



**FARM OWNERS ACADEMY**



## **RECOMMENDED READING**

The ideal amount of time for reading is 30 minutes per day. We recommend the 30:10 principle.

Thirty minutes of reading followed by ten minutes of summarizing what you have learned together with implementation.

If you need some help to squeeze in your business knowledge, here are some quick tips:

- **Listen on to audiobooks (Audible) during your commute to work, while working out at the gym or even driving around your farm.**
- **Listen on Audible at greater than 1 x speed.**
- **Watch a YouTube video book summary before you skim-read the book.**
- **Use Blinkist to get the core message of the book in 15 minutes.**
- **Use Binaural beats while you read to focus your mind.**
- **Commit time in your diary to a small but frequent reading time – e.g. 30min/day after morning tea break.**
- **Use <https://booko.com.au/> if you want to find the cheapest books.**

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## **Business Books You Should Read**

**FOA criteria used in book selection:**

1. Inspiring and Thought Provoking
2. Practical and Strategic
3. Fundamentals and Must-Reads

## **Books for Productivity**

1. Eat That Frog – Brian Tracy
2. Hour Work Week – Tim Ferris
3. Getting Things Done – David Allen
4. The One Thing – Gary Keller



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### **Books on Marketing**

1. Purple Cow – Seth Godin
2. Guerrilla Marketing – Jan Levinson

### **Books about Business Strategy**

1. Blue Ocean Strategy – Renee Mauborgne
2. Good to Great – Jim Collins
3. The E-Myth Revisited – Michael Gerber
4. Mastering the Rockefeller Habits – Verne Harnish

### **Books for Team and Leadership**

1. Culture is Everything – Tristan White
2. Start with Why – Simon Sinek
3. Delivering Happiness – Tony Hsieh
4. The 7 Habits of Highly Effective People – Stephen R. Covey
5. Whale Done! – Ken Blanchard
6. The One Minute Manager – Ken Blanchard

### **Books for High Performance**

1. High Performance Habits – Brendon Burchard
2. The Hard Thing About Hard Things – Ben Horowitz
3. The War of Art – Steven Pressfield
4. Principles – Ray Dalio

### **Books for Mindset**

1. The Motivation Manifesto – Brendon Burchard
2. The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level – Gay Hendricks
3. Thresholds of the Mind – Bill Harris
4. See You At the Top – Zig Ziglar
5. Screw It, Let's Do It – Richard Branson
6. The Science Of Getting Rich – Wallace Wattles



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### **Books for Money and Investing**

1. Secrets of the Millionaire Mind – T. Harv Eker
2. Rich Dad's CASHFLOW Quadrant – Robert Kiyosaki
3. Think and Grow Rich – Napoleon Hill
4. The Richest Man in Babylon – George S. Clason
5. The Intelligent Investor – Benjamin Graham
6. A Random Walk Down Wall Street – Burton Malkiel

### **OTHER BOOKS**

1. Sheep Farming for Meat & Wool – Jane Court, John Webb-Ware, Sue Hides
2. AgInsights Volumes 1-18 – Holmes Sackett