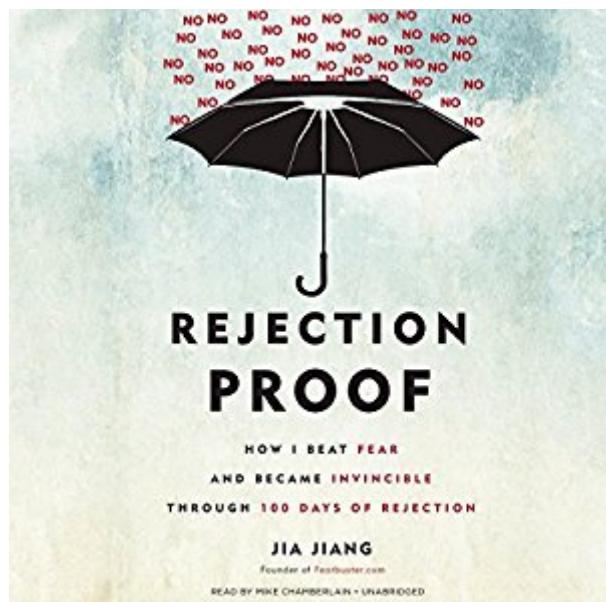


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# Rejection Proof: How I Beat Fear And Became Invincible Through 100 Days Of Rejection



## Synopsis

Rejection Proof is Jia Jiang's entertaining and inspiring account of conquering his fear of rejection, offering a completely new perspective on how to turn a no into a yes. Jia Jiang came to the United States with the dream of being the next Bill Gates. Despite early success in the corporate world, his first attempt to pursue his entrepreneurial dream ended in rejection. Jia was crushed and spiraled into a period of deep self-doubt. But he realized that his fear of rejection was a bigger obstacle than any single rejection would ever be, and he needed to find a way to cope with being told no without letting it destroy him. Thus was born his "100 days of rejection" experiment, during which he willfully sought rejection on a daily basis - from requesting a lesson in sales from a car salesman (no) to asking a flight attendant if he could make an announcement on the loudspeaker (yes) to his famous request to get Krispy Kreme doughnuts in the shape of Olympic rings (yes, with a viral video to prove it). Jia learned that even the most preposterous wish may be granted if you ask in the right way, and here he shares the secret of successful asking, how to pick targets, and how to tell when an initial no can be converted into something positive. But more important, he learned techniques for steeling himself against rejection and ways to develop his own confidence - a plan that can't be derailed by a single setback. Filled with great stories and valuable insight, Rejection Proof is a fun and thoughtful examination of how to overcome fear and dare to live more boldly.

## Book Information

Audible Audio Edition

Listening Length: 6 hours and 31 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Blackstone Audio, Inc.

Audible.com Release Date: May 8, 2015

Whispersync for Voice: Ready

Language: English

ASIN: B00XDUKVJY

Best Sellers Rank: #10 in Books > Health, Fitness & Dieting > Mental Health > Emotions #23 in Books > Self-Help > Self-Esteem #31 in Books > Health, Fitness & Dieting > Mental Health > Happiness

## Customer Reviews

I thoroughly enjoyed reading this book and wouldn't hesitate to recommend it to most anyone. Jia

Jiang's childhood dream was to be an entrepreneur. He had clever ideas as a young man but experienced rejection from a respected Uncle and went on to pursue a 'safe' course of action: education and obtaining a high paying job. He wasn't completely happy and his wife gave him the freedom to quit his job and pursue an idea to build a business. When a potential investor backed out he felt awful and decided to tackle his fear of rejection. He started a blog "100 days of rejection" and proceeded to make requests of strangers and risk rejection for 100 days. This book was written from those experiences. The author also lightly touches on biological reasons we all fear ( and if not fear - definitely don't like) rejection. Several of the risks the author writes about were laugh out loud funny. Several had me groaning in sympathy as I too had to overcome heart pounding fear of public speaking. What I like the most was the very personable way the author shared both his experiences and his moments of increased awareness of the entire process. Moving past relief at actually living through his first risk to asking a person why they rejected his request, negotiating for something close to what his original request was, how rejection was not a rejection of him personally, but rather of his request. How to time your requests and make sure you are asking the right things of the right audiences. Sometimes, with work and maturity, you can evolve into these insights on your own. I did, but sure wish I had some of these insights decades ago to help me out. I think this would be a great and enjoyable read for a younger person, but it applies to people of any age.

This true story is about Jia Jiang, a man who decided to overcome his fear of rejection by purposely making absurd requests in hopes of being rejected. His intention is to make 100 requests over 100 days with the hope of desensitizing himself to rejection. He shares that the inspiration for his experiment was Jason Comely, inventor of the Rejection Therapy game. Jiang was doing pretty well for himself prior to embarking on his experiment. He has an MBA from Duke and was earning six figures at a time when much of the economy was still recovering from the recession. Despite having a well paying job, a nice house and child on the way, his strong spirit of entrepreneurialism made him feel very unhappy simply being another worker. So Jiang did what many other would-be entrepreneurs do, he chased his dream. His initial dream was to create an app that he felt may become very popular. A devastating rejection from a potential investor brought him crashing back to reality and dealt a sharp blow to his confidence. That blow and the subsequent fallout from it ultimately led to his rejection experiment. Jiang's requests started out seemingly harmless enough. The first involved asking a security guard at his office building if he could borrow a hundred dollars. The second had Jiang asking a Five Guys server if he could get hamburger refills along with soda refills. Jiang shared how he felt extremely nervous and ill at ease with these requests and was

barely able to mutter the words at times. As he got deeper into his experiment, he found that subtle changes in body language and tactics could help affect the outcome.

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