



# Leverage Your Laziness: How to Do what you love, **ALL THE TIME!**

*Jeff Goldberg, Steve Bookbinder*

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**Leverage Your Laziness: How to Do what you love, ALL THE TIME!** Jeff Goldberg, Steve Bookbinder  
Jeff Goldberg and Steve Bookbinder combine their *wit, intellect, and common sense* in this entertaining, data packed instructional manual. They draw on their personal insight, diversified experiences, and passion for life coaching in the writing and production of *Leverage Your Laziness!*

In this collaboration they introduce an approach designed to *use leverage and laziness as a strategy for attaining effective performance with the least work* and the added bonus of sensing the enjoyment of accomplishment. Steve helps the reader discover how to recognize and utilize their strongest strengths in *their personal strategy for success*. *Jeff introduces keys to focus on those things you enjoy most* in your work to increase your personal productivity with the least effort.

**Sixteen principles**, dozens of motivational quotes from dozens of recognized leaders, and the opportunity for individual readers to get specific in applying these principles personally make up the format of this humorous, practical, and powerful guidebook. Concise, and compact, yet comprehensive *Leverage Your Laziness!* is an important tool for the established entrepreneur, for successful leaders, for life coaches, and for those who "wanna be" **rich and famous**.

## Praise for *Leverage Your Laziness* -

*"Leverage is defined as the power to act effectively. Laziness means not disposed to work. Combine the two and you get "Leverage Your Laziness," a guide to get what you want with the least effort. Steve and Jeff make witty commentary and provide useful tools to help rocket you forward towards your dreams. A quick read that is packed with helpful hints and humor. Keep it on your desk for a constant reminder to work smart, not hard."*

- **Rob Basso, Author of *The Everyday Entrepreneur***

## A Word from Jeff & Steve -

*"Steve and I wrote this book because of our inherent desire to share the "Lazy" philosophy with the world. Most people spend their days working at jobs and tasks they hate, or aren't very good at. Successful people have figured out that you're happiest, and most productive, when you focus on the things you're good at and enjoy doing. We want everyone to go forth and be lazy!" - Jeff Goldberg*

*"This book describes the path I used, starting at age 50 to launch a successful company in the middle of the recession, which is why I am so excited to share my experience with everyone. Building a plan that relies on your continued laziness rather than depending on your suddenly reinventing yourself into a new person with great new skills is more likely to work for most people. Properly leveraged, laziness allows you play to your biggest strength, which is a proven strategy for success." - Steve Bookbinder*

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#### **Jennie Miller:**

Spent a free time and energy to be fun activity to perform! A lot of people spent their down time with their family, or their own friends. Usually they carrying out activity like watching television, about to beach, or picnic within the park. They actually doing ditto every week. Do you feel it? Will you something different to fill your current free time/ holiday? Could be reading a book might be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to try look for book, may be the guide untitled Leverage Your Laziness: How to Do what you love, ALL THE TIME! can be great book to read. May be it could be best activity to you.

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#### **Herbert Gist:**

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