

ZULF'S THEORY OF SUCCESS

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1. SUCCESS IS FINDING A GOOD OR SERVICE THAT IMPROVES LIFE SATISFACTION FOR ALL PEOPLE

There are 7.8 billion people on Earth. Success is to find a good or service that is worthwhile and will certainly improve Life Satisfaction for all people. I am living with my aunt in Allen Texas on Disability right now. I don't see any other way out of this rut.

I am Classical in Science. So When I seek success I try to have a clearer understanding of Human Nature and then try to understand what simple thing x would improve Life Satisfaction for all human beings uniformly across the globe. When I have firm certainty that 'the world is like this' and my good or service x will produce a world with higher life satisfaction then I will have success.

I don't like thinking about all sorts of marketing and business relationships and all the rest. I believe there are deep gaps in our understanding of Human Nature and I am interested in understanding gigantic gaps that will allow me to formulate x and then I will just work on ensuring delivery of x to everyone and they will compensate me and I will have success.

This is extremely challenging because there is a great deal of study involved and we can never succeed by the insights of other people. It has to be our own. It seems almost impossible in the abstract, but this is what I believe success is all about.

It is expensive to *know the state of the world* and I have to use a great deal of creative judgment to make correct inferences. Then I have to formulate and produce a situation with various candidate products and keep focus on these to produce a success.