**18 ignored and unusual ways to get a graduate job**

**Matt Hearnden**

**What’s in the book?**

**Introduction**

**Two short stories about why I’ve written this book**

**20 obvious things to do to get a graduate job**

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**1) Look at the Airbnb CV**

**2) Watch the “Why you will fail to have a great career” TED talk**

**3) Do something every day**

**4) Start a blog about the industry**

**5) Start a blog about the company, for the company, for free**

**6) Become an Idea Machine**

**7) Be specific**

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**Introduction**

I’d written this whole book and was ready to make it available to the world when I realised I’d accidentally saved over it with the draft version.

It was all gone. Well, I had my notes. But the art was gone.

So I gave in. I thought *“I can’t be bothered to write it all again.”* For weeks I left it untouched. Unloved.

Then I thought to myself *“is that who I am?”*

I thought to myself *“am I someone who gives in when something bad happens?”*

I thought to myself *“am I someone who obeys failure?”*

And then I thought to myself *“aren’t I more than that?”*

There’s only one answer to that question.

But don’t believe me. Ask it to yourself.

The point is that I'm starting again.

The me who is a little wiser, a little smarter, a little more motivated, a little better, is starting again.

**Two short stories about why I'm writing this book**

I remember applying for an “Operations Graduate Scheme” role while I was at university even though I didn’t understand it, wasn’t passionate about it, and could never see myself doing it in the future.

But, you know, my parents had been kind enough to research it for me and send me the link. So why not.

I relentlessly tried to memorise stuff about the company, about the role, about the graduate scheme. I couldn’t.

I didn’t care.

I didn’t care about this job but I didn’t know what job I did care about. I felt trapped.

I somehow made it to the assessment centre and I was in my interview and then it happened.

They asked me about the graduate scheme and it was time to test my relentless pursuit of memorising something I didn’t care about.

That’s what life’s all about, right?

I did it. It was rehearsed and robotic, symptoms of not caring, but I did it.

Looking back on that it’s hard not to think “*what the fuck was I doing?”*

I didn’t get the job.

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I was on a panel at my local university and a girl asked us a question. Well, it was more of a complaint than a question, but here it is:

*“With all my studying and exams and coursework, I don’t have time to volunteer, and I really need to do volunteering to get into the industry I want to work in…”*

Part of me wanted to say *“ok,”* and just leave it there, as it was a complaint and not a question.

Part of me wanted to say “*stop making bullshit excuses.”*

I told her about how, around my 9 – 5 (ok, 8 – 6) job, I wrote for a couple of different websites, for free. That’s volunteering.

I wrote in the mornings. I wrote during work sometimes. I wrote after work. I wrote when my friends were out. I wrote when I didn’t want to write.

I can’t remember exactly what I said but I essentially asked her two questions:

* *“How much time do you waste?”*
* *“What’s more important?”*

How much time did she waste? I don’t know.

But maybe she goes out a few times a week with her friends. She could stop that.

Maybe she watches TV. She could stop that.

Maybe she sleeps in until 9am. She could wake up at 8am.

What’s more important to her? I don’t know.

She can complain all she wants about not having time. But time is what it is. It passes no matter how many excuses we make. It’s omnipotent.

Is going out with her friends a few times a week more important than applying for jobs?

Is watching TV more important than doing research?

Is sleeping in more important than waking up?

What’s more important to you?

**20 obvious things to do to get a graduate job**

**Application form**

1) Research the company.

2) Never send it the day you finish it.

3) Get someone to read it over.

4) Talk about your failures and what you learned from them.

5) Ask yourself *“am I sure I’d love working here?”*

**Telephone interview**

1) Research the company even more.

2) Have all your notes in front of you.

3) Make sure you won’t be disturbed.

4) Have a glass of water in the room.

5) It’s ok to say *“can I think about that for a moment?”*

**Face to face interview**

1) Research the company even more.

2) Arrive early.

3) Dress appropriately for the company.

4) It’s ok to say *“can I think about that for a moment?”*

5) Interview them.

**Assessment centre**

1) Prioritise sleep the night before.

2) Research the company even more.

3) Arriving an hour early is better than arriving one second late.

4) Involve the quietest person in the group discussion.

5) Be curious about everybody. The other candidates and the assessors and the person running it.

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**Bonus tip that applies to all stages:**

Be you.

**1) Look at the Airbnb CV**

Here’s the [story](http://uk.businessinsider.com/nina-mufleh-airbnb-resume-2015-4?r=US&IR=T).

Here’s a [podcast](http://www.podcastchart.com/podcasts/ask-altucher/episodes/ep-255-the-perfect-resume-to-get-any-job-today) about it.

As they say on the podcast, this is the future of CVs.

She loves the company and she uses the company all the time.

That means she knows the company. That means she knows what she loves about it. That means she knows what she thinks could be improved.

That’s what this CV is. It tells the company that she loves the company and it tells the company how it can improve.

Is there a better CV than that?

Who cares where you worked when you were 15? Or that you’re “driven” and “passionate?” Or that you can do what everybody else does and write line after line of text on a sheet of paper?

The company cares about how much better you can make the company. Not that you’re fulfilling some dream.

She told the company why she loved it. She told it how it could improve. And when I say “improve” I mean “make millions of dollars.”

She tweeted it to the CEO.

The CEO responded.

Do you think she got the job?

What kind of company wouldn’t hire someone like this?

Maybe the kind of company that doesn’t value someone for thinking differently. Or someone who’s bold. Or someone who’s this passionate.

Who knows.

**2) Watch the “Why you will fail to have a great career” TED talk**

Watch it [here](http://www.ted.com/talks/larry_smith_why_you_will_fail_to_have_a_great_career?language=en).

If you dare.

**3) Do something every day**

I write every day because I enjoy it. Because I want to get better. Because I want mastery.

Because it’s important to me.

How important is this to you? I guess it’s only your future. So maybe not that important.

Is it important enough for you to move forward every day? If not, why not? Do you truly care about what you're applying for?

Isn’t this advice you’d give to your friend? Isn’t this advice you’ll give to your children?

But you won’t do it. Why is your advice good enough for someone else but not for you?

*“But I don’t have time.”*

Ok. I agree.

I don’t have time for things that aren’t important to me either.

**4) Start a blog about the industry**

These could be your first 10 posts:

1) 10 unusual things I’ve learned about [industry]

2) 10 things [industry] could do to move forward

3) 10 reasons why I want to work in [industry]

4) Why these are my 10 favourite companies in [industry]

5) 10 things I hate about [industry] and how to make them better

6) 10 things I’d do if I were CEO of [company in industry]

7) An open letter to customers of [industry]

8) 10 myths about [industry]

9) 10 unknown heroes in [industry]

10) 10 reasons why [industry] will never die

Post them on [LinkedIn](http://www.linkedin.com). Post them on [Medium](http://www.medium.com). Start your own blog and post them there.

Also, send them to people in the industry. Every email address you can get. You can find people through LinkedIn or Google.

People might not respond.

Good.

That means you have a chance to do better. To learn more. To become more creative.

Are you going to stop just because people don’t respond? Or are you going to make them notice you?

**5) Start a blog about the company, for the company, for free**

There could be your first 10 blog posts:

1) 10 things you don’t know about [company]

2) 10 reasons why I want to join [company]

3) 10 reasons why you’ll want to join [company]

4) 10 myths about [company] that must be dispelled

5) How [company] is saving the world

6) 10 reasons why [company] will live forever

7) 10 ideas to improve [company]

8) An open letter to the CEO of [company]

9) 10 unusual reasons why any graduate will want to join [company]

10) An open CV for the Head Recruiter of [company]

Post them on [LinkedIn](http://www.linkedin.com). Post them on [Medium](http://www.medium.com). Start your own blog and post them there.

And, this time, send them to people in the company. Recruiters, Heads of, CEOs, anybody who’s high up.

What’s stopping you?

Oh, and if you're thinking *“why should I do it for free?”* then don’t do it.

**6) Become an Idea Machine**

Buy the book [here](http://www.amazon.co.uk/Become-An-Idea-Machine-Currency-ebook/dp/B00S1PRTL4). It’s only 99p on Kindle. If you don’t have an actual Kindle then just download the app for free. No excuses.

I’ve been doing this for months and now and I feel more creative than ever. I feel like I can solve any problem.

I still get stuck. But I know I’ll be able to go beyond it.

Don’t you want that for yourself? Wouldn’t a company value that? Wouldn’t you be able to write a better CV if you were an Idea Machine?

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**Bonus reading:**

1) [The Ultimate Guide for becoming an Idea Machine.](http://www.jamesaltucher.com/2014/05/the-ultimate-guide-for-becoming-an-idea-machine/)

2) [FAQ on how to become an Idea Machine.](http://www.jamesaltucher.com/2015/01/faq-on-how-to-become-an-idea-machine/)

3) [How to become an Idea Machine.](http://www.jamesaltucher.com/2012/10/how-to-become-an-idea-machine/)

**7) Be specific**

Hopefully you’re thinking *“this isn't unusual, is it?”*

It’s outrageously unusual.

I was surprised at how unusual it is.

People would say things like *“I want to work in a big company”* or *“you have a great training department”* or *“I’d love to get some international experience.”*

Ok. Cool. So that’s about a thousand companies then.

Why THIS company?

If you worked at Apple, and someone said they wanted to work for Apple because they liked “phones,” would you hire them?

What if they said they wanted to work at Apple because they’d had an iPhone for the last 5 years, and had just bought the new MacBook Air, and they wanted to find out more about the Retina HD display with 3D Touch, and they were curious about the Fingerprint-resistant oleophobic coating on front of the iPhone 6S, and they had 10 ideas for improvements to the next phone, and 20 ideas for the next version of the iPad pro, and had read the Steve Jobs biography 3 times, and…

I think people aren’t specific because it takes effort. You have to care. You have to want to stand out.

And that’s not as easy as doing the easy thing. That’s harder than not caring. Standing out is scary compared to being everybody else.

If you do even one hour of research about a company then you’ll probably be doing 55 minutes more research than most people.

Find obscure things out. Find things out that you think nobody else will find out. What’s stopping you from connecting from people within the company and asking them what they’re working on? As a recruiter, would you be impressed with that? Wouldn’t you know the person wanted to work at your specific company? Do you think you’d stand out?

**8) Do one more thing**

Well, first, do one more thing. Then, when you think you can’t do anything else, do one more thing.

Spend another 10 minutes reviewing your application. Do one more bit of research. Connect with someone else on LinkedIn.

Sometimes, I really don’t want to do this.

Last night. I was tired. I’d done lots of writing. I wanted to relax and watch The Mighty Boosh and sleep.

But that’s when I have a choice.

That’s when I can give in to my feelings. That’s when I can notice my feelings and make a different choice.

I wrote.

**9) Join** [**MyKindaFuture**](http://www.mykindacrowd.com)

Because students who are part of MyKindaFuture are:

1) More confident.

2) Easier to talk to.

3) More likeable.

4) Have more of an idea of what they want to do.

5) More curious.

6) Better at presenting.

7) More proactive.

8) Better candidates.

9) Appear more intelligent.

10) Better at understanding employers.

The people who work at [MyKindaFuture](http://www.mykindacrowd.com) are enthusiastic, knowledgeable, passionate, intelligent, excited, have years of experience, are kind, want to help.

They care.

You want people like them to help you.

**10) Write down what’s important to you**

Who are you?

I used to get so emotional whenever I asked myself that question. Because I was desperate to know. Because I was scared to know.

I was desperate to know because I thought I might finally be able to take advantage of this intervening period between birth and death.

I was scared to know because what if all those realities I’d lived in my head never became real realities?

When I wrote down a list of what was important to me about life there was only one thought I had when I looked at it.

*“That’s me.”*

Me. The only word.

Anyway, as much as I'm sure you care about me, how does this apply to you?

The other thing that happened to me was I felt clarity like I’d never felt. Those realities I’d created seemed possible.

Probable.

Definite.

Wouldn’t you like to have clarity? Wouldn’t you like to be able to say *“I know what I want to do?”* What would happen if you knew who you were?

It’s amazing how many people I know haven’t done this. Well, *won’t* do this. Since I wrote my list I realised I wanted to leave the 9-5 world and be self-employed, I discovered a love for writing, I took voluntary redundancy from my 9-5 job when it was offered, and I'm now living the life of a self-employed writer.

What excuse will you make for not doing this?

Is it not important for you to find out what’s important to you?

Click [here](http://www.matthearnden.com/the-list/) if you want to know how to do it.

**11) What’s the thing you love and want to make better?**

I started writing because I was reading tens of articles a day about being an entrepreneur, being a life coach, life lessons, and one day I thought to myself *“these aren’t even that good. I think I could do better.”*

I don’t think that about paintings. Or sculptures. Or playing the piano.

I'm in awe of those things. Nothing more. And I'm happy about that.

But writing… there’s something more there. There’s awe and excitement.

The excitement of thinking *“maybe I could do better.”*

What do you think that about? What do you see or hear and want to improve on? What’s the thing you love but want to make better?

**12) Listen to every episode of The Graduate Job Podcast**

Here’s the link:

<http://www.graduatejobpodcast.com>

But make sure you listen to my episode first: <http://www.graduatejobpodcast.com/secrets/>

**13) 3D CV**

The company I used to work for did this and the results were, and I use this word deliberately, astounding.

The creativity astonished me. Someone made an entire board game about their life for me to play. Another person created a food packaging label where they were the product and the ingredients were their characteristics. Someone else made a mini wardrobe and hung clothes in there that had details about their life on the back.

The company did it because they felt it was the best way to get to know the real you. A piece of paper can only tell someone so much. And, honestly, more often than not, traditional CVs are boring. Why would I want to read about where you worked when you were 16 when I could be playing a game and finding out who you are?

If the company you’re applying for doesn’t do this then that’s lucky. Because don’t you want to stand out? Don’t you want to show how creative you are? Don’t you want them to get to know the real you?

Here are 10 ideas for your 3D CV:

1) Play “Who wants to be a millionaire?” with the interviewer with questions about your life.

2) Play Jenga with the interviewer. Every block has something about you written on it.

3) Pick 10 important moments in your life and draw something that represents them. Talk about them.

4) Take in your 5 favourite possessions and explain why the story behind the and why they’re important to you.

5) Write a poem about yourself and explain each line or verse.

6) Take in a piece of paper. Screw it up until you can screw it up no more. Unfold it. Talk about your failures. Talk about your worst moments. Talk about what you’re scared to talk about. And then talk about how, even through all this, you are still whole.

7) Write 10 stories about yourself. Self-publish this mini book through Amazon. Take 2 copies to your interview. Talk about it with the interviewer.

8) Film a day in the life video. Or maybe do it over a week. Upload it to YouTube. Stop at moments and explain why what you’re doing is important to you.

9) Film 5 of your friends saying what they love most about you.

10) Do 5 yoga poses that sum you up and explain why.

**14) Get a** [**Quora**](http://www.quora.com) **account**

*“The best answer to any question.”*

Writers. Entrepreneurs. CEOs. Recruiters. Employees. Scientists. Lecturers. Sportsmen and women. DJs. The President of the United States. People like you.

Even if you never ask or answer a single question then it’s still worth having a Quora profile because you can learn, directly, from all these people.

Where else can you learn, directly, from a master of their craft?

There’ll be someone on Quora who has done what you want to do. Whether they’ve started their own company, written a book (hello), is a millionaire, is a professional DJ, is The President of the United States, works for NASA, works for Facebook, works for Apple, is a writer (hi again). Wouldn’t it be worth learning from them?

There are also thousands of people who might be just like you. Who are in college, or university, and just don’t know what the fuck to do.

Here are some of my answers about that:

1) [What are the most difficult and useful things people have to learn in their 20s?](https://www.quora.com/What-are-the-most-difficult-and-useful-things-people-have-to-learn-in-their-20s/answer/Matt-Hearnden)

2) [If you had 3 months to recreate yourself, what would you do?](https://www.quora.com/If-you-had-3-months-to-recreate-yourself-what-would-you-do/answer/Matt-Hearnden)

3) [What can people start doing now that will help them a lot in about five years?](https://www.quora.com/What-can-people-start-doing-now-that-will-help-them-a-lot-in-about-five-years/answer/Matt-Hearnden)

4) [What are the good habits you can develop now that will prove to be fruitful in the future?](https://www.quora.com/What-are-the-good-habits-you-can-develop-now-that-will-prove-to-be-fruitful-in-the-future/answer/Matt-Hearnden)

5) [How should a 24-year-old invest time?](https://www.quora.com/How-should-a-24-year-old-invest-time-1/answer/Matt-Hearnden)

6) [What are the 21 things to know before turning 21?](https://www.quora.com/What-are-the-21-things-to-know-before-turning-21/answer/Matt-Hearnden)

7) [What is the most difficult thing to learn and accept about life?](https://www.quora.com/What-is-the-most-difficult-thing-to-learn-and-accept-about-life/answer/Matt-Hearnden)

8) [What are the best lessons you've learned at college/university?](https://www.quora.com/What-are-the-best-lessons-youve-learned-at-college-university/answer/Matt-Hearnden)

9) [How can I figure out what I really want to do with my life after college?](https://www.quora.com/How-can-I-figure-out-what-I-really-want-to-do-with-my-life-after-college/answer/Matt-Hearnden)

10) [What factors in life should I consciously not allow myself to be influenced by?](https://www.quora.com/What-factors-in-life-should-I-consciously-not-allow-myself-to-be-influenced-by/answer/Matt-Hearnden)

11) [What are important things and advice to know that people generally aren't told about?](https://www.quora.com/What-are-important-things-and-advice-to-know-that-people-generally-arent-told-about/answer/Matt-Hearnden)

**15) Be curious**

Being curious helps with nerves.

If you have a telephone interview, or a face to face interview, or are going to an assessment centre, at some point, you’ll probably be nervous.

That’s ok. That probably means you care.

This is the time to indulge your curiosity.

When I'm nervous is when I prefer to listen. Because then the other person can do all the talking and I can do all the listening and I can ease into the situation.

I did this at a party recently. I only knew the host and there were about 30 people there. She introduced me to people and I’d start asking questions. I felt immediately more comfortable because all I had to do was be interested in the other person. I didn’t have to think about being interesting.

And, if you’re curious, “being interested” is what makes people “interesting.” The Dalai Lama and Bill Clinton are examples. Don’t you like spending time with people who want to know you?

When I was interviewing people I’d rarely get asked questions. Yes, they’d ask questions at the end. Like you’re “supposed” to do. But rarely would someone start their interview with *“how are you?”* or *“how’s your day been?”*

They were probably nervous.

Nervous to be a human being.

The people who did ask me questions, who did have a conversation with me, who treated me like another human being instead of an “interviewer”… those are the people who stood out.

**16) Connect with people on LinkedIn**

Connect with people in the industry. Connect with people in the companies you want to join. Connect with recent graduates. Connect with CEOs. Connect with recruiters.

Ask the people in your industry where they think the industry is going, what the most important thing about the industry is, what the one thing they’d like to change about the industry is.

Ask the people in the companies you want to work for about the biggest thing the company is working on, what the culture of the company is like, who their best graduate is and why.

Ask recent graduates for their advice about assessment centres, what the working world is really like, what things they wish they knew while they were in your position.

Ask CEOs what they most love in a graduate, what the most important thing about leadership is, what they’d do in your position.

Ask recruiters what the most common mistakes a graduate makes during an application, how to impress them, how to stand out.

If you’re going to connect with only one person in the industry, one graduate, one CEO, one recruiter, then don’t expect a response.

**17) Google News**

Type the company’s name into Google news and watch your research present itself.

This works better with bigger companies and more famous companies. Some companies literally have thousands of news items about them. Reading 10 would probably be enough. 11 would be better.

What’s your excuse for not doing this?

And, if the company you’re researching doesn’t come up in Google News, what an opportunity! Come up with ideas on how they can get there. Send them to the company. Or, just do it for them, and then tell them you’ve started doing it for them.

Do you think they’ll be impressed with that?

**18) Give up**

I remember when I wanted to take voluntary redundancy and my parents weren’t so keen and I had to give up.

I remember when I was going to an event where I’d know nobody and I wanted so much to impress and I had to give up.

I remember when I was about to self-publish my first book and I was nervous and I had to give up.

I had to give up thinking I had to do what my parents wanted me to do.

I had to give up wanting to impress random people.

I had to give up thinking I wasn’t good enough to sell any books.

I took voluntary redundancy. I'm living the life of a self-employed writer. I feel more fulfilled than ever.

I went to the event and thought not about impressing people but impressing myself. I talked to lots of people I didn’t know, I contributed to huge discussions, and I even did some improv acting.

I self-published the book. People are buying my book. I know I'm good enough.

Is there anything you’d like to give up?

What are you holding onto that you could give up?

What stops you from making the choice to give up?

Judging yourself. Doing whatever other people want you to do. Not being the leader in your own life. Not giving yourself permission. Being anything less than who you really are.

What would your life be like if you gave up those things?

Wouldn’t you know you’re more?

Would you still put limits on everything you do?

The more I give up, the more I become.

The more I give up, the more me I become.

I love giving up.

**Thanks for reading!**

**If you want to get in touch with me:**

My blog: [www.matthearnden.com](http://www.matthearnden.com)

Twitter: [@matt\_hearnden](http://www.twitter.com/matt_hearnden)

Email: matt@matthearnden.com

**Bonus reading: my published articles**

[**The Art of Charm**](http://www.theartofcharm.com) (one of the top 50 podcasts in the world on iTunes)

1) [How to commit to absolutely anything](http://theartofcharm.com/self-mastery/how-to-commit-to-writing/?hvid=4sdmB7)

2) [What happens when I compare myself to others](http://theartofcharm.com/empowerment/success-comparison/?hvid=5Jbqys)

[**SuperheroYou**](http://www.superheroyou.com)(a website founded by Jim Kwik, “brain coach” to celebrities such as Will Smith)

1) [10 things I learned from my 10 favourite superheroes](http://superheroyou.com/superhero-lessons/)

2) [With great responsibility comes great power](http://superheroyou.com/responsibility-power/) (not a typo)

3) [Real-life superhero of the week: you](http://superheroyou.com/rlsotw-you/)

[**My own blog**](http://www.matthearnden.com)

1) [What do you love that you “can’t” do?](http://www.matthearnden.com/what-do-you-love-that-you-cant-do/)

2) [Notes on purpose](http://www.matthearnden.com/notes-on-purpose/)

3) [The Gut Trance](http://www.matthearnden.com/the-gut-trance/)

4) [Here’s some advice](http://www.matthearnden.com/heres-some-advice/)

5) [10 ridiculous and unbelievable ways to stay motivated](http://www.matthearnden.com/10-ridiculous-and-unbelievable-ways-to-stay-motivated/)

6) [Whose permission?](http://www.matthearnden.com/whose-permission/)

7) [10 liberating paradoxes](http://www.matthearnden.com/11-liberating-paradoxes/)

8) [9 unusual, uncommon, and unpopular ways to invest time](http://www.matthearnden.com/9-unusual-uncommon-and-unpopular-ways-to-invest-time/)

9) [10 of my biggest self-improvement milestones](http://www.matthearnden.com/10-of-my-biggest-self-improvement-milestones/)

10) [A letter to myself for when I'm wondering if it’s all worth it](http://www.matthearnden.com/a-letter-to-myself-for-when-im-wondering-if-its-all-worth-it/)

11) [Aren’t you more than that?](http://www.matthearnden.com/arent-you-more-than-that/)

12) [How to juggle](http://www.matthearnden.com/how-to-juggle/)

**Book recommendations**

[The Obstacle Is The Way](http://www.amazon.co.uk/The-Obstacle-Way-Adversity-Advantage/dp/1781251487) by Ryan Holiday.

[Choose Yourself](http://www.amazon.co.uk/Choose-Yourself-James-Altucher-ebook/dp/B00CO8D3G4/ref%3Dsr_1_1?s=books&ie=UTF8&qid=1448968834&sr=1-1&keywords=choose+yourself) by James Altucher.

[Mastery](http://www.amazon.co.uk/Mastery-Robert-Greene-Collection/dp/178125091X/ref%3Dsr_1_1?ie=UTF8&qid=1448968901&sr=8-1&keywords=mastery) by Robert Greene.

[The Alchemist](http://www.amazon.co.uk/Alchemist-Fable-About-Following-Your-Dream/dp/0722532938/ref%3Dsr_1_1?ie=UTF8&qid=1448968954&sr=8-1&keywords=the+alchemist) by Paolo Coelho.

[Essentialism: The Disciplined Pursuit Of Less](http://www.amazon.co.uk/Essentialism-Disciplined-Pursuit-Greg-McKeown/dp/0753555166/ref%3Dsr_1_1?ie=UTF8&qid=1448968975&sr=8-1&keywords=essentialism) by Greg McKeown.

[How to Win Friends and Influence People](http://www.amazon.co.uk/How-Win-Friends-Influence-People-ebook/dp/B0044XUINS/ref%3Dsr_1_1?s=books&ie=UTF8&qid=1448969000&sr=1-1&keywords=how+to+win+friends+and+influence+people) by Dale Carnegie.

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**Bonus book**

[42](http://www.amazon.co.uk/42-Matt-Hearnden-ebook/dp/B016OP5DZG/ref%3Dsr_1_1?s=books&ie=UTF8&qid=1448969051&sr=1-1&keywords=matt+hearnden) by Matt Hearnden.

He made me put this on here.