



Rhinos Success: The Secret to Charging Full Speed Toward Every Opportunity

Scott Alexander , Dave Ramsey

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Author Scott Alexander wants you to wake up tomorrow morning as a full-grown, 6,000-pound rhinoceros! Rhinos have purpose. Rhinos have dreams. And rhinos put everything they've got into everything they do. If you have ever thought I can do better, if you have ever felt the stirrings of rhino blood in your veins and your heart quicken at the scent of success, then you are ready. Listen to Rhinoceros Success and get charging!

Rhinoceros Success: The Secret to Charging Full Speed Toward Every Opportunity Details

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Curtis says

Be a Rhino and charge after what you want in life; don't be a cow and let each day just pass by you. "Rhinoceros Success" gives tips and encouragement to motivate the readers to get up and get moving. We all want something out of life, but it is not going to come to us in a brand new car. We have to charge forward like a rhino might and work hard to get where/what we want. Alexander teaches his readers to be rhinos as they tackle diverse areas of life such as financial, social and physical. This book was quite motivating and a quick and enjoyable read. However, it seemed to lack much Biblical content. Alexander does encourage his readers to try God and to read the Bible (in secret if they need to), but stops short of fully endorsing a life surrendered to following Christ and what that might look like for a rhino. He does include some scripture quotations in "Rhinoceros Success", but again, this book lacked the spiritually deep content that would have made it great. For type A personalities, this book would be very encouraging. For the rest of the population it might spur them to charge forward as rhino, or it might simply highlight how much they are not like a rhino and be discouraging.

Phil Kassel says

You have one shot in this life! You have a choice each day that you have been blessed with to decide whether you will be a cow or a rhinoceros. This book will make you laugh, motivate you, challenge you, convict you, all at the same time. It is a quick read but a challenging read if you are honest with yourself and wanting to seize the opportunities in life. There are those who go through life making and accepting excuses and then there are those who charge right through them and make things happen. This is a must read!

Wes Martin says

This book simultaneously energized and terrified me! On one hand, I love the rhinoceros mentality - charge ahead towards your goals, without fear of failure while also embracing the reality that you will experience setbacks is good advice. On the other hand, there were enough self-serving and idol-building mantras mixed in with the "good stuff", that this book could be really dangerous to a young person who believes the world is their playground and everyone else should play by their rules. I'm not sure if this summary makes sense, and I guess that's my problem with this book - it's difficult to make sense of - to distinguish the helpful from the destructive, the selfish from the generous and the Christian from the capitalist.

David says

I started this book because Bear Grylls recommends it in his 'Survival guide for life', which book I extremely appreciated. Maybe this is why I had high expectations to Rhinoceros Success.

The book turned out to be a motivational book focusing too much on money. The whole Rhinoceros

metaphore throughout the book gets very weak sometimes. There are way too much cliches in this book for my taste. There are no explanations or deeper thoughts next to the motivational lines. This was not what I expected, and the quality of the book felt really bad, especially after reading Bear Grylls.

If however you need a book which basically tells you to wake up early in the morning, stop making excuses and 'just do it !!!' than this is for you!

Jake says

Like many, I read this because Dave Ramsey recommended it.

The corniness initially surprised me and put me off, but, well, I charged through that and eventually grew to like both the book and the style. It seems childish in some ways, but I think the author knows that and meant for it to be. If you read the whole thing and remain hung up on that, well, OK, but I think you are missing the point and are failing to profit from something worthwhile.

My main caveat was the weak Christian message. It was a little weird given how he addresses everything else. It seemed more namby-pamby than I would have hoped. One of my pastors seems like he applies the rhinoceros approach to evangelism more appropriately than the book does (he's a former Marine too, though). A little more testosterone in Christian evangelism could certainly profit the world.

Funny how many of my "heroes" could easily be classed as "Rhinos."

I'm curious to see how much of it sticks with me and how much is forgotten. Worth the read, for sure, and given its length, I'm sure I'll reread it.

Heather Mattern says

This book!! All entrepreneurs MUST read this!! I'll be returning every year to get fired up and charge full speed ahead at my goals and dreams. #rhinoup

Kevin Jennings says

Rhinoceros Success is a nice, quick read for a bit of motivation and inspiration to pursue your dreams. It's a simple book (occasionally, over simplistic) with a great message from an obviously passionate author.

Alexander does a nice job of uplifting you and cheering you on, but the book does not provide any deep, life-changing insight or in-depth information or explanations. However, I don't believe the book was ever intended to do so. Alexander wants to encourage you and help you recognize that techniques and strategies are overrated. The single most important thing you can do is simply begin doing something, anything to move toward your dreams; and if you push past enough obstacles, you'll eventually get there.

Philip Meinel says

Best quote, "Did you know that the Bible is the original 'how to be successful' manual? You don't need to read 'Rhinoceros Success' or any other book to learn to live your life successfully. All you really need is a copy of the Bible. Every answer is in there. Every success book is based on the Bible, only worded differently."

Kate says

"Success Is Difficult But ... tomorrow morning, you could wake up as a full grown rhinoceros and

- * charge your way to success
- * use audacity to reach your goals
- * be happier than you've ever been before
- * make your life an exciting adventure
- * have the persistence and tenacity necessary for success
- * never worry again
- * succeed at the world's most profitable hobby
- * achieve more and have a better balance in the six major areas of your life: FINANCIAL, WORK, PHYSICAL, FAMILY, SOCIAL AND SPIRITUAL

Scott Alexander has discovered the REAL secret of success: becoming a rhinoceros. Read it and go rhino! That's all there is between you and everything you've ever wanted to do or become in your life. CHARGE!"
~~back cover

I'm still puzzled about how this book wound up in my TBR pile. Did I really think it was about rhinoceroses?

It's a very simplistic book -- and the "secret of success" is based on a lot of advice that has already been given by countless other gurus, time and time again. What's different about this one is the exhortation to become single-minded, ruthless, over-the-top enthusiastic, and let nothing deter you from reaching your goal. It does make sense, but seems odd to me: on the one hand, you are constantly getting the rah rah treatment to use every shred of your energy and time to pursue your goal, but then you are also cautioned to pursue success only as a hobby, and to take care of yourself physically and mentally, etc. The two seem conflicting to me.

The only value to be gotten out of this book, imho, is to learn to change your attitude about how to acquire what you want from life. And you probably already knew that.

Nate Riggle says

Some snobby readers might find the simplicity of this book to be below them. Not I. It is literally one of the most influential books of my life. I love analogies to life, and that is all this author does, but with animals to people. Amazing concepts to life if you will just pay attention.

The life of a rhinoceros is a happy and exciting one.

Monique says

Rhinoceros Success by Scott Alexander - 5 stars

This book was recommended to me by one of my students. I was apprehensive at first because the premise sounded funny but once you understand "the way of the rhino" it makes perfect sense. Quick read with tons of nuggets to use in your daily life. The idea of getting out of your rut and charging at all aspects of your life is very motivating and awe-inspiring. Must read for those that need a change in their lives (and at some point we ALL need that).

Carrie Daws says

Very tongue-in-cheek type of book, which really drew me into the book more than a typical motivational book would have. The analogies sometimes make me laugh, and sometimes made me stop to think more deeply than I think I otherwise would have. I don't typically say this, but I think I'll be reading this book again in a few months to further cement some of its best concepts into my life.

Shakil Omar says

I first read Rhinoceros Success in 1976, when I was 22 years old.

It has not only stuck with me, but I've reread it a few more times and have since read the other Rhino books by Scott Alexander.

I can say that the ideas and way of being has changed the course of my life and today, I proudly call myself Shakil Rhino.

How powerful is this book?

Well let me put it this way.

I am a straight laced businessman always have been. I do not/ have not liked tattoos or piercings, during my scuba diving days, I almost came close to getting an ear pierced but didn't.

I am now seriously thinking of getting a tattoo. It would be the image of the Rhino in the book, the comical, easy going, relaxing in my armchair by the beach Rhino 'working' and living an abundant life, a lot in part thanks to these books.

Thank you Scott my Rhino friend.

Tara says

This book is terrible. I thought it would be fun, but I was wrong.

Self help by ordering you to connect with your inner rhinoceros, even though you're currently a cow. It's

okay to be a cow if you want, we need cows, but you should know that cows suck.

You should shoot first and ask questions later, belittle those who are less successful, you should blow steam from your nostrils, and you should charge head first into anything. Oh, and you should believe in God. Like, a lot.

The worst that can happen is death, and that's not really a concern.

Essentially the book says that success starts with an attitude of success. But it doesn't say this, it says that you should be a rhinoceros (literally) and you will be successful. You should just be successful in the six main areas of your life (financial, work, family, physical, social, and spiritual) and then you will be successful in those areas.

"Have a happy family life. To do that, just be your rhinoceros self. Keeping a family together and happy takes a rhino."

It is written in a jovial and simple way and peppered with 'comedy'...

"Do you know how to make a rhinoceros float? Root bear, one scoop of vanilla ice cream and one scoop of rhinoceros! Remember this extremely funny, side-splitting, hilarious joke, because it will remind you to put rhinoceros into everything you do. Rhinoceros success comes from being a rhinoceros ALL the time."

I know, right? I almost wet myself.

But the real take home message comes on page 51, "You don't need to read 'Rhinoceros Success' or any other book to live your life successfully. All you really need is the Bible. Every answer is in there."

That's right, even the author doesn't think you should read this book.

Jimmy Banks says

Rhinoceros Success by Scott Alexander

4 star

This book fits into your own choice on the bingo board.

It's is a book that help you charge head on into any obstacles that may be in your way. You have to think like a rhino, be like a rhino, charge like a rhino in life and this concept is what is taught in this book. This book is inspirational and positive and it relays the message 'get off your butt and do something with your life' very well. The main aim of this book is about success. The way to succeed is to charge like a rhino, head on like a rhino. I think that charging is a very clever way to explain how to succeed and that is what got me hooked on this book.

I really enjoyed this book as it helped me to understand how to get through problems that would come my way. I want to be a professional footballer and doing that will take a lot of sacrifice with a lot of setbacks. When these setbacks arise I will remember The Rhinoceros Success and think that I need to get up and charge again.

This book was great.I would recommend it to everyone as everyone has problems or setbacks in their lives. This means that I would recommend it to everyone because everyone has setbacks in their lives whether they are major or minor.

Overall i really enjoyed this book.

