



a few

IDEAS...

WHATEVER
YOU THINK
THEY THINK THE
OPPOSITE.

PAUL ARDEN, author of the
world's bestselling book 

This
book...

EXPLAINS
the benefits
of making
bad decisions



SHOWS

how risk is your security

in **LIFE**



WHY
unreason
is better than
reason





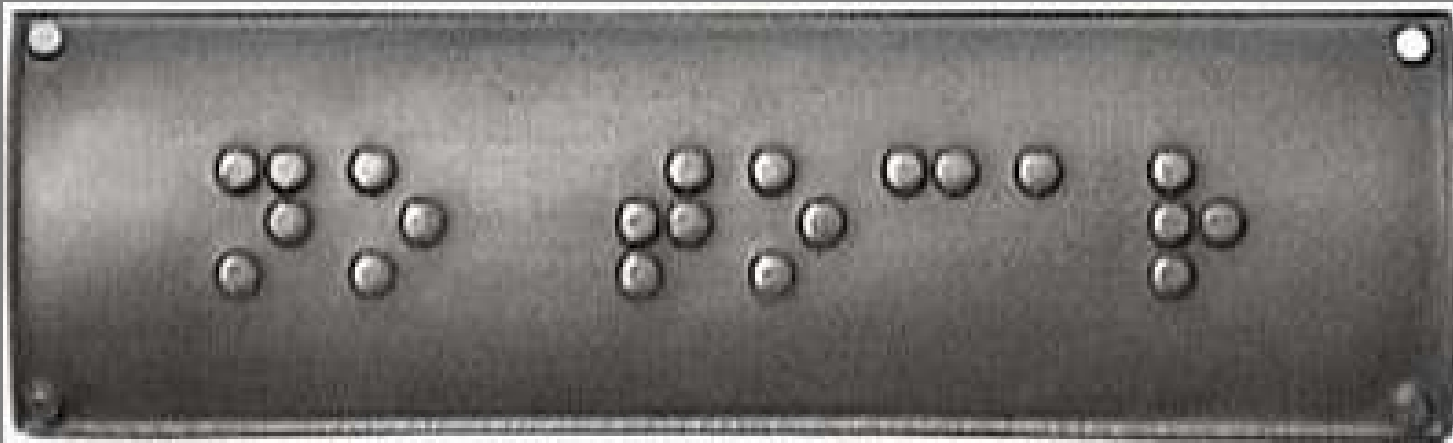
It's about
having the
CONFIDENCE
to roll the dice

It's the wrong way to think,
but the right way to win

**LET US START OFF ON THE RIGHT FOOT
BY MAKING SOME WRONG DECISIONS.**



DO NOT TOUCH.



This is a painting with the Braille embossed. The Braille reads “Do Not Touch”, yet the only way you know this is by touching it.

LOVELY **PARADOX** ...

TRAPPED.



It's not because you are
making the **wrong** decisions,
it's because you are
making the **right** ones.

**We try to make
sensible decisions
based on the facts in
front of us**

**The problem with
making sensible
decisions is that so is
everyone else.**

I WISH.

I WISH MEANS: wouldn't be nice if...

If you always make the right decision, the safe decision, the one most people make, you will be the same as everyone else.

ALWAYS WISHING LIFE WAS DIFFERENT

I WANT.

I WANT MEANS: if i want it enough i will get it

Getting what you want means making the decisions you
need to make to get what you want

Not the decisions those around you
think you should make

**START TAKING BAD DECISIONS AND IT WILL
TAKE YOU TO A PLACE WHERE OTHERS
ONLY DREAM OF BEING**

**DECISIONS
DECISIONS
DECISIONS.**



**When you look back there
will be things you will regret.**

**You made the
wrong decision.**

wrong

**You made the
right decision.**

Life is about
decisions



YOU
are the person
YOU
chosen to be



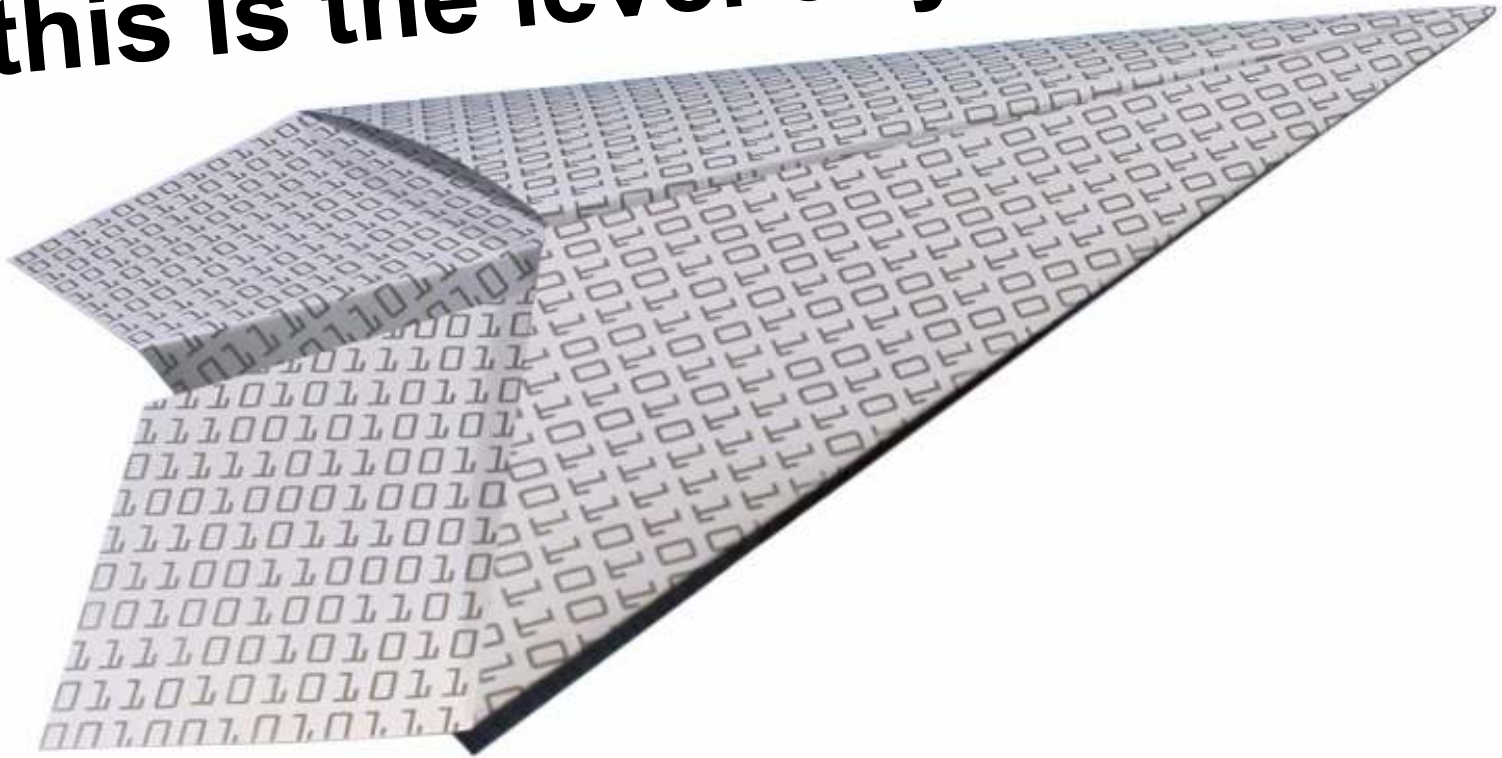
**ROCK THE
BOAT.**

EVERYBODY NEEDS ONE OF THESE.

If you want to know how your life is going to turn out, you just have to know where you're heading



If this is the level of your ambition,



**TRY AIMING
HIGHER**



DO IT, THEN FIX IT AS YOU GO.



Too many people
spend too **much time**
trying to perfect
something before they
actually do it.

ASK FOR A SLAP IN THE FACE.



**Instead of asking what's
right...**

**...ask what's
wrong.**

Truth hurts, but in
the long run it's
better than a pat on
the back.

TAKE CHARGE.



Be your
own worst
critic.

**When things go wrong it's
tempting to shift the blame.**

**When things go wrong it's
tempting to shift the blame.**

DON'T.

What's **your**
point of view?



**“Most people are
other people.**

**Their thoughts
are someone else’s
opinions,**

Their lives a mimicry,

**Their passions a
quotation.”**

Oscar Wilde



**What's your
opinion?**

THERE IS NO RIGHT POINT OF VIEW

**There is a conventional
point of view.**

**There is a personal
point of view.**

**There is a large point of view
with the **majority** share.**

**There is a small point of
view with just a few share.**

BUT...

BUT...

There is no right point of view.

You are always

RIGHT.

You are always
WRONG.

IT just
depends from
wich **pole**
you are looked at.

WHAT IS A GOOD IDEA?



One that happens

IS.

If it doesn't,

ISN'T.



**IT'S NOT ALWAYS GOOD
TO HAVE IDEAS.**

Having too many ideas is **not**
always a good thing.

**It's too easy to move on
to the next one...**

**... and the next one
to the next one...**

**If you don't have many ideas,
you have to make those you do
have work for you.**

**BREAD. YOU KNOW
IT MAKES SANDWICHES.**





**THIS \$ WILL MAKE
YOU CREATIVE.**

For a **creative person**
starting out on a career, try not
thinking about film or media or
whatever.



Think about money.

It's

HONEST



**DON'T STAY TOO
LONG IN A JOB.**

RESIGN.

**IT'S THE WAY TO SHOW
YOU MEAN BUSINESS**

FIRED?

**IT'S THE BEST THING
THAT CAN HAPPEN TO YOU**

HERE IS A LESSON.



**It is better to live in ignorance
than with knowledge.**

**Solving the problem
is the exciting part...**

... not knowing the answer

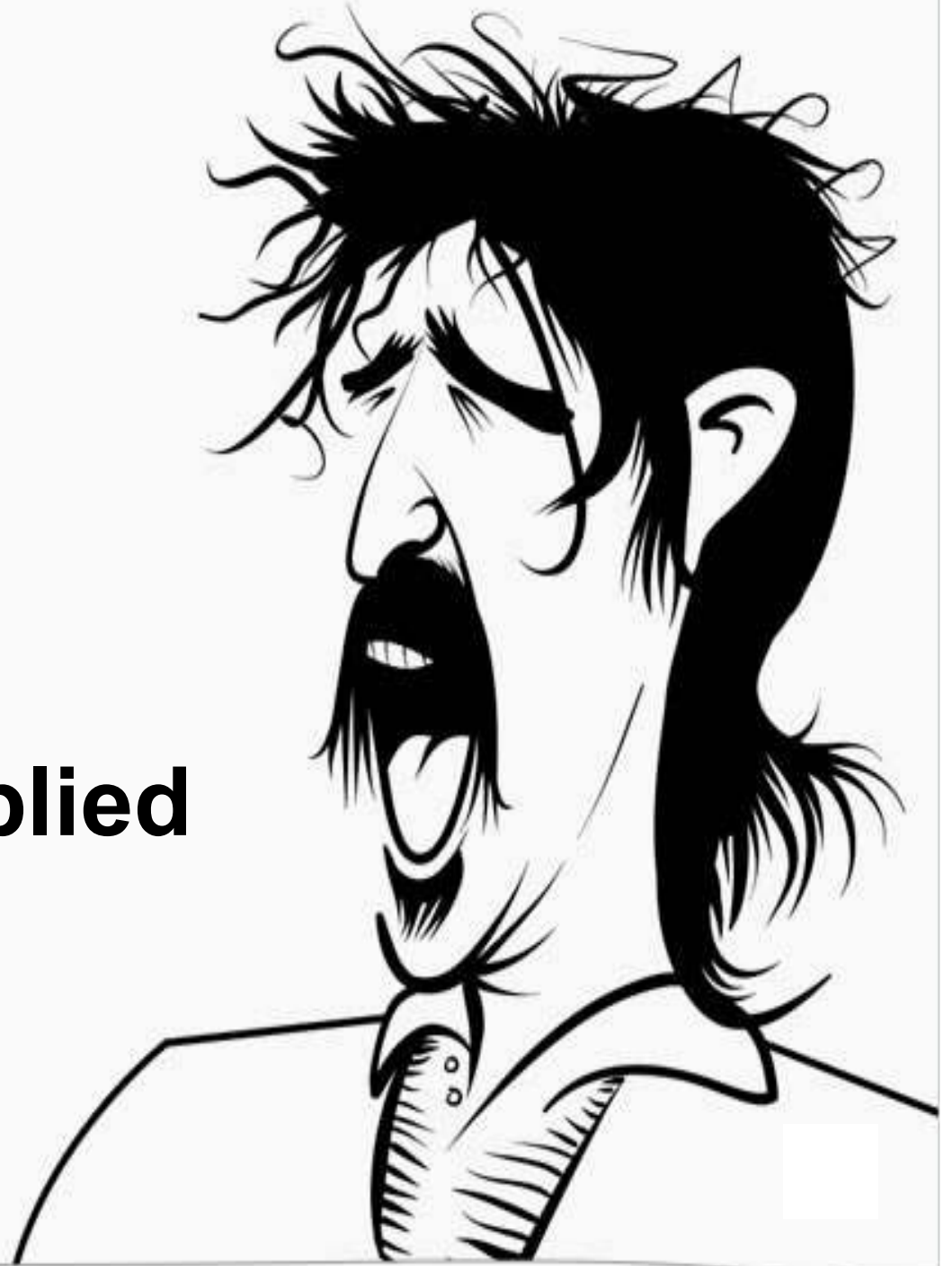
FINAL

thoughts

**An interviewer with a wooden leg
said to Frank Zappa**

“With your long hair, from here i am sitting you could be a woman”

Frank Zappa replied



**“From where i am sitting you could
be a table”**

**I DON'T LIKE
THIS MAN
ANY MORE
THAN YOU.**



**What i do
like is the
impact his
image makes.**



**The way his
picture makes
us react, in the
way **you** are
reacting now.**



**SIMPLY
CHANGE
YOUR LIFE.**



The world is what you think of it.



**Think of it differently and your
life will change.**

