

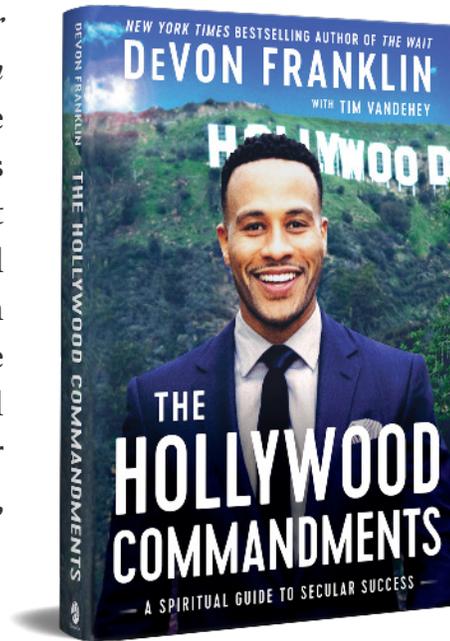
DEVON FRANKLIN'S

5 UNWRITTEN RULES TO WIN AT WORK



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You can be wildly successful without losing your faith. In fact, your secular success will strengthen your faith if you allow it. Too often we believe that success in secular environments contradicts the core principles of faith, but the opposite is true: Your faith was designed to thrive in the secular world and to transform it as a result. You may never experience the true fulfillment you were created for until you pursue the secular ambitions in your heart. *New York Times* bestselling author, DeVon Franklin, knows this to be true.



In *The Hollywood Commandments*, the prominent Hollywood producer and spiritual success coach reveals 10 life-changing lessons picked-up from his 20-year career in the entertainment business. You won't learn these lessons in the church, yet they will help you achieve an amazing life and thriving career that glorifies God. *The Hollywood Commandments* will help you:

- IDENTIFY HOW TO USE WHAT MAKES YOU UNIQUE TO PROPEL YOUR CAREER.
- OVERCOME FEAR AND BUILD THE COURAGE TO PURSUE NEW OPPORTUNITIES WAITING FOR YOU.
- GAIN THE CONFIDENCE TO MAKE IMPORTANT LIFE DECISIONS WITH GREATER PEACE AND CLARITY.
- NEGOTIATE THE LIFE AND CAREER ADVANCEMENT YOU DESERVE.

You don't have to work in Hollywood for this book to work for you. The commandments apply to every walk of life! If you are stuck, looking for secrets to advance your career, or have a feeling there's more to life, purchase a copy of DeVon's new book today!

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WHAT YOU DON'T KNOW CAN DELAY THE SUCCESS YOU DESIRE

In the world of work, you have to know the rules to play the game. I'm not diminishing the importance of any career by calling it a game. I understand that some careers—law, medicine, the military, law enforcement—are serious business, even life or death at times. But, if you look closely at the path to advancement in any career, it looks a lot like a game. There are winners and losers. There's a field of play like the board in a game. There's strategy and traps you can fall into if you're unwary.

More importantly, there are rules—some written, but many that are unwritten—that you have to follow if you want to have a chance to compete, win, or even stay in the game.

If you don't know these unwritten rules exist, they can delay the success you desire. I've experienced the power of these rules in my 20-year career as a Hollywood executive. Plus, I've watched the rules affect numerous people in various fields across America.

You can think of these unwritten rules as organizing principles that will help you channel your energy in the right places and avoid wasting time. They're also reminders that no matter how you think things should work in your profession or your desired line of work, that's not how they actually do work. The rules are the ultimate reality check.

I'm going to share five unwritten rules that will help you no matter what your talent may be.

But, there are a few quick things you should know about these rules:

- *They don't all carry the same weight.* Depending on your field, some rules will be a lot more important than others. Know which ones they are.
- *They won't all be perfectly suited to your personality.* However, that doesn't mean you can ignore them. It does mean that you may need to grit your teeth when playing that part of the game.
- *They may defy what you think you know.* That's what I've found in the entertainment world. The rules are the codes of the real world that the church is sometimes disconnected from. That doesn't invalidate them; if anything, it makes them even more relevant, because they are critical to helping you move beyond what you think you know and help you understand what really matters.

Okay? Let's talk about the unwritten rules of the game.

UNWRITTEN RULE #1:
**EVERYONE IS
CONCERNED ABOUT
SELF-PRESERVATION**



People who I've counseled about their life and careers have often missed this key rule. Or, they don't apply it to make the right moves or navigate the system they're in. You need to learn how to think from a bird's eye point of view and say, "These are the issues, and these are people's concerns. How can I alleviate somebody's concern and still get what I'm looking for, which is opportunity?" If you go after opportunity without understanding that the people you work for have things they want, you will have a hard time getting that opportunity. Even if you do get it, you will have a political target on your back.

For you to become successful at life, you have to be strategic and smart. For instance, Jesus was smart. He was strategic. He was thoughtful. He spent 30 years studying the environment, the politics, the economy, the culture, of where he would work and ultimately minister. He learned everything about the game He would play, including what the other players wanted. Before He made a play for power, He made himself into a strategic warrior.

This concern for self-preservation doesn't have to come from a place of malice or self-centeredness. According to the Employee Well-Being Study from HRO Today magazine and Yoh Recruitment Process Outsourcing, we live in a time when the potential for job promotion and raises and employee trust are at historic lows. This translates into most people (especially those in positions of power) being hyper-sensitive about their job security. Just like you, they have families to provide for, mortgages to pay, and car payments to make. When they are evaluating their staff and deciding who to stand behind, this plays a huge role.

The church doesn't always prepare us for that reality. It's not going to be enough just to walk onto a movie set or into advertising, law, or venture capital and say, "God's going to work it out for me, praise the Lord." As

we've learned, God is actively working for us, but we must do our part and study the people we work for and with. Being aware of and sensitive to the underlying current of self-preservation can even give you an advantage over people who have more experience than you do.

Don't deceive yourself. There will always be some selfless people who will help you because they care, but by and large you will be rewarded based on how you help others reach their goals. There's another difficult truth to absorb, which is that early in your career, you might do terrific work that furthers a superior's self-interest but receive no reward or recognition for it. That's common, unfair and unlikely to change. How do you avoid becoming bitter and cynical?

First, don't always expect recognition. Don't assume that if you make a superior or mentor look good, it will always translate to direct recognition from them: sometimes it does, sometimes it doesn't. However, early in my career I learned that even if I didn't get the reward or recognition I was looking for from my direct superior, I still was set up to succeed because this understanding was extremely useful in my subsequent jobs.

Second, keep your head down and continue doing great work. Remember, praise, recognition, and fame from others isn't your main goal; you are working as though you are working for the Lord. Eventually, you will be recognized beyond even your deepest ambitions.

A man in a blue suit and red tie is walking from left to right, carrying a red folder. He is looking back over his shoulder. The background features a building with large windows and a stone wall. The text is overlaid on the lower left portion of the image.

UNWRITTEN RULE #2:

NO ISN'T ALWAYS NO

Have you ever heard the saying, “No one ever got fired for saying no?” Every creative industry uses it because any creative idea—whether it’s for a movie, a book or a piece of software—is inherently risky and hard to visualize. If you approach someone with an idea or an offer and they can’t visualize it being successful, they’re going to say “No.”

That does not necessarily mean your purpose is incorrect, your idea is a bad one or your offer isn’t worthy of consideration. It might mean that particular person doesn’t connect with your vision or doesn’t have the vision to see the value in you or your proposal. That doesn’t translate into a definitive “No” that derails your destiny.

Consider these superstars who heard “No” in their careers:

- *Walt Disney was fired from the Kansas City Star in 1919 because, his editor said, he “lacked imagination and had no good ideas.”*
- *Elvis Presley is one of the best-selling musical artists of all time. But back in 1954, Elvis was still a nobody, and Jimmy Denny, manager of the Grand Ole Opry, fired him after just one performance, telling him, “You ain’t goin’ nowhere, son. You ought to go back to drivin’ a truck.”*
- *Kerry Washington, before making it on Scandal, had done two pilots. Both shows got picked up, but a different actress replaced Kerry in both shows.*
- *Harrison Ford, one of the leading box office superstars of all time, was told by the executives on his first film that he simply didn’t have what it takes to be a star.*
- *Sidney Poitier, after his first audition, was told by the casting director, “Why don’t you stop wasting people’s time and go out and become a dishwasher or something?” Poitier vowed to show him that he could make it, going on to win an Oscar and become one of the most respected actors in the business.*
- *Stephen King saw his first book, the iconic thriller Carrie, receive 30 rejections, finally causing him to give up and throw it in the trash. His wife, Tabitha, fished it out and encouraged him to resubmit it, and the rest is history. King is now one of the best-selling authors of all time.*
- *Steve Jobs was fired from his own company. On returning, all he did was create the iPod and iPhone and lay the foundation for the world’s most valuable company.*

Some of the most influential people in every business were catapulted to success because someone told them no. It's happened to me, too. Do you think every script I've liked and pitched has become a film or TV series? No. Do you know how many times I've wanted to speak somewhere and I was told no? I was told no by the USC School of Cinematic Arts. Even now, I hear "No" frequently, and sometimes, that's a good thing.

Sometimes, your ideas (or mine) are either not fully developed, the timing it's right, or perhaps we're not asking for "Yes" from the right person. That's okay. You discard what doesn't work, learn why it didn't work and retain that lesson, and keep going. But more important, being told "No" is the path to "Yes." There is no one who hasn't had doors slammed in their face—not in film, literature, art, business, sports, politics, you name it.

Being denied or turned down should motivate you to keep developing and improving your script, business plan, resumé, presentation, or whatever you're using to put your best foot forward. My basic rule here is this: Don't let the fear of a "No" frighten you away from going after "Yes."

Too often, we're so afraid of hearing no that we don't pursue what God has put in our heart. If God has called you to do it, then every no gets you that much closer to God's yes. Also, if you believe in what God has called you to do, don't take "No" as the final answer. Revise and regroup, but keep pushing. Ask someone else. Ask one hundred someone else until you get "Yes."

Here's one qualifier, though: be clear about whether what you're pursuing is His will or your will. If you keep hearing "No" again and again, start asking why. If after careful consideration and prayer, it's revealed that what you are pursuing isn't God's will for you after all, accept it and move on. There's nothing wrong with moving on to the next thing that He has planned for you.



UNWRITTEN RULE #3:

THERE ARE ALWAYS
LEVERS OF POWER

Levers of power are pressure points that, if pushed, *can make things happen*. They exist in every profession. In Hollywood, a great idea is an important pressure point, because every movie and TV show begins with an idea—sometimes expressed as a screenplay, sometimes expressed just as a short written summary called a treatment. Even if you're new to Hollywood, with no connections and nothing on your resume, a great idea can make things happen for you. Agents are also levers of power because they can open doors and establish relationships with important decision makers.

Every field has its levers of power. In Washington, they are lobbyists for special interests. In Silicon Valley, they're the tech journalists who can turn an unknown startup into a venture capital darling overnight. In academia, a key lever of power is getting your work published in the right peer-reviewed journal. They exist in your field, too. The key questions are, what are they and how can you push them to your benefit?

Finding these levers is a matter of looking in the right place. What are the events that seem to make things happen in your world? What makes the money flow? What attracts influential people to a company or event? What gets attention and commands respect? Once you can answer those questions, the next obvious question is, how can you push those levers to your own benefit?

For example, let's say you work in the New York fashion world, and you notice that the journalists who cover Fashion Week not only get access but get their work read around the world, and sometimes get career opportunities. That's a lever. So you start your own blog about Fashion Week, leverage what contacts you have, and write some of your own original coverage of the shows and new lines. If you do great work, maybe you get noticed, get some business cards from heavy hitters and even get some job interviews.

Figure out what the levers are and how to use them. Then you work on getting close enough to push.

UNWRITTEN RULE #4:

THE PLAYERS AREN'T
ALWAYS WHO THEY
APPEAR TO BE



People are levers of power. The tricky part is that the people who can really make things happen for you aren't always the people you think. For example, in Hollywood, the obvious power players are the studio executives, the directors, the big-name actors, and the powerful agents. And it's true that those people have a great deal of power.

However, they aren't always the ones to set the wheels in motion for a new film or to give an aspiring actor or writer an opportunity. Often, the people who move heaven and earth to actually make things happen on the ground are the administrative assistants, the personal assistants and the crew.

Sometimes, the reality is that the people with the most important titles are the ones least able to provide opportunities. I know that seems ironic but it's true. For instance, the CEO of a corporation might be so distanced from the day-to-day work of the company that he or she doesn't really know which employees are doing great work. However, a manager further down the chain of command might know who the budding superstars in the company are—and which opportunities best suit them. If you work in a school, your principal might be too busy to understand what you're capable of but the assistant principal might become your champion.

My definition of power players has nothing to do with title or salary. Real power players are people who can pick up the phone or send an email and make things happen, and those aren't always the people in the big offices but the people below them who do the scheduling, make all the phone calls, and have the experience and relationships industry to make things happen the way they're supposed to.

My advice? Be a person of morals, ethics, discipline, and high performance to everyone from the people in the C-suite down to the people who really make things happen.

UNWRITTEN RULE #5:

PEOPLE ARE FICKLE...

DON'T TAKE IT PERSONALLY

Success is FAILURE!
⊕ = Success

I AM UNSTOPPABLE!

THERE IS NO TOMORROW!
↓
NOW

People can change on a dime depending on how much they think they need you at any given moment. Don't base your self-worth on attention or approval from anyone you know. I've seen people make that mistake many times and it's devastating to watch.

One day, some friends of mine were "in" with a group with whom they found validation. Then, for no apparent reason, that group no longer found the same value in the relationship with my friends. Just like that, phone calls stopped being returned, projects stopped flowing, and the relationship went cold. My friends were crushed. It was difficult to see people I cared about deal with the pain, humiliation, and confusion of no longer being in a relationship with people they thought valued them, only to find out that they were disposable.

Your self-worth should be based on one factor: being the person God created you to be. In other words: You are who you are no matter what people say or do.

The reality of life is that when you're in the spotlight, adoration can turn to anger in the blink of an eye. In March 2017, Billboard published an article about Chris Brown that said, "Many people who are thrust into the spotlight [as kids] are traumatized when they make a mistake and realize how fast that love turns to hatred. When I look in Chris' eyes, I think that's some of the pain." None of us is immune to this, and the more public you are, the worse it is. It is devastating when people turn on you.

There is nothing wrong with having a strong network of associates—in fact, it's a critical part of a thriving career. However, your self-esteem should not rest on those associations, because they are usually matters of convenience. True friends will stick with you through thick and thin, but you will also encounter many who want to be around you because you are enjoying a degree of success—and when that success fades, so will their interest in you.

Years ago, I met with singing superstar, Ciara, and she told me, “People shake your hand differently when you have a hit song on the radio. They treat you differently when you don’t.” My wife, Meagan, said, “There are times when I have a hit movie and I go to an event and I’m escorted to the front of the line. There are times when I don’t have a hit film and I’m told to wait in the back of the line.” The point is, people are fickle and fame is fleeting. Don’t be a different person based on who’s in your corner or who’s returning your calls. Be the same version of yourself no matter who you’re with.

Part of the reason for this is self-protection. If you don’t base your self-esteem on other people’s approval, you won’t be as devastated when someone you thought was a friend turns out to be something else. Letting such betrayals make you question your worth and who you are can lead to bitterness, anger and resentment, and those can cause long-term professional, emotional and spiritual damage.

There’s an old saying: “Friends are for a reason or a season.” Friends who are with you for a season will come and go as your and their fortunes rise and fall, but friends who are there for a reason will be friends no matter what happens. Learn the difference between the two and remember that God’s approval is ultimately all you need.

A man in a blue suit and red tie is walking through a modern office lounge. He is holding a red folder. The lounge features a brown leather sofa with orange and grey pillows, a round wooden coffee table with several magazines, and a large window with a view of a city. The text "HOW WILL YOU KNOW YOU'RE WINNING?" is overlaid in white, bold, sans-serif font.

**HOW WILL YOU KNOW
YOU'RE WINNING?**

Now that we've reviewed my five unwritten rules to win at work, here's the next logical question: How do we know when we're winning? If you play a game, you do it to win, and I assume that's true in your career, too. But, what does winning look like for you, and how will you know when you've won?

When you've reached your goal, how will you know? What will change? How will you change? Each one of us has to define what winning is for us. The danger is that when you look at someone else's life or career and see their version of winning, without doing an assessment for yourself, you can go down the wrong path.

You must define winning on your terms. It could be, "I don't want to be the president of the division. I love my job, and I don't want the stress. This job allows me the quality of life I want." Winning is about more than money and position; it's about the quality of your life and operating in the seat of your purpose. My definition of success is peace. For me, winning is what creates the most peace in my life and in my spirit.

This is where the game analogy came from: know what you're playing for. If you don't know what you're playing for, then you will spend years aimlessly working at a job with no idea about what matters and doesn't matter.

When I first got in the entertainment industry, I knew I wanted to produce and be autonomous. I was playing for that from day one. Even while I was in the studio system, I never lost sight of what winning meant to me. I would say to myself "The more opportunity I can get, the more experience I can get. The more experience I can get, then the more authority I can get. Eventually the more authority I can get, the better chance I will have to become a producer. And when I become a producer, I can make the films that inspire hope and change."

THE PEACE THAT PASSES ALL UNDERSTANDING

There is nothing in this world worth compromising your soul. There's a price to pay, not just in this life, but it's also in the life that comes after it. Think about all the people who gained worldly prominence at the cost of everything that really matters. Look what it did to their families. Look what it did to their children. Look what it did to their legacy.

Do not make success your god, or it will consume you. I see the dynamic play out in Hollywood all the time. I work in an industry that is fraught with myth and legend. It draws people like moths to a flame, and so do other fields: Silicon Valley startups, professional sports, medicine, law, and politics. People become desperate to be successful and get fortune, fame, and power. When they get it, all too often it changes them. They become people who will do whatever they can to keep what they have, regardless of the cost. When that happens, if they don't have a strong center of faith and purpose to steady them and remind them who they are, they can lose themselves. They begin to exchange pieces of their soul for pieces for whatever perceived benefit the world is offering. Little by little, their soul wears away until there's nothing left.

The other mistake that I see people making in pursuit of success is misconstruing the trappings of success for success itself. True success is spiritual; it comes with material reward, but it's really about peace, a sense of purpose and joy, and giving to others. It's not about the huge house, the expensive cars, or any of the other superficial rewards that some people think they have to indulge in to show the world that they're successful. At the end of the day, the peace that exists in your soul is true barometer for your success. God will reward your good work with the peace that passes all understanding, and that peace cannot be achieved through material gain.

Peace is a magnet for purpose and prosperity. There's a great deal of baggage attached to that word—prosperity—but it's important to take a closer look at its meaning. Prosperity is simply the condition of being successful or thriving. You can be prosperous without money— and in fact, some of the most prosperous people are those with moderate incomes but healthy families, healthy bodies, and strong relationships with God. Money comes from fulfilling purpose. You will fulfill your purpose when you fill your spirit not with anxiety but with the peace that comes from knowing that you are in the right place at the right time, ready to take the next step toward God's purpose for you. To sum it up: Peace = Purpose = Prosperity

I'll admit it: practicing peace is hard. When we're on a career detour or when a plan isn't working out, questions like "When?" and "What if?" can become so loud in our heads that they drown out everything else, making it difficult to remain peaceful and trust that God is going to make everything happen for us as promised. Sometimes, despite my best efforts, peace eludes me, too.

When peace is hard to come by, don't go it alone. Finding success is like navigating a great sea in a small boat at night: you need a compass to find your way. Why do sailors check a compass? Because that's how you stay on course. If you don't keep an eye on your compass, you might end up somewhere completely different than where you intended—maybe even someplace dangerous. It is easy to lose your way. You've got to check back with that compass.

That compass is God. Check back in with your purpose every day. Are you pursuing what you want or what God wants for you? Are you being true to the person God created you to be? So many come to Hollywood with pure intentions and childhood dreams, and along the way their values get corrupted because they've lost sight of their compass. Check in every day in prayer but also in honest self-reflection.

The thing is, even if you've lost your way, you can find your way back. Your gift, your talent—that's what you can go back to. Reconnecting with God can help reorient your direction and reposition you where you're meant to be. Be aware of who you are, be honest about your weaknesses, and remember that you were created to give praise, not receive it.

Approach your success, and your journey toward it, with the deepest gratitude and thanks to God.

You will make it. I have faith in you. God has faith in you. Everything you're going through now has a purpose and is part of a journey God designed for you. As long as you remain true to who you are and make serving His purpose your real marker of success, you can't go wrong. I'll close with both a word of parting that means a great deal to me and a feeling that I hope God will grant you in everything you do.

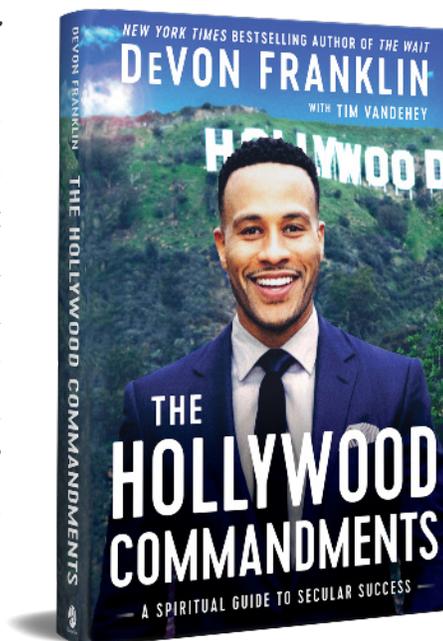
Peace.

ABOUT DEVON FRANKLIN

DeVon Franklin is a bestselling author, spiritual success coach, former Sony Pictures executive, and the CEO of Franklin Entertainment, a production company in conjunction with 20th Century Fox. *Variety* named him one of the “10 Producers to Watch” and *Beliefnet* called him one of the “Most Influential Christians Under 40.” Franklin is the author of the *New York Times* bestseller *The Wait* (co-written with his wife and award-winning actress, Meagan Good) and *Produced By Faith*. He lives with Meagan in Los Angeles, California. For more information, visit: www.DevonFranklin.com

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You don't have to work in Hollywood for this book to work for you. The commandments apply to every walk of life! If you are stuck, looking for secrets to advance your career, or have a feeling there's more to life, purchase a copy of DeVon's new book today!

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