

The Start Of Your Life's Work

This is one thing that I believe holds most creators back:

They don't take their message seriously. They don't aim for quality. Every single post is not the most impactful message they have the power to give.

Or... there is no possibility of taking it seriously because of scarcity around money. Which opens up the option of pursuing another business model or getting a job to fulfill that need – opening up room to be your authentic self and not unconsciously come off as needy.

Lastly, one may be afraid of growth itself and the change that is demanded by it — making them unconsciously dilute their message and wonder "why isn't this working for me?!" It's a self-fulfilling prophecy.

While most creators are focused on their next content idea... we are focus on creating a body of work that will leave a mark on the world.

Even if you don't leave a mark on the world, this mindset alone will bring fulfillment into your life and work — you will have FUN and feel compelled to deliver the best work that you are able to.

The BIG Problem You Want To Solve

Your life's work will be based around the big problem you want to solve in the world.

This is what many people would consider your "life's purpose."

This big problem will have a *plethora of smaller problems that need to be solved along the way*. (Usually, the problems that exist in your life right now that will lead to you uncovering the BIG problem).

This big problem can be a big problem that you are trying to solve in your own life (because everyone has the same problems, you can work to solve this immediately and help others do the same).

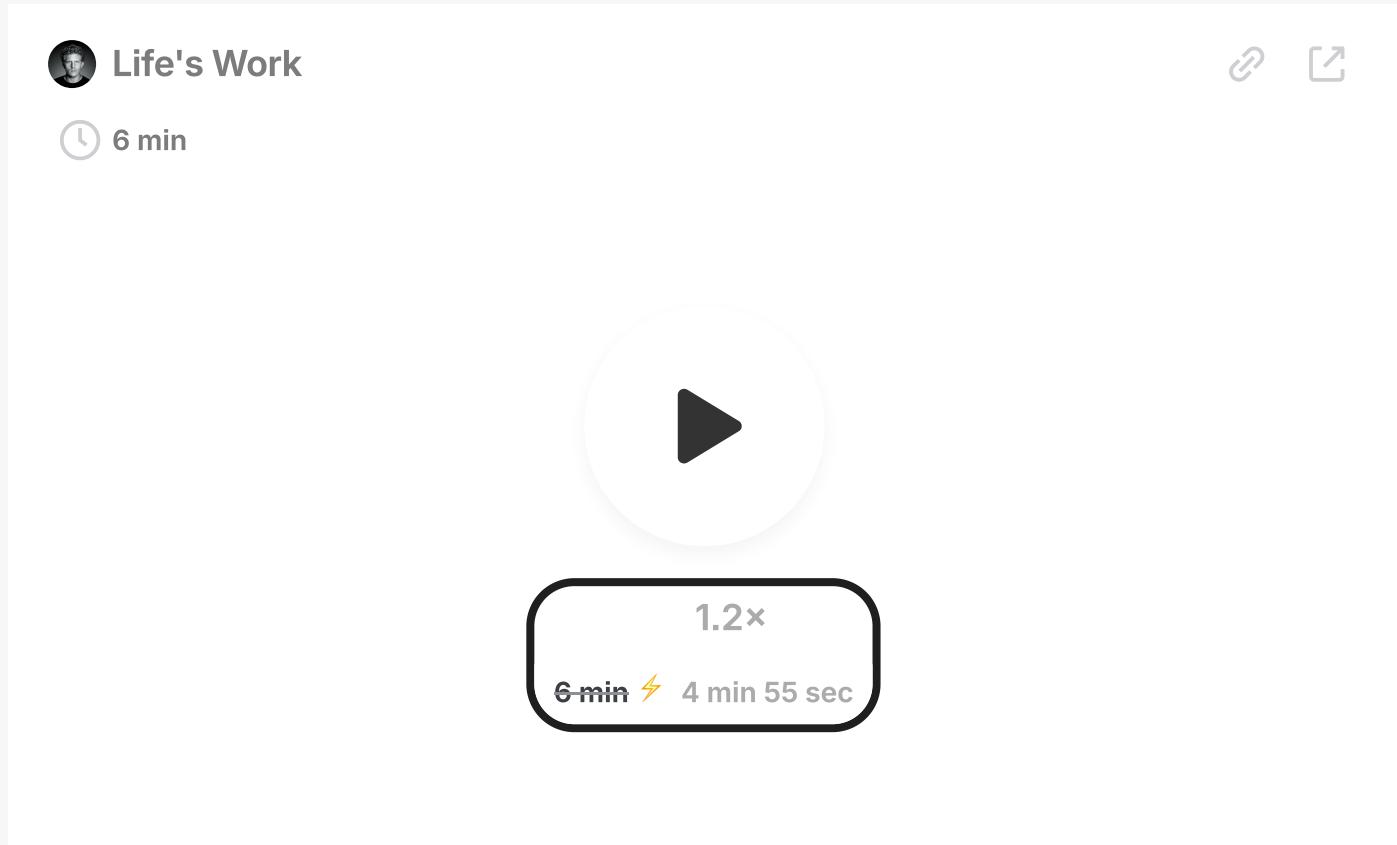
As with everything here, it is best to:

- Get your first iteration out to gain some awareness.
- Let your subconscious munch on all of this while going about your day.

- Note down ideas, experiences, and insights that come to you as you go about your day.
- (You can capture these fast inside "The Queue" page in the Command Center.)
- Turn those ideas into content and potential parts of a system you can sell.

I cannot tell you what this big problem is. You have to write out what you *think* it is so you can uncover what it actually is with time and experience.

>> The video below is in Notion. [You can duplicate the Kortex template here.](#)



Becoming A Visionary

What will the world look like after you solve that problem?

What will your life look like after you solve that problem?

What will your followers' lives look like after you solve that problem?

What is the transformation that you are helping other people achieve along the way?

HOW are you going to solve that problem with your interests and Domain Of Mastery?

Think about it...

Jesus was a visionary

Buddha was a visionary

Elon is a visionary

Every single leader that you look up to has a vision for how their work will impact the world.

Your vision is what you are leading your followers towards. This is what you are going to help them actualize in their own life — because humans are emotional beings, not logical. They want a higher quality of life and better future for themselves.

What are the steps to get there and how are you going to deliver those steps with your content and products?

Considering Your Anti-Vision

What is it that you are working away from? This will help you to start thinking in terms of polarity.

Are you hell-bent on not being mediocre? Write about how to not end up mediocre.

Do you not want to live in a big city? Why?

What do you not want to look or feel like? Why?

Your audience is your tribe. What is your tribe working towards? What are they working to avoid?

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Becoming A Visionary



11 min



1.2x

11 min ⚡ 9 min 17 sec

Your Value Code

If you want to keep this problem away, you will have to adopt and cultivate the values that help keep that problem away.

If you have a problem that is solved by improving and systemizing your health, you will need to adopt health as a value and iterate on your "do's" and "don'ts" for that value.

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Creating Clarity



Self-Management



Pieces Of A Personal Brand



Your Domain Of Mastery



The Start Of Your Life's Work



Optimizing Your Profile



Non-Needy Networking



Growing As A Beginner



Action Steps + My Journey



Module 3