

ZULF'S THOUGHTS ABOUT SUCCESS

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If lust and hate is the candy, If
blood and love taste so sweet,
Then we give 'em what they want.
Hey, hey, give 'em what they want.
So their eyes are growing hazy,
'Cos they wanna turn it on, So
their minds are soft and lazy, Well,
hey, give 'em what they want.

10,000 Maniacs, 'Candy Everyone
Wants'

I am not yet successful. But of course I plan to be. Even at 48 I am planning to be successful in the future. So what do I think is success?

I think simply. I consider some sort of thing, a good or service that I produce. Success is when say at least 5 billion out of 7.8 billion people buy my good or service and pay me some money for it. That's success.

Now I reason as follows. If I come up with some good or service and then I need to convince 5 billion people that they all need to buy it, then it will be a failed effort. Why? It's a huge amount of pushing and tugging and trying to impose my view of the world on 5 billion people. Now I am living on disability in Allen Texas. I don't have the resources to do that anyway. But even if I did have the resources, why would I want to do that? The 5 billion people are doing their own thing, happily living their life and why should I impose a new sort of thing where my good or service suddenly needs to be so important to them? I'll end up with all sorts of newspapers and televisions and billboards and other channels to try to convince them that they better buy Zulf's gizmo or else. That's a failure. That's just not the sort of man I am, and that's just horrible.

Instead I don't want to do any of that. I want to understand what people need for their own good that *they think is valuable* and then I want to see if the world has some of that already. Then I want to carefully avoid any thing where large number of obnoxious monopolists with large egos and criminal predatory intent are operating in the space.

Look, I do not lack courage. I'm quite brave, but these sorts of people are not my level; they are yucky barbarians and criminals thinking about all sorts of horse raiding and motor cycle gangs trying to take over all sorts of peaceful civilisations with marauding. I'd rather not have to compete in these horrid barbaric activity.

So that leaves me with what sort of things do everyone need that does not exist already and just work on providing those things to 5-7.8 billion people. Now that's the sort of thing a Civilised gentleman should do. And I am extremely posh.

Date: June 29, 2021.

Fine, I am unbearably snooty when I am surrounded by my friends who are quite sophisticated extremely well read people. What do you expect? I like my snoot, ok? I am comfortable with it.

Anyway, so people want higher Life Satisfaction. That's what I want to provide.