

THE EXTRA POINT

BY JERRY ROBERTS



1118 Self-Help Books Are Worthless

I came across an article over the weekend that discussed the value of reading self-help books. The author described himself as a self-help “junkie,” who read book after book after book, and was disappointed in the results. I’m Jerry Roberts, and let’s talk about this, plus my take on the best way we can take advantage of information. That’s next, on The Extra Point.

The headline was clear, the author felt that self-help books were worthless. It’s not the first time I’ve seen this opinion. I’ve also seen it on YouTube, and on sites where any type of personal growth and development information is available.

When I earlier indicated the disappointment over a lack of results with reading a self-help book, your first thought might have been, it’s not just reading the book, you have to apply the lessons, the ideas, and the strategies. If you thought that, you’re absolutely right.

I see an occasional blog post or video that proclaims, “I read 50 books in a year (or 100) and this is what I learned.” Another writer had taken in 25 of the most popular business and personal growth titles in history.

Then, it got ridiculous. The creator of the post took the next few minutes to give the 10 things he learned from reading those 25 books.

I laughed at the mere thought of this because I usually find 2-3 dozen useful ideas in every book I read, and often several from a video. I admit that I have likely never used 90% of the valuable information I’ve read or seen, and that number might be higher..

Here are a few tips on consuming growth-oriented content, to gain optimal value from them. This is what I do. I’m not suggesting my system will work for you, but here goes.

First, I realize and internalize that books, videos,

training courses, and any other source of information will not make one bit of difference in my life...unless I take action on what I learn.

1. I highlight the material as I go. Some people read or watch content twice, taking notes the second time. I can barely squeeze the minutes out to do it once. I may read or watch again later, but not the first time. I am there to extract the value right away.

2. Prioritizing is everything. Like I mentioned, I can pull out dozens of ideas, but I’m never going to use all of them. When I look at a piece of information, I ask myself, “Can I use it in my business, now or in the near future?; or “Can I create an Extra Point out of it, perhaps by marrying it up to a personal experience?”

3. Take action. Make a plan to use the idea, then do it.

Again, highlight the material the first time you go through it; get real with yourself and figure out how you’re going to use it and prioritize what’s most important. Then plan, and then take action.

Look, information is coming at us at blinding speed. It’s impossible to keep up, so we need to be selective. Go at your own pace, and start slow if you need to.

Remember, it’s not how much info you take in. It’s regularly taking action on what’s important.

That’s the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I’m Jerry Roberts.

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