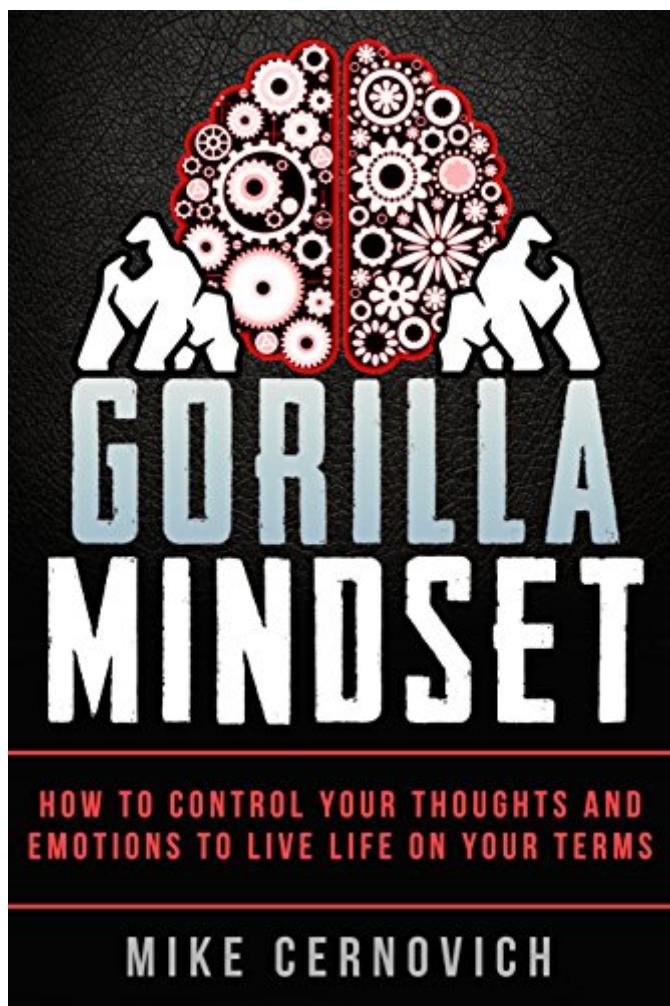


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# Gorilla Mindset: How To Control Your Thoughts And Emotions To Live Life On Your Terms



## **Synopsis**

Gorilla Mindset was the most successful non-fiction book launch of 2015, immediately hitting best-seller lists. Rather than feed you lies and feel-good nonsense, Gorilla Mindset teaches you how to take control of your thoughts and emotions. You will live life on your terms. Mike Cernovich, author of Gorilla Mindset, has been read by millions of people. Although he wrote Gorilla Mindset with men in mind, many women are catching on, as they also want to live a more powerful life. By applying Gorilla Mindset to your life, you will improve your health and fitness, earn more money, and have stronger relationships. Your thinking will become clear. Your posture will improve. You will have more focus. People will respect you. There are chapters on routine, self-talk, frame, focus, state/mood, mindfulness, and body language and posture. Each chapter contains techniques, mindset shifts, and habits that can be applied to your life. For example, improving your self-talk will improve your state or mood. How you frame challenges in your life is also a matter of the language â“ or self-talk â“ you use. Getting in the moment improves your self-talk just as your self-talk helps you get into the moment. At the end of Gorilla Mindset you'll tie every concept together to live a life others don't even dare dream of. But you will dream of that life. You will live that life. Find out how to live life on your terms by applying Gorilla Mindset to your life today.

## **Book Information**

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## Customer Reviews

On a whim I purchased this book based on my Audible recommendations. I'm that guy who buys the 3 extra credits two weeks into the month because I burn the monthly credit quick. Mike's tone and cadence is like that of a concerned friend. You can hear his concern and you can relate to his own struggle with many of the problems you are likely facing that he either mastered through the techniques he presents or is working through currently. This is not some pie-in-sky nonsense. It's an applicable workbook built for people who are tired of being mediocre, tired of being beholden to undeserving people above and around them or simply looking to make an already good life substantially better and more focused. So after the first listen, which clocks in around 4 hours, I had decided very resolutely to integrate a variety of habits/techniques Mike suggests in the book:

1. Contrast showers/Cold showers
2. State control - Focusing on changing your state - Empowered, resourceful, and invincible.
3. Supplementation - Almost everything he recommends
4. Dropping processed nonsense from my diet
5. Juicing/Smoothies - Joe Rogan Kale shake specifically

While I was focusing on those things I was also listening to his podcast Danger and Play since then. Then I listened a second time. After the second time I was hell bent. I'm now working on a modified 30-day challenge that one of Mike's friends, Victor Pride, advocates on his site. Essentially: No porn. No refined carbs, or processed nonsense. Cold showers. Gym daily. Methodical to-do lists daily. 5am Wake up. No snacking. Answer yes or no questions with yes or no. I am sixteen days into the challenge and experiencing great success.

As a medium to long-term reader of "Danger and Play" (I've been following the blog for about a year and check it on and off), I had high hopes for "Gorilla Mindset" and expected a lot of original and thought provoking content, as this is what Mike is known for. This book failed to live up to expectations in 3 major ways:

1. Unoriginal: Very little of the advice in the book is that new or original, and a lot of it is extremely generic. For example, the chapter on money talks about investing in index funds, the chapter on weight loss talks about eating natural foods and minimizing starch and dairy, and the chapter on self-talk talks about being positive. This is all good advice, but as a compulsive reader, investor, and fitness fanatic, this is extremely basic (all of it is probably the advice you would get on page 1 if you picked up a book on any of those respective topics).
- 2.

Lazy/Minimal Effort: Many of the recommendations in the book were copied almost word for word from "Danger and Play." I noticed this especially on the chapters about posture, but all chapters were guilty of this to some degree3). Poor Attention to Detail/Idea Development: I like what Mike did with the structure of the book (touching on a number of disparate elements and connecting them to mindset), but the way he developed each idea was extremely poor. Most books I found groundbreaking would bring up some controversial ideas, develop each in a lot of detail, then connect this to a new idea in a series of logical steps ("So Good They Can't Ignore You" by Cal Newport is a great example), but this book gave a number of half baked ideas, provided minimal evidence, then jumped on to something new.

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