

WHAT
IS THE
1 LAW
OF
SUCCESS
?

T4T



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@hewi

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WHAT THEY SAY ABOUT MICHAEL'S BOOKS ...

JACK WELCH, CHAIRMAN OF GE (1981-2001).

I WISH I HAD A MANAGEMENT TEAM THAT REALLY UNDERSTOOD MICHAEL'S X10 THINKING BECAUSE IT'S THE VALUE-ADDED ROLE IN THE MANAGEMENT PROCESS.

SCOTT WILSON, CEO OF ISELECT.

WOMBAT SELLING HAS NOW BECOME OUR CORPORATE MISSION.

**SIR GUS NOSSAL AC FRS, CHAIRMAN OF
THE GATES FOUNDATION'S DISCOVERY
EXPERT GROUP.**

***I LIKE ITS SIMPLICITY AND ITS DIRECTNESS. I
LIKE THE FACETS OF HUMOUR. I LIKE THE
DESIGN WHICH MAKES IT SO EASY TO READ.***

**ANDREW BASSAT, CEO AND CO-FOUNDER OF
SEEK.**

***I'VE GONE THROUGH IT ON MY IPHONE AS
SUGGESTED. LOTS OF INTERESTING
THOUGHTS***

**PROFESSOR DAVID PENINGTON AC, FORMER
VICE-CHANCELLOR, UNIVERSITY OF
MELBOURNE.**

***A COMMENDABLY SHARP AND POINTED
DOCUMENT. EASY TO READ.***

**MARIA DEVESON-CRABBE, TELSTRA
BUSINESS WOMAN, 2014.**

***SO EXCITING. IF WE COULD DE-
OPERATIONALISE BAD PHILOSOPHY WE WOULD
ABOUND WITH A LOT OF X10 ENERGY FOR
FUN AND WORK-LIFE BALANCE.***

**PROFESSOR GERMAN SPANGENBERG,
EXECUTIVE DIRECTOR OF AGRIBIO VICTORIA.**

***I LOVED IT! I COULDN'T STOP OPENING THE
FILE AND READING IT TO THE END ON MY
IPAD!***

**PETER DALE, CEO OF VOLGREN MARCO
POLO, AUSTRALIA'S LARGEST BUS
MANUFACTURER.**

***I JUST HAD ANOTHER READ OF YOUR NEW
BOOK ON MY IPHONE. X10 IS TRULY SUCH A
GREAT CONCEPT. EASY TO READ, PUNCHY
AND FRESH! CONGRATULATIONS.***

HE COUNT W. BRIND ZICHY-WOINARSKI Q.C.,

**IT GAVE ME MUCH PLEASURE TO READ IT AND
BROUGHT BACK SOME OF MY FATHER'S
SAYINGS AND MADE ME REMEMBER JUST HOW
MUCH HE TAUGHT ME.**

**JASON CROMBIE, EDITOR IN CHIEF,
MONSTER CHILDREN.**

**LOVE IT. I LIKE THAT IT'S QUICK AND EASY TO
READ, AND THE INFORMATION IS EASY TO
DIGEST. MAKES ME WANT TO FIND OUT MORE
ABOUT WOMBAT AND X10.**

**ROSS CAMPBELL, PRINCIPAL RCA CRISIS
MANAGEMENT.**

**SLAMDUNK! WHAT GOOD TIMING FOR THIS. A
GREAT READ AND VERY RELEVANT VALUES
FOR THE CURRENT MARKET — WHO ARE
CONFUSED AND CONCERNED.**

**THESE *SMARTPHONEBOOKS* ARE
DESIGNED TO BE READ ON YOUR PHONE.**

THEY'RE FREE. PASS THEM ON.

INTRODUCTION

I INVENTED THE
SMARTPHONEBOOK
BECAUSE I NOW SPEND SO
MUCH TIME LOOKING AT
THE SCREEN OF MY IPHONE
AND PROBABLY YOU, TOO.

MY SMARTPHONEBOOKS
ARE CONVENIENT BECAUSE
THEY'RE MUCH SHORTER
BOOKS WITH LESS WORDS
PER PAGE AND A QUICK
READ ON YOUR
SMARTPHONE SCREEN.

THEY'RE EASY TO LOAN
AND PASS ON TO FAMILY,
FRIENDS AND COLLEAGUES.

THEY ALSO HAVE THE
VIRTUE OF BEING FREE!

PART ONE

WHAT IS SUCCESS?

**THERE ARE TWO BASIC
MEANINGS OF SUCCESS:**

1. YOU-LOSE

2. I-WIN

YOU-LOSE IS
THE KIND OF SUCCESS
A BOXER ENJOYS IN AN
OLYMPIC CHAMPION
TITLE FIGHT.

FOR HIM TO WIN THE TITLE
“OLYMPIC CHAMPION
OF THE WORLD”
AND COLLECT
THE GOLD MEDAL
HE HAS TO ENSURE
THAT THE OTHER FIGHTER
FAILS TO WIN.

YOU-LOSE.

**THIS KIND OF SITUATION
IS CALLED,
BY GAMES THEORISTS,
A 'ZERO SUM' GAME
AND IS WHERE
SUCCESS FOR ONE PLAYER
MUST MEAN
FAILURE FOR THE OTHER.**

**FOR EXAMPLE.
+ 500 (PLAYER A)
- 500 (PLAYER B)
= ZERO SUM**

5



YOU-LOSE.

**BACKGAMMON IS
A ZERO SUM GAME
AS ARE OLYMPIC SPORTS
AND OTHER SPORTING
COMPETITIONS LIKE
CRICKET, FOOTBALL,
BASKETBALL AND
BASEBALL.**

YOU-LOSE.

**THE 2017 US
PRESIDENTIAL ELECTION
WAS A ZERO SUM GAME
BECAUSE
FOR TRUMP TO WIN
HILARY HAD TO LOSE.**

I-WIN IS MORE LIKE WHAT
HAPPENS IN LIFE ITSELF.
HUMAN RELATIONSHIPS AT
HOME BETWEEN LOVERS OR
FAMILIES, OR AT SCHOOL,
OR AT WORK,
ONE CAN BE SUCCESSFUL
BY PLAYING **I-WIN**
WITHOUT THE OTHER ONE
HAVING TO LOSE OR FAIL.

– **I-WIN** CAN HAPPEN
WITHOUT MY MATE HAVING
TO FAIL.

– **I-WIN** CAN HAPPEN
WITHOUT MY CUSTOMER
HAVING TO LOSE.

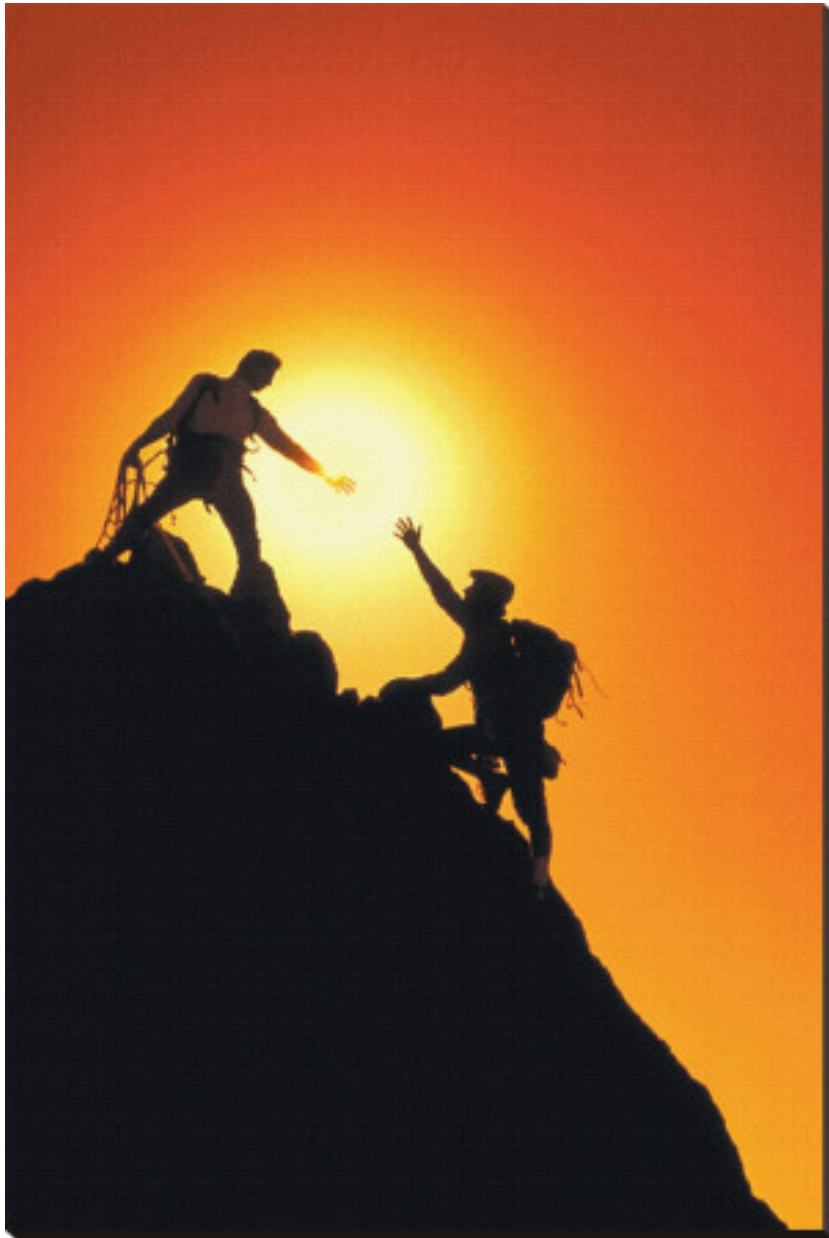
– **I-WIN** CAN HAPPEN
WITHOUT MY NEIGHBOUR
HAVING TO SUFFER.

**THAT IS BECAUSE
IN THE
'GAME OF LIFE'
THERE IS ALWAYS
A THIRD PARTY
WHICH WE WILL CALL
... THE BANKER.**

WHEN THERE IS A BANKER
WHO ALWAYS
PAYS OUT AND COLLECTS
AFTER EACH ENCOUNTER
THEN TWO PLAYERS
CAN CO-OPERATE
AND LAUGH ALL THE WAY
TO THE BANK.

THIS IS WIN/WIN
AND CALLED A
NON-ZERO-SUM GAME.

FOR EXAMPLE,
MOUNTAIN-CLIMBING IS A
NON-ZERO-SUM GAME
WHERE **I-WIN** CAN HAPPEN
WITHOUT MY PARTNER
HAVING TO FAIL, OR FALL.



**BLACKJACK AT THE CASINO
IS A NON-ZERO-SUM GAME.**

**HOWEVER, A YOU-LOSE
NOVICE PLAYER CAN
ALWAYS BE SPOTTED
BECAUSE HE DOES NOT
YET SEE THE DIFFERENCE
BETWEEN PLAYING THAT
STRATEGY AND PLAYING
THE I-WIN STRATEGY
WITH HIS FELLOW PLAYERS,
AGAINST THE BANKER.**

HE DOES NOT CO-OPERATE.

IN A
NON-ZERO-SUM GAME
THERE ARE ONLY
CONSEQUENCES.



WHY?

**BECAUSE THE BANKER
ALWAYS PAYS AND
ALWAYS COLLECTS
ACCORDING TO
HOW YOU PLAY THE GAME
OR,
MORE PRECISELY,
ACCORDING
TO WHICH STRATEGY
YOU CHOOSE.**

**THERE ARE
MANY STRATEGIES
IN THE GAME OF LIFE
AND SOME SUCCEED
MORE THAN OTHERS
BUT THERE IS ONLY
ONE
DOMINANT STRATEGY
WHICH
ALWAYS
SUCCEEDS IN BEATING
ANY OTHER STRATEGY.**

**IT IS
THE #1 LAW OF SUCCESS
AND IT IS THE ONE
WE'LL EXPLORE IN THIS
SMARTPHONEBOOK.**

PART TWO

THE GAME

HERE WE EXPLORE
A METAPHOR TO MIMIC LIFE
AND CALLED THE GAME.

THOSE WHO LEARN TO
BECOME SKILLED IN THIS
SIMPLEST OF ALL GAMES
WILL BECOME SKILLED IN
THE #1 LAW OF SUCCESS
WHICH IS MORE
SUCCESSFUL THAN ANY
OTHER STRATEGY.

IN THE GAME
THE BANKER MAKES
THE FOLLOWING FOUR
KINDS OF PAYOFFS:

18

NICE/NASTY:

BANKER PAYS WINNER 1 MILLION POINTS

NASTY/NICE:

BANKER FINES SUCKER 200,000 POINTS

NICE/NICE:

BANKER PAYS BOTH 600,000 POINTS
AS REWARD

NASTY/NASTY:

BANKER FINES BOTH 20,000 POINTS
AS PUNISHMENT



**IT'S WORTH REPEATING
THE RULES OF THE GAME
WHERE THE BANKER MAKES
THE FOLLOWING FOUR
KINDS OF PAYOFFS:**

NICE/NASTY:

BANKER PAYS WINNER 1 MILLION POINTS

NASTY/NICE:

BANKER FINES SUCKER 200,000 POINTS

NICE/NICE:

**BANKER PAYS BOTH 600,000 POINTS
AS REWARD**

NASTY/NASTY:

**BANKER FINES BOTH 20,000 POINTS
AS PUNISHMENT**



PART THREE

THE RULES

**OK. WHAT'S THE SCIENCE
BEHIND ALL OF THIS?**

**THE GAME HAS ITS
BIOLOGICAL ORIGINS IN
WHAT SCIENTISTS NOW
CALL GAME THEORY.**

**WE SEE HOW SUCCEEDING
IN LIFE – *SURVIVAL &
MAKING A LIVING* –
IS LARGELY
A STRATEGIC MATTER.**

**WE LIVE IN A WORLD OF
HUMANS.**

**SUCCESS IN LIFE CONSISTS
OF HOW WELL WE MANAGE
THE UNFOLDING
SERIES OF ENCOUNTERS
WITH OTHERS.**

**IN EACH ENCOUNTER
WE CAN COOPERATE
AND BE NICE
OR WE CAN DEFECT
AND BE NASTY.**

WE SEE EXAMPLES OF
THOSE WHO ALWAYS PLAY
NASTY,
OTHERS WHO ALWAYS USE
NICE
AND STILL OTHERS
WHOSE STRATEGY
IS A MIX OF
NICE AND NASTY.

**WE ARE INTRODUCED TO
THE RULES OF THE GAME
AND ALSO TO THE
RISKS AND REWARDS
OF LIFE WHICH ARE
REPRESENTED BY
REWARDS
AND
PUNISHMENTS:**

**A SERIES OF POINTS, GIVEN
AS REWARDS OR DEDUCTED
AS FINES, WHICH THE
BANKER ALWAYS PAYS OUT
AFTER EACH ENCOUNTER
OR ROUND OF THE GAME.**

WE ARE NOW READY TO
PLAY AND TRY OUT
DIFFERENT STRATEGIES.

WITH INSTANT FEEDBACK
FROM THE BANKER WE
SOON SEE THAT THERE
ARE *ALWAYS* FOUR
INEVITABLE OUTCOMES
WHICH, IN GAME THEORY,
ARE CALLED:

THE WINNER

THE SUCKER

THE PUNISHMENT

THE REWARD.

THE WINNER

TACTIC – AVOID THE
TEMPTATION TO WIN

TEMPTATION TO WIN
IS ONE WITH WHICH WE ARE
ALL FAMILIAR.

EXEMPLIFIED SO WELL BY
GORDON GECKO IN THE
MOVIE *WALL STREET*, THIS
TACTIC IS ALL ABOUT
VICTORY.

THE TEMPTATION TO WIN
IS THE **YOU-LOSE**
PHILOSOPHY WHERE
FOR ME TO WIN
THE OTHER MUST LOSE.

I BEAT THE OPPONENT,
I CONQUER THE ENEMY.

“GREED IS GOOD”
IS THE MOTTO
OF THIS STRATEGY
AND IN THE GAME
IT IS THE STRATEGY WHERE
THE OTHER PLAYED NICE
BUT I PLAYED NASTY.

TEMPTATION TO WIN
IS WHERE THE OTHER
BECOMES THE SUCKER
AND YOU ARE THE
WINNER.

TEMPTATION TO WIN
HAS PAID OFF AND YOU
COLLECT THE BANKER'S
HIGHEST PAYMENT:

1 MILLION POINTS.

IN THE 80s,
THE SKASES AND BONDS
WERE HIGH PROFILE
PLAYERS OF THE
TEMPTATION TO WIN
STRATEGY AND
THE PACKERS AND PELLs,
RINEHARTS AND TRUMPS
MAY BE MORE RECENT
EXAMPLES OF THAT
INFAMOUS STRATEGY.

THE CHANCE OF HAVING
THE BIGGEST POSSIBLE
PAYOUT ATTRACTS
MANY PEOPLE TO THIS
NICE/NASTY
STRATEGY CALLED
TEMPTATION TO WIN.

FOR MANY OF US,
IT SEEMS, INTUITIVELY,
TO BE THE BEST STRATEGY
AND IN GAME THEORY
IT'S CALLED
ALL NASTY
OR
ALWAYS PLAY NASTY.

IF LIFE CONSISTED
OF ONLY ONE ROUND
OR JUST ONE ENCOUNTER,
IT WOULD THEN BE THE
ONE TO ALWAYS USE.

YOU COULD JUST
HIT AND RUN.

BUT LIFE IS UNFOLDING.

THERE ARE
MANY ENCOUNTERS
AND
REPEATED ROUNDS
IN THE GAME OF LIFE.

WE SEE THAT THIS
ITERATION OF THE GAME,
ITS ONGOING REPETITION,
ROUND AFTER ROUND,
SOON SHOWS *TEMPTATION*
TO BE A FLAWED STRATEGY
WITH ONLY
SHORT TERM GAINS
AND MUCH GREATER
LONG TERM LOSSES.

**WINNERS
ALWAYS END UP
SUCKERS**

**ALL WINNERS EVENTUALLY
BECOME SUCKERS AND
SUCKERS ALWAYS SUCK.**

THE REASON FOR THIS IS
BECAUSE 'WHAT GOES
AROUND COMES AROUND'
AND 'THOSE WHO LIVE BY
THE SWORD DIE BY THE
SWORD'.

IF YOU ARE NASTY TO ME
IN THIS ROUND, THEN YOU
CAN BE SURE THAT I WILL
BE NASTY TO YOU IN THE
NEXT ROUND.

THIS IS HOW THE
TEMPTATION STRATEGY,
WHICH SEEMED SO
ATTRACTIVE IN ROUND 1,
ALWAYS BECOMES A
PROBLEM TO THE WINNER
IN ROUND 2 AND IN LATER
ROUNDS, WHEN REVENGE
IS SWEET AND THE OTHER
SIDE GETS THEIR
'PAYBACK TIME'.

**IN GAME THEORY,
THE CERTAIN KNOWLEDGE
THAT THERE
WILL ALWAYS BE
'PAYBACK TIME'
IN THE FUTURE ROUNDS
OF THE GAME
IS CALLED:**

***THE SHADOW
OF THE FUTURE.***



**THIS FUTURE SHADOW IS
THE KEY TO THE GAME.**

**ONLY THOSE WHO GET
AND UNDERSTAND THIS
INEVITABLE CYBERNETIC
FEEDBACK FEATURE
OF THE GAME CAN HAVE
ACCESS TO THE MOST
SUCCESSFUL STRATEGY OF
ALL WHICH WE CALL THE
1 LAW OF SUCCESS.**

THE ENDURING PROBLEM
WITH THE *TEMPTATION*
STRATEGY IS THAT ITS
SHORT TERM UPSIDE
WILL BE SOON DIMINISHED
BY THE
LONG TERM DOWNSIDE.

THIS IS WHY OBSESSED
WINNERS EVENTUALLY
BECOME LOSERS.

THE SUCKER

- WHY SUCKERS
ALWAYS SUCK

THE SUCKER IS THE
BIGGEST LOSER OF ALL
IN THE GAME.

YOU BECOME A SUCKER
WHEN YOU PLAY
NICE
AND THE WINNER PLAYS
NASTY.

IN NICE/NASTY YOU GET
'CAUGHT WITH YOUR PANTS
DOWN' AND YOU'RE
'A SITTING DUCK'.

THE BANKER SAVES HIS
BIGGEST FINE FOR THE
SUCKER,
A HEFTY 200,000 POINTS
AND IT'S CALLED
THE SUCKER'S PAYOFF.

YET, THERE ARE THOSE
WHO DO ACTUALLY PLAY
A STRATEGY CALLED
ALL NICE
OR
'ALWAYS PLAY NICE'.
THESE SUCKERS ALWAYS
SUCK.
THEY ACTUALLY REWARD
TEMPTATION.

THEIR ALL NICE
STRATEGY MAKES IT
INTELLIGENT BEHAVIOUR
FOR OTHERS TO PLAY
ALL NASTY
AND COLLECT THEIR
1 MILLION PRIZE.

SUCKERS ALWAYS SUCK.

**IN DARWINIAN EVOLUTION,
SUCKERS ARE ALWAYS
ALTRUISTIC AND SO THEY
HELP OTHER MEMBERS OF
THE SPECIES TO PASS ON
GENES TO THE NEXT
GENERATION ALWAYS AT
THE EXPENSE OF THEIR
OWN GENES.**

**IN BIOLOGY,
SUCKERS ALWAYS SUCK,
AND THEIR GENES DIE A
DARWINIAN DEATH.**

THERE ARE DIFFERENT
KINDS OF SUCKERS.

THE BLIND SUCKER

IN A SENSE, ALL
SUCKERS ARE BLIND.
THAT IS, THEY ARE BLIND
TO CONSEQUENCES.

THEY CANNOT SEE THE
SHADOW OF THE FUTURE.

THEY FAIL TO
UNDERSTAND THE IMPACT
OF PAYBACK TIME.

THERE IS THE
GREEDY SUCKER
WHO GIVES HIS SAVINGS
TO THE SCAMMERS AND
GET-RICH-QUICKSTERS
BECAUSE HE IS BLIND
TO THE CONSEQUENCES.

THE 'BLOODY IDIOT'
(PORTRAYED IN TAC ADS)
WHO DRINKS THEN DRIVES
AND IS A BLIND SUCKER.

**THE START-UP SMOKER
WHO HEEDS HER TEENAGE
FRIENDS BUT NOT HER
PARENTS IS A BLIND
SUCKER.**

**OF COURSE, BLIND
SUCKERS CAN SOMETIMES
WAKE UP AND SEE.**

**BUT BLIND SUCKERS WHO
STAY BLIND ALWAYS END
UP LOSERS.**

**THE
RIGHTEOUS
SUCKER**

THIS IS A FATAL DISEASE.

**MOST RIGHTEOUS
SUCKERS DIE.**

**THEY MAY DIE IN BATTLE
OR ARE PUT TO DEATH AT
THE WHIM OF THEIR
VICTORIOUS WINNERS.**

**THEY ARE CONQUERED
AND CRUSHED BY THEIR
OPPONENT.**

MANY RIGHTEOUS
SUCKERS ARE SUFFERING
FROM PTV, THE PLATO
TRUTH VIRUS. I HAVE
WRITTEN IN DEPTH ABOUT
PTV IN *SOFTWARE FOR
YOUR BRAIN.*

PTV CAUSES THE HOST
BRAIN TO BELIEVE THAT
THEY ARE
'UNIQUELY RIGHT',
THAT THEY HAVE A
CERTAIN AND
'REVEALED TRUTH'.

RIGHTEOUS SUCKERS HAVE
USUALLY CONTRACTED PTV
THROUGH ANY RELIGIOUS
OR POLITICAL MOVEMENT
WHICH CLAIMS TO BE THE
'TRUE RELIGION' OR THE
'RIGHTEOUS MAJORITY'.

THEY ALSO ARE BLIND TO
THE *SHADOW OF THE
FUTURE.*

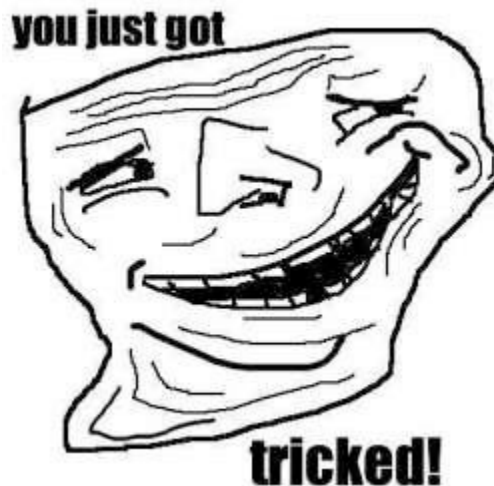
SOME BECOME MARTYRS,
OTHERS BECOME
DICTATORS.

ALL END UP DEAD.

SUCKERS ALWAYS SUCK.

THE SAD SUCKER

YES, WE HAVE ALL BEEN
SAD SUCKERS AND
HOPEFULLY WE LEARNED
FROM THE EXPERIENCE.



THE SAD SUCKER PLAYED
NICE AND WAS TRICKED.

THE SAD SUCKER PLAYED
NICE
ON THE UNDERSTANDING
THAT THE OTHER WAS
GOING TO PLAY NICE TOO.

HE WAS WRONG.
SHE WAS SUCKED IN.

EACH READER WILL SURELY
HAVE HIS OR HER OWN
BITTER MEMORIES OF
CHILDHOOD
ABANDONMENT,
BREACH OF TRUST,
COWARDLY BETRAYAL
AND BROKEN PROMISES.

THE YOUNG DRAFTEE WHO
RETURNS FROM VIETNAM
TO FIND REJECTION AND
BETRAYAL, NO WELCOMING
PARADE, NO GRATEFUL
PUBLIC IS A SAD SUCKER.

THE FAITHFUL WIFE WHO
BLINDLY TRUSTS HER
UNFAITHFUL HUSBAND IS A
SAD SUCKER.

**CHILDREN ARE OFTEN
SUCKERS BECAUSE THEY
ARE SO VULNERABLE,
INEXPERIENCED AND
TRUSTING.**

**WHETHER, ON THE ONE
EXTREME, THEY FOLLOW
THE PEDOPHILE WHO
PROMISES “TO TAKE THEM
TO MUMMY” YET IS REALLY
THEIR MORTAL ENEMY OR
SIMPLY TRUST THEIR
OLDER SISTER WHO
ALWAYS TAKES THE BIGGER
SLICE OF CAKE, CHILDREN
ARE OFTEN SUCKERS.**

THE IMPORTANT POINT
ABOUT BEING A SAD
SUCKER IS TO LEARN FROM
THE EXPERIENCE.

CHILDREN GROW UP AND
BECOME PLAYERS IN THE
GAME OF LIFE.

THEY CAN THEN CHOOSE
WHATEVER STRATEGY THEY
WISH TO USE.

THEY DON'T HAVE TO
REMAIN SAD SUCKERS
AND FORTUNATELY,
MOST DON'T.

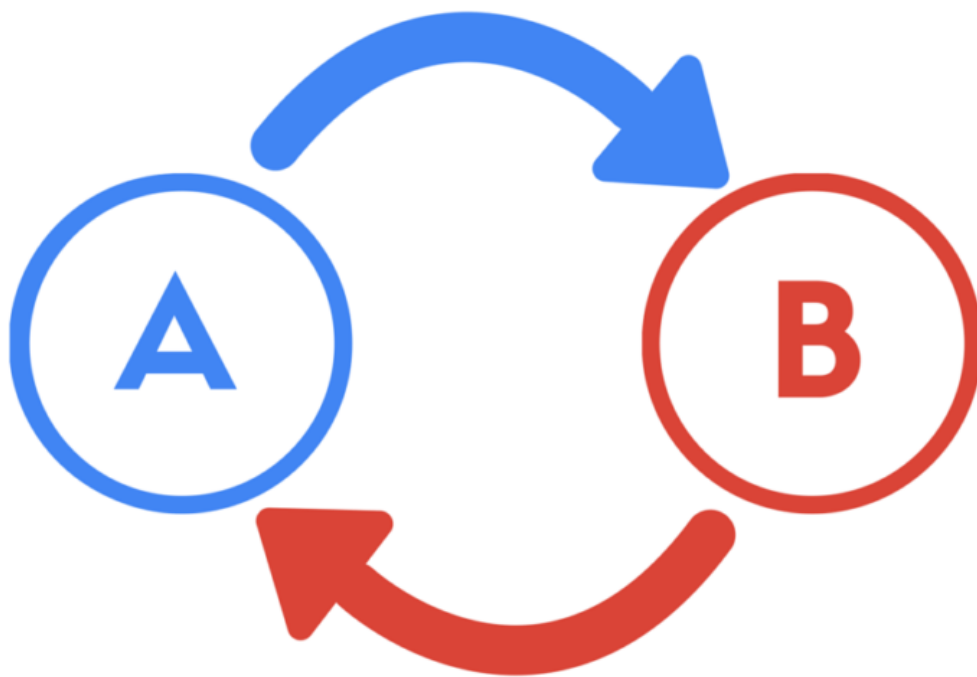
THE PUNISHMENT

- ALWAYS PUNISH
WINNERS

IN THE GAME ALWAYS
PUNISH WINNERS.

WHATEVER THE OUTCOME
OF TODAY'S ROUND THERE
WILL ALWAYS BE FUTURE
ROUNDS TO PLAY AND
THAT'S WHERE THE
WINNERS GET PUNISHED.

**BECAUSE THE GAME OF
LIFE IS UNFOLDING IT IS A
CYBERNETIC OR FEEDBACK
LOOP.**



**THERE ARE MANY ROUNDS
OF THE GAME AND EACH
PLAYER HAS MULTIPLE
ENCOUNTERS.**

**THERE'S ALWAYS A
PAYBACK WHETHER YOU
CALL IT KARMA
OR FEEDBACK
OR REVENGE OR REPRISAL
OR RECIPROCATION
OR RETALIATION.**



**ALL THIS DISCUSSION
NOW BRINGS US TO
THE BEST STRATEGY
OF ALL:**

TIT4TAT

HOW TO PUNISH WINNERS

TIT-FOR-TAT MEANS
PAYBACK.

THE DUTCH CALL IT
'DIT VOR DAT'
AND THE FRENCH
'TANT POUR TANT'.
CAESAR CALLED IT
'QUID PRO QUO'.

TO SHYLOCK IT WAS A
'POUND OF FLESH'
AND THE HEBREWS CALLED
IT 'AN EYE FOR AN EYE'.

**IN THE GAME IT IS
NASTY/NASTY.**

IF YOU PLAY NASTY
THEN
I'LL PLAY NASTY, TOO.

THE BANKER CALLS THIS
THE PUNISHMENT
AND BOTH PLAYERS ARE
FINED AN INCONVENIENT
20,000 POINTS.

BUT, WAIT A MOMENT,
HOW CAN THIS BE THE
1 LAW OF SUCCESS?

SURELY NOT!

IT SEEMS VERY WRONG
AND COUNTER-INTUITIVE.

**IN BOTH THE GAME
AND IN REAL LIFE
THIS IS THE BEST
STRATEGY OF ALL
YET IT IS ONE WHICH HAS
A VERY POOR REPUTATION
BECAUSE IT IS SO
WIDELY MISUNDERSTOOD.**

TIT4TAT IS OFTEN
CONSIDERED CHILDISH AT
BEST AND UNCHARITABLE,
EVEN HEARTLESS,
AT WORST.

YET IT IS THE FAIREST
STRATEGY OF ALL
AND, AS IT TURNS OUT,
TIT4TAT IS THE MOST
SUCCESSFUL STRATEGY
IN LIFE AND, THEREFORE,
THE ONLY ONE WHICH
QUALIFIES AS THE
1 LAW OF SUCCESS.

IN GAME THEORY, **T4T** OR
THE **TIT4TAT** STRATEGY
IS ALSO CALLED THE
NICE STRATEGY
AND HAS TWO RULES:

1 ALWAYS PLAY NICE FIRST,

THEN

**2 ALWAYS MATCH THE OTHER'S
PLAY THEREAFTER.**

IN OTHER WORDS,
YOU ALWAYS
START PLAYING NICE
THEN WHATEVER MOVE
THE OTHER PLAYS,
YOU ALWAYS MATCH IT.

**IF HE PLAYS NASTY
THEN SO DO YOU.**

**IF SHE PLAYS NICE,
YOU PLAY NICE.**

**YOU NEVER CHEAT AND
YOU NEVER WAVER.**

T4T

THERE ARE SEVERAL
OUTCOMES FOR THOSE
WHO USE THIS STRATEGY.

OBVIOUSLY, YOU MUST
ALWAYS PUNISH WINNERS.

WHENEVER A WINNER
PLAYS NASTY TO YOU
ALWAYS PLAY NASTY.

YOU ALWAYS PUNISH
NASTY
WITH MATCHING
NASTY.

ALWAYS!

T4T

THAT'S WHAT IS MEANT BY
'AN EYE FOR A EYE'.

BUT ...
THERE'S MUCH MORE TO
TIT-FOR-TAT
THAN JUST RETURNING
NASTY WITH NASTY.

TIT-FOR-TAT ALSO MEANS
YOU ALWAYS RETURN
NICE WITH NICE!

T4T

THIS ALWAYS LEADS TO
NICE/NICE.

WHY?

BECAUSE ...

**THE WINNER SOON
BEGINS TO REALIZE
THAT TO PLAY NASTY
WILL IMMEDIATELY GET
THE SAME RETALIATION ...**

**SO THAT HE IS
VIRTUALLY PLAYING
NASTY ON HIMSELF!**

T4T

TO WIN THE 1 MILLION,
HE HAS TO ACHIEVE
NASTY/NICE AND HE NOW
UNDERSTANDS THAT,
IN **TIT-FOR-TAT**,
HE NEVER CAN.

IN **TIT-FOR-TAT**
THERE ARE ONLY TWO
POSSIBLE OUTCOMES,
NASTY/NASTY,
THE PUNISHMENT WHICH
WILL COST HIM 20,000
EVERY TIME.

OR, NICE/NICE.

THIS PARADOX IS THE NUT
OF THIS SMARTPHONEBOOK
AND TAKES A LITTLE
GETTING USED TO.

THE READER MUST
FULLY COME TO GRIPS
WITH THIS INSIGHT:
THAT **TIT4TAT**,
AN EYE FOR AN EYE,
ALWAYS ENDS UP LEADING
TO NICE/NICE.

IT IS HARD FOR THE
WESTERN MIND TO GRASP
SIMPLY BECAUSE WE HAVE
BEEN TAUGHT THAT
'TURN THE OTHER CHEEK'
IS THE BETTER STRATEGY.

IT ISN'T.

ALWAYS TURN THE OTHER
CHEEK ALWAYS LEADS TO
NICE/NASTY
BECAUSE IF ONE IS ALWAYS
GOING TO BE NICE THEN
THE OTHER IS REWARDED
MORE FOR BEING NASTY
THAN FOR BEING NICE.

THE REWARD

– ALWAYS REWARD
NICE GUYS

NICE/NICE IS CALLED
THE REWARD
IN GAME THEORY.

**NICE/NICE
IS WHEN BOTH PLAYERS
PLAY NICE
AND THE BANKER
PAYS OUT HIS
SECOND HIGHEST
PAYMENT:**

**600,000 POINTS
TO EACH PLAYER.**

**NICE/NICE MAY NOT BE A
MILLION BUT IT'S A VERY
NICE REWARD.**

AND, IT'S SUSTAINABLE.

**ONLY TIT4TAT/T4T CAN
PRODUCE THIS OUTCOME.**

IF THE PLAYERS ARE BOTH
CLEVER AND NOT SUCKERS
(AND NOT BLIND TO THE
SHADOW OF THE FUTURE)
THEN THERE IS NOTHING
TO STOP THEM PLAYING
NICE/NICE
IN EVERY ROUND
OF THE GAME.

AND, NOTHING TO STOP
THEM PICKING UP THEIR
REWARD
OF 600,000 POINTS
... EVERY TIME!

T4T IS THE
I-WIN-YOU-WIN
PHILOSOPHY AND
ALWAYS SCORES
THE HIGHEST POINTS.

T4T IS THE ULTIMATE
STRATEGY AND THOSE
THAT ALWAYS PLAY **T4T**,
OR NICE/NICE,
WILL ALWAYS BE
SUCCESSFUL IN LIFE.

WIN/WIN – **T4T** - IS THE
#1 LAW OF SUCCESS.

HOW TO REWARD NICE GUYS

T4T

IS HOW YOU REWARD
A NICE GUY.

WHEN HE OR SHE
PLAYS NICE
YOU ALWAYS
PLAY NICE.

NICE/NICE.

T4T

YOU NEVER PLAY NASTY.

**YOU NEVER YIELD TO THE
TEMPTATION TO WIN
THE MILLION.**

**YOU BUILD TRUST AND YOU
ALWAYS BOTH SUCCEED.**

IN SELLING OR
SALESMANSHIP, THE
TRADITIONAL AMERICAN
MODEL, WHICH I HAVE
CALLED *OLDSSELL* IS THE
TEMPTATION STRATEGY.

CLOSE THE SALE AND WIN!

IN BOTH MY BOOKS,
NEWSSELL
AND
WOMBAT SELLING,
I CONTRASTED
AMERICAN OLDSSELL
WITH THE
AUSTRALIAN NEWSSELL
MODEL WHICH IS BASED ON
THE RELATIONSHIP OF
TRUST BUILT UP BY THE
NICE/NICE STRATEGY.

BEFORE THEIR MODERN
'ONE-CHILD-POLICY'
THE CHINESE CULTURE
USED THIS WIN/WIN MODEL
(CONFUCIAN) AND HAVE
BEEN MUCH MORE
SUCCESSFUL AT SELLING
FOR A MUCH LONGER
PERIOD OF TIME
THAN THE AMERICANS.

IT WILL BE INTERESTING
TO SEE HOW THIS
DRASTIC CULTURAL SHIFT
IN CHINESE SOCIETY
WILL PLAY OUT
IN THE FUTURE.



T4T

IS THE

#1 LAW OF SUCCESS

SUMMARY

THIS SMARTPHONEBOOK
OFFERS STUDENTS
A UNIQUE STRATEGY
CALLED **T4T**.

T4T IS THE
#1 LAW OF SUCCESS.

T4T IS A COUNTER-
INTUITIVE BUT VERY
POWERFUL STRATEGY TO
HELP YOU TO SUCCEED
IN THE UNFOLDING
GAME OF LIFE.

WHENEVER YOU CHOOSE
TO USE **T4T** YOU:

- ALWAYS REWARD NICE
T4T = (NICE/NICE)

- ALWAYS PUNISH NASTY
T4T = (NASTY/NASTY)

- ALWAYS AVOID
THE TEMPTATION TO WIN
(NICE/NASTY)

- ALWAYS AVOID
THE SUCKER'S PAYOFF
(NASTY/NICE).



T4T

SMARTPHONEBOOKS BY MICHAEL HEWITT-GLEESON

CAN BE DOWNLOADED HERE:

[HTTP://TINYURL.COM/JGXHXP6](http://tinyurl.com/jgxhxp6)

GE X10

WELCH MULTIPLIED GE FROM US\$30 BILLION TO US\$300 BILLION IN JUST TEN YEARS!

THE NEWSELL SWITCH

THE WORLD'S FIRST PHD IN LATERAL THINKING!

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HOW TO ESCAPE FROM LOGICAL THINKING, TODAY!

THE SAYINGS OF JOSEPH

THE GREATEST TEACHING GIANT IN HISTORY.

WOMBAT INNOVATION:

'THE AUSTRALIAN SOLUTION'

CREATING VERY CLEVER IDEAS THAT PEOPLE TALK ABOUT!