

Help yourself

Self-help is now an \$1 bn industry, says Chris Taylor on MashableUK. But, ultimately, every guide can be boiled down to 11 simple rules:

1. Take one small step. Your daily habits aren't just important, they are the key to improvement.
2. Change your mental maps. If you believe it, you can achieve it – so long as you plan properly too.
3. Struggle is good. Scary is good. Learn to expect – and even welcome – the worst, instead of fearing it.
4. Instant judgement is bad. Particularly when making snap assessments of other people.

5. Remember the end of your life. A call to action, *carpe diem* etc. Amazon's Jeff Bezos calls it "regret minimisation".
6. Be playful. Cultivating your quirks is the key to creativity. Life is too short to care what others think.

7. Be useful to others. Not just for the "warm fuzzy feeling", but to give a direction to your talents.
8. Perfectionism = procrastination. You learn best by just doing.

9. Sleep, exercise, eat, chill out. Repeat. As the Roman poet Juvenal put it: "a healthy mind in a healthy body".

10. Write it all down. Hone a plan, make lists, and (even if the concept makes

11. You can't get it all from reading. Remember to put the self-help book

down – and do some work.