

**25 BOOKS  
THAT  
CHANGED  
MY LIFE**

**NOAH KAGAN**

**A WISE FRIEND ONCE TOLD ME,  
"THERE ARE MILLION-DOLLAR  
LESSONS HIDDEN IN \$30 BOOKS."**

**WELL, OVER THE LAST SEVERAL  
DECADES, I'VE READ THOUSANDS OF  
BOOKS TO LEVEL UP MY BUSINESS (AND  
LIFE).**

**THIS E-BOOK IS A SELECTION OF  
WHAT'S HELPED ME MOST IN BUILDING  
APPSUMO TO \$100M/YEAR.**

**I'VE SHARED A BRIEF SUMMARY OF  
WHAT I'VE LEARNED FROM EACH SO YOU  
CAN DECIDE WHICH IS RIGHT FOR YOU.**

**ROOTING FOR YOU,  
NOAH 🍌**

# MILLION DOLLAR CONSULTING

**Alan Weiss**

Base your consulting fee on how much money you *make for your client*.

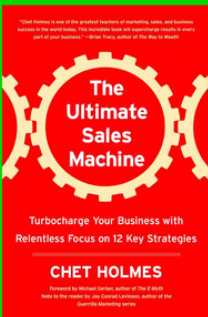
The value you bring to them should be more than what a typical hourly rate will reflect.



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# THE ULTIMATE SALES MACHINE

**Chet Holmes**



Don't hard sell. Sales is an *education process*.

Listen to people's needs and figure out whether your product is actually a good fit for them (or not).

# MAVERICK

**Ricardo Semler**

Don't micromanage your team. You hired these people for a reason.

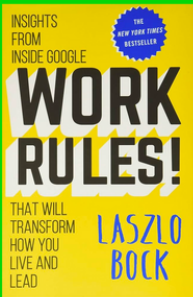
Get out of their way so you can go focus your time and energy on the stuff you need to do.



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## WORK RULES!

**Laszlo Bock**



People want to feel excited and appreciated.

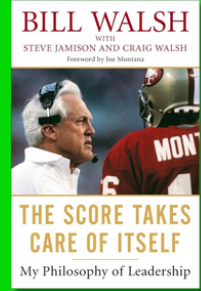
Be an open book and share how decisions are made within the business.

# THE SCORE TAKES CARE OF ITSELF

**Bill Walsh**

Instead of fixating on the outcome, focus on what you can control (the inputs).

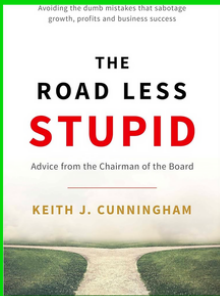
Improve your product. Talk to customers. The rest will take care of itself.



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# THE ROAD LESS STUPID

**Keith J. Cunningham**



Carve out time daily or weekly to just think.

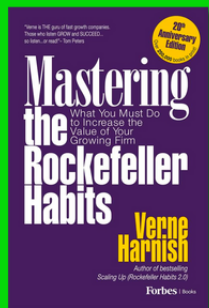
The more you think ahead on things, the better you can plan and minimize risks and mistakes.

# MASTERING THE ROCKEFELLER HABITS

**Verne Harnish**

Whatever is really important to your business, be a broken record about it!

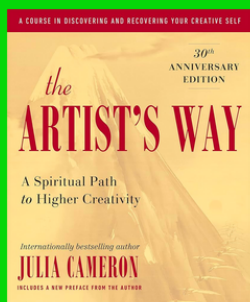
What's your top goal? What's your strategy? What are your daily priorities?



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## THE ARTIST'S WAY

**Julia Cameron**



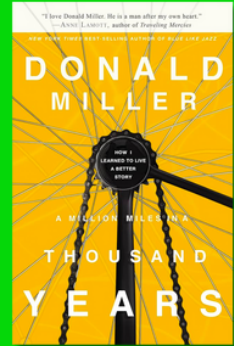
First thing in the morning, write out 3 pages of whatever is on your mind.

It helps unload your mind so you can focus and think more clearly.

# A MILLION MILES IN A THOUSAND YEARS

**Donald Miller**

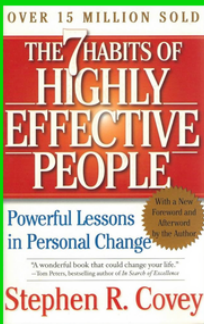
When something happens to you, you have two choices in how to deal with it. You can either get bitter, or get better.



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# 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

**Stephen R. Covey**



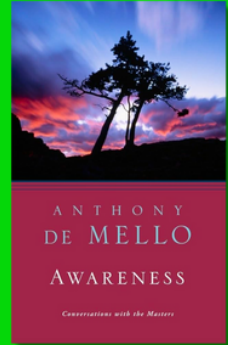
Relationships are like a bank account, you make deposits and withdrawals.

Always be in the positive :)

# AWARENESS

Anthony De Mello

We see people and things not as they are, but as we are. If we do not become aware of our internal emotions, we will project them externally onto others.

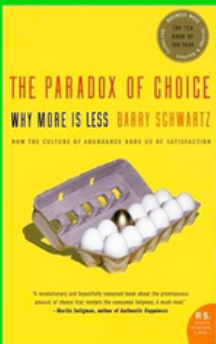


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# THE PARADOX OF CHOICE

Barry Schwartz

Being satisfied with things will make you so much happier than always going for the maximum. Know when is *enough* or you will be ruled by desire.

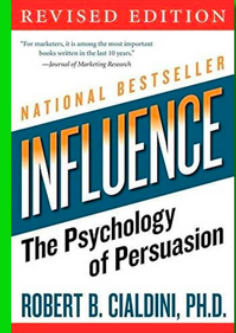




# INFLUENCE

Robert Cialdini

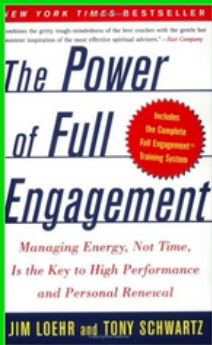
We're more willing to do people a favor if they give us a reason – Any reason and if someone does us a favor we feel the need to return it, even if we don't like the person.



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## THE POWER OF FULL ENGAGEMENT

Jim Loehr & Tony Schwartz

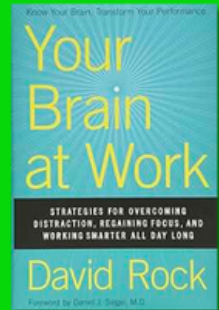


It's not about how much time you have in your day but how you allocate your energy. 4 hours of focused work trumps 12 hours of unfocused work.

# YOUR BRAIN AT WORK

David Rock

Schedule time blocks for different modes of thinking. For me, the morning is for focused work. The afternoon is for meetings and email.



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# SEX AT DAWN

Christopher Ryan & Cacilda Jetha

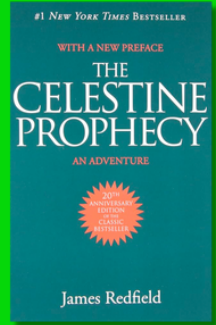


Jealousy and monogamy are societal creations. Learning about our innate human drives is key to better understanding ourselves.

# THE CELESTINE PROPHECY

James Redfield

Luck isn't an accident. You can create your own luck by making it happen.



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## PURPLE COW

Seth Godin

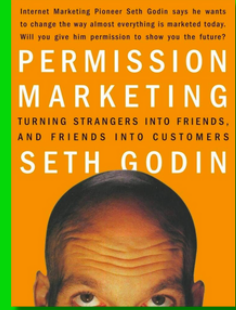


Being safe is the riskiest move (especially in your marketing). Only the unique get remembered.

# PERMISSION MARKETING

Seth Godin

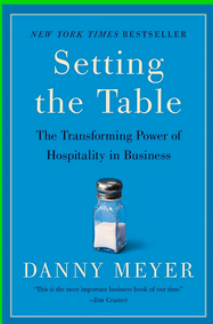
No one wants your annoying ass marketing. Get their permission and deliver more than what they expect



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# SETTING THE TABLE

Danny Meyer

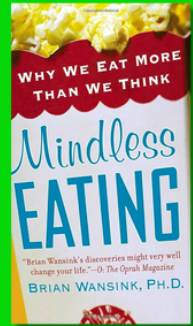


The best form of marketing is a satisfied customer. Create an experience that is like nothing else.

# MINDLESS EATING

**Brian Wansink**

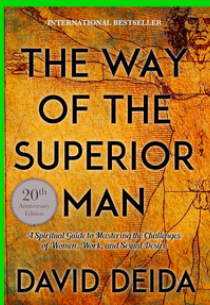
Use data to make decisions on your eating habits instead of relying on your feelings. Same with business!



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# WAY OF THE SUPERIOR MAN

**David Deida**

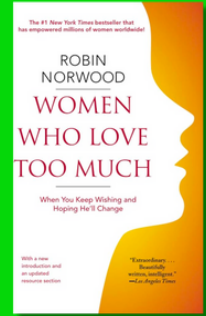


You must, above all, find your purpose in life. A purpose gives you a reason to wake up in the morning.

# WOMEN WHO LOVE TOO MUCH

Robin Norwood

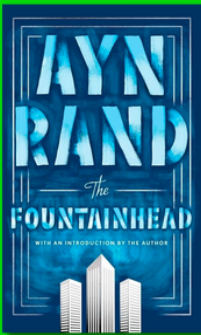
Hungry people make poor shoppers. Love yourself first before you love others.



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# THE FOUNTAINHEAD

Ayn Rand

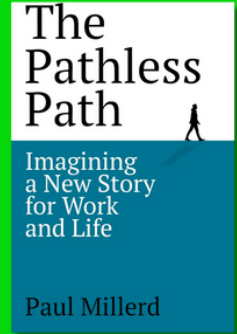


Healthy selfishness is a great thing. It's easy to prioritize others, and help them with everything. It's hard to say 'no' and focus on the mission.

# THE PATHLESS PATH

**Paul Millard**

There are millions of ways to make a living (and many new ones because of the internet). Question if the default path is really for you.



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# THANK YOU!!

REACH OUT IF YOU FOUND THIS USEFUL, OR THINK YOU HAVE A BOOK I SHOULD CHECK OUT TOO.

SEND ME AN EMAIL AT [NOAH@10KDORK.COM](mailto:NOAH@10KDORK.COM) OR A DM ON [TWITTER](#).

OH, AND IF YOU'RE INTERESTED IN STARTING YOUR 7-FIGURE BUSINESS THIS WEEKEND, YOU'D LOVE MY BOOK [MILLION DOLLAR WEEKEND](#). OVER 100,000 PEOPLE ARE USING IT TO CREATE THEIR DREAM LIFE! COME CHECK IT OUT [HERE](#).

ROOTING FOR YOU,  
NOAH 🍊