

Joe Schroeder / E-Mail: Joe@JoeSchroeder.com
P.O. Box 406 Ledgewood, NJ 07852



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JOE SCHROEDER

I Finally Wrote "The Book!" Took 12 years.

Lincoln did it. Ben Franklin and Tyra Banks did it. Bill Clinton and Michael Jordan did it. Richard Simmons and your boss did it too. Comic Larry The Cable Guy knows about this and so does Tony Robbins. It's called building **your own Tribe** and then converting those zealots into monthly equity. In the new economy of social media. . . those who can serve and unify a community together, have become the NEW revolutionaries!

And people who are too embarrassed to play follow the leader and too uncomfortable with **self-promotion**, will eat last and have to remain victimized by the job market. While of course, they remain employed by—surprise!—a **self-promoter!**

In the NEW economy those of us who decide to manage and unite large pools of people create wealth. I didn't say "make money" That's what the working class does. They work for money, while the wealthy *work money*. That's the subtle difference between the wealthy and the working class. One group **works the tribe** while the less savvy are happy to be **in** the Tribe.

What is so utterly **AMERICAN** about this new model is that **anyone** with the gumption to stand out in front can be the new Dr. Oz or American Idol. But not until—oh no— you decide to give yourself that permission and only if you get to a place and understand that what anybody else has ever done, anyone else **can also do**. Therefore. . . to remain small-time and under paid is simply invited humiliation a decision to remain a victim.

That is why I decided to create my own little economy. But it takes a ton of guts. My book *Disciplines of Doership* will teach you how an average Joe like me turned a few friends into a world wide movement. Look, until your self-image **requires** you to become a leader, you'll never know the taste of freedom.

What If You Got a Traffic Ticket For Hustling Mediocrity?

No one wants to be mediocre. But most people are. The majority live ho-hum little \$50,000 to \$75,000 lives and REPEAT the dribble income they earn and do the work that they did **five years ago**. I speak, teach and help thousands of people per day. Tom Hanks made the cover of TIME in March / 2010 and now Jessica Simpson has a TV show that helps young girls overcome the stigma of having to "look" perfect. Some people actually have NEW THOUGHT, create new work and have the artists life. They create.

What about you? Are you creating and if you aren't, I bet the work you do is "drill" and treadmill. And yet you wonder why you get depressed. Anyone would. . . who fails to use their CREATIVE spirit! If the police pulled you over and gave you a court summons and wrote on the ticket, "guilty of living a mediocre life and guilty of only accepting a trivial job that you don't even like," if the police found you guilty of that, could you defend yourself, get a lawyer and prove, that they were wrong?

I could. What about you? Are you guilty of settling and if you are so smart and so educated and so slick, where is the proof? I never went to college, suck at fifth grade math and speak like a common truck driver. And yet I earn money all day / everyday, have over ten separate incomes and have 10,000+ customers and fans. My life matters. Does yours? When you die, how many will remember you? Are you living the life you deserve and if not, **why not?**

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