NOTES FROM: *The Art of Focus*, by Dan Koe

SUMMARY: This book is the *definition* of "not for everybody," but for the right person, it could be absolutely *revelatory. Life-changing.* A complete "Before and After" separating your old self, your old way of life, and the way you'll live forever after. No less than *18% of the text* ended up *directly* in my notes, and on virtually every single page there was something fascinating that either got me *thinking* or got me *moving.*

***The Art of Focus* is a philosophy book, disguised as a personal development book, disguised as a business book. It's directed more or less at creators who are looking for a way to monetize their minds and earn a full-time living producing meaningful work and distributing it online. But virtually *everyone* could find *something* life-changing inside, and it contains layers and layers of meaning that each speak directly to where people currently are on their journey from mental slavery to conscious freedom.**

If I'm being a bit vague here, allow me to set the scene a little more. Look around you, and you'll see that most people (at least *many* people) are *desperately unhappy,* desire to make radical changes in their lives, and yet are unsure precisely how to do that. Dan Koe argues that we're living in a dystopia of excessive pleasure, comfort, and a false sense of security when it comes to what lies ahead, both individually and collectively.

Every single day, there are literally *thousands* of marketing messages being launched straight into your prefrontal cortex, each of them demanding your attention. In other words, demanding a little piece of your *LIFE.* Eventually, what happens to most people is that they don't know who they *are* anymore, or what they really *want.* They're *told* what they want, *and they believe it.* Personal agency is a distant memory, and the default path is all that's left. Wage slavery, mental slavery, and debt slavery, if not *actual* slavery.

The way out of this meaningless hellscape (oddly comfortable and "safe" though it may appear to be), lies in taking the path of the *Creator,* as opposed to the *Consumer.* We all consume *sometimes,* of course, but if your entire *life* revolves around consumption, and you only watch, read, and talk about what everyone *else* watches, reads, and talks about, you'll only be able to *think* what everyone else is thinking. Your individuality - the very essence of who you *are* - will be stripped away, and you'll barely even realize that it's gone.

If you don't want the same quality of life as everyone else (and I'd argue that you don't!), then *focus is the cure.* Yes, "focus" in the sense of being able to pay attention to something longer than a beer commercial, but also in the sense of being able to separate action from distraction, meaning from meaninglessness, and success from failure.

If all this "evolution of consciousness" stuff still sounds a little "in the clouds," I'll bring it down to earth by telling you briefly how *The Art of Focus* shifted my behavior and my worldview. For a long time now, I've rejected the future that was just "assigned" to me by society on the date of my birth: get good grades, go to college, work for forty years, collect gold watch, die. I already knew there was more to life before I read this book. But it gave me a sense of *urgency,* and *personal power* that was…*electric.*

Here was Dan, living free and uncommitted - *except to his purpose.* Living consciously and intensely, following his own curiosity, earning hundreds of thousands of dollars *per month* doing so. I was *already* a full-time creator myself, having struggled for years to "make it," and now I just had this renewed sense that *even more was possible,* and that my future was wide open. *Decades and decades* of my life *opened up* right in front of me, and I *knew* that I'd never go back to my old life for as long as I lived. *The Art of Focu*s was my point of departure into my most exciting future.

"Look around. We are on the brink of a catastrophe. A dystopia of excessive pleasure, comfort, and a false sense of security as to how successful you will be is no longer just a relatable movie scene. Since birth, you were spoon-fed ideas, beliefs, and routines that program you into the same default path as everyone else. This leads to the same quality of life as everyone else. It's no wonder why most people feel anxious, overwhelmed, and have a cloud of meaninglessness hovering over their heads at all times. Focus is the cure. But not the narrow focus we associate with deep work and study. Focus is what separates action from distraction, meaning from meaninglessness, and success from failure. Focus is how you conduct your own adventure to stop hurtling toward the dead end that was assigned to you by society for their benefit. This will be a painful journey to find meaning, reinvent yourself, and create your ideal future. The only thing more painful than seeing what you are capable of is not seeing what you are capable of, and I can't think of anything more worthwhile to dedicate your life to."

Joey Justice: "I've enjoyed finding ways to think of my life more like some sort of a game - not to be won, which is impossible, but instead to be explored, enjoyed, and experienced as much as possible in the life we have now."

Joey Justice: "My friendship with Dan changed my life. The book you're about to read will change yours."

“What a life. A life I have lived multiple times, each one being shorter than the next. Many people say they enjoy this lifestyle, that they are fine living out the same day like an experimental TV drama. It seems like a peaceful existence, but one that I could never live. The thought of something more would eat me alive. If the lifestyle illustrated above made you want to jump off a building, good. You picked up the right book. This is for those that hate the thought of ending up like everyone else. This book is for those that feel an internal sense of despair at the thought of an unlived life. This book is for those that know there is something more, but aren’t sure what, when, where, why, or how. This book is for those that will not surrender the little sovereignty they have left to the default path that too many people accept and follow without question.”

“The point was to become aware of experience as feedback and focus those resources toward the good life.”

“All I could think about was all of the knowledge I lacked. Especially after feeling cheated by the conventional resources that were supposed to secure my future. I spent my days absorbing all the information my focus could handle on fitness, finance, attraction, and perspectives of meaning, happiness, and fulfillment. Consciously experimenting with the best teacher I could find - my own mind, body, spirit, and business. Through countless bouts of trial and error, a decade of compounding returns on focus, and eliminating the possibility of failure from my mind, I have built something I am proud of: a life of meaning, money, and mastery.”

“Do you want your time, attention, and life-changing experiences stolen from you? Are you okay with sitting by, being a slave to modern distractions that have been laid out like breadcrumbs, leading to a life of drained pockets, zapped neurochemistry, abysmal energy levels, and the gradual destruction of anything meaningful in your life? Are you okay with continuing the never-ending search for ‘safe,’ ‘secure,’ and ‘pleasurable’ experiences that leave you with the opposite feelings? This is the life of the modern human. Walking down an undefined path with mouths open, minds off, and shopping carts - physical and digital - filled with doses that should be considered poison. All while playing a character operating on inconducive and unfiltered information, playing the role they’ve been molded to play.”

“I am being dramatic here, and there is a reason behind that. Exaggeration is useful to get the essence of the situation across, because that indeed can be more dangerous than my bold assumptions. I am going to make mediocrity so repulsive that you have no choice but to use your gift of creation.”

“If you do not have the awareness of the possibility of a better life, it is impossible for such a future to actualize.”

“What we hold in our attention, how we interpret that information, and why we gave it our attention in the first place is of utmost importance. Focus is attention with intention.”

“Controlling the information that you hold in your focus is the key to overcoming the anxiety, boredom, stress, and overwhelm that plague today’s society.”

“While much of our unconscious is a result of our mental programming and centuries of evolution, our conscious mind still plays a large role in forming what information our unconscious mind can manage. The depth, wholeness, and state of your focus will determine the entirety of your life. The enjoyment, the suffering, the progress, and the success.”

“Your focus is the only thing you have control over. It influences your thoughts, emotions, actions, and the positive or negative direction of them all. If you do not focus on one thing that brings awareness to the next, you may not create the chain reaction that allows for certain thoughts, emotions, and actions. Your long-term and short-term options are created by when, where, on what, how, and why you focus your attention.”

“This is not an overnight process, but it is worth the lifetime of benefits you will receive.”

“We will understand and structure the mind in a manner that is conducive to maximum enjoyment. From this place of understanding, you will be able to navigate tasks, problems, and situations from a higher perspective. One that allows you to make better choices. That’s all that practical life is, a series of choices that compound into either a fulfilling or miserable life.”

“Clarity is your savior, and we must prioritize programming, maintaining, and evolving the systems our mind runs on. This is done through self-generated goals, creating a path to achieve them, and focusing on solving the problems that arise without being consumed by distractions.”

“Consciousness is like water that takes the form of content in the structure of a cup. Routines, rituals, business systems, relationship tactics, sports, other self-help advice, and spiritual teachings allow individuals to prevent their mind’s decline into chaos for the temporary amount of time that they hold that form within consciousness. The structure of the information we focus our attention on determines our quality of life. But reality is ever-changing. What you focus on must adapt and change on a daily, monthly, and yearly basis.”

“Self-experimentation is not only the way to solve your problems for good, but to make novel discoveries. Experimentation leads to true experience, and true experience is how you differentiate yourself in the marketplace.”

“Intelligent imitation is how you leverage the benefits of ‘fitting in’ while not becoming a mindless slave to the systems of society. The way you begin to move in a life direction is to make a conscious change in the people, environments, and information that you are exposed to. By immersing yourself in the stimuli that is conducive to your ideal future, you pick up subtle hints that compound into useful knowledge. But, of course, this knowledge must evolve into understanding through conscious action.”

“Nobody wants to cut themselves off from great discoveries, insights, and truths, but that’s what social conditioning does. We accept and attach to the limits projected on us.”

“Open-mindedness is how you explore the depths, while most people exist on the surface.”

“No idea is too sacred to question, and the more sacred it seems, the more it should be questioned. Question the things that people make you think you are crazy for questioning. This is the beginning of many inspiring origin stories.”

“We often interpret a situation as difficult when it isn’t supposed to be any other way. It is what it is, and once you experience this profound truth, life becomes sustainably more enjoyable. Your expectations of what things should be is not the reality that is in formation.”

“Things aren’t supposed to be anything other than what they are, and once you accept this, expectation aligns with reality. You can finally see. See things for what they are. Focus is no longer split, but engaged with the present moment.”

“It is obvious that the only way to make novel discoveries, creations, and innovations is to embrace the unknown, preferably with curiosity as your driver toward a meaningful goal. If you want to live a life that has not been lived, you cannot follow the default path that is laid in front of you at birth. The sooner you realize this, the sooner you can wrestle with the fear of doing what you want and win.”

“Reality is not compartmentalized. Everything is connected, and there are infinite connections to be made. The world needs more polymaths, autodidacts, and modern Renaissance men to further the unity of human consciousness.”

“You don’t get rid of the ego; you develop it to the point of being at one with reality.”

“Every problem you encounter in life demands an increase in your level of mind. Your level of mind is synonymous with the openness of your perspective or complexity of self. You must shed your attachment to expectations, concepts, and beliefs that prevent you from perceiving any situation for what it is.”

“If you have the skill to match the challenge, and are honest with yourself, all you need is to rip the bandage off. Not only will you make a leap in progress, but peace, thanks to the level of mind the stress requires to mitigate. In business, close the client even if you don’t know with certainty that you can deliver results. In life, book the flight across the country even if you don’t think you can afford it. Make the decision that requires you to finally execute reaching your next stage of evolution.”

“Strip all judgements from your mind surrounding selfishness, as I’m assuming those were programmed into your head by the selfish desires of others. Self-education, self-reliance, self-experimentation, self-control, self-reflection, self-awareness, self-employment, and self-management. Those traits are to be prioritized.”

“Perspective is constructed with the goals you plan to achieve, paths you know to achieve it, and problems that must be identified to achieve it. Note: If you do not know what goals you are pursuing, you are pursuing the ones society assigned to you.”

“Your focus will be limited to the aspects of reality that your perspective allows. Unless you create goals that launch you into the unknown, a problem that you consider a normal part of life won’t reveal itself as a problem. Because of that, you will have nothing to learn, discover, or act on in any meaningful fashion. This is how you train your focus. By setting and pursuing interest-based goals that allow your mind to become aware of new information that leads to the evolution of who you are. This stresses the importance of radical open-mindedness. If you are in a constant state of closed-mindedness, stress, and narrow focus, an opportunity to change your life may pass you by.”

“Attention is the currency that runs the world. It is the foundation of existence. If it doesn’t occupy your attention, it doesn’t exist.”

“For this book, we will define mental energy as a term that encapsulates the effects of attention, intention, and will that are amplified with consciousness. When you focus your mental energy, attention plays a huge role, but the intention may be misaligned, and the will nonexistent. Focus is the vessel for mental energy.”

“Specific goals demand a specific amount of mental energy to actualize. When you are locked into the default path, you are spending mental energy toward the goals that society assigned to you. This makes it difficult to invest in the goals you truly want to achieve.”

“If you don’t choose where to place your focus, it will be chosen for you.”

“In a world where so few people set, and even fewer achieve, their own goals, one can piece together an argument that a new version of slavery has emerged after the Industrial Revolution. Not physical, but mental. If you don’t know what you want, you will be told what you want, and you will believe it. If you don’t create a purpose, you will be assigned one. If you don’t create a career, you will be assigned one. If you don’t create a hierarchy of goals to invest your mental energy in, you will be assigned one, like climbing a corporate, religious, or status ladder just to realize you’ve wasted 80% of your life.”

“Collective mental energy is what creates modern power. From the bottom up, key pillars of the external world’s structure are fueled by unconscious attention, inattention, and will. When we pull from our experiences to know what we don’t want, gain clarity on what we want, and construct a personal hierarchy of goals to frame our focus, the potential for life enjoyment increases dramatically.”

“The path of the problem solver, or value creator, is how you escape the world of replaceability. Fall in love with the challenge that problems present, from superficial to metaphysical, and your ideal future will create itself. This is the infinite game.”

“Without questioning our path in life, the ‘safe and secure’ route that is marketed to us at birth and beyond will become the default option. Beliefs are conditioned into our habit-loving brains. Beliefs influence our thoughts. How we interpret those thoughts influences our state of mind. Our state of mind influences our actions. Our actions compound into our future self.”

“The Universe, from the top down, is divided into infinite creative parts. All of these creative parts are an idea. A figment of consciousness. A unit of mind. You are an idea in the mind of the Universe.”

“In a practical sense, you do not understand your potential because you have not sought to learn by your own desire. Only then can you be exposed to the puzzle pieces that form your potential.”

“Yet this is what humans do. We see what we want to see, ignore what allows it to exist, and let negative thoughts flood our mind about how the crazy person is not the one in the mirror.”

“When you expand your focus and zoom out to see the bigger picture, you can become aware of the ideas, or options, available to you. Only from there do you have the ability to make creative decisions in a situation. You gain power when you realize that you can’t control the options in a situation, but you can control which one you choose. You feel helpless because you are unaware that there is in fact a series of decisions you can make to get out of your situation. It’s not that we don’t have options, it’s that we forget we have them.”

“The point is to observe the patterns that are all around you and see how they reflect in your personal life. If you are stuck in a rut, that is but an impermanent state that will resolve with time and effort. Above all, your ability to zoom out to a conscious, open-focused state will allow you to see these seasons for what they are: a necessary low that will lead into an inevitable and impermanent high.”

“Struggle is a Universal principle. It is silly to think that it isn’t supposed to be a part of your life. But that is what we do. We expect life to be a certain way, when it isn’t supposed to be anything other than what it’s being.”

“The nature of experience is refinement through struggle. If you are inexperienced, problems will be as problematic as the attention you give them. Awareness is the first step, Universal perspective is the second, and if it is real, accepting the battle for what it is comes last. Radical acceptance of present-moment reality is the start of the solution to most, if not all, of your perceived problems.”

“When you are young, everything is important. Everything is new. Like a puppy in fresh grass, children explore a world of wonder until it becomes normal to them. As adults, our web of expectations is so developed that life seems to lose its zest. And when something doesn’t fit into that narrow worldview, we lash out with negative emotion until we can make sense of it, rather than opening our mind to the wonder of the unknown.”

“The harm is done when we resist life through the power of thought.”

“You feel bad because your future self is watching your every move, and they don’t like what they see.”

“It is your responsibility to bring order to your life.”

“You are being attracted to your highest version, and the depth of your core can sense it. The external call to evolve requires you to chisel inward beneath the mental constructs that have been layered through your conditioning. Your internal state must become one with the ever-changing external state. You identify problems in your life and solve them. That’s it. That’s how you live with purpose, unless you get distracted. But most people want to solve the problems of the world before they solve their own. This is a recipe for disaster. How can you help the world if you haven’t helped yourself? If you have not developed the identity that you reproduce in every interaction, you are contributing to a collective hell on earth unless you make the conscious decision to evolve.”

“It takes time to realize how one problem spreads into all areas of your life. Like how a lack of money can prevent optimal health, moving to a beneficial environment, and silently destroy your relationships. Or how a lack of health leads to low physical energy, which impacts your quality of work, how you look, your self-esteem, and your ability for clear thinking.”

“If you don’t have a plan, society does, and it’s been planning your life for decades.”

“A plan is structured information that you can bring your attention to when mental chaos ensues.”

“They came across this reasoning because the intention to improve beyond their low point in life allowed them to register information that will aid in resolving their conscious pain. They did not distract themselves from their problem.”

“In a game like this, you are almost forced to be conscious of your choices. In reality, social conditioning leads to mindless action that when gone unchecked can take years of stagnation to undo the damage. Wake up now.”

“Those that teach us when we are young already have a game they want us to play. Retirement is how you win, schooling and high-status jobs are how you play, and our decisions occur without conscious choice. Our fate is decided unless you are made aware of a better path and choose to create, play, and win your own game.”

“Doing nothing with your life is much more painful than doing something with your life. It just takes longer for that pain to kick in.”

“If you don’t focus your mind on what you want, it will be focused on what others want for you.”

“In the 3rd millennium, where the status quo is cracking at the seams, every individual has a chance to become the highest version of themselves. When most people have a sense of self that is the product of the external world, you have the chance to peel back the layers. You can build a self that is a conscious, personal creation that works less, earns more, and enjoys life.”

“A plan creates clarity, and clarity creates action.”

“Anything that can be put into words is a self-imposed limit that prevents us from understanding what can’t be put into words.”

“If you remember anything, remember this. You need a challenging end goal that you want to achieve, clarity on how to get there, and a simplified first step to reduce the friction of getting started.”

“Everyone may seem wrong, but when you take their conscious or unconscious goals into account, they are right.”

“This is an illustrative description of how you ‘zoom out’ to gather truths, patterns, and creative resources, and ‘zoom in’ to apply them in your practical life. We can consider what is ‘clear’ to be conscious and what is ‘blurred’ to be subconscious or unconscious. This can work for or against you. If you hold the perspective of your future self in your mind and focus tightly on a task that will create your vision, distractions won’t register in your field of awareness. This is what we want. Clear and unbroken focus on what is important to us. At least until a new importance is discovered as the last one inevitably fades.”

“Life is a mind game, and if you don’t have the skill, you won’t be able to continue playing. Your quality of life is dependent on the quality of games you choose to play, because those demand a specific quality of mind to play them.”

“The mind game houses infinite mind games. Each game has a string of goals. Each goal presents an increasingly difficult challenge that demands an increase in mental skill. All skills are of the mind, and mental mastery is how you fight back in a world that wants to steal your attention, manipulate your thoughts, and make you feel helpless.”

“Everything you see has an iceberg of understanding beneath the surface. Observe and question.”

“Understanding your problems means to perceive them from the highest level of mind available to you. From that expanded perspective, you can begin to experiment, iterate, and create a long-term personal solution.”

“The actions you take, or lack thereof, have a widespread impact on your future that can’t be seen through the lens of your problem. Problems that prevent positive choices can only be solved by the emergence of a new perception that stems from a higher level of mind.”

“The conscious mind can process 50 bits of information per second. If you live until the ripe age of 80 years old, you can process around 125 billion bits of information in your lifetime. This information is processed through focus, which expends mental energy and results in a varying quality of experience. A large chunk of that information will be processed by necessities like grooming, cooking, and running errands. The rest will be processed by work, rest, and play, and the distractions that pull you away from giving your full attention to meaningful living. Imagine your life potential as the 125 billion bits of information you can process. If your focus isn’t strategic and you become a victim of modern mental enslavement, your potential is already decided.”

“As we learn and become more comfortable with any aspect of reality, that information is stored and used by the unconscious mind.”

“The default state of consciousness is chaos. You have experienced this before. Unless your mind is engaged with a thought, task, or stimulus, it will wander off in a negative direction, anxiety, or boredom. When we allow randomness into our lives, negativity increases in potential.”

“The only option is to forge your own path. You must set a conscious goal, create clarity through self-education and experimentation, and abide by the principle of progressive overload: to increase the challenge, practice until your skill is up to par, and repeat the process as life lessons compound into a personal philosophy that can be shared to advance the collective mind.”

“The quality of your human experience is most influenced by the structure of the information you process. When you create a meaningful hierarchy of goals, acquire the skill necessary to achieve those goals, and act from the perspective of your highest self, life becomes enjoyable. This is in your control but is not immediate.”

“Anyone can dig into the experiences of their past, generate a potent energy source within them, and focus that energy through action toward an intrinsic hierarchy of goals. This is the secret of the disciplined and successful. Self-discipline is when the desire to become the highest version of yourself outweighs the desire for cheap pleasures.”

“Become brutally aware of two things: (1) What you don’t want. (2) Where you will end up if you keep doing what you’ve been doing.”

“Observe the masses and see where mindless action leads. It’s not pretty.”

“It’s easier to know what you don’t want - from experience - than it is to know what you want - from imagination. But realize that imagination holds a lot of power. You need experience to fuel imagination. And when the two are combined, you create a frame that is impossible to distract your focus.”

“Create an anti-vision for your future. Write out every single thing you don’t want, why you don’t want it, and how you are going to avoid it.”

“A clear vision is an eternal source of energy when consistently refined through self-reflection and conscious decision-making. Through the art of focus, you can tap into this intrinsic motivation at any time. Come back to your writing at least once a month to revise and remove limits on your potential that you had not seen before.”

“Your purpose is the most pressing problem in your life at this very moment. The one that you have been putting off addressing. The one that you have not contemplated to realize the havoc it wreaks on your potential by preventing you from acting on a deeper purpose.”

“Nothing is more important than your potential.”

“If you’re lost, the answer is education. If you’re educated, the answer is execution. If you’re executing, the answer is consistency. Even if it doesn’t seem like it, there’s always a next step forward.”

“Your priority actions to actualize your goals are the ones that get results.”

“There is an extreme method for sparking change, but it is only for a select few. I call it ‘tactical stress.’ The conscious decision to put yourself in a do-or-die situation, knowing that you have the skill to make it work, and will accept nothing less than success. Pull an all-nighter. Sign up for a marathon. Book a flight across the globe. Move to a location that demands three times more than what you can afford, so you are forced to make your business work. Ask the client for double your normal rates. Do the thing that other people will think you are crazy for doing, because that’s how you make leaps of meaningful progress. This is how you create a glitch in the matrix and have reality deliver you a slew of novel insight. That is one option, and I do not recommend doing it often. It is a good way to shock you out of the life you’ve grown too comfortable living. Beyond that, we want to aim for slow, consistent progress that increases our surface area for exponential growth.”

“One man’s labor cannot scale, but the creative ability of his mind can. You have the opportunity to solve your own problems, help others solve their own, and impact the world at scale while generating a creative income with the power of the internet. Education, entertainment, and inspiration now form the pillars of an emerging digital society. Purpose, profits, and peace are no longer mutually exclusive.”

“The first lesson of any teaching should be to encourage the questioning of any teaching. The second should be to lean into the curiosity that will allow you to fail the fastest. From there, we can include topics on persuasion, mental models, research skills, critical thinking, and entrepreneurship as vessels for applying any skill the individual may learn.”

“The teacher learns more than the student.”

“Knowledge not found in schools is the source of money not found in employment; and the internet has democratized wealth generation for those that take responsibility for their education, skill acquisition, and self-promotion.”

“At this point in time, the year 2023, there is a statistic that 85% of jobs that will exist in 2030 have not been invented yet. The keyword here is ‘invented.’”

“With a consistent self-education habit with matching execution, I took control of my mental, physical, and financial health. Through direct experience, I was able to solve my own problems, systemize the solution, and use my mental energy on creative endeavors that spread passion to others.”

“The front end of the internet is content. Every single person should have a foundational understanding of content because it is a microcosm of life itself. Content is composed of writing, speaking, and visuals that distribute a valuable message. In essence, content is an extension of the personal and collective mind. We put out our ideas, beliefs, and opinions that form a digital society, cultures, and the world. Content on the internet is content in the collective consciousness.”

“Observation, awareness, and correcting your focus through self-reflection is the greatest teacher for understanding human nature. By understanding how you interact with the world, both physical and digital, you understand others, and can apply that knowledge to increase the impact of anything you create.”

“If the majority of your days are filled with something you hate, how do you think your life will turn out?”

“This process isn’t immediate, and that’s what makes it worth it.”

“Rest is the driving force behind your mind’s creative ability.”

“Balance does not mean stuck in the middle. Balance is the dance between extremes. Extreme focus and extreme rest. Full engagement with being or doing. Locked into reality itself.”

“From personal experience, my greatest insights come after a period of struggle. My attention is engaged with the natural battle raging in my head to the point of seeing its pointlessness. At this realization, I drop everything but the pillars of my life. I start from scratch. I drop everything and see what sticks without conscious effort. Like magic, the idea I needed comes to me within a few days, and births a season of intensity to actualize that part of my vision.”

“Fill your mind in the afternoons with books, learning, and conversation. Empty your mind with walks, training, and contemplation. Use your mind in the morning with creation, output, and focus.”

“Four hours of focused work is better than eight hours of distracted work.”

“First, I perceived anything more than four hours of work as a problem. I had conditioned myself to view anything more than four hours of work as abnormal. Few people do this. Most people label this lifestyle as ‘impossible’ and then it becomes so. If I had never registered anything more than four hours of work as a problem, my mind would not register opportunities to create a solution for those problems. A meaningful goal acts as a filter for the information you are exposed to daily.”

“If you were to loosely identify with a positive version of success and the projects that will take you there, you will have a desire to refine a path to aid in the survival of those concepts. If you create a vision for your future that holds meaning, you will subconsciously work to survive that vision.”

“If you can spend eight hours building someone else’s dreams, you can spend one hour building your own.”

“The most effective advice I can give is to condition your internal and external environment to be distraction-free. Set your alarm an hour earlier to wake up before the distractions. Stick to a routine that makes work sessions seamless and efficient with practice. Hold the idea of your holistic, ideal lifestyle in your mind as you go about your creative endeavors. None of this is immediate, but with a vision-aligned intent to build, you will surprise yourself on even a 6-month timescale. Focused work is how you change your life in record time.”

“Marketing is how you craft a message that is attention-grabbing, relevant, and valuable for a specific person or identity. Identity houses their goal-centric perspective, their perspective houses their perception of their problems. Sales is a process for making people aware of their problems, showing them how that problem is impacting their lives, and presenting a solution to achieve their goals.”

“You don’t push your worldview, you illustrate it with a well-articulated message and let people make their own decisions.”

“Your job is to understand a specific group of people, study their problems, reflect on your experience from solving your own, and create a solution in the form of a product to help them reach the next stage. As you create and execute on the purpose, path, and priority framework from earlier, you will have the perfect marketing strategy laid out for you. The purpose is the specific result you are marketing toward people. Your path is the solution for getting there (which took trial, error, and experience to create). The priority is the burning problem your potential customer must solve in their life. When you build, market, and sell to yourself, you create a niche of one that others struggle to compete with. With a shared goal, clarity on how to reach it, and guided action, you create a frame that both you and your potential customer can operate within. You have already experienced the lows and highs; now you must guide others through them. The valuable message you craft should educate, entertain, and inspire others to solve their problems and actualize their potential.”

“In life, discipline equals freedom. In business, distribution equals freedom.”

“The mediums for distributing your message are *writing* and *speaking.* Writing is the vehicle for articulated thought and communication. It is the medium for putting your message in front of those that can adopt the perspective it presents and operate within that shared reality. Marketing and sales allow you to craft a valuable message. Writing and speaking allow you to distribute that message. Study them all and you won’t need to worry about money, replacement, or your career.”

“Business is just getting paid for your contribution to the future, hopefully a better one, by whatever means you have available to you. The internet is available to almost everyone.”

“If you can think, write, and speak to solve a problem for a specific individual, you become powerful. Use that power as you wish, but I would encourage you to use it for the good of humanity. That seems to be the only logical reasoning for earning an ethical independent income.”

“In the Digital Revolution, things have drastically changed and less than 1% of the internet population has caught on.”

“Instead, you stack skills, build digital leverage, and adopt the mindset of radical self-reliance. Business principles (marketing, sales, writing, and speaking) should be mandatory education for every individual, because in the future of work, they will determine your success.”

“If you invest the time it would take to get a degree in building an email list of 50,000 like-minded readers, that’s twice the capacity of what a professional football stadium can hold. Now, if you craft a persuasive message, write a few emails, and promote a product that you’ve created as a solution to your own problems, I would not be surprised if you made the average United States salary in a month, minimum.”

“‘Luck’ is a percentage that increases with the amount of people that know your value. Your value reflects the level of challenge you can take on. The level of challenge determines your profitability. Start small, help the few people that you can, and with a far enough time horizon you can impact more people than you thought was possible.”

“Here’s a thought experiment. There are four small circles that form the outline of a square, each of them in four corners. These circles represent health, wealth, relationships, and happiness; the four eternal markets. These are where all burning, and profitable, problems exist. As you develop yourself within these domains, the circles increase in diameter until they begin to overlap like a Venn diagram. Each of these circles can be considered a field of awareness. You are knowledgeable of each domain and are able to piece together a creative solution to common problems. Let’s set those aside for a minute and create a new set of circles. This time, they represent the evergreen skills: writing, speaking, marketing, and sales. The same thing happens. As you cultivate these skills, awareness overlaps and you can solve problems at the intersections while specialists are focused on one small circle.”

“You need a real-world project to act as a vessel for your exploration of the unknown. A project helps narrow your focus on one achievable goal, brings clarity to your actions, and encourages true learning through struggle.”

“You need to know what you want, because if you don’t, someone will tell you what you want, and you will believe it.”

“You are the infinite project. You are your life’s work. You improve yourself by pursuing a hierarchy of goals, each of goals being a project in and of itself that can be used, shared, or monetized. If you are the project, and each subsequent project presents a certain level of challenge that can be met with lifelong learning, your life is structured for maximum and sustained enjoyment.”

“When you teach what you know, and struggle to articulate certain concepts, you reveal gaps in your knowledge. Your awareness registers those gaps as a problem. With a new subconscious goal that the problem creates, you begin to notice important information that fills that gap to survive your identity as a teacher.”

“Humans learn best when they pursue a goal, encounter a problem, remain conscious of that problem, notice information that can solve that problem, rapidly act on that information, and go on to teach what they learn to others.”

“This is how you solve all the problems in your life. Identify a problem, experiment with different solutions, and drop everything that isn’t sustainable. If you can’t see yourself doing it every single month, week, or day, it doesn’t belong as a habitual part of your life.”

“There is always a better problem to solve.”

“The path to the good life is simple: actively pursue your ideal lifestyle, create solutions to problems along the way, and get paid for sharing that solution with others.”

“Cash flow is often the first problem that should be prioritized, because a lack of it places a limit on how far any other area of life can be developed.”

“‘Done for you,’ ‘done with you,’ and ‘do it yourself” style offers can increase in value and profitability with a developed system that gets results, a strong reputation behind the person selling it, and the previous results you’ve gotten past clients and customers. The more these variables build, the less you need to rely on heavy tactics to sell your products.”

“With five years of focused effort, I was able to turn my self-development into a business that generates enough revenue to live on my terms, invest in new ventures, and never have to worry about money again. Five years may seem like a long time, but remember that 4-year degrees don’t even guarantee job placement for the disappointing average US salary. As one person, this is more than enough to sustain any lifestyle you’d like, no matter the damage inflation creates by the time you read this book.”

“Solve your own problems and sell the solution. Then, help others solve their own problems to raise the collective consciousness to the point of everyone solving problems they care about.”

“Most people have the same big goals in life. They want more money, sex, happiness, and energy. They want a higher-quality experience. But there are infinite ways to achieve these goals, and you have taken a unique path of education and action to achieve them. I would encourage you to forge and distribute a meaningful philosophy behind the surface-level pursuits that people want.”

“The easiest way to generate an income is to help people increase their own. This may seem shallow, but remember, money is the main resource holding individuals back from personal evolution.”

“Before the internet, you would interact with at least one thousand people in your lifetime. In each of those interactions, each person is attempting to survive the ideas they hold in their mind through communication. Each of those one thousand people will know one thousand more in their lifetime. Your ideas will pass on, even if the impact is insignificant or negative. With this logic, you are two network layers away from impacting one billion people with your ideas, for good or evil. With the emergence of the internet, this is amplified. Information spreads between hundreds of thousands of people in the blink of an eye, and spreads throughout the digital collective consciousness. Through self-development, you can accept the responsibility to spread ideas that are conducive to critical thinking, peace, and progress.”

“The fate of humanity is not guaranteed. The evolution of the collective is only as powerful as the individuals that comprise it. It is for that reason that our evolution depends on the individuals you and I create through the reproduction of information born from conscious personal progress.”

“When you are at your edge, you are at one with reality. This is where the flow of information is maximized. This is where you discover new insights, ideas, and perceptions that can be laid as bricks for others to walk on.”

“From this we realize that happiness is not found at the top of the mountain, but in getting better at climbing to new peaks of a mountain that is infinitely tall.”

“There is no limit except the ones you accept.”

“Be brutally honest with yourself about where you can be in 10 years if you take responsibility for how you move in the world.”

“Social media is the collective consciousness being documented in real time.”

“To reiterate the entirety of this path, there are a few things to keep in mind. First, seek to understand and experience the patterns of the Universe; they can teach you more than any words, form, or interpretation. Notice how it ebbs and flows. Across all planes of reality, there is creation, destruction, give, take, birth, and death with an invisible glue holding it all together that we call spirit. Second, and as you experience the full range of the human experience, align your decisions with the perspective of your ideal self. This is done through creating an actualization hierarchy of goals, moving forward, moving back, learning, and solving problems that reflect on a Universal level. You are the Universe, but there are many limitations you have accepted that prevent you from realizing who you are. You burst through these limitations by making progress and doing the inner work necessary to avoid getting lost in the game. Third, and from an elevated state of consciousness, harness the creative ability of your mind to build holistic projects that contribute to humanity, even if on a small scale. Hunt for ideas and build with your own two hands. Make the immaterial material. Turn dirt into gold. Become a massive value creator in a world that is desperate for depth. At the root of it all, leave your dent on the world through the art of focus.”