# ORIGIN STORY

As a kid I was, without a doubt, a massive pain in the ass from a grown-up perspective. I didn’t set out to be contrary, but I’ve always looked at the world from a different perspective (which, incidentally, tends to be the source of all conflict). As such, I got in trouble a lot.

Despite frequent roadblocks and setbacks, I was not deterred, and have continued along my contrary path through life. However, as I’ve traveled the path of the outlier, I’ve found that the world simply isn’t designed for outliers.

And, to be fair, that’s…well, fair.

!http://screwthezoo.wpenginepowered.com/wp-content/uploads/Standard\_deviation\_diagram.svg\_.png

Source: Wikimedia Commons

By the very definition, most of the world is average. They think average thoughts, do average things, and live average lives. If you’re average, and content being average, there’s nothing wrong with that. Average isn’t bad…it’s just average.

But what do you do if you aren’t average, or don’t want to be average? What if you just want…more?

Enter \*Screw the Zoo.\*

This book is meant to be a guide for those who live at the far edge of the bell curve. If you’re brilliant, exceptional, or if you’re simply feeling stuck in a rut, trapped by life, then this book is for you.

Through a combination of observation, extensive study, and even more extensive trial-and-error, I’ve found a set of principles that allow exceptional minds to not only maximize their innate potential, but also to successfully navigate through a world that simply isn’t designed for them.

Reality is negotiable, perception is everything, and it’s never too late to start down a different, better path. Why does this matter?

The following video provides a concise and powerful explanation:

https://vimeo.com/63961985

Life is short, and WAY too short to spend it doing things you don’t love.