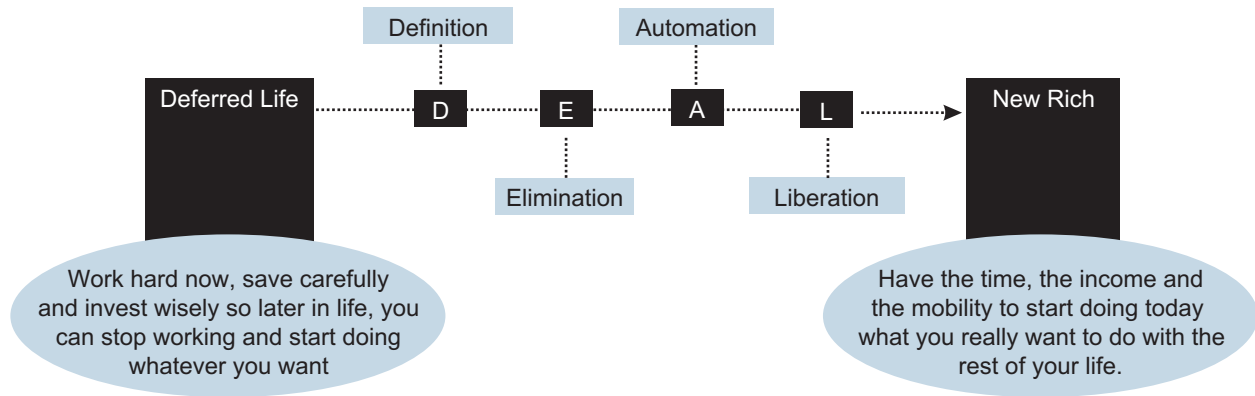
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MAIN IDEA

There is a new subculture of people in the world who have figured out that the 9-5 grindstone doesn't really fire up their imaginations to any great degree. Instead, they organize their lives and follow a set of uncommon rules which typically allows them to work less than four hours a week but earn more in a month than most people do in a year. These people are the "New Rich"(NR). They abandon the conventional deferred-life plan (work now and retire later) and instead develop their own signature lifestyles which utilize the currencies of the New Rich: time and mobility.

There are four steps in the art and science of lifestyle design which will take you from being deferred-life oriented to becoming part of the New Rich:



D – Definition Pages 2 - 3

Before you can attempt to become part of the NR, you need to understand what the rules and objectives of this new game are. In practice, this means you need to replace the conventional self-defeating assumptions with concepts which are aligned with the overall NR lifestyle design.

E – Elimination Pages 3 - 4

Kill the idea of managing your time better. That's for those who are satisfied with a deferred life. Instead, you need to increase your per-hour results at least ten-fold so you can achieve more in two-hour days than you ever did in your prior 12-hour workdays. To achieve this, you need to:

- Cultivate selective ignorance.
- Have a low-information diet.
- Learn how to completely ignore the unimportant.

Find workable ways to eliminate more and you end up with the first component of a NR lifestyle: time.

A – Automation Pages 5 - 6

If you can generate a decent lifestyle cashflow on autopilot rather than putting in the personal hours, then you can do more of what you want. The key components to master here are:

- Geographic arbitrage – be able to run your business from anywhere.
- Learn how to outsource the majority of your work day assignments.
- Learn and then apply the rules of nondecision.

Establish good cashflows which don't require your hands-on involvement and you have in place the second NR lifestyle component: income.

L – Liberation Pages 7 - 8

Liberation means being mobile and able to run your business from anywhere in the world. Once you master this, you can then explore the world at will and become much more globally inclined. The key liberation components are:

- Escape the boss mentality and break any bonds which confine you to a single location.
- Learn how to take multiple mini-retirements rather than one at the end of your career.
- Find something meaningful to devote your life to.

Become skilled at liberation and you have the third and final component of the NR lifestyle: mobility.

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