

RISKY

is the NEW

SAFE

The Rules

Have CHANGED...

**RANDY GAGE**

**Author of 8 International Bestsellers**

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A ROCK OPERA BY  
**RANDY GAGE**



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# Shameless Promos for *Risky is the New Safe*

## They Loved It—You Might Too!

“This is your go-to business page-turner! Randy’s forward-thinking concepts embody my own business ideals for driving success within organizations: take risks, no one’s going to die!”

—**Jeffrey Hayzlett**, global business celebrity and bestselling author of *Sometime Cowboy*

“This remarkable, fast-paced book opens your mind and imagination to the incredible opportunities that appear around you when you change your perspective.”

—**Brian Tracy**, author of *The Power of Self-Confidence*

“Holy crap, I love this book! It’s smart, entertaining, and best of all, made me re-think my life and my business. That’s a winning combination I find irresistible. Don’t hesitate to buy this book and put it to use in every aspect of your life.”

—**Larry Winget**, five-time NYT/WSJ bestselling author, including the #1 bestseller, *Shut Up, Stop Whining & Get A Life!*

“Read this book. But, before you do, suspend what you already believe is true about the way the world is and operates. You are about to learn what ‘critical thinking’ is all about, why risky indeed is the new (and perhaps, only) safe, and how it can make you wiser and more

prosperous. The good news is that—in typical Randy Gage style—it will be fun, entertaining, and just sarcastic enough to keep you riveted to every page. Get out your pen and highlighter . . . you’re gonna need it!”

—**Bob Burg**, co-author of *The Go-Giver* and author of *Endless Referrals*

“Couldn’t take my eyes off this great freaking book! *Risky is the New Safe* is a combination of Buffet, Springsteen, Rand, and Patton. Randy Gage is the ranking intellect of prosperity in our time, and only Luddites will ignore him. He has, yet again, written of the promise of abundance, the appeal of change, and the vast value of new and emerging relationships. There’s nothing risky about buying this book except forgetting to do anything else while you’re engrossed in it.”

—**Alan Weiss**, PhD, author of *The Consulting Bible* and *Thrive: Stop Wishing Your Life Away!*

“Relevant, challenging, and thought-provoking. This book is a must-read for entrepreneurs.”

—**Ken Dychtwald**, PhD, author of *A New Purpose: Redefining Money, Family, Work, Retirement, and Success*

“*Risky is the New Safe* is eye opening, mind blowing, and gut real. It gives you a step-by-step blueprint for succeeding in today’s new world. If you are an entrepreneur, a business person, or want to create wealth in your life you HAVE to read this book!”

—**T. Harv Eker**, author of the *New York Times* #1 bestseller, *Secrets of the Millionaire Mind*

“This is a game changer. Whether you are an executive, entrepreneur, investor, consultant, coach and/or mentor, this book is an absolute must read! This thought-provoking gem brings you the progressive business thinking of a Seth Godin, the personal development insights of a Tony Robbins, and the prodding for change of



a Tom Peters. Don't just read this book. Reflect on the exceptional wisdom, and then adjust your actions to accelerate the success you so richly deserve."

—**Dave Carpenter**, success mentor to the stars

"Randy and I don't see eye-to-eye on some things, which is why this book freaks me out. Mainly because he's right. We've all been so busy learning how to not rock the boat; Randy shows us that we should be trying to flip it right over. Every area of business should take a real good look at what he says here or risk being capsized by people who have."

—**Scott Stratten**, author of *UnMarketing* and *The Book Of Business Awesome/UnAwesome*

"As we've come to expect, Randy, in *Risky is the New Safe*, completely challenges our thinking and stretches our minds beyond traditional models and strategies and moves us to embrace the new world we live in with a passion for change and innovation that will give us the competitive advantage we need to succeed!"

—**Chris Widener**, founder, [TwelveCoaches.com](http://TwelveCoaches.com)

"Randy Gage just made me miss a meeting. I was going to read the first few pages of his new book *Risky is the New Safe*, then go meet with my accountant. But I got hooked. I couldn't stop. The pages and the time flew by and I missed my meeting. (Sorry, James.) Damn I love this book. Kiss your assumptions about the future goodbye and be open to possibilities you never imagined. Do something risky. Read this book."

—**Joe Calloway**, author of *Becoming a Category of One*

"I think I held my breath through the entire first chapter. Randy paints a vivid picture of an exhilarating future if we heed his warnings and a terrifying one if we don't. Reading this book is the safest bet you've got."



—**Kyle Maynard**, two-time ESPY Award winner and author of the *New York Times* bestseller *No Excuses*

“Once you read—and more importantly apply—the ideas contained in *Risky is the New Safe*, it will be impossible to go back to your old ways of thinking. Randy Gage will free your mind from the shackles of outdated thinking and give you tools that will enable you to navigate the greatest paradigm shift we are now in with the deftness of a Jedi Master. This is an outstanding work.”

—**James Trapp**, President and CEO, Unity Worldwide Ministries

“What would happen if John Naisbitt, George Orwell, and Ayn Rand co-authored a book? The result would be a glimpse of the future that is simultaneously inspiring, a little scary, and full of ideas about taking responsibility for your own success in an uncertain world. You no longer have to imagine. Randy Gage has written that book. *Risky is the New Safe* is a guide to prosperity in an age of uncertainty and chaos—a MUST read.”

—**Randy G. Pennington**, author of *Results Rule!*

“Thought provoking, even controversial in parts, this powerful book will have you re-thinking everything. Required reading for entrepreneurs and risk takers.”

—**Robert Ringer**, author of *The Entrepreneur: The Way Back for the U.S. Economy*

“Once again Randy Gage is two steps ahead of everyone else. This book is a blueprint for how to succeed in a new world that only leaders like Gage seem to understand. I couldn’t put it down.”

—**Steve Siebold**, author of *Sex-Politics-Religion: How Delusional Thinking Is Destroying America*

“This is the book that should be compulsory reading for every employee, entrepreneur, business school, and university. Randy shares revolutionary truths and

strategies for the new rules in sales, marketing, and harnessing the future of business.”

—**Frank Furness**, author of *Walking with Tigers—Success Secrets of the World’s Top Business Leaders*

“This book doesn’t just shift the way you will view the world. It will challenge everything you know about how to succeed! *Risky is the New Safe* is an astonishing read that will leave you excited, inspired, and well on your way to transformation. Buy this book right now!”

—**Dan Thurmon**, author of *Off Balance on Purpose: Embrace Uncertainty and Create a Life You Love*

“You and I were trained to succeed in a world that no longer exists. Read that again. We have cultivated the skills that used to be needed. Now it’s time to re-think . . . everything. Let Randy Gage be your guide into this exciting and somewhat disturbing new world that surrounds us. If you and I don’t evolve again then we will surely become even more obsolete. Take the small *risk* of buying this book and reading it cover to cover. It’s one of the *safest* things you can do.”

—**Jim Cathcart**, author of *Relationship Selling and The Acorn Principle*

“I almost ran out of aspirin reading Randy’s new book—it made my head hurt that much! But, it hurts for all the RIGHT reasons: he completely challenged my thinking and helped me see business in a fresh perspective. A friend of mine says, ‘Those who are too afraid to make a mistake report to those who aren’t.’ Don’t make the mistake of not reading this important business book—it’s a gem.”

—**Lou Heckler**, keynote business speaker, speaker coach, “Nightly Business Report” essayist on PBS television

“I love this book, and I love the thinking behind it even more. Once again Randy has pushed the button on what people accept as ‘truth’ and shows it to be false. The

learning model of 'Better safe than sorry' leaves no one safe, and millions sorry. This book explains why; it's a must read."

—**Paul Martinelli**, international speaker, coach, and mentor  
"When Randy Gage has something to say, you better listen. In this book he shares the secrets that will make you a success. The biggest risk you could take today would be to not read this book."

—**Shep Hyken**, *New York Times* bestselling author of *The Amazement Revolution*

"A really great book, *Risky is the New Safe* serves to help expand your current perspective of what the future might look like. You don't have to agree with everything, but the contrast can ignite your imagination in a fresh, wonderful, and inspiring way. It made me laugh, it made me question a few things, and it got me thinking . . . what if? Love that!"

—**Terri L. Sjodin**, principal and founder, Sjodin Communications, and bestselling author of *Small Message, Big Impact*

"Whether you like it or not, the world is changing. Whether you like him or not, Randy Gage can show you how to anticipate opportunities and prosper in a rapidly evolving world. His views are sometimes unorthodox, typically unconventional, and always unbeatable and that's exactly why you need to listen to him."

—**Rory Vaden**, co-founder Southwestern Consulting, *New York Times* bestselling author of *Take the Stairs*

"Gage does it again . . . turning everything you think you know upside down. His cutting edge look into the future, by shifting your paradigm today, will keep you surfing the wave of success!"

—**Louis Lautman**, director, *The Y.E.S. Movie*  
([www.theYESmovie.com](http://www.theYESmovie.com))

“Brilliant, sardonic, funny, and forward thinking. Reading *Risky is the New Safe* is like sticking your finger in a light socket. Get a “shock to the future” . . . if you can handle it. The book takes life as you know it and jumps you into light speed. You may not like what you see, but boy, the ride is fun and it is worth taking a look. Strap in.”

—**Victoria Labalme**, creative director, Labalme Communications

“At his brash take-no-prisoners best, Gage explores and exposes in fascinating detail today’s number one Formula for Failure—Follow the Crowd—and then solidly sets his readers on the highroad speeding away to a future of positive and prosperous possibilities. Randy Gage is a genius. This book proves it.”

—**John Milton Fogg**, author of *The Greatest Networker in the World*

“*Risky is the New Safe* is more than a book. It is a survival guide for an increasingly unpredictable future.”

—**Joachim de Posada**, author of *Don’t Eat the Marshmallow . . . Yet!*

“I divide learning into two categories: Direct Learning and Collision Learning. Direct learning is when someone says ‘X’ to you and ‘X’ is valuable. Collision Learning is when someone says ‘X’ to you, ‘X’ makes you think of ‘Y’ and ‘Y’ is valuable to you. Randy’s book offers HUGE opportunities for both forms of learning (which is rare) on topics that are absolutely critical at this point in history. I recommend it highly.”

—**Robert Scheinfeld**, *New York Times* bestselling author of *Busting Loose from the Money Game*, *The Ultimate Key to Happiness*, and other radically different multimedia resources for transformation

“If you haven’t read a book lately that made you uncomfortable, you’re playing it too safe. Read this book

to stretch your thinking and improve your odds of success. The ideas you'll find here are edgy for the right reason: they'll get you to take the kind of intelligent risks and positive actions you very much need to succeed."

—**Mark Sanborn**, author of *The Encore Effect* and *Up, Down, or Sideways*

"*Risky is the New Safe* has me excited and I DO NOT excite easily! It paints a clear picture of what is, and an even clearer picture of what will be. This is the book that helps us move from change victims to change makers. If you're planning to live in this world a while longer—this book is not just your survival guide; it's your guide to surviving well."

—**Steve Keating**, consultant and professional speaker  
"Randy Gage has a reputation for pulling no punches in calling it like it is. What he shares in *Risky is the New Safe* isn't to make you feel comfortable; it's to get you to act and succeed. Consider it your new rulebook in these changing times."

—**Ric Thompson**, co-founder, [HealthyWealthynWise.com](http://HealthyWealthynWise.com)  
"No wonder there is so much advance buzz on this book! It's brilliant, will certainly be controversial to some, but real food for thought for critical thinkers. You may agree, you may disagree, but you have to read it."

—**Ford Saeks**, author of *Superpower: How to Think, Act, and Perform with Less Effort and Better Results*  
"Randy Gage once again challenges your thoughts and beliefs—for your own good. If you are looking to rise up and take on life's challenges and create freedom, then *Risky is the New Safe* is required reading. The ROI from this book is insane! Bottom line: Buy it, read it, and then read it again."

—**JB Glossinger**, founder of [MorningCoach.com](http://MorningCoach.com) (#1 Rated Self-Help Podcast on iTunes)