

Chapter 7: The Enough Point

Page 1: The Line Nobody Talks About

There's a line. A magical, invisible line between "not enough" and "enough."

Most people spend their entire lives searching for it without realizing they've already crossed it dozens of times.

I learned about this line the hard way, sitting on that beach in Bali, surrounded by everything I thought I wanted, feeling completely empty inside.

The question that haunted me wasn't "How do I make more money?" It was "Do I have to make a billion to feel happy now?"

That question changed everything. Because it forced me to confront the possibility that maybe—just maybe—enough wasn't a number. Maybe it was a choice.

Your "enough point" isn't about settling for less. It's not about giving up ambition or lowering your standards. It's about something much more radical: defining success for yourself instead of letting the world define it for you.

Here's what I've learned about enough after years of coaching people who have everything but feel nothing:

Enough is not an external metric. It's an internal state.

You can have a million dollars and feel broke. You can have ten thousand and feel rich. The difference isn't in your bank account—it's in your nervous system.

Enough is not about what you have. It's about how you relate to what you have.

I've met billionaires who are miserable and school teachers who feel abundant. The variable isn't their net worth—it's their relationship with satisfaction.

Enough is not a destination. It's a practice.

You don't arrive at enough and stay there forever. You choose it, moment by moment, day by day, transaction by transaction.

The enough point is where accumulation transforms into appreciation. Where striving transforms into being. Where the chase transforms into presence.

But finding that point? That requires something most people aren't willing to do: stop running long enough to look around and see what's already here.

Most of us are so busy climbing the mountain that we never look back to see how far we've already come. We're so focused on the next peak that we miss the fact that we're already standing on top of a mountain.

The enough point isn't about lowering your dreams. It's about raising your awareness of what you've already achieved.

 **Reflection Exercise: Your Moving Target**

Think about your financial goals from five years ago. Have you achieved them? If so, why didn't that achievement bring the satisfaction you expected? What new goal immediately took its place?

Notice the pattern. The target keeps moving. That's not failure—that's programming.

Page 2: The Man with Three Houses and No Home

Let me tell you about Darren.

Successful executive. Multiple luxury cars. Three houses scattered across different countries. The kind of guy who makes other people feel like failures just by existing.

He came to me because he was having panic attacks.

"I have everything I ever wanted," he said during our first session, echoing my exact words from Bali. "But I'm never truly happy. I'm always looking for the next thing. I can't relax. Even when I'm in one of my dream homes, I'm thinking about the other two, or worrying about maintenance, or how to turn them into profit centers."

Darren's three houses weren't symbols of liberation. They were increasingly heavy chains.

Each property came with property taxes, maintenance issues, insurance premiums, management headaches. He spent more time managing his wealth than enjoying it. He was rich on paper but broke in spirit.

"When did you last feel genuinely content?" I asked.

Long pause. "I... I can't remember."

This is the trap of the moving goal post. Darren had achieved everything he thought he wanted, but instead of satisfaction, he felt the immediate pressure to acquire more. The third house didn't bring peace—it brought the desire for a fourth.

His nervous system was perpetually in fight-or-flight mode, driven by the underlying fear of losing everything, despite having more than most people see in a lifetime.

"What would happen if you sold two of the houses?" I asked.

"I'd be failing," he said immediately. "Going backwards."

There it was. The programming that equates "less" with failure, regardless of how "less" might actually improve your life.

Darren was caught in what I call the "acquisition addiction"—the belief that peace is always one purchase away. That security comes from accumulation. That happiness can be bought if you just buy enough of it.

But here's what Darren discovered: his problem wasn't that he didn't have enough. His problem was that he couldn't define enough.

He was chasing a moving target in a game with no finish line. Every achievement just revealed a new level of "not enough yet."

Six months into our work, Darren made a radical decision. He sold one of his houses. Not because he was broke, but because he was tired of being owned by his possessions.

"It's strange," he told me afterwards. "I thought I'd feel like I was losing something. Instead, I feel... lighter."

That lightness? That's what enough feels like. Not the heaviness of more, but the freedom of just right.

Reflection Exercise: Your Heavy Possessions

Look around your life. What do you own that actually owns you? What possessions require more energy to maintain than they provide in joy? What would "lighter" feel like?

Page 3: The Lie That Sells Everything

We live in a culture designed to make you feel inadequate.

Every advertisement, every social media post, every marketing message is carefully crafted to activate your "not enough" programming. You're too fat, too poor, too boring, too ordinary. But don't worry—happiness is just one purchase away.

This isn't accidental. It's algorithmic.

The entire consumer economy depends on your dissatisfaction. If you ever felt truly content, you'd stop buying unnecessary things. The economy would collapse. So your contentment is literally bad for business.

Think about the messages you absorbed today:

- Upgrade your phone (the one you have is obsolete)
- Buy these clothes (the ones you own are out of style)
- Take this course (your knowledge is insufficient)
- Use this app (your life is chaotic without it)

Each message carries the same underlying assumption: **You are not enough as you are.**

But here's the thing about enough: it's an inside job.

No external purchase can create an internal state of satisfaction. You can't buy your way to contentment. You can't accumulate your way to peace.

I learned this during my own consumer addiction phase. Fresh off my Bali awakening, I threw myself into "optimization." Better supplements, better gear, better everything. I thought if I just upgraded enough aspects of my life, I'd finally feel... enough.

Instead, I felt more anxious than ever. Every purchase brought temporary relief followed by immediate emptiness. The satisfaction lasted minutes, but the credit card bill lasted months.

That's when I realized: I wasn't buying products. I was buying the promise of becoming someone else. Someone better. Someone worthy. Someone... enough.

But enough was never for sale.

The Lithuanian saying goes: "The neighbor is happy when the neighbor's barn roof is burning." We're culturally programmed to find satisfaction in others' failures rather than our own success.

This comparative dissatisfaction is the engine of modern consumer culture. You're not just competing with your neighbors anymore—you're competing with every influencer, celebrity, and success story the

algorithm shows you.

The antidote isn't buying nothing. It's buying consciously. Asking: Is this purchase coming from genuine need or manufactured lack? Am I buying a solution to a real problem or a cure for advertising-induced inadequacy?

Reflection Exercise: Decoding Your Triggers

For one week, notice every time you feel the urge to buy something. Before purchasing, ask:

- What feeling am I trying to buy?
- What problem am I trying to solve?
- Will this purchase actually solve that problem, or just temporarily numb the feeling?

Page 4: Your Enough Map

Defining your enough point isn't a one-time intellectual exercise. It's an ongoing practice of conscious choice-making.

Your "Enough Map" is a practical tool to help you navigate the difference between genuine needs and manufactured wants.

Financial Enough Point

Start with numbers, but don't end there:

Basic Security: What amount of money would make you feel genuinely safe? Not rich, not impressive—just safe. Write that number down.

Comfortable Living: What would it cost to live the life you actually want (not the life Instagram tells you to want)? Include housing, food, health, travel, hobbies, giving.

Freedom Number: What amount would give you complete choice about how you spend your time? This is your "fuck you money" number—the amount that makes you truly free.

Now ask yourself: Which of these numbers are you actively pursuing? Which have you already achieved without noticing?

Lifestyle Enough Point

Beyond money, what does enough look like in practice?

Space: How much physical space do you actually need? Not want—need. For most people, the answer is far less than they think.

Possessions: What objects actually improve your life versus what you own out of habit, status, or scarcity?

Experiences: What activities and experiences truly nourish you versus what you do because you think you should?

Emotional Enough Point

This is the hardest part: defining enough in terms of feelings.

Recognition: How much external validation do you actually need? What would it feel like to need less approval from others?

Achievement: What level of accomplishment would satisfy you? What if you already achieved enough but kept moving the goalpost?

Impact: How much difference do you need to make in the world to feel meaningful? What if your current contribution is already enough?



The Enough Exercise

Complete these statements:

"I would feel financially secure if..."

"I would feel successful if..."

"I would feel satisfied if..."

"I would feel enough if..."

Now look at your answers. How many of these conditions are already met? How many are within reach? How many require external change versus internal shift?



Your Enough Experiment

For the next 30 days, practice choosing enough:

- When you want to buy something, wait 24 hours and ask if you still want it
- When you feel envious of someone else's life, list three things in your own life you're grateful for
- When you catch yourself saying "I need..." ask "Do I actually need this, or do I just want it?"
- When you achieve something, pause to appreciate it before moving to the next goal

Page 5: What Would Happen If You Stopped Chasing?

This is the question that terrifies most people: What would happen if you stopped chasing more?

The fear is that you'd become lazy, complacent, mediocre. That you'd lose your edge, your drive, your success.

But what if the opposite were true?

What if the constant chase is what's making you tired? What if the relentless pursuit of more is what's blocking you from enjoying what you already have?

Let me tell you what happened when I stopped chasing.

After my Bali breakdown, I made a radical decision. I would stop pursuing any goal that came from "not enough" energy. I would only pursue goals that came from "already enough" energy.

The difference is subtle but transformative:

"Not enough" energy says: "I need this achievement to be worthy/safe/happy."

"Already enough" energy says: "I'm already worthy/safe/happy, and this achievement would be a fun expression of that."

Same goals, completely different energy.

The results were counterintuitive. I became more productive, not less. More creative, not less. More successful, not less.

But the success felt different. Lighter. More sustainable. More... enough.

Because I wasn't running from something anymore. I was running toward something. And there's a profound difference between the two.

Life After Enough

When you find your enough point, several things happen:

Decisions become easier. You have clear criteria for what matters and what doesn't.

Stress decreases. You're no longer constantly measuring yourself against moving targets.

Gratitude increases. You start noticing what you have instead of only seeing what you lack.

Relationships improve. You stop competing with everyone and start connecting with them.

Creativity flows. You're no longer blocked by the pressure to be more than you are.

Generosity expands. When you feel like you have enough, sharing becomes natural.

The Enough Paradox

Here's the beautiful paradox of enough: the moment you truly feel like you have enough, you often end up with more.

Not because you're chasing it, but because you're no longer blocking it with desperation energy.

When Darren stopped chasing the fourth house, his existing investments started performing better.

When Marta stopped hoarding courses, she started creating profitable content from knowledge she already had.

It's like the universe rewards people who appreciate what they have by giving them more to appreciate.

But you can't game this. You can't pretend to feel enough in order to get more. The universe is smarter than your strategies.

Your Enough Commitment

Write yourself a letter from the part of you that already has enough. What would that version of yourself say to the part that's still chasing?

What would they want you to know? What would they want you to stop doing? What would they want you to start appreciating?

Enough isn't a limitation. It's a liberation.

It's the freedom to choose goals based on joy rather than fear. To pursue dreams from overflow rather than emptiness. To build wealth from abundance rather than scarcity.

Your enough point is waiting for you. Not in some future achievement, but in this present moment. In the breath you just took. In the life you're already living. In the person you already are.

The question isn't whether you have enough. The question is whether you're brave enough to see it.

The key insight: Enough is not a number you reach. It's a choice you make.

Next up: Chapter 8, where we'll explore how money affects your most intimate relationships—and what to do when your enough point doesn't match your partner's.