

RICH'S RULES

A manifesto for top performers

Top performers don't need a handbook to become successful.
They need a playbook for the *other* side of success...



1. Don't get rid of Imposter Syndrome. Get good at it.
2. Create wealth, health and happiness—in reverse order.
3. Make the choice to be elite—it's not a secret club to join.
4. Do what seems impossible, not what's popular.
5. Be a leader who creates more leaders, not more followers.
6. Serve others so powerfully they never forget you for the rest of their life.
7. Say less—it's how you are most potent.
8. Top performers secretly feel like the laziest person they know. That's not a bug; it's a feature.
9. Risk your current success to get to your *next* level of success.
10. A little scary is good.
11. The opposite of success isn't failure, it's mediocrity.

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RULE #1: Don't get rid of Imposter Syndrome. Get good at it. If you *don't* feel like an imposter, you're not playing big enough. When you're the most interesting person in the room, you're in the *wrong* room.

RULE #2: Create wealth, health and happiness—in reverse order. There's a dark side of success that most people never see, until it's too late. Outer success without inner peace is the formula for an unhappy life.

RULE #3: Make the choice to be elite—it's not a secret club to join. Don't try to be the best or the smartest. Someone will always work harder than you or be luckier than you. Be the only person in the world who does what you do. (Then people will want to join *your* club).

RULE #4: Do what seems impossible, not what's popular. It's easier to achieve the impossible than the mediocre—there's simply less competition. What seems impossible has just never been done before.

RULE #5: Be a leader who creates more leaders, not more followers. Seek clients who inspire you, not clients you can inspire. Hire people who are better than you. Create a community of people who intimidate you.

RULE #6: Serve others so powerfully they never forget you for the rest of their life. It's the secret to success. High touch beats high tech. Hold nothing back. Give away your best material.

RULE #7: Say less—it's how you are most potent. The word *listen* has precisely the same letters as the word *silent*. Great coaches get paid more for saying nothing than almost anything else they do.

RULE #8: Top performers secretly feel like the laziest person they know. That's not a bug; it's a feature. Your mission is to do less and less until you are doing only the 1-3 things that no one else on the planet can do.

RULE #9: Risk your current success to get to your next level of success. Be honest. You've outgrown your peers and your community. It's time for your *next* level of impact. It's better to regret what you have done than what you have not. It's better to fail at a new venture than be defined by your previous ones.

RULE #10: A little scary is good. Find a coach who draws out of you a mission that's so damn inspiring nothing will stop you. Fear is just the sign that you're dreaming really big again.

RULE #11: The opposite of success isn't failure, it's mediocrity. Great leaders are already great coaches. You can 1,000X your impact as a leader by coaching great leaders.

I help elite leaders make 1,000X more
impact by becoming elite coaches.

RichLitvin.com

Success has a cost.

It is often lonelier and more painful than you think. You can be at the top of your field and still feel like a fraud... You can have everything you've ever wanted and still feel empty on the inside... But it doesn't have to be that way.

I've created a community of the world's most fascinating coaches—because elite top performers love to be surrounded by people who think big but accomplish bigger. After all, if you're the most interesting person in the room, you're in the wrong room.

In 2015, I founded 4PC—my community of extraordinary leaders and coaches. Our inspiration is an old African proverb that says, “If you want to travel quickly, go alone. If you want to travel far, go with a group.” I've made a commitment to lead this community as my 25 year mission. Imagine being surrounded by extraordinary top performers who believe in you deeply and who continually challenge your thinking... This is why I do what I do.

A little scary is good

Seek a coach who scares you a little. Great coaches challenge you to get to the edge of your abilities, time and time again. Seek out coaches who are authoritative, who know their stuff, and who take charge. A little scary is good.

Great coaches don't answer their clients' questions. They question their clients' answers. Great coaches don't solve their clients' problems. They help them live into bigger problems. Great coaches don't please their clients, they challenge them to their very limits.

What you don't see...

What you don't see when you observe my successes is that I've spent over 10 years writing—every single day. What you don't see is that I've spent over 15 years creating—and much of what I created was never seen by a

living soul. What you don't see is that I've spent over 30 years studying, practicing and teaching high level leadership and coaching skills. What you don't see is that I was a fearful child, I'm sometimes a fearful man and I constantly assume that others are far more powerful than me. I relentlessly compare myself to people and feel less than. I've tried to emulate great leaders and lost myself in the process. I crave success but each time I achieve my next level of success, I barely allow a moment of celebration, before I begin judging myself for not doing things better, bigger, or bolder. All I ever really wanted was for my dad to be proud of me. And I've spent much of my life covering this all up by trying to look confident on the outside, while feeling deeply insecure on the inside.

But I also know that I've been a successful coach and a successful leader because I never stop learning. I fail regularly but I pick myself up, again, and again and again. I make small acts of courage a daily habit. I believe that my vulnerability is a superpower. And I am committed to making a real difference in the world.

My life's work

My life's work is to help make people's lives simpler by distilling things down to their core. I am most powerful when I say less. In a world that is becoming more complex and serious by the minute, I am here to release the pressure on people's minds and resources. I see what most people cannot see. And I say what most people would not dare to say.

I bring clarity of insight.

And underneath it all, I help powerful people remember how powerful they are.

If that sounds interesting—maybe we should get to know one another...

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