How to Be a Complete and Utter Failure in Life, Work and Everything


New York (PRWEB) March 19, 2008 -- Really want to know how to fail consistently, massively and irrevocably in all aspects of your life? Well, "How to be a Complete and Utter Failure in Life, Work & Everything, 44 ½ Steps to Lasting Underachievement" offers sure fire tips on how to fail miserably in everything you do. This tongue-in-cheek self improvement guide provides tips and advice for individuals on how not to be a success. If you do the exact opposite of the advice given, you're guaranteed to be a success!

By approaching self improvement differently, offering advice and incorporating humor on how to be a failure, this book underscores the necessity of doing just the opposite. Everyone knows that children often do the opposite of what they are told, and the techniques provided here borrow on that concept just a bit!

This book provides 'failure seekers' with 44 ½ steps in order to succeed in being a complete and utter failure in work, career direction, personal relationships, leadership, goal-setting, financial security, first impressions, and in just about everything that impacts your life. A few of the 44 ½ steps offered to 'failure seekers' are: Don't do things on purpose (2), Don't know what you value in life (4), Don't have any goals (6), Don't change your beliefs (18), Don't expand your comfort zone (22), Don't be grateful (38), Don't commit to lifelong learning (39), Don't learn to communicate (41).

"How to be a Complete and Utter Failure in Life, Work & Everything, 44 ½ Steps to Lasting Underachievement" offers the following seven actions for Step Three - Don't Stop Working For a Living:

1. Don't think about what job would make you leap out of bed each morning
2. Don't think about how you can turn your hobby into a job
3. Don't think about what you would work at if didn't have work
4. Don't think about what really absorbs you. Don't ask yourself, "What am I doing when I feel most alive?"
5. Don't answer the question, "What do you feel is your greatest natural ability?"
6. Don't think back to what you loved doing as seven years old. Research indicates that successful adults often do something as a living that they were good at as a kid
7. Don't think what you would dare do if you knew you couldn't fail

To request a copy of "How to be a Complete and Utter Failure in Life, Work & Everything, 44 ½ Steps to Lasting Underachievement" or ask any questions, please contact me at 212-641-6627 or laura.czaja @ pearson.com

To view the book online please click on the link below


About the Author
Steve McDermott is one of the UK's top motivational speakers, personal coaches, trainers, and consultants. The world's #1 expert on failure, he's been featured on everything from CNN to BBC Radio.
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