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April 2017 - Dec 2017

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Delray Home 205/60x18  
12:45pm, Mon, Apr 17, 2017

I finished my previous journal about an hour ago. I want to record module 6 today, but I am struggling - why? Maybe b/c I’m not as clear as I’d like to be - but it feels uncomfortable - so much so, I want to distract myself with something else to get away from the feeling. I wish I had greater clarity on this module - I think the only way I get there is to start recording.

1:20pm  
I went upstairs, set the lights working & the recording working. While upstairs Kim called complaining about the deposition. I am really concerned about her & our relationship. I feel like she’s carrying around a lot of hatred, anger at me, and yet she’s disconnected from it most of the time. Anyways, the call didn’t go well, and I just want to be away from her right now. She’s been distant w/ the girls, distant w/ me, and I am just noticing how taxing it is to be around someone so negative. Well, I know I have to do better too. But I’d be lying if I said that some of the things she said last night give me pause. I can’t write & write right now about our relationship. But today I don’t have the time. I need to work on Module 6 right now. And I will. But when I’m struggling on my own, her issues just make it even more difficult. I’m not really sure how best to proceed on this module. Probably b/c I am trying to do stuff I’ve never done before - even though I believe it’s important. Ok, so what’s the best approach to get this done? And how do I decide what each piece should include. I feel really unsure at the moment. I’m thinking about working at some more - anyway? More in a bit.  
I’m not sure how best to proceed.

Delray Home 7/ 30x18  
4:40pm, Tues, Apr 18, 2017

Kim ended up staying over last night and left this morning. I wanted to film module 6, but haven’t yet. This time there’s

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a good reason. At least I think it is - time will tell. I did some research and found 2 different marketing plans - one from SmartInsights, and the other from Digital Marketer. So I’ve got 2 frameworks to work with - but now I need to figure out a way to bring my course into their models. But I’m not sure now how best to proceed - I’m guessing there really isn’t a “right way.” But I think I start with the smartinsights stuff first & then build it together with my own, then add Digital Marketer stuff.

So that’s how I’ll start, but I’m still unsure - I guess I’ll go through smartinsights - or maybe I should just buy a membership? Possibly save me a bunch of time.

5:45 pm  
I spent some time in front of the whiteboard & I think I’ve made progress - I think I’ve come up with the model - although I think it needs work, I then have to come up with a planning system. In other words, how do you use the course & it’s contents to leverage the model for biz or niche-by success. I am also thinking maybe I should also use the “key message platform” stuff too \* ok, there lots to consider - more in c bit -

8:20 pm  
Well, I haven’t gotten as much done as I would of liked, but I feel like I have everything I need. So, now I guess I’ll work on it while reviewing the content I need to look at. I’ll also text Kim.

Detray Hone 210/

11am, Wed, April 19, 2017  
Had trouble falling asleep last night. Not sure why. Woke up

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3  
at 7, drove Ava to school late, did Fisher Wallace, fish oil, Vitamins, meditation on muse, focus on brainwave and now I’m gearing up for a very productive day. I have BGS or D3 today - noon for BGS & 3 pm for D3. So, now I won’t be set clearer on where I am at with module 6, and what my specific next action are on it.

D3 - Module 6

* Developed The REPS MODEL  
  -> to break down steps -> Each piece can serve others  
  -> to isolate performance  
  -> to categorize time periods  
  -> to provide optimization suggestions

-> Pulled pieces out of Key Message Copy Platform to consider as I develop something similar  
-> Broke down modules 2 & 3 for the tactics/strategies to deploy on the REPS MODEL.  
-> Watched a good portion approx ¼ of Digital Marketer Launch plan & took notes…  
-> Lead Magnet -> Trip wire -> Core offer ->  
$7 $200-500 profit  
very specific consideration  
-> offer different services from Fiverr as a trip wire - competitive intelligence, etc…

Ok, so just based on this what do I want to do?  
-> read marketing insight staff while working out  
-> create a REPS Model Diagram that I can then take notes on, figure out where things fit (and further flesh out the model  
-> Finish going through D3 modules & add to the mindmap  
-> Develop step by step process

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GOL  
ok, it’s 11:20 now - So this Reps Model diagrams will be really helpful so I guess I can work on that - But what’s the easiest or most effective way to do it? I’ll think about that for a minute, smoke, and do it.

Delray Have  
Sunday, 7:15pm, April 23, 2017

I kind of checked at the past few days - no work, lots of smoking pot, a day or two of acting shot, and now I must get back to work.

When I last left off I had developed The REPS-Grow Model, had begun filling in the matrix & was planning on taking the tactics from the course and laying it over the stages of the customer creation process.

I’ve come across more info related to this module. I stumbled on this guy Chris Voss, a negotiation specialist who had some things to say that really resonated from my experience & what I was thinking - took the need for the prospect/negotiation opponent to feel understood. Allowing for the prospect to start with a no. And more. So I’ve got lots of concepts I want to share & I really don’t have a structure to speak of a map out the videos. My thought is I must work on that. Ok, so, thinking on paper, what do I present?

* The REPS-Grow Customer Creation Process
* Key Message -> Demand Creation Blueprint
* Understanding each letter - letter per video
* The overall approach? REPS-Grow, Key message Book, SWOT analysis or

Oh, so I have a model - REPS-Grow, I have a “workbook” what else do I need? Do I need a strategy Approach? Do I need to teach the pre-suppositions? I how step by step?

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⑤

I also feel as if there’s so much I could share, and I am afraid of leaving something important out. I guess though that’s part of the beauty of having a model, it makes it easier to keep adding into where it’s appropriate and therefore makes it easier to improve over time.

Nonetheless I have to provide a step by step plan; what I feel the need to, and I am afraid of developing one. Am I afraid? I don’t like the idea that I’m afraid. But there is a reticence, so I am avoiding something - my own self-confidence or lack thereof? Of being wrong? Well, there really isn’t a right or wrong. True. And while the model allows for adding more or continual refinement, it starts out with the basics.

So, I don’t need to show how to use a tool to develop a better core concept - but if I know one I should give it. Whatever I know or can think through.

Do I need to explain the traffic dynamic in the customer creation process? I believe so. It’s the 30,000 ft view.

COST TO ENGAGE WITH PROSPECT GROUP < value of member who becomes a customer

Ok, obviously, a customer must be worth more than it costs to reach a prospect. Cost to create a prospect vs prospect worth. The cost to create a prospect must be less than a prospects worth. A prospects true cost is a function of the cost to reach them divided by the number who engage with you.

So, the goal is to create a system that extracts ware value out of the system from the marketplace has defined as its value.

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your income = prospect value - cost to generate prospect \* (# of customers)

So, the goal is to create a customer creation system that creates more value than the marketplace assigns. A-2 to make that system self-improving & reinforcing over time.

Best way to build a system is to get your hands dirty.  
(I went to take a break - it’s now 7:50 pm) Break the  
system into 5 stages -> The Model, so we can organize our thinking, strategies or tactics, and clarify its relationship to each stage with its own goal

Reach - Get Attention & Get them Click to you in right front of mind  
Engage - To take another action on page (micro-commitments)  
Persuade - That’s Right -> You’re Right -> There’s Hope  
Sell - Motivate Action -> Emotional Framing  
Growth - More

Now, how do I tie that together with…  
The hero’s journey  
Claro Vox Into  
Smart Insights  
Digital Marketer

Well, to make it easy, can’t those just be rows in my matrix so I can label each piece in a way that makes sense?  
Yay, that’s exactly what I can do. Okay, now it’s time for a break, then I’ll determine next steps. Actually, let’s talk next steps…

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It seems to me I either  
-> Figure out the contents of the Key Message Blueprint  
-> Think through the sequence of videos  
-> Fill in the matrix more.

OK, it’s 1:02 pm, time to think…

8:15 pm  
Well, I wasn’t away for long. I took a couple of hits from my one-hitter.  
Turned on YouTube, and have a video of Al Iaquinta after his last  
night against Diego Sanchez. So, as I listen, how do I move forward  
with this module - I told Kim I already created 4 videos.

Maybe I attempt to map out each video? Is that possible for me to  
do? Or do I go about getting this done in another way. Maybe I  
should fill in the matrix more? Yes, I should. I think it’s  
important that I do fill in the matrix more - but I also don’t  
believe that the videos will be any more clear with more of the  
matrix filled out. So that a separate issue: that I need to solve  
by itself.

Maybe I need to work backwards to figure out the steps in  
the process. From the client’s perspective. So we start where  
we want them to end & what they need to take that specific  
action.

When the client is done he’ll have his customer-creation process  
mapped out with a plan & a roll-out process. In order  
to do that the client must know what marketing & selling  
assets he needs, the steps to take 1st, 2nd, 3rd. To do that  
he needs to know his goal for each stage & how he goes  
on achieving it. In order to know that, he needs to know the  
stages, the goal of the stage, the way to achieve the goal, how to use the

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assets from the cause over the 5 stages. So I still need to figure out the video structure and I’m feeling lazy -

More in a bit..

9:20pm

So, I spent the past hour starting to plot the material on different videos. Wow, it’s a lot of stuff. Shit. Now what?

Delray Beach Day 1 209/ Mon, April 24, 2017 9:05 AM

I went to bed relatively early. I had my alarm set for 5 AM, I woke up, put the alarm for 6, and somehow I slept until 7. Got out of bed 7:30, cleaned up downstairs, made breakfast, went to Walgreens. And now I’m ready to dive in to work - or - workout. Kim just reached out - she went to the gym. Anyways, today must be productive. Ok, more in a bit.. after I figure out how I am going to film today. Well, I better get into action - not sure in which direction though. More to come…

11 AM

I wasted a 1/2 hour looking for porn to masturbate to. But today can’t go down like this - I must get into action - shit…

11:15

I guess I’ll workout shortly - might as well cross it off my list.

12:30 PM

I did a 1 1/2 hour on the elliptical. But I’m still avoiding work. I

12:50 PM

I just sat in front of my computer for the past 15 minutes. I’m really struggling to put this shift together. I want this to be easier, to really make progress, and right now I feel so stuck. Why? I guess I’m trying to do too much, to incorporate too much material. So what’s the solution? I want to smoke weed

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⑨  
escape. But so far so good. So, how do I simplify things so that I can finally record this module. I guess I just need to stick with it and just simplify and press forward. Hmmm… I’m not sure how I’ll proceed. Well, I’m sitting outside right now smoking a cigar, so I might as well think more about the module right now in here.

video 1 - Intro - Maximum monetization  
- REPS - Grow - key message Blueprint  
- Customer Creation System

I can’t even remember the third concept. Okay, so what am I going to do here? Can I identify the key concepts? Maybe I’ll smoke a little (I know I need to stop). What’s the answer? I DON’T KNOW!

Well, I guess I’ll work on the mindmaps more - but I’m just not sure what to do. Okay, better do something - more - in a bit… it’s 1 pm - so time is slipping away. At a bare minimum I need to get 4-6 videos done today. Okay, so I’m close - but still don’t know the best way to compose it. Well, let’s see.

3:40 pm  
I did another 45 mins on the elliptical. I then started to map out the videos and it seems like so many. I’m overwhelmed. My options are to:  
1. Merge and Reduce  
2. Plow forward  
3. Think up new structure

Well, if I were to create a new structure, what would it look like?

The Reach Model → Laying out → Del step by step  
Concepts from  
Cause &  
desired  
miracle

Maybe layout the model first like this and then provide coherent info.

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Why am I saying that? Because I don’t want clients to get lost in the clutter. I want the core pieces to stand out. So, I’m really just talking about changing the order of the content. Okay, so do I have any other concerns? Well how difficult or easy it’s going to be to deliver on what I think I can provide. Okay, so here are

MY CONCERNS

-> PAY OFF EARLY ENOUGH  
-> Will this make planning & marketing easier?  
-> Include my stories or not?  
->

Well, I don’t know if there are more concerns, but I certainly can tackle #2, by thinking through those videos. Okay, that’s what I’ll do next. Think through all the tactics of Digital Marketing, the concepts of D3, overlayed on the REPS-Grow Model. I guess I need to create a lot of elements from the DM launch plan, then put where appropriate on the model, then think through how the concepts from the course are appropriate.

Alright, I should probably incorporate using my matrix for this. Well, first there’s digital marketing. It’s 9pm I’ll head inside now & get to work.

5:45pm  
Well, I did some work - not a lot - not sure what to do next. I guess I should figure that out. I was doing the digital marketer stuff. But I feel confused again. I’m going to step away for 20-30 minutes, Kim just texted, more to come

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Delacy

5:40pm, Fri, April 28, 2017

Well, I haven’t been writing in here and I haven’t been working either. Kim & Diane are coming down tonight, and Ava & Elle will be here as well. I’m thinking about working out some more, I want to read right now and I’d prefer to read while working out. I started reading the book on using ACT Therapy for depression which I am enjoying so far. It also got me to realize something, something maybe I should have realized a long time ago, and maybe did but have since forgotten. Doing my work, and how I feel or what I would prefer doing really aren’t treated to getting my work done. In other words I think the whole idea from the enneagram, that 4s must realize they are not their feelings, has finally connected for me when I think about work. That my feelings don’t really matter. It’s not that they don’t matter, they matter but not in relation to getting my work done. So that’s what I obviously need to realize. Okay so I’ve gotten no videos done, I really want to get #8 started & done. So, I must start tonight. The book also makes a distinction between the thinker/the observer. The observer is very similar/maybe the same, as writing in the person. Not exactly sure if that is another affirmation on cultivating a dissociated way of being I but it would seem that I’d want that for anything not pleasurable. Am I wrong? I’ll bet that percolate. More on 5.6.1…

Delacy

4pm/Sat, April 29, 2017

Kim & Iliana got in last night. We all went to BurgerFi but I had already eaten enough. Then we came home. Kim & I talked and she went to sleep - I wasn’t tired so I listened to a Joe Rogan podcast before falling asleep. We got up at around 9am, and Kim & Iliana went to Melbourne for the day, Ava is getting ready to meet friends at the mall, and ella her alone as is. I am planning on working on module 6 for the first time in days. And I wish I felt better, I

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feel a little tired. But that won’t stop me. So, it’s crunch time - and I have to figure out how to start moving - ok, I’ll write more later…

7:30 pm  
I’m sitting outside now, smoking a cigar and having a drink of Jack Daniels.  
I merged all my mindmaps for module 6 into 1 and then started to categorize by video. Here’s what I have so far (sans detail)

Video 1 - Maximum Monetization (Intro)  
2 - Understanding the game (que up REPS-GROW)  
3 - The Reps-Grow model  
4 - Key Marketing Messaging Playbook  
5 - Minimum Viable Marketing Jelly System  
6 - Optimize - Make More Money  
7 - BGS Case Study  
8 - Other Models I’ve Used

So, I have made some progress - but not enough. I’m thinking of maybe getting ready to film but I’m not sure. Also Elle just told me she’s hungry. Well, let’s see what happens next - more soon. Actually, I’m not yet ready to sign off.

I surfed around YouTube today - found out there are tons of really good book summaries there - I started watching a few.

Here are a few nuggets from “The Alchemist”  
Lesson 1 - Recognize the good things (daily)  
2 - Live in the present  
3 - Life is interesting when you have a dream  
4 - everyone learns differently - know how you best learn  
5 - become better than you are  
6 - follow your heart

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The lessons are simple - but I don’t live this way. And yet they add up to a much more effective life than I am currently living.

1. Recognize the Good Things

* I am grateful for Kim, my soulmate who loves me
* I am grateful for Ave + Elle my legacy
* I am grateful for Iliana, she helps me appreciate my time w/km
* I am grateful that I am THE RICH SCHERREN! notary
* I am grateful for these journals & loving a 25 year history
* I am grateful for my health - I feel good
* I am grateful for how many amazing things I have in my life Chase, cars, fans, friends, family, etc.

1. Living in the Present

* be here now, how do I fully appreciate the current moment? The past is over, the future isn’t accessible; the only time we can experience or influence is the present moment

1. Life is interesting when you have a dream  
   What’s my dream? This is the advice I most need. If I want a better life I need to pursue a dream, but what?

“On the Internet whatever you click on you are voting for more of”

By reading? By writing? By designing? alone or with others?  
If I let it guess I’d say coding, thinking through & applying.

1. Everyone learns differently. It’s shocking to me that I can not 100% sure how I best learn. By doing?

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ok, last thing before I go back to work.

Not sure where or what I heard but I came across a video that started by saying something along the lines of…

-> BE VERY SELECTIVE ABOUT WHAT YOU FOCUS ON, WORRY ABOUT, MAKE IMPORTANT, AND PURSUE BECAUSE IT WILL DETERMINE YOUR LIFE

So, I’m musing a dream, and I need to be much more selective about what is important to me.

You know, I really don’t “get it.” I feel like my current way of living (and therefore secretly thinking) is that life is meaningless b/c it doesn’t last, so why pursue-pursue-pursue when in the end we all die.

Now, I realize how ineffective this mode of thinking is. It’s like going on a vacation and being unwilling to enjoy it because it will end. As opposed to recognizing it must end cuz enjoying myself as much as possible before it’s over. But I am not living my life that way. And I recognize its negative impact yet I haven’t yet adjusted my living style to embrace what I truly believe.

And what I truly believe is that life is short/brief. We only exist for a short time, and there’s no second chances, no do-overs, which means I need to live life to the maximum while still enjoying survival (each day or short-term). A LONG-TERM HEDONIST - it’s how I need to live. But what does that mean?

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It means not being sacrificing long term happiness for immediate pleasure. Of course, what brings long-term happiness isn’t obvious. I imagine long term happiness is made up of…

-> satisfied & proud of past decisions  
-> pursuing both short-term & long term outcomes  
-> avoid anything/everything that leads to long term regret, sadness, etc… (drugs, lying, neglecting, cheating)  
- the ideal is something I can do today that will make my future days better  
- the worst decision is to enjoy momentary pleasure at the expense of my entire future.

Wow, it’s now 8:15 pm, and in the past 45 minutes it’s gotten very dark.

You know, I am so thankful for this habit. It’s hard to believe that I am now 46, been involved in numerous 312, numerous relationships, and ups & downs, and I am lucky to have been keeping a record of it all. From Nina to Debi, from Sarah to Kim, if I didn’t have these journals, I’m not even sure what I would believe. Yes, I didn’t mention Karolyn. Why? Because at the end of the day I’m not sure it’s been a positive piece of my life. I guess I have never been great at closing chapters from the past - I’m unsure why. It’s as if everything is upon loop waiting for everything ends to determine what why an extremely positive event and what were the worst things that ever happened to me. Right now I feel as if Karolyn was the latter.

Well, It’s almost 8:30. Kim called, she’s on her way home. So, it’s time to get going. More later and if not- tomorrow.

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Delray

/ 10:56 AM, Wed, May 3, 2017

I just sprayed myself with bug spray because a big mosquito was arching and now it’s on the journal & also on the image I just printed out. Bummer. I think the mosquito bit me anyway. That’s life.

I don’t even remember the last time I wrote in here and what I wrote about.

I’d go back and review it but I want to think through where I am at with the D3 Module 6 and what I need to do to complete it. The graphic above I spent 2 hours last night creating one - I’m not even sure how to use it.

I guess it could be really useful for the Key Message Playbook. If I did (I moved inside and wiped off the bug spray - I can’t like the idea I have poison on me, and there were still mosquitos flying around me… some of them quite big looking.) I believe I would then have to show how each concept is actually applied to each stage. That sounds like a bunch of work and I’m not even sure by how easy or difficult it would be to do it well.

So, I guess it’s time to figure out if the sequence I have is what’s best or if there’s an easier or better path - then

The 4 Lists (Module 2)  
Chain Of Beliefs (Module 4)  
Ladder Of Sales Complexity (Module 2)  
Point A (Module 3)  
Context (Module 3)  
Core Concept (Module 4)

| Reach | Engage | Persuade | Sell | Grow |
| --- | --- | --- | --- | --- |
| MODULE-4 | MODULE-2 | MODULE-5 | MODULE-5 | MODULE-2 |
| Core Concept Believed? | Ideal Buying Mindset | Overcome Obstacles #1 Engagement #2 Believability | (1) Conflict (2) Claim (3) Convince (4) Commit | Complete Offer -USP, Value Prop, Guarantee, Price, etc… |
| — | — | — | — | — |

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I might want to shoot the videos from easiest to difficult,  
so I can get the maximum # of videos done.

Alright, so I’ve already shot 4 videos:  
1. Intro  
2. Concepts  
3a. REPS - Graw  
3b. REPS - Graw Matrix Discussion

Okay, now a couple pages back I had mapped out the sequence, and  
it still looks good to me, so I guess I’ll use it and expand on it.

4 - Key Marketing Message Playbook - I could use the diagram  
and then show how each concept is applied - but that’s a lot of  
work (as I said), & how else could I do it? I can’t think of any  
other way - shit - And right now I am wondering if I want  
to do one Key Message Playbook generically - like just showing how  
to apply to each stage, -or- break up different models  
overlayed onto the REPS-Grow background to show how they  
work & then how to apply the concepts in these cases. I  
really like that idea conceptually, but that’s even more work.  
And it would take some time I think. So, maybe I do it, but  
I spread it over a few videos. Maybe the first video is me  
just breaking down the diagram, reminding them what it is &  
why it’s located where it is. If so, what would the  
name of the video be? Maybe “Your Somebody like, your  
desire-driven-customer creating.” “Your Customer Creation Roadmap”

Okay, then the next video would be me showing different  
models and how they apply to the model. What would I  
call it? Looking at it I can’t come up with anything. It  
would also be really useful to use this when analyzing competitors  
I LOVE THAT IDEA!! \*Competitive Intelligence By Filling out the desire tree on the left

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I guess I could just call it customer creating blueprints. But I am not crazy about the idea. B12. Growing Blueprints - daunts sales. Kan. Business Growth Blueprints. Good enough I think.

It would be great to have competitors broken down this way, but telling clients how to do it right now might take time. If certainly would require some thinking. But would definitely be useful, and could be used at the beginning of the program so client could have it filled out for competitors before designing design system.

So, what comes after blueprints? Taking a break-back in a for OMG - I forgot about my BGU call, so I got on what I thought was 10 minutes late, actually I was 20 minutes early, so I just got off the phone and it’s 1:23 pm.

I think I might create a video on blueprinting your competitors. If I did, where would I put it? So,

4 - Customer Creation Roadmap - Re Diagram  
5 - Business Growth Blueprints - other models  
6 - Key Marketing Message Playbook/Mindmap  
7 - Your Competitor’s’ Blueprints -  
8 - Your minimum viable  
9 - Optimization strategies -  
10 - Best case study -  
11 - Other models I’ve used -  
12 - What’s can still coming -

Kim is here, she landed at 7:15 pm. And I left the house at 6:30 pm to go pick her up. We went straight to Chipotle for Dinner. Told Ava she didn’t get the scholarship and she was upset. 9 pm

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| Reach | Engage | Persuade | Sell | Grow |
| --- | --- | --- | --- | --- |
| Pop-Under | Fake Blog - Preselling - Bridge Page |  | Free + Shipping / Handling Offer | X Days until 30 Day Recurring Charge Hits Till Further Notice |
| Banners |  |  |  |  |
| PPC |  |  | Offer Owner |  |
| CPA - AFFILIATES |  |  | CPA MODEL |  |
| Email |  |  |  |  |
| Email Publishers |  |  |  |  |

orange haze. I’m in a weird mood I guess. I don’t want to be alone but I want to be around happy people, people in a good mood, yet that rarely is my reality - and I guess it’s upsetting me at this moment. Anyways, I worked from when I last wrote till about 4:30 pm and then I was just fried. I created 3 more models using the REP-Grow model. I’ve taped 2 here and I’ll do another on the next page. I think that I want them to do coder

| Reach | Engage | Persuade | Sell | Grow |
| --- | --- | --- | --- | --- |
| Blog Posts | Manifesto Landing Page | Internet Business Manifesto, The Missing Chapter | Cut The Line Page | Mastermind |
| Email To List |  | Internet Business Manifesto | Sales Letter BGS ELITE | Retreats |
| Affiliates |  | emails |  | Workshops |
| Viral Effects |  | blog post |  | Private Consulting |
|  |  |  | Other SP Programs |  |
|  |  |  | Affiliate Offers |  |

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one at a minimum showing the (Digital Marketer version),  
Maybe I should also do one with the (standard video to Coaching application too. I think I also need to explain why I haven’t made more detail on these maps. Like the Persuade section or a breakdown of the sales message, etc. I am also wondering if I should include metrics on these models

| Reach | Engage | Persuade | Sell | Grow |
| --- | --- | --- | --- | --- |
| facebook advertising | Webinar Registration Page | Indoctrination Sequence | WEBINAR | Mastermind |
| Affiliates |  |  | BUSINESS GROWTH SYSTEM | Retreats |
| SP Home Page |  | ETR-Bootcamp | Founder VSL | Workshops |
|  |  |  | Private Consulting |  |
|  |  |  | Other SP Programs |  |
|  |  | Founders | Affiliate Offers |  |

-> Create the following maps  
-> Digital Marketer  
-> Video to Coaching App  
-> Review all maps to see if and what to add to improve  
-> Create a competitive analysis map putting websites tour and specific things to look for. This will be the cognitive intelligence video

With the above complete I would be able to shoot three videos. But I’m not exactly sure how to get the “you are, the Key Message” Video copy. I can not clear because I guess I’m not exactly sure what it is that I want them to have for themselves & therefore am not sure what they need to create.

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NOTE TO ME: FIND DIAGRAM I MADE SELLING FRONT END PRODUCTS

Alright, so my soul for clients with the Key Message Playbook is to create a document for themselves that makes executing their marketing campaign easier. But when I begin thinking about what that may look like I feel overwhelmed with possibilities. But I must figure it out to move forward.

WAIT - I REMEMBER SOMETHING ABOUT AN IDEA BRIEF, I think maybe from when I was interested in that guy from Ogilvy & Mather. I THINK IT WAS CALLED A CREATIVE BRIEF AND IT’S EITHER IN GOODREADER OR DROPBOX. There’s also another few places I can look for stuff - like the book notes from that woman who wrote about lead generation for the complex sale.

So, ok for the Key Message stuff..  
-> Look at Creative Brief  
-> Look at Book Notes on Complex Site lead gen

Is there anyplace else I can look to for an easy answer? Well, what I want to do is provide an easy way to leverage the work of D3 into the machinery pieces - but nothing that’s been done directly correlates to the moving pieces. Which means I need to show how these pieces get created from the work they’ve already done, which I guess I started to think through when I created the diagram I taped in this journal this morning w/ the concepts.

I JUST HAD AN IDEA! MAYBE IT SHOULD BE A MINDMAP (the key message playbook)?

I guess I’m concerned that it won’t be easy to come up with formula or questions to take from the concepts into the tactics. And maybe a mindmap helps me move away from having to provide specifics. The Mindmap could

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be organized by REP-Grow as well. So there would  
be a Branch for each stage of the model. Then  
I could provide guidance & use the related concepts  
as resources, For example…  
Goal —-> To send X Visitors to X pages  
at a cost of Y per visitor  
Reach

JUST HAD A THOUGHT Delray ?/70HF C:95AM, Thur, May 4, 2011  
I might need to do a  
video on all the math  
for them to figure out  
how many customers at  
what cost, etc… (I  
could also include it in  
the final module.

… and Blindspot, I watched Blindspot from the pool to cool  
off and also enjoy my morning. So, now it’s 6:50AM and I  
will leave here around 7:30 or so to take Avc to school. Actually,  
I’m going to head inside for a minute and put my Fisher Wallace  
machine on and I guess I’ll make sure Avc is awake too.  
More in a bit. I want to get back to my thoughts from last night.  
Maybe I should even read a few past entries too. Ok, I’ll decide  
once I come back outside and return to my cigar & my journal.

7:05am  
Ok, I have my Fisher Wallace machine on, and good thing I decided to  
go upstairs to wake up Ava because she was sleeping. So, good  
thing. Ok, so I’m listening to Bill O’Reilly’s podcast while I am  
writing in here. I think before I start thinking about D3

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Content, which I think I’ll do after I get back from dropping off Ave. So, what now?

Well, a couple of things… I certainly would benefit from spending a few minutes thinking through what would make today a great day & then visualize the day going that way or describe it.

Okay, so my primary goal is to get the maximum amount of D3 content videos done. So, how shall that go down? Okay, free thinking first, when I first get back I can create notes for the next video, “Customer Creation Roadmap,” which will be a breakdown of the first diagram I created. Maybe I’ll start the video live and then cut to a screen video. As soon as that’s done I can return to the journal here & finish thinking through the mind map idea I had last night, basically answering the question…

(The D3 content)  
What’s The Best Way I Can Make It Much Easier + Systematic + Consistent & Require Much Less Expertise or Intelligence?

And I do think the mind map is the best way to attempt turning the D3 content into a tool for marketing & selling.  
Oh, after spending some amount of time on that & figuring it out, then I’ll go to recording another video. Actually, before I do another video I need to finish the Biz Growth Blueprints, which means I need to create the 2 I wrote down, plus any others I can think of, plus add to the existing ones to make them more valuable to clients. Then I’ll record that video. After that I’ll have 2 videos done, and I will need to work again on content. This time on competitive intelligence sites & steps to size up competitors. This includes I guess questions to guide the client into extracting the maximum

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Knowledge from each step of the competitors’ REPS-GEO Model.  
It’s now 7:25 am and I don’t see Ave yet.  
I thought I waited till she got up. I guess if I don’t see her by 7:30 I have to stop writing. Ok, so after I work through that content I can record my 3rd video. Then it will be time to finish the Mindmap - Key Message. (If I haven’t already) and then record it, for video 4.  
Ave is ready - time to go…

9:15 AM  
I got back from dropping Ave off at around 8:15 am. Kim & I meditated together, then we fooled around & had sex, then we stretched & I did 10 pushups and planks for 30 seconds. Now she’s on the phone with the lawyer I was going to use/get to defend against the forensic accountant but I didn’t get back to him in a timely fashion. I fucked up. Oh, well I can back, I’m sitting outside, and I want to think through the content for this video, “Customer Creation Roadmap”

I imagine I will go through the diagram that I typed on page 16 of this journal. One concept at a time. For each concept–wait should I go in any specific order? Maybe in the order of the modules? Yeah, ok, in the order of the modules, Because it would probably make it easier to explain each concept if I do them in the order I presented them.

Random Thoughts  
I think there may be some relationship between the Problem & Promise from sales process (benchmarking) and the core concept. Like the core concept is the mechanism that makes the promise solve the problem

Ok, so I surface the concept, remind them what it is & why it’s important and then what? Do I give examples for each stage for each concept? I think I need to. Because that’s where the value is for the chart - right?

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It’s now 9:50 am, I spent the past 20-30 minutes talking to Kim about the legal issues for Ribeck. Okay, I guess it might not be that difficult to come up with ways to apply the concepts. But I am concerned that it might box me in a corner when I do the key message mind dump. But I guess the secret way to do this would be to create a new mind map now that I’ll use for my own notes when recording the video on “Customer Creation Roadmap” that I can finish building out for the key message mind dump. Which means I’m not going to necessarily record right away. So time for a revised plan & timeline…

-> Create Mindmap notes for recording Customer Creation Roadmap

I think before I even decide what’s next I need to get this done. Because it might make it easier to do the competitive intelligence because they’d be able to possibly answer the same questions for competitors too. Okay, so it’s now 10 am. I will budget an hour for the mind map right now & hopefully be finished within one hour. More in a bit…

1:30 pm

Wow! Time goes fast! I’ve been working on the mind map plus helping Kim with some stuff for the legal case. And I can’t believe how late it’s gotten already. I didn’t really do that much thinking on the mind map - I was just cutting or pasting from other maps. And since Kim needed to use my computer, I did my best to print the mind map (in pieces so I could see) and figure I could sit here and spend some time thinking about this video & what to include. But maybe it’s not just the video, maybe it’s thinking about REPS-G and figuring out how to have the best strategy to effectively execute each stage in the process.

You know, now that I think about coming up with the best strategy, I don’t think I need to go as deep into this module as I might be

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expecting. Because I imagine many of the same info is what we went to gather regarding our competitors.

So, to explore for a moment, not to experiment. Let’s think about…

REACH  
The goal of Reach is to get the maximum number of vibes canny to the site or a landing page with the right frame of mind (not tricked, not cold, but will positively receive what is awaiting them). In order to maximize we’d want to figure out…

Where are our prospects online?  
-> Facebook Audience Match  
-> Sources of traffic to our site already  
-> Top ranking sites for keywords we get traffic  
-> Top ranking sites for our bout keywords  
-> Competitive Intelligence  
-> Sites top referrers  
-> Inbound link analysis  
-> Top keywords & Ads  
-> Banner Creative & performance

What gets them to click?  
-> Top performing banners for competitors - compete  
-> Top performing PPC ads in our niche  
-> Magazine headlines if appropriate (teasers)

Some Research  
Hit A Nerve - Mention The Problem or Frustration  
Offer Value - Why? What am I going to see or get?  
Keep it short  
Stand out visually  
Power words

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2D

More Research

Use filming words, dates, countdowns, etc  
Anticipation  
Color - eye-catching images  
Try Negative / Loss Aversion  
Scarcity  
Use video  
Curiosity / Self-interest  
Intrigue them  
Relevant to their needs  
Your Value Proposition

Oh, I guess that’s more than enough research. I did find some stuff I really should read up on. But that’s for another time.

Alright, so I have everything I’ve just written. Now it’s time to figure out if I have anything meaningful to say about the content that’s related to Reach

Core Desire -> Reach - remember this is what your prospects really want - how can you convey it?  
tease the fulfillment (for example, if entrepreneur was freedom, Grow Your Freedom & Biz (secrets of entrepreneurs who work 3 hours a week) - (funny - the 4-hour work week) Combine the core desire being fulfilled while pursuing instead of accomplishing

Core Concept -> The real reason for struggle or failure.  
-> New discovery - missing piece  
-> Pose it as a question  
-> Tease it

Context -> Important trends in mkt  
Topics of recent interest  
Timing related / Events  
A common fear  
An upcoming opportunity

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NEED TO REVIEW

Point A → REACH → A List of long questions (all probably relevant)

Ladder of Sales Complexity → Assistance → outcome & credibility & expertise  
→ Method → better way to get outcome if method the old method is dead  
→ Goal → Counter intuitive claim regarding the old or new goal  
→ Identity – assessment/index/score  
– Speed to new identity or outcome  
– Benefits of identity only  
– easy, set it, forget it automate, etc.

Chain of Beliefs – may want to call out to those who share one of the early beliefs

The 4 Lists → Think. (List - reasons they can’t think successful)?  
Think Again!  
– How (same list?) successful

Other – value prop  
guarantee

Something for Module 7  
Amplifiers – tap into emotional constructs that more prospects favor  
1) Answer A Question – (controversial topic?)  
2) Relieve A Doubt  
3) Simplify Complexity (tell a story)  
4) Provide A Path (uncap the process for prospects)  
5) Mitigate a Risk (make the choice to buy safer)

Module 5 Overcome Obstacles engagement believable  
– what can you offer that’s unbelievable?  
– what will make prospects vulnerable to you?

Module 5 C-C-C-C  
– Restate their conflict  
– News the conflict can be solved  
– make the claim/promise

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Alright it’s now 4pm. I need a break. But I have no idea where I am at with all this. I know I’ve written much more than what’s needed for the first video, but now I need to clarify what each of these videos will be about. OK, break time.

Delray Day 1 11:30AM, Fri, May 5, 2017

I went to bed really early because Kim was tired. I promised her I would stop smoking for 30 days, and I so need to, so today is day 1. But I smoked a lot before bed first (smile). I woke up at 4am again this morning, but this time I had a headache. I took 2 Alleve, woke up at 6:30, woke the girls up, we left at 7:10 or so, we drove Felle to school first, stopped at Einstein’s on the way, and I dropped Ava off on the way home. I got back at 8:20/8:30, listened to Kim complain about the laundry, then complain about everything. But she knew she was so it was just more sharing how she is feeling as opposed to what the person did, etc…

She had to go to a meeting with Jimmy Buffett’s partner, for the Time Square hotel deal she brokered between Jimmy + his partner and Stanley. I think she left at 10/10:30. I spent the past hour cleaning up the house - Making it pretty for her when she returns. . . . BRB (be right back). . .

Just went to check on the laundry. I am washing our sheets & I’d love to get them back on the bed before Kim gets back. We have our first weekend alone this weekend in quite some time. And we are going to visit Clayton on Monday at his home - so I am really looking forward to that.

I have a call with GKIC in 15 minutes with the copywriter that writes their pieces for the seminar.

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I thought I’d have a chance to record a video but I couldn’t.  
Also, I just sent Clayton a Skype, and Annibal - amore later.

5:20pm  
I’m sitting outside with Kim. No module C work due today - or at least very little. I ended up talking to the copywriter for GKC for over an hour, then Artie, then Melissa the director, then Avi’s school, then Kim came home, etc… Right now we are planning on going to see Mark at 6pm - but I don’t know.

On the plus side… I PUT MY POT IN THE SAFE!

I needed to put it away so I’m not as tempted. Actually I am happy I put it away - b/c it’s just been so convenient, and even though I don’t feel as if it’s interfering, if I can honest w/ myself, there’s no question that I’ve become way too habituated for it.  
Ok, finally! I can going to read in here & then write more.

6:20pm  
Kim took a nap till 6:15pm, she’s getting changed now b/c we are headed to Mark’s. I renewed the journal. I’m not as improved co I would have hoped - lots more work to do.

ISSUE? Working w/Kim  
Have I become too passive,  
too beta? (as opposed to alpha dominant) Too submissive?  
I think I need to be much more proactive of work & be much less reliant on Kim or even tell Kim more of what I do & not wait for her

Anyway, I want to get ready myself.  
I am so thankful for these journals.  
And thank god for Kim too. She’s not perfect, but closer to perfect than I am, and she really is the absolute best thing in my life. More either later or tomorrow…

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Delky (Day 3) Yay!

9:25pm, Sunday, May 7, 2017

So, it’s been 3 days already since I’ve smoked. And I think I am already feeling a bit better too. I wonder if that is even possibly related. I guess it could be. I know I definitely smoked way too many days in a row, so even going three days has to give my brain some relief. I’m actually looking forward to seeing if & how much better I feel after 30 days.

The bad news is I haven’t worked on any D3 stuff all weekend. So I’m thinking about staying up late tonight to get some stuff done - but I can’t stay up too late because tomorrow we are driving to Clayton’s.

IT WAS AN AMAZING WEEKEND!

Friday night we went to Mark’s and hung out with him there. I got pretty drunk. On Saturday, we walked to Starbucks. Ate lunch at a really good restaurant we’ve never been to before, Brulé Bistro, on 2nd Ave. We later went to dinner with a couple who Kim knows from working in Palm Beach. Howard & Kim. Howard is the original lawyer who referred Kim to the guy that got me off the reckless driving (he’s a lawyer, a very good one), and we went to the office for dinner. The food & conversation were great. Today we went to Home Depot (I bought tools & screws to fix the mailbox), got the oil changed on the car, ate lunch at Grangers, fixed the mailbox and had fun with him.

Everything with Kim this weekend has been amazing. I can’t even put in words how perfect it’s been. In fact, on Saturday I told her I would get a tattoo of her name on my arm to show how much I love her. She was truly touched. It seems that when I can get her to see how

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Much I truly love her, she melts. The problem is that quite often I think she forgets how much I really love her, choosing instead to believe I love Debi more, or who knows what.

On Saturday morning I woke up at 4am (it’s been happening often) and I just stared at Kim while she was sleeping and I realized how much I love her, and how insanely hard she has worked to try and make me happy. From buying the house to everything else.

KIM IS A SIZE 6 RING

Anyways, we both have work to do tonight. I wish we didn’t. I am not even sure where to jump back into D3.

oh yeah, so we made plans to go see Clayton & Wendy tomorrow. Then Kim suggested I stay with them this week, they agreed & so did I, so I am really looking forward to it, but I have to pack. Ok, I’m going to check on Keim. Then I’ll come back and map out DJ

10:30pm  
Ok, I went inside, spoke to Kim, put my bike back in the garage, put the final pieces on fixing the mailbox, and took out the garbage. Now it’s time to figure out what I am going to do for D3. And, of course, I have little memory of where I left off.

Ok, so I think I can knock out the next 2 videos somewhat easily. Then, after that, do a little research to possibly get the competitive intelligence video done too. Ok, so what the hell am I going to *sin in the next video* other than you can use these concepts in all dark places?

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Actually, I think that’ll be a good video in itself. Other than also explaining the concepts again & why/how they impact the stages. Ok, so I’ll head inside in a minute or a few to record. And I need to create a diagram that represents the coaching model application process, to then record the second video.

| Reach | Engage | Persuade | Sell | Grow |
| --- | --- | --- | --- | --- |
| FACEBOOK | Video ApplicationSale Viz |  | Phone | 1st levelCoaching |

Ok, I guess I will hand word soon, Kim u here and I don’t want to leave her. But I guess I need to. I could try to record the BGS cue study too tonight- but that might be pushing it.

Well since I want to sit here for just a few more minutes, what’s my goal for my time with Clayton. I imagine, finish dasreport? YES! But I think I also want to get some life advice too. I don’t know whether or not I should leave the industry or do something completely different or figure out how I can be happy here. Ok, I think I better head inside & get some stuff done.

2:15AM

Wow! I always underestimate the time things will take. Kim went to bed about an hour ago. I created all the slides for a powerpoint for video 4 and recorded it. It was 40minutes long before I even put an intro in front of it. I also just finished creating the slides for video 5, but I haven’t

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I recorded it yet. I don’t want to pull an all-nighter, so I need to get these pieces done, and then I guess the rest will have to wait until I get back from Clayton today. I am hoping at a minimum I can work on all the rest of the remaining modules this week too, in addition to the Report. Alright, I can’t stay out here and outside smoking my cigar too long. So, I will get back to it shortly. It does feel good to finally get some work done. Oops, I actually wish I would have done more this weekend on D3, because it does feel good to get work done. But on the other hand, I think I really needed to have a fun weekend, I needed to take a break from smoking, and I needed to fix the mailbox, and I did those things. I also reconnected with Kim, and obviously that’s important too.

Well, what else to write while I enjoy this cigar? I guess not much. Ok, I’ll put the cigar down & re-work. More maybe later, if not tomorrow.

Day ?/-

Sixth Bocch, (Makepeace’s house)

10AM, Wed, May 10, 2017

I am at Clayton’s & wendy’s house. Been Marijuana free now for 6 days. And I’ve been feeling really good, I mean really, really good. Actually, just remembered I haven’t taken my meds, so I am going to go do that now - make in a bit…

10:08

I’m back, So, as I was saying I am feeling so much better recently. But would I feel this way if I were alone right now? Probably not. But I don’t know. Here’s what I do know…

1. I haven’t worked out in 6 days
2. I haven’t smoked in 6 days
3. I’ve been around friends & King for the past 6 days
4. I started getting more regular with fish oil

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I am not sure if maybe I have been exercising too much. I haven’t given my body enough time to heal. So maybe taking several days off is giving my body a chance to fully recover. But it could be the pot, I wish I knew because I really want to feel like this as much as possible.

Well, I just need to pay careful attention to my mood and how I am feeling. Because it seems it’s only in hindsight, by contrast that I can look back and realize how much I was suffering only by comparison to how I am feeling so much better now. And that’s what makes this (knowing where I am emotionally) difficult.

Anyway, I’m here to hopefully get on track. Before I left to drive here I stayed up until 4 am filming 2 more videos for Module 6. I also uploaded & reduced the first 6 videos, so progress (albeit slow) is being made. So far the feedback for REPS-GROW is good. I’ve yesterday finally started doing more work on competitive intelligence.

Clapton is on a call right now; afterwards, we are supposed to talk; hopefully, he won’t be too angry or tired because it’s a serious call & he’s got lots of issues at the moment with Weiss. So, that’s that.

I have these lawsuits hanging over my head. The forensic accountants, the DUI case, it feels like a lot. Okay, so what else? Well, I guess I should be working. So maybe I’ll get back to work soon. Yeah, might as well make progress on something.

I’m here until Friday. I’ll leave some time in the morning, cause I have to pick up the girls from school. Zen Ilica Opati

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“It’s much easier to stay out of trouble than to get out of trouble” Warren Buffet.

And Kim are coming down Friday night. And on Saturday night is UFC 211, and what’s surprising is I haven’t watched any of the embedded videos or anything that has been released. I & just have been focused on the people around me and it’s so much more enjoyable.

I’d love to get Module 6 done this weekend but I’m not really sure how best to even attempt that. But I guess I could think through the basics of each video regarding the core message & distinctions.

Ok, So, let’s focus a bit on the videos for MODULE 6.

COMPETITIVE INTELLIGENCE  
-> There are no secrets online  
-> It is foolish to not leverage the collective wisdom of all the competitors in the market  
-> Why reinvent the wheel  
-> 2 primary focuses  
-> To answer the questions you are attempting to answer  
-> To notice anything & everything that catches your attention to capitalize on.  
-> Each stage of the REPS-Goal process can has a goal  
Reach - get visitors to your site  
Engage - Capture/turn visitor into prospect  
Persuade - convince your prospect they need \*your superior solution  
Sell - make the sale  
Grow - Increase client value

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COMPETITIVE INTELLIGENCE (con’t)

Based on those goals we can formulate questions that when answered make our success more certain (if we fully leverage them in our Marketing)

The Questions…

REACH -> where are my competitors getting their traffic from  
-> what what messages are getting them to click  
-> what’s the visual + what’s the subtext  
-> what’s the promise

Engage -> what pages on my competitors site are they sending traffic to?  
-> what’s the message on those pages?  
-> what benefits & promise are made on those pages?  
-> what do they offer to get a visitor’s email address  
-> how are they setting the opt in - what does the page look like  
-> what messages are most popular in the marketplace?

Actually, it’s 11:10am now, and I think I might go inside and create a mindmap on this so I can actually finish the work for this video. I think I can actually make lots of progress on module 6 by doing the thinking foreach video in my downtime. At least until Clayton & I stabilize.

Cool - mon later.

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Delray Beach

9 PM, SUNDAY, MAY 14, 2017

Wow, I’ve become such a drama queen. I really stirred up a ton of shit with Kim since I last wrote in here. It’s all been resolved now, and actually it looks like it was very beneficial to our relationship. Here what I think occurred to the best of my recollection…

While at dinner with Clayton & Wendy, Kim texted me that I probably had forgotten to buy a ticket or… I said I did & sent a photo. I texted something about “when are you going to believe I truly love you?” and we were in the middle of a conversation. I text back an hour later “Wow - I guess never. Ok…” to which she responded “I won’t sure how to answer that…” and I replied “Don’t. Goodnight” then she sent over “I was just taking it seriously & wondering why I feel the way I do or think the way I do… I decided a long time ago that if you really loved me…” And I don’t know what that’s about. This is about me & my insecurity & inability to believe I am lovable.

Even as I write all that out I’m offended. She never says she knows I love her - she tells me *why* she feels the way she feels & she doesn’t know why *it’s about her* (not me). But I still get the sense she is just giving me an excuse.

So, later that evening I sent her a long poem about burying a love & how dismissing my love was the ultimate rejection & it makes love conditional based on the judgement of another - I then wrote her a long email. I was crying because to me after 4 years if she doesn’t believe I love her - I was saying goodbye - because hurt

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was simply unacceptable to me. It’s an instance where she said something that bothered me but I didn’t recognize how upsetting it was, until she acted in a way that to me was unacceptable & then it opened up a much bigger anger than I could have imagined. We finally worked it out & I also called her to task about other things she said that were hurtful and it really did make things even better.

Well, the weekend was nice. We got up Saturday morning & went for bagels & bought stuff at Trader Joe’s & Fresh Market. We then relaxed around the house - ate & I don’t remember what else. I watched UFC 211 and #it was great.

I started to smoke again on Friday, but I have to stop again. So tomorrow is day #1 again, but I’ll keep the old card too.

So, what else? Well tomorrow is a new day. I haven’t done the elliptical and I am thinking about doing kettle bell tomorrow but maybe no elliptical. I’m still feeling much better than I remember although today I felt bloated from all the fattening drinks I had. I’m not sure what to do know - go to sleep, eat same stuff, watch TV, plan the week. I think I’ll have some more fattening food - although I am tempted to work out on the elliptical - I actually miss it. More in a bit…

Delray Beach Day 1 / Day 11 ?/20x18

1pm, Tues, May 16, 2017

Yesterday, I did nothing but smoke pot. So today really is day one, and I haven’t yet started writing but plan on doing so shortly. I really still don’t get the resistance - but I do know that resistance to any action is more a sign of depression, than anything else.

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Anyway, I got up early today & have yet to do anything. And I really need to dive into work. And I actually want to finish the report. Well, in order to finish I must start - lol.

Yet, I am tempted to want to smoke right now, why? I guess I want to be under the influence while writing. Well, ok, what’s the plan? Well it’s now 1:15 pm. I guess I should plan out the rest of the day.

* Pick up Ave @ school at 3:15 pm
* Get back to Potr
* Create outline for remaining report
* Work out more
* Review all notes on report

hmmm… ok, I guess I’ll go to the bathroom - then figure out what’s next.

1:30 pm  
I started to go through my notes, but it starts to get overwhelming. So I have to figure out another way to get going. More soon.

4:30 pm  
I did another 25 minutes on the elliptical while rereading the book, *Maps of Meaning* by Dr. Jordan Peterson. Right now I’m actually listening to Dr. Peterson’s podcast - 5/6 he has a series summarizing the book. Here’s a summary from the beginning of the book…

“The world can be validly construed as a forum for action, as well as a place of things. We describe the world as a place of things, using the formal methods of science. The techniques of narrative, however - myth, literature & drama - portray the world as a forum for action. The 2 forms of representation

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Have been unnecessarily set at odds, because we have not yet formed a clear picture of their respective domains. The domain of the former is the objective world – what is, from the perspective of intersubjective perception. The domain of the latter is the world of value – what is + what should be, from the perspective of emotion and action.

“The world as a forum for action is composed, essentially, of 3 constituent elements, which tend to manifest themselves in typical patterns of metaphoric representation. First is unexplored territory – the Great Mother, nature, creative and destructive, source and final resting place of all determinate things. Second is explored territory – The Great Father, culture, protective & tyrannical, cumulative ancestral wisdom. Third is the process that mediates between unexplored & explored territory – The Divine Son, the archetypal individual, creative exploratory Word & vengeful adversary. We are adapted to our world of divine characters, much as to the objective world. The fact of this adaptation implies that the environment is in ‘reality’ a forum for action, as well as a place of things.”

“Unprotected exposure to unexplored territory produces fear. The individual is protected from such fear as a consequence of ritual imitation of the Great Father – as a consequence of the adoption of group identity, which restricts the meaning of things, and confers predictability on social interactions. When identification with the group is made absolute, however – when everything has to be controlled, when the unknown is no longer allowed to exist – the creative exploratory process that updates the group can no longer manifest itself. This restriction of adaptive capacity dramatically increases the probability of social aggression.”

* Rejection of the unknown is tantamount to ‘identification with the devil,’ the mythological counterpart & eternal adversary of the.

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world creating hero. Such rejection/identification is a consequence of Luciferian pride, which states: ‘all that I know is all that is necessary to know’. This pride is totalitarian assumption of omniscience - is adoption of god’s place by ‘reason’ - is something that inevitably generates a state of personal/social being indistinguishable from hell. This hell develops because creative exploration - impossible, without (humble) acknowledgment of the unknown - constitutes the process that constructs & maintains the protective adaptive structure that gives life much of its credible meaning.

“Identification with the devil amplifies the danger inherent in group identification, which tends of its own accord towards pathological stultification. Loyalty to personal interest - subjective meaning - can serve as an antidote to the overwhelming temptation constantly posed by the possibility of denying anomaly. Personal interest - subjective meaning - reveals itself at the juncture of explored & unexplored territory, and is indicative of participation in the process that ensures continued healthy individual & societal adaptation.”

“Loyalty to personal interest is equivalent to identification with the archetypal hero - the savior - who upholds his association with the creative word in the face of death, and despite group pressure to conform. Identification with the hero serves to decrease the unbearable motherhood valence of the unknown; furthermore, provides the individual with a standpoint that simultaneously transcends & maintains the group”

I wasn’t planning on writing that all out - but I had to go inside & I was texting with Kim. It’s now 5:30pm, more in ~ 5it…

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Gilsom  
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I started to read more in MARS OF MEANING, and I think I might be reading something incredibly important to D3 + even possibly the report. Why? Because it lays out the process of how we form beliefs, and it starts out by what we notice and what we notice how certain qualities (such as unexpected, not fitting current familiarity). This is as far as I’ve gotten in the book, but even this can be really useful. More thinking on this later…

Right now, 2 things. 1 what’s the writing plan? And, 2 what Kim could be doing right now for strategic profit?

Kim has cooked, and she called but I was sitting with Ava from around 6pm till about 6:40pm. She feels badly/depressed. I completely understand. Although now that I write that I realize I just told her what to do… Nothing about the feeling itself. TALK TO ANA - I RECOGNIZE WHAT SHE’S FEELING.

So, now that Ava is back upstairs, I need to create a gameplan. Starting first with the report. Here’s what I’m thinking…

1. Reread Report, 2) Think through what’s still needs to be covered, 3) Think through remaining sections of the report 4) Create a question for the sections to answer, 5) Budget and time for each section, 6) Write the sections.

Afterwards I can begin to add more proof and fill in missing pieces. But first I must finish.

ok, onward to Kim. I think it would be cool for her to begin interacting with the list. She can build a connection while also create anticipation.

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ok, from a standpoint of former momentum that would be a good thing. She could also go through Toad’s concept and help with the redesign of old marketing for care products. And whatever is necessary for the lunch.

Is there other things that could be useful? Or more profitable? Well, by interacting with the list she would be more likely create many profit opportunities. So I like this.

Good, now I know what I should tell her. And I also have a basic plan going forward with the report. I want to get the first 5 steps finished and begun to make progress on #6.

I can talk to Kim at any point this evening, and then the only big orienting task that I want to complete today is figure out a timeline for D3 Module G.

Well, going to module 6 for a moment, I just texted Kim and I am now waiting to hear back, actually we are going back & forth at the moment. So, I think I was pretty clear on the remaining pieces, but the next 2, the competitive intelligence, and the key message Marlady (KMM) and map require some tweaking. What I believe I should do is put together where I am at with the competitive intelligence & the KMMM, then determine what is still required & then plan on recording 1 a day from now on.

Well, as you can see it’s going to be a busy evening. More later… Actually, I am going to keep going. I’m looking at the table of contents for the report, and just thinking

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about where it goes from where I left off. I think I’ll  
use my pencil…

Belief / Psychological Value Creation -> based on our perspective  
-> spends more on psychology  
than physical  
(Why Belief Alone Isn’t Enough) -> Very few do all we can  
-> It’s necessary but for most  
it’ll be insufficient  
(actually, I need to think about that - back to pen…)

Ok, I want to think about when is belief alone enough  
versus when it is not. Right now I’d say that’s based  
on the power of the specific belief. So, what makes  
a belief powerful?

-> Creates new hope for a better outcome  
(Why should I believe I’ll now succeed where before I  
failed?)  
-> Explains why past performance was missing something  
-> Makes getting the outcome easier, faster, more  
enjoyable than the prior believed approach  
-> Can immediately satisfy (either by approach or  
by some intermediate objective accomplished)  
that contributes to the fulfillment of the  
desired pursued  
-> Is big, powerful, and interesting enough to  
guide many campaigns  
-> Social Currency Soundbite  
-> Has element that makes it time sensitive/  
(Need to be paid attention + done) Urgent?

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I like where I am going with that list. But I don’t think it’s for module C, because I think it’s perfect for module 7.

And as far as the report goes I can just mention why I wrote often than not belief alone isn’t enough. And I can explain why a new belief isn’t strong enough, it needs more, strong enough to motivate action outside of the status quo bias.

Okay so next, my mind is sort of jumping around. Because I have the following ideas bouncing around in my head:

Makes mocking then believe more difficult:

-> Introducing a self-serving motivation of my own that down I perfectly support my client’s desired outcome makes you less believable

-> having an ulterior motive - someone else other than the recipient benefits - trying to sell

-> Reactions are based on emotions, when you get someone thinking they aren’t using their emotional brain. So it’s easier to sell when you don’t have to get a prospect to believe something different than they currently do.

-> This would then lead to the definitions of marketing and selling

(I need to go minimize - buys are circling)

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I think I might have already gotten bitten. Oh well, it’s now 8:05 pm so I’ve been writing in here for quite a while already. But I think it’s important to continue… so, just to free write a thought for a moment…

New Belief + Motivating = #sales  
demand creating Action  
belief (to buy)

Master Salesman connect their offer to the prospect desire through story - using story to fill in whatever holes might be missing in desired beliefs - and an offer to incentivize action. Is so good at getting beliefs new ideas believed in a manner not requiring any cold, dry, calculations. Thinking but through metaphor, massive proof developed with emotional juice.

Master marketer - creates a super powerful belief that in itself motivates action. #

That reminds me - I’m not sure I went over the core concept - which I believe I might want to think about. It certainly could go here and I guess it should. I’m thinking someday along the lines of a Richard like…

The most important idea in marketing. Your most valuable Idea ever. The 1 Idea that can 10x Your Biz. And Makes You Rich.

A very powerful care concept can set prospects to want to buy before they even know what’s for sale. In other words the Core concept creates a spark in the prospect mind powerful enough to create forward movement.

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Alright, so now the report will go something along the hues of…

→ Belief: Psychological Value Creation  
→ The 1 Belief that grows biz multiple profits  
→ WANT to make success easier to achieve & more certain

What makes 1  
belief millionaire  
neaker while  
a note one is  
a marketer  
mute → Power of idea → creates motivation for  
→ Level of Belief action  
to do  
What you need vs what you need from me

→ In order to be believed must bypass critical factor  
→ The difference between teacher vs manipulator  
brainwashing & wisdom

Ok, my mind is still jumping around - I think I’ll try the post-it idea again…

Oh, it’s now 9 pm and I just pulled 8 post-its from this area of my journal. I’m still scattered, but I might be able to use the core concept idea to introduce added elements of the best core concepts to introduce.  
Different is better than better, and a few more critical pieces, social currency - I just added those 4 to 4 new post-its.  
So, I now have 12 post-its. And that’s a pretty good start.  
I want to take a break - It’s been almost 2 1/2 hours of writing in here & thinking, and I feel as if I’ve made some good progress. It’s now 9:15 pm

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10pm

I’ve been smoking. But I believe it was helpful. I did think through quite a bit. And I made some progress. I’d feel better if I had actually started writing. But I just put the past-its in an order I believe I can write

Delray House ?

2:10pm, Wed, May 17, 2017

I’m still smoking and I’ve done nothing so far today. Well, I have a D3 call at 3pm and pick up Ava. I told Kim I’d call her on my way to Ava’s school. I still have the outline from yesterday but I haven’t done anything with it yet. Right now I’m thinking I’ll begin when the D3 call is done.

Well, what else? Nothing really - more in a bit…

Delray House (Day ∅) 145x17  
30x17 6pm, Thur, May 18, 2017

I’m sitting outside, just finished working out, watching Jake Williams on Joe Rogan’s Podcast. They started off talking about suicide because the lead singer for Soundgarden killed himself. Then the conversation went to how debilitating it is to achieve success but lack fulfillment. Those are my words, but they were talking about how foreign the idea is, Joe Rogan was “find a tough hobby.” Anyways, the conversation continued to self-discipline, the importance of getting out of your thinking mind into your physical exercise to get into your body. OVER-THINKING - it’s my achilles heal, I still haven’t written a word, but I really will today / tonight.

While working out I read more of Maps of Meaning. Right now he’s covering the origins of myth, which was actually quite interesting, about ancient egypt - how the pharaoh was the son of male & female god. Who got killed by his evil brother

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his son avenged his father death, killed his uncle & his mother, then went to the underworld and absorbed the soul of his father. Cool story. What was also interesting is that the human emotions were each embodied in a god, and when an emotion took a person over, the god was leading that person.

The Struggle of Life is what I’ve been purposely avoiding. And smoking pot has become a convenient escape from life that is causing a problem. So, it stops today for a minimum of 30 days.

So, I need to write and I will, and hopefully it’ll be great - more in a bit.

8:20pm

I’m back outside, in the same spot I was before when I last wrote. I did do another 1/2 hour on the elliptical, smoked pot (again!), and showered & shaved. So, it’s now time to get to work - and finally get writing or the thinking that it requires.

So, I thought I had the right substructure for the report, but now that I think more about it, I really believe there’s more for me to figure out. Because I do believe that if I structure it properly I can really prevent it in a powerful way. So, I might as well think it through here. ok, so here we go…

(MAYBE DO A SUMMARY FIRST)

BELIEF - PSYCHOLOGICAL VALUE CREATION

In this section I further breakdown that it’s belief that determines the value of things. so, what belief would make your solution the most valuable? what would your prospect need to believe to seek you out?

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So, now is where I am somewhat stuck, I’m not sure what should come next. I’m thinking next should be *Getting Them To Believe* - and in this section I give the definition of marketing - establishing a belief that supports/compels the purchase of your solution.

But, if I go down that road I think the next section would then be *Why Belief Isn’t Enough* - *Be The New Normal* Continuous (endless, unceasing, constant) Disappointment (drag, friction, letdown, obstacle, complications, issues, can of worms, with each day the gap between what is possible versus what’s probable grows a little larger - what we could be versus what we are. As that space grows larger our motivation levels often go down, and we grow accustomed to having problems we don’t have the time for the inclination to take on. This is the status quo bias. Everyone is walking around with issues/conflicts in their life that they are aware of and that aren’t currently taking action to solve. In this situation - knowing how to solve the conflict won’t necessarily stimulate taking action.

Now I’m thinking I’m missing a section. That I should put something down in between *Getting Them To Believe* & *When Belief isn’t enough* / *The Barriers To Belief*. In this section I’d talk about setting prospects today to believe something is both easier & more difficult to achieve. With less attention paid to any single thing and everything competing for their attention. Also more skeptical & jaded. With little respect given to people who attempt to sell us. It was amazing when the service clichéd come out & I watched person after person first scroll down to the

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Bottom look at the offer & price before deciding whether to read or with what frame of mind. But so on down, dilemma surfaces - how do we change a prospect’s belief when our purpose is so self-serving it gets rejected?  
And before we attempt to come up with a solution to creating anxious cobwebs, we might want to see what future problems are already waiting for us if we succeed. So, if we get prospects to believe are we done? Unfortunately… No. And then that would lead into, “When Belief Isn’t Enough,” I could go into the peaks & valleys - but I don’t know what Alex did if I like. Ok, going to take a short break then come back

9:40pm  
I took a 20-minute break, actually less than 15 minutes. So, I’m happy about that. But now I need to figure out where I go next. Let’s figure next is to lead into breaking up changing belief & motivating action. And both are easier to do & easier to overcome obstacles when broken apart… Separating Marketing & Selling Makes Creating Customer Easier

Next would be a high payoff section, “The Secret Behind Every BIG Breakthrough In Direct Response Marketing,” here’s where I can go through VSL or webinar, a trick to capture attention or alter belief before exposed to & solo message. I could say I figured this out when I had the solo letter at the end of the maven manifesto - which is what lead me to the webinar. I could also talk about product launches, etc. Could mention getting kicked out of the post. The easiest way to multiply response is multiply engagement with disguising your sales message. I got kicked out of the post for whatever

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10:40  
I spent too long in front of my computer. Anyways, I’m back.  
So, now they know the following…

1. Psychological Value Creation - Belief
2. Getting them to believe
3. The barriers to belief
4. When belief isn’t enough
5. Get More Customers by separating nicety & selling
6. The Secret Behind Every Big Breakthrough

An argument can be made to prove

Next I guess I would discuss how to translate this (the power of the nicety breakthrough) into creating even more customers that makes more money daily. And here is where I contemplate reveal a fully functional model of a demand creation system.

THOUGHT  
Social Currency - The idea of getting customer referrals can be vastly improved upon online. With customer referrals we focus on the smallest segment of our funnel, as customers, and the ones we have to do the most for before benefiting even asking for the referral. The easiest way to multiply sales is to provide over-the-top value to prospects with the hope that has social currency bu, it adds it.

11:15pm  
So I’m not really sure what I mean by revealing the “system”.  
But this might be easier to figure out or determine once I’ve written the sections above. So, I’m thinking it’s finally time - jesus,  
talk about waiting for the last minute. Well, I have to figure out what would be the easiest way for me to write first. I’m not really sure what would be the best way. The only thing I can think of is to answer questions.

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I think I should type it instead of write but maybe I’ll write so I can sit anywhere - and now I should go through of one last time & then write. But tonight is definitely the night.

2 AM  
I ended up watching the documentary “The Hurt Business” & now I just smoked. It’s raining so hard out right now I am getting wet even under the roof. So I am now standing in the kitchen and I will now write, I’m thinking of using my iPad pro and type on it. But I’ll see. More in a bit…

Delray Beach  
Noon, Sunday, May 21, 2017  
Not much more writing done. I slept for like 2 hours, took Ave to school, ate lots of junk food, went to the dentist for getting another tooth pulled - need another implant. Took a nap afterwards, and to be totally honest I don’t even remember what I did Friday night. On Saturday morning I woke up early, I cleaned the house for about 2-3 hours, then picked Kim up at the airport. We had a drink at the house, then we headed to Atlantic & got appetizers & drinks. After that we came home, went swimming - played monopoly deal, watched 4 episodes of silicon valley, and then went to bed. I woke up a lot last night. Lots of time to pee. We got up at around 8:30 this morning, went for a walk at around 9, got back to the house around 11, then went swimming & watched 2 videos on intermittent fasting. Why? Because today…

I AM STARTING A MULTI-DAY FAST!

So, starting today, no food, no soda, no alcohol, no pot, nothing for as long as I can go. Today is supposed to be a work day. Kim is inside right now listening to a meditation. And I’m sitting outside.

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I can’t believe it’s been 2 weeks since I was productive. Rats. When I made the last videos. Well, I know I can’t let things continue this way. I really need to be as productive as possible. And I am considering going back with Kim to NYC. I am so much more comfortable here - but too much loneliness isn’t good.

So, today is a workday, and I know Kim needs to feel productive today - and so do I. I am excited about my Fasting, I am looking forward to getting back in a groove. I really do want to bring money in starting now. Ok, so I just got a text from Elle, the girls are on their way over.

I need to get back to writing the report - and I would really like to figure out a game plan going forward re: report, models, etc.

Well, that’s that. What’s interesting is how much I am up for the challenge re: The Fast. I am excited about the idea. So, we will see how it goes. Something about a challenge makes it exciting.

Well, I am going to head inside for a bit - see what Kim is up to. More in a bit…

12:40pm

The girls are here, Kim is sleeping (still), I just went through some emails, and figured I’d come outside for a sit - maybe work out here for a bit. My primary goal for today is to work on the report. I remember putting some stuff in Scrivener on the iPad. But other than that I don’t really remember, okay I’ll check it out & hopefully get writing.

6pm

Girls left at around 4pm. Kim & I watched a physics lecture and napped

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and fooled around. Now Kim is writing in her journal, and I want to work on the report. Oh, I need to go wide & think - more in a sit.

Delray  
6:45 pm, Monday, May 22, 2017  
Don’t feel like writing much right now. I had my tooth pulled today for another implant. Not much progress on anything else. Okay, I might write more later - if not tomorrow.

Delray  
?/?  
10:20 AM, Wednesday, May 24, 2017  
Yesterday, Kim and I went for a walk early. I drove Ava to school, then to Dr. Rosenberg’s office for Kim - we stayed for 2 hours. We came home, had sex, took her to the airport. Then came home, took a nap, picked up Ava, came home, smoked pot, and just chilled the rest of the evening. At around 7 pm, dry mouth started to bother me, so I took 2 painkillers, and then 3 Aleve pm when it was time for bed.

I’m on day 3 of my fast. I woke up this morning at 6 am, walked to Atlantic Ave, then came home, showered, dressed, and took Ava to school. Went to dentist office by the shore, was blood on my pillow, but I said no big deal. Drove bike to the speech house, and spent the past hour or so cleaning up a fucking around with stuff and took 2 hits from the 1 hitter.

Tom Dyson is coming over soon for a bit, and I am seeing Mark for 15 minutes from 1:15 - 1:30. But other than that, I am free until my 7 pm flight - and I really want to get lots of writing done today - because I really need to.

I wasn’t planning on writing this, but I was supposed to have

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Lunch with Todd today. He canceled, he’s too busy.  
I’m really disappointed in him. I feel I always made time to hang with him. Oh well, I guess I need to look at as a character flaw in him and not take it personally. That’s the secret, right? Nothing Hardly Ever Is Personal, it just is. In other words, really is anybody being done thought to me - it’s simply being done.

Tom came by, he hung out for about 45 minutes. I unloaded his editing help and we are going to talk tomorrow. I had a really good time talking to Tom. It’s now… 11:25 am

Tom is seeing a new girl, he misses the emotional highs and lows, but was resigned to not feeling that way. I suggested maybe he has a need for that excitement (and shared that I was being autobiographical & this is advice I think I need to follow) and when he suppresses it, be it ultimately comes back in self-destructive ways. I told him what fighting felt like for me, about being alive & present, and how tight I think about it, I regret not really doing more in that area. Well, that’s that.

I just need to remember not to have expectations & not take things personally. (Back to what I was writing before - re: Todd)  
Ok, I don’t want to spend my whole day writing in here, I want to get back to writing the report. More later…

New York City ?/?

5pm, Friday, June 9, 2017

sooo much to write… It’s been too long. Over 2 weeks! I think I’ve been avoiding facing my reality and was sort of going on autopilot while also smoking too much pot. I don’t even know where to start. Kim came outside - more in a bit…

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5:20 pm

Kim just went back inside (on the balcony), and Andy Zolot is on his way over. So, the big news is…

I’M MOVING BACK TO NYC!!

It’s not necessarily by choice, but I am really going to do my best to make the most of it. It Needs To Be The Reset I’ve been in desperate need of.

I haven’t worked on the report or the module in weeks. Why? I don’t know - the only real reason how to be marijuana. Well, that’s obviously got to change. And I imagine it’ll be easier to quit when I am with Kim all the time. I need to get back to work and just like every other recent time I have zero idea where I left off. Ugh!!

Tuesday  
I’ve been fasting a lot. Last time I ate anything was Tuesday night. So, today is already 3 days, and I did 12 days before I had that meal. So, my weight has been going down - but slower than you’d think. I’m about 195 or so at the moment. The great thing is that I am in ketosis & not hungry. I guess I will just return to a high fat low carb diet when I begin to eat again. I’d love to get back down to 180. That would be really exciting for me.

My mood has been quite volatile lately. Yesterday I felt so badly about NYC, so drunk last night, and today I feel so much better. It’ll be great to see Andy now.

The Only Big Issue is Elle, I hate that I’m going to be moving away from her. But maybe because she’ll be in NYC every month she’ll like it. I hope so. I feel like I am doing something wrong here. I wish I wasn’t. Maybe I can?

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use this event as a reset for my relationship with Elle too.

Well, now both girls are going to sleep away camp. I guess I could begin writing those letters. Kim is about to head out – I guess I’ll be writing more later or tomorrow.

I have been digitizing my journals. My plan is to read them all & take notes on them in my iPad. I am hoping to recapture all of the insights I’ve had about myself so I can better pursue my future. Well, there’s a ton more to write about - later…

Mattituck

7pm, Sunday, June 11, 2017

Kim, Iliana, & Ava are out at the outlet mall. This morning Kim & I went for an early walk, then we went to the Jamesport house to celebrate Christen getting into Univ of Chicago & graduating Horace Mann. I was social for the first ½ and read about ½ of this book, BARKING UP THE WRONG TREE. We got home about 1 hour ago but Iliana convinced Kim to go to TANGER… it really is quite amazing how much Iliana can get Kim to do.

So, I’m moving to NYC. Quite surprising. Didn’t see this coming at all. I also really hope this move is a game changer. I hope I can get Kim focused on just us & growing the biz. Right now she spreads herself way too thin.

I broke my foot yesterday. I also slammed my thumb in the car door. So, now I think I’ll have a week a day, and do my boot to keep it low carb.

So, the smoking. I guess it needs to stop. I wish there was a way

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to use + remain productive. Right now it doesn’t really seem powible. I am going to need to decide sooner rather than later.  
I’m thinking about working out now. Hmmm … Migue- ok, morava a b.t.  
10pm  
I worked out for 10 minutes, showered & smoked. Kim’s broy looking at apartments + printing them out, we ce waiting for traffic to lessen before leaving. I figured I’d write in here some more.  
It turns out I have a common condition called Anterior Pelvic Tilt which causes incredibly weak glutes caused by too much tightness in the hipflexors, and the internal abductors. So, what needs to happen Is I first I need to stretch the hipflexors, and internal abdurators, then strengthen the glutes & the outer les … I also need to stretch my lats - although I have no Idea how to do that.  
The best exercises to Isolate the plates MEX  
1 Front Plank with Hip extension front plank to pull one leg up straight & hold, then switch less  
2 Glutes Squeeze lay down + squeeze but checks together, hold aus chen relax … report  
The best exercises to isolate de glute matins ..

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1 Side plank with hip abduction side plank & then lift upper leg up straight & hold  
2 single les squat  
. . Press one arm along the wall as you face perpendicular to the wall, bend the les close to the wall, do a squet  
I got a lot of that information from a video I watched on youtube. It then offered me a free report which I clicked on the link in the description to get. I don’t necessarily feel they did an effective job of rucking me want the report - not based on bridging the content nor de benefits. But it’s an effective strategy.  
content keyword specific videos w powerful content that sends people to a report.  
VIDEOS  
Online Mktg.  
what is demind creaturavideo  
The New E Direct Response Mkts Online  
Report The Difference between  
MARKETING IDEA/STRATEGY  
Mitg & Selling Online  
Get More Customers  
TWITTER YOUTUBE INSTAGRAM SNAPCHAT FACEBOOK  
GIVE PEOPLE SPECIFIC INCENTIVES TO ENGAGING WITH ME ON EACH SPECIFIC SOCIAL MEDIA CHANNEL  
Send people to 1 place at a time to  
set more information on Something

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yeah, it really is time to get my report done. Maybe tonight I can at least prepare to get started. Just knowing how to start would be such a positive step forward. Ok, so, I think the first thing I should do is go back a bit in the jaconal to see if I wrote anything before I stopped. It’s 10:30 pm now - I’m going to go to the bathroom a den figure out where I am at.  
FLT TO PRI FROM LGA -/- 4:45pm, Monday, June 12, 2017 we drove back into the city soon after I was done writing. Everyone slept while I drove M. we got to the city by 12:30 AM, I didn’t go to bed until 2:30 Am + woke up at GAm. So I didn’t sleep much. Right now Avat I are on the place - I feel smashed in the sect next to her.  
I’m tired, malinchuly, and I guess somewhat depressed. I am really less & less clear why I am moving to NYC. why is my life revolving around Ilone? NYC, UES, etc … I don’t know of I am being cranky & moody or If I am correct In how ridicular it u that I am allowing my life to be dictated by 5 year old girl.  
Anyways, I really don’t know how I am going to feel better about moving to NYC. I don’t know what if anything in my life will actually improve by moving to WYC.  
So, we are/ or were supposed to land at 7:30pm, then I am supposed to Drive Ave to Dabi’s. Then dinner out tomorrow night w/ Asus Eller Debi. Then tomorrow night we begin to drive to NYC.  
I just don’t know what to expect. I gues I am just overly concerned that my life is going to get worse, not better.

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I am just really cranky. oh well, I guess I will try to chillout a bit and then hopefully write more a little later.  
5:10 pm  
” I am concerned that I am too passive & pleasing with kie. she really isn’t strategia & treats everything in equal importance. Plus everything fairnily + personal seems to take priority. We also haven’t talked about NYC rent, I wonder if she’s thinking we are going to split de rent? I sure hope not. I REALLY DON’T WANT TO BE HERE RIGHT NOW - NUR DO I WANT TO BE DEALING WITH WHAT I AM DEALING WITH. I guess I am fearful about how NYC will be - I still think kim is too controlled by Iliana, and being there all the time and really having her having more input into my life makes me concerned. What are my days going to be like ? AM I going to be expected to sit at the dinner table every night? And what if I don’t want to?  
I like I said, I’m cranky. I feel I’m tatting many steps backneeds and I am worried. I am also worked b/c I feel the priorities kim operates under are going to conflict w/ my priorities.  
Anyways - move later.  
12:45pm, Saturday, June 24,2017  
Mattituck ?/  
12 days since my last entry-wow! So here’s a quick recep. Tuesday the 13th I did nothing but some errands o smoking. Tuesday night me, debit the goods went for dinner at Abet Lowes. Then went back to my howe w/ die girls, they went to bed at 10pm, I stayed up, worked out, packed, and we left delrey at 8AM … We drove about 800 miles, met Kim & Ilicina in North Carolina. Thursday we explored Duke, mat with Din Arelly, united UNC, they went to wake forest, they we drove all the way to williamsburg VA. The next morning,

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Friday we want to william & Mary and then university of Richmond. & they drove to Washington DC. Spent the night, took pictures I went shopping on saturday, and celebrated Ruka’s baby. We then drove to the city. we hang out in decity un & sunday, on monday Ava book placement exams, on thewig we took has. & the debor for her back, and we drove out late tuesday night. We sport wednesday hanging on in mettifancy then thursday we drove AvarElla to Mame, for comp & drove bank. Yo kredy we chilled & I overate, boty work starts ..  
1 pm  
So, like I said today is the day work begins. I’m thinking I should finch D3 Frost, then get back to the report. Jumping back into D3 is difficult, because other than remembering I left off w/ competitive intelligence for mod to, duit’s about a. Muchas I remember- I remember working on that when I was at Clintons. Actually, I think for now on I should KEEP A TEXT DOCUMENT IN FOLDERS I AM WORKING ON + LEAVE MYSELF NOTES OF WHERE I LEFT OFF  
Anyways, I need to get to work. So, I need to review where I am at, find whatever documents I uso working on, watch the first part of module co, then start buy lday out the rest.  
1:40 pm  
I just spent about a 1/2 hour looking for files regarding competitive intelligence - didn’t find much - nothing regarding websites, more in a bit - Bobby just got here, It’s time to put de furniture away. I did find up to my notes - so maybe I just did the rest by bookmark? I guess I’ll look through my paper notes too. So more in a bit.

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5:30pm  
so, I went through everything I had, organized bookmarks, did 15 minutes on the eliptical while reading a report from Smart Insights on competitive intelligence. My thought was to get off the eliptical once I finished it so I could go through it again right now & add to the mindmap I started based on p 36-32 in the journal.  
Right now I’m clear on 2 more videos for module 6. over on Competitive Intelligence, due other on key Massage Mindreap. I thought there was more - Yes, on pages 12 818 of this journal I did other breakdowns. I’ll have to review those as well. But I think I want to finish the pre-work on the competitive intelligence video, then move on to key Mais, then possibly watch D3-Mod 6, then map out what’s left for this module. The goal will be to finch module 6 by tomorrow. Hopefully, that’s doable.  
ok, I’ll head outside Now & begin working on finishing the mindmig in competitive intelligence. More in a bit … Kim just pulled into the driveway, more later …  
8pm  
I spent some time on the mindmap, then spent more time doing research, now I’m somewhat fired, but I know I need to do more. I guess I need to work on the mindmap more, than once I am done with it - I will need to add de software of sites and then I grew I would be ready to film, But I am sure I am making this more difficult & more time consuming when necessary. well, it is what it v …  
Mettifuck 3pm, Sunday, June 25, 2017 I’m beginning to recognize when I am telling myself suggestions that Interfere with me working. Like right now, I feel really chill,

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I smoked, drinking some white wine, and now smoking a cigar. Everything is really good, So it’s a great place (mentally speaking) to work from. But instead I’ll think of every reason I shouldn’t. I really think (maybe hope to) that so much of my struggle Jook 15 as simple as overcomeming some really unproductive habits.  
So, last night soon after I wrote in my journal, I did some thinking on the mindmap for this video, then watched Belklor Fights until 12:30 Am, chan stayed up until 3 Am getting started & watching drings. Also had a slight tat with kim. I was sort of aggravated with how often she feels crappy & Is moody during the day, then want to play at night - the other thing was Kim caught Iliana lying about going out last night- and I feel like my life as being dictated by the whims of Iliana, and she’s a teenage girl i teamage concerns.  
Anyways, I haven’t done any work yet today. And I really should dive in. I still haven’t figured out how to get at my best thinking in the fastest manner. I imagine If I could figure out where I am most effective o efficient in thinking for example - the work that needs to be done on this competitive intelligence video, should I try figuray it out while I mindmap? should I write in here? should I try figuring It out ana whiteboard, schedule a call w/ someone?  
\* WHAT IS THE MOST EFFECTIVE & EFFICIENT WAY  
TO THINK, PROBLEM SOLVE, DEVELOP CONCEPTS?  
\* I feel In try to avoid thinking frequently. I just pulled out the mind amup I took notes on last night. It boks like I should probably consolidate all those notes first & then I can tunk durango the ranghe.

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4 pm  
OK, I imputed everything onto the mindmap and now it’s time for me to think, and figure out how I am teaching on thu under …  
The first thought that came into my mind was question that stimulate a dialogue, ” what are we talking about ?” ” why are we talking about it ?” etc ..  
MOD & VIL 6 - COMPETITIVE INTELLIGENCE  
-> Give you a process that leverages the REPS-Grow Model to make competitive intelligence a money making activity that actually guides your actions.  
-> The Model Makes you focused, & points you to directly the information you’ll need  
-> My POV -> No Secrets online -> Leveraging competitors experience in the market is essential > purpose is twofold 1 make more money 2 guido actives - 3 develop better understanding of marketplace -> HUGE COMPETITIVE ADVANTAGE.  
-> Biggest Miskkos -> Not dany it at all -> doing it haphazard ly w/ no documentation -> not building a book of intelligence ( MORE FROM MINDMAP) ( PLUS tell them why day’l avoid these  
-> What specific (collective) wisdom are you seeking? -> translating a problem into one of the BEPS-Gow -> what questions are you hoping to answer? what must you look at to get your answer -> what stage?

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4:20pm  
Kim has started watching DB, and I wanted to figure something out as it relates to the D3 via Co work I just finished on the previous passe. I need to introduce the questions that can be answered at each stage and de suggested websites to find the anwww.  
Imaginary My mind just jumped to a client asking the simplest starting question. “how do I know who my competitors are?” Oh jeaz, do I need to over all that? On the one hand I say”no,” but that’s based on the scope of the course, not necessarily what work be bart for the clients. I know, I over-think … argh! (  
ok, either way, what I haven’t done yet, which I need to do is 1 Determine the questions at ouch stage, 2 Figure at which sites are wefuel for ach stage. Because no Matter what I decide on any open questions - those 2 pieces of info are needed.  
Well, I guess I should start on that - I’m going to the a short break fot.  
4:40pm  
I took I hit, had same coffee, and und I am ready to go once again. ( But I am already bettling suggestions to work out, figure out something else to do, etc … ) I already thought about the first two, Reach & Engage (pagas 36837 of this journal).  
D3- MODE VID 6  
PERSUADE  
-> Opt-in to all competitors lists -> Connection between content & pitch ?. -) Is the competitor chasing or creating demand? (General )

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( wow! as I begin to think about the persuade stage I am realizing there’s so much to this area- and ilike the previous 2 stages this stage is low blicks white, more fuzzy.  
ok, so taking a step back for a moment, the pessucks stage is everything a company does between getting the prospect and introducing the sales message that converts the prospect into a customer, I write It that way (which I don’t think is accurate) because a previous offer can be used as successful marketing for a secondary offer, like using the MR X bok for $40 to a list, than going to non-buyers w/ a $97 book. The first offer was used to pay a price, and offer contrast for the second.  
ok, so everything communicated by the biz can be considered Marketing. As I write that I am thinking about way clients again and how that may not be obvious to them. Every communication, paya, design, word choice, etc ….  
As I think about the persuade stage I am thinking about just a long list of questions that client would consider when looking at a competitor. I am also thinking there should be a herrarchy of question/ideas that get more granuler. Like, do they make an offer in every communication? what’s the call to action of each massage, etc … Other than some overview I crede for clients w/ a long list of quohow, I’m not sure what ale I could provide. So, I need to come up with a lot of questions for the persuade section. Actually, I think brainstorming questions will actually bring me clarity. I think I’ll do that on a mindmap - so I can more draw crowd o reorganiza dem  
After finishing but I’ll need to then focus on well, which I think is going to play out in a vimier funktion.

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I’m taking maybe I explore some questions for persuade in have first …  
-> was an offer made immediately after option? -> how much was it ?  
-> What must this competitor believe about the project that would make the offer make the most serve?  
-> what formet was used to well it? what wo the length of time? -) was there another upsell behind it (sime as precious questions)  
-> were any offers mode immediately through email -> andes a welcome series (gauntlet) mailed > are offers made in each email  
-> What are the desired actions from the email > what’s the logic behind dut for your curpector?  
-) Dias de competitor offer cay educational nikdy? -> If so, what is the education focuses on? Dabut must the competidor believethat the prospect beleves In orderto focho the education on this?  
-> what Does the free content offered for opt- in Support the sale or isolate the target market? -) what formats does the competitor use -> webinars, live streams, pod casts, etc. -> Are they demand chasing on demandcreating ( how would my cleaf know) - does the competitor use 1 ist offers or campaigns? ~) how many messages in the companyen over handy? -> what’s the overall dieve a) what are they trying to get prospects to thank, bele, or feel ?

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21  
->Look at every communication & when considering the offer, why is this message an incredibly smart thing to do to ultimately close the sale?  
- what must the competitor believe the prospect believes when they first engage w/ the prospect, & what they is the goal of successive massagen - to alter a belief, to set buying criteria, to bond w/ prospect, to show some form . I superiority, etc …  
-> Any new beliefs or new mechanism introduced?  
-> How would you summerize their overall approach to marketing? (do I even know how I’d describe my own)  
-> who are the messages coming from? Any significance? (personality, gurne, company, team, etc … )  
-> what actions are they attempting to get the prospect to take?  
Wow! That’s an awful lot of the top of my mind Gomile). It’s now 5:25 pm. Do I pres forward to the well stage? I don’t think so. Might as well finish this stage first (a) least I drink 50). I could also use a break, and the UFC is un tonight too. OK, need to figure out do plan, more in a bit …  
9:15 pm  
I entered everything above into the mindmap, then I felt fired, so I laid down and just watched UFC from about 6:30 pm or so. I’m still really tired, but I am so far behind on this video a module. I really feel I need to press in fought. But the odds of we being effective while tired & watching UFC

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Isn’t very high. what to do? I’m going to go pee, more in a bit.  
9:25 pm  
Kim is trying to sleep, she low a really bad run down the crack of her ass, so she’s miserable. I keep going back of forth in my mind about working - but for now I guess I’ll press un …  
So, let’s go to the next stage, sell.  
D3 - Mod C, Vid 6  
Sell  
-> initial price punto (for acquisition) throughout the Market -> where / how the sale is made? (salesletter, vs), was, norgeta -> value proposition -> define offer (I need to give more guidance un thu)  
10pm I got lost doing research- found something very interesting “sentiment analysis of marketing /advertising” - anyway, I’m tired now & not even paying attention to the fights, so I’m going to stop here.  
DECIDED TO TAKE A 30 DAY MARIJUANA BREAK!  
12:40pm, Monday, June 26, 2017 Mattikuck Porch DAY 1  
Stayed up late watching UFC, then at around midnight I ate junk food because I think the festing (it mo 2-3 day of fasting) combined w/ smoking put has made me very lazy, tired, and somewhat resistant to thinking or spendany any serious time thinkany.

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23  
So, no marijuana, and one healthy meal a day. I am supposed to start boxing tonight. That’s from 7:30 - 9:30 pm tought. Up until then I’m free to get work done. And I realy want to frank module 6 today - of that’s possible. But right now I am so just blaise, dragging my feet, reluctant to get started, to dive in su to speak.  
oh, more in a bit …  
1: 15 pm  
Kim and I just want to the local vegetable stand and bought some cauliflower & string beans. we bought steaks a little carlier today. So, my meal for today will be steak & vegetables. OK, so I am going to figure out the rest of the day … I’m choking I’ll eat crowned 3pm. And I should probably leave here at around 6:45 pm. So , I’ve got a few hours have to get shit dave. Alright; so where do I begin w/ my work today? I probably should attack & finish the competitive intelligence video or videos. Alight, I’m going to grab some coffee and they get goingy more in a bit …  
1:30pm Wed, June 28, 2012 Mattihack  
I smoked, and I haven’t been doing much work. I did go to bening last night and signed up for the summer. I’m proud I want kut might ble I was fired. I plan on going tonight. But I do want to film today too. Kim went to the city youdertig to sign the lease, and should be back bright.  
To finally do the competitive intelligence module, I need to break out the websites I also downloaded John Race’s cars- wish I could find some notes on that course.  
OK, I need to gather my drrights & get working.

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4:45pm still haven’t done a thing. So, I’ve got so much to do. Maybe I should start with a letter to the girls. Yeah, den move out €video work.  
5pm  
I just jumped rope for a few minutes, actually 100 rotations. I can’t believe how tiring It Is for me. I guess that means I really needed this sort of workout. Anyways, trying to get myself to work. I any unsure about what I should even start.  
6:30pm All I did was watch a documentary on FloydMayweather. NOW I new to start petty randy for boxing.  
Mettitack 1:15pm, Friday, June 30, 2017 Yesterday I finally wrote the girls - and I wrote theme again this morning. I can also jumping rope now. I ordered a jump rope from amazon, got it postesday, and now I am jumping rope several times a day.  
5, today I really, really most record there videos. But right now I Feel some what lost as far as what I need to prosent. I want it to be a great video, and so I am unsure what to provide regarding the info. Alright, I NEED A GAMEPLAN! OK, so how do I go about creating une? What’s challenging right now are the basics I think.  
3,-  
I watched more of John Reese’s competitive intelligence course. I didn’t get much out of it for my staff. So, right now I am trying to figure out how bout to proceede, Ok, so how can I do that? I think just walk through the different steps of the process, no? Youh, that’s got to be the best way to proceede. Alright, I’ll try to do that an scrip paper & then move on from there more in a bit.

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75  
Mattitack  
1pm, Sunday, July 2, 2017  
Kim o I are fighting. Why? I’m not sure - how did it happen? Allow me to explain …  
There’s so much backstory I’m not sure where to begin & what to include. Today IS AJAG’ b’day celebration at Bill & Jena’s house. Originally Kin’s plan was we drive 1/2 hours to go pick up illiana in de hampton, they drive to Ronkonkoma, spend de dig with her family, they drive Iliana back to the humpbus& then drive home. Now, right out of the gate this Is so unappealing to me. Everytime we go to a family function of kim’s, she ends up spending all her time w/ babies, ilsone, casse, + other family members & I end up most of the time alone of forcing myself to have a conversation I’m really not interested in un a topic I could come les about.  
Meanwhiley I’ve got a shot head of work to get done - of which Kim consistently proles me on (which I appreciate, &I’m glad she does) but I bring it up b/c I feel like we never have a day that’s about what I want to dy. especially if it involves things that kim andfor the goats won’t interested in.  
I’m really upset right now - Kim’s upstairs, I’m on the porch, and I really need to step back to gain some clarity on what in particular is really driving this upuet? Remember what Jerry said …  
“PERCEPTIONS AVAILABLE IN THAT MOMENT [when upset] PROVIDE CLUES THAT PROVIDE DATA ABOUT DESPER PARTS OF OURSELVES … YOU ARE BEING GIVEN AN INCREDIBLE GLIMPSE INTO YOURSELF THAT YOU AREN’T TAKING”

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So, what am I failing to notice hear? What’s going on below the surface that has me this upset?  
OK, well the money situation certainly sucks. And I’d be lying If I claimed It didn’t impact me. Maybe a lut might be more effective …  
-> STRESSED ABOUT MONEY  
-> ANNOYED ABOUT LACK OF FUN IN MY LIFE  
-> #PRESSURED BY OVERDUE WORK THAT’S OWED  
MAD AT KIM FOR STATEMENTS SHE MADE -) I could be enjoying my retirement …  
-> ANGRY AT MYSELF FOR PUTTING MYSELF IN THE CURRENT SITUATION I FIND MYSELF IN  
-> HURT &BECAUSE OF MY DISAPPOINTMENT IN TOD  
And I believe that’s just scratching the surface. My life padly Is a med right now. And unfortunately I don’t believe dare are any easy ways out of this, not are there any quede fies.  
Ugh, kim just come untride. I don’t even want to look ather “ifet now - was, she went back inside w/o saying a word. If she were to leave w/o saying anything would I have? Go to my mom’s house? visit Gary& Robin?  
I hate the fact that I don’t have my own have any longer. And yet, it’s completely my own facht.  
2pm  
Well, that was a chuter fuck. Kim come back out, told me I’m an awhile for the way I front her family, and wow … It’s like everything she could say that would stor the pot, sheand.

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77  
I really want to pack up all my shit and go somewhere I can be alone. Should I not kill myself? What am I holding on to this life that I have royally fucked up!” what do I really have to look forward to ? I’m not cally sure why I am reluctant to Kill myself. why do I want to stay alive and goot endure. well, I guess I’ll go somewhere Ise to work & write. I am very angry right now. It’s amazing how often kim escalates the situation, makes me angrier, when her supposed intent is to make peace,  
what am I going to do? How am I going to turn the life around? And what if anything is going to repair my relationship with kim? And how can we both be happy? can we? Is that even a possibility.  
I guess I will just dive into work today . It’s notas If I need to say no to canything fun. Oh jeez, shever  
2:30pm, Wed, July 5, 2017  
Metikucke Day 1  
Well, we ended up making up. I’m not even sure how or why. we want to Jen’s and of course it was exactly as I thought It would be. Iliane took a train to Casey’s & then drove with her & Jay to Jean’s house. Iliana didn’t want to be there either - and she was crying b/c she brought Yarden there - kim looked at me and said make it better - so I asked Iliana if she wanted a driving lesson, she said she did so we left the party I want for a driving lesson. She drove my jeep for about 15 minutes in a parking lot & then the 2 of us went for messages. Which were amazing.  
Kim + I are fighting again- but more on thut later.

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Monday, Iliana stayed with us, she stated physics must of the day, and for the life of me I can’t really remember what I did. Not very much other than go to boxing for one of my toughest workouts.  
Kuterday, July 6Th was more of the same. I falt exhausted mot of the day while I liane studied physics o kim did some work then iliana took the 8:20 pm Jitway back to NYC o kim I want to watch Fireworks, with Terry - Rob, Kim spent most of it talking to Terry .  
There was more drame yesterday ble kim’s aunt, Aunt Rik ( I liked her, she was always kind, and grounded) has cancer (stage 4 liver) and is now dying. She was going to fly down yesterday so we got into achon on that, then at the last minute she changed her mind - she said it www b/c she wanted to stay here with me, and she said it in a way that It seemed as though I should be grateful, but I just found the whole thing annoying - I don’thow why - maybe just all the phonetic activity that occurred that was basically pointless.  
Kings upper back & weak started to bother her late last night, and is still bothering har today. She slept in late, so I want downstairs, cleaned up, ate a bunch of crop, and dan Kim cave downstairs. Everything was fine until we were looking at facebook together …  
3 pm  
we were enjoying watching videos together, then we passed an ad for a slib? (I forget what It’s called- but a video camera stabilizer. She mentioned she had thought of getting me over, and I said I wanted one. It was somewhat mexpensive $150. she said she burg of for me for christmas. I said it could be for my last

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79  
birthing prevent, which got her angry and har anger immediately triggered anger in me. She said something about prosents . I can’t remember what she said - but something about it being are sided and I just got med and then she said something about her not willing to discuss it and gut was all I neededed hear to not want to talk to her any longer. I belew that was 3 hours ago & we haven’t spoken since.  
hmmm …. so what set that off? I don’t know really, I guess It’s upsetting to me what a big deal she makes about Iliana’s b’day, and everyone alvás pales by comparison. You, it’s nice that she does staff for the girls but there’s nonetheless a huge gap and I don’t believe there is for me. Also, though, I guess I am just rubbed the wrong way overall about her aproach with money. She’ll consider spending thousands on furniture for here for the pool so Ilimi’s biden party is special but she’s going to give me shit about spending $150 on a present for me? It’s the whole dynamic of what she spends un Iliana versus everything else. So, what’s my beef here? In gues it’s just a verystrong reminder of how poor I am & how much that influences things. YEAH > THAT’S WHERE THE RESENTMENT COMES FROM ! So, how do we settle that? I don’t know, I really don’t feel like having a conversation about it though. Well, it’s now 3:10pm. I am supposed to go to boxing at 7- although I really do need to get these videos done. Hmmm …. Not sure what to do. I alo was thinking of getting on the eliptical too. OK, I better get to work. But I guess this whole episode dons speak to us having some issues in our relationship. currently they are unspoken., I can’t imagine voicing tem would be beneficial right now. But how else are we going to get over the current uppet? I really don’t know. I gines it realy Just comes down to values of how different ours are.

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I think I believe I cure first for myself (or at least I’d like to think so) & Kin feels Ilion comes first, dan furniture, then meals, trips, etc … then me on well. I don’t think I can write myself to being of peace. I would like to go somewhere to work other than here just to get away from kim for the moment, I guas I feel more trapped than ever before, - which certainly down make me happy. OK, I think I’ll jump rope then swim them work. Or something. More Ister …  
3:29pm  
Not sure whether or not I mentioned it or not, but I am working on my jumping rope for Boxing. Right now after about a minute I need to rest, I know that sucks. Right now my goal is first to be able to do 3 minutes non-stop, then 3 rounds of 3 minutes with 1 minute breaks in between. Alight, I guess it’s time to work. Kim went Into the house as I was lewing the house to jump rope. So she’s inside now, and I’m still outside. You know, it’s interesting, ecuse whenever we Fight I just want to get away from her, like now, and I really don’t muss talking to her or being close to her right now. In other words, I don’t know what it is … but there’s something to it. Like a I sit here writing this I am wondering does this mean I don’t really love her? Does it mean I am pressing forward into a very disfunctional long-term rekhowday? I don’t know - I just know it’s not normal to actualy enjoy giving a being given the silent treatment. Anyways, time for work ..  
6:20pm, Saturday, July8, 2017  
Day 3 (? ),  
Matttack  
Another day in my miserable life. Yeah, I know, not exactly a positive frame of mind, nor is it going to make canything

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SI  
letter, but I am really struggling, hoping to make all the obligations have to deliver content go away. I wish my life was different unfortunately I am so clear on what I don’t want (run) and yet I am so unclear on what I do want. Part of me wants to just run away from everything, another woher I would kill myself and not feel guilty for kicking those around me worse off, but I can’t - so I can here, and really not enjoying it. Are completely befuddled on where I cal so, what I could do that would actually be fulfilling.  
Yesterday I spent hours on the module 6 of DB-video 6 competitive intelligence. I was making good pores for a few hours then hat a well and wasted the next 4-5 hours trying to figure out somethy I can’t even remember.  
I AM REALLY STRUGGLING WITH AN INCREDIBLE AMOUNT OF SELF-HATE AT THE MOMENT.  
On the positive side I ran out of merimane. So now I have no other choice but to remain clean. And I really believe I need it too.  
Kim has been struggling physically, She’s got a horrible rock on her butt, and now she’s got an allergic reaction down both sides of her forso. We want to the doctors this morning to make sure it wasn’t anything serious - it isn’t.  
I so desperately crave being hippy. But I look around to just find that it all seems like so much effort I’m also jaded, disappointented, and disillusioner. I guess somewhere deep down I feel wif thys are some what hopeless, now that’s not entirely true, I don’t

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1  
feel ou of everything is hopeless, I don’t know what I feel anymore. I’m sad. sad at what I’ve become, ser Sunt I don’t really have any close friends, and feel somewhat empty too.  
Right Now I guess I’m wading jumping back into the pre-work or work for the video. It felt so crappy yesterday it’s as of I am dodging the feeling by avoiding the work. Well, obviously I need to get back to it.  
I just with something was different. what? I have no idea. Just something different. Well, I need to either jump into work or go workent or something. well, let’s one what I can get into - more in a bit. ..  
to share about  
Mattitack ?/? 3:15pm, Monday, July 10; 2017  
Still haven’t gotten the viceor done - but Kim & I hit the reset button and today we each agreed to get done 4 things … have are mine … 1 write Girls 2) Read a page letter from prospective dent-discos wikim 3 Final video 6 4) Co to Boxing  
I’ve already done It2, now on to the chain around my neck #3. And I really want to Figure out a gameplan- 50, I’m not sure the best way to do that. But I need to figure duis out. Ok, So I’ll review where In left off a than proceeds from there.

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83  
8 AM , Tues, July 18, 2017  
2/2  
Mitfack  
i’m sitting atade on the porch . I was just confronted by kim for my “UFC Problem” then ” there’s always a screen in My hand” This was at 7:30 Am in the Kitchen because when she come downstairs I was watching a video from this UK prankster who snuck into the mayweather us magregar press conference.  
I was angry at kins taking her perspective a truth and talk about what we should do - where I haven’t agreed dad’s there’s a problem. I believe the feels it’s coming between us, and it’s the cause of me not getting work done. well, since I was angry I thought it might be a good idea to talk later baby - this way I can gather my thoughts and consider the idea before getting defensive.  
I wonder what distance is between us? have any feelings changed ? am I “m-love” and how do I describe it? What’s going on between kind I?  
ok, I’m still free writing here - something that immediately pops into my mind whenever kim approaches me about me getting back to work, Is a feeling of unfairness, being overlooked, being neglected … That I refuse to have my life be about work & than sacrifice the rest offor a portion of my free time focused on satisfying other peoples expectations. Right now I am not saying that feeling accurately reflects reality, but it does accurately explain how I feel. OK, So if I were folbeing the guidelines of NVC (non violent conversation) - does it start with unmet needs? I’m going to look at my ipad to find the headout.  
ok, shep 1 - OBSERVATIONS

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NVC (can’t) stap 1 - observations (what I observe) ” When I hear you talk and carve out time for work, family obligaties + activities, and Jung you even mise family events, trips, etc ..  
Step 2 - Fechass (how I feel) “I feel lonely, sad & dissapointed”  
step 3 - Needs ( what I need or value) “because I need/value both time when the 2 of us are having fun, plus the for me to do things I enjoy and then it seems as If they aren’t as much a priority”  
Step 4 - Requests (the concrete actions I would like debien) “to prioritize alone fin time above everything else for some minimumtime each week” how many hours? I don’t know … 5-10 hours?  
Alright, obviously there’s lots more to process here- about kim & I and my own performance. It’s now 8:30 AM, I think I’m going to go wide because it’s getting hot outside + I am beginning to sweet.  
I thought I would take a break when I come Inside, but for whatever the rewan I decided to justi velucente & continue to write.  
Ok, there’s an uncomfortable question I need to explore here … I feel like I’m not sure what de question is - is it - “am I capable of loving another ?” “Do I kelly love anyone?” I know with kerolin ( as crey o shaped it sendo ) I think I Looted her? Maybe because I never had a chance to get bored by her? But I craved time w/ her - I think I

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used to feel that why with Debi a long time ago, and I believe I could feel that way about km but most of the time she’s not that fun to be around. she’s always upset wol hesse if & others, worried about numerow things, overwhelmed w/ too many open loops, usually dealing w/ a physical issue - so the ” real kim” is a real challenge. That might be why it’s easier to default to the physical side, when the contact is nurturing - maybe because it’s practically the only time KIM’s personal challenges don’t surface .  
of course I also realize. I am not a picnic either. Jeez, I really don’t know what to do have. I mean about all dus ( what I just work), plan exploring whether to much UFC Is my problem or a problem.  
I have retreated to UFC to fill my time or not feel alone, bored, and unfulfilled. my what am I supposed to do with all the time I am alove - work? sothe rest of my time can be wasted on what others want & expect not my own fulfillment a fan ? I really drink duit’s the move problem I currently feel I struggle with - what do I enjoy?  
Well, just another passing idea - I don’t want to be punuled for not working, I water to be rewarded for working Not watching UFC 18 I don’t finish is a punishment, going to tac Is a reward. (live event )  
of course, now drugs are akward with kim, I really don’t want to talk to her right now. I want to go

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upothers. get socks, then ether use da eliptical or get started fanching chase DO videos. Ole, it’s nas 8:55 am. Almost an hour of writing - more on abet,  
10:10 pm  
Let’s see, over 10 hours passed by and what have I done?  
-> 1,000 jump ropes -> plank 90 seconds/ 90 -second brak/ 90-secondo -> Synets 20 - eliptical 20 minutes  
cleaned the pool two times. Want swimming, smoked pot. watched a boxing video for 20 minutes, showered, had fooled around wilheim, ate lunch, took alle for bagels, laid down & singled w/ sem, played monopoly deel, spoke to anebelle for 21/2 hours, smoked some more, downloaded boxing books, ate chicken + brocolli (steamed) for dinner, looked at expertboxing. com site, experienced some computer problems, Found kim’s photo collection, fixed my computer, and I got gas, and I guess that’s about all of it .  
what’s moving is any real work. So the question is do I do it now? Or do I got procrastinate until tomorrow.  
Are, believe it or not I just spent about 20 minutes looking for more inoltrechoral videos for boxing.  
10:40 AM, Thus, July 20, 2017 Mettitack  
I did nothing yesterday except get very showed, downloaded more videos on boxing, tried to jump rope but can Isn’t, overate, and watched lots of vides on boxing especially ” Paulus Mulignagi

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87  
He’s now the announces for shouting boxing, but he wasa 2 time champion, Italian from brooklyn, who is sparring w/ cover mcgregor for the upcomming fight. I also listendoubled UFC news- cried, like, etc …  
Kim left around 3 pm & took Elle with her. I was “supposed” to work yesterday. But I didn’t - so today is a real workday.  
I’ve already done wer 1,000 jump rope revolutions. I so want to get good at it. Ok, I’m going to go to the bathroom & then get working.  
11:50Am  
I want to the bathroom, then smoked, did another 500 jump ropes, smoked some more, and now I gnous an hour later I’m back. I’ve got Conor Maregor stuff on in the background, while also converting some vico darents I downloaded into apple format. OK, So I absolutely need to get this next vidas done.  
OK, back to ( D3.)  
This video is on competitive intelligence to know your market. Su, I need to define what I mean by that. So, .,.  
… WHAT DO I MEAN WHEN I SAY KNOWING YOUR MARKET?  
-> Think about it as a map, you can play your marketing campaigns on.  
-> Remember - many of my care concepts were based on what I discovered here ex- attention age IBM etc. ~

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-> knowing what works and it your markets desep devices, ghost stories, - content  
- Keywars - harlekgs - Influencers - Ray traffic souce  
-> product , dass -> price pants  
ok, now it’s 12:05pm, now what? Well, one thing is obvious, I need to put in benefits + then clearly define the steps. So, above are some benefits, and user for the infor. Right now the video is nomed …  
(66) SIMPLE CISTEPS FOR MAXIMUM PROFITS step 6 Mastering Your Market  
-> Metaphor for the outcome - like going back to Cleveland, Istervery Long Island, Delong Beach, etc …  
-> So you can .. (BENEFITS)  
Intelligence -> By gathering & analyzing this information (LIST Intelligence documents  
-> Step 1 - Finding Jop Competitors 5- why? - Benefits of keny info - what’s life like w/o & w/ - How? ways to achieve ~ Keywords  
5) Step 2 /Most Important keywords 5 3 J Most Important Hashtags

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stop 3 sources of trafic Must shared content  
5 social media strategy  
6 Most popular forums  
7 most popular books a language (content) Amazon  
8  
most common classes - in may headline Images  
I guess my next move is to start finishing the mindmap. De, time to take a leck, smoke a puff, and get to work on the mindmap. Time for some pomodoro’s? YES! bu, It’s now 12:20, I’ll be ready to rock & roll again at 12:45, for my first pomodoro. Thinking about doing more Jump rope .. , de be back in 24 minutes.  
12:50pm  
Wow! The time went by so fast- I and another 500 jumps, so I’m at 2,0000 for the day so far. I wonder if it’s going to start coming father now, more & more endurance & ability. Oh, so I am going to start at 2pm & then rock for 50 minutes. Then guverpagein-Maybe smoke again - Shan chill for a few minutes or the back to work. I’d love to go get a message - I’m really tempted. Hmmm …  
I’ve got to get some work done lot, but maybe I should cal & mache an appt & then work my ass off to get as much done as possible. Welly it’s almost 1 par. The earliest 172 feel comfortable with is 3pm, and even tuct’s gop early, because I probably need to leave 9 1/2 hour before. Random thought- I am excited about the ability to do 5000 jumps in a day and 800 w/o stopping. Youk I know, total ADD moment. I think since I don’t need to call this carly I won’t. Besides, I’ve got so much to Set dove.

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OK, so It’s now 1 pm, I have to pre - then it’s work fine  
2pm  
Alright, I worked on it for an hour - I think I’ve made some projets, but nowhere near enough. I’ll take a break now & start cjeun sound  
2:15 pm  
OK, I smoked a little and I did another 500 jump ropes. I believe It really is starting to get easier. In just want to keep doing it. I guess it’s a good thing I have his work to do. But speaking about that I can not sure I am approaching this minding correctly regarding efficiently getting this done. OK, I’m going to get started again at 2:30, it now 2:20pm. I’ll do a solid hour of work, then when I take my next break, Maybe I’ll brainstorm different approaches, stay tuned …  
2:54 pm I did about 30 mins of work- I started eccles but wind another brick. more in a bit …  
3:10pm  
So, I want to the bathroom, then shared & I just came back downtours but I so don’t want to continue. why? I don’t know, It’s not like I have anything better to do at the moment, I guess I’ll suike, maybe jump rope again, dan get back to work.  
4:40 pm  
so I smoked, did another 400 jump rope. I watched the Manny pacquiao us Jeff Horn fight that just took place in Australia. Bummer my brak was so long. So, now what? Do I drive back in? I think so. And I think the resource MCP can show multiple ways to get due anowars.

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91  
Yah- ok. I think I will organice my bookmarks while doing days (just the competitive intelligence ones) 6h, I guess it’s time to get back to work. I must be showed because I seemed to always have to peer. Anyway, I’ll pee, grab a drink, and then dive in. It’s now 4:52 pm.  
4:50 Just got back. I watched a really god drill for fout work. here it is …  
-> Done with tape -> Width of your stance for wilders length of each box (approx 1/2 feet)  
Pivot Drill  
-> put left foot in the center -> pivot 90 degrees while throwing a punch (90 degrees is one corner to another)  
-> after pivot- immediately throws punch’s so in total pivoting -> punch while moving back foot pivoting for 4) turn left ( front) #first from one line to another  
-> move right ( baik ) foot from one corner to the next  
-> Show 3 punches - pivot again & again - Switch directions buck & forth  
2 Box drill  
back - start in lock boxi Front Foot on front line F007 middle with back log on corner of first box Front fait

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* Whatever direction you go in, that’s the les that goes first -> move left, left les (bad les moves first) the front les, to the left corner & right les follows to the next carnes ( which is the middle of the square) -> move right, right (rear) leg moves first 1 + left les (front) moves follow -> mar back, back frot (Right) moves bake First  
  2  
  -> move forward, forward foot moves first  
  -> Punch everytime you take a step, and we the same side that lead, so moving to do left - jab or left body or left uppercut. If backwards (lead is the right foot) so we would punch w/ deright hand. If forward sure left leg ) use left punch, Is moving right use right punches 3. Combine sua 2 -> To move punch 3 times, pivot punch 3 times etc. ..  
  I definitely need to do this drill. I will put de topen down, later. Ok, now it’s 5:21 pm. wow-maybe I need to start writing content on boxing - I’VE GOT AN IDEA, I COULD COMBINE BOXING WITH 312 Building - Each lesson would cover a drill & then also It’s correlated brz tactic. Training For The Biggest Fight of Your Life -  
  ok, I actually think there’s someding to the idea. But I need to get to work - of course I have to peragain to

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93  
5:40pm  
ich - I just don’t want to work. Well, I really don’t have a choice - so time to buckle down. what’s interesting is how useful knowing the high tay are - ok, it’s now 8:42, so lets gets done!  
I am finally sitting back down again & really working. 6pm  
6:10pm  
SI I am looking at my mindmap and I need to make some decisions, For how to achieve - walk through 1 method & refer to resource map for the x others. Then add wisdom secrets to discover ok … anything else? You! I need to add some If the ideas from py 89 of this journal. On pectswide kot the .  
7:15  
I worked for about 45 minutes. Time for what I think will have to be my last brack for a while.  
8:15  
So, another hour break, and I so don’t want to work - and once again, no particular reason for feeling this way - at least kin is still in NYC which means I still have a minimum of 2 hours- OMGI For some reason I was thinking longer- oh yes, she would have to pick up alle - so 3 hours - so that’s still some time. I do need to get this done, and the only Other thing I can even come up with is to get on the eliptical Alright, It’s 8:20 now - I will start again for sure by 8:45, 25 minutes from now. I’d jump rope but the last time I only did 250 so I any going to stop for the day. Kan just texted me that she’s coming tonight. So I really must get the done. de I’ve got only 20 minutes so more laterin

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GAYLORD HOTELS’  
See You When You wake Up - Text me  
7  
GAYLORD HOTELS\*  
GaylordHotes.com  
I love You So fudgin much  
GAYLORD HOTELS\*  
Let’s get focused and make BIG $ TOGETHER  
GAYLORD HOTELS”  
Gaylordhotels.com  
You are my very Best Friend in the whole & WORLD ”  
GAYLORD HOTELS’  
GaylordHot.com  
My LOVE FOR YOU IS bigger than the entire simulation 1  
GAYLORD HOTELS’  
GaylordHotels.com  
You are 50 HAND. SOME  
GAYLORD HOTELS\*  
You are my sleeping Beauty  
R  
GAYLORD HOTELS\*  
I LOVE You Richard

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8:52pm  
Even when I give myself plenty of time, I always come back later then planned, I just got another text from Kim, just joking that it was a good thing I reminded her she has to pick up Elle on her way home, oh if I remember correctly, she hw her dad with her, and I am sure he doesn’t want to make being like tomorrow for the funeral. Jumping In now, IT’S 8:57 pm,,, have I mentioned how much I don’t want to do this - but you know what? It’s really about having the OU on. I need to turn it off. But I’m not going to yet- more in a Feu …  
9:23pm  
I just took a shower, I feel clean now, but still haven’t worked. I am still watching TV too. I’m thinking of just watching the kot 1/2 hour of the show & then turn it off, and do work. OK, that’s what I’ll do.  
10:46 pm  
I lost the episode I was watching, then but track of the equode I was watching - so now I’m rematching episodes that I’ve seen but don’t remember witching. Still haven’t worked. Kim is getting close - Anyway, can you behave I have to peer agen. And then I will finally work  
1:20pm, Saturday, July 24,2019  
?  
Matilde  
I gave up the other night- I told kim I got a video None - I saw I would show her on sunday - so I need to get work done now. I’ve been jumping rope a lot. I think I am going to get better and better. I wonder what one biz equivalent of jumping rope For boxing is? I am not sure. Well, I’m going to start worky now. Yesterday I did nothing. We drove to greenpoint had our usual there plus the boacon. I’ve been overently alot - that his to stop. Anyway - need to work.

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25  
2:30 pm  
I worked for approx 45 + Minutes, and I just took a ten minute breck while doing another GOO jump rope. I finished the huntany branch. Now it’s on to keywords. I might swike gger first, since I know it’ll be a challenge Inter b/c of people being here. I’ll go check on Elle too.  
8pm I jumped rope withs alle for a few minutes. Then I smoked potraiger, and I am jumping back in now.  
4pm  
Maybe I’m stored too much, I don’t think that’s the case but my work 1) going slow - just finished an hour - going to the another break - but no smoking this time.  
4:30  
It’s not the smoking, it’s just difficult staff - I think I May need to add an extra video about competitors alone. But I guess I’ll make tut decision after spending a few minutes here thinking things through. And what I mean by that 1) what branches uker each heading / section of the video.  
So, starting with where I any … /DS  
Marketplace (overall)  
- Top Competitors 7- Prospect Knowledge  
- Popular Hashtags - Biggest questions  
- Top keyword - Most popular booketlaying  
- largest sources of traffic & This should be breakdown of competitors)- most common  
- Site hightraffic sites that attract prospects may cloud - Most shared content  
- social media strategy  
- most popular forums (create a cloud)  
- Most popular facebook pages a group

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D3  
The Competitive Marketplace -> Top 3 competitors ->  
( it gets complicated for me here b/c I’m like top 3 competitors in what category?) Ah, maybe my question is the answer. lits of Lists as the deliverable of the chunk, for example. . .  
The Competitive Marketplace  
-> Top 3 in traffic (overall reach)  
-> Top 3 in organic traffic  
-> Tog S getting social traffic Top at facebook Youtube twitter Linkedin  
Instagram  
-> Top 3 PC  
-YTop 3 Engagement (F Time On site  
Bounce  
-> Top 3 Banners -> Top 3 w/ mout link of shopping cart  
There’s probably more have - in fact, maybe I should really be answering all these in REP-Grow Model video. Anyway him just got back - so might go with her to pick up lobster for tonight.  
Mattifuck ?/?  
3:45pm, Sunday, July 23,2017  
It’s been an unusual day today. I was about to write all about it, but dinner has just arrived - kim picked up Italian food for everyone

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97  
Bobby, Bob, Johnny D, Xavier, Johny) wife, Hank, hanks 2 son and his girlfriend, elle, and I think dans it. Kim wanted to go to a good bye family breakfast, which I offered to go with her, de of illana joined us we drove to a bagel place in Hamptons Bays. After that we want to casey + joys place, we got back home. I think around non. By that time I Asy in a really down mood. I’m not sure why. I’m not sure if it’s from my struggle to get the competitive intelligence.  
Marktuck  
750/750 ? 750 / 750 11 AM, Mon, July 29, 2017  
So, I spent most of yesterday w/ family shit, I got stanmed, helped Ka’s dad set up my ipad to watch the Yankees game, den spart 2-3 hours trying to recover kim’s photos. After that we went for Ice-cream, come have and kim got really clingy a negative, neither of which was pleasant for me. The bold we not to wake her up day morning b/c she has nothing to do - like I said she now being really sucky.  
I woke up at around TAM, but didn’t get out of bed till about 8:30, at 9 am I took the garbage out, dove to de bunk to get cal, bought nicotine gum, and breakfast (eggs&bacon& cheese) & some bagels & cream cheese for de gort. I came home, ate my breakfast, did 750 jump ropes, jumped in the pool, claves the pool, put the docker in the dilowcules & turned it on,  
Now it’s HAM, everyone u still sleeping (or at least I think so) and I’m sitting outside, smoking a cigar, and I guess getting ready to actually get some work done - I might check on alle first, then get to work. So that’s that for now - the longer Kim sleeps the more I have a chance to get done what I and I already did. Ok, more in a bit …

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1: 15 pm  
I went upstairs @ around 11:30, woke kim up, we fooled around, eventually came downstairs - elle was in the kitchen eating a bagel, I texted Rosenberg about an adderall prever iphon refill, &I have 2 Frefills available for the prozac. of course, no work due yet, It’s raining really hard out at the moment and I just really want to have some fun. So, what else? Not much. I will get all set to do work - maybe some email first. OK, more ker ..  
3:15 pm  
we all went swimming, (me, Rim delle), I emptied the dishwasher, then I just did another 750 skips on the jump rope, for a total sofer of 1500 - I read on forum post from someone who jumped 3000 ships 3x a day, and lost be pounds. I don’t think 3,000 deigs work take that long If I could do It straight. Probably a little more then 15 minutes. Well, right now I’m stopping every 150 skips, and it gets pretty difficult for me. I keep adding to that number in 25 skip intervals. So, the next will be 175, ham 200, etc … I wonder how long it will take me to do 3,000 skips straight. By the 31st I want to be at 250, by Aug 7 400, and aug 15, 500, and sometime by september a 1000 - nam; I think I can do better than that - ok, now It’s time toware  
D3  
I think some of the marketplace can be done directly, then others need to be done after you’ve and yeed competition. Anyways, that’s my thought. More later - Jihlay Down is bothering the now - I’m going to tell him to talk dought. Go inside for 1 minute & then work.  
5:30 pm  
I got worked for the part 1-2 hours, chew I just did another 750 skips in blocks of 150. So, that’s my 3rd for today, 2250 for the day. Not too shobby - Looking Forward to doing more an well. I’m not sure whether I have mentioned it or noty

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99  
but I’ve been really eating like a pig and I think I’ve gained A bunch of weight. So Today I started w/ w carbs, but I’m also thinking about I meal a day - maybe have it be breakfast? It’s a thought.  
ok, now to get back to work. Su fer I have 11 branches for C, which I would guess I am about 1/2 way done but I think the rest shouldn’t take too long. I have no idea about D though. I think I’ll look et D for a few minutes of them continue working on C. More in a bit …  
9:55 pm  
I worked for awhile longer although I have no Idea how long. I then did another 750 skips for a total now of 3,000. Kin & I played monopoly deal, we decided to make smores, kim drove to mattituale marketplace & I de 2 bagels. We changed our minds on omores, kim bought bock ice- cream, we ate it while playing monopoly deal w/ elle. Then elle want to bed, and kim all of a sudden got really could with me. That’s the second night in a row. ok, I need to get cracking tonight! I want to get an Insane number of these videos done tonight.  
But back to kim for a moment - I do feel guilty, I do with we had a better way to discuss it. Well, like I said, tonight has to be a serious work mode. Ole, so it’s now lopen, and let’s say I hive a maximum comment of time to get shelf dove ,, ,  
By Midnight - Vida C By 2:30 AM - VILOD By 5:00 AM - VICO E  
I’ll modify as I go along but duit’s a good plan to Starta More in mbit,

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12 AM Minght  
I worked for over an hour, then kim started deuxtrong me, one was surprisingly playful, then come downstairs t acked really really silly & playful - something I would find immensly fun at any other time, but caning after giving me a really cold negative shoulder it just seemed weird and almost secry. It made me worried & sad. I really wished I understood what is going on exactly with her, I really did try-I asked her directly why, and she wouldn’t cadas it. Like I said - it was sort of strange and actually had me feel somewhat unsettled. Should I be concerned? The swing from normal to really negative to really happy & fun for no reason, and even an unwillingness to achantage it does have me concerned because It obviously didn’t happen for no reason, and to act w if it never happened would be foolish & selfdestructive. Ok, I’m going to go upstairs +check on her - then I’ll come back down and get back to work w/ a new plan. Later ….  
6 , 911 & Jump Rope  
NYC  
? /  
3:46 pm, Thur, July 27, 2017  
Si, I’ve been jumping rope alot. So for 6, 911 for today. There’s sunation so inviting about doing it, about seeing the number climb higher. But I am not as excited about my progress on an interval basis. Right now I’m good for about 150/ 1 mint and I feel like I am hovering there . Maybe I should press myself to do a 1/2 of a time, well, I’m done for the day (re: jumping rope) - so it will have to be tomorow.  
I’m currently waiting for kim, we are heading do my mom’s house. We were supposed to leave at 3, she texted about getting her nails done of Just we’d leave at 3:30, now she just told me 4:05pm, it’s Book: The five Seconds Rule annoying. well, I guess all I can do u pant

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101  
it out. I guess I should write about why we are going to my mom’s house - more so because it doesn’t bother me anywhere I believe it would have bothered me, or should bother me. we are going to my mom’s to ask her pay for de girls school- (basically admiting my failure) and if she don’t want to, then ak nadre to split up the stock in facebook so I cm use the girls for deur school.  
Kim & I had a conversation this morning. I don’t think we wide much progres. I guess she’s looking at me to tell her what to do. Which means I need to spend some time thinky about just, Ok, more in a bit … I feel like Maybe I might be heading in the right direction or at least begining to shift in that direction. Ok, in order to make sure I need to really put a plan bsecher for what, where, when, & who. And I guess I will of that tonight.  
37/ 13,000 AM  
Mattitack  
1:42pm, Wed, August 2/2017  
I’m sitting on the balcony (or porch), Kim is here, but she’s about to go for shopping. And I am here right now smoking a cigar, listening to a podcast (Anik & Florian Podcast) recoping UFC 214. which was a really great event, woodley wo Maia, Evinger us Cyborg, John Jones US Deuel Connery and more. John James Ko’d cormier in the 3rd round. so thati ult due conversation un da podcast is about. I have a DB call at 3pm, and my work day is going to end at 7pm today.  
Yesterday evening Kim & I finally talked - seriously - whe express? her concern about me - smoking too much, doing anything & everything to avoid doing work, bleeding money, and everything else. I bok her we’d talk more about it today. which will happen Icher when kim gets back, but we did speak more this morning

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and I dia committ to not smoking on workdays from morning till 7 pm, one that we realy need to be talking everyday, and we have to work on how we can batter communicate with one another. There’s a lot more for kim & I to talk about - we got a lot to make up for.  
Today thonghy while I have time to get some work done, My goal for today is to …  
-> Road and answer checil for anwalt prospect -> Clean emails  
-> Answer Myles email  
Figure out realistic plan moving forward -) Delve into what’s really going on with me  
-> Think about making some money now -> Prepare for conversations with kim -> D3 plu?  
Alright, It’s now 2pm, UFC 214 www Saturday night, Sunday night Joseph Riggio came to visit, he luft yesterday morning, then we drove iliana to get a book, then came back, smoked, jumped rope, and basically not much ale.  
So, now what? And I snow that’s sort of the problem, overall. What now? Too WIDE OPEN. I guess I’ll get some emails out of the way now before D3. I could also lay out a schedule for D3 as well. I just sent Kim a text message, here’s what I sur …  
“I love you baby … thank you for starting the conversation last night, it was overdue, and in a fucked up way it made me feel loved and that you really care about we … you are My everything and I am sowoo looking forward to communicating more, getting much more done, and becoming a true team.”

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103  
se, that’s that. It’s now 2:15, I’ll hard inside to look at email.  
4:30pm  
OK, I did emails until the DJ call, and I just wrapped that up. Kim hasn’t come back yet. She said she’d be home within de hour. And I feel like taking a break, but when I look at the list on the left page, and realize that I haven’t yet accomplished a single thing - oh wait, I actually did clean emails, so at least dut got done - in addition to de 2 Q+A calls. Alright so, what’s next?  
I guess I’ll knock off the prospect email or myles email. Then I’ll decide what’s next. More in a bit …  
CONVERSATION WIKIM 8/10/17  
Payroll- 11K (15TL)  
Approx SOK 44609 45K  
Payroll - IK (30Th)  
5 K (Debi) 7K (Rich) > 4K to mortgage  
400 monts  
2.6 to Saint Andrews  
34 K  
St Andrews 33approx - we are 20 2001-  
Birch 50 approx - Bwe owe 37  
our - A/C-  
Debi’s Jeep 25-30K [ Insurance 2017  
Credit Cardo VEK Debi 9k for me  
Debj’s Forensic Accountant  
Money for Divorce old cards  
Debi P. L $715 pool  
$150 animal clinic $ 1700 JEEP

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?/ FAT /  
Mattituck  
Mattitack  
11:45 AM, Fri, Aug 11, 2017  
Another fight with kim. I hate how things are going lately. I know I am responsible for how my life his turned out, but I don’t know … somehow I feel kim has contributed. Suicide pops Into my head. I really don’t feel I have anything to look forward to anymore. I feel like crying. I also feel like leaving and heading down to Florida. I am really unsure these days on my desire to live. for what ? And I don’t really know what to do, where to go, whom to talk to … I GUESS I AM REALLY MORE ALONE THAN EVER. I don’t want to be here - I feel stuck.  
1:30pm  
Kim and I had a really long conversation - nothing really resolved -but at levd some of the issues are out on the table. Now it’s work time- where to start + what to work on are questions dut aren’t easy to answer.  
WE CREATE MEMORIES IN BROOKLYN  
WE CREATE MEMORIES IN BROOKLYN SEAT LOCATOR 16 15 7  
DAY 1  
SEAT LOCATOR 15  
8 16 Mattituck 3:45 pm, Man, Aug 17, 2011 SECTION ROW SEAT SECTION SEAT LOWER LEVEL ROW LOWER LEVEL So, yesterday was the annual bother party, really it was Illane’s Sweet Go, 564 In fact the whole week was her BARCLAYS BARCLAYS CENTER BROOKLYN CENTER. BROOKLYN 16th b’day party. she had a bunch of Friends over for the whole week, 1242848436628056 Nicola, Iliza, Liby, Tutti and Ele foged MAYWEATHER VS. MCGREGORMAYWEATHER VS. MCGREGOR #MAYMACWORLDTOUR THU JUL 13 2017 DRS 5:30PM #MAYMACWORLDTOUR THU JUL 13 2017 DRS 5:30PM claus for some of the things they did. We caught Iliana & friends NOT VALID FOR ENTRY NOT VALID FOR ENTRY drinking several times over the course of the weekend. What was most shocking to me was hiw much, and how easily Iliana lied even after getting caught each time. I decided to tape in here my tickets from the McGregor us Mayweather press conference that I took ATT G+ Jhay Dut

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105  
2017  
Dear Baby Richard,  
… more than a tower of donuts  
HAPPY ANNIVERSARY Since we totally messed our anniversary this year I thought I would get you an 8 months belated card Baby- I am sony it took me so long to write this card the  
past few weeks. I have been experiencing such a roller coaster of emotions including some anger & frustration with you and ” us ” that made it more challenging. But that is probably when you needed to hear from me the most. I do feel so unbelievably lucky to have you as my partner in life- my partner in everything we do. It meant the world to me to have you support me & be by my side during the hot tub drinking ordeal. No matter what the most important thing in my life is that we have our health and we have each other I really do believe in us even as a money making team-  
no more bis cuents on the horizon, so I can really focus on getting work done.  
I folk Elle that the two of us would play tennis In a 1/2 hour -so, I’ll be leaving for that soon. Than bought I MUST CREATE VIDEOS. It’s obviously way past the time for me to get this done. Su, that’s that for now. I’ll write more later. I am excited to get My shit together - and I really want to be back on top of my game.  
8 pm  
Do, I played Tennis with Elle, then come back & did about 3,500 Skip on the jump rope. I do stopped on the scale, 217! SHITI

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105  
it to. And on this page u a card from kim . It was here for her to write, just like it would be difficult for me to win te her a card. And If I am being honest with myself , it’s got a lot more to do with me than har  
PS. I will keep working on making you & Me gus #1  
we will figure it out slowly but surely and I know that the more we talk and I really support each other the? easier it will be. you are my happiness- Seeing you makes me feel so good inside & touching you is even better. When you want to spend more time with mel feel so special & so loved, The words in this card seem Do lame & pathetic compared to how I feel about you & how deeply I love you, Seeing you be good to Iliana makes me love you even more Blueînk’ All MY  
I gave kim my marimane. It’s became way too much of a habit, so I asked her to hold on to it until we get back from Florka. So, starting today is a new start. Even though I’ve said & written that so US $4.99 Designed in the USA studios Made in China Donut You Know GCAV-0008 many times before. But www.blueinkstudios.com USA YOU ARE A SUPER FELLA there’s no pot, and there Blueink Studios no more bis cuents on the horizon, so I can really focus on getting work done  
I fold Elle that the two of us would play tennis in a /2 hour -so, I’ll be leaving for tut soon. Than bought I MUST CREATE VIDEOS. It’s obviously way past the time for me to get this done. Su, that’s that for now. I’ll write more later. I am excited to get my shit together - and I really want to be back on top of my game.  
8 pm  
So, I played Tennis with Elle, then come back & did about 3,500 skips on the jump rope. I do stepped on the scale, 217! SHITI

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wow! I wish the number wasn’t so high. Oh well, I guess I just need to really watch what I eat from this point forved, and hopefully I am bloated from eating so much yesterday during the party. Anyways, Kim just got back from shopping I getting money for the howelenaper Devi, I gave ver $600. So now I have $8. Anger cys, I guess I really want to get going Du D3. I really want to put this work behind me.  
Just 12 days away from the McGregor us Mayweather fort. We decided we’re watching it in Delray. And have already invited a few people over to watch, I’m looking forward do it. So, I need to check in Kim, since the housekeeper needs to be at the Jitney in a few minutes. 50, more in a bit …  
IAM  
Kim & I went to bed at 10:30/11:00 PM, Yet, I’m still awake. If I was still smoking pot, I’d certainly be smoking right now. But I’m not. I come downstairs about 30 minutes ago, and I think I’ll head back upstairs now & hopefully fall asleep. I guess I’ll share more in de morning.  
Mattituck (Day 2 ) 215 lbs/ 10:15 AM, Tues, Aug 15, 2017  
I couldn’t sleep last night, I went back upstairs at 1 am, but by around 2:30 AM, I still was awaken + so I come back downstein and jumped rope, I only did about 1800 skips, then came back Inside cooked off and then tried to go to deap again. I’m sure I fall asleep, but It felt like I was awake all night. I’m hoping just I will get a good night’s sleep bright. I just looked it up, and waking up a not being able to fall back to sleep is called. MIDDLE INSOMNIA, so maybe kater I’ll spend some time reading about it.  
To today I really need to work on D3. To, what’s my approach have?

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I guess I’ll review the mindmap, finalize the next several 1.200s. But I will check back in haven throughout the day.  
10:55  
I just watched the last 2 videos I made & I am glad I 2.d. It did give me much greater clarity on what I need to get done. so, here’s what I need to do …  
Video GC - Master market & (put in competitors here?) Gd - using seps grow e - how to think like a CI expert  
CI Resource Mcp My CI Bookworks.  
oh, and GG is the big one. So, I’m going to take a 10 minute break then I’ll spend an hour working on Co hopefully finishing.  
12:30  
I have been working on 6C for over an hour & I’m about 1/3 dove- And I so want to stop - well, for now I’m going to take a brock - then it’ll be back to work …  
1:30  
I took a /2 hour break, did jump rope for 30 or so minuter (actually lais) - I diz 2 minutes on 1 min break- at flot I did 300 each sound, then after 4 rounds I switched to 250 per round, Then I jumped In the pool, I guess may short-term goal is to do 300 per round for 10 rounds. Then 21/2 min raunds, and then finally 3 minute. rounds. Alright - time to get back to work. More later …

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REMINDER - WRITE KIM + Iliana Birey  
Mattitack (Dy 4) 213/ MAM, Thur, Aug 17, 2017  
I’m tired even though I slept a full 7 hours or so. I had a hard time falling asleep last night - so I ate crap- But I didn’t smoke - Yay! But getting to work is still sal a challenge. Ok, I need to get these videos done no wottes what. Alright, so here we go …  
I finished the mindmap for GC. So I can ready to record that. but I need to figure out the rest of the videos for mod a.  
current plan pestuff  
CC - Master your market vids - Keymassage  
Cd - competitiva  
- BES Love  
Ge - think like a CI expert - other models  
(sunday )  
delray Beach 7/- 3AM, Saturday, Aug 27, 2017  
18 Saturion  
Tonight was the Conor Mcgregor vs Floyd Mayweather fight. Everyone is obviously gone now. We had a bunch of people over & it was a lot of fun - Mars flew in w/ a girl, Michelle, Fernando Cruz thuwife+1, Chris Druson, Avas Elle, ” it felt like there were more people have - but who knows. I’m suz. Not because conor lost but more so b/c I felt distant from Today and I sent him the text message on the right Good seeing you buddy … thanks for coming .. wish we could stay in touch more … there was a time not too long ago that when I got excited about something whether it was business or personal … or learned something new … or read a great book .:. you would have been the first person I wanted to call or text to connect and share … plus I have been sad and I guess disappointed that I no longer know what’s going on with you … or how your family is doing … or what’s new in your business … or even your health …. and just not knowing anything and everything that makes you the great person I think you are and someone I considered one of my closest friends …. I guess I just feel like we’ve become more distant and have drifted apart and that makes me sad …. don’t take any of it personally, I guess ! just wish things were different, better and that we had remained closer … I only want the very best for you. .. and I’ll definitely send you an email next time I plan on being in town. about 1/2 hour ago . It also occurred to me that maybe Todd has given up on me, that help his best to help but after we not doingenough has given up on me, and I guess I can’t really fault himforthat. I guess I wish he would have sund that to me - but maybe that is beyond him - he certainly tried to help until a few months ago - and he stayed in touch too. But I feel aboutmed & knowing duf maybe I deserve that if just makes that worse. well, ise

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goes on, and maybe dought wer the perfect night for me to become conscious of that possibility w/ Toda the same night I decided that it was time to pay less attention to fighting. Maybe it’s selfish of me to want a friend to confront me, maybe I shouldn’t rely on other to tell me what a secretly suspect about myself, su … as I sit here, thinking about the post 4-5 years of my life, and watching the world having passed me by and as I listen to the post fight analysis . I don’t know what to think or write - but I guess I’m areappointed w/ myself and really confused about where to go to next. I cried wo I wote che’d text to Todd, he was a great friend until he wasn’t, and maybe that his more to do with me than him. All I can do I guess is move on and learn from do experience. well, It’s time to spend a lot lea time on UFC o connor, and alot more time living my life and growing, Say thatdidn’t. Time for bed, and domorow is a new start. of course there’s a lot more to write about - not only about what’s grue on over the past 16 days ( The Eclique, de drive down here, etc .. . ) but it can want until tomorrow. Til Jen …  
13,700 Jumps  
210/  
rey Beach  
5:45 pm, Sunday, Aug 27, 2019  
Well, It was hard falling asleep last night, and I felt really achy? but I finally fell asleep around SAM or so. I gut up, at around 10, and actually had a drink to feel better, han cleaned up, then at 11 AM I woke Kim up. We went for a walk to starbucks at noon. Come back to the house, Elle was doing homework for her new school, St. Andrews, Aun was just hanging out, cad kim jumped into some misc work - selling shof from her apartment. I want outside a jumped rope watching videos un youtube regarding list night’s fight. Then I went swimming w/ kim, played mangooly deal while having some wine, now kim is taking a nap, and I

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A 1  
put a bunch of TOG videos on my ipad to watch while on the eliptical to prepare for my upcomming consult on wednesding with Agora.  
I told kim on our walk that I don’t think Todd did what he did b/c of me, after considering it more I think that’s just the why he is, and the reason I was sid was the recognition I had already lost a very close friend. It still makes me sely sad to consider that, but I guess that just opens the door to making new friends & reconnecting of ok friends in NYC, like Jeff Wover -> Andy Zolot -> Candice Prezens -> Ey Senstein  
I guess we will see who else. I’m actually really looking forward do that. Although it really is a shame about Joad, I mis him, but I’ve already expressed that and while I hate to write of a friendship that’s lasted close to a decade, I just have to move him from close friend to friend.  
kim is struggling to. she hates herself b/c of her weight, she’s super stressed about money, and I don’t believe I’m doing enough to help. I know I must do more on the front but right now I’m onsure what that is.  
Later I’ll be dropping Elle off at Debis. And then I won’t see her again until we come back to FC. I really hope she enjoys St Andrews, and it looks as though she is. I know I must do a better job staying connected to her than I hea in the past, but right now, just like bize, kim, & everything else in my life I got feel like I am coming up short and to even just get to OK, will require a bunch of work.

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Alright, I need to put a list of actions I need to take, but gut now I think I’ll and have, check in with alky de workout while watching TOc.  
I told kimon the walk I think I’ll start a boxing elw that similar to sole cycle once I get to NYC. My thought is to do that every morning no I can have de rest of the day to work. So, w/o work outo during the day, & no MMA, UFC video watching, and not smoking put, I’m about to have all the free time I can handle to really Sigue out my life.  
I want to write more leter - so till then …  
00X16 30X16  
Delrey  
6:15pm, Tues, Aug 29,2019  
I’ve been busy watching TOC videos to prepare for Agora. Maru & Michelle got structed at the airport ble there’s been crazy flooding i Hunston, TX b/c of a Hurricane. I’ve been really enjoying the TOL stuff once again. I remember a long time ago I wanted to get good at the Toe tools, especially Clouds. Remember .. .  
3  
D  
Why DIS important  
Active/ decision feel pressured to time to dal NIthe UDF  
A  
being jepearsized 54000DE  
D’  
€  
common objectif of B&C  
(why is D’important  
what opposite action/ decision do you want it tike  
what need work ke je peor2 12c2 if we did D  
I want to do a few later tonight. For now, I am going to head to offere deport to buy a portable hard drive a then come back here & finach watching the TOC videos.

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Southwest Airlines to Baltimore 7:20 AM, Wed, Aug 30, 2017 Jeaz, I didn’t get much done after writing in here kot night. I ended up talking to Mars & Michella, and taking care of a few errands. So, now I’m on my way to Agora, not as prepared as I’d like. Plus, I didn’t go to bed until sam and woke up @ 5 mm, So I slept for 90 minutes. Thank god I’ve got a bunch of struckats in my bay. I’ll take some before we land. So, now I must think about today of how bout to prepare for the next 2 hours.  
So, let’s take a look at the numbers …  
2014 Copy team = 21 | 2.3 Packages Per Copywriter ) .57 hors per Conquests 28 Front Ends 7 hits  
21 Back Ends 5 hits 49 12  
2015 Copy Tecom = 22 / 2.36 Per Copywater/. 31 Hits per Copy  
33 Front Ends 4 h.b  
19 Back Ends 3 hits 52 7  
2016 Copy Team 23 | 3 par copyantes.78 Hits  
34 Front Ends 11 hits  
35 Back Ends 7 hits  
18  
69  
2017(YTD) copy Team? 28->20  
25 Front Ends 4 hits 39 Back Ends  
10 hits  
64 14  
Well, the good news is that it seems as though the team is getting More efficient. And It seems as though their overall strategy is simply more copywriters.

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Ok, now a little TOC Review  
Kay Success Factor to overcome challenge -> Do we believe there is significant Inherent Potential ? -> Do we know where to focus to expose Inherent potential? -) Do we know what reles to change to unlock inherent potentie) w/o causing new UDE, conflicts, or Obstacles?  
-> CAN we average 6 packages per Copywriter with 1.5 hits per?  
5 Focusing Steps  
Step 0 - Agree on the System Goal  
1 . Identify the system constraint  
2 - Decide how to exploit the system constrant  
3 - Subordinate everything to the above decision  
4 - Elevate the Constraint  
5 - If construct removed go back to step 1  
3 Parts To Copy Logic  
1 Peer Review - group ” beta-test” handling + lead  
2 CUB CRITIQUE - efficient way for improving root of saleslether  
3 4-Legge2 Stool Test - copywrites une themselves to ensure copy is balanced (1 BIG IDEA, O Promove/ Benefit,  
3 PROOF, 1 credibility)  
Joe’s Advise  
(1) Write down a new idea everyday  
(2) Read a promotion & mark up why it worked or not everyday (5) Write a page of sales copy every day  
Next, let’s take a look at the copywriter track …

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Junior Copywriter < 10k Front End +/2 mithon Bank, End saky $ 1 per name - Front End 1% net sales - Back Bad  
Full Copywriter >10k Four Endo + > 2 million back and sales $ 3 per name generated - Front End 2% net sales - Back and  
Senior Copywriter >30K FrontEnd + > 6 million back and sales $ 4 per name generator 3% net sales -> Junior copywriter, make diference between junior & samar reta -> $3 par front and name (4-1) ->27% par bankenz (3-1)  
Jue experts 6 packages per copywinter per year, writer supplemental copy, work with editorial, hive rakety knowledge  
BIG IDEA TEMPLATE? (Pom)  
-> BIG IDEA BRAINSTORM + PITCH -> Write a leve a day -> Levd approved, editorial gathers minut reserve > Copyunter returns to current projet the immediately jumps into next one  
- Why no incentive structure for Ryan to fix  
- Why aren’t copywriter producing a a year - why aren’t know vethed earlier  
- Why no formal awards between publisherg & copypuraters Why very few senior copywriter willing to

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I need to better understand the copywriting process a timelines. Ideas into Big Ideas (made to stick?) (case studies) > Jusning - ferncazo Accounting to Enron Rip off …  
7/ 6:30 AM Boxing Class NYC  
11:25 AM, Tues, Sept 5, 2017  
My first entry in my new apartment. The addres is …  
7  
1301 Eart 79th St 3 PH-ALS NY, NY 10075 S  
The view is amazing, although the living situation does leave a little to be desired, right now I am writing this on the kitchen table, b/c there really isn’t a private work ares. The other issue is I am annoyed at how much Iliana rodes the roost (so to speak), And the way she calls out to kin when she wants something ” Mama” or ” Mummy” and the stark contrast between that tone of voice, and ’ner scendere way of discussing drings w/ kim.  
OK, so this past weekend wis labor day weekend, I smoked a bunch of pot, jumped rope sunday a monday, and started a book I had read a long time ago on theory of constraints, which I finished this morning, It’s nome … “Thinking  
for a change: Putting the TOC thinking processes to use”by Lise scheinkopf. I sent myself the highlights from good reader, and I’d like to make a new set of book notes from it some time today.  
The day w/ Agora west really well, I’ll write more shock that in a bit. Right now I think It might be a good Idea to go through some emails of than plan the rest of the day.  
I’ve gone to a different boxing classes @ 2 different places - Shadowbox (downtown), and Kickbox Haus (uptown). I want to

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shadowbox on Friday, and went to Kickbox Haus this morning at 6:30 AM. OK, right now here’s whats on my book …  
-> Get packages at oll blog  
-> clar emails  
-> do a cloud -) create book notes -> comment w/ Ryand Chris@Agora -> min 1 visco for D3  
OK, I’ll to emails for 45 minutes athan get back in here,  
1:30 pm  
email took longer than expected, I guess because it had been a week or so since I last checked it  
Kim is currently on thephone w/ Nancy Retey - I’m sort of bummed it kept getting proled back. I have zero den what they are talking about, I know I originally suggested it, but something about the way kim was handling if this morning had me somewhat bothered by it. I also have a disagreement of her about she thinking I smoked 30 tres yesterday, when I actually smoked I times. Not a big deal, but I always feel judged + her estimated greatly exaggerated. kom gut popped her hand aut, she finasked her cill w/ Newsy - now onto a work call w/ Ben.  
hmmm … what to do now? I’m not sure. Mybe put my bookmarks together? I want to do an exporating cloud, but don’t have any ideas on what to do it on.  
Well, I guess I’ll work on the book notes, then I’ll figure out how I am going to get the package from 500 e 77, and four out where My bank card is.

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2:30pm  
I spent some time working on my booknotes, den moved some files from Thunderbolt my laptop to my Fredie hard drive. And I am still Ravalidating all the files I had on mise portable hard drives, But I am grewhet bored are unsure how bout to proceed with my day. The only thing to really focus on are videos for DB I guess. So, I guess tut’s what I will dive into. I’d like to possibly work more on TOC, but I don’t really have a reason to right now.  
Da another note - No Word Back From Todd. I gues I just don’t know why whatever has changed has changed, and I am also doseppointed in his lack of Internal strength or willingness to explain why. well, like I said in my text, I’ll email him when he’s in dow I’m back in town. But I guess I just need to acept things as they are, and begin to move on. what choice do I have when I’ve chready reached out, explained how I felt, and got no real response? I hate losing a close friend, but I guess it’s for the best. It’ll simply drives me to make new friend- in NYC.  
Yesterday I finally went with zero carbs, so today is day 2 of my Ketajanie diet; which is very much needed right now, ok, Between better estung & exercising daily, I should return to great shipe quickly.  
I think I’ll rock for an hour, then I’ll be done w/ the current hard drive I’m cleaning out, and be able to work on the laptop w/ out being slowed down.  
112 × 1: 4 5 x B -1:00  
NYC (79 ) 210  
8:20AM, Wed, Sep/ 6, 2017 We want to bed relatively early last night. I woke up this morning at around IAM, made a cheese omlet, cleaned up, went for coffee w/ kim, etc. I am finding It more disturbing that I’d like, how in wher words I an annoyed more than I would have thought I’d be.

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ok, I and not going to get along w/ kw bay about it. Last night I was looking for a book online for her, kim went down to 14th st to get a book for her, sliceback organized her room for her, etc … ok, more lobar …  
9:30 AM  
Did jump raping 12 rounds x 1:45 min x / minbreak. Call w/ A5 From GKI right now, Kim left while I was on the phone. He’s telling me about splitting op GRIC into 2 biz Domell biz + 2 Info 812, OK, of the phone .. Not are where kim went, but I don’t think I care that much right now.  
So, today is day 3 of no carbs, and I can really looking forward to watching die weight to start coming off. Plus, today is also de day when I start getting more videos done. So, that’s my day for now. I guess I’ll get set up to start recording, answer a few omail, and work on my TOC notes bog as well. OK, more later-looking forward to a very productive day.  
10:50pm  
I worked on my TOL notes, crowered emails, and set up my old computer to start pulling shot off It. I haven’t done cany DB work yet. I do need to do the following ..  
(1) Get back to Ryan @ agora  
(2) Powerk DB staff to other private cloud helper  
(3) Rechen request for financial back up re: DUI  
I also have to watch a video by Laura Chattington - might as well do dut new. OK, I’m watching it now. I have may BGS call at noon. So, I guess I’ll bring up the D3 stuff now, so I can record vidass today .  
5: 30 pm  
I haven’t begun to work on D3, but I am now sitting at the dock, and really ready to get going, so my first order of business is

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figuring out where I left off, so I can figure out where to start. sudant’s where I am off to … Ok, so I just want to the site and the last video is “your Marketplace High Traffic”fond wow! here are lots of videos in module 6. Now it’s time to look at what I have in Mindmaps - actually I noticed a video on my desktop, D3 Mode Video GC-8 Your Marketplace Top Forum, and I actually just uploaded it, which means a video got done! Yay! I can juan just actually go abouty, and get my next video ready to record. So, my next move is to put the video in the proper folder and open up the latest version. I think I have the next 2 lined up to Record. I’m not sure what to do next.  
NYC Apartment  
5:20pm, Tues, Sopt 12, 2017  
I feel really fat! Especially so today. Yesterday was an eat crap day and I really can feel it today. I’m actually afraid to step on the scale today. In did do 3,850 skips so far today - de equivalent of 25 minutes + 425 calories. Alot for me to think about & write down in here. I am taking Ava to physical therapy at 6:45pm. I’m thinking I will jump rope In more time before taking Ave to physical therapy. I don’t necessarily want to, but I feel I should, especially since I also took yesterday off. one, More in a bit, I think kim just come home too - more in a bit …  
6:15 pm  
I just finished another 2,800 skips. I did intervals. 4×200, 4x300, 4×200. I’m still sweeting. So, I can hoping I cool down before it’s time to go with itve. More in ast, offer I cool down.  
->2 PAGE SUMMARY OF MY LIFE

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11:55 AM, Wed, Sept 13, 2017  
NYC Apartment  
Went to bed early last night but had difficulty falling asleep so I stayed up later than I’d like. So I woke up later than I wanted as well. But I woke up in time to buy tickets to UFC 217 at Mcdon Square Garden - Section 8, Row 8. I have lots of staff I need to get done today, plw I have a BGS & 23 QTA too. And I haven’t worked out yet or much of anything else.  
OK, I’d say step #1 today is preparing for John Rotey. I need to figure out where I put my medical info from last time. I’m going to go look for that  
12:15pm  
I found a document in Note that I prepared for Dr Slaby. I think I can use these are expand on them. Then I also need to write a 2 page lifestory, or as he said it “2 PAGE SOMMARY OF YOUR LIFE.” HMMM …. how would I like to writethat?  
I guess I should work on It In here though. Actually, I shawl work on book in here, or at least put my final pieces in here.  
So, a 2 page summary of my life … I guess I need to hit the most influential moments of overiding themes or feabys.  
K, so, childhood- don’t have very many memories - mother, a physically to psychologically abusive narcist, father a loving autant psychopath. I was highly emotional, an adult yelling would make me cry. 2 dogs in the house, both became my protectors - significant event beating for drawing Very selfish household.  
Teenager pre-tean  
Transfer from youhitta to public school- Lonely pre-teen years Dad not have much, and don’t see kim much, mom is working & taky classes at night - I’m home alone a lot.

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121  
Tanage Rebellion - stealing, cutting schol, gambling 1 hanging out wol gangstero- getting fat  
psychologist, fat camp, turnaround ( no sexual contact)  
I feel like taking a break to workout . Well, what are the critical things  
-> DAD Fucks me + nobody helps - personality change -> Debi’s journal of thoughts  
-> The Syndicate  
-> KAROLIN  
-> KIM  
-> Dr Every ETrad -> Manifesto release  
I’d also like to try my hand w/ an essay- might be good on to own or at least get some really good ideas. I could try it starting with where I am now, and how I got here. Uk, time for a break it’s 12:38 pm now.  
2pm  
I jumped rope for about 15-20 minutes- I got overheated, dry-leaved & stopped for now. I cooked of lying naked on the cold bathroom tik while 2 roulez an ice pack on my neck. I took a shower, and now I’m ready to get working on this 2 page summary of my life …  
Doctor: In 2 minutes or less, summarize your life up to now, what hw lead you to the sent in front of me?  
Me: Well, I guess I’d be baut off working backwards … I’ve. spent the past 5 years in a sort of purgatory. I’ve become qual-less, ambitionless, but, flat, disengage 2

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from life. And I’ve tried lots of ways to turn the ship around but I have consistently failed, so much so I guess I’ve given up on myself. I’ve exchanged artificial/optimistic hope for the reality of being stuck. I don’t feel engaged or changed by Ise.  
So, what changed 5 years ago? Basically everything. I met a girl, and mentally unsound stripper who showed an interest in me and it sparked a complete change in me. So, really 2 major life events happened in 2012, Karolin & my dad. $ Kim in 2013.  
Alright It’s now 2:30pm. Feel like taking another break - but unsure what I want to do.  
-> Dr Player in Orlando - ADD, Looking for Father Figure) -) Leslie, Runder - first couch \* Took Initiation  
-> Newey June 4, 2005  
4:20pm  
3. did my DB Q&A call, then did another 2,500 skips, so I’m over 5,000 Lips for the day. But once I was done I felt sick again, which I Find somewhat strange. Maybe I am packing myself too hard, but If so, I guess that’s a good thing. I’m still doing 350 jumps every 2 1/2 minutes w/ a 1 minute break. I guess my next jump will be 3 minutes and 400 jumps, which I will start with that next week as long as I Keep up with my workouts thu week. I’d also like to do more jumps today/tonight. I really want to get better at jumping and also really want to drop this extra weight.  
Alright, enough about that for now. I asked indonny what best to write here’s what she said …

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123  
Nanny ” I would do bullets only - he can ook youto fill in the blanks - HE DOES NOT LIKE TO READ TONS OF INFO”  
“date of diagnosis, briefly any family history, life growing up - what school was like as a kid and college, social, academia, work hutory, struggles & strengths both in performance of social and interpersonal relationships. Meds tried for what when and effects. What brings you now, what do you hope to get out of sesion.”  
I read that and I don’t feel inspired to write nor do I feel It’s what gives the clearest picture to John in a waythat he might find helpful. However, I do think what I am hoping to get out of the session, would be a very helpful place to start. OK, so let’s start there …  
What am I hoping to get out of the session ? A complete, jump-start, to feel normal again, To have goals, ambition, happiness, engaged, plugged in. It reminds me of something Dr Fireman said, ” It shouldn’t be that dificult to get going” or something like that. I need some reason to have hope, and I have exhausted my ability to generate hope because I don’t believe I’ll deliver, and I am also very unclear what if anything I want. I’m currently heading in the wrong direction my life is way uff track, I’m neither enjoying myself or being productive. So I really want a complete reset, which I can’t particularly identify in the session. I grew then I am hoping to take a much more aggresive gameplan to identifying what medication or medications can make. a positive impact on me making formeerd pregres in my

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assrevive OK, I think that’s my goal for the session - a gameplay for setty me on medications that help me live a better life  
Next question, what brings me now?  
I’ve given up. I recently reached out to Nancy b/c I didn’t know what else to do.  
( feel like taking another break, maybe jump more rope). It’s nas 5pm  
7:05pm  
I did another 2,000 jumps or 50, and felt sick once I was done grain. But the good news Is I did over 400 right out of the gute & was cowrotety doing that in approx 2/2 minutes. I smoked some, organized copy writing files on my hard drive and I have BGS In 20 minutes.  
Anyway back to my thinking about Dr Retey …  
What information would helphim most in being able to create a gameplan. wo medications I’m currently on. Medications I recently tried  
My entire med hutory  
Very few enjoyable activities / obsessive personality regarding Interest & passions  
I guess I’d say I’ve struggled to be effective my whole life. I’ve had to create workarounds to accomplish anything & fortrackly they worked, more often better then I could have hoped. Undorwonky I am no longer physically capable of employing chose workerowner, combined w/ a complete loss of pavion, excitement, happines, o desire hu became quite destructive.

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125  
Oh, while there’s still a few minutes before my BGS call, I want to find the ADD test I did for slaby, & what I wrote in the Huffman stuff. Ok, more in a bit … From Stanky Bu  
7:40 pm  
COHIBA  
Habana, Cuba  
No one was on my BES cell, so no other atale responsibilities, only need tofay  
MADURO 5  
on getting this stuff written for DE Rotary - I forgot to pull up those documents - so I guess I’ll start by funding those, maybe I’ll also have a drink, because I’m feeling a little anxious in fect I would really like to workout again. Narrow energy I guess so I’ll have a drink and find these documents.  
6:15 AM, Thur, Sept 14, 2017 NYC Apartment  
I woke up this morning at SAM alone In bed. I found kim sleeping on the couch in the living room . I sent her the following text … ” tonight was the first night you ever decided you didn’t want to sleep with me … ( extremely sad face) … ”  
She woke up when I was filling water bottles, and said it was my snoring, and went back into the bedroom or fell akeep. I went for a walk, I am said about Finding kim in de other room. Not became we weren’t sleeping together but I believe it really is the first time she chose not to.  
Well, It’s now 6:20AM, I do want to get my jump rope workout in before I head to the airport- so maybe I’ll do that shortly.  
Then I’m off to see Dr John Ratcy. well, I guess it’s time to get My workout on - duis way I can get a jump on the day. More in a bit.

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7:10AM  
I did 1,500 jumps and then felt nasaves again - I changed clothes a den made Ava en egg smiler For breakfast. I am also reviewing Dr Ratey’s book “Driven to Distraction” I’m going to talk to Ava now - so more later ..  
11:15 AM  
I’m on the place - It’s bumby so my handwriting will be messy.  
Childhood  
-> mom took dexadrine while pregnant  
-> very emotional as chuk  
-> Motor selfuh howehok  
-> referat: ncrewsist-man -) paprichapada- det  
-> Earliest memories -> beaten by mother -> teased by other - picked on by sister -> “perfect chik till team” -> went to yeshiva until 6Th grade  
Highschoole Jr High -> lonely / clone work & ) sister off to college, mom classes, dado out like a travelled  
-> idolized ded / clocked w/ mom -> teenage rebellion - sterling, gambling, hanging out w/ sonysles - weight gain - cutting school -) saw psychologeut - locked in room > turned around in very own-1(oh -)  
cost de oveil y hoval  
College  
-> excelles -) com- Nicotine, caffeine, aphone

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127  
Early years work - like college  
- phen/phan-last- weight of got radlupe - In low/ no carb for Is yours  
( store ) - ecstacy - a lot- out of my shall /never crash - don’t really ever get lingovers.  
- letter from wendy bounds - took pic - exit family biz  
Phase 2 - hapnuss centers - work like college + early your  
- 1759-2002 - fucked by dad - mom’s call - nobody aerea personality change- rose  
Phase 3 - Orlando - Dr player  
200 }  
- work thru rage - you might have ALa I disregarded ble of ARTS  
Carelliim- anti inflambryant, depresent One, Brute - 6x8,  
Need to Build Something - Martial arts  
- biz / coaching  
1  
1×4 2×4  
3×4  
send email  
6:30pm I’m flying back home. The session went well I guess, I felt comfortable & he was easy to talk to, He is putting me on a different anti-depressant Desipramme which was around before Prozac. I will fill the prescription do morow. Right now I’m going to relax & watch some TV - I’m tired and somewhat talked aut. More either later or tomorrow

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NYC Apartment 11:18 AM, Monday, Sept 18, 2010  
I feel so fet! I am afraid to stop on the scale. I am going to jump a lot of rope today, but I also have lots bob, and I am supposed to be getting on track. I’ve done 1,500 jumps sofer, I wanted to ching Sneakers. I thank the thick ones are heavier. So I ist jump & dhow can back here o map out the day!  
Noon  
I still struggled much more than I should have. I did another 1200 or 60. so for the day I’m at 2,70- but I couldn’t do more then 20 secures straight. I had may ankle wrapped so it didn’t really bother me while I was jumping (mages late) but now It is bothering me a little. I am actually annoyed that I can’t get on an eliptical machine, especially since I have a compromised ankle, and I can’t seem to find a rhythm. So now I must decide how to spend my day. And it needs to be productive. I am definitely going to try jumping again too. Maybe I should get an ankle wrap-upch, I wil.  
OK, I have a consult cell at 1pm, I want to record 2 videos, + spend an hour an legal shot. Which means if I am going to get a drank & the cable thing I should go soon. I’ll first try a bunch of water & then decke what’s next.  
1943  
NYC Apartment  
10AM, Tues, Sept 19, 2017  
Yesterday was another day of wasted time. I did a bunch of jumping rope which was difficult every time. Although already this morning I did 1,943 in under 15 minutes. I stopped b/c I really want my ankle to heal and not get worse, I also went downskirs to, Doone Recie a bought on ankle benzy and don’t certainly helped fun mosning. I went to Ava’s open school night, which was sort of a waste of time. I then come home and smoked & went out get a message from Maggie. I got home after that & kims I fooled around and then went to bed.

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>  
Right now here’s my medical info …  
Dr Retey prescribed Desipramine 50mg for 1st 3 days 100 mg for 2- 3 days 150 mg onward Severing  
Adorral 2×30mg Prozac currently 20 mg -> taken down to 10 mg  
Figured that’s more for record keeping than anything else. I find it somewhat frustrating that I haven’t been able to quickly determine what I was taking when reviewing my journals.  
Anyways, I’ve got to really get a bunch of stuff dove today - but I just set up a time to Live my first caching call with Noway today @ 3pm - so I’ll finally got back into the game.  
It’s now 10:10Am, and kim booked me a haircut for 10:30 Am. So I’ll soon leave for that and draw jump back into what needs to bedam - Oh, I’ll do same email quickly & then go a more when I get back -1  
12:30  
I got my hairent, then spect the past have putting together a bio on me. So at least that’s zone. Next Is a call with mars, which I’m not really prepared for.  
2pm I’m on the phone w/ Nancy - I’m sharing my frustration w/her, I wish I was a better prospective clients at the moment.  
7) Wednesday, Sept 23, 2017  
I CREATE A GAMEPLAN TO CREATE VIDEOS 2pm  
choose prijatan schol widen circle of friends

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5:15 pm  
So, I had my call w/ nancy, then I rushed to Ava’s volleyball game & I got dere for the very last point … Summer.  
The call w/ Neary was dissupporting, maybe I was hoping for too much. Like she was going to have some magical way to get my life on track. Anyways, since the call I’ve been feeling really down, and It doesn’t help that we now need to ruch to some new parent reception for Birch withen. I feel really sad, and I guess unresource full. I really don’t like my current Life and I think the significance of that is really weighing on me right now I think Kint I have or issues, many of which I don’t necessarily feel comfortable discussing b/c I’ve got so much of my own shit dut I don’t feel I have a place to stand from while discussing our relationship or what Kim does or drcan’t do.  
Bewically w/ Noway, I need to do the following … (1) Put a gameplan together to Finch udeo & demfollar it (2) choose jiujitsu school (3) reach at to more friends  
I guess what’s troubling me is that I feel I’m not really adrawing the underlying isunew gut are making me miserable, well, I guess I need to get shot done AND Figure out how tochange day life to make it more appealing to me. on, I better short getting ready to travel for 1/2 hour to a party I don’t want to so to & then travel back. Then do some work. More Inter ..  
5:40 pm  
I chinger clothes, grabbed a coffee, smoked a little put, and now I am waiting For kim. I kept thinking about what I wrote, and I realize that kim is really trying very hard, working really hard, doing everything she can, and while I might Not be happy w everything, I only have myself to blanca.

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13T  
Kim is soudy now, so It’s time to go. Glad I had a moment to reflect. Ok, more later .-  
LOA - >BOS 7CLE 212/5K 2:30pm, Wed, Sept 20, 2017 we went to the party, but I wasn’t allowed in b/c I needed to be wearing a suit - NOT GOING TO HAPPEN! So KIM went in a met some people, and I walked home. I than smoked pot, at I think I just wasted time after that.  
I was supposed to be on a 1:55 flight but I got to de gate at 1:45 and they had already closed the gate. So now I have a flight at around 5pm. The good news is that Ava Is flying to PBI out of the same gate,  
I still haven’t been getting any work done, but I guess I just need to force myself to get going. I was hoping to get a workout in before I want to bed tonight - now I’m not sure.  
Well, that’s about all I have right now, So I guess I’ll respond to some emails & then start reading the request for documents. Then I’ll write more - I keep hoping I can just flip a switch & be or feel engaged in life - I really hope the meds make a bigger diference over time . OK more liter …  
3:45 pm  
I met Ava at the gate, she’s now on her way to FL. I still have anoder hour one 45 minutes. Right now I’m changing my electronics, listening to a Lake Thomas show from Sirius. I did write the email to Dr Roten, and so now I have the legal shit to review. I am craving a bunch of sade, but the little bottles leave me wanting more. Maybe I’ll check ant Aubonpin, I feel ok, I just wish I was looking forward to working. Oh, I guess I’ll explore- more in a bit

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4:50pm  
I’m at the gate again. The good news Is I just foured out how to use the vaporizer pen. I took a few puffs in the bathroom and I’m feeling really good right now. I was thinking about reading my jaunes all the way through, and start now, or think about (in here) when did I’ last feel really on track? when was I performing well ? what was I doing? And what was different? I guess I could find the answers in my journals .. , Should I break that concept apart? I’m not sure how best to break that sort of ogerente into component pieces, but here’s what’s coming to mine .. .  
1-) I had positive anticipation in several Major A areas in my life.  
+ -> Work 57 -> Personal -> Family  
A+B -> Relationship it made me -> I felt I was on purpose - everything we right? (speck),superior) -) I was proud of my body & fitness level A+B  
1) -) I had a passion for a topic, concept, area of study, exercise, etc … A+B  
5-> I had a close friend (usually someone new or revisited)  
6 -> Felt truly in love  
7) -> Had an older female champion in my corner A  
8 -> I was excited about what I was working on  
-> I thought I was remventing an industry A+ B 0 -> I wasn’t thinking about money at all (I didn’t need to) A+B  
wow, has it never occurred to me to replicate as many of these factors as possible? I think I can send this to Nancy & refine it.  
Could I use this list as an Io map (TOC) to surface undRarable effects? I think sol I could use flying logic but I’m wondering

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if I get a bigger benefit by first attempting to draw & write it out! I might also have a pencil too! ok, I’m going to attempt to use, TOG on this …  
A PASSIONATE, PURPOSEFUL, È PLEASURABLE LIFE  
A POSITIVE FUTURE  
B SELF ESTEEM  
CONNECTION  
(- Blogging give me this  
3 close Friend  
IN LOVE  
@ Reinventing Industry  
3 Proud Body+ Fit  
Positive Anticipation  
Exalted About Work  
8  
7 Older Female  
10) Money Good  
Passionate Pursuit  
ON PURPOSE  
BenGreenfieldfitness.com/hrva  
wow (it’s 8:45 pm- we’ve been delayed, we’re still on the ground) I am surprised at how many of the factors contributed to book how I felt about myself and what my future held. On the other hand It makes sense because of things are good now It’s likely to assume it will continue, and vice-versa, if I believe I am working towards a positive future then I will feel better about myself in de present. Interesting … Now what? My first thought was to figure out a few activities that would cover lots of the above entities, so, for example, use jujitsu to contribute to 1,2, 3, 4, 5. The Idea being the more activities I do that contribute do what’s important to me, and makes the happy.  
Of course, my plan, if using TOG, is to now surface “ude’s” the reasons I don’t have thet.  
Also, I could think about those top 3 categories A Positive Future, @ self esteem +@ Connection - AM I missing anything? should I rework? what activite

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fulfill all 3? I think this would be well worth exploring.  
We are finally about to take off and I feel like taking a break. I guess I should continue with the TOC Process, because who knows what else I’ll discover? I think the recognition the connection in my mind between the present + future is A BIG ONE !  
Maybe I’ll read more of the Datmer TOC book I’m re-reading.  
6:50pm  
I took about a 30 minute break - I ate my mouth or cheese I brought with me, and had a jack daniels. Now we are coming in for landing - so, I’ll and have, and write more of airport.  
Tpm, Set, Sept 20, 2017  
Delrey House  
Yesterday, I slept late, a2 2 hours on the el iptical, or I ar an hour today. Other than that I haven’t done much. I’m feeling somewhat lust. No idea what to do, what I’d enjoy Jecuping my time with. Right now kind I just got back from a nice walk, she’s taking a shower now and I am just sitting at my book wondering what would make life worth living - and sully I don’t have any onowe o.  
12:15 AM we’ve been watching de show ” making of a murderer.” Kim & I. we are on the final episode right now- or de 1 before lost. Anyway, more I guess tomorrow.

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DI  
135 5:15 pm, Monday, Sept 25,2017  
100X17  
216  
Delrey House  
No wonder I feel fat, I weigh 2ks even after I did an hour on the eliptical and I jumped supe! Ok, so much to write about, and yet as usual I just don’t feel like doing it, just like everything else her been.  
I did start reading “The 5 second rule” by Mel Robbins, and it conveyed (so for) the same points I’ve rent elsewhere, like not being controlled by your feelings from that japonese form of therapy that John Carlton had recommended your. app. Constructive Living (author Divia Reynolds) Which I believe it is now time to embrace. (It’s aka MoritaTherapy) “The other idea is from”The Slight edge” about de power of just talking de necessary small actions but determine If you are on a positive or negative stope.  
So, that’s what needs to happen. I can no longer allows my feelings to dictate my actions. So, that means it’s time for me to get work done. And that begins tonight.  
I really can’t believe I’m 216 again ! I definitely need to start eating much better. Now de biggest issue IS I must get clean again. No pot or alcohol for some period of time Either a month or 100 days? I will decide later bought.  
Right now dere’s all this work to do, and yet I haven’t felt like doing it while at the same time being bored and not feeling like doing anything but wanting to find fun/ interesting things to do - when it actually should just be work.  
OK, I’ll inte more in a bit …

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Q2)  
Delray House 214/  
6AM, Tuesday, Sept 20, 2017  
I decided to go to bed early last night - I think I got in bed before 9 pm, and went to sleep by 10. I woke up naturally at about 5:15 Am, and I’ve been kind of dicking croume since then. I want to baut out a ton of videos today, Right now I’m watching an old fight between Luke Rockhold vs Vitor Belfort and then I’ll go in den eliptical. Mora in a bit .. .  
6:50 AM I did 15 minuter on the eliptical. My thinking is I will take a few 15 minute workout breaks today. I need to dive in shortly, I guess I’ll get- setup for it now …  
4  
Talking to Newey -> Look forward to … ?  
-> to spend time everyday doing what I enjoy day (talking do clando, etc.) -) I just want to be happy -> sponde my ideas ~ day what I want to do -> Looking forward to berg happy  
I CAN’T BE HAPPY WHEN I AM ANGRY, SAD, HURT, EL. So what makes me those things & eliminate I don’t want clutter, mental clutter- need mental space I want my mind back 11 outlook  
1 send you an email tought - work schedule for the week 2 time broken out by what I can working on/Intend to 3) how I’ve down  
Juisifon/ John/

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WEDNESDAY 2PM- Next Appt W/Name ~ 1 NYC Apartment  
215 /  
5:50pm, Thursday, Sep 28 2017 Yesterday I flew back to NYC (nome) - didn’t do much also unfortunately. Today though I recorded a video to am now prepared to record 3 more which I want to do tonight. The notes above & the end of the last page. I took when speaking to Nancy - She went on some strange tangents, but I believe it actually helped me quite a bit.  
I asked her what does she look forward to? And she started telling me about her struggles, what she no longer wants in her life, I’m not sure what registered for me - at first I was just noticing that she wasn’t crowering my question, then I started to get that everyone struggles, has setbacks, get disappointed by people, messes up, dissepoints others, etc., And all of a sulten I started to recognize that simply making my life work Is what It’s all about. Do what I need to do to have my life be what I want it to be, to have fun, avoid thys I don’t like home the money I want, etc ..  
KIM just come in and said she was having a breakdown, So, I might need to focus on her for a bit. I love her so much …  
6:30pm, Sunday, Oct 1, 2017  
NYC 210 / ~ 4h jumps  
This is path Grund  
I feel really angry at the moment - I feel like I just got surprised attack from kim. It started with how much she was doing to what she wanted us to get done, and asked why anna wasn’t booking flights and then she said I either need to get my own assistent or med. to take on some tooks, and I sand as I believe. they’re task that longas

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need to be done. which I was saying only tasks I believe should even be done at all. Anyways she tok it to mean something that made her angry. Then she went down one angry path about how much she had to focus on Ava’s health report the other day with anna for 4 hours. I said we aren’t going to make real money by doing work that assistants can do. So we need another assistent, she asked where is the money going to come from for that? when I am I going to make money? So, I said “I really don’t like how aggressive you are being right now, but I believe the question is a fair queation, so give me 2 hours to think tut through because it’s not a 1 minute questions answer. I said we can talk in 2 hours, and then she went down a whole new angry path about Debi relying on her and anna way too much, like she was really trying to get me angry, so I just said I need 2 hours to give you an answer to your first queation - I don’t need another problem a quation. Lets talk at 8:30pm. So, that was the end of the conversation. Grrr … , I really didn’t like how this whole thing went down …. I feel really angry right now, like, now she wants my help to support a lifestyle I never coned for that Is absent everything the opposite of what I would want. I really don’t think she has a clue how little consideration she rettty gives my concerns, devines, and feelings. So, right now I am still boiling over while I write this, and I saw her walk by a few minutes ago, I am sitting in bed, she went into the closet, a minute later she walked out she stopped when in alcove of sur bedroom, see’s I’m writing and not looking up - so the not walk out In a hof, OK, I am going to make the money I need to, but as I do I will be less flexible about other shit, whether it’s

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139  
going on vacation, stupid christino parties, family get togethers, and basically all these areas where I put too much importance on her feelings. It’s now 6:50 pm, and I’m still angry, but let me consider for amoment , why? well, for one, I think she has anna doing a shitload for Kim’s family, stuff for her dad, bobby, er, etc .,, so I think she’s got a lot of nerve telling me she doesn’t have time to take care of stuff for me. Like I said, I felt she was very aggressive in her demeanor like out of nowhere. And her presense lately hasn’t been good, I know I FEEL LIKE I HAVE ALREADY MADE A BIG MISTAKE,, what If I have? why did I feel the need to burn the ships I come in on that gave me my freedom? Why did I want to put myself in a position where circumstances would have way more swit chen I should have ever left allowed it to become. Kim wot turned on the bedroom lights, Giss, as she walked in and out of the closet, still no a eye contact. Grrr …. I need to seperate my current level of anger at Kim for the very real need for me to start making money for Myself, my life, my freedom, my sanity, my security, and my masculinaty. It’s now 7pm, I thought we were going to be celebrating a month clean with a final evening but whatever, I don’t like the feeling of a very serious conversation being started without a warning, like I’ve been thinking about X for 1 weeks and I want to know, A, B, C right now … Maybe I’m wrong here, - but I really don’t think so, But I must say she’s part of the problem for me at the moment, Like I said- I’m still very angry,,, well it is what it is.,, I just want some space, I are not right now excited about the idea of smuggling up close and being all friendly. Well let’s see how everything goes, I need to get a drink and rome smoke too. Yeah, tunt would help me a bunch right now, ar 7:10 pm … more to con …

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7:20 pm  
Yes I am back, and it was fest, I poured myself a Jack Daniels on the rocks, I pee’d on a ketone stick, It turned purple which means I am in ketosis even though I ate a whole container of almond butter, thank god I jumped rope earlier. Well, I am now anxious, like, maybe suicide would actually be a good Idea - why am I saying that? Because I am not 100% confident that I WILL WANT TO SPEND THE REST OF MY LIFE WITH HER. Oh my goodness! Is that true? Ummm ….. yes, it is,,, I can imagine a time when I can no longer take the continual judging, pain & problem focused, her desire to appear more successful than she is, in front of people who have so much more. whatever, maybe I’ve strayed off topic, yes I most certainly have Although I could jump off the balcony right now and be done with it all, immediately, forever. It seems so tempting and yet there isn’t a single seed of desire to do the dirty act. Am I going to get over her bad fucking attitude and her aggressive tome? I want to answer “HELL NO!”. But I don’t know what that really means - like how does the rest of the evening go ? I would really prefer to be left alone, like I really don’t want to look at her at the current moment (now), maybe I can simply ook for that time after wards, meaning we talk for some limited amount of time and then more time to myself - right now that’s sort of code , “, joking ,,, but I guess I need to recognize what’s coming out of my writing, as much as I don’t want to see it,, nope, I’m not willing to go there.”, even though right now I want to push her w for away from me as possible. I bet you she’s got zero recognition of her coming in hot and how well I handled it considering the was looking for a fight and I dipped and weaved so she wouldn’t iand a punch and then things would have to get senow.

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Ava just came in to the room, it’s 7:44pm, she’s hungry - well, why is this more often than not being a problem for me to handle ? I told her to give me to 8pm, after she told me that kim said she wasn’t hungry - like I said it becomes my problem now - I Don’t Believe The Life & have now. what was & thinking, ’Yeah , well , welcome to the swamp-land I need to travel through to get back to where I belong. It’s now 7:50, only 40 minutes until I am supposed to talk to the so called love of my life Grofin I am upset det she doesn’t see what I see, She doesn’t see how everything that’s been done has been done. with her best interests being first priority. That she puts more weight on Iliana’s opinion than mine, basically has iliama Is her primary focus, yeah … I don’t think I want to go down this rond right now. It’s not the proper time to create a long list of reasons why my anger is justified, b/c that will just get me more angry. I AM SORT OF FRUSTRATED. because I’ve now been out of the same long enough to really be an after thought, and also not have any due about what I should do or could do to make money. Remember the assignment for Nancy - well, this is certainly a feeling I don’t want to have again. So, now what? Great! I have to go back to being a “his-been” when even when I was “it” it wasn’t fulfilling. So, that’s my future? To climb up again, but climb up where & what? Well, I can no longer think about it, I now have to get into action. Ok, it’s now 8:05 pm, so I need to seen Ava’s dinner situation is handled.  
DAY1-No Pot  
NYC Apartment 2:45pm, Monday, Oct 2, 2017  
Well, nothing happened last night. But I am really unsure how to beat procede, and I feel that kim o I have lub of conflict below the surface that’s going to burst out at some point. Well, I guess I need to focus just un my

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stuff - which I guess I have really mixed feelings about, Like I have written numerow times before - I feel really alone here, and I guess right now I don’t really feel dut kim is un My side either - that’s not what I mean, she’s on my side but she’s got judgements, revientmento, etc … and I feel it. And I am going to play a much more active role in so many areas I shouldn’t need to. well, writing about that now willonly fuel my anger - so I’ll stop & do some work for a bit. More in a while …  
3:15 pm  
I put all my marijuana away - I was planning on sloping before, but I was waiting for kim to be willing to stop drinking. She said wait until monday b/c of the weekend, so I did it now with everything put away I any actually excited about being clean for a while. Right now I’m getting candy to record another DI vider - but I’m watching inside the octogam w/ Dan Hardy. I’ll finish watching this & them record,  
6pm  
I recorded a video, did 3,000 jumps, 2 mins on, 45 second break. I am getting better again at jump roping which I am happy about. I ate a lot yesterday (a whole jar of almond butter) but that was partly due to all the smoking, which I was doing a lot of yourkedy since the month break was starting today. Anyways, Kim is seeking any attention right now - more in a bit …  
6:40 pm  
I spent some time with kim, she serves something is wrong between us, which always makes her more needy- but I don’t really understand how she, kir, can hold so much resentment + anger at one & at the same time send me an “I miss you” emoji. I don’t know, to me it seems manauthentic - as in fake. I did send her a fake one back, and when She asked me why I sent it, I replied, ” cause It’s easy.” she got it - although I imagine she’s unclear why. It’s weird,

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but right now I feel dutant, upset, and unsure of myself. I think I want to go someplace to work- although I don’t know, like I said, I’m sad - not sure exactly why - maybe I am recognizing how much of what I want. I am sacrificing - and now that I need to work, I am wondering why am I ok giving up everything I have. Anyways, I want to watch all of module 6 right now- this way I will know how to wrap of up. ok, maybe I’ll smoke a cigar while watching - more to come …  
8:20pm I went to the cigar store and bought a few agers to enjoy on the bakony while I watch module G. Kim wants to watch. too - su I’ve boom wasting - she wants to watch b/c of de vibe I guess I’m giving. I’m really down right now, maybe It’s the full recognition of the situation I’m in. TODAY: MASS SHOOTING IN LAS VEGAS I’m still upset about our conversation last night-I have zero idea what Anna worked on today, and I imagine I’d seem like an asshole If I woked  
for a daily breakdown - but I believe Anna doen’t spend 1/ her time on my shit - but who knows. Well, all I really can do right now is be productive - make my own money - and then prepare for some difficult conversations as I became les agreeable and more independent. I guess I could pretend to not be bothered right now - but it would be an act, Is it so bad that I don’t really want to tell it out at de moment. I don’t necessarily attribute any purposeful hurt From Kim, and she u trying her baut, but so little of her actions really stem from my issues or concerns. I’m not even sure how I feel about her (or is it us) buying this apt. She knows I don’t want to live in the city, nor do In went to live uptown, and get here we are. So if cana has lots of work to do ble we are buying this apartment Is that creeson why I should now take on assistant work? Oky kan is Love more late

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10 pm  
Alright, I watched all the videos that make up module 6 except for all of sub-videos of GC, so basically video 6-1- 6-6€ (Including vid GA, + vid GB) , so now I have to revisit where I left everything off before going down the rabbit bule of GC (right now there are 14 videos in 6C). I’d like to figure out what else I need to complete to really be done with modules Everyone come out to the dining room - so I’ll and here.  
10:45 pm I just spent about a 1/2 hour looking through my old mindmaps for D3 Module C. From what I currently gether, here’s what still needs to get done …  
6-60-14 prospect Knowledge 15 wrap up Gd - Major competitors 6C - Reps Grow Gf - How to think the a CF expert vid 7 - Key Message Markety Mindmap ? vid 8 - Minimum viable marketing & selling system vid 9 - wrapping up module 6  
I guess that would be everything for module G. I can’t even imagine Finally being done with module 6. But now that I’ve mapped it all out I can see the light at the end of the tunnel. Hooray! I’m not sure if I am going to work more tonight- or simply pick back up in the morning. More in a few …  
DAY 2  
NYC  
213/  
10 AM, Two, Oct 3, 2017  
I’m sed. It come on all of a sudden just now - when kim & I were talking about our trip to Todd Brown’s e vent. I am sed ble I can really hard by what I feel, Todd abandoned our friendship, or at least the friendship

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I thought we had. And I’ve really missed having a clase forma recently. I guess that’s not his fault- that I could use a che friend but has behavior is really not normal. Anyways, I don’t really know what to do about it. Ok, better workand, more in a bit ..  
10:30AM  
I tried to workout, but my heart wasn’t into It. I’m really od now- like I want to cry, why? I know the food stuff set me off - but now what? well, I have no idea. ok, more later ..  
Talking to Caged Down?  
Peruvianbrew.com & mobile site E w/ lots of extras made for mobile  
David Z Mike CAGE  
Pre-landing page -> salesletter, selling the video on the next page  
3 simple questions.com sex drive boost.com  
8:15 AM, Nez, Oct 4, 2017  
DAY 3  
3200 NYC 208/  
I went to bed around 11pm last night. I woke up at 5:30 AM, Felt really good, stayed in bed till around 0:30, then got up. I FEEL REALLY GOOD NOW! Wow! Could it be the 3 day break from pot? Yesterday I was really sad, but today de opposite -how strange. I spent most of the Jeg poterday with David 2 & Michael live. It was fun. But it wasn’t enough to shake the moodiness. Levt night I took Ava to get an MRI for her back - it’s still hurting her (it’s been a while now) - and I am still worried about her weight. Anyway, today is going to be a busy day, and I bold Av. I would take her to breakfaut, so I’ll and have. More when I get back.  
9:16 AM  
I took Ave to H & H, I didn’t have cupthing. Kim just woke up, and I still feel great! Alright, I need to work today - so I went

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to make a real dent in DB today. I guess I’ll dive in a check back in here in a bit …  
2pm  
I did my BGS call - just 2 questions. And I’ve been working on video GD for D3. My next qua for DS Is at 3pm. I haven’t been as productive as I’d like, but I have been getting shiff done - so that’s good. Right now I’m taking a break, Ii Sitting ontarde, smoking a cigar o chilling. It’s a beautiful day. I definitely need to get some recordings down dodag. So, we will see how the day plays out and whether I’ll be able to go to Drugitic or not. That’s all I’ve got right now- mure later.  
Pitsfield, Mus  
Breakthrough :  
Idea: Non-traditional/ Revolutionary  
AN Entire Differed Approach to Mastering Markety AND MAKING MILLIONS IN YOUR BIZ, c.  
-> predicted … -> originator …  
-> Only One Man. . .  
1  
16,000 skips  
NYC Apartment 2081  
11:30pm, Friday, Det 13, 2007  
I fell off the wayon. After going 10 days clean, the temptation of smoking once kim left I eagerly give into, I didn’t even try to resist. But now after smoking wednesday night, all day Thursday, & All day Friday, it was really a bender. OK, that really vent a good idea. Actually I am disappointed, I really threw away the post 2 1/2 days for no good reason, and I really could of gotten a lot done. After first getting some & weder.

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night I wrote same iden on the opposite page. I think I thought about some new biz approach. I am not really sure what it was right now, but I don’t think It’s important ob remember right now. What is interesting is I ALL OF A SUDDEN REMEMBER I ENJOY DOING + BEING DIFFERENT. SO, I Need to keep That in mine as I figure out what the hell I am going to do with my life. I am watching a fight right now on TV, an old one of Cody Garbrandt - watchy as a reminder vince we are going to see him fight. But it’s also distrutry me. Right now it’s 11:51, el minutes and I’ve written less than 1/2 page. And now I am really watching de Right  
IDEA-TITLE HOW MARKETING BUILDS PIPELINES OF NEW CUSTOMERS  
I haven’t done anything one I am trying to figure out what the hell I am now going to do about it. Maybe I can busit out a few videos and possibly make up a bunch of time, especially If I really , there’s only one problem. I’ve got zero nicotine gum and I can’t buy any downstairs because it’s locked up with the pharmacy. Well, I might have to go for a walk to get some + den really rock & roll, push through as many videos as possible before I have to leave to go to mattstuck. It’s such a waste of time- but I dunk I really want it - especially if I can not going to smoke any more pot donight or going forward. I am disappointed in that too, because I think it really helps my creativity (smoking), but I also behave like a spoiled chik when I do smoke. And that was the cause the past few days. I really do need to figure out what I want to do, Right now I am still drinking de Patron model could be Interesting, but I don’t want to be as public as someone like Jordan Peterson, because I wouldn’t want to get as publicly attached - It would really bother me, but the problem is I think the Patron model works best when people feel you credere voice are taking a hit or being attacked blauf it. I dank Rit’s probably the single siDest driver of people signing up to be a patron. But there could be uter approaches possibly, I am reminded of what I thought about a

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while back when I was blogging and thinking about using of as a driver to some low priced continuity for additional accois, I really like the idea of trying to make something like Patron work.  
Ok, I think I’ll stop here for now, have a drink of water, dan either go get gun or sort working, this way I have something in my head as I am walking. It’s now 12:07 AM.  
12:56 AM  
Oh, I forgot to at least mention gut today’s skips was my all-time highest number - I pigged out wednesday night orall day thursday, so it was exercise belemia, but what an accomplishment! That we truly a lot of skips! And I can’t Imagine how much better I’D be and how much easier it will be when I weigh 180 lbs. Almost 3011 less than what I weigh now - I really want to lose weight now. OK, still haven’t had my water or done anything other than go pee & clean up the bathroom. So, dont’s that - more later …  
12:30 AM  
Ok, I had a bottle of water and I broke down the boxes that came fordy and also gathered up all the garbage, so now it’s time to work, and I thought I really should use my journal to pace myself and also be realistic and therefore also make better decurand. B here’s what’ on my list ( all left off from wednesday evening.)  
03  
Module 6 - Video Ge - Reps Grow CI GF- Think Like CI Expert 7 - (maybe) Key Message 8 - Minimum Viable Metz - Selling  
2) 3  
Dect Nicotine Guri  
4 Create Legal Document  
5  
Presentation (Tock + GKIC)  
7 ORDER FORM ( TODO GLIC)

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oh, the 2 biggest thanks are vicius for D3, And My Presentations for the upcoming 2 semaines. If I got all that Love IS be a hero. Ok, still not sure if I can getting gun first or diving in. Patio feel like masterbating too. Anything to delay, right? Og more in a bitin  
I AM  
OK, I Minuterbated, and I think I might smoke and then go for a walk. Not sure, but that sounds good. I am already fired, great right? maybe I will work after & smoke. Or possibly go for my will - Yes I know, I’m ridiculous.  
2:15 AM  
I went for my walk, I bought nicotine gum from across the street, emptied all of it & put it in baggies. I ate salami & pastrami, dan I used the waterpick, and now I am sitting down to work. I’ve spanned the mindmap and might smoke 1 last time. Yoch, I know I’ll do anything to avoid getting started. But I am getting closer of closer. Yes, I’ll sko ke & dive in.  
3:30 AM  
I have spent the past 1 hour 1/4 working on the mindmap for Ge, #1 on my to-do list. I am getting thirty too. I like what I’ve put down on the mindmap but I’ve got lots more to get down. Might smoke youn and get some drinks.  
3:50 AM  
I think I might take a nap. But If I am going to do that I’d be smart to get warm drinks now to put in the fridge. I worked onthe Mindmap a bit. But there’s more to do. de, update later.

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NYC Apartment  
4pm, Saturday, Oct 14, 2017 My body feels beaten up. Too much jump rope. Bummer, I grew I have to take today off. I want to bed last night at around 4Am, got up at 9 Am, and got packedy but then I decided I didn’t reallywant to come out, So we stayed. I want for a 2 hour masage w/ Masse. I got back about 2 hours ago. So I need to do more work today but at least it’s not already late. I took a bunch of civil & alive, hoping to feel better. It’s not only ursule soreness, it also my jans. My wrists, my bes, etc. And what’s scary o I really want to Jump rope today - but I won’t. The ligaments in my feet are Some & achy too. I’m trying to decide if I should take a map no I hope to wake up frety better. well, mon later …  
14,000 Jumps  
NYC Apartment 215/3,000 11:20pm, Tues, Oct 17, 2011 My right hand is sore right now, so I am having b concentrate on writing 3,500 neately. I’ve done absolutely no work since saturday. King come have late sunday night. I spent the day with her yesterday white ch went shopping with Melissa. Then this morning kim drove back & Methtuck. Meanwhile I’ve been smoking a lot. I’m sed as I write that. How little I’ve gotten done while alone. And now how insanely for behind I am. OK, well I mightas well get started On, I think I’D) shower first & then do the legal thing. OK , andher workand @ 3 pm.  
12:30  
I took a shower, shaved, got dressed. My hand (right) Is really bothering me. I feel like a tendon from the knucle of my middle finger through my forearm is really achy when I move my hand to write. I JUST PUT THE MARIGNANA AWAY. I could rationalize all acy to keep smoking but I am really embarrassed by my performance. I am going to massage my arm now.  
12:40  
I massages my arm, but writing still aggravates It. I am happy I put the pot away, I’d already be smoking - Ok, duks & fun

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work. more ina bit.  
2pm  
well, I want a got soda. Also glued the pads on 2 chairs. Also took More adderall, Down my arm still hurts. Anyways, I think I have nancy in an hour. I will do the legal shoff right now  
2:30 pm  
I did the legal response ! Yay! It’s been over my head for the past few weeks, and now it’s done! I Chick I have Nancy at 3, I’m going to check - but really happy about getting that done. I want to jump rope more but I don’t want to make my arm worse.  
4:30pm  
I did another 3,00 jumps. Men, I am still so tempted to smoke. I just need to remember “All OR NOTHING” so I need to be strict, and disciplines. I also glued the felt bottoms on 2 more kitchen chairs. I have Many at 5pm.  
I need to figure out what work be an insane offer to make at Tak’s or GRIL This decision, can ether make my life easy or have. I just texted Todd and he said there was no pitching - so that makes my life somewhat easier. Ok, so just thinking out loud …  
-) What would I enjoy presenting the most?  
? What do I believe work be most beneficial to de audience  
You know I’m not sure how to answer det. Shit - I have Nancy in 15 Minutes, well, I need to make some decisions in fruit and I also need to get DE done. That’s all. But I want to do cupthing deverything other than those 2 things, I want to smoke, masterbute, east grink Boa and anything but won’t productive. Anyways, more later

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5:40 pm  
I just got off the phone w/ Nancy. We decided daily check-ins are what’ required at the moment. I am going to stop smoking tomorrow, cause it will be easier to stop by going out of town. I dold Nancy I would work on module 6 & come up of my presentation. I said I will call her at 9:30 tomorrow morning - Right now I feel like doing something - Fliesen just got here and I’d like to be someplace ale at the moment. where? where can I work & smoke? Do I want to go to the eiger ber? Part of me thinks that’s a good idea, but the other says to myself it’s acuier to work here in front of my by computer screen. I antoy too. on, so what should I do right now? I’m going to go pace, and then I’ll come back & finish up the next mindmap for DB, I believe it’s Ge. I’ll feel much better if I get to done.  
5:50pm  
Back from the bathroom. Ok, no foreplay - let’s dive in …  
6:10 pm I worked on the mindmap for 20 minutes, of course there’s more - much more. Ok, the thought that I want to be famous, respected for my intelligence. just pupper into my head, a while It may be mercesutic, it is still something I enjoy & want to pursue. When I think about that, I ask myself If I am being too hard on myself, but maybe the answer is much easier than I am making it out to be. Explore CONSUME> SYNTHESIZE->SIMPLIFY->SHARE-Why aren’t I just doing duct? Right? I got a box from Amazon - taky another break & opening it.  
IAM  
I got anker message - l’/2 hours! In spoil myself. My arm is still sore as fuck. But it could also be because I just did another 3,500 Jumps. I just got one of my boxing wraps and wrapped it around my forearm. Trying compression - but it has to do with me turning my wrist too much. I notice I also pull in the same direction (to the right) which is do some of my arm counts

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That’s another day of doing over lok jumps. I still want toget a lot better So I can do sets of 500. I”I can do that I’ll be able to knock there workouts much faster. I’m scheduled to talk to Neney in 8 hours - 15 minutes from now, and I haven’t done very much yet. I’m not sure if I am going to do work now or set my alarm for super early. Right now drough I grew I should change at of there swenty clothes. Tonight was the first time of was cold enough for me to wear pants. I think I’ll enjoy the terrace daring whater - at least I thinkso. Well, I’ll go change but I minst celebrate my new found endurance when jump roping. I don’t think I even imagined be able to do thatmany (IGG In a day) or lose like today. I’ll go change.  
1:40 AM I’m not getting anything done. I’ll nep for a few hours. More in a bit.  
8:10 AM, Wed, Oct 18, 2017  
208 / 24  
NYC /DAY1  
I went to bed last night- fell asleep fast and woke up at about 6:30 AM, I’ve made breakfast, cleaned up the kitchen, finished the 2 dinning room chairs that I didn’t finch last night. My arm still hurts and I am debating whether or not to work anty maybe get my jump rope stuff out of the way earlier. But what am I going to tell naway? Don’t know more in a bit .. Alright, I guew I will work out, although maybe I should take a day of so my arms can get better I really need to record of work. Back & forth a which way to go?  
11:30  
I spoke to Nancy, and I jumped rope before & after our conversation. I think I did 6,500 or something. I can’t believe my weight isn’t lower already. But It won’t. I also showered a dressed. So now it’s time to dive in a attack my day. I told Nancy I would send over my bado

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hot, I can struggling to figure out how bast do procede on the maps. the well I’ve just got to try different day.  
12:10 pm I sent Nancy my lut - I’d paok It in but I can’t find any tape. here’s my lut:  
GLIC/TODD pick bpc caswar ck relujedemus create Perpage begin to meput presentation  
Sacreate mindmap Gg ( key Masky)  
-> Mindmap for be  
7 record 6g  
03 -7 Fecara GE  
Ycreate Mindmap CI Resource  
-> mindmap for GF  
7 record 6F  
I really want to mucke progress on de be mindmap outside while smoking a cigar - so I’ll work on it in here …  
Engage  
Area of focus if you aren’t  
2:45 pm  
ok, I owe ready to work. I did my errands and I also read about 20 pages in maps of meaning (book by Jordan Peterson) + I am also liking to an audio version of his most recent class on it. In de book he his asserted that we think in 2 ways Discientifically, and 3 Narrative, That we are wired to notice anomalies. It sort of reminds me of what I wrote in die founders report on the core mythe - about story berg de bases of belief. I am looking forward to reading + learning more. OK, I’m diving into the mindmap - I’ll do Pomodoros 25 minute ones, Moreira bt.  
3:50pm  
I dia 2 Pomodoros - 30 minutes, and I am working still on der mindmap for Ge. Argh. I think I want to take a break + jump rope.

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5:30pm  
My break want longer than I had originally planned. I jumped rope - I think for about an hour. I det 5-6k, I don’t remember now. Then I smoked, changed clodes, watched same Lawrence Kraus on youtube And now I am back at my dok - time for some more Pomodoro’s - but actually, let me first figure out the rest of My evening, On, my flight is delayed until 10:21 pm. So, I gues I’ll leave here at 9, that gives me plenty of time. If I am going to leave at 9, what I still need to do is,,. In the next 3 1/2 hours … well, I need to pack, and believe It or not I cank enjoy a nap, hmmm .. , maybe I’ll Ise day right now for 1/2 hour or So. Yeah, more later.  
Mattitucle 15K 6pm, Saturday, October 21,2017  
sh yesterday, I did 9,000+ Jumps. Today I did 5,00 - and my wrut is Killing me - weird how It doesn’t hund when I am actually jumping rape. Elle & I flew from PBI to LGA, a 7PM flight, we looked at 10. We went back to the apartment, I watched Bellator fights, Mousavi vs soure former Bellator discupion. I fell asleep at around 1:30 AM, we woke up at 6:30 Am, Metkim-Ava, Iliana, Elle left the city by 7:30 AM, We drove to Jeunt Bill’s, wet Kim’s god & bonnie there- hang out w/them for about 1 hour, then drove to Tanger. we want to victoria secreto su Elle cmiz get some Bra’s. I got bored So I walked out of tanger to walmart, to Best Buy, then met the girls at the Pacould Bey Diver.  
7pm  
Now I am in the car w/ Kim. We are driving to East Hampton to pile up chairs that kim has already bought. we left the girls back at the house. So between my achy write the car, I’ll be lucky if this is losible. I decided to join Kim ble I didn’t like the Idre of her having to drive alone the hover there & back. Anyways, I am happy  
to be with her - I’m going to enjoy the drive ANw - I’ll wade , der.  
wore

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NYC Day 2  
205/30 ans 3,000 6:30pm, Sun, Oct 22, 2017  
we are back in the city. We went to a hearted corn moze last night with the girls cad that was fun. Today just spec by. woke up of around 9. Hang out with him Br a bit - we played Backgammon and then she went shopping. I worked out (3,00 jumps). Before I knew it, it was l:00 + we had to get jong by 1:00. we drove back into the city, So we could take Elketo the airport for her 4 pm flight, we missed it. so we come back to the house. Then everyone went to get something to eat Kim & I went to burger fi. And Kina Elle just left for the airport - Kine is taking har so I can got some work done. So now I need to get-staff done I have a presentation to give Wat Tos we are going to cleveland TOMORROWI so now I mark recycle a presentation - maybe daty a good thing. My wrist still hurts but not as much as yesterday. I am debatzy weather I want to jump rope & shower before long real work. I also need more nicotine som too. Alright I will figure it out in a few - so I’ll write more. I am still jousing for some put, Anyways - more in a bit.  
8:30  
-. discuter 3,000 jumps, then showered while watching a Joe Rogan fight companion, smoked (I might have aproblem), showed, and now I have been sitting at the devil for 1/2 hour looking at slides from previous presentations, thinking about what I want to present. I also drank on energy druk while working out with with an added supplement I just bought called Hordenine HCL, 12 some ketones. And that wight have contributed to how good I feel at this moment.  
I guess I should look at what I presented last year again and really work on making it much better than it was. I Amink that’s my only option at du point- I do with wish I had an environment more conducive to working

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157  
I’m not even sure what is the Ideal environment for me to work in, but I’m certain it’s not this.  
Alrighty I just opened do powerpoint from last year -at I need to figure out how I should change it … I could go with the value of your time angle, so instead of talking about how much money will you make on a years vacation the day you return, I can’ts talk about getting working and the easiest way to achieve det is to continually get paid for work done ones. And the easiest way to achieve it is by having things dut 072nd de Secti of time, weak, so that’s a possibility.  
I’d also like to put in the REPS-Grow Model. Also, I an having a mix of ideas pup inds my head - so I am going to try to get them down …  
set of Define the beliefs that would make a prospect a sure thing to convert to a customer?  
The Goal of Marketing Is to get prospects to ches point. Now you have lots of choices on how you a few  
wat to achieve this. Go Into the market & outbid competitors for the prospects that are already close to this ideal the downsides are, deve one & limited in number, the most expensive, the hardest to get attention from and its hyper-competitive and b/c of competitiveness it causes a constant need to innucle of change. So this is dan exact opposite of work ipu get leverage from by having it pay dividends for an extended period of thing

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Marketing is what you do today so that you have sales tomorrow. It’s a daily activity- arguably the most important it’ The work out mechas it possible to sell expensive, podents  
The problem w/ de hypnosis biz was no leverage of time. (that’s an interesting thought “There are X factors that can be leveraged for extreme wealth creation. Time is ane, Money is andder, Audience, Message In will show you how to leverage them all”  
What takes a prospect from “it’s possible Liketho  
12an fut someone could,., to it’s highly probable, I’ll be if I get the”and how do we take the maximum number of prospects there?”  
The importance of providing counter-inductive, info,., (avonds more of thesame, boring, black) + proves you know things they don’t shut day work never had dough took  
Possibly pre-emptive problem creation  
9:15pm  
I stopped writing about 10 minutes ago so I could spend a few minutes with kim - she ww taking a shower and I was telky to her I’d like to spend some time writing about what’s not working in our current life and what we can do to fix it. But obviously tonight isn’t the night for det.  
So back to the tank at hand … Just had another pendon Hey as it relates of the presentation …. have The recoun I haven’t (resolved conflict) is …. ( If I get (your product) I’d finaly succeed  
” This Changes Everyday “>

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so, I like a lot of those Ideas- but I chick I might need some overall theme to the everything together. And I’m uwere what the best approach would be to get one- OK, so what should I do? Maybe I should look at a bunch of headlines? But I’m also thinking mayla index cards- yeah- that might be a better way to start. Yeah, I’ll create a bunch of indexcards & brainstorm- than I might look at headlines. - The other iden might be to follow the structure of the report.  
9:46  
I’ve been working on de flashcards for about 10 minutes. I have durs thought about an entire rollout strategy that starts wil the least necessary to cause a sale and thema building up of additional nikity to target new prospects but brugs them through de news older pieces of rukty , so it’s like the minimum viable Marketing process, But It’s really revenue creation. FASTEST PATH TO ACTUALLY MAKING REAL MONEY, THE ENOUGH TO RADICALLY YOUR IMPROVE  
YOUR DAY TO DAY Experience of Living. OK, going to DUANE READE to get some soda. It’s 9:45 pm  
11:22  
I’m sitting outside smoking a cigar + working on the presentation. Right now I am going through my last CKI Presentation I putty notes on it is possible now withes & slides to take of It’s beautiful night & sitting at here working is awesome. I went with Kum to Drive Reader - I got some soda- Wide care back I played 2 games of ingonopoly dealy talked a bit, then when wead to bed. On, back to the slitoon I did for another 1 martes, it’s now 11:34 and I chunk I can going to play wincludes. I want to make sure I check back in here by 12:00 AM

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at the Ichest.  
1:20 AM  
The work has been going slow. I’ve been waiting for too much time looking for Photos for the slides. I was hoping that things would sort of set clearer for me an I diddepicture shift. Bt it didn’t. So I just smoked again- current time to quit is not brug any w/ me this week. Anyways, I decided to come back outside smoke a cigar, and watch a little Luke Thomas on youtube on the UFC fight thy weekend, Donck Cerrone us Darren Till, It was short but great, so when I go back in I not to go faster & make some decisions. REMEMBER TO LOOK AT REPORT STUFF.  
I’ve got lots of sore knots in my back right now - I wonder why … I want to do something different now - maybe I’ll strategy for 10-15 minutes & changed back to work- laterra  
2:22 AM  
I smoked more and thendid a stretching video - now I am begining b consider commundany my ombourscions minh to come with the theme + title of my presentation for GKIC & Took’s Semester, but I don’t think I want to call it a night just yet. But make I should.  
3:36  
Ok, I haven’t done anything for the past hour-I think I should try sleeping for a few.  
1:15 mar, Man, Oct 23, 2017 NYC I’m talky to Nancy - Rituals & Routines REMEMBER TO GET KIM INVOLVED

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16%  
Ranchos Santana, Nicaragua ?  
TAMM, Monday, Nov 6, 2017  
Wow! 2 weeks since I kot wrote. In that space of time. En Kin & I went to Cleveland, where I sold 20 D3’s (you), than went to Toad’s event & dad a really good job presenting these two. I did both presentations on creating demand & bith were received well. I came down wil de flu but thankfully it stayed in my chest until after I was done speaking, it then want to my head for a day, and I’m still getting over it.  
Last Saturday was UFC 217, kimo I won’t to Madison Square Garden and it was amazing! 3 championships fights ” out in all 3 the belts changed hands …. -> Rose Namanyjas Seat Joanna Janchecheck -) TJ DillasLow 11 Cody Carbrandt - GSP - Michael Birbing I went with David 2 to the press conference on Thursday, and I took picture w/ Rose + Forrest Griffin, then kein I want to die For day where I met Urich Faber, Daniel Cormier, Forrest Whitaker, o Jon Benvintis.  
Anyways, ohne fights ended at law, we were have by ZAM, cul I had a comme flight to FILL, landed at 9Am, wet Acura people at the airport at noon- we took a bus to a private airport and flew down here. we got in yesterday afternoon, had drinks & dinner, and then I went b bed early.  
I am presenting here on wednesday, I believe, actually why don’t I check that now.  
Home, Delrey ? /11,185 (3 minutes) 9:45pm Sunday, NOW 12,20  
My presentation went over really well., I am really

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proud of myself- presenting on topics I Knew nothing about only a few days earlier. On I had a reached yesterday ,,, I’m Not Doing THE 10 IDEAS A DAY. 11) And most of my stuckness Is I feel like I have zer. clarity on what It Is I want and therefore what to pursue isn’t clear as well, so forcing myself to come up w/ a minimum of 10 ideas a day … 80, right now I want to write some Ideas about SP /Agora. More specifically with Legacy  
-> Why is it a god idea for legacy? -> MISC IDEAS  
-> Buik and runswat team  
-> Have a higher and publication + products from them -> Inte Marketing division/tom/line of products Productivity Redo + relaunch core programs  
-> what my role would be?  
-> It will make every other division get better results -) Together we could own the market - why?  
-> Have a product & report ready (DB)  
-> Defque proposed trial period  
-> What are the financial Tos for profits?  
-> I Never developed a winning front end customer acquisition piece,  
-> By documentary die franchies results we’d immediately have impressive counts.  
-> Possibly a SP Division duct county info publishers for why sticking got a high level education to bring new powerful idemo into legacy & develop internal resources dut mute getty marketing result deroghe new employees, copywork? che … so growth and suck can be achieved easier ( comparable to the amount I ve tried about when calling Fissare Das, Bruson

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-> can become an internal training program for new hires > making lots of money while improving the results et every division  
-> I need to came up w/ a firststep.  
) I could create full product lives around the different program (BGS, GPS, MAVEN, ETC … ) 7  
) INFO PUBLISHING E What’s in it for legacy? -> They get me & my rolodex  
-> I can get an expert on almost any category to freely contribute dir to improve legacy’s moulds  
-> I can develop programs for internal treing that we could also sell vidride  
-> All the affiliate favors I’m owed - An incredibly advanced technology employees I’ve never had any technology challenges or setbacks while everyone else has. The bault the first auto webinar System 7 he built the first content  
delivery system in demmarkt -> I think we can make a lot of money to have insane credibly w/ my reputation of agora’s plas brantdrough winners- -  
We ce lundicky Scanas de premium provider  
I think we’d immediately arm for a higher end version of digital marketer ) We can upgrade the original programs  
I relaunch them w/c lot of Noce  
> we can hast private kyle and mastermind with the most advanced markty companies

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We  
)The world build the marketing swat team, and then have a range of products that are premiums So everything gets documented (from > Legacy would greatly benefit the results thu ferm will get while documenting will contribute  
to a continual improvement of every compaign  
7 6,000 5:50pm, Monday, Nov 20, 2017  
$200 mg Desipramine  
NYC Apartment  
(from 180 )  
8 days Wow! I can’t believe It’s been Zweeks since I last wrote in here. Right now it would be especially useful to record my thoughts and stay conscious of what I’m doing, where I am focused, and the progress I’m either making or not making.  
Kim just got home from vitamin shop of picking up a prescription for me, And she wants to to sit down and get, so I will. I’ll write more after dinner.  
7:25 pm  
I’m back and I just smoked. Yeah, I’ve been smoking. Also for de past week & I ate crap- lats. I’m sure I’ve gained the weight I lost. But I restarted this morning and I’m back on track.  
This past week was rather uneventful, except for de fick dret ILane got caught throwing a party at the apartment while we were in Florida, Later she also admitted to smoking pot frequently. obrony this is a bigdeal, I’ve stayed out of it ble I really didn’t think It’s my place to be involved when Dennis & kim are figuring it out. Hmmm … I just had a question popupin my head - Does that bother we? that it’s Kim of Dannis? I don’t think , I should grot they act of it. makes my life easier and In can give my opinion on it when I if kem ooks me again.

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Tuesday I flew have a Kims Ava picked me up. I really didn’t do that much wednesday, thursday, & fridays A few gra calls, consult call, an interview, and I’m not anne what else .  
The weekend was sort of depressing. Kim + I scully have to do a much better job. I really want us to have fun,enjoyable, recharging weekends.  
Todig I want to a meeting with kim. It was with Bank United and it was a general catch up session for KIM& Joe Roberto, the president of die bank. John Kanas, die chairman, swung by to say hi. I found the meeting interesting and also easy to follow.  
I haven’t been doing any work, which is why I took out this journal of began to write. Tomorrow I must get up earlier, get to work fester, etc … And recounty to writing in here daily. Yeah, It’s much harder to avoid reality when writing in here about life daily.  
Kim is currently watching TV, some show she really likes. I’m onsure what I should do next. I could, v . -> Clean Email  
-> Listen to more of the Personality Course from Jordan Peterson -> Read d underline more of the Agora Black Book -> Watch something with kim  
-> Work on Agora proposal w/kim or clone 1 Or none of the above … hmm … I’m going to pec, then I’ll figure it out- or writean more in here,

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8:05pm, Tuesday, Nov 21,2013  
?/24k  
NYC Apartment  
Well, writing now is better than not writing, I think I get more Value out of writing in here at the start of my day rather then towards its and.  
Right now I’m in the bedroom, I just left the living room b/c I was trying to have a conversation with kim, and inside that conversation, elizabeth had a conversation about placemats, then afterwards kim remembered something like Taco Suvce” so phe yelleddunt out of them grabbed a piece of paper & wrote it down, She asked me my opinion again as I was on my way to the bedroom door and by that time I had already given up. And I think before elizabeth, Inlieve was trying to tell kim something & King was doing her beat to pay attention. I find it so frustration - It’s you the situation brings out bad performance - worse then smoking poten and she wants to make important life decisiones.  
?/1 7K  
7:10 pm, Tuesday, Nov 28, 2017 NYC Apartment  
Wow! Another week want by with no writing. So strange. Wednesday Elle flew to NYC, and I picked her up w/ Ava@ LGA, on Wednesday night we drove to Mattitak, Thursday was thanksgiving and we want to Jenumber’s house, than drove back here to the city and took an early morning flight to PBI, and spent Friday till today share, Kimo Iliana went back Monday, o Avat I come back body.  
I AM STOPPING SMOKING TOMORROW FOR A LITTLE WHILE - EITHER 30 DAYS OR MAYBE 100

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I’ve been Kind of scd lately. I drink it’s my disappointment with myself for letting things became what they’ve become and the consequences of tut.  
I feel as if I need to figure out a way to not let kim & her behaviors bother me as much as they do. She always has something negative to share, talk about, or point out. It’s been bothering me much more recently.  
Also, since day just popped into my head- so maybe it’s related, but Kim signed Iliana up for CRUNCH doda, & also for herself, and I’vena first asked about it last week. Wow-how foot that happened. should I remind kim that I’m still waiting ( for months already) about checking out Equinox. So, KIMa Iling are gym members and I’m not. So there’s that, but I also don’t feel I have much of a say in my own life, like I have never been less free in my entire life. But dere’s something more - like even if I was bringing in lots of money I dank our lives would” suck.  
I really wonder why I am not standing up for myself more, and why I am just rad + alone. Yeah, that’s the oderthis, I feel more alone dese days to any other time, so I guess I’ve gove in the wrong direction - and for some rocon I am still hecking in the wrong direction & haven’t yet made a U-Turn.  
Jeaz, I don’t know what to write. I don’t want to feel dni way any longer - And I am really unsure how to proceede with kim. I feel she’s almost 80% negative, her telling me She loves me as frequently as she does is strange, It still feeds as if she’s trying to convince herself it, or she doesn’t have canydung to say so she says “I love you” really to Simply connect. Or it could be dut other unconscious

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feel the need to compensate. Nonetheless I have told her before (although it’s been a while out when she says It too often it down it convey to me what she’s attempty to communicate. I guess we will talk about that- maybe, even bought.  
One good piece of news is that I’m Jumping Rope for longer + better. Although now I really want to work on my time ( going for longer alonger periods of time). The BAD NEWS IS I HAVE BEEN EATING HORRIBLY FOR THE PAST 2-3 WEEKS !  
It’s now 7:45pm. Ava is working on havework, kim usata Horace Mann Event, Ilima is at Dennis’s and Search’s. And I am sitting at the Kitchen Table, hundred over, writing in here. I’m tempted to go jump some more rope.  
Maybe the gym thing with Kim/Ilove is booking me more dan I thought. It’s not so much “The Event” as It is how perfectly it fits the narrative, or “the story” about the direction my life her denen, & how I autored into a situation tut was guaranteed to be worse than my original relationship regarding importance of attention of children us me.  
Well, am I dancing around the issue of whether or not I am happy + could I even be happy in this relationship, in de is environment? I don’t even know how to peel open div can of worms. And I don’t even know if now is the best time for this shit. Maybe I can bethere of getting my own life in order. I have no idea how to right my ship (so to speak).  
Well, I think I’ll workout some more. be back in a bitir

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169  
It’s 8:05 pm now . I was about to work out but I don’t know whether I really want to or not. I guess you could cry that actually applies to everything in my life these days- not put exercise.  
Even right now, I have no idea on where to start, what should I do to get unstuck? Something is better then moding. So doing anything is better them using my uncertainty as a reason for not taking action.  
I AM REALLY APATHETIC RIGHT NOW! IT’S 8:10 pm.  
0 POT BREAK  
218.5/ 10,000 9:35AM, Wed, Nov 29, 2017  
NYC Apartment 1 DAY 1 Lynch OK, I got up about an hour ago. Kim Is still sleeping, I already Mede myself an omlette for breakfast, and went to the bathroom a few times. But today is a day I Really want to get back on track. So I need to layout my day and figure out what I really want to get done today. I’m guessing I need to work on the following.  
>DS (Md GOT) -) Fercado (prep) I overall gemeplan  
Something like that, Although I haven’t really worked in so long I’m unsure where to start. I guess I’ll take my med, and my vitamins and than figure out what’s next.,, oky more In a bit.  
9:45  
I had my vitamins, now I drink I’ll road the remainder of the Big Black Book, then figure out my next move.  
NYC Apartment DAY 2 212/2.54 11AM, Thus, Nov 30, 2017 So, Kim o I talked quite a bit & yesterday.

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2pm  
I jumped into some stuff earlier, so don’t get a chance to write.  
Anyways, kim & I spoke a bunch last night- I was in a crappy mood. 1  
but I guess I’m just super-frustrated with almost everything going on in my life. It felt good to clear up some of the shift, but I don’t know whether It’ll mecker much difference. WARNING-I AM IN A VERY DOWN DEPARSING MOOD RIGHT NOW! I did wake up early days morning. Woke up at 5:50, and I believe I got out of bed at 6:30 AM.  
I was going to jump rope, but all of a sudden my hip started hurting so I couldn’t, so, Instead I worked on my book notes for the score black book. I also made myself an anlat for breakfast. Kim come out at around 9 Am, reminded me I had a consult call, with charlie Martin. that went till 10:30 AM, I chem did a bunch of emails, and primarily worked on the agora notes.  
Kim went to her personal training session @ 3pm,while I diz 2,500 jumps (my least for a while) - which I might do more later if I can muster the energy. I den resumed the agora notes. Kim got back at approx 5:30, and she was just full of complaints, negativity, ostress. At 6:30 we walked over to Birch Wethen, for what we thought was just a cocktail party - but It was more like a flea market wi/ wine & horderves, So, we only stayed For a few minutes and don come home. Kim want to lay down since she wasn’t feeling well.  
Like I said, I feel really down right now. And I’m not entirely sure why.

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171  
It could be that no one & strawberry replied to my emails, and get it seemed like everyone there responded A Toda’s. We were in a group email. To we it just seems like anoder confirmation of my stock with them.  
It could also be that kim told me last night that Elle said “she didn’t really know the real me” because I’m always on “drugs” like caffeine, nicotine, energy drinks, etc. I called Dabi & Ella carles body to ale about it, and eller story was quite different. That Kind Ilena were talking about the- and all she (elle) said was I’m like a machine.  
It would be Sunt kim Is about to spend & millon on tyres apartment, an apartment tut violates every preference I’ve ever shared with Kim. And her unwillingness to even acknowledge that fact.  
It could be that I feel like I have zero friends, and kim jest barries me in negativity mixed with many “I love you” spread out throughout the day.  
It could be that the holidays are approaching & da holidays since I’ve been with kim have been lovely, unpleasant, and just stresful  
It also could be the withdraw from Marijuana (although it’s only been 2 days). And even though I am tempted, I really want to see where I am at when clean for some period of time.

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Yeah, I’m certainly depressed. And I really don’t want to be. Maybe I’ll go for a walk, and smoke a cigar, I really wish I could just call a friend right now- The way things used to be with Todd- a good time is what I am desperately craving.  
Right now Kind Iliana are whispering & I’m trying to listen In … Unfortunately, (or fortunately) I can’t hear them.  
Anyways, I’m proud it’s been 2 days w/o smoking -I think I should go a minimum of 100 days to really see how much better I can feel who them.  
Ok, so what now? workout work/ Go for a walk1. My options are limited. Although it doesn’t have to be. I’m sure I could come up with MORE. Ava I grew I should.  
But for now I think working out is what’d leading the pack,., Yeah, maybe I should do that. ole, I think I will, of I don’t, I’ll come back a write more in here.  
Tom Dyson  
TOM - Dyson  
All Agora cares about : “can we write copy on this?” they a friend named Jim / usado work of Polin beach  
DAY  
NYC Apt 3  
207/  
1:50pm, Friday, Dec 1, 2017  
So, I worked out last night, then kim a I talked, want to be relatively early , woke up @ 5:30 Am, got up @ 6: 30, san die witcher was a very ~ lots of empty dukes in the sink, so making breakfast Was thewarted ( because in this word cleaning everyone’s Ecules again-isn’t what I want to do)

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173  
I decided to leave the apartment & go for a walk, walked all the way to 50” dan welhard back. Had orex w/ Kim, talked to Tom Dyson about doing things w/ legacy, and he agreed w/ Toda- BUMMER - about having someone elve take SP, and can do something from scratch w Agora.  
I am really staggling w/ my attitude, mood, etc … Not really sure what to do about it. DK, want to run an errand - more later …  
NYC Apartment (Day 2) ? / 3k 1:15 pm, Two, Dec 5, 2017  
I’m struggling (shall), last night I just couldn’t fell asleep, even though I was fired by 8pm and I even got into bed. I drink I wo up until 4Am, and woke back up at 6:30Am, possibly even carlier ,  
I smoked for the first time, fading night, I want to a kick boxing ” fight at madison square garden, with David. I smiled b/c I was In such a shitty mood for most of friday Cand I think wede there too). Then on Saturday was UFC 218, great fights! David come over to watch it & Avant his friend India witched too. Kim was out of Mathtuck christmas shopping & Ilivac was with Denne. Kim come back lake sunday acht. I went to magic I gota message on sunday & gott really stowed before the message. I thought that was the end of that, but than last night when I emkn’t sleep I defolded back do it  
I am templed to smoke today too. why? b/c I just want to forget about my worries & operate in a brainless way. whenhe obviously isn’t what I really need right now.

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From pejeu 15421488  
ok, so what do I want to do right now?  
Well, I’d really like to get back on track w/ DB. And I can’t remember where the hell I left off. oh, the first place I write about It - or the last place I wrote about it new page 154, It said There I liked the following  
- Mindmap for GE & record it (Repu Grow CI?)  
~ Mirkamp For GF & record if ( Think like A CF Export)  
- Minzwap for GG of record if (key message) & Not Ho MAG-JAGG instead  
- Create Mindmap CI Resources MORE - VILY  
-1) Minaung for M32 6-4.28 - Minimum Viable Mity of Selling  
-) vid 9 wrapping up wodales  
Bummer I guess that’s all I have at the moment. I’m not sure how for I got with mindmap for GE - SOI need to check that out.  
I should see how for I’ve gotten- but I am doubtful$ it’es Much as I’d be happy with.  
Why can I not jumping in? why do I want to run some where B where I can forget about life & getstoned. Well - I’m not doing that (I think). Let me check the mindmap, then I May workout again and then Live in.  
- muts service funnel (agency)  
- acquisition for London biz  
- Ireland  
- agora maktes to each other  
- product that connects marketers och other a share up the list universe ( agora mkatrs masters)  
-> accent

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175  
Ireland 11 people total Agency & Publishing Indio Hotel, Baltimore Day 2  
-  
3/- 8:25 pm, Fleurs, Dec 7, 2017  
So, I took the Amtrack Acela have youtardy. I spogot here at around 11:30, walked to the hotel from thetrainstation left de hotel around 12:30 x walked over to a hotel where Toad & Joe were delivering a bonus to de buyers of the program in copy. After that, come back to the hotel & then at You me, todo you want for driver  
Today I meet with Brown York, at 9:30 Am. The purpose is to explore SP maying with AIM. I wish I was better prepared, but I am unsure how best to prepare By After that I am going to go to lunch with Joe, dan a marty a stawberry. Breakfast is here - more in a bit.  
8:45 pm  
I’m on the train heading back have to NYC. Overall, I’m not sure how the day has gone. I had my meeting w/Brick York, and that was good, but I’m just not sure he’s de right person, or the right division of Agora for me to partner with.  
Next, I hooked up w) Toda a we talked about doing a deal w/ agora. That was probably a little over an hour.  
Next Toako I want to lunch for had Thai food, it was Me, todd, joe shafer, and Doug (publuter of laissez Faire & altacher. we talked for about an hour and I was more forward/aggresive with Joe, telling him I really want to be a part of Agora Financial. The positive news that Joe shared is that Mark’s promi bombed, and

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pretty much everyone thinks that the guy in Baltimore who is taking care of mark’s stuff- his previous assistant researcher - is crazy smart & Joe doesn’t have anything for him next. And that may be my opportunity to get Agora Financial to take SP.  
Anyways, after lunch Toad & I want to Porter’s We met w/ Mark Arnold, Mike Palmer, a Jared Kelly. Thu ready was about Toada I work with them. but practically all the questions were directed at Todd. and while everyone wio respectful to me, at loud to me I Felt leves important this todd, which makes me happy for him but to hear him say staff Out he learned from me hurts a bit. Fick, I’m not sure it’s true - but I feel responsible for Todd meeting Mark Ford, and even Knowly Agora.  
I wonder If Todd he told Joe he should dothe deal with me or not, I would be really dissappointed if he didn’t do all he could to help we get this dont I know I’d do the same for him- especially IF he was struggling + really wanted a specific deal. I really hope the motivationfor him are similar, and that he’s doing his best to make it happen. But I really wonder whether or not he is. whole I’m relatively unce he isn’t actively sabotaging me, If he “pushing the deal as much as he could. wonder  
Anyways, I can heading home. And I guess I really week to get stuff done. I want to have a lot more, to show for being alive each day. But I just feel alone, out in the cold, and relatively sad I remeber de days when I had de would by the bells

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177  
I comme that’s the way I Told feels to day. I just need to get shut done. And with that said, I find myself still think about smokey, pot & checking out. which remind me of something horrible I noticed body …  
MY SHORT-TERM MEMORY IS NOTICEABLY GETTING WORSE!  
Hogy Many times body I noticed I couldn’t remember what was lost said and dust was for both what I said, and the person I was talking to.  
IF THAT ISN’T A STRONG REASON TO STOP SMOKING OR TAKE A BREAK - GOD KNOWS WHAT WILL BE  
Anyongs, I’ve got go minutes until I arrive In NYC. So, should I watch a show? keep writing? or figure out something … anything,,, but would move we in a positive direction.  
I guess if I do end up getting a deal with Joe and Agora Financial, all daw will be worth it. But if I don’t, and I just feel sidelmed and I continue to watch Toda be embrace while I’m an afterthought - then what ? what will I den do ?  
Well, I don’t have an answer for tut, I do think de meeting w/ stanuberny was disturbing regarding the perceived value of worky w/ Joda us me. Fuck! I REALLY NEED TO REMIND MYSELF THAT I’VE HELPED MORE PEOPLE MAKE MORE MONEY THAN ANYONE ELSE. (especially Told)

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Although I can’t forget dut Toad so who introduced met Joe. Well, dut” sky sounding. Maybe the only person to really blanc myself. So, I’ll let thet vit - maybe watch a little TV. Remember the old me! I work have rock & never thought about watching JU.  
The train is moving foot enough to make writing have more difficulty da’ I would have thought - move luter of tomone  
10:25pm  
I watched The MMABEAT on Youtube for de part 1 hour. I now have another 20-25 minutes from now. I’m really tures, and out makes me super uncomfortable, because I hate being the tired and not have the ability to lie down or set fully engaged in something else. Anyway, I can’t wet to get home - will I smoke when I do? Probably not. 6R, more tomorrow.  
NYC Apartment ? 3pm, Fri, Dec 8, 2017  
I got home about midnight. I felt tired, hot, & just blah. So I smoked, ate junk Food & want to bed. Kim & I got up a) around 9AM, the plumbers come to check out the apartment  
Fernando ball  
REMEMBER NO MORE THAN TWO STEPS REMOVE PREFERABLY ONE STEP REMOVED !!  
at the end I am a big Idea guy so I want a marketer, publisher, seditor  
This Is the target  
1 step removed

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12,000 1pm  
1:30pm, Sunday, Dec 10.2017  
NYC Apartment I Day 1  
Kim left on Friday at around 2pm, I did the conference call w/ him o Fernando @ 3pm, and that was really the last work I did since. So, now I’m even further behind, and yet I don’t still feel like working. well, it’s not going to metter today b/c I have to get shot dove. And here’s what I have to get done.  
-> Agora for Fernando  
Then after that, back to DB, module 7. so there you have it. I Are so much crop all weekend. I’m sure I’m over 220 pounds right now. Well, so no more smoking, and strict dieting. well, that’s that.  
I guess I should start on de Fernando prece. And I think there might be something in the Agora Black book - about “only moving one step” when acquiring.  
2:15 pm  
I looked for the ” one step removed” but couldn’t find it. And there seems to be such a huge amount of resistance to working. why? well, I guess I need to clarify what I need to give Ferenze, well, I divke I am going to go for a walk soon, maybe get on energy drink or something Muyle I’ll workout again before I go. stimately I know I can just procrestricty.  
2:30pm  
I just and another IK jumps- so 3K for today so for. It certainly sewier then working a figuring out what to do. I guess tuts the racon I’ve Been exercising moren. Well, I opened the mindmap dat I put together a few weeks ago, regarding SP being acquired by Agora, I guess I’ll look at the mindmap and add do it. o Hum … I think I want to do the eliptical today doo.

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3:30 pm  
I did ander 2k, for a total of 5,000 jumps. My right wrist is bothering Me, so even though I feel I could do a lot more, I don’t think my wrist would appreciate it. Hopefully later today I’ll go to the gym downstairs- I say hopefully, because kim said she was going to go to the gym later and I said I’d go with has. It’s still an issue, going to the gym, b/c It’s only for owners, and the finger print thing. Isn’t working - so we aren’t supposed to use it, and we need someone to open it for us ( like a doorman).  
Jecz, I’m not sure why I can still not doing what needs to get done, probably b/c I’m not clear what I should do. Maybe I’ll go for that walk shortly, even though I don’t really need anything - I guess I should get this Fernando work down Yeah, Maybe I’ll go to vitamin shop. But maybe I should go smoke a ciger or two. what is it about being here in the apartment makes me not want to work. Ugh! It’s so frustrating?  
5pm  
I added a little to the mindmap for agora, and also module? But nothing much. Thinking about going to the gym son w/ kim. more in a bit.  
7:45pm  
Nothing got done today! SHIT! I did go down to the gym with kimo Aux, and I did a 1/2: hover” on the eliptical while having voice dream read me the first 2-3 sessions of the Agora Copy Camp.  
KIM is currently in a bad wood. Something to do with being upset by Nicole’s parents actions - Nicole’s man doesn’t want Nicola to hang out with Iliana - and Kim Is so angere & by it. Nonetheless I’m not you sure I really want to be around her right now.

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1  
181  
8:20pm  
I am sitting in the cagar place on 73rd between 1st + 2’de why? Because kim got her panties in a bind based on Nicole’s parents So, kim want to take a shower w/o saying anything to me, so I decided I wouldn’t be there when she got out. of course, now, she apologetic about it, but I really don’t like being around her when she’s in a crappy mord, especially when it’s based on bullshit.  
I don’t know, I’m frustrated, working in the apartment is just difficult for me, and then add anything negative, distracting or basically anything at all of it immediately diverts my focus.  
of course I’m still bothered by the Kim-Iliana clique, It just seems as if they are too close and kim is to easily impacted by anything in iliana’s world. My evening a really going to get disrupted because Nicole’s parents won’t let her go to a party at our apartment that is hosted by kim? ok, it is what it is - but do I need to be imported by it? should it even be a blip on my radar? Anyway, I’m here now, smoking a ciger, and truth be told, I don’t even want to be here. what’s worse is I have no other place to go. No place to call my own.  
well, now what? I have no Idea. Kim & I just want back & forth, and based on that, I really don’t want to come back of the apartment. I am really sick of so much of my life. That Included me, myself, the biz, the family, kin & Iliana, and so much more,  
I wonder if the recon I am so cranky is b/c of marijuana withdrawal. Or maybe, It’s the opposite, Maybe I need to smoke or drink because I hate my life when I am sober, so the drugs or cicold help me check out of the life I crated tut I simply hate. That’s why I am cranky today, b/c I have no way of exeping the reality of my life.

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I was thinking about working on the Fernando email while I was here. But right now I am just sitting here smoking, med at the work.  
Just co a thought exercise -nich, fuck it. I was going to explore why I got don’t kill myself tonight. But I’m not too sure I could come up w/ recions why I shouldn’t I really don’t know what to do - right now or the sout of my life.  
Yeah, I know, I’ve said it all before- yet I haven’t changed a single thing - and because of that, nothing has changed in this copy life of mine.  
So, now what? I don’t know. I’m not sure. what I don’t want to do is nothing - the same thing I’ve done for too ling. Meanwhile the text messages from kim keep coming, For some reason she can’t just leave things alone  
Well, should I stay here or go for a well? I think I’ll go. But I really don’t want to go back to the apartment. There’s a part of me that doesn’t want to ever go back. I don’t enjoy living my life. I’m not really sure what to make of that  
Well, I’m going to go for a walk - moe later …  
9:30pm  
ok, I walked straight have. Kim is In our bedroom, and I haven’t gove there - and Ave Is in the kitchen and she’s talking to someone through facetime or skape - so she’s being load. So I can have & yet I am still uncomfortable. I’m really not sure how I break out of this 5 your out that I’ve been in.

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183  
I’d love to go to bed early tonight, hopefully that will happen.  
ok, so I will try to go to bed early tonight, wake up early, or use de PRODUCTIVE APP - starting tomorrow. Plus, I’m going to stay clean, stay away from marijuana.  
OK, so I’m going to go to bed 800m. More ( and better) tomarow …  
ADD -1 writing, 2 Review Copy, 3 Ideas to Productive  
NYC Apartment / DAY 2 209/35MIxx8x45 2:20pm, Mon, Dec 11, 2017  
Got a good night’; sleep, and woke up at 6AM, want back to sleep until 8:30 AM, I think kimo I get out of bed @ 9 Am. My wrist a swollen, and achy-so now jumping cope today. Instead I want to the gym downstairs & dia 35 minutes on the eliptical.  
I weighed myself after the gym and I was 209, not great-but certainly nowhere near as bad as I thought It might be.  
I also started using the app “PRODUCTIVE” today. So this morning I …  
- took my vitamins -> took fish oil  
-Duced Fuhr Wallace -> used musemeditation -> brushed teeth -> used Rogern  
-) use moisturizer -> shiver.  
Yay! I did send or Ratey an email - I don’t think the anti-depresents are working very well. I’m thinking we need to try something else,  
Right now Kan is working on don letter to Formando, and I will work on it when she goes for lunch.

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I can’t believe I are getting close to finishing the journal. And yet not much has changed for me.  
Although on friday I found out that AF (gora financial) might have room for vs. which would mean SP work? be an agora biz - wow! It how to do w/ Mark Ford’s back end product, They tried to sell a front-end and it bomber, and Mark said to kill it, which den leaves Mark’s gay @ AF in limbo. If he wants to be the publisher Br 880, then we have our guy.  
On the eliptical book last night & this morning I’ve been going through the copy course by AF. So for it’s really good, and puts a lot more importance on the boy Ice than anywhere else I’ve gone through,. It really Made an impression on me about reading a promo every day, coming up with an idea each day, etc.  
Now, with Fernando’s letter out of the way (not yet- will be soon) my few needs to return to DB. More specifically filling walk G’s module 7. My thought right now is to work on ? first,  
D3 OK, module 7 is about stealth Conversion Elements. And for this module what I really want to look at Is how to change a belief or establish a new belief. But other then a few bullet points I’ve put on a mindmap, I’m unsure what to really cover.  
Right now all I have is: 1 CAGE CONTENT, 3) contrast, 3# Social Currency, 4 Counter Intuitive, 3 Gas lighting, @ Possible/ Probable 9 looking for evidence from self help book.

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with these points as my start, I’m unsure how to cover this content.  
I’m thinking right now about referring back to the chain of beliefs, and with each belief, answer the question “what would lead my prospect to that belief?” Almost creating a chein within each link of the chain of beliefs. I like trut! If I were to do that, would I need to do anoder break down of the manifesto? I’m not sure, possibly I will.  
Maybe I need to pull stuff from the kennedy course ( auf I took notes on) a some of the many books I’ve read on persuasion. Especially from SALES SEDUCTION & A Few other more recent ones, like Nuevo marketing.  
I think that If I were to teach the way I’m thinking right now, what I thought would be the main focus of the module, types of content, would become a smaller part. what  
so, then what would take a larger part? How I’m not exactly sure, maybe looking at a few of my book notes work help.  
Alright, so I am going to review some book notes and dew I’ll come back here & write a bit more about what I’ Thanking .  
4pm  
I walked kim downstairs, she went to beenoch ios, I want to the drug store to pick up some soda. Then I reviewed what Kim wrote for fernando, modified it a bit and sent it. It’ll be interesting to hear back from Legacy.

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Kim is still out, so now it’s time to focus on 03 Module ? 8pm  
I have started to compile notes related to the DJ Module. Nov I am taking a break, listening to Todd’s podcast. I guess I am somewhat disappointed how much Toda has taken from me w/o him realizing, or at least not creditong me. Like argumentation + rhetoric ( which he mentioned body In his email blast & cwithent cay mention he got it from nine) or bringing up drucker’s quote, or the a ference between marketing & selling. It’s as If he hw purposely forgotten how much of his core message he got from me. I guess that makes me sad. Oh well, how am I going to get new friends? Maybe if the agora deal happens I’ll have a chance to make some new friends. I guess I am really disappointed, anyway dinner is ready - more later.  
3000 Jump  
11AM, Tues, Dec 12, 2017  
207  
NYC Apartment (DAY 3  
Had a hard time falling sleep, It took maybe an hour or two. But when I fall asleep I slept well. I woke up egen @ SAM. But went back to sleep arte onhl about 8:30 Am, Then Kina fools around, got up and I took care of everything on productive. Today is a D3 day - so we will see how today puis out. I I already did 3,000 jumps - so it’s time for brockfeet & den work- more in a bit.  
11:45am Ale Breakfast - eggs & cheese. Now it’s true to get to work.  
12:40 pm  
Assed some stuff to the mindmap, but I am still not clear on how to prevent this stuff o what exactly I’m teaching. I pulled up a bunch of stuff on my hard drive- but I guess I’m also a little unsure what I’ve already covered about beliefs a what I haven’t ” I guess I need to review that- quot worried

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I am going down toomany paths.  
4:20pm  
I want for a walk at about 130, I got a message, 90 minutes, and now I am back in the apartment. I am already in a bad mood and I want to go somewhere - anywhere - oder them here. Anno gave me a list of what I need at DMV, but of course I will have to get de stuff. I am so very unhappy at the moment. And soon, very soon, elizabeth should be here, ~ which means I will have mountains of distraction. Maybe I need to do some free writing on Module 7. That might help me get clarity. So, I have something to do - now, where do I want to do it ? where can I go? I wish I had an answer for that. Right now there’s not much I want to do, even distractions like watching youTube, or something else don’t appeal to me.  
6:25 pm  
Right now I’m at Lexington Bart Books. I just had to leave the apartment. Before I left Ave come have, but Instead of saying ” hi” she wants straight do her room. when I sent a text asking why b/c I felt she was being rade, she told me all of her socanal friends, really hate her, and they are trying to get harry (ner boyfriend) to “break up with her.” I sand a not so nice text back, telling her she’ll have to share har problem wil kin or debi b/c Ava doesn’t tell me anything stock and cherdine have zero context to give her any advice. And I guess I meant tut, if I can’t be included on the good-why do I want to only never about the bad,  
Anyways, I am so angry deep inside. Angry with myself for everything I’ve done & haven’t done that has put me in my current position. I am angry at Karolin, cand myself for ever investing a single moment of attention to someone

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as flawed as she was. I’m med at Debi for not being able to shake to a budget, and kim for her latent resortuen towards me, her ability to continually complicate shot, and her totally ignoring my preferences.  
And let’s stop for a moment there. I really can’t stress enough how much I guess I am bothered by the fact that I have no gym to workand - yet KIM & Ihave are covered. And I guess on top of that - the apartment and everything else that’s bothered me about NYC is just front and center for me at the moment.  
Yeah, I know, there’s always a ” reason” why my preferences god completely ignored. whether it’s the gym, apartment or basically anything else. But I just feel like I’ve lost all central over my life. And having Debi, Avey & Elle to think about just makes everything worse.  
de, so while I hate to write this- I really want to check out, I really don’t see any strong reason to want to live. I mean for what? what in the work do I have to look forud to, to positively anticipate. If life was a board game I’d concede that I lost and and it.  
Btw- this is a total aside, but for the last month the way Kim smells has been a big turnoff for me. she didn’t smell the way she does now ever before. Just another sign that I really fucked up, and I have put myself in a very shitty situation,  
Another tangent - I’m really bothered by how much Jodd has taken from me, some without realizing it.

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So, between all the feelings I’m feeling, I also feel completely alone. I have nobody to bounce ideas off of- nobody to share my deepest thoughts with Cother than kim-and therefore when it relates to her, I’ve got nobody nobody to celebrate wins with or comiserate losses with I feel like I had a really good run, but ultimately I have filed at life - and I don’t see many good things in my future. Do I really want to kill myself ? I just don’t see any good reasons to stay alive. why ? so I can claw my way back to my past glory? I won’t happy then either, in fact I wes miserable.  
So, con I saying that there really isn’t much left in this life of mine to enjoy? Yeah, I can’t reallythink of ungtry I’d enjoy - wow, I can’t think of a single thing that would bring me great pleasure or even anything more than fleetry happiness.  
I men, even of I got med at de work, and decided to prove de world wrong - to make everyone who doubted me or the value of SP regret dair decision-and I wo successful, youh I’d feel like I had proved something but to who, and how would my life change? I’d still be w alone w I am now. I hate to write this but if there Was a really easy of certain way to exit I think I’d choose that option. I really don’t enjoy living my life anymore. And duit’s really sad. In fact, I’m holding back fears at the moment. I don’t want to cry here, but I’m not dissupported in everyone + everything, and In just don’t see the benefit of staying alive except for not making the people closest to me feel more pain.

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wow! The final page. Sadly, I don’t think I’ve ever been a worse place than where I am right now. The thought of writing enoder journal tout fits de pattern of the past 5 years is not only not appealing, it’s actually revolting. All I’ve done is document may decline. Well, I finished my drink, and getting really drunk right now isn’t that appealing either. So, now what? where do I go? what do I do?  
I just looked at flights to FL, I could take a 9:30pm Flight down to Florida, but no matter where I go I’ll be there by myself  
So, where does that leave me with kim? I have no Idea. I love her & I’m so angry with her at the same time. I also have zero idea where to go once I leve this bar. I dread going back to the apartment. well, I have to make a decision - fuck it! I guess I’ll hard home, even though ally the apartment home In Itself bothers me.  
Well, It’s hard to even come up with hopes for my next Journal. I feel I failed. I feel I’ve made some really shitty decisions that have lead me to the life I’m currently living. And Close’s nothing I can now do abritit. So dio has to be the worst ending to any of the 27 journals I’ve ended. I’m sad, lonely, poor, and just broken. so dare you have it. “Tomorrow, If I don’t kill myself tonight or die by walking into the (for I’ll start a new laurel & maybe, magically, I ’s fur thers shitty life crownit - but if the pot is any Indicator, I wait.