



Don't Bullsh*t Yourself!: Crush the Excuses That Are Holding You Back

Jon Taffer

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New York Times Bestseller and *Wall Street Journal* Bestseller! *Bar Rescue*'s Jon Taffer presents a new guide to getting what you want in life and business--to stop making excuses so you can get back to winning.

During his many years as an entrepreneur, consultant, and star of the Paramount Network's hit show *Bar Rescue*, Jon Taffer has witnessed the destruction that results when people bullsh*t themselves. Excuses are the root cause of nearly every business and personal problem, but fortunately, Jon knows how to fix your excuse habit for good.

This book is almost as good as having Jon in your face on *Bar Rescue*, telling you the hard truths you've been avoiding. *Don't Bullsh*t Yourself!* is Jon Taffer's brutally honest, no-nonsense guide to help you kick those excuses to the curb. If you can stop bullsh*tting yourself and address your real issues, you will gain the power to turn your life around completely.

Taffer breaks excuses down into six major categories, illustrating them with real-life examples such as Marcus Luttrell, the lone survivor of a SEAL team mission in Afghanistan who barely escaped Taliban territory, and Christine King, founder and CEO of Your Best Fit, who, despite being paralyzed in a horrific boating accident, went on to build a successful fitness company. These inspiring stories, combined with Taffer's own experiences, will give you the confidence to identify and face your own excuses head-on.

It's Taffer Time! Time to stop bullsh*tting yourself and start crushing it!

Don't Bullsh*t Yourself!: Crush the Excuses That Are Holding You Back Details

Date : Published March 13th 2018 by Portfolio

ISBN : 9780735217003

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Format : Hardcover 224 pages

Genre : Nonfiction, Business, Self Help



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From Reader Review Don't Bullsh*t Yourself!: Crush the Excuses That Are Holding You Back for online ebook

P Michael N says

This is an easy to digest and enjoyable book with tons of practical advice and examples of ways we can trip ourselves up in business and in life in general. Jon Taffer identifies 6 main themes and breaks down how they manifest and ways to deal with them. The 6 themes are below together with the gist of what it's all about. More details and examples of real life "bullsh*t busters" are in the book of course:

Fear - we are usually irrational about the consequences of the actions we wish to take towards our goals / reality is that taking action is not as devastating as it seems.

Knowledge - we feel we need to know everything in order to accomplish things / take actions incrementally and trust you will learn what you need to when the time comes.

Time - we don't seem to have enough of it / watch what you do with your time and prioritize your tasks.

Circumstances - they seem to be holding us back / it's not the circumstances but our responses to the stuff of life that we can neither know for sure or control.

Ego - we let our self defined limitations box us in / realize you are never too young, unattractive, late etc. to pursue and make progress towards your interests.

Scarcity - we tend to think there's not enough or it's too late / break this mindset and realize there are opportunities everywhere and there's room for you.

The advice is simple enough and pretty self-evident. There's a focus on the positive side to things and a general optimistic vibe to the book. It's also backed up by studies and a bunch of examples including those from the authors own experience. Nice read.

Donald says

The boisterous Bar Rescue personality attempts to channel that signature energy into a self-help book. While Taffer's musings can certainly be used in any "ordinary" life situation, it always goes back to the bar, which is understandable. Taffer's ability to tap into true stories (outside of his own experiences) to bolster his arguments is what makes this a fascinating read.

Teena in Toronto says

This book caught my eye because I'm a fan of Jon Taffer and Bar Rescue, a reality TV series that has been on since 2011. Jon is a long-time food and beverage industry consultant specializing in nightclubs and pubs. He offers his professional expertise plus renovations and equipment to desperately failing bars in order to save them from closing.

Jon feels that excuse-making is just a form of lying and when you make excuses, you are holding yourself back. And why would you do that? Don't Bullsh*t Yourself! teaches you how to identify and face those lies head-on and turn them around into positive action.

According to Jon, there are six major excuses:

- * Fear
- * Knowledge
- * Time
- * Circumstance
- * Ego
- * Scarcity

Jon's goal is for you to become accountable every day for every decision you make and every action you take. He rejects excuses and embraces solutions. You must be willing to make the changes necessary to turn your life from excuse-filled to one in which you are going after what's really important and not letting anything stand in your way.

I liked this book and I liked the writing style (I could hear Jon's voice). Each chapter discusses the excuse, gives examples, provides ways to change the excuse into a solution, and has stories about people who have conquered the excuse and created success in their lives. There are profiles of Bullsh*t Busters and at the end of each chapter, there is a DBY (Don't Bullsh*t Yourself) to-do-list.

This book would be good for business owners, if you starting a business or thinking of started one, if you are working their way up in a company or want to leave it, or if you want to change bad habits that are holding you back in life.

Blog review post: <http://www.teenaintoronto.com/2018/05...>

Loren says

blowhard's boring vanity project that tells you nothing of importance. I realize that his Bar Rescue show uses his childlike tantrums to gain viewership. But I was hoping for something more substantial in his book. It is filled with meaningless platitudes and boring little stories showing his "great intelligence" and infallibility. Don't waste your time or \$\$\$ on this egotistical treake!

Maria Puzo vasta says

This was a fun read. More than inspirational, it is the kick in your a** lesson in life worth listening to. Filled with instructions and useful resources. I am not one for motivational books, but I read this one because , I am a fan of Jon Taffer, and I was looking to reset priorities in order to reboot a stagnant lifestyle. I just needed some help. It was a real boost. If ever your get up and going has seem to gone up and went, Jon Taffer's encouragement will reboot it.

Alex says

If you're ever watched an episode of Bar Rescue then you know what you're in for here from Jon Taffer. This was a quick and somewhat interesting book, but the advice is all common-sense and nothing that I found super helpful.

I did like the real life examples of people succeeding against the odds, though.

Stephen Lubin says

I like Jon Taffer (a lot) and that's the reason I liked this book. It really is that simple, if you like Jon Taffer then you will like this book. This book is not groundbreaking stuff and if you're into self-improvement you've probably read a lot of similar stuff in blog posts or other places, but it's still great advice delivered in Taffer style. It doesn't take a long time to read and it's really easy to absorb and remember the information, which is something I thought was really valuable. I recommend the book, you'll definitely get at least something out of it. Cheesy title, good book.

Carter Bowman says

Really strong and direct points, Jon Taffer goes over many of the issues we face internally that keep us from going after the important things. Each argument, from fear to scarcity is delved into with personal accounts of different people that makes the issues come alive. Great read!

Tally says

The book is very much as advertised--not a bunch of casual swearing despite the title (at least, few curse words beyond that particular one used throughout).

There's a lot of great examples and practical advice, whether you're trying to improve your lot in life, find a new job, create a new job or opportunity, or having trouble with your fears.

It breaks down the main things holding you back with excuses, like fear, lack of knowledge, time, resources, circumstances and ego.

I'm keeping this big time.

Valerie Snow says

The content of this book could have been a blog post. For an entertaining show, this read very dryly. Very disappointing.

Bruna Costa says

Taffer's passionate work and dedication to helping others really shines through here! It definitely opens my eyes to some of the mistakes (excuses) I make each day! "Don't bullshit yourself!" will give you some essential hard hitting facts to prime you for better productivity and a healthier psychology!

Beaver Buzz says

If you're a fan of Jon Taffer then you'll probably enjoy reading this book. None of the information is by any means "profound", and at times it felt like the writing style was as if Taffer was just typing the way he speaks in conversation which was somewhat confusing. Nevertheless the book is enjoyable and good for anyone who thinks of themselves as a procrastinator or finds themselves being confronted with excuses.

Alex Devero says

This book does exactly what it promises. It offers actionable and no BS advice and tips on crushing and conquering the most notorious excuses we have when we think about starting a business. From the fear itself to lack of knowledge, time, money, to scarcity mindset, "bad" circumstances or your own ego. There is some actionable step or tip for each of these excuses we like to tell ourselves. With that, the only thing that remains, after reading, is taking an action. To make this part easier, book illustrates these tips and steps on a number of inspiring stories and real-life examples, examples of people who overcame their excuses and succeeded in their ventures. One warning. Jon Taffer is brutally honest. He goes straight to the root problem and delivers a no-nonsense guide to deal with that problem, immediately.

I recommend this book for anyone who wants to start something, but is constantly looking for, or telling herself, some excuses. Read it and then take action!

Julie Kwiat says

This book caught my eye because I'm a fan of Jon Taffer and Bar Rescue, a reality TV series that has been on since 2011. Jon is a long-time food and beverage industry consultant specializing in nightclubs and pubs. This book is an in-your-face no holds barred guide to self-improvement follow Jon's advice to take control of your life and business and you'll be able to achieve more than you ever thought possible. This book may help you navigate through your own bullshit if you follow the steps and a device he gives. In order to take hold of your life you have to be willing to be honest with who matters most, yourself. There should be a warning label on this book for safe spacers and snowflakes.

Valerie says

If what you are doing is not working for you personally or professionally and you finally admit to yourself that you are tired of making excuses when you know that it's really you and not other people to blame, this book is the one to dig you out of the hole. I like Taffer's "in your face" style and appreciate not only his "to do lists" but also his "Bullshit buster" success stories as ways to turn excuses ranging from fear, time, circumstances and scarcity into workable solutions.
