The Cheat Code: Going Off Script to Get More, Go Faster, and Shortcut Your Way to Success

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Have you ever noticed that there are certain people who seem to get ahead just a bit faster than everyone else? You know, the types who always seem to be a bit ahead of the curve, to get noticed a bit more, and to achieve their goals a bit more quickly than the rest of the pack? And have you ever noticed how much this small edge can matter, and the outsized impact it can have on the trajectory of their careers?

Twenty-four year old entrepreneur Brian Wong is one of these people, having graduated from college by age 18, having raised $24 million in venture capital to start his own company before he turned 25, and having grown that company into a global mobile advertising giant in just 4 years. His secret? The Cheat Code.

Wong believes that most people -- even creative people -- have a tendency to follow a script; to do things the way others do them simply because that way works. But therein lies the secret at the heart of the Cheat Code: *anyone can easily shortcut his or her way to success, simply by going slightly off script; by doing things just a little differently from everyone else.* Here, Wong unlocks the power of the Cheat Code through 71 bite-sized and virtually effortless short-cuts to get a leg up on the competition, garner attention for ourselves and our ideas, and accelerate our success. For example:

Cheat #7: Don't Ask – Announce
Cheat #16: Know Your Superpower!
Cheat #32: Make Boldness Your Genius
Cheat #47: Know Who's the Boss
Cheat #49: Get a Trademark Haircut
Cheat #51: Use Exclamation Points
Cheat #55: Focus on What Won't Change
Cheat #71: Imagine, What If?

No matter where you aspire to go in your life or career, THE CHEAT CODE will help get you there - faster.

From the Hardcover edition.

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