

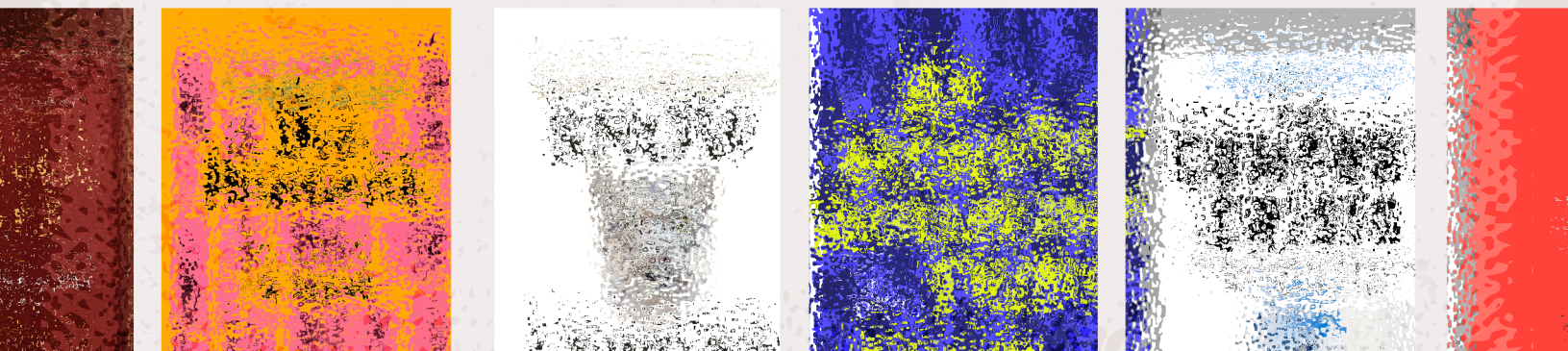
**THE 11**

# **BEST BOOKS**

**MOST JACKED NERDS**

**HAVEN'T READ YET**

**(BUT SHOULD)**



# THE 11 BEST BOOKS

## MOST JACKED NERDS

HAVEN'T READ YET

(BUT SHOULD)

**01**

### INTRODUCTION

4:37 PM. A random Thursday in 2008.

**03**

### READING TIPS

**04**

### THE ELEVEN BEST BOOKS FOR JACKED NERDS

(in no particular order)



**04**

THE RUTHLESS ELIMINATION OF WORRY

**05**

THE COMFORT CRISIS

**06**

AN ABSOLUTELY REMARKABLE THING: A NOVEL

Book 1 & 2 | Fiction

**07**

SNOW LEOPARD

**08**

THE HUMANS: A NOVEL

Fiction

**09**

WHAT I TALK ABOUT WHEN I TALK  
ABOUT RUNNING: A MEMOIR

**10**

FOUR THOUSAND WEEKS

**11**

THE PSYCHOLOGY OF MONEY

**12**

BUT WHAT IF WE'RE WRONG?

**13**

ANTIFRAGILE

**14**

PERENNIAL SELLER

**15**

### HOW TO FIND YOUR NEXT GOOD BOOK

**16**

### CONCLUSION

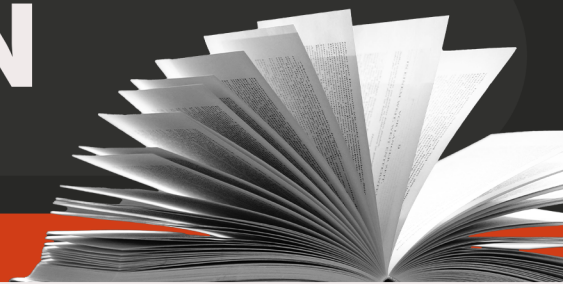
Please share this. Print it and put it in staff rooms. Email it around. Whatever.

Also, if you liked this, you'll enjoy [5 Reps Friday](#).

It's one of the most popular newsletters in the world for jacked nerds. Each one has tips on money and fitness in addition to a great new book to discover. Test it out at [www.5RepsFriday.com](http://www.5RepsFriday.com)

# INTRODUCTION

4:37 PM. A random Thursday in 2008.



My client Tom walked in for his session. He was the head of Psychiatry at a major hospital. Super successful.

“You’re late.” I said. Tom was always late.

He walked towards me and said, “I brought this for you. It’s the book that I wish somebody had given to me when I was your age.”

He handed me a copy of *Rich Dad, Poor Dad* by Robert Kiyosaki.

Then Tom looked at me and said, “You’re not going to be my personal trainer much longer.” He was right. I wasn’t.

That book changed my life. Not because it was a great book. It’s not. But because it ignited in me a passion for reading as an adult.

Once I finished that book, I wanted more.

I didn’t know where to get book recommendations but I did know where books exist: The bookstore.

I went to Chapters with a notebook and wrote down the names of the bestselling business and marketing books. Then I walked across the street to the library and checked out as many of them as I could find.

That was 16 years ago.

Since then I’ve devoured books. I figure that I’ve read over 500. According to Goodreads, I’ve reviewed 267.

Please share this. Print it and put it in staff rooms. Email it around. Whatever.

Also, if you liked this, you’ll enjoy [5 Reps Friday](#).

It’s one of the most popular newsletters in the world for jacked nerds. Each one has tips on money and fitness in addition to a great new book to discover. Test it out at [www.5RepsFriday.com](http://www.5RepsFriday.com)

Books of all kinds and all genres; both fiction and non-fiction.

Here's the eleven that I recommend the most.

And no, I'm not going to tell you to read *How to Win Friends and Influence People* like everybody else. This is a reading list from somebody who loves to lift but mostly, LOVES to read.

**I guarantee that there are  
at least three books in here  
you haven't read before.**

***Hidden Gems.***

These are mostly uncommon books that actually help you act differently.

Because if you read the same things as everybody else, you'll act the same way as everybody else which means you'll have the same things as everybody else.

These books are how you get ahead.



Please share this. Print it and put it in staff rooms. Email it around. Whatever.

Also, if you liked this, you'll enjoy **5 Reps Friday**.

It's one of the most popular newsletters in the world for jacked nerds. Each one has tips on money and fitness in addition to a great new book to discover. Test it out at [www.5RepsFriday.com](http://www.5RepsFriday.com)

# READING TIPS

## READING TIPS

### **01** IF A BOOK SUCKS, MOVE ON.

**IF A BOOK SUCKS, MOVE ON**

At the end of the introduction of my next book *The Obvious Choice*, I wrote that “we tend to zero in on immediate needs or frustrations.

*If you’re reading something that isn’t jiving with you, you have my permission to skip it and move on to the next chapter.”*

And I’ll say the same to you.

If you’re not connecting with a book, set it down and move to the next. Maybe it’s just not the right time for you for that book right now.

Don’t let getting stuck in one book bog you down. You’re allowed to start a new book even if you haven’t yet finished the last.

### **02** SKIMMING IS OK

#### **SKIMMING IS OK.**

You don’t need to read every word of a non-fiction book. Skim. Zero in on an interesting section and dig in. Then go back to skimming.

### **03** WRITE IN YOUR BOOKS.

**WRITE IN YOUR BOOKS**

Underline stuff, write notes to yourself in the margins, and use the blank pages at the front and the back as a sort of journal for your thoughts as you’re reading.

Authors love it when you mark the shit out of their books.

### **04** USE KINDLE HIGHLIGHTS

#### **USE KINDLE HIGHLIGHTS.**

Highlight and write notes using a Kindle. Later, go to <https://read.amazon.com/notebook> to view them all on any device. You can copy and paste them from there too.

Please share this. Print it and put it in staff rooms. Email it around. Whatever. Also, if you liked this, you’ll enjoy **5 Reps Friday**.

It’s one of the most popular newsletters in the world for jacked nerds. Each one has tips on money and fitness in addition to a great new book to discover. Test it out at [www.5RepsFriday.com](http://www.5RepsFriday.com)

# THE RUTHLESS ELIMINATION OF WORRY

How to Stay Emotionally Healthy  
and Spiritually Alive in the Chaos  
of the Modern World

**BY JOHN MARK COMER**

A beautiful book written by a pastor that will encourage you to ask what you're rushing toward. Is it who you want to become? Or is it the result of outside pressure, forming you into somebody you don't like?

**John  
Mark  
Comer**

**The  
Ruthless  
Elimination  
of  
~~Hurry~~**

**Foreword  
by  
John  
Ortberg**

## A FEW OF MY FAVORITE QUOTES:

“

Hurry and love are incompatible. All my worst moments as a father, a husband, and a pastor, even as a human being, are when I'm in a hurry—late for an appointment, behind on my unrealistic to-do list, trying to cram too much into my day. I ooze anger, tension, a critical nagging—the antitheses of love.

“

For many of us the great danger is not that we will renounce our faith. It is that we will become so distracted and rushed and preoccupied that we will settle for a mediocre version of it. We will just skim our lives instead of actually living them.

“

Do you ever catch yourself with the sneaking suspicion that you'll wake up on your deathbed with this nagging sense that somehow, in all the hurry and busyness and frenetic activity, you missed the most important things?

Somehow you started a business but ended a marriage.

You got your kids to their dream colleges but never taught them the way of Jesus.

You got letters after your name but learned the hard way that intelligence is not the same as wisdom.

You made a lot of money but never grew rich in the things that matter most. Which, ironically, aren't things at all.

# THE COMFORT OF CRISIS

Embrace Discomfort To Reclaim Your Wild, Happy, Healthy Self

BY MICHAEL EASTER

Easter is possibly the world's greatest active health journalist. His books are wonderfully entertaining to read, richly researched, and deeply important. *Comfort Crisis* is both a call to action and an action plan that will improve the quality of your life.

"Changes the way we think about the modern world and how everyday conveniences are eroding our understanding of what it means to be human."  
—RICHARD DORMENT, editor-in-chief, *Men's Health*

# THE COMFORT CRISIS

*Embrace Discomfort to Reclaim Your Wild, Happy, Healthy Self*



MICHAEL EASTER

## A FEW OF MY FAVORITE QUOTES:



Finally, on June 29, 2007, boredom was pronounced dead, thanks to the iPhone. And so our imaginations and deep social connections went with it.



Doing physically hard things is an enormous life hack. Do hard things and the rest of life gets easier and you appreciate it all the more,

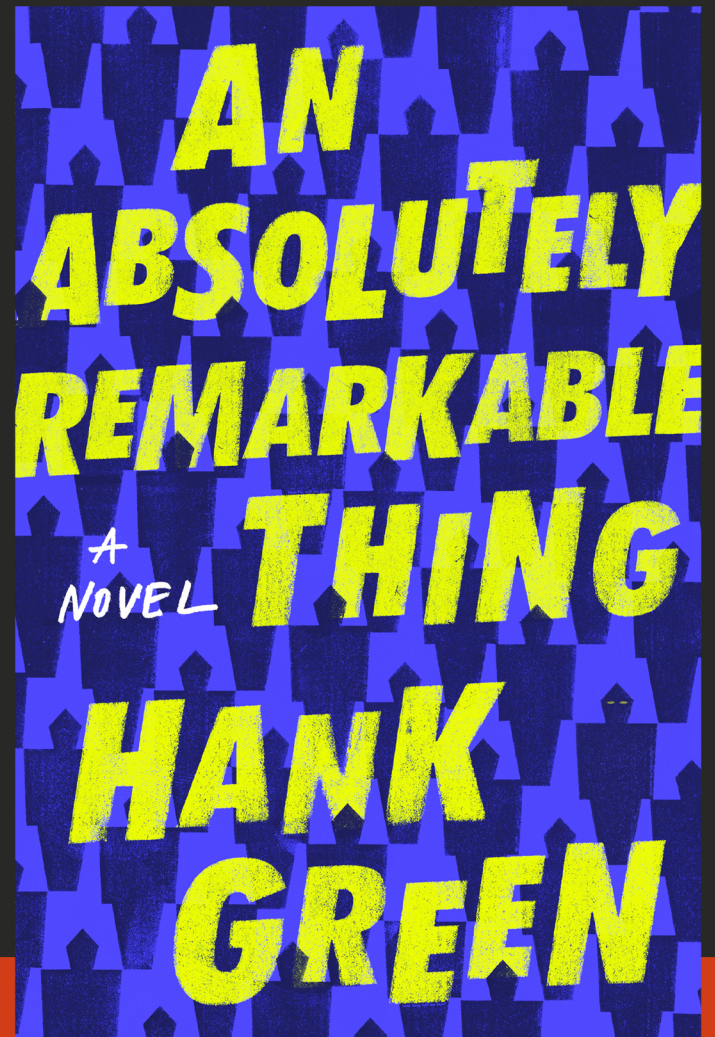
# AN ABSOLUTELY REMARKABLE THING: A NOVEL

(Book 1 of 2) \*Fiction

BY HANK GREEN

I've always said that you learn more from fiction than non-fiction. And fiction written by people doing big things in the real world is priceless.

Hank and his brother John are prolific YouTubers and science educators. This two-book series could only be written by somebody as deeply embedded in social media and modern media as he is. It's a parable about fame, friendship, and our crazy hyper-connected world. Also, it's just super fun to read.



## A FEW OF MY FAVORITE QUOTES:

“

Being annoyed by carefully crafted internet personas was part of my carefully crafted internet persona.

“

So here's a really stupid thing about the world: The trick to looking cool is not caring whether you look cool. So the moment you achieve perfect coolness is simultaneously the moment that you actually, completely don't care.

“

A lot of the reason we look to friends is because they're a source of meaning. If you're getting meaning in other ways, it's easy to let your friendships wither. That's one reason success can be isolating.



# SNOW LEOPARD

How Legendary Writers Create  
A Category Of One

BY CATEGORY PIRATES

Easily the most underrated book on  
branding, writing, and content  
creation.

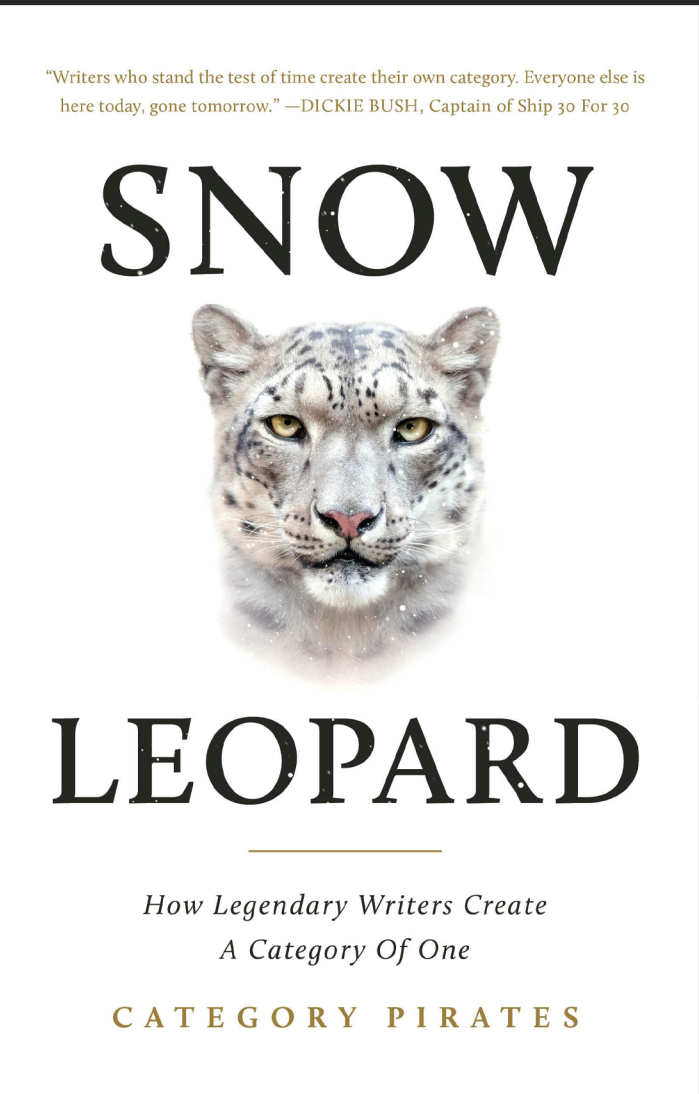
## A FEW OF MY FAVORITE QUOTES:



How you build your audience and  
who's in it determines how you  
ultimately monetize that audience.



People with giant audiences online  
tend to create the most surface-level,  
Obvious, content-free content.  
Whereas the people with smaller,  
more niche audiences tend to create  
Non-Obvious, hyper-relevant  
content.



If you want to write a legendary  
business book, you want to consider  
how you can present Non-Obvious  
solutions to Obvious problems.

# THE HUMANS: A NOVEL

\*Fiction

BY MATT HAIG

An alien comes to Earth and begins making pointed observations about the insanity of our species. At first, he's disgusted by it. But then, over time, he begins to see the beauty in it. I've gifted this book more than any other. It's special.

## A FEW OF MY FAVORITE QUOTES:

“

Magazines are very popular, despite no human ever feeling better for having read them.

“

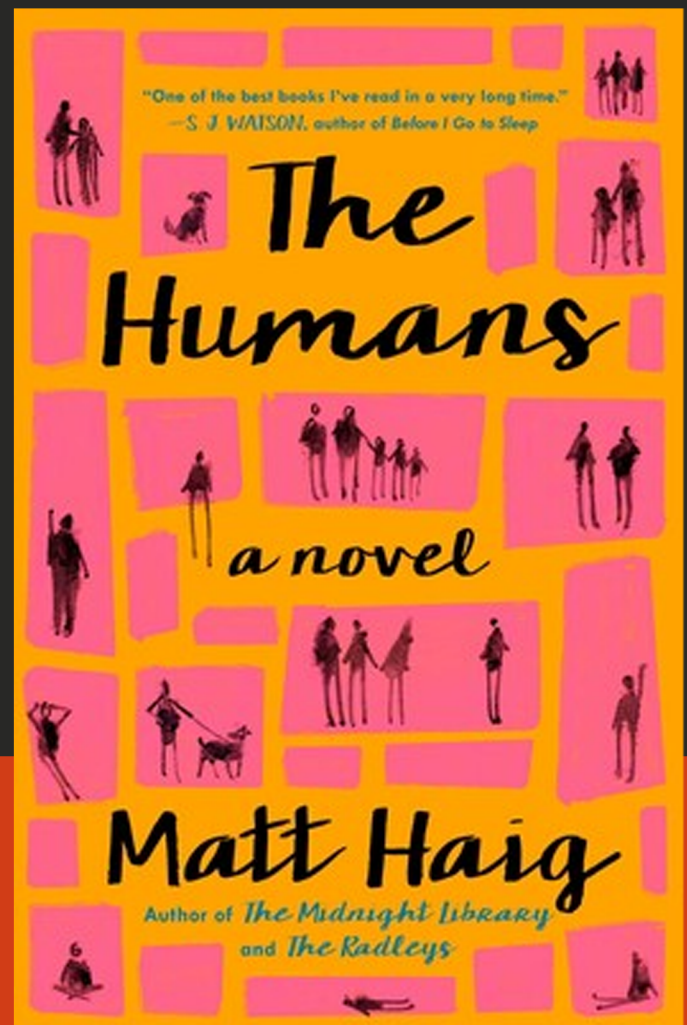
She then made the most complex facial expression I have ever seen on a human. A kind of frustrated scorn, tinged with sympathy, which slowly softened into a deep, wide humour, culminating in forgiveness and something I couldn't quite recognise, but which I thought might have been love.

“

Let's go upstairs,' she said. She said the word suggestively, as though upstairs wasn't just a place but an alternate reality, made from a different texture of space-time. A pleasure land we would enter via a worm hole on the sixth stair. And, of course, she was absolutely right.

“

New technology, on Earth, just means something you will laugh at in five years. Value the stuff you won't laugh at in five years. Like love. Or a good poem. Or a song. Or the sky.

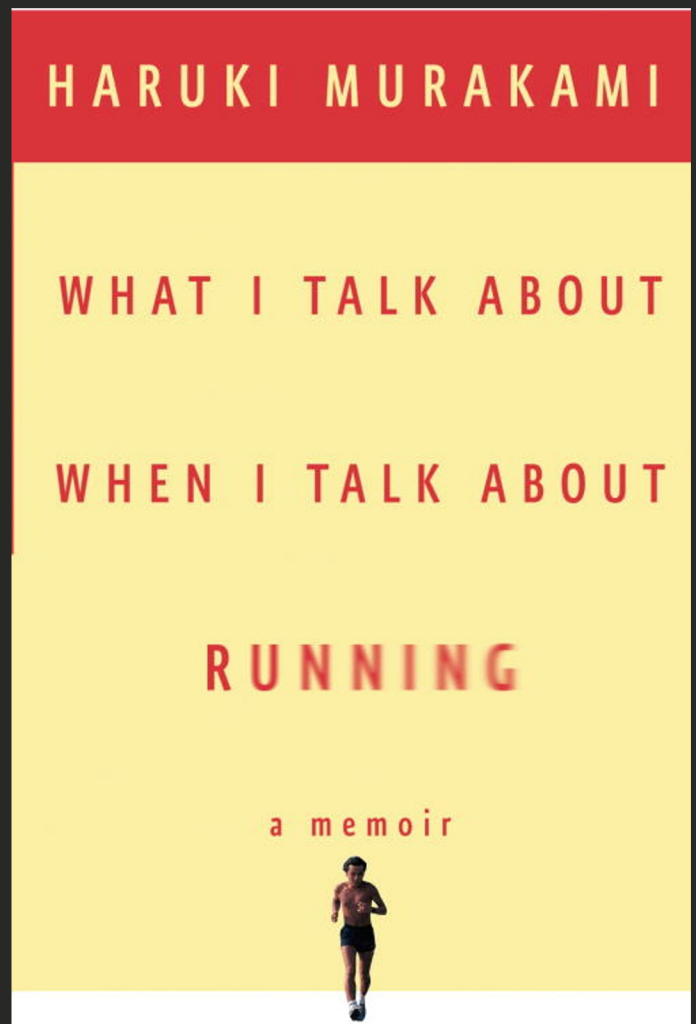


# WHAT I TALK ABOUT WHEN I TALK ABOUT RUNNING: A MEMOIR

BY HARUKI MURAKAMI

I was without a book in an airport in Cebu, a city in the south of the Philippines. There was a booth, more like a shack, selling books. The only English one caught my eye. It was this book. Haruki Murakami has long been an author whose fiction I've enjoyed. I knew nothing about him. And I didn't know that this book existed. But there it was. And holy heck this book is good.

This book isn't really about running. It's about work and commitment and exhausting your body in order to energize your mind.



## A FEW OF MY FAVORITE QUOTES:



Only when I'm given an actual physical burden and my muscles start to groan (and sometimes scream) does my comprehension meter shoot upward and I'm finally able to grasp something.



The body is an extremely practical system. You have to let it experience intermittent pain over time, and then the body will get the point.



In any event, I'm happy I haven't stopped running all these years. The reason is, I like the novels I've written. And I'm really looking forward to seeing what kind of novel I'll produce next. Since I'm a writer with limits—an imperfect person living an imperfect, limited life—the fact that I can still feel this way is a real accomplishment. Calling it a miracle might be an exaggeration, but I really do feel this way. And if running every day helps me accomplish this, then I'm very grateful to running.

# FOUR THOUSAND WEEKS

Time Management for Mortals

BY OLIVER BURKEMAN

Ho hum, another time management book, right?

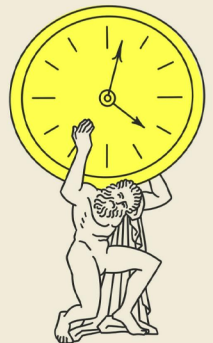
That's what I thought. At least ten people needed to recommend this book to me before I picked it up.

Hard to pick out what I liked because there was so much. But if I had to say one thing, it's that this is not an approach to doing more. There are no lists or apps to help you squeeze more into your overbusy life. Instead, it's a guide to figuring out how to do less, but better.

## Four Thousand Weeks

Time Management for Mortals

Oliver Burkeman



### A FEW OF MY FAVORITE QUOTES:

“

If you succeed in fitting more in, you'll find the goalposts start to shift: more things will begin to seem important, meaningful, or obligatory. Acquire a reputation for doing your work at amazing speed, and you'll be given more of it.

“

The paradoxical reward for accepting reality's constraints is that they no longer feel so constraining.

“

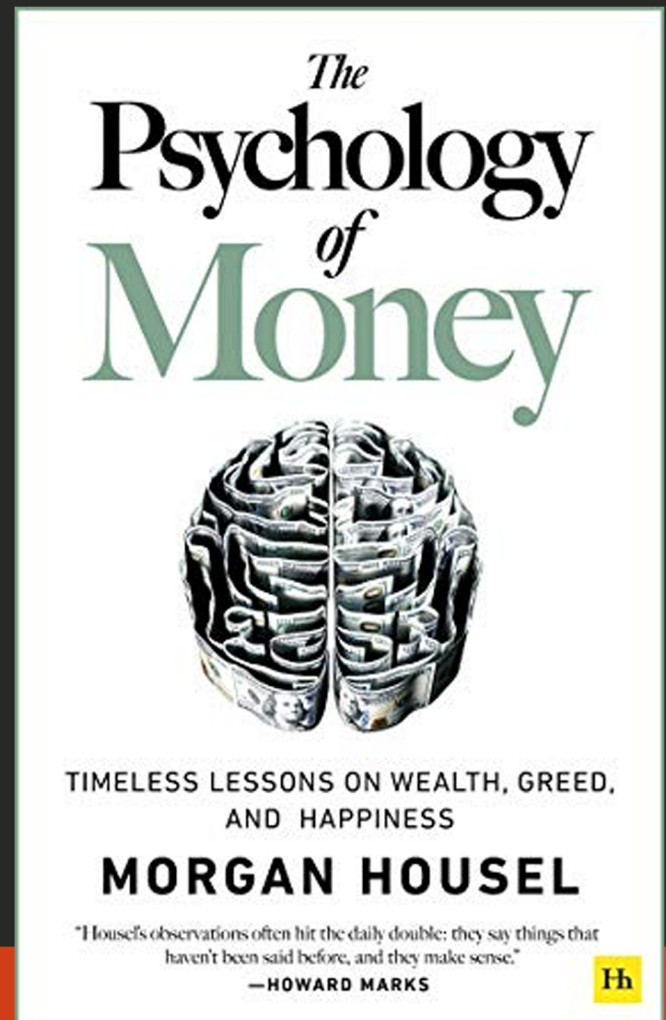
The internet makes this all much more agonizing, because it promises to help you make better use of your time, while simultaneously exposing you to vastly more potential uses for your time—so that the very tool you're using to get the most out of life makes you feel as though you're missing out on even more of it.

# THE PSYCHOLOGY OF MONEY

Timeless lessons on wealth, greed, and happiness

BY MORGAN HOUSEL

There are rules to getting rich to learn. More important though is building your own philosophy towards wealth. There are no right or wrong answers. What matters is that you decide for your family what's best, build a plan, and execute on it for a very, very long time. This was the single most important book that I've read when it comes to money and wealth.



## A FEW OF MY FAVORITE QUOTES:

“

Money's greatest intrinsic value—and this can't be overstated—is its ability to give you control over your time.

“

Independence, to me, doesn't mean you'll stop working. It means you only do the work you like with people you like at the times you want for as long as you want.

“

Growth is driven by compounding, which always takes time. Destruction is driven by single points of failure, which can happen in seconds, and loss of confidence, which can happen in an instant.

# BUT WHAT IF WE'RE WRONG?

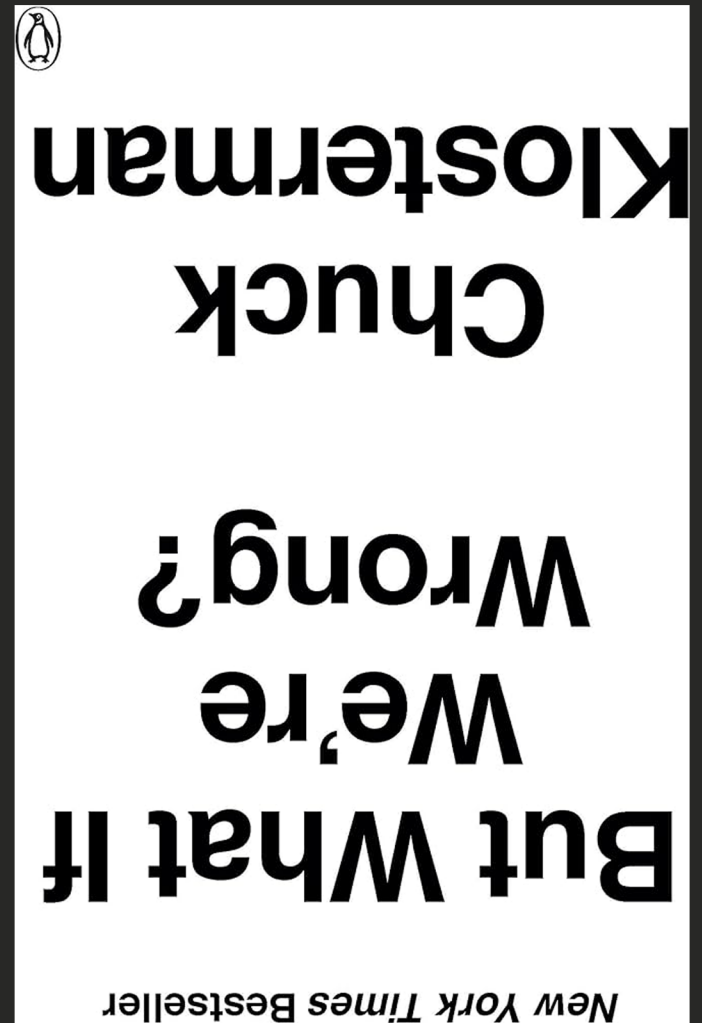
Thinking About the Present As If It Were the Past

BY CHUCK KLOSTERMAN

Just about everything we now understand to be true was once considered ridiculous, if it was considered at all. And just about everything we think we know today will eventually be proved comically incomplete, if not completely inaccurate.

We simply can't know what we don't yet know.

This one will make you more accepting of different ways of being, more appreciative of new ideas, and more empathetic towards others.



## A FEW OF MY FAVORITE QUOTES:

“

It's impossible to understand the world of today until today has become tomorrow.

“

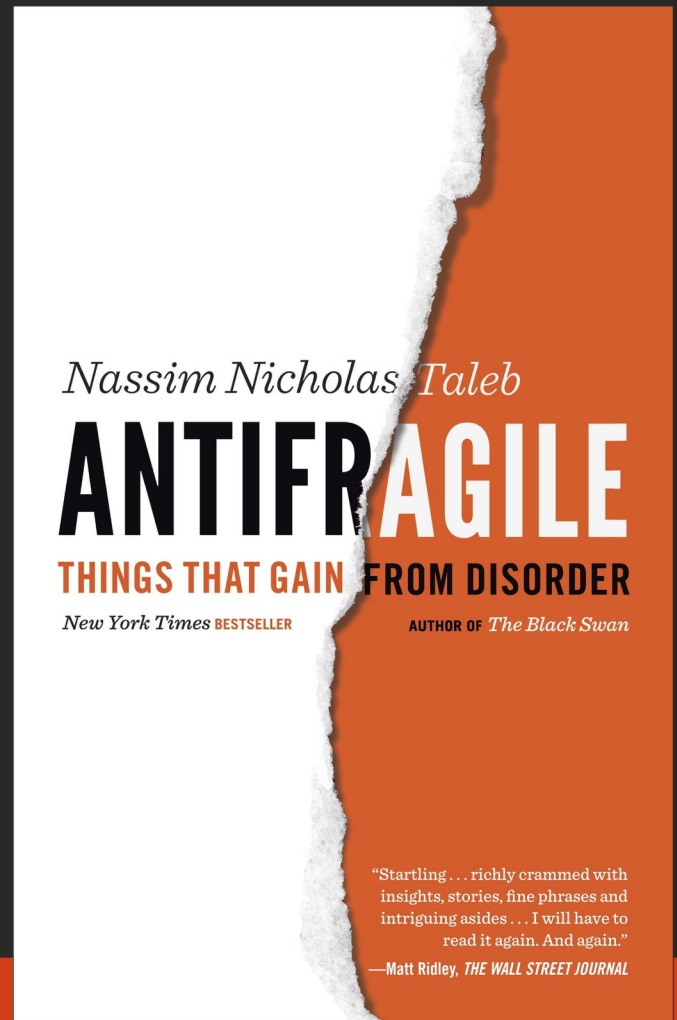
The concept of success is personal and arbitrary, so classifying someone as the “most successful” at anything tends to reflect more on the source than the subject.

# ANTIFRAGILE

Things That Gain from Disorder

BY NASSIM NICHOLAS TALEB

The only thing that can be predicted with any degree of accuracy is that your world will be shaped by unpredictable events. The better you understand that central concept and make long-term decisions taking it into account, the better you'll do over the long term. I read this book over a decade ago and it has impacted my long-term approach to business more than any other.



## A FEW OF MY FAVORITE QUOTES:

“

Asymmetry: anything that has more upside than downside from random events (or certain shocks) is anti-fragile; the reverse is fragile.

“

Yet simplicity has been difficult to implement in modern life because it is against the spirit of a certain brand of people who seek sophistication so they can justify their professions.

“

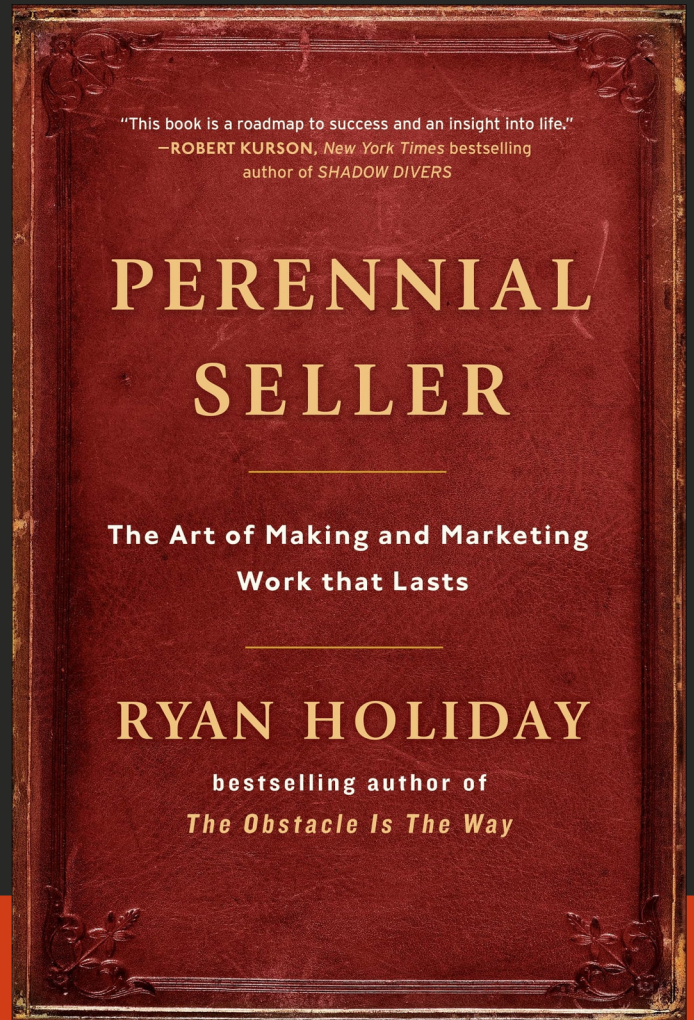
Most humans manage to squander their free time, as free time makes them dysfunctional, lazy, and unmotivated—the busier they get, the more active they are at other tasks.

# PERENNIAL SELLER

The Art of Making and Marketing  
Work That Lasts

**BY** RYAN HOLIDAY

In my opinion, this is Ryan Holiday's best book. Want proof? He wrote this before The Daily Stoic brand, and has followed the material more or less exactly to almost single-handedly popularize stoicism. This is the best marketing book out there. A wildly underrated read.



## A FEW OF MY FAVORITE QUOTES:

“

People claim to want to do something that matters, yet they measure themselves against things that don't, and track their progress not in years but in microseconds.

“

That saying “You can't judge a book by its cover”? It's total nonsense. Of course you can judge a book by its cover—*that's why books have covers.*

“

I remind myself: People are busy. They have no idea why they should care about this thing. No one is eagerly awaiting it as if it was the sequel to a blockbuster franchise. [...] It is my job as the marketer of my work to make people care, and that's not going to be possible if I start with any illusions or entitlements.



# HOW TO FIND YOUR NEXT GOOD BOOK

This list will keep you going for a while. Once done, here's a few things that I do to discover great books.

## 1 GIFT BOOKS

George Raveling owns the original copy of Martin Luther King's "I Have a Dream" speech. He's also the reason Michael Jordan signed with Nike. Dude's a legend.

I got the chance to attend an interview with him. One thing that stuck with me is that he brings a book as a gift every time he meets up with anyone.

I've tried to adopt that rule. Whenever I'm hanging out with a friend or colleague, I try to think of a book that they'd love. Then I'll buy a copy and bring it for them. Most often, it's a book from this list.

What that's led to is that many of these people now gift me books and recommend books to me. Books that they love that I wouldn't have otherwise come across. It's cool.

## 2

## AWARDS

Here's a way to introduce randomness.

Choose a major award for books: Pulitzer, Man Booker, Hugo, whatever. Then pick a random year. Say, 1998. Find the winners and runners-up for the award from that year and download a sample of them all on your Kindle or reserve them from your local library. Flip through, and read the ones that grab you.



## 3

## GO DOWN THE RABBIT HOLE

For non-fiction, if there's a book you really, really love, it'll likely have a notes, references, or a sources section at the end. Flag any parts of the book you particularly like, then go into the notes that correspond to your section. Circle the resources and go down the rabbit hole.

Sample the books, of course.

But also read the online articles. Message the author of that article and ask them for a book recommendation. Then take the article and do a reverse search of it on both Twitter and Reddit—both places where people who obsess over their things hang out. Look for other people who recommended that article. Read the comments in those threads. Often you'll find strong recommendations there.

# HOW TO FIND YOUR NEXT GOOD BOOK

This list will keep you going for a while. Once done, here's a few things that I do to discover great books.

**4**

## READ BOOKS BY RELIGIOUS LEADERS FROM OTHER RELIGIONS

I'm Jewish. You'll notice that there's a book from a Christian pastor on this list.

Ask friends from different religions who they follow and learn from. You might discover something wonderful from outside of your world.



## CONCLUSION

I'd **love** to hear from **you!**

- 1** What are your favorites from this list?
- 2** What are some of your favorite books (*that most people haven't heard of*)?

**Tweet** me at

**@itscoachgoodman**

and I'll do my best to getback to everyone!

**- Jon**