

Goosmama

Rich in 60 minutes

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Introduction

Greetings.

My name is Simone Brunozzi.

I'm italian, 32 years old, living in Singapore.

This book is a powerful book.

It explains you how to **be rich in 60 minutes**.

Read on.

Chapter One

How to be rich in 60 minutes?

Here the six steps.

- 1) **Write** an incredibly short book, pretending to teach people how to be rich in 60 minutes. The book will consist of about twenty/thirty written pages, and another hundred blank pages.
- 2) **Invent** a title that sells, with a keyword that will become remarkable. Goosmama, or the like.
- 3) **Sell** the book online.
- 4) **Money** pours in.
- 5) There will be **copycats**, but by that time you will have earned a decent sum of money. Not millions, but perhaps thousands or tens of thousands or even hundreds of thousands of dollars.
- 6) **End of the story.**

If you are a good person, you will devote these money to a good cause, but that's up to you. You are rich now, anyway.

Conclusions

It took me **years and years** to capture the sublime inspiration that helped me write this book, in particular Chapter One, which is the only chapter.

I read books all the time: I've read about 1,000 books in my life, and since I've lived about 11,973 days so far (as of April 1st, 2010), this brings an average of a book every twelve days. Definitely impressive, especially considering my first months into this world, when I wasn't even able to read.

So, I'm an **expert of books**.

Since I'm an expert, I came to the conclusion that:

Books are broken.

Here's why.

1) Most content is **poor quality**, and extremely redundant.

2) Most books could be written as **one-page essays**, but the author spends time and effort to write and write and write, so he can **cut more trees** and sell an heavier book.

3) People think that a small book has a **small value**. A book should be at least 150-200 pages, to be worth it.

4) People, in fact, **would never pay a few dollars for a book of a few pages**.

5) When they buy books, people look at the price but don't take into account the extra time they need to read the redundant parts.

This is a vicious cycle that affects authors, and then readers, and then authors, ad libitum.

So, books are broken.

This book, instead, fixes things.

The first, and only, chapter, comprises a few lines of text. That's it. What you're reading now is the conclusions, and therefore the book is already finished.

However, since you're not used to books that fix the problem, I want to help you understand why this book is so short, **but its value still relevant.**

In fact, I'm adding another section, called “**Grokking this book**”. *Grok* is a word that get into use after **Robert Heinlein** coined it in one of his novels. Grok means getting to the full understanding of a subject, drinking it, absorbing its meaning into our bodies. So, go read the next few lines, and grok this book if you haven't already.

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Grokking this book

Point one

Almost no one becomes rich by reading a book on how to become rich. The few ones, they become rich for other reasons.

This is a lesson for you, *silly*.

Learn how to better invest your time and money.

Books like these are a waste of time and money, but sometimes authors benefit from it nevertheless. Don't feed these authors. Boycott them.

Point two

Even if someone would be able to write such a book to make you rich, that someone would probably prefer to become rich herself.

Point three

You erroneously think that becoming rich will make you happy, or happier.

Wrong.

Science demonstrates that richness doesn't bring happiness, unless we're talking about basic survival resources.

I know you can afford food and shelter for you and your family. You can survive. Therefore...

You don't need more money to be happy.

You need something else.

This book is a tough fist in the stomach: stop looking for money. Look for something else.

Money is still important, but not that much.

Point four

I love **latin**, and latin people divided things into two realms: “*Quod sufficit*”, things that are necessary for your survival, and “*Quod satis*”, things which are not strictly necessary, but help you appreciate your life.

Satis, in fact, is the first five letters of **satisfaction**.

I would divide the “*satis*” into two parts: “*Quod satis happiness*”, and “*Quod satis crap*”, mixing latin language with english words. The former represents these things that really bring happiness and joy into your life. The latter, these things that pretend to bring happiness and joy, but eventually **fail**.

Buying an expensive car is one of these **craps**.

Focusing too much on your work, because you want to earn more money, forgetting to enjoy life / your family / a sunny day / a good meal, is one of these.

I know: cars are status symbols, like watches.
They help you set your position in society.
It's messages you send out to tell people how good
you are, how precious you are, how **alpha** you are.
If you don't know what *alpha* means, look here:

<http://bit.ly/goosmama82>

I figure out the whole thing about alpha males and
females after reading **Brave new world** in 1997.

Most people don't have a clue who **Aldous Huxley**
is. Yes, the author of Brave new world.

Also, almost nobody in Italy knows “Brave New
World”, but the book is quite popular in anglo-saxon
countries (USA, UK, Australia). Don't think that
every city in the world has a Starbucks at every
corner, only because you've living in New York City.

He died the same day as **JFK**. Unlucky coincidence.
Nobody remembers his death.

Point five

Book authors pretend they know better. I'm not one of these. You already knew these things you've just read. I'm not an expert. I'm an **ordinary guy**.

You read 300-pages books by author X, and you think his expertise will somehow flow into your brain, and help you with subject Y.

Sometimes it does. There are **smart people out there**.

But you spend time and money to learn, so **you deserve more**: you deserve a 50 pages book with the same things in it. Even a 30 pages book. Possibly at the same price. You will save on time, which means you will save on money, eventually.

Point six

You don't believe me? I'm not an expert, I'm not a **guru**, I'm just one like you. In fact, I spent just about three hours writing these things on a flight from Seattle to Tokyo, while listening to some good piano music by **Ludovico Einaudi**.

And a few more hours to spell check and add minor edits, on a rainy sunday in Hannover, Germany.

And a few more to translate this from english to italian. Yes, this book was born in english.

Point seven

You think that a few hours of my time don't deserve your money, or that I don't deserve success since I didn't work hard enough?

Let me tell you this. Do you pay a **surgeon** one hundred dollars for a minute of his **time** in the Emergency room, and then you complain that he is too well paid for a minute of his time? Or do you factor in the countless years he studied to become a great surgeon?

I'm a writer in this context. English is not my mother tongue, my language is simple, I also might have done a few typos and mistakes, and for sure some sentences sound a little odd.

You're not interested in a writer that writes perfectly but says boring things. That is the value of

a surgeon: he should be incredibly good at using his tools, even if open heart surgery could be boring.
For writers, that's different: **you pay for something else.**
Which brings you to the next point.

Point eight

You paid **zero** to buy this book You spent a little time to read it.

And now, please acknowledge that this book is **giving you something**.

Instead of adding pages and pages of crap to this wonderful synthesis of my opinion on the matter, I decided to sell it to you right away.

Essential. Cleaned up of the unnecessary. **I should be rewarded for that:** I ask you to think again if I'm worth it or not.

Help me grow the success of this book and help some people open their minds.

You have several options to help me. Please read next point.

Point nine

Take action. I will be completely satisfied, and consider your contribution a great compensation for my work, if you complete one of the following.

Just one. You don't need to do more than one.

Just one.

A) You email me, and tell me what you think about this book: goosmama@gmail.com

Maybe you don't have internet access right now, so: thanks, this was a tough task.

B) If you have people around you, regardless if you know them or not, tell them: *“I am reading a book called **Goosmama**. You should do the same”*. This is tougher. If you're able to do this, congratulations.

You can add: *“This book says that if I like it, I should tell people around me. I like it, and I did tell you. I'm*

not crazy. Goosmama.”

C) You visit **Acumen Fund** website and make a donation of at least 5 dollars. Why? Because Acumen Fund invests your money in developing countries to **make the world a better place**:

<http://bit.ly/goosmama61>

I trust them, they are good at what they do. Go, use your credit card, and donate. **You can also mention that Goosmama inspired you (referral)**. Thanks for the effort of doing this.

This task is easier than B, but the impact is greater.

Good job.

D) You email or phone **two friends of yours**, and tell them to read Goosmama. This one is not so difficult, and it might have a big impact. Or, (if it's going to be available as a print) **buy two physical books** and give them to your friends:

<http://bit.ly/goosmama27>

E) If you really want to surprise me, you **perform D twice**, which is to say that you email or phone four friends instead of two. This should definitely have an impact. Or, buy four copies and give them to your friends.

F) Surprise me. Do something unexpected. You can finish reading this book before performing one of the above tasks. It would count anyway.

I would be impressed if you really do this. Really.

Most people forget to THANK properly.

If you hate me or hate this book, **email me and complain**. At least, I will have a chance to answer to your complain.

Point ten

Think of what is happening, right now, inside your brain.

Spend at least some seconds thinking about it.

Don't hurry to point eleven right away.

Enjoy the silence, the pause. Reflect.

Spend at least one, two minutes without turning the page.

Look around you.

Think.

Think.

This book should remember you how good you are at thinking. Without borders.

Creatively.

Think.

Point eleven

I am a professional public speaker, and I talk about technology. Most of the time, I talk at events where other people talk as well. I have a chance to observe the behavior of attendees and speakers.

Late 2009. I was in France. I was the last speaker before lunch. I was supposed to speak at 12:30, for about 30 minutes. However, previous speakers took more time than expected, and one of the big sponsors pretended to have their CEO speak before me, unplanned, for more than 20 minutes, **reading some text the entire time**. READING. No slides, no interpretation.

Why didn't he simply **email** all of us, instead?

His message was very boring, very corporate, full of vaporware.

His last words were about **how customer-obsessed his company was.**

He was using people's time as he pleased, without even thinking about their needs.

When it was my turn, it was already 13:00, and people really wanted to go to lunch.

I was angry. I was in a difficult situation.

I introduced myself, and then told the audience: “My talk was planned to be 30 minutes long. However, we are late, and you are hungry. I'll cut my talk down to 15 minutes, and then we all go to lunch at 13:15. This is what I call customer obsession.”

Big round of applause. The crowd was mine.

So, the lesson is: **if you want to deliver a message, the length of the message doesn't count.** Other things count.

You can't force people to pay attention. If they want food, you can't give them slides. **Give them food.**

I'm sure that audience will remember me, and my message, better than the previous CEO and his crappy message.

This small lesson also applies to books. Also to this one you're reading right now.

Surprised?

Point twelve

If you don't want to pay for this book, well, don't.

You can find a **free PDF version** easily.

Download it, and read it without paying for it:

<http://bit.ly/goosmama39>

No, I'm not angry with you.

If you really feel this book doesn't deserve some money, **I'm happy to give it to you for free.**

Or, maybe you would like to reward me, but you've read the PDF and now, well, there's no point in doing anything else, right?

Wrong! You could still follow instructions at **point nine**, if you really liked it. And yes, sending **the PDF** to two or four people would be good anyway.

You know what?

I don't give a shit about making money with this

book.

I think this is fun. I think that if you really want, you can have it for free. No one will ever sue you. You can express your disappointment about it. You can say it's full of crap.

I had fun writing it.

In fact, it's so much fun that I can't stop writing.

That's, my friend, the essence of this book.

Have fun. Be good. Happiness will follow, and maybe money as well...

But you'll not care anymore.

Point thirteen

I decided to save your time, and let you *have lunch*.

I respected you.

You thought this book was about becoming rich in 60 minutes. In fact, it is. I gave you enough to think about richness, and time, and happiness, and **you're so smart you'll figure out the rest**. I carved all the unnecessary, for you.

The length of a book doesn't count. It's the message that counts.

I hope that you'll remember mine.

Simone Brunozzi

Will you remember **point nine**?

This book is for you

To my Family:

Marco, Alessandro, Sandra.

To Lisa:

The secret ingredient of the secret ingredient soup.

To my friends:

You know who you are.

Dear reader

Goodbye. It was fun.
End of the story.

Ah, one last thing from the great Seth Godin:
http://sethgodin.typepad.com/seths_blog/2010/03/selfhelp.html

“By the way, the only real help is self-help. Anything else is just designed to get you to the point where you can help yourself.”

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Bonus page

This is page 52, a bonus page. You can rip this page off, and use it. You can give the ripped page to a friend of yours. This is the message for your friend.

Dear friend,

I am giving you this ripped page that belonged to a book I liked. The book is **Goosmama**.

You can download it for free, here:

<http://bit.ly/goosmama49>

Be happy.

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Important #1

The next page contains a message.

You can rip the page and deliver it to someone.

Do what you want.

Surprise yourself.

Do something unexpected.

After all, it's your book. It's your page.

Goosmama!

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Important #2

The next page contains a message.

You can rip the page and deliver it to someone.

Do what you want.

Surprise yourself.

Do something unexpected.

After all, it's your book. It's your page.

**I
LOVE
YOU**

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Important #3

The next page contains a message.

You can rip the page and deliver it to someone.

Do what you want.

Surprise yourself.

Do something unexpected.

After all, it's your book. It's your page.

Message in a bottle

This is an important message.

I wrote it, and then put it in a **REAL** bottle.

Instead of dropping it into the sea, I delivered the bottle to you.

A book inspired this message, but the book is not important right now. My message is.

Read the message. It's for you:

(pen message follows)

End of message. Thanks.

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Another bonus page

This is page 92, another bonus page. Rip this page off, and use it. Give the ripped page to a friend of yours. This is the message for your friend.

Dear friend,

I am giving you this ripped page that belonged to a book I liked. The book is **Goosmama**.

You can buy the book online, in paperback or digital, for a small amount of money.

You can even download it for free, here:

<http://bit.ly/goosmama55>

Be happy.

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alpha males and females (page 15)

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