

“The world as we
have created it is
a process of our
thinking. It cannot
be changed without
changing our
thinking.”

Albert Einstein

10X JOURNALING EXERCISE



This exercise will help you...

- achieve much bigger goals with less work
- find creative solutions

Making \$100,000,000 in 12 Months

When Patrick Grove sat down at Starbucks to journal, he asked himself a very simple but bold question: “How can I make \$100M in 12 months?”

Although the answers didn’t come to him immediately, his brain kicked into problem-solving mode and a flood of ideas were running through his head.

After 4-5 sessions of persistently asking this question, he had laid out a plan.

Patrick ended up buying a small website listing cars for sale, raising venture capital, merging it with multiple other platforms and after 12 months the company iCar Asia went public at a valuation of \$100M.

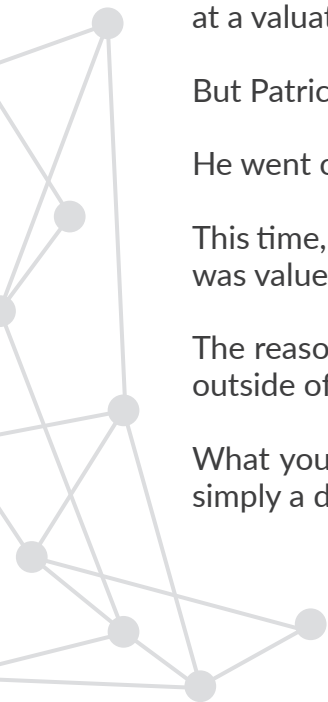
But Patrick didn’t stop there.

He went on to journal “How can I make \$1 Billion in 24 months?”

This time, he “only” achieved half of his goal. His company iFlix, basically the Netflix of Asia, was valued at \$500M after 24 months of starting the company.

The reason why this journaling exercise is so effective is because it challenges us to think outside of our current level of thinking by asking a bigger question.

What you might find is that going after a much bigger goal is oftentimes not harder, but simply a different path that we need to take but with much bigger rewards.



| How to do it:

1. Take a measurable goal of yours and multiply it by 10.

Example:

"Make \$10,000 per month in my eCommerce business by the end of this year" to "Make \$100,000 per month . . ."

2. Answer the following question until you can't come up with any more answers:

If someone had successfully achieved this goal, what would they've had to do in order to achieve it?

List their actions, habits, mindset, but also other factors and milestones that could've led to the result.

Example:

- they would have to launch 3-4 more products in the next 6 months

- do everything possible to get more capital to be able to launch these products

- sell any personal item that is not absolutely necessary to use it to invest, get a side job, ask friends and family to borrow money from, cut expenses and reinvest all profit back into the business

- stay in one niche and offer discounts to buy more products to cross-promote products

3. Ask yourself:

What is currently stopping me from doing the same?

If there is something stopping you, how can you overcome it?

CASTING A VISION

This exercise will help you...

- get excited about taking action in your life and build momentum
- become focused on what you want and therefore what needs to get done
- overcome challenging times

| From an Austrian village to Hollywood

Growing up in a tiny Austrian village, Arnold Schwarzenegger had little chance of achieving any fame or fortune.

Children were groomed to follow in their parents' footsteps, but Arnold decided he was meant for something bigger.

One day, he was reading through a magazine featuring an article about Reg Park, the current body-building champion and Arnold set his first vision: Become a bodybuilding champion.

Bodybuilding was still a foreign concept back then, especially in Austrian villages.

Yet Arnold could not contain the excitement for his vision and began training relentlessly.

"Every crunch, every chin-up, every curl, every squat, every rep brought me closer to my vision of becoming Mr. Universe, the greatest bodybuilder of all time", Schwarzenegger said.

After winning the top prize in body-building 6 years in a row, he set an even bigger vision: Becoming the most famous actor in the world.

"I was told by agents and casting people that my body was 'too weird', that I had a funny accent, and that my name was too long. Basically, everywhere I turned, I was told that I had no chance.", Arnold recalls.

Despite the naysayers, Arnold knew exactly what his life was going to look like as a Hollywood superstar.

He went down in history as one of the most famous actors of all time.

Next up, Arnold Schwarzenegger went into politics and became the governor of California.

"No matter what you do, you first have to have a vision... to see your goal, to believe in it, have faith in it and chase it. And then it's fun to chase it. If you don't have a goal or a vision, then you have nothing."

| Why it works:

When we consciously create a clear picture in our mind of where we want to go, our subconscious mind will look for the relevant bits of information that will help us and then guide us to achieve it. It may show up as an intuitive sense about what the next best action step will be or you may suddenly find yourself being drawn to certain people that create the right opportunities for you.

Arnold knew this early on: "When your vision is powerful enough, everything else falls into place: how you live your life, your workouts, what friends you choose to hang out with, how you eat, what you do for fun."

You might even see things for the first time that are crucial parts of the puzzle that have been in front of you the whole time but you never noticed them. Your brain didn't know it was important because you never told it where you wanted to go.

The clearer you define it, the more exciting it becomes and the easier it is to take action.

"Vision creates faith and faith creates willpower. With faith, there is no anxiety, no doubt - just absolute confidence."

| How to do it:

- **Ask yourself: What would my ideal life look like in X years?** You can also write a diary entry describing the perfect day in your ideal life.
- **Don't be "realistic" or think about HOW you would get there.** Trust that there is a way and you'll figure it out eventually.
- **Describe it in as much detail as possible** - the clearer you are, the easier it is to achieve.
- **Cover each area of your life** - your career or business, health & body, relationships, finances, mindset & happiness etc.

NARROWING FOCUS

This exercise will help you...

- gain absolute clarity on your most important thing
- skyrocket productivity to achieve more by doing less

| Focus: The Billionaire's Secret Superpower

Why did Steve Jobs kill 70% of Apple's product line to focus on only the most crucial products?

Couldn't he have kept them and made Apple more money?

"People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things." - Steve Jobs

"The difference between successful people and really successful people is that really successful people say no to almost everything." - Warren Buffett

Steve Jobs knew that not everything matters equally and in order to save his company, he had to become extremely focused on the few things that mattered most and say no to everything else.

We see the same from Mark Zuckerberg, who had only one single focus for Facebook since starting it from his college dorm room: Get more users.

Therefore, being clear on what the priorities are and which single thing is the most im-

portant priority becomes crucial in order to achieve massive growth and waste no time on things that aren't most important.

Because why would you ever do anything that is not the most important thing?

| How to do it:

1. Write out your goal.

2. Make a list of all the things that you could do to achieve your specific goal.

3. Narrow your focus to the most important thing by asking yourself:

- What's the one thing I can do that will make everything else easier or even unnecessary?
- What's the one thing I can do that makes everything else fall into place?

4. Determine one single thing that is most important and prioritize it by scheduling it on your calendar.

Keep in mind:

- Saying no to things is a discipline. If you're struggling to narrow it down to one, just do it. Ask yourself: "If I could only pick one out of these two, which would it be?"

| Example:

1. Write out your goal

I want to lose 30 pounds in the next 6 months.

2. List of all the things I could do

- count my calories
 - train 3 times a week
 - create massive accountability (join a group, commit publicly, get a coach)
 - stop eating out and do meal prep
 - start doing intermittent fasting
 - make a bet with my friend to stay motivated
 - drink more water
-
-
-
-

3. What's the one thing I can do that will make everything else easier or unnecessary?

- ~~count calories...~~?
 - If I created massive accountability, everything else would become much easier because I'd be committed
-

4. Schedule it

Tomorrow I will sign up for an accountability program and get a personal trainer

OVERCOMING PROCRASTINATION

This exercise will help you...

- overcome procrastination or fear of a project by gaining clarity

| Brick By Brick

When Will Smith was 12 years old when his father told him to build a new wall for his shop. It was about 30ft long and 16ft wide. It would eventually take him 18 months to complete it.

The lesson he learned from it served him well in taking on big, challenging projects in the future:

“You don’t set out to build a wall... You say ‘I’m going to lay this brick as perfectly as a brick can be laid’... And you do that every single day and soon you have a wall.”

Maybe you’re currently procrastinating on a project or task you’ve been wanting to start which is tied to a meaningful goal you want to achieve.

But all you see is a huge wall of obstacles.

The obvious answer to why you’re procrastinating is usually “because I’m lazy and I just need to do it.” Yet, this approach rarely works.

But what if you had good reasons why you’re procrastinating and until they are addressed, you’ll continue to struggle?

By asking ourselves why we’re procrastinating, we can identify the thoughts that come up and analyze them to realize what is holding us back and strategically move forward.

Maybe the task seems too big and overwhelming to get started. Maybe you don’t have the confidence to do it because the last time you tried, you embarrassed yourself. Or maybe

you know that if you succeeded, an even bigger challenge would be next that you feel like you're not ready to handle yet.

In all cases, you're lacking clarity. Clarity about what work is involved, your capabilities or what the potential outcome is.

Once you're clear about the thoughts that are associated with it, it'll become obvious why you've been procrastinating.

So ask your procrastination why it's showing up and it will tell you what you need to address first. From there, make a clear plan and lay the first brick.

| How to do it:

1. Ask yourself: Why am I procrastinating?

2. Write down all of the thoughts that come up.

Don't stop at "I'm lazy". Dig deeper with every thought that comes up to find the real reasons that are holding you back.

3. Create absolute clarity.

Find out if your reasons for procrastinating are accurate by asking questions like:

- What are all the steps I need to take from start to finish to get it done? Does this still feel overwhelming or do I need to chunk it down even more? Is there a way to make it even easier and simpler?
- Am I really lacking the skills to confidently approach this? What are they? Or am I just afraid of not doing it perfectly?
- What's the worst thing that can happen if I fail? Is it really that bad?
- Am I genuinely motivated by the goal? Or is it actually not motivating to me and I'm just doing it for other reasons (e.g. to impress others, because my parents want me to etc.)?
- Am I afraid of succeeding at it because what comes after it is even more challenging?
- Is there anything else that's holding me back from starting this project?

4. Make an action plan.

Determine how you will address the reasons for your procrastination. Schedule the first action you're going to take on your calendar, ideally first thing in the morning before doing anything else.

| Example:

Why am I procrastinating on launching my new product?

- I'm not sure if it's worth it to launch because I don't know if it has good sales potential

-> can I find out how many my competitors are selling?

- I feel like it'll be so much work to manufacture it, there are multiple moving parts necessary to put it together

-> What are the parts? One supplier for the bottles, one for filling the bottle with ingredients, packaging...

-> actually, it's only these three . . . quite simple

- It's my first product that the customer consumes and puts into their bodies and I'm not sure about the potential dangers of it

-> Like what?

-> what if the manufacturer doesn't have a hygienic process and it makes people sick, legal protection and knowing all the regulations around food products

-> I should talk to a lawyer, do research

- Another thought that pops up is that I don't really feel qualified to do it because I'm only starting out with this new brand

-> Is this a valid thought?

-> No, everyone starts from zero and so am I with this

Action plan to move forward:

- Research and estimate the potential sales volume of this product and determine if it's worth it
- One hour of research on regulations for food products and schedule a consultation with my lawyer
- Create a clear process for the manufacturing process
- Call the manufacturer to schedule a visit to see their manufacturing process and hygiene
- Schedule the first task for tomorrow morning right now

DROPPING LIMITING BELIEFS

This exercise will help you...

- let go of limiting beliefs and replace them with empowering ones

| A Christmas Carol

Mr. Scrooge was a mean-spirited, greedy old man who didn't care about anyone but himself. Yet one cold Christmas, he gets a chilling visitation from three ghosts who warn him that his future will be terrible unless he changes his behavior.

Each ghost shows him the consequences of a different timezone - past, present and future. And after seeing the severity of his actions, Scrooge transforms completely to redeem himself. He sends a giant Christmas turkey to families in need, provides lavish gifts for the poor and treats everyone with kindness, warmth and generosity.

Scrooge's transformation from Charles Dickens' novella A Christmas Carol eventually inspired the NLP technique called "The Dickens process". In this exercise, you examine your most limiting belief or behaviour and list out all the negative consequences it has on your present, past and future.

You may have a belief that you're not hard-wired for happiness or that being lazy is in your DNA. Can you see how you'll be living life with your handbrake on if that's programmed into your mind?

The goal is to associate as much pain as possible with this limiting belief to finally let go of it and replace it with a new, empowering one.

| Why this works:

Unfortunately, it is hard to simply let go of a belief because we're so used to it and changing it means work. We often rationalize keeping those programs by telling ourselves that

it was fine in the past and therefore it's not bad, or maybe we say that it will be bad in the future but for now it's okay. Our mind finds a way to escape into another timeline and make excuses.

But once you get clear on how severe the consequences are now, have been in the past and will be in the future, you'll find it hard not to make the change. The more fear you can create around not changing this belief, the easier it gets.

| How to do it:

1. Identify and write down your limiting belief.

Ask yourself:

- What beliefs do I currently have that are holding me back from achieving my goal/being happier/having more confidence?
- What are my beliefs around...
 - ...my ability to achieve my goal/find a partner/make friends?
 - ...my own self worth?

2. Create unbearable pain in the past, present and future for having this belief.

Ask yourself:

- What has this belief cost me in the past and how has it negatively affected people I've loved in the past? What have I lost because of it?
- What is it costing me and people I care about in the present?
- What will it cost me and people I care about one, three, five, and 10 years from now?

As you write down your answers, visualize it in your mind and intensely feel the emotion associated with it to get your subconscious mind to experience it too.

3. Question your limiting belief.

Once you have listed all the negative consequences of your limiting belief, question it.

Ask yourself:

- Is this belief really true?
- Is it accurate?
- Is this just a story that I've been telling myself?

If you still believe deep down that it's true, start again from the beginning and create more pain.

4. Replace it with a new, empowering belief.

Ask yourself:

- What is an empowering belief that I can replace my old limiting belief with?

| Example:

My limiting belief is:

- I'm not a very likable person, people find me awkward

What has this belief cost me in the past and how has it negatively affected people I've loved in the past? What have I lost because of it?

- I struggled to make friends back in elementary school because I would be too shy to interact with other kids and ended up lonely

- then I was bullied by kids more confident than me which lowered my self-esteem even more, I was scared to go to school and hated my life very early on

- As a teenager I lost my friend Thomas. He didn't want to hang out with me anymore because I was mean to him, but I was just afraid of being rejected by him

- I didn't have the courage to ask my crush Jennifer out on a date and she ended up dating Ben instead who then treated her badly

(.....)

What is it costing me and people I care about in the present?

- I'm struggling to meet new people after moving here because I always assume they might not like me so I avoid parties and social gatherings

- Some take advantage of me because I'm a people pleaser who puts up with anything

- My girlfriend isn't attracted to me anymore because of my lack of confidence and belief in myself, we were close to breaking up recently

(.....)

What will it cost me and people I care about one, three, five, and 10 years from now?

- in a year from now I'll be single again and she will resent me for not stepping up

(. . .)

- in 10 years from now I'll feel so much regret for not having changed earlier and my kids will grow up with a bad role model and go through the exact same struggle

(.)

Is this belief really true?

Nooo! I'm a funny, sweet guy with the best intentions...
it's BS!

What is an empowering belief that can feel true to me that I can replace my old limiting belief with?

People love and respect me because I'm authentic and kind.

EINSTEIN PROBLEM SOLVING

This exercise will help you...

- find the most effective solutions to challenging problems

| How Genius Solves Problems

"If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and five minutes thinking about solutions."

- Albert Einstein

Einstein believed that your ability to identify the problem is what will determine the quality of the solution you're able to come up with.

So what if, instead of asking how to overcome the challenge you're currently facing, you took the time to clearly define what the real problem actually is?

| How to do it:

1. Write out the problem you're facing.

I want to grow my business but my co-founder isn't motivated to do it...

2. Clearly define the problem by considering the following:

- Try to rephrase the problem to see it from a different perspective.

How can I make my co-founder more productive?

vs.

How can I make the job easier for my co-founder?

- What does this problem look like in a broader/narrower sense?

Narrow: Why is my co-founder procrastinating on launching the next product?

Broad: What is causing people to procrastinate on big projects in general?

- What would someone else identify as the problem?

What would my co-founder identify as the problem?

What would our friends identify as the problem?

What would Elon Musk identify as the problem?

- What would be the opposite of this particular problem?

Problem: My co-founder isn't motivated

Opposite: What is usually causing people to get motivated?

- Break the problem down into their single parts.

Each problem is a small piece of a larger problem. Ask yourself: What other problem is this problem a part of? What is the result of this problem? Is there something else that is causing this problem to happen in the first place?

Problem: My co-founder isn't motivated

This is because he doesn't have bigger goals to achieve more

This is because he's already happy with our current results

This is because he wants to live a simple life

- Identify and challenge underlying assumptions.

Don't just try to make a better umbrella when the outcome is to find a way to stay dry in the rain. Think of new ways to think about the problem.

Problem: I want to grow my business but my business partner isn't motivated

Assumption: It's my job to motivate him

Challenge assumption: What if it isn't my job to motivate him and instead I need someone else that is already motivated?

3. Identify the one single root of the problem and how you can solve it.

I have a co-founder that isn't motivated to grow the business more because he's already happy where he is.

If I want to build a bigger business, I need to find someone who is already motivated and therefore find a new person.

MENTAL WINDSHIELD WIPERS

This exercise will help you...

- stop repetitive thoughts, worry & rumination
- clear your mind to have a productive day

| Calming The Mental Storm

Winston Churchill faced many difficulties during his time as Britain's prime minister. He was not only facing Hitler during the Second World War but was also known to suffer from severe depression.

Still today, he is considered one of the greatest leaders who unflinchingly carried the country on his shoulders and always stayed hopeful, even when things were going badly.

How was he able to keep going, despite the darkness he was facing every day?

"It helps me to write down half a dozen things that are worrying me. Two of them, say, disappear, about two nothing can be done, so it's no use worrying and two perhaps can be settled."

Churchill kept a journal to clear his mind and keep a distance between himself and his thoughts to examine them.

"I don't like standing near the edge of a platform when an express train is passing through. I like to stand back and if possible get a pillar between me and the train."

If you're overwhelmed with thoughts that are running through your head, bringing them onto paper will not just free your mind but also allow you to examine them more easily.

| How to do it:

- Write down everything that you're currently thinking and feeling.
- Don't filter it, don't try to be eloquent, don't even worry about your grammar. Write it how it appears in your mind - messy, unorganized and honest.
- Keep writing until every thought has been captured on paper. If a new thought comes up, capture that one too until your mind is completely silent.

UNBREAKABLE HABIT SYSTEM

This exercise will help you...

- stick to good habits and break bad habits more easily
- create consistency and momentum

| Excellence is a system

Herman Melville was not just a successful novelist and writer of the American Renaissance period. He was also a master procrastinator. Rumor has it that at some point he even told his wife to chain him to his desk so he could finally complete the novel he had been struggling to finish. It worked: The book *Moby Dick*, published in 1851, is often listed among the greatest fiction novels ever written.

Steve Jobs was known for his extreme focus, creativity and ability to simplify things. He had barely any furniture in his house and wore the same outfit every day, all to remove any potential distraction or unnecessary decision-making that would take away his energy from the things that truly mattered.

Dwayne “The Rock” Johnson has an entire gym with 40,000 pounds of workout equipment that he travels with whenever he goes to a new location to shoot a movie. “It’s my anchor, plus traveling in a gym like this eliminates all the bullshit excuses not to get the job done and get to work,” he says.

What do all have in common?

They created an environment that made it easy and almost inevitable to do the things they set out to do without getting distracted. They know the traps that could hold them back from sticking to their routines and set up a system to counter it.

The Power Of Habit by Charles Duhigg explains there are three steps to a habit: A trigger, the routine and a consequence.

We can ask ourselves a set of strategic questions to create a system and environment that optimizes all three steps so it becomes almost impossible to break our good habits and give in to distraction.

| How to do it:

1. Optimize triggers:

What is triggering or tempting me to do the bad habits and how can I remove them?

Example:

I only get tempted to eat unhealthy snacks when I see them around the house. If I remove them and stop buying them in the first place, I won't get tempted.

I check my phone while I'm working when I have it right next to my laptop. If I remove it and put it in my closet, I won't get tempted as easily.

What triggers can I set up that remind me to do the good habit?

Example:

Schedule 20 minutes each day on my calendar to meditate and set up an alarm.

Put a sticky note on my computer screen to remind me to sit up straight

2. Optimize routines:

What obstacles can I set up that make it harder for me to do the bad habit?

Example:

Delete the Facebook app off my phone so if I wanted to check it, I'd have to download it and log in again which is too much of a hassle so I won't even bother...

Put my morning alarm far away from my bed so I have to get up to turn it off

What obstacles can I remove that makes it easier for me to stick to the good habit?

Example:

Set up a home gym so I don't have to pack my bag, get in the car, drive there, find parking . . . but instead, I can just go immediately before excuses come up

Get a journal with guided exercises so I don't have to stare at a blank page and come up with ideas but instead, it helps me journal effectively

3. Optimize consequences:

What negative consequences can I set up that make it a horrible experience to continue with the bad habit or not follow through with the good habit?

Example:

Make a \$300 bet with my friend that I can get up at 5 am every morning for 30 days, announce it on social media and post an accountability photo every morning

Promise my niece and nephew that I'll take them to Disneyland next month unless I fail to make five cold calls every day. If I don't do it it'll break their hearts . . . I must get it done

What rewards can I set up that would make me look forward to sticking to my good habit?

Example:

After every workout, I reward myself with a healthy and delicious protein shake

When I finish four hours of writing, I reward myself by walking my dog and listening to my favorite podcast

FIRST-PRINCIPLES THINKING

This exercise will help you...

- think outside the box and find innovative, smart solutions to obstacles

| Question The Norm

When Elon Musk decided to start a rocket company that would put people on Mars, critics told him it couldn't be done. Many former NASA astronauts spoke out against commercial flight because of the huge capital that was needed to fund a rocket. NASA's Apollo 11 alone cost hundreds of millions of dollars and could only be used for a single launch. Yet Elon didn't listen and announced SpaceX's goal to reduce the cost of human spaceflight by a factor of 10.

13 years later, the very first Falcon 9 successfully launched and landed, with a huge decrease in cost. Nobody had considered it possible to land a rocketship back on earth and therefore making it reusable.

How was he able to go against the advice of everyone who said it wasn't possible and come up with an innovative solution?

Elon solved this problem by thinking in first principles.

"Reason from first principles, rather than by analogy," explains Elon. Most people reason by analogy because "it's like something else that was done or it's like what other people are doing."

Thinking in first principles means breaking down a problem into its most fundamental truths and removing any assumptions based on analogy, opinion or familiarity.

"What are we sure is true? And then reason up from there."

Reasoning from first principles allows you to take a third-person perspective, understand each component of a problem and their relationship to one another and remove any assumptions or stories in your head that you'd usually use to justify why it can't be done. Then, you're able to see what others aren't.

| How to do it:

- **Write out the assumption that you or others make.**

I want to end animal suffering by protesting and promoting a vegetarian diet but people are too selfish and ignorant to listen.

- **Clarify your thinking and explain the origins of your ideas.**

Ask yourself: Why do I think this? What exactly do I think?

When we protest only a small number of people actually try out a vegetarian diet because they're ignorant and selfish

- **Break it down.**

Ask yourself: What are the most fundamental truths I can come up with without making any assumptions? What are the core parts?

- People want to eat meat for protein and taste*
- Animals are dying and suffering*
- I want to promote vegetarianism*
- People aren't listening because they're ignorant*

- **Challenge each assumption as wrong until proven right.**

Ask yourself: How do I know this is true? What if I thought the opposite? What can I prove only based on analogy, opinion or the past and therefore it is an assumption?

- **Look for evidence.**

Ask yourself: How can I back this up? What are the sources?

- **Consider alternative perspectives.**

Ask yourself: What might others think? How do I know I am correct?

- People want to eat meat for protein and taste
 - > people could get protein from other sources and meat-alternatives can be made that taste similar to meat
 - > maybe people are just too used to it and don't want to change
 - > maybe changing is simply too much work
- Animals are dying and suffering
 - > enough evidence to confirm this to be true, dying is not a pleasant experience
- I want to promote vegetarianism
 - > Why? -> to stop animal suffering (so that's my core reason)
- People aren't listening because they're ignorant
 - > that's an assumption based on analogy
 - > actually studies show that people know that eating meat means animals are suffering
 - > others think that meat is needed for a healthy diet and although I don't agree with it, that might be the reason why they don't want to change

- **Create relationships between them.** Ask yourself: How do these core components relate to each other? What is their sequence?

(X is true, therefore Y must be true also, therefore Z must be true)

- When we protest and promote vegetarianism, only a few people try it out
 - > We want to stop animal suffering
 - > Therefore we need to change our approach
- People want to eat meat
 - > Therefore animals are suffering

- **Ask why five times:** To get to the core of a problem, you can ask why something is true five times in a row until you get to a reasonable conclusion.

Animals are suffering. -> Why are animals suffering?

Animals are suffering because they're held in cages. -> Why are they held in cages?

Because they need to be fed and grown. -> Why do they need to be fed and grown?

In order to live, grow and then get killed. -> Why do they need to live, grow and then get killed?

They live, grow and then get killed in order to produce meat. -> Why do they need to live and die in order to produce meat?

Because humans haven't developed a better way yet to produce meat without an animal having to die for it.

- **Write down your reexamined line of reasoning.**

People want to eat meat and therefore they will continue to purchase meat because they find it hard to change their diet habits. Therefore, promoting a vegetarian diet is ineffective. Therefore, in order to stop animal suffering, we need to find a way to produce meat without an animal having to die for it.

Did you know?

People who have used this line of reason are now developing lab-grown meat from animal cells that grows by itself without an animal having to live and die for it. By doing so, they're overcoming the fundamental problem at its core, which is that animals have to die in order to get meat. Any amount of protesting or spreading awareness becomes unnecessary once this solution is fully developed.

FINDING YOUR PASSION

This exercise will help you...

- discover your passion and identify the activities that you like

| Question The Norm

"It's right there in front of you, you're just avoiding it. For whatever reason, you're avoiding it. You're telling yourself, 'Oh well, yeah, I love comic books but that doesn't count. You can't make money with comic books.'" - Mark Manson

Or can you make money with comic books?

One of the biggest challenges for millennials is the endless career options and the big question that comes with it: What am I passionate about? But instead of going with our gut and knowing what should be obvious - what we like - we're struggling to come up with any good answers and refuse to accept the ones that come up.

While kids know exactly what they're passionate about, when we look at our interests it's often things we discredit as "not a real thing that's not productive" because we've put certain expectations in our heads of what we *should* like.

Or on the other hand, when we realize our passion is public speaking, we think that "that's something everybody likes so it doesn't count", yet an introvert would much rather sit behind a screen and code some software.

What we're looking for is finding our zone of genius, the place where our innate abilities come to fruition with little effort, doing the things which don't come naturally to others.

Finding your zone of genius is a process that can take time and slowly evolves from one thing to another, often just starting from a small interest. Usually, we have to try a few things to see what really interests us but by asking the right questions, we can already find clues and narrow down our options to discover it much quicker.

| How to do it:

- As a child, you were already in your zone of genius before society put expectations on you. Ask yourself the following questions and answer without filtering out anything you judge as being not useful:
 - What activities or topics did I love doing as a child? What specifically did I like about it?
 - What did I want to be when I was a child? Why?
 - What topics was I naturally drawn to as a child? What do these topics all have in common?
 - If I thought like a kid again, what would I enjoy doing?
- Look at the current activities you're doing at work or in your personal life and see how they affect you. Ask yourself:
 - What activities fascinate and energize me?
 - What activities do I dread and drain my energy?
 - What would be a single focus and activity that would keep me fascinated and motivated for the rest of my life?
- Look for more clues by asking what the people that know you best think. Ask them or yourself:
 - What do my friends say I'm best at? What would they come to me for advice or help?
 - What favorite activities and natural abilities did my parents notice in me early on?
- Also, ask yourself:
 - What if my passion is already right in front of me but I'm unwilling to see it? What would it be?
 - What would I love to do every day even if I was failing?
 - What comes easy to me that is hard for others to do?

| List of powerful questions to ask yourself:

- What am I currently avoiding in my life?
- If I could swallow a pill that would eliminate all my fears and doubts, what would I do?
- The earliest memory in your life is often the first trauma we experience. That's why we still remember it. Ask yourself: What is the earliest memory in my life and how has it affected me?
- If I were to start from scratch again, what would I do differently?
- What is most important for me in life?
- What new product or service could change the world?
- What does the world need right now?
- What things/activities/people give me energy? What things/activities/people drain my energy?
- What am I unwilling to let go of in my life?
- What is my gut telling me right now?
- What is triggering me and why? What am I not accepting it?
- What does the next level (in my business/relationship/finances/fitness) look like?
- What am I really hoping to get from achieving my goals? What is my ego hoping to get? What is my higher self hoping to get?
- How am I not being true to my uniqueness?
- What am I like when I'm at my best? What am I like when I'm at my worst? What thoughts, activities, people or circumstances cause me to be one or the other? How can I shift it more to being at my best?
- What are some totally new ways that I could live my life?
- Why am I resisting X? Why am I drawn to X?
- What would I regret most on my deathbed?
- What do I want people to say at my funeral?
- How am I being inauthentic and why?
- What am I most proud of in my life? How could I do more of that?
- What if my core assumptions are wrong about this? What are they?
- What is causing me to feel stressed? What is causing me to feel calm?
- What would be a permanent fix for this problem?
- What is at the root of this problem?
- Instead of adding more solutions, what could I remove that makes this problem disappear?

- What would be a more authentic way of doing my job, dating, relating to my friends, etc.?
- What would be a better way of doing this?
- How does this look from another person's point of view?
- What makes me come alive?
- Why am I struggling with x?
- What is the big picture here?
- What are the most common traps people fall into when doing what I'm about to do? How can I make sure I avoid them?
- If this fails, what will be the most likely causes of the failure?
- What is a new way of seeing this problem?
- How is my thinking about this limited?
- What am I really trying to say/do/solve here?
- How am I responsible for creating this problem?
- How can I make this task more enjoyable, light-hearted or fun?
- How am I being closed-minded about this?