



Gorilla Mindset: How to Control Your Thoughts and Emotions to Live Life on Your Terms

Mike Cernovich

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Gorilla Mindset is an entire system that, when coupled with specific mindset shifts and habits, will change the way you think, feel and live your life.

Applying *Gorilla Mindset* to your life (make no mistake, this is a book you must apply) will improve your health and fitness, lead to more money and career advancement, and help you have deeper, more meaningful relationships (or more casual ones; it's your choice).

Your thinking will become clear. You will have more focus. You will know exactly what steps to take to change your life.

More importantly, you will be able to troubleshoot your own life – what psychologists call auto-regulate – when something goes wrong.

For the first time ever, there is a complete system for you to live by, and more importantly, to improve and adapt to your needs. Some chapters will revolutionize how you live your life where as others might not apply to you at all.

Gorilla Mindset is not a book of theory. These are all practical steps – mindset shifts you take or habits you form.

There are chapters on routine, self-talk, frame, focus, state/mood, mindfulness, and body language. Each chapter contains techniques, mindset shifts, and habits that can be applied to your life.

Yet each chapter forms part of an entire system to apply to your life. The chapters all feed off of and add to one another.

For example, improving your self-talk will improve your state or mood. How you frame challenges in your life is also a matter of the language – or self-talk – you use.

Getting in the moment improves your self-talk just as your self-talk helps you get into the moment.

At the end of *Gorilla Mindset* you'll tie every concept together to live a life others don't even dare dream of.

Gorilla Mindset: How to Control Your Thoughts and Emotions to Live Life on Your Terms Details

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From Reader Review Gorilla Mindset: How to Control Your Thoughts and Emotions to Live Life on Your Terms for online ebook

Jeromy Peacock says

Some books you need to reread every year. This is one of those books.

John says

Meh. Good advice sprinkled amongst a bunch of feel good bullshit. Could've used an editor. Not really worth a read.

Mohammad says

The title is misleading.

the book starts by saying your mindset is the way you see things, your self talk, framing of the events, your focus, your mood. Then argues that your body and your mind are connected to each other and uses this argument as a foundation to cover a lot of topics that are not relevant to your mindset: health, exercise, weightlifting, fitness, breathing, taking cold shower, sleep, morning routine, lifestyle, your posture, food, diet, supplements, juice, digestion, ...

I mean what the hell!

Couple of useful tips is mentioned in the chapter on mindset and money.

And that's it.

It is more of a set of general rules for success or growing.

The content is ok but if you want something about mindset, look elsewhere.

Also, it has nothing to do with gorillas or guerrillas!

Sundar says

A practical guide to lifting oneself out of the rut of feeling low and resigned. In extra-ordinarily difficult situations many people tend to think the odds are totally against them, be it health, weather, work or relationships. This book comes around and says that the biggest factor ignored in such situations is oneself and what one can do regardless of external factors. With a simple shift of mindset, one can take control of their own emotions and realise that almost all the seemingly insurmountable external factors do respond to this change in mindset. The initial mindset shift takes a bit of leap of faith. But post that, all the practical recommendations are widely known neuropsychological tricks. The content is just a few blog posts that one can find online and the book is not high quality prose (not sure whether misspelled words are OCR errors in making the Kindle edition), but I'd still recommend getting the book. It's like having an one one one

conversation with the author for a few days.

Clint says

This book was ok I guess, but very light. An only slightly atypical self help book. I didn't know who the writer was before I read it, but apparently he's a really divisive dude. Some people accuse him of being a rapist bro guy, some people as this Zen-like dude helping people be badass. From reading this book only, he doesn't sound like a rapist bro guy at all. I might check out the podcast though, seems like an interesting guy.

Shawn Stone says

I read this on the endorsement of many good reviews, but after connecting the dots, I noticed that a large number of the positive praise came primarily from fellow bloggers familiar to, or affiliated with the author, along with the repeated inducements (pleas) of the author to his blog followers to submit positive reviews.

Whereas a book like "Fuck Feelings" or "The Antidote - by Oliver Burkeman" contains a trove of well written, actionable advice, this is mostly a culmination of recycled ideas and strategies lifted directly from the self-help and pop-psychology archives.

Cernovich tries hard to imitate the pithy sage, when really, this book amounts to little more than an "idea copy and paste" job and is an insult to anyone who's ever cracked the cover of a Tony Robbins' book before.

To top it off, it's really. badly. edited. Laughably so in parts. For a guy that preaches living a life of excellence and healthy living, your credibility is in question Mikey.

Browsing his site, I saw plenty of photos of a silly looking, badly dressed, lispy fat dude. Not exactly a paragon of excellence, let alone someone I would be taking life advice or workout tips from.

In short, this book is fucking toilet paper and a wasted two hour read. Avoid at all costs.

Twierking To Beethoven says

"Gorilla Mindset" is a self-improvement book with heaps of stuff you've probably already heard about. Nothing new there, no revolutionary material, no real game-changer. I know there's people out there who might find this book to be useful, hence the two stars. Mind you, it's not an utter load of wank, I'll give you that. *BUT* I found myself rolling my eyes and going "oh, not this shit again!" quite often while reading.

Cool title anyway.

Dennis says

Quote: "An Aspirin a day keeps the doctor away."

Josip Nad says

Great book! (It reminds me of Stuart Wilde's books)

There are six important messages inside:

1. Take care of yourself
2. Discipline yourself
3. Differentiate yourself
4. Choose yourself (instead of waiting to be discovered)
5. Invest in yourself
6. Visualize; be a master!

Final message:

Embrace the suck for the greater good!

Joe says

Let me start off with the cons, of which there was one very very big one. The spelling and grammar throughout the book. I've read a lot of self-published books and very few had as many errors as this one, sometimes several on the same page or at least every few pages. Some sections were up to an acceptable standard and others really looked rushed with silly errors.

Getting past that, the content itself was very good. I can see how this material would really benefit someone just starting out, perhaps I am a bit outside the target market as I've been reading books like this for 10 years now and am now in my 30's.

The book did cover a number of topics in sufficient detail that if all were mastered would really help someone reach high levels of success and happiness. Readers could then find more detail on any particular areas in which they may be interested.

The book covers a number of topics including:

Mindset

Managing your state

Focus

Lifestyle

Health

Posture

Finances

Vision

On the chapter on Focus, I particularly liked the examination of people who are so important and busy that they need to have their phone with them and keep checking it constantly...

Compare this with Richard Branson or Warren Buffett. If they decide to turn their phones off for a few

hours, they do. Are you more important than them?

The more you need to be glued to your phone, the less important you are and just a slave to others.

The author talks about the number of distractions we have in modern life and the importance of focusing on one thing at a time.

Ken Josef says

Great book and quick read. Easy to apply concepts and strategies.

Jim says

Like other reviews here, I failed to see anything new or enlightening here outside of a creative title. The book starts off like many self development books trying to sell itself in the first few chapters, by hyping itself up with claims before you get to any real useful information. Finally it starts off, begins with some great info, by stating to write positive affirmations about yourself no matter how wild... Ugh, yeah, that's a new one right?! Then further researching the author, finds he's a Trump supporter which says a bunch right there. Also has a book on juicing, though he has no evidence of his claims. Also appears he was the attorney for that GamersGate scandal discriminating against female game programmers.

Henrik Akselsen says

Meh, I had higher expectations for this. If you never did some serious work on yourself you might benefit from this book, but nothing in this book strikes me as profound or new in any way.

The term "Gorilla mindset" is just a marketing gimmick. A cool name, but has nothing to do with gorilla in any discernible way. A more accurate name would be "Winning mindset" or "Growing mindset".

Half of the book is advice on fitness and making money. You will get much better advice in other books.

One more thing I'd like to add: the constant 'disclaimers' by the author is pretty annoying. The book is loaded with "but again, this is YOUR life, I'm not telling you how to do it...just give it a thought, keep it in mind". It's allowed to have opinions mr.author.

Hans says

meh, nothing very memorable here. But such a quick read that it wasn't a total loss.

Maxwell Foley says

Writing this a week after Trump has been elected US president, it seems like the rules have fundamentally changed. The idea that the president is a role for a dignified leader who is "intelligent" or "qualified" or "serious" or "not a sexual predator" has been thrown out the window. Perhaps these words don't mean anything other than what a certain elite class wants you to think they mean. Or perhaps we simply live in a Nietzschean world where sheer will to power is in and established systems are out.

Mike Cernovich has spent the past year on Twitter shilling for Trump helping him to get elected, but he is also a self-help guy who seems to promote a mentality that is uncannily similar to that of Trump himself. This mentality, it seems to me, is a powerful one. The fact that Trump was, for a whole year, the most hated, mocked, and defamed person alive, and yet at the end of the year he emerged the most powerful man in the world primarily through unwavering confidence, personal charisma, and "high energy" speeches is a truly staggering feat.

Cernovich's ascent to social media fame over the past year is a little similar but on a smaller level - he constantly publishes offensive and edgy content which earns him near-total censure from the norms of mainstream society, and yet his refusal to bend towards political correctness has rendered this censoring strategy rather ineffective. Cernovich often boasts about being more powerful than the mainstream media in certain regards, rubbing their inability to stifle his message in their face. He also constantly boasts about being happy, free and living well - and it does seem like his life position is somewhat more enviable than that of a standard paid journalist bound to the norms of institutional discourse.

So seeing that this "gorilla mindset" exemplified by Cernovich and Trump might be the way of the future, I decided to read this book.

Anyway, the book completely sucked. The book is just a poorly written and organized collection of standard self-help and pop psychology advice cobbled together from a bunch of other sources. Halfway through it turns into bland health and fitness advice (work out, eat your veggies). Other than the title there was literally no reference to gorillas or any sense of evolutionary psychology / primal reversion at all. There wasn't even any of the cackling political incorrectness and white male identity politics that characterizes Cernovich's blog. Pretty much nothing in this book was interesting or worthwhile.

Apparently Cernovich has written another book, "MAGA Mindset", more directly about the Trump campaign, so I guess maybe that was more of what I was looking for. But after my experience with this one I won't bother.
