



# **The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominator**

*Chris Brogan*

[Download now](#)

[Read Online ➔](#)

# **The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominators**

*Chris Brogan*

## **The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominators**

Chris Brogan

Do you ever wonder where you fit in? Do you sometimes get that feeling that you have something much bigger to offer the universe, but then it fills you with fear and anxiety, so you think maybe I'll just pay it safe? But what is safe? The factory job? The cubicle job?

Factories all over have been converted to open spaces for startups. Skyscrapers have entire floors open for lease because the "same as everyone else" class of jobs have dried up. Many of us were raised to seek out a job that required us to fit in, to conform, to adapt until we fit the mold.

*The Freaks Shall Inherit The Earth* is a guide for the kind of person who wouldn't normally pick up a business book.

The personal business revolution is upon us. Here's your recipe book for starting your revolutionary business, including some of what you will learn:

How to be as weird as you want while providing a viable business structure to support it What most people are missing from the basic frameworks of doing business How to turn passions into businesses How to build out the Digital Channel What Kickstarter and Square mean for the future of business) Take the plunge. Learn to fail and then win. Dare to do something that "everyone else" doesn't. *The Freaks Shall Inherit the Earth* will help.

Bestselling author and successful entrepreneur Chris Brogan explains step-by-step how to build your business from the ground up, all without compromising the unique mindset and personal values that make you a freak in the first place.

## **The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominators Details**

Date : Published April 21st 2014 by Wiley (first published January 1st 2014)

ISBN : 9781118800553

Author : Chris Brogan

Format : Hardcover 198 pages

Genre : Business, Nonfiction, Entrepreneurship, Self Help, Personal Development



[Download The Freaks Shall Inherit the Earth: Entrepreneurship fo ...pdf](#)



[Read Online The Freaks Shall Inherit the Earth: Entrepreneurship ...pdf](#)

**Download and Read Free Online The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominators Chris Brogan**

---

# **From Reader Review The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominators for online ebook**

## **Robert says**

This is a nice take on the traditional motivational 'you can do it' entrepreneurship book.

I think that it is relevant to anyone who wants to do better with their life overall. While I do not intend to start my own business it did help clarify how to go about making things in my life better for me. How to organize my thoughts and goals to make sure that I am accomplishing what I want to and to in general help build a path to better.

---

## **Tim Fargo says**

"The Freaks" by Chris Brogan was a treat. A book aimed primarily at the "on-the-fence" entrepreneur, it still held some nice gems, and reminders for more seasoned business people. Though I'd recommend it primarily for an intro audience.

Throughout the book I'd say the tone was one of a pragmatic cheerleader. He's encouraging in having you look at the possibilities before you in business, but it is tempered with some sensible caveats. As an entrepreneur I found it refreshing that he avoided the sometimes goofy platitudes which permeate some similar books. Instead of the "never quit" mantra, he explains (correctly) that sometimes it is a very good idea to quit.

He does his job in pointing out, as the title suggests, that fitting in isn't much of a strategy anymore. If people only got that from the book, it would be worth the read.

On the negative side, I thought it was a bit long. However, I think that my familiarity with many of the topics were the key drivers of that feeling. For the uninitiated, it would probably feel fine.

The tone is easy, conversational and approachable. Which considering the subject is pretty much dead on. You don't encourage someone into the idea of business with a dry textbook format. It was good work to keep it feeling light as many people have fears regarding trying something new.

For anyone thinking about starting a business or embarking on a more uncharted course in their existing job, I'd highly recommend the book. It's not a point by point guide, but rather outlines the higher level thinking of what makes going into business a viable idea.

As Brogan correctly points out, you don't need to know everything about business to run one. (that's why there are accountants and lawyers) But you can use his enthusiasm to really get thinking about your options. No matter what you decide, you'll get some insights from the book which should be helpful. Easily worth the price.

---

**Lexane says**

More actionable steps than in most books of this kind, which I appreciate.

---

**Erin says**

As a new business owner who had been working full time while building my business I found this book to be very helpful.

I plan to implement a lot in the book, in hopes that it will help me to become successful

---

**Kelli says**

I really enjoyed this book. It's full of actionable advice which is exactly what I hope for when I buy a book for business. I've got a book full of marked pages so now it's time to take action.

---

**Taylor Church says**

This book was referred to me by a real scholar of a man, a man's man, a man that climbs mountains and sleeps in tents and grows beards. I am honestly not super interested in business. There is far too much I don't understand, and I really just want to write books and have people buy them and tell me how wonderful and life changing my words were. But I realize like anything, the selling and marketing of books is a business. So, I was able to read this book with that in mind, the notion that I could greatly improve the business model I currently have for distributing my little babies I publish. My favorite part about the book is probably the emphasis on goals and organization. So many things in life we already know, but sometimes we just need to hear it or read it in a new way.

---

**Joe Lalonde says**

Loved the book. Definitely got me thinking about entrepreneurship and taking more action in what I'm doing.

---

**Rowan says**

I trudged through 171 out of 187 pages of this condescending, meandering, self-contradictory, and often thoughtlessly offensive (multiple instances where Brogan compared "freaks" to autistic people, casual use of "g\*psy") book. I closed it for good when he dropped a breathtakingly sexist bomb about how there haven't

been any major "female freaks" - or by his explicit definition, women who have been majorly influential and innovative in an important field - because it's just too hard for women to do so. What patronizing, offensive garbage, packaged as though he's an authority on the subject.

I don't have anything polite to say in response to that if I want this review to stay up. Suffice it to say that I am furious. I should have put the book down early on when Brogan recommended that would-be entrepreneurs get into shape by drinking an ounce of water per pound of body weight per day.

---

### **Tania says**

"This entire book is worthless, if you don't take action." That's how the final chapter starts. Chris Brogan brings to the masses the idea that it is ok not to fit in, and indeed to succeed you must stand out. Written for someone on the brink of wanting to do something great, but not being sure if that great thing is starting their own business, the author shares the joys and pitfalls of entrepreneurship, and many of the basic do's and don'ts for making a run of it. I most appreciated that there are concepts in this book that work even if your ultimate goal is not "start a million dollar company." Brogan calls it being an "employeepreneur," defined as "someone who has a job in a company, but is executing it like an owner." How much better off we'd be if more people had this mindset.

Readers who are serious about wanting to start up their own venture but have not the first clue how to do it would do well to read this book. People who have tried and failed at business would do well to read this book. And even people like myself, who don't necessarily hunger after being an actual business owner but would like to own their own future would do well to read this book. It's a quick read, well organized, with simple terms and interesting anecdotes to illustrate the author's points. It's a lot of common sense served with a healthy dash of reality, written by someone who follows his own advice.

This book doesn't give people permission to ignore all the rules - indeed, the author points out rules that it is important to follow. For example, have a plan. Make a framework and follow it. He also encourages the reader to reevaluate plans and framework regularly and if it's not working, find another way. The book takes responsibility for the power it can have over people, for example not sugarcoating the difficulties that we'll all run into at some point no matter how we approach business, and life. He uses some powerful examples, sharing the stories of Tony Hawke and Kate White, among others. He even acknowledges how much harder it is for women in a large corporate setting to implement his principles than it is for men. He presents some freeing concepts, and I found some actions in this book that I'm willing to take and try out, we shall see where it leads me.

---

### **Joy Tsakanikas says**

very helpful information about starting a business as someone who doesn't follow the crowd.

---

## **Blake Atwood says**

Like some, I've sporadically followed Chris's writings online for some time. When "The Freaks Shall Inherit the Earth" was recently dropped as a recommended title on one of the many writing-related podcasts I listen to, I knew it was due time for me to devote more than a few spare minutes to what Chris has to say. I'm glad I did. After reading the summary of the book on Amazon, I already felt like Chris was talking directly to me, one freak to another.

After poring through the book and digitally highlighting more than usual for the Kindle titles I own, I realized that much of my business-minded meandering over the last year was caused by both a lack of a system and ill-defined, or even undefined, goals. "Freaks" is an easy read, but if all you do is read it and move on, you've missed the point. Brogan's words require action on your part, and you would do yourself and your business well to at least try some of his ideas. I know I'm going to.

---

## **Ashley Reid says**

### **This is a great business book that makes me feel much better about being a 'Freak'**

I would definitely recommend this book to anyone that is thinking of creating their own business or is already an entrepreneur.

---

## **Sam says**

Before I start I would point out that even though I've read this I have no intention of starting my own business (sounds like far too much hard work) but I am interested in how to make sure my inner and outer geek survives the 'joys' of the business world (luckily as an ecologist this is easier than in many other professions). Having said that I really did enjoy reading this book as it gave some interesting insights into how the business brains of the world, both conventional and otherwise, work and it did have plenty of tips for working geek-wise as an employee as well as a breakout entrepreneur, including an entire chapter dedicated to making the company you work for better. On the flip side, Brogan did come across more cheerleader than business brain at times with a lot of 'yes you can do it and stay a geek/freak/whatever-label-you-go-with', which did get slightly tiresome. But then this may be just what some people need, who knows.

---

## **J.F. Penn says**

Mostly for the beginner entrepreneur, but with some good tips. A focus on being weird but also running a business. Action over just talking. Business models over hobbies. Good chapter on creating systems and processes, which authors often struggle with ! Best quote. "Above all else, serve your buyer."

---

## **Heather says**

We need more books like this one.

Chris Brogan dives into the initial idea for those of us who aren't like others, ie: the freaks. Freaks don't fit in. Freaks hate the status quo. Freaks lose money, gain money, lose and gain again each time learning new things and becoming stronger. Freaks hate the 9-5 routine of working for the man. Freaks dare to be different.

But freaks like ourselves need help. Enter this book. Some might think that a lot of the things in this book are common sense (have a system, don't be afraid of failure) but there is something refreshing about having an entire book that speaks to your own ideas when you are going along through life thinking you don't belong because you are different. This is where this book is useful--in discussions on how to best navigate the waters of being different. The book isn't a manifesto in the general sense of being different but in how it relates to being an entrepreneur.

A must for those who feel the modern day calling of setting out on your own.

---