purpose&profit

DanKoe

Dan Koe *EssaysVolume1*

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Ifyouwould

**Contents**

Introduction

This is not a practical business book. At least not by what mostpeopledeem“practical.”Ithought about writingonebut soon realized that it would not help you in the slightest.If I weretotellyouexactlywhattodo,somepeoplewoulddoit, fewer would get results, and even fewer would be able to pivot when my map does not directly match up with your territory. You do not have my mind. You do not have my experience. You do not have my thousands of tiny failures that subtly influence my decision-making. That is not arrogance but beauty, because neither do I have yourmind, experience, or the failures that make your journey unique enough to succeed.

Mygoalisnottogiveyouactionablesteps.Mygoalistoinject betterideasintoyourmindthatframehowyouthinkaboutthe actionsyoutake.Beliefcomesbeforeaction,andifyoudon’t haveamindcomposed ofbeliefsthat nearly guaranteesuccess, youwillstruggle.Butthesebeliefscan’tbedogmatic.Instead, weneedtogometa.Iwanttoprovideyouwithaframefrom which you can create your own actionable steps, and when thosefail,youwillhaveamindbuilttopersistanditerateuntiltheydon’t.

Idonotplantoglorifymoney.Societyhasalready done

enough of that. But here’s the thing: The answer isn’t to reject money. Money is the lifeblood of society as weknow it, and unless you want to hide off in the woods becauseyourperceptionofmoneygotthebetterofyou,the only option is to merge purpose and profit. If you were fooled into believing abundance is bad and you aren’t supposed to have more than you need, this book may not help you. If you are one of the few with an open mind and your curiosity is piqued, all I ask is that you read this short book in its entirety, twice. Read through once for consumption and a second time for digestion. It is short enough to only take a few reading sessions. Any questions you have will be answered the further you progress and seek to understand.

Lastly,thisbookisfor creatives,unfulfilledworkers,andthose

whofearreplacement.Peoplewhoknowtheyhavesomething moretogivetheworld,buthavelosttrustinthewaytheyare “supposed”todothings.Thisbookisnotmeanttobelikemy others.Thereisminimaleditingorattentionputintomaking thingssoundfancy.Iaimtokeepthiswritingasclosetothe wordsmymindwantedtospitoutatthetimeofwriting.Iam veryopentothisbook beingwrong,butnomatterthe back and forthinmyhead,Ifinditsillynottoshareaperspectivethat mayhelpanother.Ihopeyouenjoyit.

TheTruthAboutJobs

Wehave beenconditioned since birthtoworkforeveryone butourselves.While theytaughtus ourABCs, theysilently encoded a deeper lesson: Your purpose is to build their dreams, not your own. From cradle to grave, you are given assignments that lead you down a known path, not a new one. You work on these assignments without struggle or conscious thought,leading to amechanical andreplaceable role in a society filled to the brim with people who try to prove their happiness to hide their internal misery. Youdon’tknowanybetterbecauseallyouknowiswhatyou’vebeen told.

ABC， ：，。，，。，，、。，。

You are told to learn things you don’t care about to complete projects you don’t care about to prepare yourself for a life youdon’tcare about. Beforeyouknow it, youare trapped

in a dense cloud of responsibilities. The resources—time, energy,and money—thatcould be used to change yourlife are exhausted like clockwork so you have no choice but to remain a useful worker as society’s plan for you intended.

Ifyouhateyourwork,anditcomprisesonethirdofyourlife, and it drains your energy to enjoy the other third, and you are asleep the other third, there doesn’t seem to be a higher prioritythantocreate,build,design,write,sell,invest,own, experiment,anddiscoverawaytocontrolwhatyoudowith your day.

Ajobissomeunpleasantworkyoudofor someoneelsefor the sole purpose of making money. A job is a survival mechanism. A jobis one milestone onthe pathto living up to those who shaped your mind. A job is similar to schools from the perspective that good marketing can make up forabadproduct.Aftercenturiesoffailingtogetresults,

they’re still alive and well for the simple reason that very few people go through the trouble of thinking for themselves. Most people do what most people do. Most people aren’t okay with getting the same results as most people,butbythehalfway point,it’s incredibly difficultto escape.

Acareerisacommitmenttodevelopmentinyourwork.A careerdemands thatyoupursueahierarchyof challenging。

roles and tasks. Psychologically, this brings long-term order and clarity to your mind. With each level of challenge, life becomes more complex and interesting. New paths for knowledge and skill acquisition become apparent. A career is extended schooling. If you want to progress further in a career, to an extent, you need to have your life together.

Acallingisworkyoucan’tpullyourselfawayfromandothers can’thelpbutpayyoufor.Acallingcan’tbeassignedtoyou. A calling cannot be pursued under the orders of another. A calling cannotbedefined byaset amountofworking hours becauseyourmindisalwaysworkingonit.Acallingisfound at the point where improvement turns into obsession. A calling issomethingotherswon’tunderstand.Somethingthatmustbe caredfor,protected,andmaintained bythe onepursuing it,like agiftthatotherscouldaccidentallysteal.

A job is not a career or calling, but a career and calling are bothjobs.A career isnota calling,buta callingisacareer. Jobs are great for young people who don’t know what they want or simply need to survive. Careers are great for those who want a bit more satisfaction in life, because they understand the need for challenging work as a forcing function for self-development. A calling is for those who know they are meant for more. The select few who are willing to take the plunge into the unknown and take full responsibility for the outcome

oftheirlife.

It’s a sad reality that the term work is now perceived as a curse. When the average person thinks about work, their mind floods with familiar pasts and predictable futures of stress, overwhelm, and anxiety. When you are at work for too long, you crave to be at rest. When you are at rest for too long, you crave to be at work. A disastrous cycle of never feeling like you are where you want to be. Yourmindisanywherebutthepresentmoment.Peopledreamof the perpetual vacation we call retirement, but once they achieve that delusion, it normalizes, as everything does. Within a few weeks, you can’t help but want to balance being with doing.

We work and work and work until we earn enough to rest, all to find ourselves unsatisfied with how much we have and how little we are. We drown in survival mode. We never succeed in seeing beyond the responsibilities wewere assigned and accepted without question. Wakeup, go to work, deal with the boss, eat convenient foods because youdon’thave thetime,skipthegoodhabits youpromised yourself you would do because you don’t have the energy, watch your life slowly crash as your mind, body, and relationships unravel into chaos, and do nothing about it because it’s the only life you know.

Realize that work is a necessary part of life. Work is energy 。

invested in solving aproblem.Humansloveto solveproblems, butnotjustanyproblem,problemswedeemmeaningfuland interesting.Therightproblemsnarrowourattentionandallow us to forget our worries. The wrong problems enslave our attention and amplifyourworries.Thedifference betweenthe twoisthatoneischosen,andtheotherisassigned.Problems arethelimitsonyourmindandpotential.Oncesolved,they allowforgrowth,expansion,andevolution.

Purpose does not exist without problems. They are bound by relationship. Your purpose is the inception of your suffering, and you have the option to choose what you suffer for. Ina societythat takes advantage of and turns us against our problem-solving nature, it only makes sense to create work that doesn’t feel like work no matter the difficulty of that grand task.

Thereisthisunconsciousstigmathatitisbadtomakemoney. Whenyouexpressyourdesiretoearnmore,afeelingofguilt springsupasifitissomethingyouaren’tsupposedtodo.The pursuit of money almost always starts as superficial. That doesn’tmeanit’sabadthingtodo.Itmaybetheonlywayto expose yourself to the depth of life; you can’t start digging anywhere else but the surface.

Likeliftingweights,youstartforthe vanity,stayforthe

therapy,andcultivateaphilosophicalsenseofmasterybehind thepursuit.Whenitcomestomoney,youdon’tstartmaking more because you want to change the world. You start becauseyouwanttosurvive.Oncethatpurposeisactualized, you make more because you want to be accepted and perceivedasvaluable.Onlyoncethatnextlevelofpurposeis actualized is your mind developed enough to care about creativity or contribution to humanity. That is to say, your journeyfromjobtocareertocallingwillnotbeonewithout mistakesandego,andthat’sokay.Itisn’tsupposedtobeany other way, and you will experience significant emotional backlash if you try to skip steps. At the start, you create to makemoney.Intheend,youmakemoneytocreate.

Materialisaportalintotheimmaterial.Mostpeoplerejectthe pursuitofmaterialobjectsbecausetheycan’tseebeyondthe materialobject.Someonecanbuyafancycaronimpulse,but

theycanalsogrowtobecomeobsessedwiththedepthofthe caritself.Theycanstudyitsparts,beintroducedtonewpaths, turnitintoacareer,anduseitasavesselintotheunknown.

Someone can start a business in the pursuit of status and money, but that same business can introduce them to the depth of skill, thesuccess of their customers, andthe inner workings of their mind required to run that business.

All pursuits are materialistic until a philosophical sense of masteryis formed, even the most “spiritual” pursuits. Then, itbecomesyourvehicleintotheunknown.Avesselto expand andevolve. Like arelationship, youare attracted by their looks and are only then introduced to the depth of their being. Looks, in all domains of life, are as importantas depth. But most people fear what lies beneath, so they bounce around on the surface, distracted by anything that allows them to forget their pain.

**Employment vs Entrepreneurship**

I am going to make a strong prediction here, which may come too early in this book. I do not intend for it to be interpreted as fear mongering. In fact, I intend for it to be one of the most empowering statements. Here it goes: The future of work will consist mostly of entrepreneurs, specifically creators, and if not entrepreneurs, elite employees who have the traits of entrepreneurs in increasingly rare positions. The “entry level” is going extinct. This leaves individuals with two options: rely on government support for a basic income with a marginal possibility of living a good life because your mind is controlledbythosewhoitisdependentonortakefull

responsibilityforyourfutureandbecomeanentrepreneur.

Infact,thiswasaprimedriverbehindthiswriting.Withendless headlines about job replacement and artificial intelligence matchinghumancapabilities,thefutureofworkisadarkand unknown place. But with this book, I hope to change your viewpoint on that. I hopeto equipyouwitha mind that can adapt,perceive,think,andthrivenomatterwhatthenearandfar futuremayhold.Let’sbegin.

It’s unfortunate that “entrepreneurship” and “business”have become dirty words with immature meanings. One mention of them and most people shut off their minds and allow their thoughts to be manhandled by their programming; beliefs they failed to question. Beliefs that entrepreneurship is only for talented or special people. Beliefs that business is complicated, requires a lot of upfront money, or is some kind of industry filled with unethical people. Because of this, we must start by redefining entrepreneurship.

The difference between an employee and entrepreneur is thedifferencebetweenlowagencyandhighagency. Inthis context, high-agency individuals are those who create their own goals and actively pursue them without permission from another. Low-agency individuals are those who are assigned goals and pursue them because they don’t have a mindthatallows themtoseeanyotheroption. Trueagency can only be developed when you blame yourself for every problem, evenwhenyou’renotatfault.

When we are young, we have little to no control what purposeisassignedtous.Andifwedon’thavehigh-agency parents who also understand how the mind works, we becomesubservienttothedominantparadigm.Inthiscase, that’sgoingtoschool,gettingajob,andretiringatsomeage withfarless thanwhatyouwerepromised.

Most children are ploppedin front of a government-trained expert for hours each day soaking in information with the sole purpose of becoming a useful worker. This is not up for debate. The school system serves that which created it: the state. The way you serve the state is by becoming a useful worker, paying your taxes, and obeying the ruleslike you always have.

Now, this is not all bad. It’s necessary in many cases. An interest-based self-education is a freeing path, but unless accounted for, things like grammar, writing, and other usefulthingstaughtinschoolsmaybeskippedover. Many usefulworkers canlivegreatlives, butI’mnotspeakingto them. I’m speaking to my past self. The kid who knew he was meant for more and couldn’t stand the thought of an average life.

It is impossible to form an accurate opinion of that which youhavenotexperienced.Thesameholdstrueforbusiness and

entrepreneurship. By closing your mind to the possibility of creating your own work, you close your mind to discovering your calling. You close yourself off from creating the work from which you can tap into as a source of happiness.

People climb the ladders placed in front of them because theirmindcraveschallenge.It’srewarding,butyoucanonly climb so high. The challenge will cease to exist unless you takethefirststeptoforgingyourownpath.People

I see assignments from the default path—like schools and jobs—as a stepping-stone. They are useful for skill acquisition, status, and exposure to people, ideas, or interests that can shape your future. My problem with them is that they breed complacency and are dangerous for your psyche. Theygoagainstyour nature of needinguncertainty, challenge, and constant improvement to thrive.

inherentlyknowthatchallengesmakelifeinteresting,so theypursuemore,butoncetheyreachtheirlimits,they beginjustifyingtheirnewfound comfort withstatementslike, “Ijustlikethestabilityofajob.”Thenandthere,your calling disappears. You eliminate the possibility of further novel challenge. That is dangerous.

Without a challenging, self-generated goal that expands yourmindinsomethingasimportantandlife-determiningas your work, you drastically slow self-development and throttle your

impact, because other domains of your life can only advance as high as your ability to contribute to others through your work. Work, for most people, consumes one- third of their life. If that massive chunk of time is spent in stagnation, stability, and comfort—while also considering how much the effect of your work spills over into every single area of your life—your decline into chaos is inevitable, and you will have difficulty solving that problem, because you are not an entrepreneur.

Ifyouhaltyourpersonalevolutionbyneverpursuing somethingmore,youlosepurpose,meaning,and fulfillment.Thisisn’taboutachievingafinalgoalthat allows youtooptoutof workfor theremainderof yourlife, asthatisanimpossibledelusionthatleavesyouempty. Thisisaboutfallinginlovewiththeendlessstringof problems that expand your circle of concern—from self to others to world to universe—and expand your complexityof self, allowing you to perceive and enjoy the finer things inlife.Witheveryproblemsolved,youincreasethe

potential of unlocking your next layer of evolution. Your mind expands. Your identity expands. Your skill set expands to help more people solve the problems that prevent their own evolution.

Entrepreneurship is the only logical option for long-term thinkers.

Entrepreneurship is the path of uncertainty, like slashing your way through a dangerous jungle. You are

required to learn skills that aren’t taught in schools. You are required to be okay with failure, rejection, and slow progress. You are required to learn from your mistakes, show up again tomorrow, and push until you strike gold.

This isn’t an argument against jobs or employment. This is an argument for knowing when to evolve your work because it will inevitably lose novelty, progression, and everything else that makes life worth living. If you are wondering whereyour child-like zestfor life went after the progression of your schooling ended, now you know.Being an entrepreneur is hard, but being an eternal employee is harder. Not because of the work, but because of the mind. Self-development is a gateway drug into entrepreneurship because it teaches you that improving others is the next level of improving yourself.

“Employee” and “entrepreneur” are not titles, they are states of mind.Theyaren’tarole youplay, butwhoyouare.

Employees areratherpassiveindividualswhoaretoldwhattolearnand workon.

Entrepreneursareassertiveindividualswhosettheir ownoradoptasharedvision,learnbytheirowncuriosity,and create solutions to the problems of life, pushing humanity forwardbydistributingempoweringproductsandservices.

As anentrepreneur,theproblemsarenotdefined.Youmustbein aconstantstateofmovementandletyourpathrevealthem.

Employees are not always entrepreneurs, but entrepreneurs can be employees. Since entrepreneurship is a state of mind, you can have a job and still cultivate a sense of agency. The fundamental understanding is that you, as a developing individual, will eventually have to continue down theunfoldingof evolution, andthat will demand that you leave, change, or create your work when you have exhausted the level of purpose you can attain. The evolution of your work is a direct reflection of building your vision. Sometimes that entails working at a job you hate, at a startup you love, or on a little creative side project, as long as they fuel your vision.

Stop thinking of entrepreneurship as an unachievable goal reserved for those who want to work long hours to make a pipedream reality. The entire purpose of entrepreneurship istohavefullcontroloveryourearnings,lifestyle,and

suffering by creating solutions to problems.

Even when the future of work seems uncertain, true entrepreneurship— creative adaptability to any problem or opportunity—will never go out of style, because problems never go away.The future holds a set of problems that we can’t even fathom yet. That should feel liberating.

Ifyoudon’twanttoworklonghours, solvetheproblemof prioritization.Ifyoulikethe “stability”ofajob,solvethe problemofself-management. Ifyoudon’tlikethewayyou，。“”，。

look, solve the problem of perception or health. If youdon’t enjoy your current state of mind, create a solutionthat allows you to sustainably occupy a new one. These are lofty goals, yes, but if you solve them, you increase your earning capacity with experience, status, and creativity becausetheyforce yououtofa mindlessbubbleofcomfort.

Entrepreneurswholackfulfillmentaren’tentrepreneurs.They mayseemlikeitintheirwork, buttheyhavethemindofan employee. They are employees to an invisible employer— residuefromtheirprogramming—thatsecretlyplantedanew goalintheirheadthatshapestheirabilitytoidentifyandsolve therightproblems.Iftheentrepreneurcouldgainawareness of their lack of fulfillment by reorienting their mind, they would be able to solve that problem as they now have awareness of it.

Start thinking of entrepreneurship as other-development, the next logical step after self-development begins. To becomevaluable, you find purpose insolvingthe problems that limit your potential. To earn a living from that value, you distribute the solution to your problems to those who suffer from the same. Entrepreneurship is how you contribute to the evolution of humanity, live in accordance with nature, and fulfill your need to survive in ameaningfulmanner. Those who think we will ever live ina post-survival era are deluded.

The secret is to cultivate a skillset and mindset so impactful to your life that you can’t help but share it with others. You solve your own problems, share the solution that changed your life, and improve humanity as a result. That’s the definition of entrepreneurship (in my humble opinion).

Entrepreneurshipisanextensionofyourself. Itisthe distributionofyourvalue. Itisyourconnectionto somethinggreater. Itisyourvesselintotheunknown.Itis yourfilterfordistraction.Itisyourprotectionagainst replacement. Itisinyournaturetocreate, give, andsurvive. Yourancestorswereentrepreneurs, buttheydidn’tneeda labeltodowhatwas intheirblood. Theyeachservedarole withintheirtribes, communities, andculturesthatgave thempurpose. Evenifmoneyasweknowitwasn’tathing, theycreatedameaningfullifebycultivatingvalueand distributingitinreturnfor anotherformofvalueorprofit.。。。。。，。、。，

Employment isn’t ournatural state.Your psyche is wiredto hunt, but physical threats aren’t an issue anymore. The realthreats oftoday’s worldare psychologicalandspiritual. A mental game. We are built for survival, but the questionis no longer how to survive; the question is how we evolve beyond and integrate our survival to make life meaningful. That is the goal of this book.

Nobody wants to be a monkey in a cubicle. And I believe deep down everyone feels that pull to achieve something greater.Butthelongeryousuppressthatpull,thelongeryou livein the knownwhere few discoveries can be made. You getbored,depressed,andseelifeasmeaninglessbecausethe onlynoveltyyougetisfromsuperficialsources.

Younever take risks, push into the unknown, and discover new knowledge, tools,andpotentialsthatsendasignalofmeaning to your core.

**TheUnignorabilityof**

**Money**

Thefastestwayto**stuntyour growth** is todemonizemoney. That is, to view money for something that it is not. This is difficult to do because many people are unaware that their perceptionofmoneyistheresultofsocialconditioning, butwe’llgettothat.Fornow,weneedtodefinewhat money is, why it controls so many people’s lives, and how to approach money now and going into the future wheremoney may take a completely different shape.

Money decomposes into currency and capital. Currency is a medium of exchange. Capital is a store of value. Since this book isn’t about investing or money management, we’re going

to focus on money as currency because the typical dollar we areaccustomed to isa rather poor storeof value. Inthat sense, money is a neutral measure of value sitting between a person and a good or service. When money gets put intoa person’s hands, the perception of value increases or decreases according to the good or service it is being exchanged for.

How you perceive something as valuable depends on the problems and goals that frame your mind. If you struggle with relationships, and your goal is marriage, you will see the value ina niche datingservice, presentable clothes, and acuratedbouquetofflowers.Someonewhoisalready marriedordoesn’tcareforarelationshipmaynotbewilling to spend their money on the same things. On theother hand, a monk in a monastery and a businessman ona yacht have different wants that shape what they are willing topurchase.Thelessonhereisthatproblems,andtherefore yourperceptionofvalueandmoney,evolveasyou develop certain domains of your life.

Everything starts to go wrong when people are not developedinthefinancialorpsychologicaldomainsoftheir life. People tend to project their beliefs and insecurities on money—absolvingthemselvesofblame—ratherthanfixing the root problems that led to their dysfunction that may be able to be helped by money. Little do they know, those beliefs and insecurities are not permanent—problems are soluble—and

theywereprobablypasseddowntothemfromtheirparents, teachers, and society at large. Most people who demonize money without critical thought are often not in control of their own mind.

These people are the same ones who despise the leaders of large corporations. They do mental gymnastics to avoid confronting the fact that they got to that point by providing goods or services that provide at least some kind of valueto humanity. Some of that value is contrived, yes, but not all ofit. Thataloneshouldbeproof enoughthat moneycan be used for and generated from something purposeful. These people are also the ones who say they support independent creators but turn on them the minute they tryto earn a living from their creations. What used to be a supportive friend or follower quickly turns into a rage- filled creature who will not back down until you conform. They want individuals and businesses to provide free products or services and only rely on charitable donations to stay afloat. It seems like the power they despise from others is a signal of their own lack.

Freeloaders have not understood that free things aren’t takenseriously. Valueisperception, andifsomethingisn’t worth a bit of sacrifice, it probably isn’t of much use to your life, and you were only trying to get something for free to collect a short-lived feeling of pleasure. When people pay, they pay attention,

because theyperceivethatthingas importantandaremore likely to use it to solve a problem in their life. If value lies in transformation, and free products are seen as commodities, the psychologically underdeveloped in the financial domain of life are in a constant war against any form of improvement.

Whatis moreamusingis thateveryone inthiscrowdsellsa product or service for the employer they work for. Or they spend their money on mindless pleasures—usually the concoction of a large corporation—rather than something that will improve their life from someone they can relate with, costing them more in the short and long run. If you don’t create a product to sell, you will be forced to sell a product for someone else, or you will become the product. If you don’t consciously invest money toward the world you wantto see, youwillunconsciously spend tofilla soul void of purpose.

Even more, the money-haters are selling the idea that selling is bad. They say sales as a skill is manipulative, yet they are hypocritically manipulating their way out of realizingthattheir lifeisruledbymoney. Sales, marketing, and persuasion are not manipulative when used by developed individuals as a way to educate, inspire, attract, and transform.

Here’s the truth: Money is often the one thing holding people back from reaching their next level of personal development.

It dictates almost every single action a person takes, even the most developed individuals, because money is deeply intertwined with modern survival. Since the survival state of consciousness is one of reactivity and egocentrism, money can either be seen as some out-of-control domineeringmaster or a toolto expand your consciousness into higher states of care for those around you.

The unignorability of money is real. Why do you work eight hours a day for forty-five years? To pay the bills and support your family. Why do you go off to the woods to livelikeamonk?Soyoucanpursuepersonaldevelopment, ignore money for a bit, but often fail to realize that spirituality isn’t about disconnecting from the world, but contributing to it. Why do you eat healthy foods and care about your fitness? To be healthy, yes, but there’s more. You want to increase your perceived value so you can attract better opportunities, advance your career, and make more money. Even if your main reason isn’t to make money, it is almost always a sub-reason because survival isn’t something we rid ourselves of, but integrate. There is

neveronlyonereasonbehindaperson’sactions.Onceyou realize this, you also realize that the people who you think are “only doing it for the money” to feel better about your own life decisions aren’t, in fact, only doing it for the money.

Whyareyoureadingthisbook?Togainanewperspective,yes, butitwillalsoopenyourmindtoremovingthelimitsonyour earning potential. Almost every action you take has money attachedasareason.Tothinkthisisbadisself-deception.Likea skilltreeinavideogame,youneedmoneytounlocknewpaths. To achieve health, you need money. To achieve fulfilling relationships, you need to solve the problem that destroys most ofthem...money.Toenjoylife,youneedtoprogresstowarda meaningfulgoalanddistributethevalueyouacquirealongthe way.Youneedtobuild.Buildingrequiresresources.Resources requiremoney. Notice thatI’mnotsaying you needmillions of dollarstolivewell;Iamsayingthatyouneedmoneyasyou alreadydo.Formostpeople,enoughisnotmuch,buthowthat moneyismadeisalsoafactortoconsider.

It is a popular idea that once you reach a few milliondollarsayearinincome,moremoneywon’thelpyoulivea better life. You can do most things that rich people can do, and you already have the same phone and technology that rich people have. But I’m skeptical. This feels like a shallow half-truth. The world doesn’t need more fortune- cookie advice that discourages improvement in thefinancial domain of life. Most people have notreachedthat level, and even fewer people have reached beyond that level.

Youdon’t needmorethan afewmillion,sure,butmoney isn’t

onlyaboutbuyingmaterialtofillyourlifewith.That’sarather pooruseofmoney.Moneyisagreattooltocontinuealifeof noveltyand challenge. Youknow, the thingthatdisappears afteryougraduateschoolandgetacquaintedwith yourjob. Not because itallowsyou tobuy material items.Notbecause it buyshappinessdirectly.Butbecauseitbuystheresourcesto solvemorechallengingproblemssincetimeandlaboronlygo so far. Further, by solving those problems, you have the capacity to pass down novel solutions. Both are critical for depth of happiness.

When you ignore the need, not want, for money, you limit the development of your mind, body, and spirituality. If you live in a stressful cloud of never-ending responsibilities solved by money, you cannot become aware of the depth that life has to offer. The only people who view this as some form of oppression are those who lackagency.Andatthatpoint,moneyistheleastofyour

worries.

This is why I stress the path of entrepreneurship. If you don’tstarta business that provides information, education, goods, services, or the rest that make a better humanity, then unethical people rise to the top without competition. You are indirectly contributing to evil by ignoring your entrepreneurial and agentic human nature. By doing nothing but demonizing money and businesses thatare the lifeblood of civilization,

you are assigned work where the employer is more than likely unethical by your standards.

You won’t start a business because of your delusional assumptions and conditioning that it is unethical to make money—but you are working for abusiness that makes the population sick, contributes to bombing people across the world, and locks employees into mechanical routines so they wouldn’tdare achievetheir potential. And even if you aren’t working for that business, you are more than likely connected to them by relationship, allowing them tosurvive with the work you do carry out. The greatest act of rebellion toward the money-centric culture you despise isto make more of it, with purpose. Funny, isn’t it?

Ifhumanityisonlyasstrongasitsweakestlink,andmost

people continue to suffer from the same problems, andtrue education is what allows the individual to solve their own problems (rather than assigning general temporary relief), and problems are what prevent personal to collective evolution, and if the education system is focused on training people to be useful workers for their own benefit (because you aren’t the one paying for that education system), and finally, if the fate of humanity depends on conscious leaders to educate, inspire, and attract, then the tech-enabledemergenceallowingforeveryonetodistribute their value globally is one realistic

pathoutofthismess.We’llmakesenseofthatlater.

By choosing to do nothing, you accept the path of assignmentsandallowpeoplelessconsciousandintelligent thanyoutohavemoreattention,impact,andmoneythanyou. The only way you can stoppeople frompayingattentionto one thing is to give them something more attractive to pay attentionto.

I ask this for perspective, not to trigger a reaction: If you hate money, do you not hate your life? Everything around you right now, from the phone in your hands to the roads you drive on to the desk you sit at to the food that keeps you alive, is a product of a business that makes money for its contribution to the advancement of civilization. You are drowning in a world built by the drive of money stemming from survival and status. There are obvious flaws with this system, but building apotential solution is almost always a better option than casting a tiny vote.

Now, the next elephant in the room is the labor theory of value. The belief that through pure hard work you can make alotof money. The factof thematter is thatyoucan work hard at anything, but that doesn’t mean it’s useful. You can put four years of work into getting a degree. You canputten yearsof workintoclimbinga corporate ladder. You can put thousands of hours of blood, sweat, and tears into writing a book. And

still, youmaynotbepaidanywhereclosetowhatyouwant, because hours worked does not guarantee that anyone will care.

So, ratherthantakingyourfuture intoyourown hands, the popularoptionistowhineandcomplain.Ideservetobepaid more!I’vespentfourteenyearsworkinghardandthisisallI getforit?Ibarelyhaveanytimeformyfamily.Idon’thave enoughtotakeavacation.Islaveawaywithnolightat the end of the tunnel.

The world’s complainers are missing one crucial piece of the puzzle. People invest in things they care about, see the importanceof,or consider usefulfortheir lives. Nobodyis going to give you, independently, money if your work doesn’t benefit them in some way.

Thelabortheory ofvalueis thatyou shouldbepaidforthe amount of work you do. To feel as if you have jumped through hoops. To feel like you deserve something for struggling just like every other person on this planet. But that’s not how reality works. The amount of money you make is directly correlated to how valuable you are: the level of problems you solve, the results from the solutions you create, and your ability to inspire and persuade people to know and care about your creation.

Ifyouaren’thappywithhowmuchyoumake,itmaybetime

to take a brutally honest look at what you contribute to the world. It does not makesense to pay someonebased on the amount of work they do, especially in a future where that work will be more efficient, worth less, and require fewer resources to complete. However, it does make senseto pay someonebasedonthelevelofproblemstheysolve,as problems constantly evolve as work does. No matter how far technology goes, problems will continue to emerge.

If enjoyment comes from the feeling of progress being made, connection to something greater than yourself, and receiving meaningful feedback from both, then conscious entrepreneurship is how you sustain and control the enjoyment in your life. And by filling your own cup, you begin to overflow,andyournaturaldesire shiftstohelping other people.

Humanshavecreatedawaytoenhanceandtranscendtheir survivalwithmoneyas abaselinetotradevalueandcreate the desire to build new tools and technology. If money didn’t exist, the luxuries you have today wouldn’t exist. The history of money goes back 40,000 years, but trading beads and seashells don’t cut it anymore. Why? Because we don’tlive insmalltribes. Nobodyis going totrade you a car—that helps you do things that weren’t fathomable in the past—for a pile of a million seashells. Even further, charitable donations aren’t going to take you to the moon. The dollar, on the other hand,

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is something the recipientcan take and trade for something they deem valuable.

There’sonethingweknowforcertain:Thefutureofmoney is going to be more digital than today. Money will evolve beyond the dollar, as it has evolved beyond seashells. The way we use money will also evolve. With artificial intelligencemovingfasterthanwecouldhaveimagined,who knowswhattheongoingmaterialuseofmoneywillbewhen cost of living moves closer to zero. Money could take the form of attention or status. Money as we know it could become meaningless. But that doesn’t change the fact that entrepreneurship,solvingproblems,andcreatingvalueisone of, if not the only, worthwhile path to take. If we bet on humannature,whichweshould,moneywilllikelycontinue toplayamassiveroleinthoseendeavors.

DeepGeneralism

From fire to rocket ships, humans are creators. Natural- born generalists meant to master many domains. The ones who built the tools that allowed us to survive andovercome the harsh environments that keep animals intheir place. Never were we supposed to become the tools, but hereweare. It’s no wonder why people areso afraid of replacement, because they aren’t the ones doing the replacing. When a tool is no longer needed, it loses purpose. When a tool costs less, works around the clock, and doesn’t experience stress, it becomes a profit machine but only for the people who have the vision, agency, and knowledge to apply it in that manner.

The problemstartswith oureducationsystem. In the1800s, when America was industrializing and needed to educate large

numbers of immigrant children, educators like Horace Mann traveled to Prussia to study and learn their methods. The Prussian education system was designed to create obedient soldiers, compliant citizens, civil servants, and well-behaved workers. It accomplished this with its focus on mandatory attendance, training for teachers, national curriculumandtesting forstudents,divisionofstudents by age, and the concept of grade levels. Students were taught how towork, nothow tothink. Impressed byits efficiency and standardization, Mann and others implemented these methods in American schools, particularly in Massachusetts, which became a model for other states.

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Since you did not create this system, it does not serve your interests. Since you do not fund this system, you do not control what is taught. Instead, you are plopped in front ofagovernment-trainedexperteducatedbygovernment-

trained experts. You are told to read this, memorize that and, if youdon’t,you receivealetter thatyou takehometo Mom and Dad, who proceed to scold you—the negative feedback of the system—for not reading this and memorizing that. Even further, it’s painful to think that such a standardized education must bias the bottom quintile. You are prevented from rapid development because you must study the same thing, at the same speed, as those who are not as gifted. The less gifted are almost bound to their fate because there is no room for

creativemethodstoenhancetheirlearning.

If you understand how the mind works, you understand how dangerous this can be for your development. And if you lack agency, you may have difficulty taking the initiative to undo this damage because it is engrained in your psyche to play victim to past circumstances. Your mind automatically acceptsor rejectsinformationthat aids in it achieving the goals it deems important. If you only learn as much as your top-of-mind goal allows, and that goal is to get a high-paying degree for the sake of status and security, then by the time you exit this system you are no different from a lion in the Savannah or polar bear in Alaska. If you were to swap the two, both would fail to survive because they are niche specialists.

This is not education. Educationis discovery. Educationis pushing into the unknown, allowing interest to be your lighthouse, collecting the dots, connecting them, and sharing them with the world because the teacher learns more than the student. The beautiful thing about being human is that we build and apply tools in a way that helps us adapt to different environments and situations. We can survive in the cold with a dense coat and in the heat with shade, filtered water, and maybe a sprinkle of specific knowledge if we need it.

Ifyoudon’tchooseyourowngoal,you donotchoose what

you learn or what problems you solve. Your destiny is decided for you because the only potential you know is the oneyouwereassigned.

Whetherthiswasintentionalornot,it is an observable fact: Schools were created to enslave the brightestmindsbypromisingtheprestigeofspecializationso theyremainednarrowmindedanddidn’toverthrowthetrue rulers.ARoyalHistorian—orwelleducatedemployeeofthe past— may be perceived by the nation as someone who is smart and valuable, but the pirates—or high-agency entrepreneurs of the past—understood many things like geography, celestial navigation, the crew on their ship, the shipitself,economics,history,andscience,asthosewerethe necessarytoolstosucceedintradeindominion.

Therulersof the land were powerful, yes, but only as powerful as the resourcesthepiratesallowedthemtohaveforthepricethey determined.

Even further, if we look at Roman civilization, slaves were trainedtodo onespecific task for the entirety oftheir lives. Theyweretoolsfortheirmasters.Thesovereign individuals,ontheotherhand,wereexpectedtoacton theirowninterestanddomanythingsthroughouttheir lives.Theywereexpectedtoforgetheirownpathand acquiretheresourcesthatallowedthemtosustainit.A good metric for determining if you are on the right path isifyourworkchangesataminimumofeveryyear.You evolve. Your interests evolve. You identify new problems once previous ones are solved. You persist and

iterate. Donotallowyourselftogettrapped ina depressing state of mechanical, replaceable work.

All that is to say that your future depends on your education. While I can’t tellyou exactly whatto learn, I do believe I can point you in the right direction. Everyone is worried about what skills will be relevant twenty years fromnow.This isn’tanythingnew.We’ve beenaskingthis question for hundreds of years. And frankly, it’s a low- quality question because it has already been answered.

Aswe gothroughschool,weask, “WhatshouldI study for the best future?” Nobody ever ends up with exactly what they want. In most cases, they take the most comfortable opportunity presented to them and accept the sacrifices it demands without much of a fight.

As we go through life, we keep a light check on the pulse of where the future is heading. We fill our minds with the doomsday perspectivesthe newsprovides,but we neverdo much about it. We’ve wondered what the best path is for hundreds of years, but nobody has ever cracked exactly what it should be, because that’s impossible for someone else to tell you.

Theendtoyourworriesis finallytakingresponsibilityforyour

future. To be resilient, teachable, open-minded, perceptive, creative, adaptable, and everything else that separates the caged from the free.

The first lesson of any teaching should be to question what is taught. True education,not the clone-producing machine we call public school, is an orientation toward how to live, how to think, and how to learn. True education does not only teach career skills that produce results by performinga specific string of tasks. It teaches how to release and constrain entropy. The dance that makes us human. Topush into the infinite unknown, live at the edge of your abilities, and use the creative gift of your mind to turn insecurity into security. That is the path to a meaningful life.

You can’t sustain authenticity when you need something fromsomeoneelse.Youareworriedaboutwhatcareerskills will be relevant twenty years from now because you are dependent on everyone but yourself for your success. The highest-paid earners are the visionaries, strategists, and innovators of the world. You can workhard,youcanwork smart, but you will never beat those who work toward a visionforthefuturewithnatureastheirgreatestteacher.

Ifyouwanttohavesomesenseofcontroloveryourfuture, you need the traits that allow you to succeed in any environment.

Youneedtocultivate self-governance:

Self-experimentation—howtosolvecomplexproblems through trial and error and come to your own conclusions.

Self-awareness—howtounderstandthemotivesofyour mind, so you can understand the motives of others.

Self-development—cultivatingavaluablemindsetand skillsetthatcanhelpothersexpandbeyondtheirlimits.

Self-reliance—howtogetwhatyouwantbytaking responsibility for the outcome of your life.

Self-education—theabilitytogather,makesenseof,and

utilizeinformationonanunknownsubject.

Self-sufficiency—theabilitytosustainone’sideallifestyle and acquire the resources necessary to do so.

Self-mastery—anunwaveringdedicationtotheprocess of navigating reality.

Whenyouunderstandyourself, youunderstandtheworld, and youcanpositionthevalueyou’vecultivatedtogetwhatyou，，，

want in return. At the start, selfishness is selfless. If you don’t have anything to give, your only option is to take. Every single individual on this earth must self-actualize in order to contribute to humanity in the best way they can. If entrepreneurship is about solving problems, and self- actualization is about solving your own, you can combine both into a meaningful way of life. Free yourself, then free others. Both can be done in unison.

LevelsofPurpose

Any serious consideration for what you should do in thislife must start with the question, “Who should I become?” Of course, that question carriesmany more, like “Why amIhere?”and“Whydoes thismatter?” For the Pythagoreans, the world was viewed as a Kosmos. We usually translate this as “cosmos,” but the original Greek meaning was used todescribetheuniverseasanorderedandharmonious system. This is the complete opposite of the reductionist, merely physical universe we mean today. The difference is that one views the world as a whole greater than the sum of its parts, maintaining respect for the parts, while the other views the world as just parts.

Tothe Greeks,theuniversewasn’tcomposedofatoms or

matter; it was composedofthese“wholeparts.”Everything was a wholeinitselfbutalsoapartofsomethinggreaterthanitself. EachpartservedapurposetowardtheharmonyoftheKosmos. Understandthattheworlddoes,infact,containwhatwecall atomsandmatter,andwhileforcertaintypesofsciencethisis useful,itoftenleavesuslostinawinterstormwhenitcomesto whywearehereandwhatwemustdo.

Arther Koestler, in an attempt to reconcile this problem, coinedthetermholon,whichisa combinationof theGreek word “holos,” meaning “whole,” and the suffix “-on,” which denotes a particle or part (as in proton or neutron).In other words, whole parts. Atoms are both whole and parts of molecules. Molecules are both whole and parts of cells. Cells are both whole and parts of organs. This natural—not to be confused with dominator—hierarchy, or “holarchy,” continues up, down, left, and right. Organs to organisms to ecosystems. Letters to words to sentences to paragraphs while words canbeparts ofthelyricsof asong. One paragraph can discuss fire, while another can discuss

water. Water evaporates, condenses in shade-providing clouds, rains down into life-sustaining streams, and finds its way back to the ocean. The universe can be thought of as uni-verse: one beautiful and ever-evolving song.

ArtherKoestler，holon，“holos”，“”，“-on”（）。，。，。，。，。

————，“holarche”，、、。 。，，。，。，，，，。： 。

Whilethisuniversalordercanbe usedtoenhanceyour

thinkingandproblemsolving, italsopointstowardsomething moreprofound:Realityconsistsofagreatchainofknowing andbeing.Mattertobodytomindtosoultospirit.Even further,itpointstolevelsofdevelopmentsuchasegocentric, ethnocentric, worldcentric, planetcentric, and Kosmocentric. Individuals,cultures,andsocietiesallmovethroughthese levelsofdevelopment.Thesemacrolevelsillustratetheir circleofconcern:Carefor their self, theirtribe, other humans, otherbeings,andrealityitself.Inotherwords,you’re increasingyourcapacityforcare.Humansfindfulfillmentin caringforothers,likehowyoumaybebetterattakingcareof your dog than you are at taking care of yourself. The more youcancareforothers—throughtheprogressiveoverloadof responsibilityortrainingwithemotionalweights—themore fulfillment you receive. In this sense, money isn’t the only formofprofit.Onecouldconsiderittheirlife’sworkto evolvethroughthesestagestocontributetohumanityattheir highestpotential.Notethatyoudonotbreakfreefromlower levels.Youdonotbreakfreefromthecareofyourfamilyfor thecareofananimal.Youintegratetheformerintothelatter.

Other philosophers, like Alan Watts,speak ofthe world as an organism. A functioning ecosystem bound by relationship. Aristotle believed that the final cause of a thingisits function, andthatafullexplanationof anything must consider its final cause. This presents the fields of teleology and cybernetics.

，AlanWatts，。。， ，。 。

Teleology (telosmeaning goal, logos meaning reason)is the idea of explaining something by referring to its purpose, end, or goal. Cybernetics studies how systems self-regulate and self-organize toward the end goal of a system. It comes from the word kybernetikos,whichmeans“tosteer”or“goodatsteering.” SimilartotheNature’sCompassconceptwewilldiscussina futurechapter,actingtowardagoal,sensingwhereyouare, comparingtothegoal,andsteeringintherightdirectionlikea ship blown off course. Trial and error. While the Kosmos illustrates the overarching order, cybernetics illustrates how to move througheachstage towarda greaterpurpose.

（telos，logos）、。，。 kybernetikos，“”“”。，，，，，。。，。

Myreasonforillustratingthese conceptsisto provide you with anon-dogmatichighestorderfromwhichyoucanorientyour life.Adirection.Anaim.Kosmos,teleology,andcybernetics canallbeintegratedasahighandholisticperspectivetoorient yourdecision-makinganddiscoverasenseofmeaningfor

yourexistence.Itdoesn’tmatterifyoubelieveinaGodornot. Youcandirectlyobserveandexperiencethepropertiesofthis grand harmonious system.

Now is a good time to distinguish vertical development from horizontal development. At each macro level, individuals can expandtheircapacityateachlevelthrough knowledgeandskillacquisition(horizontal).Advancingto a new level, after a certain amount of time and effort in it, can often open their

mind to new perspective. By doing so, they can observe their previous level, integrate many aspects of it, and transcend into a more holistic baseline state of consciousness. The problem is, people can, and often do, get trapped in any given level leading to psychic entropy and an unnecessary number of problems that can’t be solved without a higher level of mind. Much of the time, individuals go through a period of intense pain until they get fedup withtheirlackofprogress.Theirmind isableto “flip the switch” and break through to the next level. To understand this best, we must understand the essence of problems.

ProblemsArethePath

Youcanonlybecomeassuccessfulastheidentityyou

expandinto,andproblemsarethelimitsonthatexpansion. Thatis,problemsarethelimitsonyourpotential.Whenyou solve problems and remove your limits, you become more complex, more skilled, more knowledgeable, more open, moreconnectedtoreality.Witheachproblemyousolve,the perceived difficulty of life goes down, and your level of purpose goes up.

Problems keep your attention boxed within the boundaries of those problems. Why does this matter? First, you may have difficulty seeing life for what it is. Second, you can’t seem to find your passions or interests. You struggle to find a challenge that you actually want to take on. So, you search and

search within the little bubble of awareness confined by your problems and start to feel like you’re trapped, or that there isn’t anything more than what you can see.

If your mind is consumed by how you look in the mirror, howtiredyoufeeleveryday,yourlackofapartnerormate, allthebillsyouhavetopay,andthejobyoudon’tcaretogo to,itbecomesobviouswhyyourlifedoesn’tseemthatgreat. Peoplewilltellyoutoacceptyoursituationandfindjoyinit, whichisagoodidea,but thatisaband-aid solution that won’thealtheinnervoicebeggingyoutodiscoveryour potential.

Humans find joy in solving problems. In other words, we findjoyinwhatwechoosetosufferfor.Ourmindnarrows on the challenge. We identify room for growth. We plan, educate ourselves, and acquire the skill that increases the powerofourmindandself.Weseeprogressasfeedback

andlearnwhatitmeanstobefulfilled.

Now,youcanonlysolveaproblemonceyouexpandyourmind beyondtheproblem.Youneedtostop,zoomout,andopenyour mindtoviewyourproblemsfromahigherperspective.From there,youcancreateagoalthatopposestheproblem,collect ideasthatformatheory,andexperimentwithpotentialsolutions untiltheproblemissolved.Onceit’ssolved,yousolidifyanew level of purpose.

Frommyexperience,I’venotedfourmacrolevelsofpurpose. These are like big milestones in your development. These applytoeachdomainofyourlifeandyourlifeasawhole.By domain of life, I mean things like your work, relationships, finances, health, energy, andsenseofwell-being. Forthesake ofthisbook,Iwillbeprovidingexamplesrelatingtomoney.

With this philosophy, none of these levels are bad or “less than” another.Theyaresimplydevelopmentalstages.They are guides to identify where you are at in your development. We can think of problems existing at each level as increasing in selflessness and decreasing in selfishness. Meaning, you can’t avoid being selfish at the start. The purpose of money changes as you develop yourself.Yourpurposeshapeshowyouperceivesituations. You need to solve the superficial problems like health, money, and confidence before you can even think about solving deeper problems like spirituality and meaning. In fact, spirituality and meaning are found in solving the problems themselves.

Survival

The survival level of purpose is the starting point for most people. That pointwhen youhaven’t begunto pursue your own path in life. All you know are the goals you’ve been assigned and what that worldview has allowed you to notice and learn. You are doing what you’ve been told to do to survive. You

don’t pay attention to the default lifestyle you’ve accepted by society, and it slowly chains you into a narrow-minded state.

All you can pay attention to are the bills you need to pay, the argument you had with your spouse, the job you don’t want to go to. You’re living the same experience over and over again.Yourmindisstuckinthepredictablefutureand familiar past. You wake up, think aboutthe stressors ahead of you for that day that also happened yesterday, tolerate them, go to bed, and repeat the process.

You believe money is difficult to make. You think making money has a luck factor when luck is a concept used to describealackofunderstandingofasystem.Youdon’tsee money as a domain of mastery like fitness, mental health, or relationships. You may believe money is evil, which limits your abilitytomake it, trapping youin your cloudof problems. You don’t think you can make a lot of money in

your field, or just haven’t chosen a field to develop yourself in. You aren’t interested in becoming an entrepreneur for various reasons, but those reasons are often a failure to uncover your programming. In survival mode, you can’t see your higher potential and make the connection that, at some point, entrepreneurship is a necessary aspect of achieving it.

Thefirst steptoadvancefromsurvivalto statusistobecome

deeply aware of the beliefs that hold you back and how, whengoneunchecked,createarippleeffectofdestructionin your life. The second step is orienting your focus from problem to solution. In a sense, you must become so disgusted with yourself and yoursituation that you have no choice but to use that negative energy to commit to something positive.

Startwhereyouare.Focusonsolvingtheproblemsthatare staring you straight in the face. Your money problems. Your energy problems. Your health problems. Your relationship problems. Immerse yourself in environments and education that begins to change the goals your mind operates on. Block out time to work on improving thevalue you have to offer. Acquire complementary skills to the ones you use in your job or career. Experiment with side projects. Expose yourself to massive experience until you are able to make enough money to see beyond your survival.

Status

Theonlypeople whodid well, and do well, in societywerethose whohadpowerandinfluence.Thepeoplewhoputeffortinto theirgoalsbecamevaluable,builtbusinesses,builttheirbody, andbuilttheirmindtoincreasetheircapacityforwealth—the abilitytocreate.Therehasneverbeenatimeinhistorywhere weak,average,ormindlesspeopleweren’ttreatedlikecattle.

Now,stickwithmehere.IfIcomeoffasarrogant,Imaybe

justthat, butthereis more tothestory.

The mentors of the past and present that you look up to, like Gautama Buddha, Jesus Christ, Plato, Krishna, or any other influential individual you hold in high regard have a high degree of status and power. Otherwise, their message would not have captured your attention, persuaded you to change your mind and behavior, and persisted for thousands of years. But that’s the thing, they didn’t have a marketing budget, they had a message. A life’s work to spread.Thatwasthesourceoftheirpower.Mypointisthat you only view status as bad because of the code written in your head by people who failed to question their assumptions. Or, you simply have a half-perspective of what power is, and you tend to bias the negative.

Somepeoplewillnaturallyfilterintobeingaverageandweak, as there are weak stars and plants, but it is the duty of the strongtobear theloadof responsibility. Onceyou reachthe contributionlevel,yourealizethatasolepurposeofyoursis to do just that. To solve bigger, more meaningful problems that increase the baseline level of purpose of humanity. But youcanonlydothatonceyou’veattained someform power andinfluence.Onceyou’vecreatedtheart,products,or servicesthatimprovethelivesoftherecipients.Onceyou’ve builtthebodythatreflectsthecharacterbywhichyouinteract with the world. Once you’ve built the mind that harnesses power with

persuasion,not force or deception.

This is one problem with today’s teachers and gurus. They are respectfully developed in the mental or contemplative domain of life, but they are often sickly or overweight and verifiablysexistorracist.Peoplepedestalizetheseeveryday humansfortheirraredevelopmentandlatchontotheirbeliefs out of blind ignorance. They reject the manifest world of money,food,andsexasthatrejectionisinherenttothepurely ascending philosophies that arose during the axial period. They failed to integrate the descending. They lost their groundingbyidentifyingwithwhattheydeem“pure”outof desire for status that they can cover up with the guise of spirituality. They haven’t broken through the superficial perception of money and value exchange as the world evolved. They haven’t realized that contemplative developmentis,infact,separateandholdsequalimportance to development within lines such as aesthetic, cognitive, emotional, ethical, interpersonal, mathematical, moral, and thosethatmakeupyourbasicneeds.Iamnottryingtoknock down these great leaders. I am trying to expose their humanity. That you can, and should, learn from them, but there is much, much more to learn.

Thestatuslevelofpurposeisreachedwhenyoufeelasense of security around money. You have a skill set that allows youtopursueanewcareerorstartabusiness.Thatcareeror business

allows youtopaythebills,focusonother areasof yourlife, and make moderate to extravagant purchases.

Thisiswhere many people continue to reside because they gettrapped in the materialistparadigm. You haven’tfound yourcalling,soyoudon’thaveaguidinglightthatisgreater thanyourself.Yougetstuckinthesuperficialandlosesight of the depth.Youlikethejobtitle more than you enjoy the challengeof theproblem.Youliketheexpensivewatchmore than you enjoy the brand’s mission and craftsmanship. Neitherofthesearebad,butifyoufindyourselfstuckinthis narrowview,thingscanbecomebadveryfast.

The trap of traps is trying to avoid this stage. You try to jump to spirituality without the experience and mistakes that breedspirituality.You don’t realizeyou are usingyour

spirituality as a status symbol in and of itself. You often use it to garner attention and power from how others perceive you. That’s why many start down the spiritual path. They see someone of higher consciousness, admire them, desire to be like them, and start imitating them. That’s a status game, and that’s okay. You simply need to beconscious ofit,soitdoesn’tdomoreharmthangoodin your life.

I am giving you permission to pursue your desire for acceptance throughpower. Starttrainingsoyoucanlookgoodeven ifit

seems vain to other people. Start the business to make money as that’s the only way to control what you create, who you create for, and its impact on the world. You may notcareaboutthatnow,butasyoufulfillyourstatusneeds, yourmindwillbegintoopenandnoticethingsyoucouldn’t have before.

You find spirituality in experience. You find it in the story of creating your own way. You find it in the highs andlowsofpursuinggoalsandsolvingproblems.Youfinditin correcting the mistakes you made and learning how to move in a better direction. Spirituality comes from the journey, but that journey is only possible with a conscious destination. If you can’t find meaning in life, it’s because you haven’t started pursuing the goals you’ve been suppressing because you’ve been tricked into thinking they’re bad.

Creativity

Onceyou’ve achieved some level ofstatus,yourmind will starttotransform.Andifyoudon’tcloseyourmind,you’ll begintorealizeallyourmistakes.Youmayevenfeeltheneed to reject everything you’ve acquired. You won’t find the same joyyouusedtointhosesuperficialpursuits.Themoneygets old. The cars and watches get old. Much of your material acquisition gets old.

Thatdoesn’tmeaneverythingyoudidwasawaste.Youhave

a vast vat of experience to pull from and pass down tothose who may need it. In the creativity level, you begin to realize your value. You have thedesire tobreak away from external dependencies and assignments. At this point, your focus must shift to developing a philosophical sense of mastery around a few key pursuits.

For fitness fanatics, going to the gym starts as a pursuit to feel good about themselves. After a few years, they either quit, or they reorient toward a new, deeper destination that makes the journey more meaningful. They find joy in feelinggoodfromhealthyfoodandmovement.Theyhavea deepunderstandingofhowtheirhealthchoicesimpactstheir future. They gain fulfillment from the process of making tiny improvements with their training. They integrate the finite game and fall in love with the infinite.

In the status stage, much of what you learn and do will be from what others teach you. In the creativity stage, you take your expanded knowledge and begin to create your own way of doing things. You’ve tried different training regimens, business models, and coping strategies to the pointofrealizing thepatterns andprinciples between them all. You’ve unlocked a perspective that allows you to navigate intersecting domains with grace.

Yourjobinthecreativitystageistosimplycreate.Experiment. Breakfreefromthedogmasandideologiesandprocesses you’veadoptedfromothers.Buildnovelsolutionsfromscratch. Tryeverythingandseewhatsticks.Itmaytakesometime,but thisiswhereyoudiscoverwhatyouweremeanttodo,evenif it’snotabsolutelyclear.Avagueideaofyourfullpotentialsets youupnicelyforthecontributionstage.

Contribution

At some point—I can’t put an exact timeframe on it—you will understand the second half of creation: contribution. You come full circle and realize that art must be merged with businessforthatart totakefull effect.You feel adeep desire tosharethethings thathaveimprovedyour life.You will see life from a new lens and wonder why others are constantly distracted with menial things. You can seewhere their life is heading, but they can’t.

Thecontributionstageiswheretheseparatedomainsof yourlifecollapseintoone.Youdon’tseeworkas somewhere that you clock in and clock out. You don’t see restasatreatthatyoucanonlyindulgeinonceworkisdone. You don’t see play as a hobby that lasts thirty minutes at night if you have the time to do it. You see all of them as necessary counterbalances to one another. Work, rest, and play become difficult to distinguish.

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Restbecomes awaytoregenerateyourcreativeabilityforyour work.Playbecomeswhatyoudoforwork.Workissodeeply integrated with your life that anything you do can pay back tenfoldinmorewaysthancash.Yourfootstepsleavepitsof value in their path.

Your entire life begins to revolve around how you can best contribute to the world. You become a perspective vessel forreality.Thetruevalueliesinthemindyou’ve developed, and you are able to adopt the perspective of a strategistorvisionary.Youhuntforand gatherinformation, synthesize it with your experience, and distribute it to those who want to benefit from it. You become less of a leech. Youdon’tonlyconsumeandtakefromrealityforyour selfish personal gain, but you create, share, and contribute back to the world.

The four levels of purpose listed above are just that. They aregeneralworldviews. Theyarethevantagepointfrom whichyouperceiveandactonopportunities. Understand that you can, and should, contribute to others’ lives even if you are in the survival stage. Understand that you can be creative at any time even if youare deep in a status game. 。

Survival, status, creativity, and contribution are simply labels that best encapsulate the general outlook on life one has. With that said, there is a path to move through these levels faster.

This isn’t a set and strict path that someone can give you (whether thatbeinschoolor fromaguru,thosearesimply processes you can experiment with).

Thebestpathto takeis theone youcreatefor yourself. But understand there is a best “meta” path to create your own path. The path is illustrated by the main domains of your life. Mind, body, relationships, and work. The health and development of each.

The peculiar one that needs much attention is “work.” Work is a major part of life. It determines much of what you learn and do. It determines what you spend most of your time on. Because of that, it determines much of your development. So, the “best” path to take is a commitment to discovering and pursuing your life’s work.

You can’t do that in a job, although a job can be astepping-stone toward it. A job is the “secure” and “safe” route touted by those who haven’t discovered the depth of life. Itcanquickly chain you to responsibilities thatnarrow your mind and drain your energy. You can’t effectively pursue your life’s work by neglecting your relationships and mental and physical health.

Ifyouarepassionateaboutyourwork,latenightsandbad

habits will impact your ability to create. If you aren’t serious about your work, these problems won’t register in your mindas problems. They will stick aroundand lead to entropy. When your work demands your bestself, thepath to developing your mind,body, and relationships becomes clear. You must uphold them or else your work suffers.

The answer, again, is entrepreneurship. Entrepreneurship spans across all levels of mind. It solves survival, aids in status, allows for creativity, and results in contribution. Entrepreneurship requires you to be a generalist, not a narrow-minded specialist that limits your perspective and development beyond that specialization. Entrepreneurship requires you to escape starving artistry. You must transcend your selfish desires to do random work that others don’t perceive as valuable. Entrepreneurship requires you to be conscious of your impact. You have much responsibility in how large you grow and how that influences the evolution of consciousness.

You havethepath;now youmustlearntonavigate it.

ProgressandKnowledge

You aren’t where you want to be because you don’t have the knowledgetobethere.Inthebroadestsense,a person’s questfor abetter life is, as DavidDeutschputsit, “asearch problem, in an abstract space of ideas far too large to be searched exhaustively.” As we break free from the known goals,systems,andcomforts ourmindadopts tomaintaina senseofsecurity,howdoweexplorethisvastideaspacein the search for new knowledge that equips us with thepower to do what we want? How do we navigate the unknown, in the right direction, in a way that leads to progress in our personal lives and in society? How do we pursueour purpose? We’llgettothat, butweneedtocover a few bases so your mind is primed for understanding.

Nowwouldbeagoodtimetobringuptheelephantinthe

room:artificialintelligence.TounderstandwhatAIisandwhatit meansforus,weneedtostartattheoriginofthatterm.BeforeAI, therewascybernetics,anidealaidoutbyNorbertWienerin1948. Cybernetics—ancient Greekfor “helmsman” oranotherword for “governor”—is the idea of automatic, self-regulating control in a system.Acting,sensing,andcomparingtoagoalisafundamental loop to intelligentsystems. His key insightwas thattheworld should beunderstoodintermsofinformation.Thatcomplexsystemslike organisms,brains,andsocietieserror-correcttowardagoal,andif these feedback loops break down, the system breaks down.

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Intelligent information systems—or life—can be observed as a tightrope walker’s constant adjustments. As they cross the wire, each tiny wobble sends a signal to their brain. Their body responds by shifting right, then adjusting again and again to stay balanced. This back-and-forth flow of informationkeepsthemstable.Similarly,ashipapproaching alighthouseatnightusesconstantfeedback.Thecaptain

seesthey’redriftingleftofthelight,steersright,thenadjusts again when they’ve gone too far right. These small corrections, based on steady streams of information, keep complex things working smoothly. But if the feedback stops—if the tightrope walker gets dizzy or the lighthouse goesdark—thesystemfallsintochaos.Thisknowledgewill come in handy later.

Two years after Wiener’s introduction to cybernetics, he published The Human Use of Human Beings. Now out of print, the central idea relevant to today’s world is: “We must cease to kiss the whip that lashes us.” Wiener knew the danger was not in machines becoming more like humans but humans being treated like machines.

Aroundthistime,anewperceptionof technologyemerged that by inventing computers, we had externalized our central nervous system—our minds—and that we all now shared one singular mind. One infinite intelligence. All potential information at our fingertips. Unfortunately, we don’t hear much about cybernetics today. Why? Because this new perception fueled poor incentives. Wieners’s warnings about intelligent machines ran counter to the aspirations of his colleagues, who were interested in the commercialization of new technologies. They wanted to profit from this. Second, John McCarthy, a computer pioneer, disliked Wiener. He refused to use the term “cybernetics” and instead coined “artificial intelligence,” becoming a founding father in that field.

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With the meteoric rise in discussion around intelligent machines, we’re left wondering what makes humans special or if we were even specialto beginwith. For being the onlyspecies that’smadeitto the moon, there has tobe something

there,right?

David Deutsch, influenced by Karl Popper, believes there is, and it lies in our ability to create infinite knowledge. It startswith theneedfor creativity. The process bywhich all knowledge that is created happens through conjecture and criticism. Trial and error. Variation and selection (in Darwinian terms). In other words, guessing and correcting one’s guess is how you accomplish anything you set your mind to. This is how we learn, innovate, make progress, and understand almost anything in the universe. This is how we discover unknown goals or ideas and achieve known goals or ideas.

Deutsch believes that humans are “universal explainers.” That we are capable of understanding anything that is understandablewithintherealmofpossibility.Wecreate

explanatorytheoriesthatrevealthedeepstructureofreality, allowing us to guess and predict in a more efficient waythatbreedsfasterprogresswithtime.Thisknowledgeallowsustounderstandthingswe’veneverdirectly experienced,likestarsandgalaxies.Wecanunderstand what a star is by viewing it through a telescope, but thatonlycomesafter theexplanatory knowledgeof howthat telescopechangeshowweperceivethestar.Justasa universal computer can compute anything computable (that wenowhaveinourpockets),humanscanunderstand anything that is understandable. And if we don’t

yetunderstandit,weeventuallycan.

Thereasonmanypeopleareworriedaboutthefutureisbecause artificialintelligenceandit’smoreevolved forms mayrender humansirrelevant.Thisisnotthecase.Thereisnotalimitto whathumanscancomputeifweeitheraugmentourbrainsor usethedevicesinourpockets for more thanrottingour brains. There are no limits to what we can transform—or turn raw materialsintothingslikerockets—giventherightknowledge. Thereisnodifferencebetweenthebasicorderofoperationsthat we as humans can perform that AI can somehow surpass. Further,thereisnolimittothetransformativeideasthatAIcan comeupwiththatwecannot.

Beyondthat,humansmayhaveaslightedgewhenitcomes

to attention. We have the ability to change our focus by changing our perspective. When a problem occurs, we can adopt a perspective thatallows usto solve it.Ifwe want to buildarocket,askingtheoldgodstodoitforuswon’thelp. We can change lenses to view the situation in a way that allows for new opportunities. If we want mental peace, spiritualitywillhelp,butifonegetslockedinthatparadigm, they may struggle with the practical aspects of life. These perspectives we can change like lenses on a camera are backedbyconsciousnessand experience,onething thatAI mayneverfullygrasp,butmyperspectivestaysopentothe possibility that it one day may.

Thepointisthatyoucanachieveanythingwithintherealmof possibility,butonlyifyouhavetheknowledgetodosoanda perspectivethatallowsyoutoapplythatknowledge.Youare not doomed to the default path of society or the rule of intelligent machines. Now, on the topic of knowledge, it serves two functions. The first is to make specific things happen,preferablygoodthingsratherthanbad.Thesecondis to capture patterns in reality. This allows us to store information in an efficient way so that we aren’t always starting from scratch in our pursuits. We understand big- pictureconceptslikethesunrisingandfallingeachdayand seasonschangingeverysooften.Withoutthisunderstanding, muchofourliveswouldfallapart.Capturingpatternsallows ustoplanbyproximity.Weunderstandthatwewouldfreeze to death in a cold environment, so we use deposits of knowledgelikeajacketandhoteltokeepuswarmwhilewe travel.

Thisdoesn’ttakeawayfromthe factthatmostpeople feellost. It’snicetoknowthatyoucanachieveanythingyouwant,but howdoyoucreatetheknowledgethatallowsyoutodoso? Theanswerliesintheunknown.Theundefined.Inusingyour agencytotakethestepoutofwhatyouknowispossible,or whathasbeendefinedbyanotheraspossibleforyou.Toseta new goal—evenif,andespeciallyif,itleadsto uncertainty— andnavigatethroughthedarkuntilyoustrikegold.

Think of the unknown as a universal map with light and dark spots. The light spots are areas you’ve explored. The dark spots are where your potential lies. This map is a surface area for ideas that can be discovered and tested against reality to verify their validity. When those results do not move you closer toward your goal, or move you furtherfromthat,aproblemisrevealed,andyoumusterror correct toward the goal. It may sound simple, but as life proves,this is a difficultprocess.But here’s the thing,your purposeisthesourceofyourstruggle,andnobodysaidthat struggle can’t be fun.

The fundamental problem, or problem of all problems, is that people rarely dive into the unknown and fail to recognize that as the problem that begins their problem- solving journey. This mostly comes down to conditioning, identity, and perception. You don’t become aware of good problemsbecauseyoudon’thaveagoalthatthoseproblems

prevent you from achieving. You don’t prioritize health, so nutrient-deficientfoodandsluggishnesspassyoubyas problemsto solve. You don’t have high standards for the moneyinyourwallet,soyoudon’tregisterthatasaproblemthatsparksthedesiretocreateyourlife’swork. Withoutproblems,thereisnocreativity.Withoutcreativity, thereisnolife.Alifewithoutproblemsisalifewithout purpose.Youhavenoreasontostepintotheunknown, discoverideas,createknowledge,deposititasacontribution, and live fully. Problems, like ideas, are infinite.

There will never be a time when we rid our lives of problems. There will only be a time with better problems to solve. There is no final destination. If there is any point in your life where you are not wrestling with a meaningful problem (this includes mindfulness, meditation, and other forms of spirituality that make it seem as if you aren’t solving the problem of an entropic mind), it is safe to say thatyouarenotintheprocessofproducingvalueorcreating thepotentialtocontributetosomethinggreaterthanyourself. You lose purpose.

It’s wise to note that there is an enemy of progress. When youencounter aproblem—oraconflictbetweenwhereyou are and where youwant tobe—entropy has the potentialto increase. Entropy, in brief, is that all systems fall intochaos unless an effort is made to maintain order. A dirty room is a simple example. Your room starts out clean, but if you don’t have a system for maintaining it, slowly, then all at once, the room will become a disordered mess, makingit much harder toregain order. It maystart off as

an unmade bed with a few shirts or socks on the floor, but soonenough,itbecomesawastelandthatwouldmakeyour mother goinsane. When appliedto themind, entropyplays a much more pressing role.

We’ve learned that animals are different from humans in that they thrive within aspecific niche whilehumansbuild tools to thrive in any niche, but we haven’t learned why humans

do this. Animals survive on the physical level. They attempt to reproduce the information in their genes. Humans do the same, but they also survive on the conceptual level. They attempt to reproduce the information in their consciousness. Whether this is some form of evolved extended phenotype is up for debate, but theexplanationholdsup.Humansprotectandprolongtheir identity, or self, through concepts because it is a concept. We write books to spread our mental seed, we argue our beliefs when our identity is threatened, and we invent conceptual knowledge to survive when our genes can no longer handle that job.

Thesourcesofpsychicentropy,orthemindfallingintochaos, areboredomandanxiety.Bothstemfromamismatchofyour skilllevelandthechallengeofasituation.Ifyourskillistoo high and the challenge is too low, you get bored. Boredom

leads to self-centeredness. Your mind starts thinking of somethingbetter,andoftenmorepleasurable,thatitcouldbe doingwithitstime.Ifyourskillistoolowandthechallenge is too high, you get anxious. Anxiety leads to self- consciousness.Yourmindstarts thinkingofhowit’s notgood enough.Inbothscenarios,onethoughtleadstoanotheruntil youfindyourselfdrowning.Onethoughtaboutyourstrained breathingcouldleadtoonehundredmoreaboutdifficultfood choices,routines,doctors’offices,badnews,havingaheart attack and more unless you refocus your attention on what you can do

rightnowtosolvetheproblem.

When you stay in the known or latch onto to your current wayoflifethatprobablywasn’tchosenbyyou,boredomsets in,and youbeginwonderingwhy yourlife isgettingworse while your days remain the same. Most people’s lives are determinedbyhowtheychoosetocuretheirboredom.When you decide to step into the unknown, you are effectively reinventingyourself.Youarereborn. Andwhenyouareborn, you are vulnerable. There is little order and a whole lot of chaos.Staymindfulofthis.Thefirstleapintoanewwayof lifewillhaveabufferperiodofhighanxiety.Thisisnature’s wayoftestinghowseriousyouareaboutseeingwhatyou’re capable of.

The keytoreversing entropyis todance between boredom andanxiety. Totakeonchallenges thatarejustaboveyour

skill level. You wouldn’t try to fight a level fifty if you were alevelone, andyouwouldn’tcaretofighta levelone if you were a level fifty. When you shoot just above your weight, you find the magic you’re looking for. You’ve felt it before. When you’re living at the edge of your abilities. The flow state. Locked in. You feel invincible. Nothing else matters but the task in front of you. You become one with the problem. You move with purpose. Peoplegravitate toward you because you have something they’ve lost. Your life’s work is to maximize your time in this optimal state of ordered consciousness, to

anygreaterorlesserdegree,becausethisiswhenyoucreate a reality worth living in. This happens when mental energy—orattention—isinvestedinyourplan.Ahierarchy ofgoalsthatreprogramshowyouviewtheworldwhenyour skill matches the challenge of an opportunity.

I call this Nature’s Compass. True learning. Engaging with theprocessoftrialanderror,creationanddestruction,secure andinsecure.Theoscillationoflife.Likeashipheading towardalighthouseinastorm. Youmaygetblownoffcourse, butitisatestofyourintelligenceandskilltobeabletosense whereyouare,realizeyouare,infact,offcourse,andsteerin the right direction. Again, it would not be wise to hop in a boatinthemiddleoftheoceanifyouarenotaskilled navigator.Startwhereyouarebutchallengeyourself.

Thisishowyouacquireaninterest-basededucation.Youview yourlifeasa story that unfoldsin chapters,phases,and cycles. Eachchapterhasgoals,problems,highs,andlowsthatreveal themselvesasthepagesturn.Eachchapterisamacrocycleof life.Onceyouunderstandit, youcanidentifywhichpartofthe storyyouarein,becomeawareofitscomponents,andease your mind until you enter the next phase. The cycle is composed of three phases.

Youfeellost.Youdon’tknowwhattopursuenext.

You’ve

solvedaproblem,achievedagoal, andthoughtitwastheend. Formostpeople,thishappenseitherwhentheyleaveschool orstayat ajob until thechallenge isnolongernovel.In the lostphase,youareattemptingtonoticeaproblem.Boredom or anxiety are the signals. If you listen to them, you will becomecuriousastohowyoucanovercomethem.

You become interested. You experiment with different topics, interests, ideas, techniques, and solutions until you become fully aware that you are, in fact, able to solve that problem. It becomes your purpose. In the context of a job, after becoming fully aware that it is a problem preventing your growth, your mind actively seeks information to solve that problem.

Youbecomeobsessed.Youdivedeeperinto thatcrevice of reality. You can’t stop learning and building toward your goal. You start to realize that your problemwasn’t as shallow as you thought. You discover that to start a business, you need to learn persuasion. To learn persuasion, you must understand the mind. To understandthemind,youmustunderstandreality.And before you know it, what started as a money problem becomes a deepened understanding of reality itself.This is the power of an interest-based education if you don’tget distractedfrom the endless stringof problems or the greater purposes that lie ahead.

The cycle repeats. Once that cycle ends, a new one begins, andyou willfeel lost once more. You’ve stacked few interests, which is great, but you still feel as if you are just dipping your toes in. However, you are now ata level of mind that can start to solve deeper, more challenging problems. When you feel lost, here are afew things you can try to collect vision (or ideas that culminate into solutions).

Experiment inward. Rest. Nap. Journal. Walk. Embrace silence. Observe and deconstruct your thoughts. Attempt to catch a signal of opportunity. Follow your thoughts to a root problem. Reject your stupid busy life and set aside time for deep contemplation.

Experiment outward. Learn. Read. Scroll. Build. Try new things. Refocus on the only things that matter in life. Health, wealth, relationships, happiness. Experiment with techniques that invest energy into a goal. Any goal. During the experimentation phase, you are trying to accumulate new experiences until your next quest becomes visible.

Like a game, you are at a point where the quest is still locked,butyoudon’thaveanyothertopursue.Youhaveto fumble around in the dark until you find a dimly lit candle offinthedistance.Ifyouloseyourmind,youwon’tnotice it.

Now, understand that there is no time limit for this phase.It could last weeks, months, or years. You must stick it out until you accumulate enough vision to stop going wide and startgoingdeep.Whenyou progress throughthe lostphase and become interested, you must act fast to turn that into obsession. The experimentation never ends.

Experiment downward. The secret is to try everything untilyoufindthatonethingthatyoucan’tpullyourself away from. When you find that one thing, go deep. Learneverythingyoucanaboutthatdomain.Dissectall perspectives and avoid becoming dogmatic about one.

In nutrition, collect perspective and patterns from veganism, keto, carnivore, flexible dieting, and other ideologiesuntilyouareconfidentenoughtocreateyour

own that is closer to truth. In business, collect from e- commerce, freelancing, software, and other models until you note the principles that bring clarity to your own endeavors.

The only way to solve problems for good is through obsessiveself-experimentation.Otherwise,itisaband-aid.A prescription.Anassignment.Andyouknowthedangersof locking your mind into someone else’s prison. People can diagnoseandprescribeasolutiontoyourproblems,butthey lack regard for the difference in perspective, goals, and experience from

thoseprescribingthesolutions.Youwillneverhaveaccess to anotherperson’s stateof mind,and they will never have access to yours. This is the essence of human uniqueness.

Experiment upward. Persistence and iteration. I’m assumingthatonce you’ve foundyour obsessionyou want to make ita consistent part of your life.Thismeans you mustearnacreativeincomefromthatinterest.Youmust integrateitintoyourentrepreneurialpath.

In today’s world, that means a few things. Build a project to help others solve their problems. Write in public to attractpeoplewiththoseproblems.Sellyourprojectsoyou can continue pursuing your obsession. Improve your project as you learn what can only be learned through feedback. Evolve to a new project when you’ve reachedthe level that can only be reached through business.

Your life’s work doesn’t happen at some imaginary future moment. It happens at every passing moment. One foot in the unknown. Not so deep that you get anxious, and not so shallow thatyou get bored.But right where the meaningful flow of information is maximized. A gradual increase in challenge and complexity on the path of entrepreneurship. A mind framed with the constraints of a vision and anti- vision. Identifying a problem, accepting the challenge, experimenting

with options,discoveringasolution, andsharingitwiththe world to solidifying your growth as a gift. When you do this, I can’t promise that you will achieve the success and fame you’ve always dreamed of, but I can assure you that you will not end up a mediocre clone.

YourLife’sWork

Yourlife’sworkistoreachyour potential.Toseewhatyouare capableof.Toexpandyour capacityfor knowledgeand skill to tackledeeper,moreinterestingchallenges.Yourlife’sworkis gettingpaidtobeyourself.Toprofitfrompurpose.Bydoing so, you become a beacon of value for others to follow and improve. Theonlyother optionsaretheopposite. Toworkfor thesolepurposeofsurvivalandstatus.Nocreativity.Nodepth. Nocontributiontosomethinggreaterthanyourself.Aselfish and unconscious existence where you become a puppet to society. You will never escape work, but everyone has the potentialtofilltheirdaywithworkthatfeelslikeplay.

Thequestionisn’t“whatdoIdo?”Thequestionis“whichwaydo Igo?”Yourlife’swork,likeeverythingelsethatisunknownand“？”“？”，

worthwhile, doesn’tbecome clearin an instant. Youfeellostat onemoment,butifyouhavefaith,yousoonbecomecurious. Thatcuriosityleadstoaperiodofintensity,aseasonofrapid progress where there is nothing you’d rather be doing but pursuingyourpurpose.Post-intensity,youenteraperiodof consistencywhereyoumaintainahigherbaselinethanbefore. You reach a new level ofpurpose and continue yourascent froma similarpointinthespiral.You may notfeellike you are progressing,butifyoulookdownthemountain,youwillsee how far you’ve come.

Instead ofobsessing overdiscoveringyour life’s work,pay attention tothe opposite:where your life will endup if you keep performing the same actions. If you understand entropy— that all things tend toward disorder—you understandthat bydoing nothingwithyour life youchoose to slowly drown in chaos. You don’t stay the same. Youdigyourselfdeeperintoaholewithouttrying.Thegood

life demands consistent effort toward reaching a new level of purpose.

But how do we transmute that negative and brutal awareness of whatwedon’twantoutoflifeintosomething good,true,andbeautiful?Thesecretliesinlearninghowto think, learning how to learn, and learning how to earn. All of them are found in the same process of making a goal conscious, creating a path to achieve it, and focusing your attention on lever-

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moving actions that bring results as feedback. We’re already aware that infinite knowledge lies in the unknown waiting to be discovered. Now, you need a smart way to course correct along your journey. You can try to wander around the desert in hopes of finding water, but there is a high chance you’ll wander in the wrongdirection fromthe start.

Whenyouidentifyaproblemthat,oncesolved,laysastepping- stone toward your vision, you need a plan. A plan is your surfaceareaforluck,andifyoudon’thaveone,orthinkyou don’tneedone,youmaynotrealizethatyouarealreadyacting towardone.Oryour“plan”isnothavingaplan(whichisstill a plan).Now,aplanisn’twhatmostpeoplethinkitis.Itisnota listofstepsthatwillneverhappen.Itisanevolvingblueprint thattakesshapethroughtrialanderror.

Aplancontainstherulesofthegameforhowyoulive your life. The longer you play, the better you get, and you often forget the rulesand win anyway.A powerful plan, composedofavision,mission,projects,levers,andtherest prevent overwhelm as you progress toward your goals. A plan accounts for how you release and constrain entropy to achieveself-generatedgoals.Iwanttomakethisabsolutely clear: nobody can tell you how to achieve your plan. They can only tell you how they achieved theirs. You can study their processes to help along the way, and you should, but the rest of the process lies in

continuingtosolveproblems.

Idon’tsaythistosoundhighandmighty.ButI’veneverhad a problem with knowing what I want in the future. When peoplesay,“Idon’tknowwhatIwant,”whatthey’rereally sayingis,“Idon’twanttodotheworkittakestogetwhatI want.”It’snotthatyoudon’tknowwhatyouwant.It’sthat you know what you don’t want—meaning you know what you want—and are hiding from the pain of reinventing yourself.Youarehidingfromtheslowstructuralredesignof youridentity.

I’ve always known what I wanted because it’s extremely simple to observe society and know what I don’t want: A job I hate. Work I don’t care about. A body that lacks energy and aesthetics. A partner I can’t stop arguing with. A mind that I can’t come to grips with. These are the main problems that liein theconditioned human experience.The

problems that arethe productof beingtreated as a machine. Ifyoudon’tknowwheretostart,startthere.You’llbe surprisedwhereinfinitytakesyou.Fromthatalone,it’s easytofigureoutwhatIhadtodo:Becomean entrepreneurnomatterhowmanytimesIfail.Gainthe powertogetridofworkIdon’twanttodo.Trainona dailybasisandprioritizemyenergy.Then,allowthose three things to open up more opportunities in every domain of life.

Everybodyknowsthatsome formofthispathis what

they are meant to do. Your psyche cravesactualization and transcendence.The depthof yourbeing wants these things, but your ego is distracted by things it thinks it wants.That’s the problem. You don’t have a way to focus your mind. You don’t have a plan for your future that has more gravity than the distractions in your life. You struggle to maintain a long-term time horizon and get trapped innever-ending, short-term, stress-inducing tasks.

Inthischapter,Iwanttoshowyouhowtobecome valuable. How to create your own plan. In the next chapter onValueCreation,Iwanttoshowyouhowtousethat value to persuade and inspire others. I will include snippets for how this chapter’s teachings translate to business and entrepreneurship,butultimately,thisentirebookcanbe appliedto both yourselfand yoursupportersand customers. Iwouldencourageyoutoreadittwice.Oncewhile improvingyourself.Oncewhilepackagingupthevalue you’ve created to improve others.

Humansmakesenseoftheworldinstories.Themindisastory engine.Whenyoulearnhowtocreateastoryworthtellingby forgingyourownpath,howyouattractothersbecomestrivial. Leaders naturally attract followers, and leaders still follow otherleaders.So,learntoleadyourownlifethroughthedepths oftheunknownwherealluntappedpotential lies.Iwillnot be discussingdetailswiththis.Itrustthatyoucanholdthesein

yourmindandfigureitoutthroughtrialanderror.

Anti-Vision.Westartourstorywithananti-vision.The bane of your existence. The first polar end of the worldviewyouwillcultivate.Apositive-fearmechanism thatkicksyouintoaction.Youranti-visionisthefuture that you do not want to live.

Start a running note of experiences you do not want to repeat. The material you don’t careto learn. The work you don’t care to complete. The arguments you don’t wish to have. You won’t get rid of them in an instant. You are meant to identify them as problems to be solved.

Vision. If you don’t have a vision, you are lost. You can’t create outcomes, so you are doomed to the mechanicallivingofdeterminedoutcomes.Every

decision you make in any domain of your life must be filtered through your vision. That is how you bring meaning to your actions and minimize distractions.

Writedownexactlywhatyouwantoutoflife.Don’tmissa detail but realize this is an iterative process. You won’t get it right the first time around, and you probably never will. That’s not the point. Spend thirty minutes generating a minimum viable vision. Come back to it often to add, subtract, and

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improveasyourdesiresinevitablychangewithyourfailures.

Themaintraitofanentrepreneur,abrand,oracompany is their vision. Without a vision, your supporters can’t see where you are going and why it benefits them. Without an anti-vision, they don’t have a metaphorical enemy to rally against. They don’t have awareness of the life they don’t want to live, so you give them no reason to change it.

Mission.Yourmissionisthemostimportantthinginyour life.Itisthebridgebetweenwhatyoudoanddon’twant. Thepathyouareforgingtowardyourvision.Yourlife’s work. Reaching your potential. Anything that leads to decay is a distraction that must be wrestled with and pinned.

Your mission evolves with awareness of new beliefs, opportunities,andknowledge.Yourmissionrequiresfaith. You can’t see the next step unless you take the first. And once you do, the second may be completely different than anything you could have possibly imagined.

Standards. You aren’t where you want to be because you are okay with where you are. But most of your standards are unconscious. As an example, if you are okay with havinga fewdollars to yourname,youwon’t register that as a problem to be solved. You relinquish your agency. This isn’t negative, this

is empowering. If you view it as negative, you may be holdingontoaroguebeliefthatshootsfearintoyourpsyche becauseitistryingtosurvivethechange.Youroldidentity won’tgodownwithoutafight.Bemindfulofthat.

Standards are absorbed from your environment. The friends youhang outwith. The books youread. Themedia you consume. The parents who raise you. The teachers who knew it all. The greatest decision you can make is to change your physical, mental, and spiritual environments for good. Immerse yourself in a pool of new people, new ideas, and new potentials that challenge you to create, expand, and transcend.

Goals. Big goals are for direction. Small goals are for clarity.Youdon’tneedmotivationwhenthetaskinfront of you is so stupidly simple that you can’t help but completeit.Breakdownyourvisionintogoalsbydecade,

year, month, week, and day. They are your guide, not your master. Be stubborn with vision and loose with details. Your goals will change, and that’s okay.

As stated, a plan is not a list of steps that won’t happen. It is anevolvingblueprint.Youranti-vision,vision,andgoals are necessary for decision-making, but do not hesitate to iterate as your wisdom develops. Goals come after vision, not before.

Projects. Projects are how you turn problems into solutions. Projects create a frame for your mind to expand into. Projects,after a period ofinvested mental energy, become a magnet for ideas and experience. Serendipity increases. Pattern recognition increases. Dopamine increases to signal information that helps you actualize the project.

Learning comes from struggle, not memorization. Youneedaseries oftangible projects tobuildthatwillactualize your vision. Turn your goals into projects. Architect an outline,milestones,deadlines,andareas ofresearch.Build, thenlearn.Starttheproject,exposeyourlackofknowledge and skill, and use that as a reference point for your education.

Constraints. A fool becomes rich at the expense of everything good in life. A creative becomes rich at the expense of his choice. Limitations on your goals force creativity. The question is, what are you not willing to sacrificetoachieveyourgoals?

The creative challenge appears when you attempt to achieve a goal without betraying your vision. You can become rich without sacrificing your family. You can become healthy without sacrificing your work. You can become valuable without sacrificingwhatmakes life worth living.

Levers.Everyday,youneedprioritytasksthatmovethe lever

Levers。，

towardyourprojects,goals,andvisionfromthe groundup. These are often perceived as boring fundamentals without the cultivation of a sense of mastery. Do what needs to be done but grip your vision as the anchor into the unknown. If you aren’t making progress, it’s because you aren’t moving levers, even if you think you are.

Challenge.Whenanoviceplaysagainstamaster,neither has fun. The novice becomes anxious while the master becomesboredunlesstheyarenotplayingtowin.When your skill is the perfect match for the challenge of a situation,theworldgoesquiet,andyoubecomeonewith the problem to be solved.

Challenge is the source of enjoyment. Enjoyment is found on thetightropebetweenboredomandanxiety.Enjoyment

comes from solving problems. The path to meaningful living is often found in a simple shift in perspective. Problems aren’t the bane of your existence. They’re the reason for it.

Curiosity. Be willing to steer off course and discover new potential. It is too easy to lock ourselves in the mechanical routine we were trying to escape. Be curious.Divedeepintoyourinterests.Letfewquestions go unanswered. Avoid getting locked into paradigms andbeliefsthatnarrow your mindononeidolizedpath. Your vision is like a battery. You must fuel it with experience, education, and misdirection.

When you are lost, run through this process. When your relationships are failing, run through this process. When your business won’t get off the ground, run through this process. Every successful interaction with reality starts and ends with a clear image of the want, clarity on how to achieve it, and creative execution to acquire rare results.

ValueCreation

Few people have realized this, but you can learn and build almost anything thanks to the internet. You have the mind of Einstein and DaVinci in your pocket. If you have the agency and desire, you can find a path to acquiring the knowledge you need to build what you want. It’s an uncertain path, but very possible.

Building a website usedto take multiple engineers to build and maintain.Now,you can signup for a website builder,choose a template,changeittoyourliking,andnothavetoworryabout itmuchafterthat.Evenfurther,withthedevelopmentofAI tools, you can simply tell it to build a website with certain specificationsanditwillspitouttherawcodeforyou.Then, youcanchatwiththeAItorefineitfurther,learnhowtohost

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it,andlearnhow tostartgettingcustomers.

This seems to be the general trend of today’s world. What used to require more resources and labor now requires less, andwithAI,“less”isinchingclosertozero.Forhigh- agency individuals, this is liberating, as they can unleash theirnatureasdeepgeneralists.Forlow-agencyindividuals, this is oppressive, as they themselves are tools that can be replaced. We will discuss this later. For now, understand this:Theabilitytoearnwithyourmind,notyourtime, labor, or looks, is how you become in control of what you do and how much you make. Especially as we go deeperinto this uncertain future.

Whenanyonecancreateanything,gettingpeopletocare

becomes the problem, and finding people in the first place stems from that. Most people think their problem is that nobody finds their interests interesting, but the reality is thattheydon’tknowhowtomaketheirinterestsinteresting to other people. You adopt new interests every week, month, and year. That means other people can too if you understand the process behind what generates interest. When you can do that, you unlock the key to creating something valuable. It’s less about what you create and more about how you create it, why people should care about it, and what makes it unique. Let’s start with that.

Money is aunit of value. Valueis a measureof howmuch people care multiplied by the magnitude of problems you solve, and problems are infinite. Power is the degree to which one can change behavior. In the past, the main way of acquiring power was through force or deception. But when gunpowder came along, force became a less viable method(forobvious reasons). Deceitstillexists, butif you choose that as a way to make money, it’s only a matter of time before reviews and reputation catch up with you. It’s not wise. It’s not hard to see that money that stems from force or deception won’t make you happy.

We all want people to care about our creations, and persuasionistheonlywaytodothatwhilestillbeingableto sleepatnight.Persuasion,inthewaywewilldefineit,isthe actofinspiringpeopletoseetheimportanceofwhatyoudo by how it impacts their life for the better. If power is the degreetowhichonecanchangebehavior,andbehavior

change is the root solution to both personal and global problems,thenpersuasionisthemostethicalformofpower anyonecandevelop. Whenmostpeoplewantsomething, they explainwhattheywantwithoutunderstandingthemindofthe otherperson,sotheyrarelyreceiveit. Learningtopersuade allows you to strive for mutual benefit—a positive-sum game—becauseyouareabletoarticulatetheirdesiresoften better than they can.

As an entrepreneur, you are not only persuading one person but an increasing number of people over time. The way you get in front of those people is through media. In the past, this was through handwritten letters, newspapers, the radio, billboards, or TV, which are highly limited for obvious reasons. Paid advertisements and other forms of media are also promising, but for beginners who don’t knowathing aboutit,Ido notbelieveitisthewiseoption. Of course, be adaptable. We’re heading toward an uncertain future, but the fact remains that you will need to persuade with media as one major part of your entrepreneurial journey.

It just so happens that the highest leverage place to create— right now, at least—is on the internet. It is the path of high agency. You don’t need permission to create somethingandpostitontheinternet.Youdon’tneed

permission to navigate idea space and find the information you need. This may change in the future, but that only reinforces the point. No matter if it’s the internet or intergalactic space or virtual reality, the answer has been andalwayswillbetosharethevalue youacquire ina place where the right people can find it.

With the internet came the under-appreciated power of building an audience. In the past, there weren’t any good ways of retaining communication access with the people who trust you and support your work. As people have grown tired of

centralized institutions controlling the flow of attention, more people have been taking to the creator economy as theirsourceofnews,education,andsensemaking.Tome,it seems like the path forward for sovereign individuals is to build their own audience, rather than being at the whim of anygivensystem thatallowsyou to tap into their audience. Publishers,recordlabels,employers,andtherest.Whenyou haveanaudience,youcanwriteabook,makemusic,orfind workbythesimpleactofsharingwhatyoudo,whoyoudo it for, and why you do it in public.

Todumbthisdown,youneedtoattractpeopletowhatyou create with persuasivewriting, speaking, video, or images. As we will discuss in the next chapter, the best way for most people to start is with writing. Anyone can write. Now, this statement typically makes specialists lose their minds. They don’t want to do anything other than type code, make music, or design graphics. They want to focus ontheircraftbutdon’trealizetheircraftisworthlessif

others don’t know or care about it. They don’t realize that the only way they can currently make a living is to work for someone else who creates the media that brings in customers.

There are a few movingpieces here. In business, you need a product—your value packaged in a way that others can benefit from—and a group of people who care about that product

enough to buy it. You can place your product in front of people,but if theycan’tsee whyitbenefits their lives, they won’t care about it. You can have what you believe is the most valuable product, but if you don’t place it in front of people, they don’t have a chance to care about it.

This pattern is reflected in relationships. You can place yourself infrontof agroupof potentialpartners,butif they can’tseewhereyoufitintotheir life, theywon’tcareabout you. You can believe you are the most developed individual, but if you sit inside all day, potential partners don’t have a chance to care about you.

For both scenarios, some individuals won’t have an identity that meshes with yours. You or your product can beobjectivelypromising,butitwon’tmatterifthe

individualdoesn’thaveamindthatcanrelate.Youmustbe in the right place, at the right time, in front of the right people. When you publish your work in public, with intention, persistence, and iteration, you increase the surface area of people who may care about your work. For those who think this sounds uncertain or difficult, I must remind you that the other option—what you’ve been doing—is more uncertain or difficult while hiding under a veil of comfort and ease.

Asa species,weare wiredtoseekapprovalfromothers. We

don’t want to be outcasts from our tribe. That desire has built the beautiful, self-corrective world we live in. If we don’t want to be cast out, we must contribute value to a group of people who can benefit from that value and give us what wewantinreturn. If we don’t contribute value, we close ourselves off to the progress, purpose, and profit that makes life worth living.

Thepointisclear:Youneedpeopleandaproduct.You attractpeopletothatproductwithmedia.Butneitherofthose things—mediaorproduct—arevaluableinandofthemselves. Youneed topackagethem up asan offer.Youdon’task peopletopayyou.Youoffer themvalueinexchangefor anotherformofvalue.Inthecaseofaproduct,it’smoney.In thecaseofmedia,it’sattention.Botharevaluable.Don’t waste people’s time.

Value isperception.Perceptionis the difference betweena basic t-shirt that costs a few bucks and a luxuryt-shirt that costsafewhundred.It’sthedifferencebetween aRolexor Porsche and any other watch or car you could buy for much less. This isn’t to say that you need to position yourself as a luxury brand—because both options have clearly ledtosuccessfulbusiness ventures—but itis tosay that different people value different things. One man’s trash is another man’s treasure, as the platitude goes.

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So, how do we shape perception? How do we package up our media and product that allows us to leverage the power ofpersuasion?Howdowemakeourselvesandourcreations valuable?Thesolutionisquitesimple,butaswithanyskill, itcantakealifetimetomaster.Answerthesefivequestions.

Who can you help the most? Personality is the largest influence on perception. Someone who does notidentify as acoffeedrinkerwillnotseethevaluein an expensive cup of craft coffee. Someone who identifies as a “car person” will not see the value in a cheap and easily purchasable car.

Byallmeasures,themostfulfillingandimpactfulpersonto help is yourself. People with a similar personality. People who are attracted to your vision and anti-vision. People who have shared goals but aren’t sure of a way to achieve thosegoalsthatthey,ofallpeople,willenjoyandstick

with. When you create for your past self, the rest of this process falls into place. This is the topic of the Self- Monetization chapter.

Whatproblemareyousolving?Thefirststepof persuasion,storytelling,sales,self-improvement,and progressasawholeisidentifyingthemostburning problem tobesolved and makingtheperson aware ofit. If they aren’t aware of a problem, they won’t have the desire to change. Your creation will lose all potential to be perceived as valuable. The problem

alwayscomesfirst. Instories,itsparks curiosityandhooks thereader.Itisthefirstqualifyingcheckpointthereaderuses todeterminewhetherit’sworththeirtimetocontinueorfind somethingelsethatticklestherightpartoftheirbrain.

The levels ofproblemawareness areunaware, problemaware, solutionaware,productaware,andmostaware.Mostpeople youcomeacross willliebetweenunaware andsolution-aware. Yourjobistospeaktothemwheretheyare.Youaren’tgoing tospeaktosomeonewhoisn’tawaretheyhaveaproblemthe samewayyouwouldspeaktosomeonewho’salreadytested solutions. This requires creativity and dexterity.It can’t be taughtthroughwords.Itcanonlybelearnedthrough persistenttrialanderroronalongenoughtimehorizon, whichiswhysofewpeoplehavethisirreplaceableskill.

In your writing, speaking, designs, videos, products, and the rest, you must make an educated guess at the majority awareness level of the people who will see the media or product. This is how you capture attention in a world of noise. Pull from your personal experience to start, then keep a finger on the pulse of the information in the space you are trying tojoin. Whatproblemdidyou solvein your life? What was your mindset then? What objections came to mind when presented with a solution? As you come across persuasiveideas youcan use on your journey, write them down and keep them safe.

Where do they want to be? The second step of persuasion is the desired outcome. The purpose. The direction. The ideal lifestyle that—once the problem is solved—they make progresstoward. You don’tneed to givethemthefullsolution,asthat’snearimpossibledue tothe nature ofchange andevolution,butyou can help them take a few steps, and that’s more valuable than staying the same. Entropy isn’t kind to those who stay the same.

Pull from your vision and get specific. What are you helping them achieve? What is the transformation? The more specific you can get with this, the more desire it will generate in a reader, viewer, or listener who is already aware of the problem. Most people don’t want to “revolutionize their mind,” but everyone wants to “have ten less negative thoughts by tomorrow.”

When will they get results? The greatest marketing strategy is clarity paired with pure honesty. When the reader can make sense of how long it will take them to solve the problem and achieve the goal, they are much more likely to act. Creating a timeframe—like six months, fourteen days, or five minutes—does two things: First, it requires you to shrink or expand your content or product to be more direct and impactful. Second,itaddsanotherstructuralpillartothereader’s mind. The more clarity they have, the more likely they are to change their behavior, and behavior change is the only

metric that matters. Otherwise, your content or product won’t get results, and they are not valuable.

As you can tell, these tips are not immediately practical. I am not trying to tell you exactly what to do, I am planting seeds ofawareness in yourmind. If you were to take these ideas with you as you push into the unknown, you will notice these persuasion principles everywhere you go, and that will teach youmorethanthe wordsonthispage.That, by all measures, is the best way to learn. Perspective, persistence,andpatternrecognition.Keeptheseideastopof mind as you go about your new life.

Whyshouldtheycare?Persuasionultimatelyboilsdown to a strong stack of “whys” that empower the reader to change their mind, then their behavior, then their life.

The simplest way to do this is by thinking in terms of painsandbenefits.Thisisbestdonebywritingthemout on paper and capturing more as ideas come to mind.

Take the big problem you plan to solve and break it down intosmallerpainpoints.Youare attempting toamplifythe problem to show the reader that it is a higher priority than they think because the longer the problem goes unsolved, the more damage it can do. If the big problem is “weight loss,” then a pain point can include how feeling sluggish can pull

energy away from their work or relationships. If we continue to ask, “Why should they care?” then we can dig deeper until we reach the core. Having little energy topour into your work can cause poor performance. Poor performance eventually leads to earning less or losing the source of income. In the relationship, their partner either joins them and the attraction fades, or their partner fixesthe problem, deems them unfit, and leaves.

Onthemorepositiveside, youcanbalanceoutthepainpoints withthebenefitsofreachingwheretheywanttobeoncethe problem is solved. In this case, they do better at work— leading to benefits I don’t need to state—and create the potential for a relationship of attraction, desire, and fulfillmentduetotheincreaseinenergyandconfidence.

How do you solve the problem? You solve the problem with a process. A process that you’ve created through experimentation in a way that works for your personality. Your process is the product, but that process can come in many forms, and sometimes it needs education or guidance to implement it best. Of course, aproduct like acuporshirtisn’t aprocess, but they also aren’t solutions to a problem unless they are positioned as such. At that point, a simple cup or shirt can very well be a part of a process to solve that problem. If you want to be more persuasive when selling a commodity,

then you will have to get creative as to how that product can help someone progress through the story toward your vision.

A process, in this context, is a creative system that breeds knowledge,skill,andawarenesstobridge thegap between problem and solution. You create this process by either reflecting on your experience as to how you achieved the goal or creating the process through experimentation.

You can find a plethora of daily planners on the internet, but if you want to create your own, your process needs to be slightly better for the personality you are selling to. If you are attempting to create a process for the goal of productivity, you would purchase multiple planners, experiment with them, pull the best parts from each, refine itwithyourownideas,packageyoursolutionup, andputit on the market.

In summary, anything you create does not come in a form thatisoftenperceivedasvaluable.Youmustdeterminewho it’s for,whatproblemyousolve, wheretheywanttobe,when they will get results, and why they should care. Any oneof thosewillincreasethepersuasivecapacityofyourcreation, butallofthemtogetherwillmakeyourofferirresistible.

TheMetaSkill

Beforehumans,simpleorganismslikeamoebascouldonly gather information with the sense of touch. They only knewwhatwasintheirdirectvicinity.Asevolutionhurled forward, organisms were able to gather far away information with sight, smell, and sound. Then, memory developed, and animals could base their decisions on the past.

Whenhumans camearound—and after avery longperiod, slow progress that then increased exponentially—we gained the power to control the planet. We have become creators of our destiny, not just consumers of our environment. Information could now be stored in consciousness, not only genes or traces of memory. When writing was invented during the axial period, information took a step toward universality.

Information is what we use to avoid danger, discover new potential,acquireknowledge,andmakedecisionsthatlead to a good future. It started with songs, myths, and stories told around campfires. It advanced with the printing press, radio, and television. Now, attention and the spread of information are dominated by the media. With the emergence of the internet, there is hope. People no longer need to rely on either the information in their environment orthe informationcontrolledbyinstitutions tomake better decisions and achieve any version of success. Writing and speaking are the foundational modes of communication, and since speaking was often written down to preserve, writing as a whole has acted as a collective memory, allowing humans to avoid past mistakes and thrive.

Here’swhereitgetsinteresting.Informationisthecodeof

your mental operating system. As humans, we adopt goals we are forced, deceived, or persuaded to adopt. Then, we collect ideas to help us achieve those goals. As these goals andideasformaninterconnectedwebofsystems,wecallit our identity, or self, and it either limits or expands our potential in life.

Before the internet—and still to this day, but to a lesser degree—the spread of information was centralized. The government,educationandemploymentsystems,religious establishments, and mainstream media held the most attention

in the minds of children who grew into parents. Parents heldthe attentionof their children, whowent onto engage, learn, and work for a groundless construct that no longer serves us.

With the goals of society injected as a homing mechanism into your mind, your only option was to become a hard workertowardthegoalsofthatsociety.Theinformationyou gatheredwas perceivedthrough the lens of thosegoals. The defaultoutcomeforthemasseswasslavery.Notphysical,but mental. This is important. The ideas that occupy your head are what determine your potential. If the only ideas you are exposedtoaretheonesthatyourgoalsallowyoutoperceive, and those goals weren’t decided by you but where your attention was placed, and the default magnet for your attention was society at large, then there doesn’t seem to be anything more important than changing and contributing to theprimarysetofideasfloatingwheremostoftheattentionis. Right now, that’s on the internet.

Theinternethassparkedthepotentialforthedecentralized spreadofinformationtothoseofhighagency.Thereisstill centralizationinthemedia, butitwillonlycontinueto dissolveasmoreindividualscreatethemediatheywantto seeintheworld.Theideasthatholdthemostmentalreal estatewilldeterminetheoutcomeofhumanity.Weneed morewriters, entrepreneurs, andcreators whodeveloptheir。，，。。、

minds to distribute valuable knowledge and products that impact the course of evolution. Most people don’t need more assignments. They need more powerful ideas that shape their worldview so they can think and earn for themselves.

The world needs more creators. More synthesizers. More people who set their sights on a vision, develop themselves accordingly, solve problems along the way, and pass down theirknowledgewithwhattheycreatesootherscanbenefit. Tocreateistopassdownknowledge.Topassdownknowledge isto contributetothe cumulative progressof humanity. If we always had to start over from scratch, we wouldn’t be very developed as a species, and we probably wouldn’tbehererightnow.Writing,onanyscale,isresponsible for the world we live in today.

Let me make this as clear as I can. In a world where most people are worried about what skills they should learn, start writing. The mark of a free individual is that they do many things throughout their life. This requires them to learn how to learn, how to think, and how to earn. Writing checks theboxesof allthree. Schoolsandjobs telluswhat to learn, hinder our ability to think, and prepare us to earn within narrow boundaries. Writing is how you solidify understanding of your studies, mold your thoughts in physical form, and create something worth paying for.

Writing is a meta-skill. If you strive for mastery, writing is a shortcut to future-proofing yourself because to write in a valuable way, you must write in public. When you write in public, you are exposed to feedback from which you error- correct to improve your writing. To improve your writingis to improve your thinking, leaning, and earning. Through that error correction, you inadvertently learn psychology, marketing, sales, persuasion, human nature, and the topic being written about. Writing is how you engage in an interest-based education.

Now that technical work and intelligence are on tap thanks to AI, what is left is taste, agency, coherence. Humansmustprovidethe vision, experience, andexecutiontobring their ideas to life. They must tell a story, and what better way to practice storytelling than by writing them in all shapes and forms?

Writing is permissionless leverage. The front end of the internet is media. The backend of the internet is code. Writing is the foundation of impactful media. Posts, articles, video scripts, outlines, newsletters, and more all start with writing. With the advances in LLMs and artificial intelligence tools, code has begun to take the shape of natural language. Clear writing—paired with an understood goal—leads to clear code. Of course, this isn’t perfect at the time of this book, but it

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may be shortly after. The point is that anything you create willstartwith andpotentiallyendwith writing.Ifitdoesn’t end in writing, then it ends in the physical or digital manifestation of knowledge, which can probably be articulated and passed down with writing. In the future, the cornerstonehabitofallsuccessfulworkwillbewriting.What weconsiderwritingtodaymaychange,butonlybecauseour language itself may change. We may speak with new concepts that breed efficiency of information, but writing itselfwillcontinuetopersistasithas.

Theincredibleaspectofwritingisitsaccessibility.Youalready writeeveryday.Youmayhaveajournalforyour thoughts. Youmaysendmessagestoyourfriendsandfamily.Youmay send emails to your coworkers or boss. You don’t need an English degree to think, so you don’t need one to write. Understand that the only place to start is at the start. Rock bottom.Absolutezero.Thisshouldbeliberating.Yougetto

makeafoolofyourselfwhennobodyiswatching.Writingis onlydauntingifyouareprojectingtoofarintotheunknown. Writingbecomeslessdauntingwhenyouviewitasatoolto createafutureyoudohavecontrolover.

Writers are DJs with ideas. When I write, I do not attempt to write it all at once. I start with an outline. I jot out thoughts,topics,sections,andkeypoints.Then,Iletitsit.I allow that

DJ。，。。、、。，。

outline to frame how I perceive the world. When you have an outline, you have a structure from which your mind can think. From there, I let ideas stick out to me when I read, watch, or listen to information I am curious about. Then, piece by piece, I add to my writing—like brush strokes of ideas—and refine it until it is almost complete. This is where most people let their writing collect dust on their metaphorical bookshelf. This is where I publish no matter howIfeelaboutthewritingbecauseIknowitisnotoptional fortheidealfutureIwanttosustain.Peopledon’tcareabout the words; they care about how the words make them feel. Perfection is for the unsuccessful. Writing is how you exploreidea spacewhenpure thinkingfallsflat.Towrite is to store ideas in a way that allows your mind to discover new ones.

Start small. Use the value creation framework in the previouschaptertoideate media like apost orarticle,orto ideateaproductlikeashortbook,software,orgadget.Yes, even products that aren’t writing are best created through writing. Of course, you can also choose to write without a destinationandseewhereyouendupintheunknown.Pick a topic. Outline the problem, goal, process between them, pain points of potential readers, and benefits of achieving the goal. Structure it into a coherent line of reasoning to persuade a specific individual.

Ifyoucan,writeeverymorningwithyouridealfutureinmind. It will change your life.

Self-Monetization

Theonlywaytocontrolyourincome,andthereforeyourlife, intoday’s society, istocreatea product. Forthesakeofthis book,Iusetheterm“product”torepresentanythingthatisa creation that you plan to give to someone in exchange for something, be it a few dollars or whatever form of money mayemerge.Formostpeople,andasarecurringtheme, theirentirelifehasbeenspentbuildingeveryoneelse’s dreams at the expense of their own. This seems to be one commonself-deception:Youbelievesellingaproductis unethical or evil, but if you don’t create a product, you will workforsomeonewhodoes,oryouwillbecometheproduct of that which funds your lifestyle—the government writinguniversalbasicincomechecksisonepotential example.Theaveragepersondoesn’thaveanyotheroptions.

I’llleaveituptoyouwhichisthelesser

ofthree evils,and ifyou reallywant torejecttheminhopes

thatyoufindabetterwaytocontributetotheworld.

When you venture into entrepreneurship, the first three words you’ll learn tohate are these:“Choosea niche.”For the unaware, a niche is a specific market that is best illustrated by the phrase, “If you target everybody, you target nobody.” The purpose of a niche like “bioenergetic nutrition for those with low thyroid function” is to narrow your focus on understanding the individual whose big problem you plan to solve. When you get specific on who you can help the most, you lay the groundwork for a valuable product. Now, there isn’t a problem with a niche. In fact, it’s a necessary aspect of doing business. The problem comes with choosing a niche . . . as if it’s something external that must be found.

When you choose a niche, you end up like most beginner entrepreneurs scratching their heads and begging to goback to their life of poisoned comfort. You either stick it out long enough to make a decent chunk of change, or you realize that choosing a niche and a life of fulfillment mix like oil and water. You end up working with people you don’t care about on projects you don’t care about doing workyoudon’tcareabout.Youescapednarrow, repetitive, and assigned work just to end up in the same exact spot with a few more luxuries that can’t patch up the hole in your soul.

There are a few more issues with this approach. First, you don’t have experience with a niche you choose, and most entrepreneurs fail because they try to solve a problem they haven’t experienced. And since you will probably never experiencethatproblemoutsideof theory, youareworking by proxy. You are studying the map, not the territory. Itcan work, and plenty of people have found success with this method, but I am here to help guide you toward a life of deep purpose. Second, it prioritizes finding, not attracting or becoming. You learn a skill for someone else. You take on projects you do not create. Youchose the first problem to solvebut haveno control overthe next hundred that spring up.

What seems to be the biggest problem with choosing a nicheisthatitisstatic.Youboxyourselfintoalittle

bubbleofthoughts. Similartothepursuitofprestigethat comesfromfocusingononeareaofstudylikeacollege degree, thiscreatesastupefyingconformitythathashigh potentialforreplacement.Youcanonlylearnsomuch withinabox.Thebeautyofbecomingthenicheisthatit evolvesasyoudo.Yournicheisn’tastatictarget—it’sa living,breathingextensionofyourpersonaldevelopment. Asyousolvenewproblems, discovernewinterests, and createnewknowledge, yourbusinessnaturallyexpandsto encompass theseareas. Choosinganicheis forspecialists.。。，，。。，。

Let me make this simple for you: You are the niche. Most people spend their lives searching for their niche, never realizing they’re standing in it. They fail to practice self- awareness,thegreatestbusiness,marketing,and sales skill. You already purchase products that improve your life. You already get hooked in by marketing that doesn’t feel like marketing. You already consume information that piques your interest. But what you may not realize is that you can reverse engineer this entire process, study it’s parts, and recreate it with you as the central pillar that makes every aspect of it unique.

Whenyouaretheniche,youdon’tneedtoobsessovernew marketopportunities.However,youdoneedtoobsess over solving your own problems. If you were to solve your own problems and sell the solution, you would kill two birds with one stone: Self-improvement and other-improvement.

Purpose and profit. No amount of complaining or excuse- makingwillchangethefactthatifeveryoneweretodothat over and over again (solving problems and creating solutions), engaging in the process of error correction to reverse entropy, everyone would have something unique and real with high potential value. Your identity is distinct from every other person on this planet in some way. When you relinquish that power by “choosing a niche,” you open up room for competition. Conformity is a finite game. Authenticity is an infinite game.

Thethingis, startingabusiness costs alotof money,right? You need capital and a warehouse and a marketing budget and an LLC and all of these other things, right? Wrong. Remember, the way you get in front of other people is through media. The most accessible way to do that, at least right now, is on the internet, with writing as theoverarching skill that shapes everything else you do. Thatis an incredible starting point for almost everyone. The internet and writing are a meta path. If everyone does it, there is no increase in saturation and competition because they are a vessel for any type of information, interest, or skill.

Individuals in search for their life’s work are realizing the power of this path. They are becoming one-person media companies. Aftertheybuildanaudience—nomatterwhatsize—thattrusts andsupportsthemenoughtosustainworktheyenjoy,theyhave

twooptions.

First, they can be like Justin Welsh. Before his one-person business reaching $8 million in revenue at 92% margins, he worked as an executive at two billion-dollar healthcare companies.Highpressure.Littletime.Bigpayday.Hewas making good money, but his personal life took a backseat. Eventually, he reached his breaking point. When Justin realizedthathehada fewskillsthatmorepeople—notjust his employers—could benefit from, he started building his own

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thing ontheside.

Justin’s progressionwentlike this. First, hedid notquit his job outright. He saw the opportunity the internet presented and started sharing his knowledge through writing. His skills, his opinions, and most importantly, his story—the thing that makes his skills desirable to those who relate. In fact, that’s still all he does to this day. He writes. He has seen immense success without the need for more time- consuming skills like video filming and editing. By following the principles of value creation, he started attracting an audience of thousands of people.

Given enough time and error correction, Justin created high-margin media-based products. The first was business consulting. Since he had marketing and sales knowledge, hedecidedtoworkone-on-onevirtuallywithsmall

businesses and solopreneurs who could use his expertise. And since he had an audience of people to tap into, this wasn’tthemost difficultthingintheworldtopulloff. This consulting offer allowed him to charge more, work with fewer people, andearnenoughtoleavehiscareerbehindin thepursuitofhiscalling.Ashisaudiencegrew,heknewhe could help more people, so he took the systems he had helped others with and packaged them up in the form of a self-paced course. This leveraged approach allowed him to take full control of his lifestyle.

Justin built a business around his life, not a life around his business. His family and well-being come first. His public writing does the rest, attracting people to the value he has available to anyone who is the right fit. The point with Justin’s path is this: You can build a one-person business, make more than enough money to live a good life, and focus on the things that matter most to you without the outdated business bloat of the past.

I was inthe same situation for a few years, butI decided to pursue more. I’m young, so why not push myself a bit? At the age of sixteen, I’d observed society enough to realize that the conventional path—school, job, and retirement— wasn’t for me. As I became interested in psychology and philosophy, I realized that the default path could not possibly lead to a good life. So, I started experimenting. I scoured the internet for education on how to earn a living doing what I wanted to do. I had always wanted to do something creative, and I could see in plain site that public

figures on the internet were doing just that. I tried quite a few things. Photography, web design, physical minimalist wallets, and more. But it wasn’t that easy. I spent nearly five years—as a young person who could scrape by working part-time jobs—becoming good at one thing: Failure. I accepted my fate and got a job with one of the skills I had picked up, web design, but knew that wasn’t the end of the story.

With persistence, those failures turned into clarity. I knew thatif evenoneperson couldexecute aseries of steps todo what they enjoyed for work, I could too. It may take me much longer than them, because I needed time to piece together the psychological skill puzzle by exploring the unknown, but it was possible. While at my job, I procrastinated most of mywork in favor of workingon my own endeavors. It happened slowly. Family friends started to pay me for small websites. Using knowledge from both the job and my previous failures, my little websites turned into custom lead generation flows for service businesses. Within abouteight months, I was able to leave my new job behind.

But now I had a new problem. I was working for people I didn’tcare abouton projects I didn’t careabout. I hadbuilt myself straight into a new job. With that problem framing

my perception, I began tosee the internet in a rediscovered light. People were sharing web design, self-improvement, spirituality, and psychology knowledge under their own names. I loved those topics. Why couldn’t I do the same? Even further, what was stopping nearly everyone with an internet connection— heading into a digital first future— from creating this “public resume” to attract opportunities that aligned with them as a person?

Asthe ideascame togetherin myhead,Istartedwriting free

posts,articles,and newsletters.ThenIstartedwriting small digital books and guides around my interests. Then people started asking me questions, so I wrote them thoughtful replies. Then I created a paid community platform where I wrote weekly articles, made useful templates, and hosted livecalls.Itwaseye openingtoseethatpeople—evensuch a small group—wanted to listen to what I had to say, let alone pay for it. After all this time, I realized that I was writing so much that writing itself was the missing pieceall along. It was something that I, someone who despised English class in school, could publish in a place called the internet that could reach thousands to millions of peopleper month.

As I got better at writing, my one-person media company evolvedtoreflectmynewobsession:writing.Ilovedto

teach it, and I had a unique way of utilizing the skill for more than just writing essays tobe gradedby a school. My audience and customers didn’t care about writing, they cared about how it helped them attract supporters to their skills, interests, and expertise. I weaved my personal philosophyintomyskillset,putthatperspectiveinmyfirst book, The Art of Focus, and started to teach it to those in my audience who wanted to do the same, because that’s who you, and I, can help the most.

MystorywassimilartoJustinWelsh’supuntillastyear. Imade enoughtoliveapeacefullife, butsomethingwasstillmissing. ，·。，。

Even when I thought I had solved all my problems, yet another emerged. Problems are infinite, problems are soluble, and my realization that I loved personal development led to a new path revealing itself. The next levelof challenge—andtherefore fulfillmentandgrowth— was using the resources I had acquired to start my own company. A writing software that fit my needs to perfection. I disliked having to split my focus between various apps that added friction to my workflow, but I didn’t register starting a full company as within the realm of possibility until now. I hadn’t solved the problem that made the next, more purposeful problem available to discover.

Business became my vessel for personal growth, not some shallow and isolated pursuit of money that small-minded peoplebelieve itto be.Bybuilding productsIcaredabout,

others like myself started to care about them too. From manning my own operationto managing a teamof people, I had transformed into an entirely new person. A person I believe my younger self would be proud of.

Now here’s the thing: this path is not limited toinformation alone. You don’t have to write media-based products like a book or teach what you know, but I still believe that is one of the best starting points for most people.Whenyoulogonto theinternet,you caneasilyfind individuals solving their own problems and selling the solution. Some people suffer

from migraines and create blue light glasses that fit their style and ease their pain. Others researched the harms of polyester clothing and created 100% cotton clothing lines that finally fit them well. In rare personal situations, someonewhosuffersfromeczema—whohatedthesoulless white bars of soap for sensitive skin—can pursue an interest-based education in horticulture and botanicals to create a line of soap that brought life and relaxation back into their routine. All these examples illustrate that an old product paired with your story paired with the internet can overcome the overwhelming sense of competition in the business space.

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Jordan Peterson is yet another example that helps drive the overarching point home. He is not your typical influencer, althoughmany peoplebelievehimtobe.Once aneveryday professor, Peterson has written best-selling books, started

his new Peterson Academy for a better education experience, and has spoken at public events around the world. The important point is this: Peterson uses the best tools at his disposal to pursue his life’s work and impactthe most people. Social media has been a useful tool to do that, but knowing Peterson, he will utilize whatever emergence in technology that will allow him to continue this path. His story, his knowledge, andhis depth outweigh any flavor-of-the-day marketing hack. People can’t helpbut be attracted to his mind. And his mind, unlike his time or labor, can be distributed to anyone with an internet connection.

JordanPeterson。，。，，，。：Peterson，。，，，。、。。， 。

Ioftenwonderwhatthegreatteachersofthepast—likeWatts orSocrates—woulddointoday’sworld.Ihavenodoubtthat theywouldtakeadvantageofhowmediahasevolved.They wouldrealizehowlimitedtheywereinonlywritingphysical books hoping that their word would spread. Thanks to the internet, great minds haveasemblanceofcontrolover how far their value can reach.

As we push further into the future, we can already see people doing more as one person than teams of a dozen more could in the recent past. Media is the most accessible and high margin starting point for now, and when paired with theessenceof your being, it is difficult to replace, but thereare incredible optionsbecoming moreavailabletothe average person. In my own start-up and start-ups I admire, members of the team are taking on the entrepreneurial mindset even more.

Single skills have always been replaced by machines. This won’t stop. During each round of evolution, humans abstract outalayerto abroaderset ofmetaskills.Nowthat artificial intelligence can spit out production-level code at the click of a button, individuals can put on multiple hats and tie them together with taste and coherence. What used to be a software engineer is turning into a design engineer or product engineer. What used to be an author is now a full-fledged media department. The engineer can spendless brain power

ondesign,coding,andproduct.Theauthorcandothesame for writing, marketing, and sales. But the fact remains thata human must orchestrate the tools at their disposal toward an evolving vision for the future.

Becomea Creator

For most of human history—millions of years—creativity wasreservedfor thegods.Somewherealongthe way,they used this power to create humans. Or at least that’s what we believed. Humans were these helpless little beings subject to the wrath of hunger, cold, predators, and each other. They couldn’t explain the world around them, so they couldn’t use that knowledge to create better means of survival.Butslowly, thenall atonce, thetides have turned in the last thousand years or so.

Webegantounderstandhowthingswork.Webuilttools thatallowedustosurviveinanyenvironment,unlike animals, fromfreezingcoldtoextremeheattoouterspace. Theentire faceoftheearthhas transformedtobeamore 。，，，。

hospitable place (with obvious consequences), thanks tothe invention of machines, harnessing of energy, and our desire for discovery. Humans have taken over the role of creator, but so many have lost, or have never found, their path. They are not entrepreneurs, the great high-agency generalists. They are employees, the subservient task- completing machines. Remember, entrepreneurship and employment are a state of mind and are not limited to a specific type of work.

Unfortunately, we don’t know what the future holds. We don’tknow how manyjobsandlivelihoodstechnology like artificialintelligencewilldisplace.Wedon’tknowwhether Earthwillendupagardenorawasteland.Andonapersonal level,wedon’tknowifanyoftheactionswetakewillleadto the life we want. But we know two things for certain: Problems areinfinite.Problemsare soluble. Nomatterhow developed we as a species or the technology we develop becomes,youcanfindsolaceinthefactthattherewillalways beanextproblemtosolve.Thankfully,that’sallyouneedto

know if you want to live a life of meaning, money, and mastery.

Ifhappiness—orenjoyment—isthecombinationofprogress being made and contribution to something greater than yourself, and both are accomplished by solving problems, for yourself and others, and problems are solved through creativity, then the only logical and fundamental aim for your

future is to embody creativity by becoming a creator. In other words, you find theintersection of purpose and profit by creating solutions to problems you deem interesting, passing on those solutions to contribute to the progress of humanity, and repeating the process when the next set of more complex problems arise. Although problems become morecomplex,youbecomemoreequippedwithknowledge, skill, and experience to solve them. Life gets better as problems get harder, if you learn to keep chaos at bay, whichisaproblemwithinitself.Witheveryproblemcomes the opportunity to reach a new level of purpose.

Becomingacreatorhasalwaysbeenpossible,butneverhas it been so accessible. What used to be reserved for those with access to the right resources—time, money, and information— is now available to anyone with an internet connection.WithAIandsubsequentrevolutionaryformsof technology,yourabilitytoembraceyouragencywillonly

continue to increase. The amount of people who seize that opportunity, however, may decrease.

We’veallheardoftheRenaissance. Thetransformativeperiod in European history thatmarked the transition from the Middle Agestomodernity. Spanningroughlyfromthefourteenthto theseventeenthcentury, thiserawascharacterizedbya cultural, artistic, political, andeconomicrebirth. Itismybelief。。，、、。

thatweareinthemiddleofaSecondRenaissance, butthis time,it’shappeningontheinternet,everywhere,andmuch faster than before. A new society is emerging. A digital society where anyone can be an Einstein or Shakespeare (or at least have one in their pocket).

In this society, there are three types of people: consumers, creators,andcompanies.Creatorsareaspecialtypeof person, andno, I’mnot talking abouta“contentcreator”or other type of narrow new age job. While there is nothing wrong with that, and that is technically what creators do at this point in evolution, adoptingthat label is a surefire way togetlumpedintothetrashheapalongwiththose distractedby metrics of engagement. WhenI say“creator,” I’mtalkingabouttheessenceofyourbeing.Likeanentrepreneur with the definition we set earlier of someone whoisdoingsomething,acreatorissomeonewhois creating something. To create is to self-reflect, identify a problem,exploretheunknown,huntforideas,testsolutions,andcreatesomethingworthpassingdown, potentially inexchange for their desired formof value beit money,attention,status,ortheinexplicablefeelingof

helpingsomeone.Acreator isthedefinition ofsomeone living at the intersection of purpose and profit. Said profitis a measure forhow youimproveyourself,improve others, and improve the world at large. To create is to pursue your life’s work.

What’s unique about a creator is the role they play in this new society. They can act as one-person companies who havethegeneraliststackofskillstobeself-sufficient.They build their own distribution and create their own products. On the other hand, they can work for companies or start their own from the leverage they have. A creator, like an entrepreneur,cangofromjobtocareertocallingtosustain the novelty and challenge of solving problems that makes life worth living.

Creatorsandcompaniesarebeginningtolaythefoundation of the future going forward. The education, economic, meaning, artistic, andpolitical domains ofthe pastareslowly being phased out in favor of something more personal, profitable, and efficient. Trust isn’t decreasing in today’s school system because the masses are waking up, it’s decreasingbecausetherearemoreoptions.Peoplecanjump on the internet, pursue their curiosity, find a creator who sharestheiruniqueknowledge, learnskills thatconventional

schoolsaretooslowanddogmatictoteach,andevolvewho they follow as their interests, beliefs, and values take new shape.It’sno longeraboutsitting infront ofagovernment- trainedexpertand“learning”thesamethingaseveryoneelse to end up with a soon-to-be irrelevant skill stack that keeps thebrightestmindssubservienttothedominantparadigm.It’s about finding someone you relate with. Someone with a shared vision for the future. Someone who is a few steps ahead of you and can

providerelevantideasthatbreedspecificknowledge.Inthe past, heirs like Marcus Aurelius would receive the best personal education to prepare them for the throne. An individual today can pursue an effective interest-based education with their creator of choice as guidance and artificial intelligence as a synthesis tool. Of course, this places responsibility on the individual to vet creators wisely. Filtering signal from noise will be the high-value skill of the future.

But this isn’t only about education. Creators are the sense- making pillars of the new society. With the rapid spread of information, increasing complexity, and growing chaos, people are left wondering what to believe in. They can no longer trust a static and singular belief system to make sense of their place in the world or show them how to live. Political talking heads and polarizing institutions aren’t dissolving, but they’re losing attention to creators who present deeper knowledge without the poor incentives.

Creatorscanbecompaniesinandofthemselves,butcompanies arealsoseeingaradicalshiftintheirstructure.Companiesare hiringexternalcreatorsasawaytoconnectwithnewaudiences andbringinnewbusiness.Companiesaretrainingin-house creatorstosurviveinaneconomywheremostoftheattentionis ontheinternet.Tothatend,companiessolveproblemsthat demandresourcesinaccessibletotheindividual,

whicharevery few,andcreators—likeboutiquestores—create personalizedgoodsandservicesforthelike-mindedaudience theyattractwiththevaluetheydistribute.Youcanconnectto theinternet rightnowandfindpeoplefromallwalksoflife generating amorethan sustainableincomefrom theproblems they’vesolvedintheirlife.Whilesomemasticchewinggumto aidinguthealth,otherssellinformation,software,ortasteful crafts that can benefit those who are at a similar level of development as theywereat the timeofcreation. Allinall, creatorsarethedecentralizededucationsystem,economy,and cultural sense makers.

The path to becoming future proof comes down to shifting from consumer to creator. When you solve your own problems, publish the solutions in the global town square, and help an audience of like-minded people, even if that audienceisa“tiny” 1,000truefans,I findithardtobelieve you won’tfindthepowerin youto create agoodlife.At

thatpoint,youronlyenemyisyourself,andthatisbut another problem to be solved.

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Do it all. Write. Design. Market. Sell. Film. Code. Be the generalist youwere bornto be. Be theorchestrator of ideas. The governor of thought. New technologies are but a tool, not a master, to help you learn and do these things faster, cheaper,andwithleveragesoyoucandesignalifestyle that’s within your control.

AbouttheAuthor

DanKoe’s journeybegan ata youngage. He was raised in a religious household. As he was forced to attend church, manyteachingsdidn’tsitrightwithhim.Thiswasthestart of his questioning, but not limited to religion. The questioning extended into his family life, observations of society, and why peopleseemedsomiserable, bothonthesurfaceandintheirsouls.

Dan Koe。。，。，。、，。

Why does everyone regurgitate the same dodgy answer when I ask a valid question about their beliefs? Why is everyoneunhealthy,overweight,andangrywhentheactions to prevent that are obvious? Why does everyone choose to workadead-endjob,thengoontocomplainaboutitintheir free time? Just like anyone else, they have the ability to learnaboutnewskillsandopportunities,right?Whydo

couplesargue,resenteachother,andallowthattoinfectthe minds of their children who go on to do the same? Why do so few people achieve greatness? What is the primary dysfunctionholdingthembackfromchangingtheiridentity, beliefs, and actions? Why does everyone follow the same pathofgoingtoschool,getajob,andretirewithjustenough moneytosurvive?Can’ttheyseethattheyarebeingtrained into the same life as everyone else?

Dan’sreaderscallhimamodernphilosopherwhoseeks to

answer the question, “How does one live the best life?” He balances theory and practice by distilling novel insights as he pushes the boundaries of human potential, spiritual entrepreneurship, and mental mastery.Herelates to those who know they are meant for more. He has had his fair share of business failures, getting stuck in emotional ruts, and getting angry at the world for being unfair.

With hisuniqueapproach to lifeand business,Dan presentsa non-dogmaticapproachtocreatingthebestlifeforyourself byleaningintoyourentrepreneurialnature.Doingwhatyou loveisnolongerapipedream,andDanhasproventhatwith his student’s results.

，Dan，。，。

Ifyouenjoyedthisbook,considerleavingareviewby scanningthecodebelow.Or,headstraighttoAmazon or Goodreads to do so.

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If you’d like to receive my weekly newsletter (where many of these ideas irst spring up) head to thedankoe.com. Thatiswhere youwillalsoindmyproducts,courses,andguides.

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Lastly, consider picking up my previous book, The Art of Focus, for anoverarchingviewofmypersonalphilosophy.，《》，。

Thank you for reading this far. I can only hope that the ideas presented in this book shape your decision making for the better.

–DanKoe

–Dan Koe