

**The Fortune Cookie
Business Book**

David Newman





enlightenment press (USA)

market books ltd 80 strand,
london WC2R 0RL, england
market books australia ltd 250 camberwell rd
camberwell, victoria 3124 australia
market books canada ltd 10 alcorn avenue
toronto, ontario, Canada M4V 3B2

market books ltd registered offices
80 strand, london WC2R 0RL, england

published in 2004 by café press

1 3 5 7 9 10 8 6 4 2

copyright © unconsulting llc, 2004
all rights reserved

CIP data available

ISBN 0-9745939-1-5

this book is printed on acid-free paper

printed in the united states of america

without limiting the rights under copyright reserved above, no part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted, in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise), without the prior written permission of both the copyright owner and the above publisher of this book.

the scanning, uploading, and distribution of this book via the internet or via any other means without the permission of the publisher is illegal and punishable by law. please purchase only authorized electronic editions and do not participate in or encourage electronic piracy of copyrighted materials. your support of the author's rights is appreciated.

To the friends that I've had the good fortune to meet in the world of business and who showed me that it could be a fun, humane, joyous, and fulfilling pursuit: Alan Borthwick, Rainee Adamson, Dennis Allshouse, John Farnum, Trish Koons, Benjamin Laden, Micki Kind, Neal Duffy, David Duffield, Michael Ray, Lorna Catford, Jackie McGrath, Colleen Bracken, Pat Harmon, Gerry Lantz, Donna Wilson, Shawn Doyle, Theresa Hummel-Krallinger, and all my clients that I am fortunate in working with and love working for.

And, of course, to my personal fortunes,
Rebecca Newman, the style queen,
Charlie Newman, the artist,
and to my partner, friend, editor, and co-conspirator
in living a blessed and fortunate life,
Vanessa Christman

Finally, to my parents, George and Judith Newman, who didn't kill me when I switched majors from pre-med to English, and then went on to get an MFA in Theater. They thought I was out of the woods when I spent 10 years in "real" jobs, but now I'm consulting and writing books on creativity, innovation, marketing, sales... and fortune cookies. The good news: according to *The Harvard Business Review* (Feb. 2004), "The MFA is the new MBA." Whew! What a time-saver!

Many receive advice, only the
wise profit by it.

Everyone has ambitions.

Everything will now come your way.



Introduction

Why write a fortune cookie business book?

And perhaps the more relevant question for *you* is: why read one?

It seems to me that people (I include myself in this category) like *simple answers*.

Unfortunately, in the last 10 years or so, there have been many overly-simplistic business books written, covering everything from marketing to sales to career transition to change to creativity to people management. I happen to work daily at the intersection of these areas, and some of the pat answers, vague guidelines, and gross over-simplifications found in these books make me nuts.

In other words, nobody is going to move my damn cheese.

Then, it dawned on me: much of what I teach and consult and speak about *can* be boiled down into fairly simple words. In fact, one of the things I truly enjoy in my work with both Fortune 500 companies and solo entrepreneurs (and growing companies in between) is the ability to collaborate on simple solutions to complex problems.

On a personal note, I have carried three fortunes from fortune cookies in my wallet over the past few years. These are the three that appear on the

David Newman

previous page. I have gleaned tremendous meaning and direction from them, even though the words themselves may seem trivial, generalized, or even silly.

With fortunes, like with contemporary art, so often the meaning and the beauty is in the eye of the beholder. And what you see depends on what you're looking for and what mood you're in, who you're with, and what you're experiencing in other parts of your life.

It is in this spirit that I share these bits of business wisdom and wonder with you.

People that have seen this collection ask if these are all actual fortunes from fortune cookies. The answer is no. I've collected some of the worst clichés, generalizations, and obvious truths about business, combined them with some real fortunes that shed some light on business, leadership, and the world of work, and added a good number of my own fortunes that might at first seem whimsical or odd, but that can also carry great meaning. How will you know which is which? *You won't*. That's part of the fun.

Please let me know if some of these touch a chord. My email address is david@unconsulting.com and I would very much like to hear from you about any business enlightenment you find in these pages.

David Newman
May 1, 2004
Bryn Mawr, PA

Never wear your best pants
when you go to fight for freedom.

Suppose you can get what you want.

Don't ask, don't say.
Everything lies in silence.

Passion loves company.

Take charge of your career and your life.

Confront yourself.

The Fortune Cookie Business Book

A career really is a quest.

Enjoy every day fully.

Turn crisis into opportunity.

Make risky decisions.

Keep your options open.

Becoming successfully self-employed is
easier than you think.

The Fortune Cookie Business Book

Make your innermost dreams come true.

You are filled with life's most precious
treasure... Hope!

Trust your intuition. The universe is
guiding your life.

Focus on the opportunities available.

Take time to plan for greater happiness.

Question authority.

The Fortune Cookie Business Book

Accept criticism and failures for
what they are.

Take another look into the mirror.

Sacrifice financial rewards and status for
self-expression and personal growth.

Value flexibility.

Value self-respect more than
peer respect.

Responsibility now and
gratification later.

The Fortune Cookie Business Book

You can be whichever you desire.

Cut down on your drinking.

Step into the void.

This is really a lovely day.
Congratulations!

Everything is not yet lost.

Allow yourself to cry.

The Fortune Cookie Business Book

Seek out the wonderfully terrifying.

Show that you can make and keep a
commitment.

Your career is a lifelong process.

What matters is not promotion on your
job but advancement of
your whole person.

Rest is a good thing, but boredom is its
brother.

To be fulfilled, you need work that is
compatible with many aspects of
your personality.

The Fortune Cookie Business Book

Don't behave with cold manners.

What you left behind is more mellow
than wine.

Life is short.

If you're going to change, it will have to
be now.

Our first and last love is self-love.

Your family is more important than
your career.

You have the right to please yourself.

Making changes is not easy.

As the boss, care about each of them
as individuals.

Purpose is the core around which our
lives are organized.

Be a change agent.

The least meaningful pursuits relate to
material possessions.

The Fortune Cookie Business Book

The course of your life is in constant motion.

Bring your inner and outer worlds into harmony.

Because of your melodic nature, the moonlight never misses an appointment.

Dare to change so you can be yourself.

Don't forget, you are always on
our minds.

Search for excellence.

Satisfying work offers involvement,
attention, and recognition.

Knowledge is power.

Continuously upgrade your special
professional skills.

Change the way you define success.

Employees strive for freedom and
decision-making power.

You are accountable for your own
performance.

Workers who keep their options open
will survive and thrive.

You will have to adjust to the realities of
the workplace.

You must proactively leverage
your skills.

Always try to be modest. And to be
proud of it!

Develop your curiosity.

Be a leader rather than a follower.

Time is what keeps things from
happening all at once.

You are innovative, flexible, and willing
to embrace all that is new.

You must know yourself.

You have the option of creating the kind
of work you want.

Things are more likely today than they
ever have been before.

Success means adapting to new rules.

The Fortune Cookie Business Book

Today, nothing is certain.

Success has no one definition.

Your family life and work life simply
cannot be separated.

You can be easily replaced by younger
and cheaper talent.

Doubt is often the beginning of wisdom.

Are you growing or are you just
hanging on?

You have the right to grow and to
maintain your usefulness.

Take the initiative.

Every person is a fool in
somebody's opinion.

Make only appropriate choices.

You are your work.

Don't let anyone stop you from doing
what you want to do.

Maintain your flexibility and
positive attitude.

If you are doing something you like, then
it's not really work.

Kindness to small creatures will be
repaid to you tenfold.

Go beyond the ordinary.

Do what you can to change the system.

Want a thing long enough,
and you don't.

Make your ideas known to your peers
and superiors.

Meaning in life enables a person to
maintain integrity.

One must follow one's calling to be
ultimately at peace with one's self.

Don't be afraid to swim against the tide.

Move forward at your own speed, doing
what you know is right for you.

No job is so simple that it cannot be
done wrong.

Know how to transcend your
environment.

Take responsibility for your success and
for your failures.

Anything is possible.

What happens depends on you.

If you learn from your setbacks, next
time you will succeed.

That secret you've been guarding, isn't.

The Fortune Cookie Business Book

Don't forget the people that were kind to
you in the past.

Remain loyal to your basic principles
and values.

Have the conviction to follow your goals.

Never engage in a battle of wits when
you are unarmed.

Listen carefully to what others say, but
make your own decisions.

Setting goals puts you in control.

Ever stop to think, and forget to start
again?

If you know you can make things
happen, they do.

Expect some undeserved blows sooner
or later.

Face the realities of your own talents
and limitations.

Step off the bureaucratic treadmill.

Learn how to be wrong.

Whenever you set out to do something,
something else must be done first.

Learn to be more accepting and tolerant
of others.

Use your mistakes as learning
experiences.

There are two types of people: those who divide people into two types, and those who don't.

Start to take criticism in a positive way.

Some people will like you and some won't. You're not in the business of pleasing everybody.

Givers get.

Self-confidence is energizing.

A conclusion is the place where you got
tired of thinking.

Just do it.

Accept yourself. Be yourself.

Think.

The Fortune Cookie Business Book

The early worm gets the bird.

Being entirely honest with oneself is a
good exercise.

Success is doing your best.

Do considerable research before
beginning a project.

Success is an attitude. So is failure.

Your passion is the key to your success.

Don't be reckless with other people's heart and don't put up with those that are reckless with yours.

Anticipate obstacles.

Find meaning and direction in everything you do.

Failure can be one of life's greatest
teachers.

You are not Superman.

The greatest tragedy is never learning
what we are capable of accomplishing.

The Fortune Cookie Business Book

Take time off to travel and think about
your life.

If at first you do succeed, try not to look
astonished.

Solve problems creatively.

Revenge can be a great motivator.

Welcome new experiences.

Today is the first day of your life, or the
last day of your life so far.

The Fortune Cookie Business Book

Boredom may be good for you.

Become all you can be.

People, like nails, lose their effectiveness
when they lose direction and begin
to bend.

Everyone needs to grow.

It feels good when you try hard.

Be your own person.

The Fortune Cookie Business Book

Try to see the glass as half-full.

Optimists achieve happiness and success.

Think twice.

Smile. It makes the world wonder what
you are up to.

Without dreams, we would never
accomplish anything difficult.

Dare to change and take the first step.

Never lose your excitement for learning.

Easy come. Easy go.

Leverage your strengths. Manage your
weaknesses.

You can accomplish anything if you try
hard enough.

Spend your life doing what you want
rather than what you should.

A good education is important.

You are a straightforward,
uncomplicated person.

Avoid reality at all costs.

Become a rampant innovator.

Your self-confident, trusting nature
draws people to you.

Learn to become a more outgoing and
effective communicator.

Start a conversation.

The Fortune Cookie Business Book

Take the defeat upon yourself and offer
them victory.

Allow things to develop over time.

Go out into the world.

Stop dwelling on yourself and open
yourself up to the rest of the world.

Listen to what people are saying to you.

Practice makes perfect.

The Fortune Cookie Business Book

Because you feel good about yourself,
you are happy and content with life.

Get into the flow of giving and receiving.

Work is love made visible.

You are never too old or too young
to learn.

See yourself as others do.

Every interaction can be a collaboration.

Measure yourself by what you have
done, what you are doing, and what
you can do.

You are confident, intelligent, caring,
and attractive.

Do not forget what you most want to do
and be.

Welcome to the new and the unexpected.

Stop making plans and get more
into doing.

You are the master of every situation.

Be determined enough to achieve your goals, but flexible enough to change directions if necessary.

Power comes from persevering in the face of adversity.

The work you do not see is greater than the work you do.

Why let what happened yesterday affect
what will happen today or tomorrow?

Keep your hands on the wheel and your
roadmap before you.

Laughter is the best source of wisdom.

Keep your energy focused on the challenge, and sooner or later you'll find a solution.

Become an expert.

The more responsibility you assume, the more you will receive.

You can make anything happen.

An optimist expects the best and can
handle the worst.

You may need to clarify your purpose
and your goals.

Identify and acknowledge your deepest
dreams and hopes.

How could you make money doing what
you enjoy?

Consider everything as possible.

The only way to double your money is to
fold it and put it back in your wallet.

Take every possibility you get, what if
it's no tomorrow?

Your brain is big.

The Fortune Cookie Business Book

You never know what you know.

Today the wind will close one door and
open another.

We sweat a lot in many ways. But it
is good.

Look for ways to get involved right now
without acquiring more skills,
credentials, or money.

You are independent, self-sufficient, and
inner-directed.

Never answer a question with a question.

Knowing your purpose will give you
courage to do what you've always
longed to do.

You seldom blame others for bad
experiences.

You may be overly concerned with other
people's opinions.

Take the path of least resistance.

Let go of old ideas of who you are or
who you should be.

A wrong decision may simply be a
detour on the way to the right one.

The devil is charming.

You are not smarter than others; they are
dumber than you.

You will always be surrounded by
true friends.

Act when you are afraid.

Anything worth doing is worth doing –
even poorly.

Learn to speak up.

The Fortune Cookie Business Book

Stop trying to make people like you.

The shortcut is the long way.

Nothing starts unless you begin.

Start and follow through with those pet projects you've been putting off.

There are few absolutely right or wrong decisions, just different results.

Investigate facts that contradict your beliefs.

Remember, trust takes years to build and
only seconds to break.

Avoid confusion by being calm
and subtle.

Make opportunities to do things you are
capable of.

Putting more spice into your life will
increase your creativity and energy.

Are you amazed yet?

Perhaps you should be looking for a new
job that will give you a better sense of
accomplishment.

The Fortune Cookie Business Book

Be gracious and be grateful.

Think in terms of actions and
consequences or results.

Work hard and go the extra distance.

Set your own criteria for measuring your effectiveness.

Safe is risky and risky is safe.

Learn to delegate.

Assume responsibility for improving situations over which you have control.

Only the blind goose attends the fox's sermon.

Don't leave outcomes to chance or to others.

Demonstrate your energy, drive, and
decisiveness.

Wherever you bring me, I will take you.

Don't try to run the whole show.

Find something enjoyable in every task
you undertake.

Consider money a byproduct of
achieving your goal.

Major projects could be the impetus for
larger rewards.

You embrace change and use your
imagination to find new ways of doing
many things.

Does the walker choose the path, or the
path choose the walker?

Remember, transformation does not
happen overnight.

Learn to bring out the child deep
inside you.

Be on the alert for those crazy ideas that
could be the spark of genius.

Focus on the activity. Empty your mind
of other things.

Insurmountable obstacles could mean
you're moving in the wrong direction.

Ask your dreams for answers to a
question before you go to sleep.

You cannot be let down if you don't
expect the world.

The energy you expend trying to deal
with conflict is incredible.

Take one step at a time.

Try to put yourself in the other
person's place.

You cannot make a crab walk straight.

Appreciate original ideas, enjoy thrilling activities, and delight in taking chances.

Never act on suspicion alone.

Make small changes first.

Look upon something new, different, or
unknown as exciting.

Balance tentativeness with commitment.

Live long and prosper.

Sometimes the road to hell is paved
with gold.

Replace negative thoughts and feelings
with positive ones.

Taking risks gets easier each time.

You hope for and expect the best.

Take your mind off your problems.

Chance favors the prepared mind.

Associate with positive, happy people.

You are truly a winner.

If at first you don't succeed,
skydiving's not for you.

Failure is a step toward, not away from,
growth.

Learn to laugh at yourself.

Relinquish your need for approval.

You can choose to change your attitude
and your situation, or you can complain.

Work hard and believe that you will
attain your goal.

Get answers and then get going.

The wind is not in your debt though it
fills your sail.

The best time to plant a tree was 20 years
ago. The second best time is today.

The wearer of many hats will lose
much hair due to friction.

To love deeply in one direction makes us
more loving in all others.

The best armor is to keep out of range.

The Fortune Cookie Business Book

You can't put a price tag on happiness.

Life is like a tree that branches out
before you.

Perhaps you'd like to work for yourself.

Relish the opportunity to learn
something new.

You will rise to positions of greater
responsibility, authority, and autonomy.

Look for the answers to the mysteries of
human pain.

Every new beginning comes from some
other beginning's end.

Mind your own business.

You will soon be involved in many
gatherings and parties.

You have an ability to sense and know
higher truth.

Have the tenacity to see your ideas
through.

If you've never been fired, you haven't
had the guts to take the risks necessary to
be successful.

Learning to lose is often as important as
learning to win.

If you fail to plan, you plan to fail.

Ask dumb questions.

Every relationship is a personal
relationship.

Good things come to those who wait.

People may not remember what you said
or did, but will remember how you made
them feel.

If you continually give, you will
continually have.

Your success in life must be earned with
earnest efforts.

You have a special gift for
resolving conflict.

Think about what you most want to
teach others.

Why only dream of the things you want
to do? Why not do them?

Do you know what options are available
to you?

Chase after money and security
and your heart will never unclench.

You must answer the question, “What
am I afraid of?”

Do your work, then step back.

Dissatisfaction with a job exacts a
high toll.

Can you love people and lead them
without imposing your will?

Follow your dreams.

Whether you go up the ladder or
down it, your position is shaky.

You can take a calculated risk and win.

The Master doesn't talk, he acts.
When his work is done, the people say,
"Amazing: we did it, all by ourselves!"

Resisting change is a form of mourning
the past. Learn to let go.

The key to managing your fear is to start
living in the present.

Live and work with intention.

The Fortune Cookie Business Book

Throw away industry and profit,
and there won't be any thieves.

Push your way through the storm.

If you're going through Hell, keep going!

You have grown and adapted. The future
is bright.

Stop thinking, and end your problems.

Be on the lookout for a blessing
in disguise.

If you let yourself be blown to and fro,
you lose touch with your root.

The challenge you are facing is just what
you need.

Starting over may be the best thing.

A good traveler has no fixed plans
and is not intent upon arriving.

The best protection may be to lead a
more balanced life.

Personal dreams, long put off, can now
be pursued!

What is a bad man but a good man's job?

Mastering others is strength;
mastering yourself is true power.

If you realize that you have enough,
you are truly rich.

Schedule some quiet time to think and
reassess.

Each challenge you successfully master
will help you take more responsibility for
your life.

You have a deep interest in all that
is artistic.

Use change to your advantage by letting
it take you to a new wonderful place you
would have never thought to go.

Keep abreast of new developments.

The soft overcomes the hard.
The slow overcomes the fast.

Explore ways to creatively redesign
your job.

Become more assertive.

Be a team player.

You are a quick learner with a proven
track record.

Let your working remain a mystery.
Just show people the results.

Is it a yes or a no?

Seek a satisfying position that is more
compatible with your developing
personality.

The Master doesn't try to be powerful;
thus he is truly powerful.

You are suited to just as many
occupations as you are wrong for.

Every initiation involves the termination
of what came before.

A liar is not believed even though he tell
the truth.

All you need is a big easy chair and some
time to think.

Combine solidity with forward
movement; security with risk.

The Master views the parts with
compassion because he understands
the whole.

All of the answers you need are right
there in front of you.

The path forward seems to go back,
the direct path seems long.

Set your own rhythm of change.

Entry – Mastery – Disengagement.
The cycle goes on.

You constantly struggle for self-
improvement.

The greatest wisdom seems childish.

Your identity is never static.

A job is an opportunity for challenge,
freedom, and creativity.

If you look to other for fulfillment,
you will never truly be fulfilled.

Flowers die, words fade, but actions are
remembered.

Only you can decide what is important
to you.

You still have time to do it all.

New experiences await you.

Ideas are like children:
yours are always the best.

There is no greater illusion than fear.

The more you know, the less
you understand.

You're almost there.

In the pursuit of knowledge,
every day something is added.

Walk away from the world and rethink
the direction of your life.

Be in the world, but not of it.

Be good to people who are good.
Also be good to people who are
not good.

Not feeling good about your job carries
high physical costs.

Happier days are definitely ahead for
you, struggle has ended.

Try not to irritate your elders and
superiors.

Broaden your life.

Let go of fixed plans and concepts,
and the world will govern itself.

This is a productive, fulfilling, exciting,
and creative time.

Pursue your short and long range plans
and goals.

Those who know, don't talk.
Those who talk, don't know.

Good decisions do not come easily.

Maybe you're not cut out to be a
manager.

Do what you believe in and believe in
what you do. All else is a waste of
energy and time.

To know what is right and not to do it
is the worst cowardice.

Many receive advice, only the wise profit
by it..

If we are facing in the right direction,
all we have to do
is to keep on walking.

The greatest mistake is that of thinking
you're always right.

Governing a large country
is like frying a small fish.
You spoil it with too much poking.

Get your foot in the door.

The right job will give you autonomy,
scope, and challenge.

Understand yourself better.

Take plenty of naps.

Create opportunities to teach others what
you have learned.

We do not have all the answers.

Allow your source of identity to move
from the outside to the inside.

You must put away the phony selves you
created simply to please others.

Alcohol and the internet can become
escape routes leading nowhere.

You have unusual equipment for success,
use it properly.

Confront the difficult while it is
still easy.

Accomplish the great task by a series of
small acts.

Get more in tune with your needs.

When job satisfaction is high,
so is productivity.

Weak leaders develop followers;
strong leaders develop leaders.

Be a mentor rather than a power broker.

Come to grips with issues you didn't
resolve in earlier transitions.

Learn to let go and ask for help.

When they think they know the answers,
people are difficult to guide.

You will develop greater inner strength
and become more capable of pursuing
your goals.

A fox knows much, but more he who
catches him.

The world is always ready to receive
talent with open arms.

Success in the changing world means
adapting to the new rules.

Enjoy whatever you are doing
while you are doing it.

Trust yourself and remain open to the boundless, unforeseen opportunities of the future.

You only live once. But if you do it right, once is enough.

There is nothing more thrilling than creating something out of yourself.

When two great forces oppose each other, the victory will go to the one that knows how to yield.

Be careful. Straight trees may have crooked roots.

It may be well to consult others before taking unusual action.

To give everything to your work and get everything back from it, this is the ultimate satisfaction.

As you gain competence, a job that at first seemed challenging may become boring.

For the first six months, everyone is overpaid; after that, they are underpaid.

What do you want to be when you
grow up?

Do what you love and the money
will follow.

How can you better guide, teach, or help
others?

Everyone needs something to believe in.

When they no longer trust themselves,
people begin to depend on authority.

Truthful words are not always beautiful;
beautiful words are not always truthful.

Be willing to let go of struggle.

Just as too little challenge can cause dissatisfaction, so can too much.

Without feedback, work is like sex:
you're never quite sure if you're doing it
the way you're supposed to.

Different strokes for different folks.

The problem with treating everyone the same is that they aren't.

In theory, there is no difference between theory and practice.
In practice, there is.

The object of oratory is not truth, but
persuasion.

Variety is the spice of life.

Size up your problems and figure out
alternate solutions.

You can teach an old dog new tricks with
enough dog biscuits.

Persistence is the mother of invention.

There's no such word as can't.

The hard and stiff will be broken.
The soft and supple will prevail.

Try to avoid competing with the experts
around you.

The Master competes with no one.
Thus, no one can compete with him.

Wise men don't need to prove their point; men who need to prove their point aren't wise.

It is much easier to be critical than to be correct.

Self-confidence is often the result of accomplishing something.

Focus only on opportunities worth pursuing.

No harm in putting all your eggs in one basket... just guard it carefully.

When you are generous with your own talents and time, your efforts will be rewarded many times over.

Make your decision to work toward your goal and give yourself every opportunity to achieve it.

When you master yourself, you don't need to master others.

Be yourself and you will always be in fashion.

You alone are responsible for the
decisions you make.

You have the freedom and the
responsibility to prove your competence.

Never ever cut what can be untied.

Nothing breeds success like success.

It takes one to know one.

Be willing to forgive any mistake, at
least once, that was made out of
enthusiasm.

Desire: better known as agony.

Involvement is excitement.

Money is a byproduct of happiness, not
the cause of it.

Did today matter?

Genius and natural talent aren't the only prerequisites for success.

The strong are sometimes wrong, but the weak are never free.

Creative people *think* of new things;
innovators *do* new things.

Connect the dots.

Look at more stuff and think about it
harder.

The old believe everything,
the middle-aged suspect everything,
the young know everything.

Having the ability to succeed is one
thing; deliberately setting out to do so
is another.

You are what you shall be when you
are what you are.

Anticipate future bends in the road and
prepare to shift gears in advance.

Be the master, not the slave, of your
commitments.

The easy life is not worth living.

Let your feelings be your guide.

A skillful fighter isn't violent.
A skillful conqueror isn't competitive.
A skillful employer places himself
below others.

Getting the job done is no excuse for not
following the rules.

Ignore the dangers and focus on the opportunities.

There may be some aspects of your job you could improve.

Never argue with a fool, people might not know the difference.

You never realize how beautiful
someone is until they are walking out
the door.

If you are happy, the term workaholic is
a positive, not a negative, term.

It is better to be told to wait than to
wait to be told.

When you start to feel irreplaceable, it
may be time for a change.

Find something stimulating in each day.

Anything you do can get you killed,
including doing nothing.

You become weaker by not defending
those weaker than yourself.

He who fights with monsters should look
to it that he himself does not become a
monster.

You will travel far and wide for business
and for pleasure.

Get plenty of rest, eat well, and
exercise regularly.

It's better to have it and not need it
than to need it and not have it.

If you are not in danger, do not fight.

Making a change requires letting go of
the familiar.

The knowledge that you are at the
breaking point will propel you forward.

Being able to say with satisfaction that
you risked for a dream is the biggest
prize of all.

People dream their future in their sleep
all the time, they just don't remember it.

You don't know what you don't know,
until you know it.

When the rain comes, stay close to home.

To move ahead, you must first stop
looking behind.

Others respect you for asking questions.

The most satisfying work often involves
tying together the threads of past
experiences and interests.

You have to leave in order to make a
triumphant return.

What is going on in your life?

Success will bless a new venture if you
are courageous.

Creating your own job doesn't mean you have to be self-employed, only that your self be fully employed.

People are eager to follow prophets toward profits.

You forget how vast your choices are.

Success doesn't come easy.

Once the first risk is past, the rest
follows naturally.

Allow unspoken dreams to surface.

Your personality is your greatest
invention.

To be rude is to be weak.

Every deck of cards has a joker.

You will rise on your own merits.

Let previously disregarded aspects of
yourself finally emerge.

Ideas you believe are absurd
will ultimately lead to success.

The Fortune Cookie Business Book

A soft voice may be awfully persuasive.

Patience is the key to joy.

To invite change takes courage and hope;
to see it through takes skill.

Don't use lack of money as an excuse
for anything.

Sometimes you move ahead best by
sitting still.

You will get more secure and confident
with co-workers.

At a minimum, tell yourself the truth.

Listen carefully to complaints. They
contain valuable information.

Simple indulgences facilitate great
achievements.

Money can be a trap that creates the
illusion of security.

Voice your fears. Safety may be at stake.

The strong person understands how to
withstand substantial loss.

Strangers often see more than insiders.

Dedicate yourself with a calm mind to
the task at hand.

Good to begin well. Better to end well.

The Fortune Cookie Business Book

I'll leave you with some final thoughts on what you've just read. All the best for your journey.

The philosophy of one century is the common sense of the next.

To those who have looked inside themselves, this nonsense makes perfect sense.

While pleading for wisdom from others, perhaps you've ignored the wisdom within.

Go with your Heart, not with someone's saying.

Put no trust in cryptic comments.

Bonus material

Fortune Cookie Extensions

Traditionally, people have gotten some extra mileage and amusement out of adding the phrase “in bed” to their fortunes. This is getting a bit stale. So in the interest of livening up the reading of these fortunes, here are some extra extensions you might want to consider using:

“dot com”

“in the trenches”

“when it hits the fan”

“over my dead body”

“That’s what SHE said”

“as if!”

“Touché!”

“So it is written, so it shall be done”



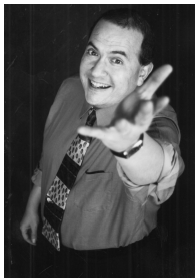
David Newman is the founder of UNCONSULTING, a **marketing and sales strategy consultancy** helping clients large and small unlock marketplace success.

David has presented, taught, facilitated, and consulted with over 550 groups over the past 14 years. David's clients and colleagues seek him out for his energy, creative spirit, and open, humorous style.

He is the author of the book, *Relish! The Highly Authorized Guide to Life* and he is also the co-editor and co-author of *Conversations on the Basics*, a collaborative effort with his consulting team from Stanford University.

Together with Shawn Doyle, David is co-authoring a new book based on their popular corporate sales education program called *Sales Science*.

David's favorite Chinese meal is egg rolls, General Tso's Chicken, broccoli, and lots of hot tea.



Drop David a line at david@unconsulting.com or visit www.unconsulting.com.

A lifetime of happiness
lies ahead of you...

