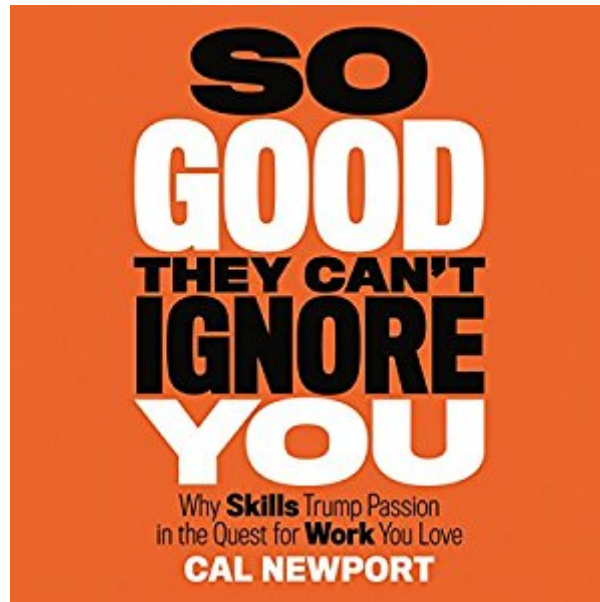


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So Good They Can't Ignore You: Why Skills Trump Passion In The Quest For Work You Love



Synopsis

In this eye-opening account, Cal Newport debunks the long-held belief that "follow your passion" is good advice. Not only is the cliché flawed - pre-existing passions are rare and have little to do with how most people end up loving their work - but it can also be dangerous, leading to anxiety and chronic job hopping. After making his case against passion, Newport sets out on a quest to discover the reality of how people end up loving what they do. Spending time with organic farmers, venture capitalists, screenwriters, freelance computer programmers, and others who admitted to deriving great satisfaction from their work, Newport uncovers the strategies they used and the pitfalls they avoided in developing their compelling careers. Matching your job to a preexisting passion does not matter, he reveals. Passion comes after you put in the hard work to become excellent at something valuable, not before. In other words, what you do for a living is much less important than how you do it. With a title taken from the comedian Steve Martin, who once said his advice for aspiring entertainers was to "be so good they can't ignore you", Cal Newport's clearly written manifesto is mandatory listening for anyone fretting about what to do with their life, or frustrated by their current job situation and eager to find a fresh new way to take control of their livelihood. He provides an evidence-based blueprint for creating work you love. *So Good They Can't Ignore You* will change the way we think about our careers, happiness, and the crafting of a remarkable life.

Book Information

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Customer Reviews

I've been following Cal Newport's ideas for a while now, so when I learned that he was coming out

with a book, I pre-ordered it from . I was not disappointed. If you have a child or know someone in college who is trying to figure out what to do with their life, or even if you're north of fifty and still wonder what you'll be when you grow up, then this book is for you. So Good They Can't Ignore You, is so good that you shouldn't ignore it. The central premise that sets this book apart from so much life advice that is out on the market is that following your passion is terrible advice. There are two main reasons for this: first, very few people at a young age know enough about life to choose something to be really passionate about, and even if they do, they are bound to be wrong. If Steve Jobs had followed his early passion, maybe he would have made a dent in the universe as a Buddhist monk. Second, while most people would love to have a job that allows them to be creative, make an impact on the world, and have control over how they choose to spend their time, jobs like that are rare and valuable, and the only way to get something valuable is to offer something in return. And the only way to be in a position to do that is to master a difficult skill. Passion doesn't waive the laws of economics, and if it's not difficult it won't be rare. The book cites the example of Julia, who quit a secure job in advertising to pursue her passion of teaching yoga. Armed with a 4-week course, she quit her job, began teaching, and one year later was on food stamps. Here's a hint: if a four-week course is enough to allow you to set up shop, do you think you might have a little competition?

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