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Without a *fundamental* or *underlying* strategy that enables ambitious businesspeople to continually accumulate *strategic* knowledge and power to…

Produce competitive advantages, *superior* value and top 1% annual incomes

Produce a steady stream of *new* offers, practices, narratives and strategies that are scarce relative to demand, which means they are *un*common, strategic and *superior*

Ensure thought and action that is coherent with *fundamental* philosophies, principles, laws and mechanisms that shape everyone’s spaces of possibilities for effective thought and action

… ambitious businesspeople *cannot* earn, save or invest enough money to survive, be free and live a good life throughout their *entire* life.

***It isn’t possible*.**

Annual income statistics prove it. No matter how determined, hardworking, busy, educated or reliant on *common* sense businesspeople are, they *cannot* compete effectively enough to earn top 1% annual incomes.

Instead, when people lack a powerful *fundamental* strategy that enables them to continually accumulate *strategic* knowledge and power,