

A NOVEL

**THE
SMALL
BUSINESS
PUNX**



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**DEDICATED TO –
DREAMERS, BELIEVERS AND DOERS**

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CHAPTER 1

OPEN

To a mind that is still, the whole world surrenders.

Lao Tzu

EERRRRRRRRRRRRRRRRRRRRRR!!

The alarm clock was going off.

It was time to wake up - it was llam.

O pening my eyes, the first thing I could see was the window on the opposite side of the small studio apartment. The window faced the ocean, due west. Although the water was not visible from the apartment, from the building's roof, I could see the

Pacific Ocean - about a quarter mile away.

I thought to myself,

“Overcast... sigh... that’s ok, it’ll warm up later and
the sun will come out.”

I grabbed a small roll for breakfast and prepared a cup of coffee in the microwave, as I created a mental checklist of items needed that day. I had the backpack ready the previous night, but wanted to verify before leaving:

“Notebook - check,

Two liters of water - check,

Change of clothes - check,

Business cards - check,

Contracts for Pepe and Lucho’s review - check,

Home Furnishing magazine - check,

International Travel magazine - check,

China Hoy magazine - check,

Citizenship application - check,

Maquiladors publication - check,

Small bag of beans for Genaru - check,

Alarm clock to time English lesson - check,

Music - check.

Ok... let’s go.”

Pushed play on the MP3 player and left the building.

The walk to the first destination - Genaru’s hotel - typically took about 45 minutes, depending on the route.

That day, I decided to walk along the ocean.

The walk is up above the ocean and with the view, I could watch the surfers catching waves by the pier, the mountain bikers traveling, families playing and occasionally a person parasailing would pass by.

A couple minutes into the walk, I passed the skate park and dirt BMX track,

“Its packed today. I wonder if I could make sandwiches or snacks to sell here... Maybe energy drinks would be popular? Hmm...”

It had been about a month and a half since I had resigned from my job in San Diego. But it felt like so many life times had passed since I was there. Traveling and allowing the moments to unfold naturally had opened my eyes to how fulfilling life could be for me.

Everything changed when I stopped having expectations, and took on this simple philosophy, that I had learned from an old Chinese story,

“WE’LL SEE”

As the story goes,

An old farmer was given a horse as a gift. Using the horse, he was able to till up more of his land and produce more food.

The town’s people, in seeing this, said, “This is so great - that horse is a gift.”

The farmer simply responded, “We’ll see...”

One day, his son was riding the horse and fell off, breaking his leg. Now his son could not help him on the farm.

The town’s people shouted, “Oh that horse is a great curse horrible - you should get rid of it!”

To this, the old farmer simply responded, “We’ll see...”

A great war was announced and all of the men of the village were rounded up and sent off to die in battle. Since his son had a broken leg, he was spared from having to go.

The town’s people exclaimed, “The horse is a great thing - what a blessing!”

To this, the old farmer calmly responded, “We’ll see...”

And so the story continues...

I had been struggling with depression for a long time, and desperately had been looking for a way to overcome it. On medications for years, I knew that, although they were good for the temporary stability, in the long run, I did not want to be reliant on a chemical to function - if there was any way around it.

And so I had spent years reading every book I could come across on spirituality, philosophy and health; talking to anyone who had wisdom, knowledge or experience to share; meditating weekly to develop inner peace and calm my mind; and, learning how to keep my physical health in check through nutrition and exercise.

I felt that I had made great progress. And so for motivation to continue forward, I decided that it was important to me that I check off my first bucket list item before I turned 30. I was concerned that if I put off this until afterwards, I may never get to it - and the other items on the list would just become words; not motivation or provide a sense of excitement.

So I spent months securing permits, lining up the trains and planes, and working with a travel agent to answer questions and provide suggestions. As it happened, I had been really finding it difficult to confirm the itinerary and purchase the plane ticket but with a three-month wait on a hiking permit for the trip, I was forced to make a decision -

Would I purchase the ticket?

With heavy breathing, a sense of panic and disbelief at what I was doing,

“Now or never”,

I told myself as I clicked on the websites confirm button.

The short rapid breathing and sense of panic slowly began to subside, and a feeling of peace came over me; the action was done - there was nothing to fear. Nothing had changed drastically in my life. I had taken that step, and I was ok. It brought a deep sense of peace after the initial wave of worry went away. Instead of just talking about my future or wishing, I was creating it. I didn't need to tell anyone about the ticket purchase, no, I just needed to remember that it was I that took this step. It gave me a sense of strength as the days clicked down to the departure.

Three months later, the day arrived. I got on the plane and after a missed flight in Los Angeles arrived at the destination. That began my travels - ten days were booked, but I knew I would be traveling for longer:

“Maybe I would never stop”,

I wondered.

While traveling, I had been offered a dream business opportunity and took it immediately. It became the first project for this new corporation - Symbiotic Solutions, INC. - which I had formed earlier that year

and had been focused on getting off the ground and bringing in steady revenue.

Continuing the walk to Genaru's hotel, south along the coast, I passed a small park with several replicas painted in the grass of the famous drawings at Nazca d'Linea -

“A monkey... a bird...”,

I thought to myself as I walked by the figures.

“Oh, yeah, I still need to setup a trip to see... Oh, and the rainforest, Northern beaches... Pisca Sin Fronteras...”

At Lancomer - a collection of upscale restaurants and retail shops located atop a bluff overlooking the water - I took a left, leaving the coast and entering the downtown area.

Several restaurants - some chains, many local spots, coffee shops, a couple Chifa (the local variation on Chinese food) - were passed, and I realized that I really was hungry - the roll had been a good start but I needed a little more to make the walk and be sharp when I arrived. I debated with myself what to do.

“No, not yet - I'll get food when what I get there.”

But, I did need a little food for energy so I decided on stopping at the next produce cart I walked by. Lining the streets, these carts sold everything: newspapers, water, candies, donuts, fresh fruits. They had

provided me with an easy go-to for a quick snack while downtown. The particular one I choose was full of ripe granadillas, fresh strawberries and large paltas.

“Hola, buenas dias”, I said to the attendant.

“Buenas dias.”

“Cuando para una palta?”

“Cuatro”

“Si, que es bien.”

I gave her the four soles, and motioning with my hands for the fruit to be cut into quarters.

“Si”

The fruit was prepared and put into a small bag. I thanked her and headed over to a bus stop bench nearby to sit on while I ate.

I sat down, reached into the bag and pulled out the first piece,

“Ok... no, more thinking right now.”

Took the first bite - the firm cool pulp melting in my mouth; with every bite, I could feel my energy level and focus increasing while my hunger decreased.

“Ah... Miraflores, what an amazing place.”

Spanish for ‘to look at flowers’; Miraflores is an upscale section of Lima, Peru filled with several

flower-filled parks and monuments.

During the days, I would often have picnics by the ocean and attempt a Sudoku puzzle. And at night, would walk around Parque Kennedy listening to the street musicians and talking with painters showcasing their masterpieces. Occasionally, I would stop to experience a performance at the round outdoor theatre located in the middle of the park; comedy always seemed to be the theme and I would often laugh just from everyone else laughing.

Sitting on that park bench in Miraflores, that moment, I just could not believe how much my life had changed in such a short time:

When I decided to fly to Peru, I had plenty of ideas and a list of tasks to keep me moving, but I made sure not to set expectations for the trip. I had set up a basic itinerary with a travel agency but had been having second thoughts about a fixed schedule. I wanted to experience everything as it happened, and to remain open to all possibilities; to follow my intuition, and see what opportunities would present themselves; how life would unfold, I had no idea.

I didn’t want to put constraints or limiters on the unknown.

I don’t know just kind of wander the earth: helping people, getting into adventures - kind of like Cain in

Kung-Fu.

Pulp Fiction

In getting to Peru, I missed a connecting flight in Los Angeles and arrived in Lima a day later than I had planned. Due to this delay, coordinating arrival times with the travel agency had been difficult, and I been unable to contact them prior to arriving in Lima at after midnight.

At the airport in Lima, I found an information booth and, after calling several full hostels, found one that had a spot available.; took a taxi the 40 minutes to the hostel, encouraging the driver to turn the radio up more and more, as we went through Lima at 1 A.M. with the windows down, my head out the window and a smile on my face:

“I’ve made it”, I thought.

“Ahh... this is life.”

I felt years of feeling trapped in my life dissipating; toxicity leaving me - and nothing filling its place. Just a release of tension and sadness, and just a sense of satisfaction and being back on the path; of course, I mean my unique life path. I can compare the feeling to a really long road trip with a close friend. The time spent preparing, packing the car and anticipating - and then that emotion you feel when you leave your town or state or area, and the realization hits that you are really doing it; you have left - you are on your way.

Explorers are we, intrepid and bold,
 Out in the wild amongst wonder’s
 untold, Equipped with our wits, a
 map and a
 snack, We’re headed for fun and
 there’s
 no turning back

Calvin & Hobbes

Arrived at the hostel, and after a futile search of the neighborhood for a small bite to eat, decided to call it a night - and prepare for the morning. I wanted to see the water of the Pacific. I heard it was a short walk from there.

The next morning, I work up and after a light breakfast, took a shower. As I was leaving the common bathroom area, a person about my age entered.

Part of the excitement of traveling, I had found was in meeting someone with a different background but similar philosophies. I had met two people from Costa Rica in Vienna several years earlier and, although we only travelled together for a couple days, the impression of that experience left a big mark on me - and even took would take me to Costa Rica several years afterwards to experience the culture and see my friend again.

But, even so, I was apprehensive about taking a chance and wasn’t sure if I should ask. I started to hesitate

but said to myself:

“Don’t be afraid. Just do it – take a chance”

“... um. Excuse me, I’m getting ready to head over to see the beach – are you interested in going with me?” I asked.

“Sure.”

“Oh... ok, cool, how about 20 minutes.”

“Ok, I’ll meet you downstairs and we’ll head over.”

“Awesome.”

Our shared traveling began on that walk and ended eight days later, two days after my 30th birthday when she went to hike Machu Picchu and I stayed in Lima to look for business opportunities.

While traveling together, she explained how she had also been concerned about not having a traveling partner and had been talking to the staff at the hostel the night before we met about what to do. It so happened that because of that delay, we both arrived on the same day.

My trip was scheduled to last ten days. However, after beginning to travel, I felt an overwhelming sensation that I was to stay longer or I would miss an opportunity, so I decided to extend the trip indefinitely by skipping the

flight back to the states and building a life and business in Peru.

In the week her and I spent traveling together, we saw the mountain town of Huarez by the Alpacayo, where I experienced mountain biking in the Andes for the first time, and for her, coming from Brazil, snow; a small ocean town where a passionate game of tennis on the beach was had with some locals; the ancient temples of Huaca de Luna and Huaca de Sol where we worked to unlock the mysteries of antiquity; taxi rides around the Incan ruins of Lima; a huge water park where we saw a light show accompanied by music that nearly brought me to tears from the beauty; time spent meeting locals and travelers, learning the language, experiencing the culture and sampling the local cuisine and beverages.

None of this I had planned before the trip. I had an idea of what I wanted out of the trip and prepared by bringing 250 business cards, for a corporation with no clients or projects, and two dress shirts – one blue, one green.

After the eight days, and, just a few days after celebrating my 30th birthday at over 15,000’ on the Alpacayo, I was back in Miraflores sitting on a bus stop bench wondering how I was going to find a business opportunity when a gentlemen approached me,

“My name is Pepe. I’m a painter – would you like to see my shop?”

“... Yes.”

We got up from the park bench and he led the way. It was located just a few blocks from the bus stop at Parque Kennedy.

He would be the first person to believe in me - and to fight for me. A trusted business associate, he would create the first opportunity for Symbiotic Solutions, INC. In the next few days, he would introduce to Lucho - a distributor of painters; he would serve as the producer; Pepe the coach. I would be the CEO.

A month later, I would find myself sitting on a bus stop bench again - eating a palta and looking around Miraflores on my way to teach Genaru English and drop off an updated contract to Pepe and Lucho

CHAPTER 2

ACTION

I never worry about action, but only about inaction.

Winston Churchill

4 A.M.

The tent was shaking - "Time to get up - its time."

It was October 16th. I had turned thirty the previous day; this was day one. In the run up to my birthday, the joke had been - "Thirty - you're basically dead". As I woke up, I realized - that nope, somehow I was still alive - and it was time.

We were on the Santa Cruz trail hiking around the base

of the Alpamayo in Peru. The hike was schedule for four days - but three of us, in the group of eight, had decided to attempt it in three days. The total distance was 40 kilometers reaching a high elevation on day three of 4,750 meters (15,500') or 1,000' feet higher than the top of Mount Whitney; the highest point in the contiguous United States.

A light breakfast was prepared by our group's cook; coffee and a couple pieces of bread.

We ate hastily and began the trek. The first section continued up the mountain from base camp - where we stopped the previous night - to Punto Union, and then down the other side of the mountain.

The air was cool, the sun had not appeared but there was enough light to make out our steps - but not enough to see much further.

About thirty minutes into the hike, it began to get brighter and we could for the first time take in the mountains surrounding us. Snow-capped, it appeared that they had gotten a dusting of now the previous night. In the distance, I low rumbling noise was heard. It sounded as if it was coming from the direction we were travelling.

"What was that", one of the hikers asked.

"Avalanche."

Took a deep breath - and continued on the trail; what a way to begin this new decade of life - what an omen.

Good or bad, I was not sure - but change; definitely.

We arrived at Punto Union as a light snow began to fall.

Pictures were taken and the guide asked us to continue on while he made a phone call.

"I'll catch up."

One other person and I began the descent to lower elevation as the snow began to fall harder.

Within just a few minutes, visibility was reduced to less than one hundred feet, and the trail we were following became blurred with the sparse vegetation at this altitude. We guessed at steps - continuing to lower elevation. It had been thirty minutes, perhaps, at this point since we split up from the guide and other hiker, and we had not heard a sound from them since - no approaching footsteps, no calls out to us.

We stopped as the snow continued to fall harder.

"Breathe" and "Stay Calm", I repeated to myself - as the seconds ticked away. We were stopped on the mountain, and the snow was falling harder - without the guide - how could we progress? Continue taking steps and lose the trail?

Not five minutes later, out of the haze, bounded our guide.

"We need to hurry up - we're late. We have to move quicker."

The other hiker joined our party shortly thereafter. Together, all four of us continued on the trail - but at this time, with an increased pace.

As we continued down the mountain, the snow let up and visibility was returned to us. The views were breathtaking; the mountains surrounding us on all sounds seemed to cradle us; this was an area, I knew that not many humans would ever see. It felt like sacred ground; I felt privileged to be on this trail - and fortunate that I had decided to take the trip.

Before joining the party, I had been nervous about the length of the trail. I had never done a hike of this length before. I had completed twenty miles with a backpack outside of Los Angeles a few years earlier, but that was at low altitudes. This was over 12,000' higher; how the altitude would affect me, I was not sure; would I be able to complete the hike.

The first day, I began to struggle only an hour into the hike. I was not sure how to keep my energy levels up and myself hydrated. I had decided not to eat any food or drink any water - with the intent of keeping my stomach from feeling upset; an issue, I had dealt with for years. However, about an hour into the hike - I was out of breath, exhausted and the trail only continued up.

"Here have a bite of this trail mix", one of the hikers said; offering me a handful of chocolate, nuts and raisins. I took them and ate a piece of chocolate. Within a few seconds, I could feel a little bit of energy returning.

“Are you drinking water?”

“No - I don't want to get a stomachache.”

“That's no good. You have to drink water. Just take a small sip of it at a time. Basically, when you think about water - drink; when you think about food - eat.”

I took his suggestion and we all continued on the trail. I felt a bit embarrassed by stopping the group, but grateful that they did and provided this knowledge. I knew that it would benefit me not just that day, but in all of my tomorrows as well: I started to dream again once of my childhood fantasies - to be a mountain climber. With this knowledge, and the experience I was gaining by continuing on the trail, I was learning how to hike; how to one day be a mountain climber - if I decided to pursue that path, in life. Slowly, I was gaining wisdom.

As we progressed, I learned more: don't eat raisins, don't swallow much water - tiny sips, and only a small nibble of chocolate, leave time between water and food. As we walked, I was learning and growing stronger. Within a short time after stopping the group - I began the leading the group.

“Slow down, you're going too fast”, the guide called out to me.

I did - realizing that my determination to succeed was not healthy to the group, overall. While, I felt energized - I needed to be aware of the other members. We were in this together. Just as one person had taken

care of me, so to I needed to be aware of the group and take actions not for my benefit but for the benefit of all. I took a place near the front - allowing the guide or another hiker to set the group pace, as I found my own.

Towards the back of the group and I felt that I was constantly catching up and using too much energy, at the front of the group I moved too fast from determination - my natural place in the hike, I found was near the front - but letting another guide. That coupled with the snacks and water, and I continued the rest of that day's hike without issue; actually feeling better at the end than when I began.

The second day would take us up the mountainside to base camp around 4700 meters; this would be my birthday. We celebrated that evening by going to the lake near our site and sharing a small piece of glacier ice that was floating in the water.

The next day, three of us, plus the guide - would complete the hike a day early.

The last day was difficult and many times we wanted to stop, but our guide kept us going - and moving quickly.

“How much farther”, asked one of the hikers.

“Oh - just around the next bend - its maybe one more kilometer”, replied the guide.

An hour later - “How much farther”, was repeated by the same hiker.

And again, “Oh - from here, we are close - its only a couple more kilometers and we are there.”

We started the hike around 5 A.M., at 3 P.M. - we completed it; all four of us.

The last couple hours had grown very difficult - one of the hikers had run out of water, and we were sharing what little we had left. The sun had come out, and the temperatures had warmed up to the mid-70s; leaving us sweating from the jackets and pants we were wearing at the start of the hike. But we continued, always being told:

“Just a little more; we’re almost there - we need to keep moving faster. We’re running late.”

During the van ride back to the town of Huarez, where we had stored our belongings - I asked one of the hikers, the one whom taught me about eating and drinking water:

“Have you seen that movie K2 - its about two people; one athletic, one a little nerdy that conquer that climb”, I said as I started smiling. I could see the idea starting to form in his head as well.

Small victories and new wisdom lead to
bigger dreams; and increased vision.

After completing the hike, and learning so much - what was next? What was possible? Would K2 or Everest one day be the challenge?

FEELING

Amazing is how it feels to me to take a step into the unknown towards a dream!!

F***** Incomparable.

This feeling gets me addicted to continuing. I feel horrible at inaction. Action is more than just satisfaction - its ... I don't know... something that rhymes with action and fills you with so much excitement, peace and confidence. Shit sometimes I take shots in the dark just to see what changes. I'm excited can you tell?

There was a big turning point in writing this book. I had not being moving - I had no clue the next step. So I took a chance - asking for feedback on an idea. The response was incredibly positive and - and got me focused:

Man, FUCKING Rocket Fuel For The
Soul.

With that excitement, I clearly started to see the next step - and after taking it - where to go from there. No plan - just excited about the direction I'm headed - and headstrong at not compromising with anyone; going alone is temporary. Just take a step towards your vision, the next step will become clear and the company you meet along the right path will be exactly who you need for that stage.

Even when the path is dark and I cannot see the outcome, I still take steps. There is risk in this, but also reward.

REASON

The first step can be in any direction - and whichever one you decide, will be the correct one.

I flew to Lima, Peru in October 2010 with the goal of starting a business. Even though I had worked with a travel agent on an itinerary, I was so apprehensive. For several months, I had been putting together Symbiotic Solutions, INC. and for my 30th birthday had decided that I would put all of my time and effort into it.

As I approached the date of my milestone birthday, I took to heart what Mark Twain so famously stated:

Do what you love and never work
a day in your life.

I knew what gift I really needed to give myself for that birthday - a life lived in excitement, chasing my dreams.

Unsure what to do or what I was capable of doing - I signed up and took a week-long intensive life coaching seminar.

In the class, I gained a sense of clarity on my perfect

vision for the future, and a sense that I could not fail. Actually, what scared me - was how big I was going to succeed. I have heard that one of the biggest fears of entrepreneurs is success. I had a bit of it. But I had no doubt that I'd figure that out too - when it was time.

So I boarded a plane in San Diego - with just a backpack, 250 business cards, two dress shirts, a book to read and an astronomy chart as a reminder of why I was doing it.

Missed the connection in Los Angeles; slept on a bench in the airport.

Caught a flight the next day and arrived in Lima that night.

Due to the one day delay - missed the tour guide, but that was perfect by me - just took everything one step at a time; feeling out what was the best decision with my intuition; looking back on the 2-month long 10-day trip, I joke to myself that:

I flew to Lima to change the world with 250 business cards - got there, and realized I forgot a pair of pants!! Within ten days, I had hiked forty kilometers on the Alpamayo, mountain biked in the High Andes, played tennis on a remote beach with locals, had an impromptu jam session in the mountains, a birthday party at over 15,000' elevation, explored several archeological sites, toured two Huacas [Temples], experienced numerous local gastronomical delicacies, secured an apartment at the beach at a fraction of the cost of the place in San Diego, and landed the first real project for Symbiotic

Solutions, INC. – an opportunity bigger than anything I had ever dreamed I would realize.

Another big surprise was that once I took that step – I quickly met other people who were also on that path. I was never lonely, or if so, not for long. This constant yet changing camaraderie was a large part I was so successful; we kept each other going, laughing, growing and enjoying the steps.

GOALS

I have never had much success in setting and achieving goals. I am not the type of person to say:

“I want this, and I want it by this arbitrary date. And, I am going to be disciplined about it and not do something I enjoy now so that I can potentially get something that I may enjoy later.”

That just does not seem fun or practical to me. I’m sure it works for some people, but I know from experience that I am not one of those people.

Instead the strategy that I employ is smart action, reasoning and resource deadlines.

You often hear about smart goals – something that you can reach within your means and is in your control to achieve. It sounds great, and there is value in it for sure – but I find that it leads to procrastination and a loss of motivation.

During the life coaching class I took in the lead up to the trip to Peru, we had a practice coaching session with each other. In my coaching session, I discussed a desire to start a business. We then got into what needed to be done – steps to take, and what the first or next step was for me to take.

Thought about it, and decided that it would be to take the next step on an office space in the location where I wanted to work. At the time, it seemed that was logical.

We decided on three days to complete the task. However, knowing what the next step was and being excited about living my dream – that evening, I went home and contacted a gentleman about renting a space.

Next day at the class, I was so excited to share and figure out the next step, when I realized – wait, I’ve got two more days on this goal. I had completed the goal too quickly. Now, I was just waiting – or do I make another goal; but, the excitement was already starting to dissipate. I did not take any additional action steps for several days afterwards.

In response to this, I developed the idea of SMART action. Smart is simply an acronym that stands for:

Start Making Action Real Today.

Rather than planning out how to accomplish an objective, just take a step towards it today; preferably free, that way the excitement is about moving towards the goal, not from the rush of shopping or acquiring.

The key is to take action today.

It does not have to be anything huge, but in action, I find excitement and this feeling I enjoy, its an addiction. I was able to overcome several vices, including cigarettes and junk food, by becoming addicted to action. In fact, I need to monitor myself constantly to make sure I am not over exerting myself from being too excited and working too much towards my dreams. Its exciting to see a dream realized - or at least to progress towards it.

I read that a shark only breathes when it is by moving:: swimming with its mouth open, water passes over its gills and oxygen is extracted. A shark only stays alive if it remains in motion - even when in a sleeplike state, the shark remains in motion action is not a choice, but a basic requirement for survival.

DEADLINE

The other key is to have a deadline that is connected to a finite resource - for example, money or a date.

The date of my 30th birthday was a deadline that I could not change, no matter how much I wanted to do that. It was a fixed ending. As it approached, a time extension was impossible - I had to complete the goal by that date.

I told myself that if I did not meet the goal, I would

begin a pattern of failure that would negatively affect the rest of my life.

If I did not meet this goal, what would
be the point of meeting the next one?

By failing once, and allowing myself to accept the failure, I felt that I was removing a governing value that drove me; the need to succeed always.

That does not mean to be a champion in everything that I do, but if I set out to do something, to complete it. Of course, there are instances when the outcome is out of my control or the initial objective is too specific and I expand the definition of success, but the goal does not change.

Needless to say, I do not set many goals. With the cost of failure being so catastrophic, I reserve the goals for only a few things.

As the date approached to complete this goal for my 30th birthday, I began to panic. The goal was retirement at 30, and I had less than \$5k in savings. It seemed a ridiculous idea. But as the date approached, I got more desperate and my ideas became more abstract and out of the box.

The way I found to meet the deadline was not to retire in the traditional sense of a lounge in the Bahamas for the next 50+ years but to begin doing something that I loved - a dream job and never FEEL like I was working again. This way, I reasoned that I would meet the deadline, achieve the goal - retirement at 30 - and,

continue the pattern of success that was so important to my mindset.

But even so, with a loophole in my goal, and success seemingly obtainable - it was incredibly difficult to take that step into the unknown.

I knew I needed to take a step to achieve it. However, I was not taking a step because I wanted to take it, but because I had to take it. And to get on a plane and fly to another continent, is not necessarily the first step I would recommend to anyone. But it worked for me. I felt I had to do it. My life was on the line. I had a deadline to meet, literally.

THE CAVE AND ENLIGHTENMENT

A young Buddhist monk was seeking enlightenment.

To achieve this, he left his village and went up to a cave in a mountain nearby. There he stayed for three days, meditating on enlightenment.

After the three days, he returned to the village.

"Master, I spent three days in a cave seeking enlightenment - but did not receive it. How do I become enlightened?"

"Go back to the cave and meditate for three more days", the teacher replied.

The student returned to the cave.

Three days later, he returned to the village.

"Master, I did as you told me, I spent three days in the cave but I did not become enlightened. What do I do?"

"Go back to the cave and focus harder on becoming enlightened."

Again, the student went to the cave for three days.

"Master, yet again, the same - I did not receive enlightenment."

The teacher replied, "Spend three days meditating. If you are not enlightened by the end of the third day - kill yourself."

On the second day, the student became enlightened.

A few days before the flight, I was talking with a friend about what steps to take next. She was also figuring out the steps in her life towards her vision.

She asked, "Did you get a domain already?"

"Yeah JAMESEPSMITH.com - got it several months ago."

"Smart."

"Formed a corporation, earlier this year too - not sure exactly what to do though. Symbiotic Solutions, INC. is the name."

"Are you ready for your flight?"

I didn't know how to respond; breathed, and then replied:

"Are you?"

Five minutes later, I was on Vistaprint.com, and twenty minutes after that had the first business cards designed and shipped. The cards were free to produce, but to overnight them was nearly \$80. I did not hesitate.

The cards arrived the morning before the date of my flight.

MOTIVATION

To stay motivated in life, I have placed several milestone goals throughout it; just as I had something to accomplish by 30, so 40, 50 and 90 currently have them as well.

However, a deadline is not just connected to a date - any resource that is finite can become a deadline. I spent months after returning from Peru, unmotivated and having difficulty regaining the fire that I had in Lima; when money was next to none, I had to focus more.

The problem I had? I was lacking stability in my personal life, a partner for the human connection, a business advisor for shared excitement and I had TOO much money to be forced to address these issues. There was not a sense of necessity leading to motivation - I

took actions still towards the vision, but they were erratic, unfocused, not sustained and resulted in minimal progress. Without the feeling of achievement, I became depressed - further slowing down the action steps I was taking.

Between credit cards, a bit of retirement, a paid off vehicle - although I was spending a lot of money on hotels and travel, with no financial deadline, I did not have a sense of necessity. The end of the money was out of sight, if I wanted it to be. I could ignore reality, and put it in the distance. One day the money surely will run out, but not today, and not this month. I'll worry about it later. Now, I have quite a bit of experience managing my finances, but not an unlimited resource.

It was only once the money started to get low and I could see the end that I took it serious. Once this happened, I at first began to panic, but slowly relaxed and began to take actions - with no clear direction - it was mostly shoots in the dark at this point. As I took actions, new doors opened and opportunities were revealed.

I contacted family and professional connections. It was mostly dead ends with the exception of one action - forwarding the corporate charter idea to get feedback. That action response would create excitement that would shed light on the next step, and began the process of creating motivation. As a vision began to take shape, I took more and more steps, this led to increased excitement, progress and more focus on the objective. I felt again that the dream could be

realized - I began to believe and expect once more.

It was not two weeks after sending the email or two months, but within just a few days, my progress went from 0 to 100 MPH.

Once, I started to see an outline of steps and a basic strategy start to form - I could take real actions towards it, before then, it had been but speculation and reactive behavior.

With vision - I could be proactive. Not waiting for the opportunity, but creating it literally out of nothing. Instead of waiting for life to hand me another perfect project or situation, I just made it. No accidental luck is required when you can make it yourself. I guess you could say - I'm not lucky by chance but by choice.

You're Doing It!!

I have become so fascinated by ants - or more specifically by groups of ants. When they are scouting they channel out, seemingly in random patterns with no direction. They seem to just wander around without purpose. It seems that they have no plan, no direction and are lost.

But, there is a reason to this behavior. I learned when I was young that ants communicate through scent trails. They are not wandering aimlessly; they are searching for two very specific things: food or a path. When one ant finds food, they leave a trail that guides the other ants to the food source. The other ants travel all around searching for the right path or their objective

- when they find either, they know the direction to take and move towards the goal - food.

I find it so interesting watching the ants move in seemingly random patterns for so long and then form a line moving with purpose. Once the path to the objective is found, they take action and quickly move the food back to their colony.

I had never written a book before this one. To begin, I just started putting all of my ideas on paper and constantly referring to other books that I admired for reference, once I found my path, within two weeks I had a manuscript almost a hundred pages long written; within a month the first draft of the book was complete. At the beginning, I felt that fifty pages would be ambitious; the first draft would be in total over three hundred pages.

It was not in planning - at the beginning, I had no clue how to progress on this project, but necessity and flexibility led to innovation and sustained action.

Once actions started to happen, I could see progress and development of the idea as it began to take shape. This created a feeling of excitement, leading to an addiction to action and motivation to keep moving forward. In fact, as I progressed, I would find that I would speed up at times when I had a clear vision and slow down when I started to lose the shape of the idea.

Also, as I gained experience, I grew as a writer. Planning says that people stay static - however, I was constantly changing, growing, adapting as I

progressed. I was not the same person when I completed, as when I began. The person taking step two is different than the person who takes step one. Focus too much on the steps, and you can forget that you will not be the same person when that issue, challenge or opportunity arises - if it even does.

All you are is this moment, all you know for certain, and that may be a stretch, is the person who is taking this step - let your wiser self decide the next step based on the response on this step. Look long, but focus short; improving yourself today can make tomorrow, all of them, better than you ever could imagine.

INTERNAL

If you are constantly waiting to be happy, for the external situation to change or dependent on another to provide it, you are not in charge of it - your happiness is reliant on something outside your control.

Instead determine how to create your own source of happiness; a feeling not dependant on anything external - but internally developed, maintained and controllable. When you find yourself unhappy or starting to lose your motivation, you personally are able to cultivate these feelings - without requiring anything outside of you. I call this an internal addict.

Some people use substances such as nicotine, alcohol or drugs to create a feeling of happiness or act such as gambling, shopping, eating or womanizing, they become an external addict. And, all of these outlets actually create more pain - the feeling of happiness is temporary, while the negative feelings they create can last much longer.

Cigarettes, for example, put nicotine into a person's body - creating craving; suffering. The cure to this unhappiness is often to have another cigarette. Soon you believe you feel that the cause of your happiness is nicotine - when actually it is the cause of your suffering. Suffering leads to action; but with cigarettes that action is normally to have another one - an unproductive continuous cycle leading to personal destruction.

Besides just seeking happiness from a source outside of themselves, a person feels stuck repeating the cycle of self-inflicted pain and then temporary relief. The negative reaction they receive from people creating more suffering - making them feel a need for another cigarette that much more.

I find from experience that when I look outside of myself to solve something on the inside - I lose control and while I may feel better for a bit, I end up worse off than when I started. I start to focus on how to receive more to get back that feeling of happiness. This change in focus takes me away from working towards my vision, goals, dreams, and takes my life to a place I did not want to go in the beginning.

Now, there are some exceptions, such as removing toxic people from my life. But, this creates happiness by allowing a person to focus more on their objectives - dreams, vision, perfect life and goals: by removing unnecessary distractions, a person focuses and subsequently will make more progress towards their objectives.

By making progress towards what matters to us, the feeling of happiness in a person naturally increases and a desire to continue in their path grows stronger. The short-term and long-term consequences of this behavior are positive. Instead of deterring our focus from our objectives, we become more closely focused on them and we realize them sooner plus find the process of getting them more enjoyable.

What we focus on will get our attention and effort. Rather than spending energy, time and effort towards a temporary fix, find the answer internally. The external is a dead-end; the internal provides long-lasting returns plus will open up new doors and opportunities to you that you have not yet even considered. The difference occurs when a person begins to look at life, not from the view of,

“How can the world give me what I need?”

But,

“How can I give the world what it needs?”

How do your objectives, skills and passion address a need that the world has - your dreams, goals, vision

and ideal life - where do they fit in? And, how can you take action towards meeting this need.

Instead of feeling that you are dependent on the external environment - a sense that actually the world needs you, begins to take hold. You realize that you matter: the world needs you. As you see this intersection - perhaps, there is also a way to turn this into a revenue source? To use your passion, skills and wisdom to address a need and elevate yourself; the ultimate achievement - to do what you love: to live everyday with purpose, passion and towards greater profit.

We will overcome, if no one sleeps
tonight.

Thursday

I find that the way to start on this path is to first take action, direction is not important; figure out how to create happiness internally. This feeling can be an addiction just as powerful as any drug; become addicted to it. And then when you find yourself needing a boost, you control it. Addiction to a positive is not a bad thing.

You stop searching externally as soon as you become addicted to the feeling of happiness, inner peace and fulfillment that are a byproduct of action towards

a dream and means to increase your quality of life,
expectation of success, and realization that you
matter

CHAPTER 3

BEGIN

We got the vision, now let's go have some fun.

MGMT

Really, this is a part of step seven - person - not a separate step. The steps create a cycle that continues; step one both progresses the person and prepares them for step two. The steps are completed in order; one step naturally leads into the next. Its not possible to skip steps, however, it is possible to spend a short amount of time in one before moving on to the next step. In some circumstances, the steps may be completed, a cycle, in just a few minutes - for example, washing the dishes - while in other situations, the cycle takes days, months or years to complete.

Regardless of the time it takes to complete a cycle - the steps are always the same; and the first item is always to determine the objective of the steps. What is the reason for taking them? What do you envision the result will be in completing step seven? The goal is not to be correct, but to create a direction that will guide your first steps as you begin the process.

As you progress, you will adapt to the environment and your needs to find the solution that is most ideal to you. In the beginning, you are guessing - as you progress, you are solidifying, as you complete you are accomplishing and realizing the dream, goal, or vision. The first step is to take action. As actions are taken, a basic idea of direction will be determined.

I have a friend who has walked down several roads, both personally and professionally, that I am travelling on now. She has become a valued source of direction, guidance and inspiration as I progress, however, when giving suggestion, she still always use this simple caveat:

Take what you want, leave the rest.

As you progress, keep this mind - these ideas may not work for you and are meant not as rules but as a guide: be aware of your situation, and use reason to decide what best for you. I am sharing my knowledge and experience, but ultimately it is up to you to make the decisions and accept the consequences.

If I had all the answers for you, I would surely give them. But, as it stands the only answers I have are the

ones for me. Each person needs to decide what is best for them - insides of you are the answers, my hope and idea is to provide you both with guidance and questions to ask to unlock your best today and even better tomorrow.

VISION

Once there is movement, it is easier to change course and refocus on the destination than to start from a standstill.

My freshmen year of college, I put up a poster of a tropical island on the wall in my door room.

In the evenings, or when I needed a break from school work - I would look at the poster. On one part of the island I visualized myself putting a house, on another part a grill, another part would have an area for live music, and so on. I did not speak or think that,

“Perhaps one day, if I get lucky in life, it will happen.”

“Oh, if I win the lottery - then it will happen.”

“Sure would be nice, but I will never see it come true.. How can I afford an island - that's not realistic for me.”

No, I visualized and expected. I wasn't wanting; I saw the island as it would be; I had no doubt my ideas

would come true. I had no doubts in the vision. It was not a wish; but just the way it would be. That vision kept me moving forward; I stayed excited about what the future held.

Occasionally, a person would come over and we would look at the poster, me sharing the idea - them adding to the vision.

“That's where I'm going to put the house”, I would say.

“Hmm... I think I'll put my house over there - and that will be the swimming area.”

Together, we were creating visions of our futures; this shared excitement kept both of us moving and progressing.

The key, I find to creating vision, is to follow your intuition and first take a step. When I registered for college, I was not sure where I wanted to go in life - but I felt this would be a step in the right direction. I took the step first, and then as I moved - I created the vision. I had ideas - but uncertainty before and during the first steps . Only after I started moving, did I start to see where I wanted to go.

There are no wrong starting directions; as long as there is action being taken, progress is being made. The step does not have to be large: even reading or brainstorming is an action: there is no charge to take a piece of paper and quickly write out exactly what you would be if anything was possible.

What comes to mind right away when anything is possible?

I have found that what works well for me is to write a paragraph or page(s) detailing exactly how my ideal life will look.

This is my personal vision for me. Its key to keeping me focused, seeing if I am compromising on what matters to me, and provides a feeling of excitement as I take steps in the direction of it.

Without vision, there is no sight;
You'd see farther - if you only closed
your eyes.
Air.

When I write it - I remind myself that anything is possible, if you want it badly enough. For the compelling vision, no detail is too small. If it comes to mind - write it down. Its important to get all of the ideas out at this stage.

If you are having difficulties really getting honest with yourself - there are a couple questions that will I ask myself:

1. Who would you be if you knew you couldn't fail?
2. I've found in life that when we speak small - we receive small. If you want great things - speak great things as if you already had it - and believe and expect them.

3. Will this make you feel that you are a good person?
4. What does it mean to you to be a good person? When people think back on your life - will they say you possessed the qualities that you feel make a person good? What will it take for you to feel that you are a good person?
5. Tell a story about yourself in the 3rd person :
6. Did you hear about Tom? He was working a dead-end job and unhappy with his life when he decided to start a business on the side. It was so successful he was able to quit his old job and lives on his business. I heard he finally realized his dream last year of going on a safari in Africa and surfing the Great Barrier Reef. He also got married to his true love, he was telling me. Man - I'm so happy for him!! He deserved it!

Once you have written everything down, go through the writings and pull out the dreams.

DREAMS

If you wrote that -

I will live in [insert] house [at this
location].

Then, you have two dreams in there - the type of house and the location.

Put just these items on a separate piece of paper.

As you go through your vision, you will discover several dreams - and when written down some will lose their appeal or not necessarily be as important to you as others. This is natural; you are prioritizing what matters to you.

In writing my personal dream list - I realized that there were several things I felt may add to my dreams. When seeing them written down, however I realized that they were not nearly as important as others - or could be scaled back.

Its not as important that you have everything you want as much as to appreciate exactly what you do have.

Later in this book, we will discuss cutting expenses. If you are particularly attached to something - in the long run it will be harder to remove it from your life, even if there's a less expensive alternative.

I didn't know how I would be able to live without home internet and television, a car and phone - but I tried it to reduce expenses - found so much more joy in my life. I rediscovered the radio, public transportation and internet cafes. And more importantly - walking so much, my personal health improved significantly.

As you write your dream list - make sure you get everything down, but also make sure you are honest with yourself: what is a necessity and what is a luxury?

Sure, I could have television here but then I would

need to bring in more income - same with a vehicle.

They seemed like necessities [and in some locations a vehicle definitely is] but when I did not have them - I actually improved.

Simplify. Simplify. Henry David Thoreau

Once you are aware of your dreams. Leave it at that. I have found that although many people talk about the benefit of creating goals - they actually slow down.

There are some instances when this is incorrect - for example, when working with another individual or when they deal with major life milestones. With this I mean - what is your goal for age 25 - 30 - 40 - 50 - 90 - . I keep these in mind, although they do not directly drive my daily time and energy - they keep me aware of the bigger picture of what I will accomplish.

In preparation of the flight to Peru, I created a list of goals to complete during my stay. With a departure and return flight, I saw the trip as having a fixed amount of time: 10 days.

By putting a changeable timeline on a task you are saying it will not be completed until that time, or could even take longer - if there is no consequence to failure. You also are focusing on the completion of it - rather than following your intuition to discover the natural order of steps: a goal is a limiter:

Instead of putting a date on a dream, put excitement in the feeling of actually living it.

STRATEGY

Instead of creating a goal, consider different strategies. It's not necessary to write them down, or make a list - but be aware that there are several paths to the same objective. As you begin to take actions, you will find several opportunities unfold in front of you, but also several obstacles will appear that will stop you from progressing. Rather, than repeatedly taking the step only to get the same result, look at other strategies. How do you need to adapt your actions to this unexpected barrier?

The one who adapts his policy to the time prospers, and likewise that the one whose policy clashes with the demands of the times does not.

Niccolo Machiavelli

If it was easy to achieve your goal, the reward wouldn't be so great - but as it is, it takes effort to achieve something meaningful, and in a way - that is part of where the value. The obstacle is not meant to stop you, but to separate people; those who believe and expect

to reach their objective and those that do not want it. Expect that your dreams and vision will come to pass, if you want it badly enough.

Instead of creating a fixed order of steps, a plan, create an objective to reach towards, and a reason why you cannot stop until you reach that objective, or at the least, a reason you cannot stop progressing towards the vision or dream. As you progress from your vision to your dream, some ideas will seem unobtainable and perhaps they are, but maybe there is a strategy that you can use that creates success in one area - leading to a more realistic expectation of success.

For example, a person wanting to heal people would not start a health care clinic before becoming a doctor - also the money required may seem unobtainable at the present moment, but on a doctor's salary is reasonable. A strategy may be to begin an education path that leads to a Medical Doctorate. The doors this will open to the individual may provide the key to meeting their larger vision.

The way to get from Point A, where you are this moment, to Point B, your vision, is not going to be a straight line. Even when climbing a barren mountain - the mountaineers may focus on the summit - but the route is rarely straight. Instead they must look at the terrain that they are on, and adapt their movements, steps, to the ground; until man grows wings, gravity will dictate that we may dream big, but we still must live in reality; adapt to the situation to achieve long-lasting success.

There is nothing wrong with adapting your professional pursuits to the environment - and in fact, this is part of the excitement, I find. It is exciting to consider different strategies and action steps. Rather, than a fixed order of tasks, I am react instantly to changing situations - being nimble and quick; I feel so alive when I am really focused on a new situation, and finding my way through it. Its something about the unknown, and the freedom of not being wrong.

To not know what you are doing, there is no idea of the consequences. Testing, experimenting, learning and growing - take off and before I know it; I have achieved and gained in great ways.

The key, I find, is to be in a stable situation in one aspect of your life and to remove expectations from your other aspect - to allow the situation to unfold with no limitations that it be in a certain way. For example, a happy home life naturally leading to increased success and achievement in your professional or educational endeavors.

By removing the need for external control, and with internal control, you can quickly take in the new information - and make a rapid decision that relies on intuition, rather than over-thinking the different possible results.

Do not think - feel.

Bruce Lee

However, to achieve this level of action - the ability to proactively respond instantly without thought - takes time and effort to cultivate. It takes a clear mind; free of wants, living on needs - and open to all possibilities. Rather than feeling a sense of dread at unexpected news, the mind processes and instantly creates the win-win solution that benefits all parties.

Rather than seeking to win at another person's loss, seek to benefit all - its both a better idea now but in the long-run you will cultivate more meaningful relationships that will become invaluable as you progress on your path; both personal and professional.

WHY

To get to the heart of this, there are several questions that you may ask - such as:

7. How will it make you feel to get it or work towards it?
8. Will the way you feel affect other people?
9. Are you a role model?

Once you have the why-why you must take action - the how becomes irrelevant. As long as you stay within your governing values - the values that you hold highest - the how you will accomplish this vision does not matter.

To determine governing values, I write a personal mission statement. In this statement, I write exactly the person I want to be. I have written several personal mission statements; the first one was merely a sentence that I memorized and would repeat to myself when I needed to remind myself of my inner strength. The second one was nearly a page I length, the third one was shorter - and focused on specific behaviors and responses.

Currently, I use six words, each very carefully chosen, that I tell myself when I feel myself losing motivation or direction. When I begin to lose focus, I refer to these words to provide a sense of purpose that keeps me moving forward.

It is up to each person to determine exactly who they are and what matters to them. The length of the personal mission statement is merely, the length you feel it necessary to capture all that is important to you. It could be six words or six pages - the important thing is not the length of the statement - but the content.

When written, it becomes a guideline for how you operate. How you respond to decisions - and how you progress towards your personal vision. If the vision is the destination, the personal mission statement is a compass, and the why becomes the vehicle to get you

there.

PASSION

I began to struggle with motivation in the engineering program at Virginia Tech early in my third year. I wanted to give up. I had apprehensions about my abilities and was losing interest in several of the topics. It would be my dynamics teacher that would be the catalyst to the turn-around and me continuing to complete the curriculum.

One class where I had struggled in was dynamics; dealing with an object in motion, I was fascinated by the topic. At first, I was not sure what was causing my difficulties. The first time I took the class, the teacher was an aerospace graduate student, and biased the material towards his academic pursuits.

I stuck with the class for several months, but would get so confused on the wording of problems - that I would spend all the time on tests trying to get into his head to understand what he was really asking. I could not focus on the problem, but the interpretation.

Regardless, I continued and was in the middle percentile when many of the students decided to drop the class - changing me from the middle to the bottom of the pack. I too ended up dropping the class then.

Next semester, I took the class again - but it was a similar situation. The teacher wanted to teach what

he found interesting, not wanted the students needed. He taught through the lens of his autobiography - he found a topic interesting, and felt that others would feel the same. Instead of connecting with the class, he was expecting; he was more focused on himself than the students.

Write what you know.

Mark Twain

There is value in sharing what you know - but if not cannot communicate effectively to your audience, the message will not be received, or if so - it will be misinterpreted. The keys to effective communication are: to know yourself, comprehend the material, understand your audience, and deliver the message in the appropriate medium or manner.

In a classroom, there are two parties involved - the teacher and the students. The teacher needs to increase the students' knowledge on a subject, while the students need to provide feedback to the teacher on the reception of the message. By working together, more effective communication can be created: resulting in the students gaining more knowledge, success and confidence in their abilities; the objective of the education system.

The third time taking the dynamics class was different. The teacher, Mr. Librescu, was passionate about his students - the material he taught, but from

the beginning you could tell them his area of interest was in others. He was a holocaust survivor and occasionally would share stories with us about his past. While it had no relevance on the class material, I became interested in the person and in the class. It was the first class where I began to really focus on the material, and really started to want to learn.

Mr. Librescu would host review sessions and would take as much time as required to answer all questions, and make sure that all of the students felt comfortable. I didn't feel like a student - I felt like a partner in learning; as if we were in it together. He needed me to learn, just as much as I needed him to teach. I got involved in the class and, for the first time in college, really began to succeed.

The first test we took in the class, I looked at it: five questions, plus a small extra credit problem. I was done 20 minutes early. It would be the only 100 score I received on a test at Virginia Tech and would take up refrigerator real estate for several months as a source of pride.

In 2007, Professor Liviu Librescu lost his life in the shootings at Virginia Tech.

It was around this time that I also began to feel the effects of the long hours at work mixed with the

distance from family and lack of personal support system.

If you have a why, the how does not matter.

Friedrich Nietzsche

As I fought off growing feelings of depression, I held on to his lesson of passion for others to keep moving forward. I was not sure whom I would help - but I knew, if I can get through, others can too - and, by sharing what worked for me, it may help someone else.

CHAPTER 4

IDEA

First, have a definite, clear practical ideal; a goal, an objective. Second, have the necessary means to achieve your ends; wisdom, money, materials, and method Third, adjust all your means to that end.

Aristotle

Personal ideas to keep in mind as you progress:

- ✓ Cultivate acceptance in your personal life and leave expectance to your professional pursuits; greater success and more meaningful

relationships will result.

- ✓ The better you know yourself, the quicker you can act - and the more confident you will be in your actions: determine your governing values and use them as a compass to progress in your life.
- ✓ Without vision, there is no control of direction - know where you are going, focus on it and redirect course with each step.
- ✓ As the steps towards your vision grow dull - continue; not for want, but out of need.
- ✓ Goals are limiters unless there is a real consequence to not meeting them; base them on a finite resource - such as time or finances.
- ✓ The path of your progression is based on your focus - remove distractions or be pulled to them; focusing on others will put you off course resulting in unhappiness, and the loss of both the friend and the realization of the dream.
- ✓ Addiction is attraction to a feeling; progress towards your vision creates a feeling - become addicted to this feeling; you will have it internally and not seek externally.
- ✓ The only moment when you will ever be able to take action is this one: either start making action real today or accept that you will never achieve happiness, peace, fulfillment, purpose

and meaning.

- ✓ We heal, grow and feel supported through the human connection. It is a basic need.
- ✓ When you find your vision, create your dreams - expect them and do not compromise in the least to others on them.
- ✓ The world needs you; you matter.

Professional ideas:

- ✓ Find a conscience endeavor that elevates you towards your ideal life; your vision - and take it.
- ✓ An individual is inherently dualistic - the ego and the self constantly interact. Rather, than fight this natural occurrence - use your ego in your professional pursuits to remove it from your personal life.
- ✓ The goal of a business is not to sell a specific product or service - no, it is to acquire the greatest possible amount of revenue and wealth.
- ✓ A corporation is a for-profit individual with no inherent or required moral code; for a corporation to behave morally - there must be corporate transparency and aware consumers.
- ✓ People function most effectively when their personalities are consistent with a unique role

that they choose and perform in.

- ✓ A Great business is not because of the performance of one person, but because of a team of internally-motivated people functioning effectively towards an objective.
- ✓ For business success: first, focus personal; second - professional.
- ✓ Career fulfillment occurs when an individual stops working for the company's needs, and that company starts working for that person's needs.
- ✓ As a person stops running a company, and starts owning a business - their time commitment will decrease.

DETAILS

First off, there is a common misunderstanding that I come across all of the time that:

The objective of a business is to sell a
specific product or service.

This is incorrect. The actual objective of a business is to create the greatest profit and wealth possible. The specific product or provide a service is not important - the focus is to create revenue, minimize expenses and achieve the greatest profit and create

the maximize amount of wealth.

For a corporation, by US corporate law, the business is required to make decisions that will maximize profit and wealth for the shareholders. The specific product or service that the business will provide is chosen by the leadership and depending on the situation - both internally to the team and externally to the environment - can be changed at any time.

So for example: it makes sense for a doctor to open a practice helping heal patients - there is greater potential to generate revenue than if the doctor was to try attempt to open a law firm, when they have not passed the bar.

A business that decides to pursue a product-based revenue model does not necessarily have to, nor should they, stick with one unique product and sell it - regardless of the profit made. No, decisions are made based on how profitable different options are - and the business decides which products to sell.

In the start-up phase of Symbiotic Solutions, INC., I had many encounters with people who do not really understand this concept. Often a conversation goes like this:

“What do you do for work?”

“I run a business.”

“What’s does the business do?”

“At this stage, I’m not sure - I’m putting together a team and looking at several ideas.”

“You don’t know what you do?”

“No, I do not see that being the first step necessarily of a business. At this stage, I’m finalizing the team players and looking at several potential avenues.”

“... huh?”

I have started to simply respond to the question of, “what we do”, with a simple:

“Whatever we want!!”

DRIVE

An idea can revolutionize an industry - from Henry Ford utilizing a production assembly line to Sam Walton managing inventory - good is in tradition, while great is in innovation.

Success is not from learning the rules, but from making and breaking them. The company that sets the standard for tomorrow will be the one that sees tomorrow.

At a previous job, every three or four weeks, it seemed, a person would come around and ask,

“Lottery?” referring to joining the office pool to

purchase lottery tickets.

Regardless of the amount the jackpot, every week, the response was the same:

“No, but thank you for asking.”

I'd rather be working for a paycheck
than trying to win the lottery.

Bright Eyes

And I was sincere -although I was not interested, I still did appreciate being asked, it provided me a sense of being part of the team. I valued that the person kept asking, even though the response was always the same:

“Lottery?”

“No, but thank you for asking.”

“Oh, I forgot - you can predict the future.”

“No, I can't predict the future - I just invent it.”

A philosophy I had learned from my Alma Mater Virginia Tech,

Invent The Future.

Part of great success is in innovation, and part is

in the team functioning together towards a common objective.

If the success of the project will allow members to advance towards their personal objective or vision - there will be a high degree of internal motivation and interest in creating, developing and adapting the team to be highly effective.

One idea is presented in this book for an individual to create a compelling vision - their long-term focus that will guide the steps and direction as the progress. Having the right compelling vision motivates people to perform at their highest level. With the right motivation, knowledge and experience - anybody can become internally motivated.

There are many ideas on how to develop discipline, and I question that word motivation. From experience, I am most “disciplined” when I have internal motivation: a reason WHY I need to do an action and a VISION of how I will feel upon completing that action.

Addiction is attraction to a feeling - it is called discipline or motivation when that action is considered a positive or productive behavior. Discipline is when you focus on the short-term negative aspects of your actions; you are sacrificing your time to sleep. But the result of this action is employment - which provides income, there is a benefit.

Motivation is when you get up early and focus on the income, not on the loss of sleep. Discipline is

negative, motivation is positive - your feelings will follow your focus. Focus on the positive and your life will progress towards more positives; you will feel better overall; its important to repeat the actions taken are the same.

SOLUTION

When I decided to leave a corporate position to pursue my dream to be a business owner, some of the first questions I had were:

What is the ideal way to setup an effective business?

Who do I need to hire first?

How do I bring on a CPA? Could they answer that question?

Where do I want to work?

The more I thought about it, the more I became convinced that:

The business model that I had worked under for many years was not the most effective way to organize a business.

I knew it would be foolish to take on too many tasks - especially in areas where I was not trained or familiar in completing - so, the business would have to include other people; hired, temporary or freelance professionals? What would be the best way to bring

them on? Which people were required to be on payroll?

I had ideas, but no definite answers. I wanted to look at this question with no preconceived notions; look at the issue from all directions to see what innovative ideas could be found. Perhaps, the right solution would even provide a key competitive advantage to set us apart from the competition.

Of course, there is the cost factor - salaries, wages, and benefits - to bringing on employees. However, I know my time would was not best spent \struggling though a task, when a professional with training, knowledge and experience could perform it to a higher degree in less time.

The traditional business model, I felt was very inefficient. Topdown companies require comparable time commitments, yet compensation is tiered per level. As you move down from the top, the financial compensation, responsibilities and ability to influence corporate decisions decrease. From working in several corporations, I have seen first-hand how this leads to resentment, unhappiness and frustration in employees; motivating people to search for other forms of employment or externally for coping methods.

If a person feels that they matter or they are increasing their standard of living through their direct actions, it creates a sense of fulfillment, motivation and purpose to advance the objectives. The surest sign of success in life, I find, is if a person is able to go home and relax - do nothing.

In a traditional corporation, one person or a small group set the overall vision and objectives. However, their interests are in increasing revenue and wealth for the company, if an employee is not directly benefited from the company meeting this objective their actions will not be consistent with the interests, vision and objectives of the company.

In companies where I did not agree with the direction they were going, I lacked motivation for the company to succeed - instead, I focused on my own success. I was not a team player when I had no interest in the team advancing. To stay motivated and productive, I took actions towards my own professional objectives and provided the minimum to the company to keep it profitable. I had an interest in staying employed, but not in the team reaching their goals and objectives.

The amount of work you need to provide to keep your job is not very much - and is well below my potential. This created a lack of overall fulfillment: I was achieving my professional objectives, but there was frustration that my time, effort and focus were not being utilized in the most effective way; this had a negative effect on both the company and me.

Besides not being compensated directly at the company's success - I did not know what my actions were doing. What were the objectives? Profit for the top? How does that benefit me? With this lack of incentive and feeling that other employees could sense it, I constantly felt that I was on verge of being fired; this created very real stress: both physically and mentally.

When setting up the business, these were the ideas on my mind,

The solution?

As you continue, you'll see. By the end of the book, not only will the idea be explained in detail, but also action steps towards it, guides as you progress, the overall vision explained and strategies given for today.

CHAPTER 5

CYCLE

A musician must make music, an artist must paint, a poet must write if he is ultimately to be at peace with himself. What one can be, one must be.

Abraham Maslow

How do I achieve, relax and profit more today?

This book provides seven specific steps that an individual can take to move towards their perfect life. The focus is not to get to a destination - but to continue in motion; to cultivate internal motivation and fulfillment to keep taking actions on your unique path. As soon as a person feels comfortable, complacency settles in - and the excitement that they felt dissipates.

Steps are given for a person to first focus on their personal life and to create a compelling vision that will guide the steps that they uniquely choose. Then, as they progress to decide which actions lead them towards their perfect life.

As progress is made, wisdom is gained and the actions change - instead of deciding the plan at the beginning, this system teaches to adapt to the present and focus on the future; to keep an eye on the destination, and another on the step. Much like you drive by looking at the road and glancing at the instrument panel, the strategy to increase productivity is to focus long, yet decide short, quickly and in consideration of the long-term objective. A person advances more rapidly as they lose expectations and gain confidence in their moral compass, priorities and expectance of success.

Until you know yourself, your actions will be slowed by hesitation - what short cuts are allowed? What lines are not to be crossed? The better you know yourself, the quicker and more confidently you will respond in new situations. If you have to decide what makes sense for you - it points to a deficiency of governing values. These are the values that are important; the principles that you consider when making decisions.

If you make a choice that is not consistent with a governing value, it creates cognitive dissidence - an action taken contrary to a belief - and can cause actual physical pain; an upset stomach or nausea. An example is a man valuing honesty telling a lie and feeling regret.

If we do not know what matters or where we are going, sure, any road will get us there - but more likely, we'll never leave the garage. This plan will both get you out of the garage, and onto the correct road - at the proper speed. Until you start however, nothing will change: action begets action - words beget procrastination.

Really, I can't make you do what you don't want to do - but I'll close with the words I was told by a doctor after refusing an optional procedure because I felt it was expensive:

Its Your Life.

P.S. I took the words to heart, and did the procedure. My life changed drastically because of it - in a positive way. In a sense, I felt that I was given another new chance at happiness, peace and to live a life of excitement following my dreams.

STEPS

The seven steps and their order are very specific, with each step dependent on the previous one.

The overall cycle focuses on developing knowledge, experience and wisdom in the individual. This is the result of two other cycles: the personal and professional cycles. Combined, they form the human condition; a process that each person goes through every moment as they balance their needs, wants, expectations and sense of acceptance. To focus too

heavy on acceptance in your personal life, will create a need for expectance in your professional pursuits - where a focus on expectations in your personal life, will leave you complacent and unmotivated in your work settings and pursuits.

It is only by finding the balance between these two cycles that, together, progress of the human is made. Much like DNA is in the form of a double helix so to do humans exist; the two helixes are the self and ego; constantly adapting to the present moment: we progress in a continuous path observing, addressing, learning, understanding and experiencing; living the cycles.

Depending on the objective a person is going towards will determine the steps. For example, a person who wants to achieve business success will first focus on stabilizing their personal life before beginning on their professional self. On the contrary, a person who seeks achievements in their personal life will first focus on their professional life, or source of income, first. In stabilizing this and controlling it, before putting focus and effort on their personal objective - goal, dreams or vision.

The idea is to first create a stable foundation and put in place methods to control it. If your personal life is a source of focus and concern, it makes it more difficult in your professional life to achieve your highest potential. Surely, you can achieve success, but long-lasting success is built on a strong foundation.

Personal Identity [Self]

1. Be Proactive
2. Create or Review Vision, Dreams and Why
3. Observe the Moment
4. Determine the Optimum Strategy
5. Take Action Step
6. Review and Understand Consequences
7. Focus on Sense of Why and Inner Feeling

Professional Identity [Ego]

1. Be Open to the New
2. Understand the Idea
3. Design the Perfect Solution - Personal and Professional
4. Build a Business that Matches Your Needs
5. Adapt to the Market, Industry and You
6. Remove Unnecessary Time Constraints
7. Continue To Move towards Your Vision

In this book, the focus will be on first stabilizing a person's personal life and creating systems to maintain that stability; to create a strong foundation upon which success will be built. Next, focus will be on creating the perfect professional solution to your objectives: dreams, goals and vision. You will then create a team and all work together towards mutual success - while focused on your individual drives; a

group of self-motivated individuals or the like free to innovate, adapt and optimize to benefit the group.

As the team progresses, you will focus on removing your commitment to the group - not your contribution, or necessarily responsibilities, but the amount of energy and time required per week. Instead, you will take this time to begin developing and learning about new avenues to explore, ideas to consider - dreams to pursue.

Perhaps, in your first round of the cycle, the focus was on creating a profitable business - on the second round, you decide to focus on a life-long personal achievement that you wish to accomplish. The business, you created in the first round, is bringing in revenue nearly automatically, and that becomes your source of source of stability upon which you use to focus on other aspects that interest you - it could be another business venture, or any other avenue you decide.

Very much, in college, I completed a cycle of action: I enrolled, took the classes, learned how to succeed, completed the degree and moved into the workforce; that round was focused on achievement in the professional. I was able to achieve success, in part, by maintaining stability in my living situation. With a strong foundation in my personal self, I was able to put my focus on achievement in school.

In the next phase, after college, I used the degree to get a job and create stability in my professional life. With this feeling, in my career, I put my time and effort towards a life-long personal goal I had: to have a song

played on the radio. I went seeking achievement in my personal life. And, within a period of about 6-months with focus on this dream and a sense of professional stability, I was able to write, record and produce an albums worth of original music - and later, with the addition of two songs, completed the score to my first opera.

I did achieve in my personal life, however, but by bringing expectations into it - it also permeated into my personal relationships at that time. Rather than having acceptance, I expected certain things to occur. In a relationship, expectations create problems - the greater the difference between reality and expectation, the more the suffering - the relationship deteriorated and would end.

I grew wiser, but through pain, not success; I did achieve, but it was also at the cost of the relationship. It created suffering for others. The key to success in both of these examples, the degree and music, was the same:

A strong sense of stability that I was able to maintain, limited distractions to focus on completing the objective and motivation to achieve.

The difference, however, was that expectations in my professional pursuits resulted in strong personal relationships based on acceptance, where personal pursuits resulted in weak personal relationships. Love is often

described as acceptance without expectations - accepting and loving my professional self more than my personal life put expectations into my relationships resulting in negative consequences.

It is possible to achieve in a personal sense, but either view it as a professional pursuit or personal hobby without expectations of achievement. Writing the music was seen as a personal accomplishment, I personalized the achievement of it and there were negative consequences to this action. I still enjoy creating music, but now it is a balance in my professional life. Where I create in my career, in music, I destroy - I use music as an emotional release.

Professionally, I have two concurrent achievement focuses: running a corporation and writing music. Through these two avenues, I balance the ego, in my life - either creating or destroying it, as necessary, to function most effectively.

HOW

A person will not complete the seven steps and automatically achieve their perfect life - it is only by continuing on this path that they will continue towards their ideal life. Wise action is joy; inaction is suffering. This does not mean reckless action is encouraged - walking away or deciding to abstain from an action with a perceived negative consequence is action; the action of restraint. It may not bring

joy, but perhaps it also doesn't bring suffering. There is inherent value in that; in not being unhappy.

There are three feelings that people experience - pleasant, unpleasant and neutral. Better a neutral feeling sensation - than a negative one. While thought is beyond our control and all we can do is accept it - action, both in words and actions, we can control. And depending how we choose they have the ability to bring many more feelings; to make or break us as individuals.

These steps will be discussed in this book as they relate to the business model proposed - but in practice, this cycle can be utilized for any challenge or opportunity. The detailed steps that make up each part of the more seven steps form a specific problem solving model - that functions by utilizing the previous step, and preparing the system for the next task. When done in order, they are effective, but if changed around would be useless. It is both in having the steps and the order where success occurs.

The goal of this book and contact is to clearly explain this process and how to successfully implement them directly into your life. This system focuses both on the person and the business; the inherent interaction between the personal and professional that every person must learn to balance.

Nothing feels more exciting and inspiring than being around a person who is motivated, excited and confident; they brighten the room and bring up all of those around them. This method is designed for you to too to

brighten up the room, or if you already do to take you to even higher levels.

We are offering an alternative to the traditional business model; from the standard top-down institute to instead a quickly adaptable and responsive network of global businesses and international freelance professionals. Companies are not hierarchical but completely flat - and instead of individuals taking orders, the focus is on professional responsibility and effective communication.

Each person benefits directly from the success of the company; every time product is sold - the revenue is divided amongst team members based on a percentage. The team has a common objective - and systems in place to motivate everyone towards that objective. This business model encourages innovation.

To show exactly how to implement this system, a sample corporate charter is included, as well as a corporate charter template that will be used for the actual company. In the charter template there are spaces for the CEO to insert team member's names, the specific product to be sold, how the system will operate, the compensation percentages and exactly what each member is guaranteed.

This book will explain how to design, build and adapt the company, and provides arguments for innovating, optimizing, systematizing and owning the business.

For specific ways to systematize operations, several ideas are provided in *The 4-Hour Work Week* by Tim

Ferris. In it, he explains how to remove yourself from the business model - so that it operates independent of you. This allows a person to reduce the amount of time spent on a weekly basis to oversee the business.

Instead of running the company, the objective is to own - to have the business function with minimum input, yet provide maximum revenue.

DIRECTION

Vision is not required to take a step - effort propels you; the direction is important but beginning to move is more important. If there is no direction, action will create one - just anything to get you moving. A step is a movement between two points - drawing a line between these two points shows you what direction you are travelling.

Now, that you have direction, you have vision where you are going - the next step is to focus on where you want to go and redirect yourself in that direction; use your next action step to take the steering wheel and adjust your course towards your focus.

When driving, if we stare straight into the distance the vehicle will continue straight, as long as it is in alignment. If the car drifts to the left or right, corrections will need to be made - but if it is balanced, it will continue straight. When we look around, however, we can become focused in other directions. As we focus on objects or points of interest, we begin to

change direction towards it.

When I police officer pulls a car over or stops to look at an accident, they make sure to park in a manner that if their car is struck by a passing vehicle - the pulled over car, occupant and officer will be out of harm's way. Its natural, for passing motorists to look with curiosity and their vehicle to drift towards the distraction. If, it is your goal to change course, that is fine - but if not, we quickly can become off-track and a danger to those around us. Only until we pull ourselves away, and refocus on the distance are we able to get the vehicle and us back on track.

I've found that one of the keys to staying on track is to not look around at others, but to stay focused on where you are going and how you are maintaining; the dashboard: fuel gauge, speedometer, engine temperature. Do you have immediate needs to address? Are you too focused on your career and your engine is overheating; in danger of burning out. Or perhaps, you are losing track of why you are focused on the future - your fuel tank is running low and your vehicle may stop all-together.

With focus on the future, but awareness and healthy curiosity of your present moment - it is possible, and enjoyable, to progress in a sustainable manner towards your perfect life, dreams and goals. And with experimentation and practice, I have found out what I need to maintain the correct course if I begin to drift off path. Each person is different, but there's a good chance you already have a good idea what you need to stay in balance.

As you take more actions, drive more, it becomes easier and more comfortable. Slowly, you begin to relax and enjoy the journey while remaining in-motion.

PERSONAL

Once you have decided that you are open to change and have learned about the idea, the next step is to begin designing your perfect life - both personally and professionally. If you are in a relationship, what common aspects do you both have in your visions? How can you achieve more success together? Get creative, brainstorm - have fun with this. That is the point.

While it is an incredibly rewarding process and life-changing in many ways - it also is fun to dream and to dare and do the impossible. In fact, if you are not a little overwhelmed with the dreams that come out of this - think a little bit bigger; dream a little more.

Step One is to take action; instead of making goals and lists of tasks to complete and objectives to meet - the idea is to start taking action immediately. To begin taking action creates the habit that will lead to more action; rather than waiting for the situation to be perfect or to have the perfect plan, with the planning in Step Zero, you are ready to start moving.

The purpose of movement is to learn and become comfortable with change and the unknown. Rather, than staying in what is comfortable - expand through

action. Create a stable based through focus on your goal long-term, and decide on the proper action in the short; if a choice is not moving you towards your long-term focus, simply change course and see the resultant.

Step Two involves maintaining the feelings that you cultivate in Step One; focusing on controlling your mindset to keep the base that you have built. First, stability is created, and then in this step methods are shown to control its naturally changing conditions; as, the circumstances and situation changes, you will naturally lose focus - when this happens, realign with your goals, dreams and vision and change course towards them.

It is not expected to constantly be moving in a straight line as you progress; no, instead by being about to steer as you drift into a new direction you are able to handle any situation and maintain your foundation; your inner strength and resolve - to be the eye of the storm, even when all around you it appears chaotic.

PROFESSIONAL

Once you have the design completed, the next step is to build it. In this phase, the focus is on gaining experience through direct action. An idea may seem great - but without putting it into practice, there is no guarantee on how it will actually function. It is only in doing that we gain experience.

It is the experience of success and failure - and the lessons learned, in both. In fact, I would be hard pressed to call anything a true failure. The only failure, I see, is not learning from the outcome. Rather than being concerned on a predetermined outcome - allow the system to function naturally; you will learn more than in controlling or setting criteria.

Step Three, in this book, involves designing your perfect professional fit - starting with exactly how you want the world to see you. Using the ego as a guide, a person forms a legal corporation. This will become their false-self that they rely upon when making business decisions. Rather, than being bounded by a personal moral code and governing values, a person is legally required to make their decisions for the benefit of the shareholders.

As they are the only shareholders, by law, they are forced to maximize the wealth and revenue that the corporation sees. Essentially, they must make as much money as possible for themselves, or face the federal justice system. Moral codes are not applicable, but instead legal guidelines form the boundaries upon which decisions are made, and choices weighed.

Step Four is to take this entity, the corporation, and to create a team around it. In this phase, the new CEO seeks out or is contacted by a Coach (Business Advisor), a Personal Assistant (H+WBM) or a person selling a product with an idea for a product to sell.

When the team is solidified through contract, the individual takes the team and corporation and begins to

sell product; the business is in operation in Step Five. The CEO and Coach function together to adapt the business model to the market, landscape and team needs. At this point, the focus is on taking a design and adapting it to increase effectiveness, to maximize revenue and minimize expenses.

COMBINED

In all situations, no matter if they are consistent with your hopes or expectations - you have the ability to gain experience. This coupled with knowledge results in increased wisdom - the ultimate goal to acquire. An experienced mind, and a knowledgeable mind are impressive - but a wise mind is the pinnacle of what a person should aim for in life.

Combining your knowledge and your experience, you are gaining wisdom; not just in knowing how a system will respond but in having an idea either why it does, or being able to predict effectively new systems without having to test them directly.

In the final phase of the cycle, the knowledge gained in the first two steps combined with the experience gained in the next three steps yields wisdom. At this point, the team members, primarily the strategist, CEO, will begin to systematize the operation - put into place ways and means for the business to operate independent of the individual team members. This is

Step Six.

As more and more systems are put into place, the time and effort commitments of team members will decrease. In the contract, the strategist is only required to be available for consultation to the other team members for two-hours per week. And, this requires a meeting authorization prior to allow members to prepare. While it is a team effort, each member has a specific role that does not require direct physical interaction. Responsibilities can be performed regardless of physical location.

The final step, Step Seven, is where the CEO decides the point at which the business is self-reliant and he ceases to focus on minimizing time commitments, and begins to look towards the start of a new cycle - Step Zero - with the current business as a source of stability, upon which the next cycle will be built upon. This step is at the discretion of the individual.

CHAPTER 6

FOCUS

The mind is everything. What you think you become.

Buddha

Happiness and excitement are a choice; don't be reactive - be proactive; don't wait - facilitate.

In early 2011, I met a friend for coffee. At the time, I was feeling very overwhelmed with the situation I was in, and not sure how to proceed. I wanted to vent - to tell someone how horrible my life was, but I knew this was not the right action to take. Still, I was at a loss for how to proceed.

We began talking and I tried to be cheerful and

not bring negativity into the conversation, but he became concerned and expressed compassion at the situation. He then asked me a question that changed the direction my life was headed.

“Tell me what’s good in your life.”

It had been so long since I thought about anything good. It seemed that everything was negative - I had not even thought that nothing is all black or all white; every situation is gray; a combination of both the good and the bad; pros and cons.

I thought about it; struggling to say something - finally responding,

“Well I know that I got this far by figuring it out on my own. I feel that whatever life has in store for me, I will be able to figure it out and be better because of it.”

As I said it, I began to feel a little pride at this observation. I indeed had gone through a difficult situation, and was still going through it. I had forgotten that I was going through it - I was not stopped; I had not quit; I had not given up or had someone solve my problems for me. No, I had figured out how to get that far, and I really was ok.

I learned that it doesn’t matter what we are going through, just that we are going through it. I didn’t even need to think about keeping movement or action, naturally, I was taking action just in the act of

surviving.

As I began to focus on this, the feeling of being self-reliant, a trait that is important to me, began to rise in me.

I added, “I know what my dream job is now - and that its out there.”

“I know I can run a business.”

“I am in control of my life.”

I began to smile. For the first time in months, I began to feel excitement about the future.

He needed to run to a lunch meeting and started to get ready to leave. He began speaking, “I guess the only advice I would give you is...”

I stopped him, “No advice is required. Thank you. I know I will figure it out. Great to see you.”

After that conversation, I began to regularly remind myself of the positives in my life. I was aware of the situation - and knew that there were both pros and cons. But I decided that my effort would be towards the positives - to focus on what was right.

Found in Reader’s Digest:

THREE WORDS

Every ten years, in a Buddhist monastery, the monks were permitted to speak three words.

At these times, the monks could say any words - regardless of subject. The purpose was to reflect on their practice. Besides these three words every ten years, no other speech was allowed in the monastery.

On the day that the three words were permitted, the teacher approached one student and asked him to kindly speak his three words.

The monk replied, "Food is bad."

And that was it. For ten years, the monk did not say another word, just continued his practice.

Exactly ten years later, the teacher again permitted his pupil to say three words:

"Bed too hard."

Ten more years of silence passed, until once again the teacher approached the student.

"Three words", said the teacher.

"Floor very cold", replied the monk.

And then in a sudden outburst, the monk threw up his hands - "That's it. I quit. This is too hard!"

The teacher shook his head, "I knew you would quit - all you ever do is complain."

Rather than subjugate my mood to the external environment or emotions of others, internally I control my happiness. It comes from a place that no one can control or affect. No matter what happens in life, the only person that can hurt me - is me.

I wrote a note on a piece of paper, and leave it in a place where I cannot help but to see it occasionally. It reminds me of this idea. The note says -

There's Only One Thing, I Find, That Can
Hurt Me - ME;

Blaming The External Only Increases
The Internal.

When I wake up in the morning, I remind myself that:

I am happy. I am healthy. I have good
physical health, and good mental health.

I am great. I have everything I need. I
love my life.

Some mornings, it does not feel true when I say it the first time or second time; but by the fifteenth time, it finally sinks in and becomes true.

Be positive and love your life.

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YOU

Everyone will be different in how they prepare.

Before taking too many action steps - I feel its essential to know what you are going towards, what lessons other people have learned from experience, and to get your house in order.

Be Prepared.

Lord Baden-Powell

How many businesses do not achieve their highest success because the leadership and workers are distracted by issues outside the office?

Every moment spent worried about the personal: an upcoming bill, a cluttered house, or anything else personal - is a moment not spent focused on the professional.

Before beginning a business - which requires time, energy and effort - focus on getting into a secure,

stable and positive environment in your personal life.

During my third year of college, one of my roommates decided that he wanted to start a handyman service. We sat down, with our other roommate, and spent a couple hours creating a flyer for the business, Ryan's Handyman Service. Printed out a stack and divided them between the three of us.

Over the next couple hours, we then went around the local neighborhood putting flyers into mailboxes - until all of the flyers were distributed.

We felt so proud - and so accomplished in our endeavor, up to this point.

Returned to the apartment, and began waiting for the phone to ring announcing that we had an interested potential customer.

Waited, waited, waited - but nothing.

After a while, we start to get a little confused - not one call? Checked the phone line - picked up the receiver. Nothing. Our phone line had been turned off. We had not paid the bill and our phone service was cancelled.

The time and effort we put in to creating this business, brand and marketing was all in vain - our potential customers had no way to reach us; even though we were open for business.

Point: focus personal, then professional. Get your

personal life in order before starting a business venture. Build a stable base in your personal life upon which to build a successful venture in your professional pursuits.

Around that same time, late 2001, I was delivering pizzas a couple days a week. I had money for rent and food already, so this was more for a little disposable income. While it was nice to have extra money, it was not a necessity and I did not take the job too seriously.

One Sunday afternoon, I arrived just as I was scheduled to start working. Normally, I would get \$20 at the start of my shift to provide change to customers. However, that particular day, I got in just as an order was ready to be sent out. In the hustle to make the delivery, it did not cross my mind to get the money for change. I left the store with a hot sub and no change.

Got to the person's apartment, rang the doorbell and waited.

The door opened; I gave the customer the food and he handed me a \$20 bill. The total was no more than \$10; he was due around \$10 back.

I did not know what to say.

I sheepishly replied, "I'm sorry man, I don't have change."

Silence.

"Here's your food. How about I go back to the store, and

I'll be right back with the difference. I apologize for the inconvenience."

By not being prepared, I had to make another trip back to the store to get the bank - and then, return to the gentlemen's residence to give him his change; haste makes waste.

Returned to the store, "Hey John, need a bank - I didn't have change for the last customer. I need to run back out there. And hey - that was Michael Vick wasn't it?"

"Yup..."

I grabbed the cash bank - and a piece of paper and pen.

Returned with the change. Knocked on the door. "I apologize. Here is the change - do you think I could get an autograph?"

He laughed, "Ok."

I handed him the paper and pen - "Could you make it out to Eric?"

He obliged.

He got his change; I got an autograph. I would give the paper to my Dad, Eric, for a birthday present that year. However, in not preparing, it created a possible hassle for Vick and cost me in lost deliveries and gas.

Not preparing creates more challenges; possibly opportunities, but, possibly obstacles too.

NEEDS

People have four basic aspects that must be addressed to maintain and achieve a high level of fulfillment in life. These areas include a way to elevate themselves, a way for them to feel that they matter, a connection to another person and personal maintenance to keep the system in balance. Depending on the person, one of these areas or a combination will also provide them with a sense of recharging. It may be that being alone is natural and with others takes effort; therefore the individual stage provides the energy to succeed in other areas.

In a person's professional life, they address the need to achieve and to matter. These areas are called the corporate and organization, respectively. In the corporate aspect, a person is putting effort towards increasing their quality of life; this area is profit motivated. The other professional area is not profit motivated; instead, is focused on working towards the greater good. This area provides a person with a feeling that they matter. In terms of the internet the first area the corporate need is a .com while the organizational need is a .org.

However, the corporate and organizational needs can be addressed in one job. For example, it is possible to work towards financial gains while having an impact in a way that provides a sense of mattering. If the job does not meet both requirements, then a person may work a traditional job and also volunteer in their

free time. In this option, there are two specific styles that a person functions under in each situation. These are robot and corporate; the other two areas human and organizational are used in a person's personal life.

In a person's personal life the two areas that need to be addressed are a connection to others and a way for a person to recharge and maintain a sense of personal balance. Figure 6-1 shows several areas where a person must focus time and effort to feel a sense of overall fulfillment. These are more specific; in general the aspect is called the individual needs and is completed in the style of organizational. This style relies on a methodic approach that uses subjective feelings and planning to address all areas, and still allow a person to make decisions based on how they feel.

The other aspect area is the partner. In this need, a person has a relationship to another that provides them with a sense of being connected. It is not necessarily an intimate connection, but gives a feeling that they matter to another person. In therapy, I heard that the biggest benefit is not necessarily in the talking - but in the repetition of having the therapist in their life, listening and caring. From experience, I felt that was what I looked forward to the most in the sessions - the human connection I received.

The human connection is what provides healing to the wounded; the feeling that they are important to someone. This is different than the organizational need where their actions are towards the overall greater good; this area provides the feeling that a person has an interest in them. It could be a life

coach, a platonic life partner or a personal assistant. In this area, the style is human: the person uses their heart first, with their head providing a check on their actions.

In the professional role of organization, a person uses their head first, with their heart being a check. In the corporate aspect, the robot style is used - all head, no heart. Their interest is exclusively in creating the greatest sense of revenue and wealth. In the last area, the individual, organizational style is a combination of the head and heart.

When all areas have been addressed, and the correct styles are utilized a person will feel a sense of peace, motivation and balance, overall, in both their personal and professional lives. When a person is able to have regular activity in all areas, rather than seeking externally to feel happiness, peace and purpose, they will cultivate it internally.

- Human - Focus on Heart, but still Use Mind - Especially When Dealing With Others To Handle Conflict and Relationship Build, Partner Role, Functions In Personal Life
- Organizational - Combination of Heart and Mind, Focus On Heart, Detailed, Planning, Methodical, Used for Personal Maintenance, Individual Role, Functions In Personal Life
- Corporate - Focus On Head and Heart, Purpose is Maximum Effectiveness While Still Relationship Building, Organization Role, Organized,

Professional Yet Still Able To Be Subjective When Handling Personal Situations, Functions In Both Personal and Professional Life

- Robot - All Head, No Heart, Very Detail and Results Oriented, Focus Is Exclusively On Optimizing Output - Revenue, Wealth, Product, or Service, Relationship Building Is Done Through Shared Completion of Objective, Corporate Role, Functions In Professional Life

IMPORTANT

Before going to bed, take a mental snapshot of the next day - what do you need to accomplish or want to get done. Not a list of items, but one thing - the most important thing.

When you wake up, where do you want to
put your effort?

Often I find that in the waking hours, I jump out of bed when I have a reason, but if there is no immediate purpose, I am sluggish in getting the day going. Using this reason, the why - the way to jump out of bed - start your day in action. As you progress towards your first destination of the day, have paper and a pen nearby. Ideas for tasks to complete will start to come out.

In a person's life, they have various roles that they fill: son, father, brother, friend, professional,

hobbies, life partner. Where are you in each of these roles? What is the next step for you to take - how can you be proactive towards your objective in each respective role? For example, as a brother, I may send an email congratulating a family member on an accomplishment or a note to say hi. As a life partner, I may make reservations at a nice restaurant to surprise my spouse. And, as a professional, I may contact a supplier to discuss moving product. ETC...

As I progress towards my first destination of the day, on foot so that I am able to write, or on public transportation I continue refining this list - ideas as they arise are written down. Sometimes they change, but often I find that the reasons I had in the beginning or expectations of what I wanted or needed to accomplish, look nothing like the agenda when I arrive at the destination.

Turning this into a habitual action, everyday, leads to increased actions and achievements, and more meaningful relationships. By addressing each aspect and being proactive, coupled with a strategy - I accomplish in several areas at the same time while maintaining a sense of balance.

Items such as exercise and recreation, I leave off of the list - these items, I do not like to plan. Let life unfold and see what feels natural. I enjoy mountain biking - if I begin scheduling it into my day - it will stop being an outlet, and start being a requirement. Rather than a release and chance to live without constraints, by having guidelines, it takes away the spontaneity and enjoyment. Plan your responsibilities, let fun and

all else occur naturally.

While I am going through the day, I often keep a backpack with a notebook or notepad and pens on me; as ideas come to mind, I can make a note of them - if I see value in it. Most of my ideas occur while I am in motion.

One of the important items that come out of the list is how to handle emails. The best strategy I have found is to use the list that I have created in the walk or ride to the internet café or coffee shop. I use the agenda list as the tasks that I need to complete first. Often, this is done by simply going down the list and checking items off. Its very systematic and I can complete in twenty minutes what used to take hours of thinking to accomplish.

For many years, I would simply open the email account - see what I had received and then respond to it. Checking emails was such a time drain. Now, what I do is write a list of exactly what emails I am going to send - and normally, exactly what it will say - and what research needs to be done, before I sit down to the computer. I'm no longer getting distracted by internet advertisements, spam and what's going on around me - I now have a list of exactly what I am going to accomplish on the internet. I can quickly go down the list and check off each item.

The amount of time I spend on the internet has drastically decreased - and I feel much more productive - not reacting to emails, but being proactive. Once the list has been completed - I will open new emails. Of

course, if I have received an email from a person I was planning on sending one to - then, I will check that - but all other email gets put to the end of the priority list.

UNITASK

Is the easiest thing to do - just simply put like with like. As you do, things will come out - natural patterns. From there, continue to simplify by putting similar items together. As you do the natural systems will start to appear? Do not look at the whole picture, but instead at the most immediate action you can take. Pick up an item, for example, move it to a location that has items similar to it. Continue.

As you go through this process, automatically, the piles will begin to show differences in the items. Once the initial pile of objects has been sorted, begin finding locations for the smaller piles, how do they natural sort out? Where is the order in their systems - where are the characteristics - is it beneficial to continue sorting them, or at this point are they in a system that is effective for their task.

For example, if you are sorting recyclables or reusable items, and you have a pile of plastic bottles. Perhaps you decide to break them down into milk jugs and soda bottles. Now, continuing with different brands of soda bottle or may be a line not to cross. But at this point, you have two function groups.

Find a way to store them out of sight, and continue on to the next action step. This is the simplest way to complete the task of cleaning a house. Instead of making a list, just begin, as you clean, places will become eyesores and require attention - address them. Once, they are complete then move on to the next place to focus.

This strategy is effective in organizing anything, not merely items - ideas also can be organized this way. Put all your ideas on a piece of paper and then begin to organize them. The bigger picture will begin to emerge. Perhaps, several of the ideas center around one central theme, while the remaining items form separate areas. Instead of having fifteen separate thoughts, maybe it is only five with one idea having several components or details; instead of focusing on several areas - concentrate your effort in one area at a time.

CHAPTER 7

OUTER

Who looks outside, dreams; who looks inside, awakes

Carl Jung

Rather than leaving success to chance, put yourself in a position to succeed. This includes your surroundings - what is around you; does it lead to increased productivity, happiness and inspiration, or is it dragging you down? As much internal motivation we have, and as much as we develop ourselves, until we are in an environment conducive to success - the amount of achievement we realize will be limited. Of course, a high degree can, and has, been proven to be accomplished, even in the direst of situations; but, rather than fighting against your

environment, adapt it to your benefit.

There are several strategies that a person can use to create a situation that naturally leads to success. Small changes can lead to huge differences, and huge differences can lead to more action, fulfillment and dedication to your vision. These ideas are meant to remove the distractions that take you away from your path; and, put you on a track to seeing and realizing your dreams, goals and vision. Rather, than waiting for the situation to be right; all the pieces to fall into place around you; learn and begin to create your success. If you are reliant on the external or being held back from your objective, address the issue. It may take time, and it may feel unpleasant in the immediate, but if you continue to look at the long-term benefit, the feeling you receive when taking action towards something that matters to you, develop a sense of wavering motivation.

Sacrifice and dedication are terms that imply focusing on the present; focusing on your current situation or what you feel you need to give up - look forward, where are you going and what purpose does this action serve. Rather than looking at the negative, perceived, of having less now, look long and how your choice will lead to more later: more fulfillment, more peace, more excitement and more purpose. Instead of complaining about today, celebrate tomorrow while staying grounded in the present.

Create a situation that leads you to focusing long; while, remembering that the only thing you can change is the present. Control your environment as

much as possibly while accepting what you cannot affect. Acceptance is a key to peace; action is a key to happiness; motivation is the key to progress; and your vision of tomorrow guides your steps of today - it does not matter how many steps it will take to get your destination, just that you continue taking them.

The best way to surround yourself with positivity, stability and promise is to cultivate it internally, display it externally - and allow it to return to you. Rather than waiting for the world to provide you with motivation, develop it internally and take charge of your future. You are important, there is a dream inside of everyone - now, make the time, place and you right to realize it. The only thing stopping you from progressing, is you - inaction breeds dissatisfaction, action leads to motivation, fulfillment and excitement.

FINANCES

Do not let money stop you from pursuing your dreams; realize your resources and find ways to achieve success within your means. Money is not an excuse against business, but an opportunity to develop a sense of resourcefulness that will provide benefit as you progress in your business venture.

To start this business, where do you
need to be financially?

Is it not necessary to have every credit card paid

off, a certain amount of savings in the bank, or large amounts of built-up equity - to begin? No - definitely not necessarily, but if any of these things instantly made you think of them and worry - something needs to be done about that before getting much farther. The CEO is responsible for financing this project. The amount of money that they can use to bootstrap the operation is completely up to them - the more money, perhaps the more advertising they can pursue. However, the actually cost to get the business going is minimal.

I struggled to live within a budget for years when I first moved out west; the cost of living in San Diego was much higher than I had expected. I had managed for the first several months fine - but after occurring medical bills and the purchase of a new car - I found myself living paycheck to paycheck. All I could think was,

How am I going to get by?

I tried cutting expenses; including ending the lease on the cottage I was renting at the beach. Having a place at the beach had been a lifelong dream of mine, so this was very hard to take - I lost my dream. I had it and then I lost it. At the time, this was devastating for me, but as I learned to dream again - I started to see the wisdom in the experience.

I moved into a townhouse with two other individuals and with the saved rent money - had a small monthly cushion to begin paying off debts. Still, I was very paycheck-to-paycheck, so I decided to take a second job. In addition to the fifty hours a week, I was working

at the day job, Saturday and Sunday nights now became work nights too, delivering pizzas. I enjoyed the job and the group of employees was fun, plus, the extra income gave a small monthly financial cushion.

But after a couple months of the second job, I started to want those evenings back again. I also started to notice something - the nicest cars in the parking lot were the driver's cars. They had new ones, SUVs and sports cars. This is not a knock against anyone - just an observation, I also had a nice car, over \$10k used, purchased only a year prior.

I started feeling that the reason I was working this second job was not the credit card debt (although certainly I had that) - no, I was spending the weekends driving around in a \$10k car - because I owned a \$10k car. I was putting excessive mileage and wear and tear on it, basically, doing circles around San Diego; depreciating the value of it.

At the time of purchase, the reasoning was that this particular manufacturer and model had a high-resale value: so, I looked at the purchase as both reliable transportation and an investment. And it was reliable for several years - both in transportation and as a steady drain on the wallet. I felt a sense of relief the first month where the delivery money covered the car payment and insurance extra expense of the vehicle. Several years later, I would pay off the car and then sell it within a year - at just a fraction of the purchase price.

INVENTORY

The CEO will be bootstrapping this operation so there is value in keeping costs down.

What do you currently have at your home, office or nearby that can be used at any time?

- Computer
- Filing Cabinet
- Printer
- Separate Phone Line
- Internet Connection

Do not purchase any of these items if you do not currently own or have regular access to them. The point is not to get what you feel is lacking - but to understand what you already have to for operating.

Perhaps you intend to use the printer you purchased several years ago that's in storage in the attic. What if you need it one day for an urgent presentation only to find that it was donated the year before? What then?

Do not leave success to luck - be aware of what you have.

My first semester of college at Virginia Tech, I created a sandwich shop in my dorm room - after buying too much bologna during the local grocery stores 2-for-1 sale. In the store, my eyes were bigger than my stomach.

Rather, than have the meat go to waste - I turned it into a business opportunity.

Created a small flyer that was put on the door with the meal specials - as I recall one sandwich, two sandwiches and a sandwich and soda were the specials - and so began Jamie's Bologna Sandwich Connection.

At the time, I was not too aware of pricing goods - and to keep demand up offered the sandwiches at a really affordable price.

The business brought in a couple bucks here and there - in part because of the convenience factor, but also due to an unintentional naming of one of the specials the same as a recreational college drug.

A couple weeks into running the business, a fellow student and I were discussing it and decided to do a price-point analysis to see the cost of producing a sandwich. Ran the numbers, and it turned out that the business was actually losing money on the sandwiches but bringing in money on the soda special.

Decided to keep prices low, but with the diminishing returns on the special, eventually raised the sandwich prices - at that point, lost remaining business to the burger restaurant next to the dorm.

By that point however, I was done making sandwiches. Decided to close up shop - but overall the sandwich shop was a success and provided a little bit of disposable income for that first semester - and had no start-up cost. As sandwiches were sold - inventory was restocked, as required - and so no personal funds needed to be put into the business.

Looking at the business model that was used, although a tangible product was sold, bologna sandwiches, and the business was service based: When a person wanted food, I was contacted, and I then provided them a service -me personally making them food. Once the start-up phase of the business was complete, my focus switched from running a business to being a personal chef role.

In terms of the roles in this book, I see that I was functioning in too many positions - strategist, producer, contracting agent, and as my own health and well-being manager. Other college students provided coaching - teaching me business theories - but I was the one putting in the work and making the final decisions.

It felt great to bring in money directly because of something I had produced, but the energy drain was too great - while the business, for much of its life was self-sustaining - with that business, I was not.

Something had to change - I ended the business; losing the revenue, but regaining my peace of mind.

CLEAN

Happiness is a clean house; insanity is an organized house.

Having a clean house is not about having every piece

of paper sorted - its about getting the clutter out of sight and put in a some-what thought out location. Sure, I have a junk draw; and no, it's not organized - but it keeps everything in one place where I can easily to get to it and the items are out of sight both to me and when guests come over.

In the beginning, it may take an afternoon or day, maybe even several days to simplify your house. But the direct benefit is worth it. Rather than being a source of worry, it becomes a sense of pride and you become more effective in your actions; rather than fighting against your circumstances - you design your surroundings to benefit you.

By having an idea where items are located, when something is needed, time is not spent searching, but in finding and then taking action. When the task is complete, return the item to storage - preferably out of sight so that it does not become an object of attention as you go about your day, working or focused on a task.

Often, when I am struggling to make progress on a project, I look around and observe that my surroundings are out of order; the house is dirty, dishes piled up, floor needs to be moped, ETC... I have two choices, I can either continue to attempt progress, or stop and straighten up the house - before resuming. Once, I am at a place to pause the current task, clean.

The other benefit I find in cleaning the house is that while I am sorting and straightening up, I often get ideas and make connections on projects that I had not considered before. I make a note of these items and

continue on the current task, when it is time to resume the project - I am motivated, have higher productivity and fresh ideas to consider.

The feeling of peace that a clean, simplified house brings me is motivation to keep it that way - and quick pick-me-up if I start to feel down. More than once, I've felt myself beginning to feel stress. Often, a quick survey of my home shows that it needs to be addressed. After cleaning, I often feel calmer, focused and with an idea of the course of action to take. For this reason, if I need to cultivate any of these feelings, even if the place is relatively clean - I will spend a little time straightening up just for the boost in productive I receive.

A clean home also gives me a feeling of pride which carries over into all aspects of my life. Clean clothes have this same effect, I've found. With pride and peace, I sleep easier - the added benefit of a refreshing sleep cannot be taken lightly.

If you live with others, maintain the common areas and your space, and accept that everything else is out of your control.

PLANT

Find a small house plant, I personally prefer an aloe plant - I feel it's a symbol of health and vitality, its a reminder of nature and is easy to maintain. Put it in

a location where it will be one of the first things you see in the morning, when you wake up; your bedroom is ideal.

When you wake up in the morning, one of the first things you will notice will be that plant. The point of a plant, for me, is that it provides me a direct indication of my physical and mental health - for times when I get too focused on something, its a simple visual to keep balance.

Also the connection to nature - I find keeps me grounded as a person.

It takes time and effort to keep a plant alive and green - again. I prefer aloe; its easy to maintain.

A plant is life - and life runs its course. Eventually, no matter how much time and effort you put into the plant it will be brown. I just take that as a reminder that I too need to be aware that life is change - and rather than get upset or worried - it is just a reminder that change is inevitable, and much as you would then get a new plant - at points in our lives, there are times when change is required to stay vibrant.

While I was living in San Diego, I started to purchase several inexpensive tropical plants for inside the house. There was one in particular that was especially full of color - and was very easy to maintain.

At the time, I was focusing on finding balance in my life for optimum health - physical, spiritual and professional.

As a reminder, I wrote a list of several things to keep an eye on - were the window shades drawn? Did I attend meditation that week? What time am I getting to work? And so on. And each question worked well - but by far the quickest indicator to me were the house plants. Every day, I could not miss seeing them. And as they stayed healthy, I found that so did I.

Of course there are many keys to maintaining health and well-being - but, I feel, without a doubt that plants in the home are one part of it.

REMINDER

Eventually life will give you challenges in your life and career at the same time, at that point - a relationship can provide this source of stability.

Whom do you admire and how do you
remind
yourself of them?

In late 2007, I went through some personal challenges: a health scare, losing the beach cottage, rising debt and a feeling of being overworked and isolated - in a city 3,000 miles from family and what I knew. It was during this time, that I was given a broken gold watch from my father; it was his mother's - my grandmother's. I took the watch and put it in the top pocket on my backpack.

Since then, there it has remained, almost constantly.

Almost everywhere I go, it is with me. The first several months of having on me - every day I would focus on it as I began new routines, and started a new chapter in my life. With my personal and professional life volatile at that point, I found a source of stability not in the object - but in the reminder of family.

When living in South America, I wanted to be careful with it - so I left the watch in the room I was renting. I put it out of sight but still in a location that I could see when I woke up. Many mornings it gave me comfort knowing that it was there - even though I couldn't see it.

SWEAT

Start to get in the habit of sweating as least once a day. Maybe at the gym, on a walk, running, yoga, biking - its up to you. After 30 minutes of steady cardio, your body naturally releases a chemical called dopamine. This chemical gives a feeling of euphoria and calm. It does not need to be much, for health it is recommended to exercise for 30-minutes just three times a week.

SOCIAL MEDIA

This goes back to the idea of what you focus on thrives and creates direction in your life.

What are you focused on these days?

Before social media, I spent my free time between friends and following my personal dreams - writing music, snowboarding, exploring the wilderness of Virginia. But after social media became main stream, I found that the time I had spent following my passions was not spent following other people. Instead of living my life, I became a spectator on others. In retrospect, social media is not so different than reality television - you just happen to know the actors. I focused my life towards other people, and not my personal goals and my personal productive plummeted.

What I've found works for me is to avoid Facebook, use Myspace for my hobby (music) and LinkedIn for professional to contact me - however, I rarely make the first move or reach out to others over that site. I see value in Twitter being a one-way message board. I deleted all of the people I was following so I no longer get updates on others - and instead just put occasional updates that are business related to the people that are following me. Connected to the LinkedIn account, it also provides people a way to verify my identity and see a history of activities.

Focusing on my goals, dreams and vision again has energized progress, and lead to increased actions, motivation and success. Rather, than telling people what I am going to accomplish - I just accomplish; rather than seeking approval on a message, I approve of myself and my performance, and most importantly rather than being a fan of others, I, again, am a friend to people and a fan to myself. Go me! LOL J:D*

TOXIC PEOPLE

I did not realize the importance of surrounding myself with people who believed in my abilities and are following their own dreams and personal visions, until I removed the toxic people from my inner circle.

It was not necessary to confront the people who questioned me; who spoke of support but acting in contrary ways; and, whom I just felt I was not able to share my excitement with; for fear of losing it. But, I needed to distance myself from them and instead focus on the positives in my life and the personal vision I had for myself.

I completely believe that the people around you will either make or break your success. I read that we are the average of the five people we interact with most. If these people are negative, always talking small and with no goals or drive - as motivated as you feel you are - they are drains on your excitement and energy that can keep you from achieving your full potential.

It was a night and day difference when I decided to stop fighting against several people who had small visions for me - and accept that I cannot change them, and they have the right to their views. I need to move on in my life.

It was very difficult at times, and I really struggled with guilt until I heard a talk by the Houston-based preacher Joel Osteen on toxic people.

In it, he asks:

What's worse - hurting someone's
feelings or not
reaching your potential?

Also, will they reach their potential when they are reliant on you for joy, instead of finding it on their own, internally? Which is a better friend: a crutch, or a propellant towards your highest potential?

APPRECIATE

Allow others to assist you and show them appreciation.

When a person asks to assist you or give you a helping hand, there are two parties involved: you and the person making the request. If the request is genuine, the person is sincerely asking how they may be of assistance. For years, I would simply respond that I do not need help; I can handle it on my own. And, that is was true. I did not need assistance to complete a task, if I did, I would ask - but for the most part, I would figure it out on my own or struggle attempting it until I gave up and then went searching for assistance; but being hard headed it was rare that I asked for assistance.

I am a very self-reliant person; it gives me a sense of

pride to know that I am both in charge of my future and capable of handling it. For this reason, I traditionally refused any assistance. However, one day, I started to think about it and realized that I was taking a selfish approach to this repetitious behavior: I was ignoring the other party. I was only focused on my need for self-reliance, not the interest of the other person; perhaps, they had a need to matter that I was with holding from them in my stubbornness.

I was only focused on my needs - instead, I decided to look at other people's needs as well. Granted, I cannot guess a person's motives, but I decided to allow people to do nice things for me. Allow people to receive the benefit from helping others.

In Asian cultures, it is considered rude to refuse a gift. I understood then the reason for this: refusing a gift is withholding a need from a person. Just as a person needs food and water, there is also a need to matter.

As we put out to the universe, so it is also returned. Love to the world is returned as a feeling of love to ourselves, anger comes back as anger and when we meet the world's needs also the world meets or needs. The successful book and movie *The Secret* was based on the idea that we receive what we focus on; in a roundabout way this is true - but more correctly, what we focus on putting out is returned to us. If we focus on justice and fairness, so it is returned. And as we focus on how we can meet other's needs for us, also our needs are met.

In 2004, I travelled to Europe to visit a childhood

friend who had recently relocated to Prague. At the time, I had just completed college and was figuring out where I wanted my life to go. The trip happened to coincide to the United States presidential elections; my travels in Europe at the same time as the Presidential debates were occurring.

Everywhere I travelled, it was the same basic questions -

“So what do you think about George Bush? How are you going to vote?”

The voter apathy I saw in the States was in stark contrast to the interest I experienced in travelling Europe. Everywhere I went it was the topic of conversation; both on the mind and tongue of nearly every person.

While in Prague, I went out to dinner at a local pub with my friend and his girlfriend. We were enjoying a laid-back evening when the room got quiet and the television in the corner became the central point of focus. Volume was turned up; the United States Presidential debates were beginning.

I then spent the next hour watching the debates in Czech and observing the reactions of the patrons; glued to the screen, they were fixed on the debate. The experience changed me.

In returning to the States, I began to learn more about the issues; eventually leading to a book by the author John Perkins, Confessions of an Economic

Hitman. I became fascinated by the topic of economic development and globalization.

Two years later, I would be living in Virginia, preparing to move to San Diego. At the time, I was renting a room for an old college roommate. Our other roommate had expressed an interest in global policy - and I mentioned the book by John Perkins. He purchased it and also became fascinated by it. As it happened, around the time, I learned that the author would be giving a talk at the Library of Congress. I decided to attend, and as a show of appreciation towards my roommate, I brought along his copy of the book to get autographed.

I went up to the talk, and afterwards stood in line to get the book signed.

“Hi, and your name is?”

“Oh, my name is Jamie but could you sign this book for my friend Raph. He wasn’t able to come up here - he wants to change the world. Its spelled Raph - like the painter.”

“Sure.”

He signed it.

“Thank you.”

I took the book and began walking away.

About ten steps into my departure, I heard a voice,

“Jamie!”

I turned to see John looking at me.

“You change the world too.”

“Right on John. Right on.” I said, as I felt myself sigh on the inside – what a responsibility, but also what a powerful message – I too was capable of changing the world too; I had value. I could matter.

I went to the talk to meet the author, and show my friend that I valued him; in return, I learned from John Perkins that I too had value. I would focus on that conversation – those five words that would change my life and give me both direction and a sense of value.

CLOCKS

How slow time seems to go when we stare at the clock – the moment’s ticking off; seconds turn into minutes; minutes to hours; days to years. Yet, when we are busy, we become focused on the task and do not look at the clocks around us, unless they are close to our direct line of sight.

When we glance at the clock, we are surprised at the time – either too much seems to have passed, or not enough; but rarely do we know exactly the time when we become

lost in work. I’ve found that the best way to get into this mindset – the mindset of focusing on the task and not time – is to hide the visible clocks in the space, and surprisingly, to put a calendar in the bathroom. The reason for hiding the clocks is obvious, by not knowing the time – you lose track of it.

The benefit of having a calendar is in the reminder; when you take a break to use the restroom, you recharge your motivation as you are reminded of the reason you are focused on the current task and your vision for your future. The vision that is driving you – perhaps it is to get the business going so you can travel to the Bahamas. Find an 18-month pocket calendar with pictures of tropical beaches and put it in there. Then when you take a break, you will see the calendar and remember the reason for your efforts.

Along these lines, besides just the calendar – put up reminders around the house that remind you of your vision: your focus, a postcard on the refrigerator, a picture by your computer monitor. But there’s no need to put reminders everywhere, while it is important to focus on your future – leave space for your present.

RANDOM

How quickly habits seem to form. Perhaps it is the ease of repeating a familiar process that leads us away from the random and to the known. I know that I have

fallen into the trap of repetition and time continues while I remain perpetually the same. I, at first, feel comfortable - but that comfort turns into complacency; resulting in staleness to life that robs me of the joys of a new day. This lack of excitement leads to less experimentation.

However, the cure is simple. Just try something new to you. Nothing huge is required - no need to sign up right away for skydiving lessons or bungee-jumping at the Grand Canyon; but a simple modification to your routine is all that matters. Typically go a certain way on your commute into work - what about finding a new road that doesn't add time but a change in scenery and trying it. No need to plan; just spur of the moment decide to be spontaneous. When life gets stale, on our routines we will bail.

There's an internet café here in Mexico that I have found. It has a good atmosphere, the staff is incredibly nice and connection speed fast, plus being near two grocery stores, I often find myself walking over to it. The route is simple - take the short cut to the main road, Bella Artes, left on Lopez Portillo - about five blocks and its on the left.

Along Lopez Portillo are several small restaurants, taco trucks and food vendors. For months, I would walk past all of this and go straight to the grocery store or internet café.

One day, I was walking by one of the restaurants specializing in seafood. They had a sign up that the daily special was two Tostados de Ceviche

for 15 pesos. I first off had never been to this restaurant and had never had tostados, although I enjoy ceviche. I had been feeling a bit stuck in my life and decided to do something different. I stopped and ordered the special. One of the most amazing meals, I have ever had.

After the meal, I felt a burst of creativity and inspiration again. I felt connected again to the neighbor and the reason that I was taking action. I felt refreshed, the dust gone - oil on the wheels - I became productive again and continued my personal growth. The cost was about \$1.35, yet the benefit to me is immeasurable - besides the increased productivity, the wisdom of how to overcome this obstacle I can use in the future when the issue arises.

MEDITATE

Meditation is not about religion or spirituality; it is simply a moment spent between you and your thoughts. There are various methods, but the idea is the same - observe your thoughts as they arise and fall. Instead of getting attached to the thought and the feeling associated with it, allow it to be without expectations, prejudice or need to change it.

Pushing the thought away puts focus on it, diverting your attention to the thought - strengthening and prolonging it. Your mind wanders away from the serenity you are cultivating to attempt

to change this idea. Instead of fighting your naturally arising ideas, just acknowledge that you are thinking and return to the object of the meditation - either something tangible, an idea or your breathe.

In time the wandering chaotic mind naturally begins to give away to a calm mind that does not instantly connect feeling with emotion, but becomes aware. Anger starts to lose its power when you stop responding to the thought and remain calm mentally even with this arising feeling. Be in the middle of a storm, yet remain calm; become the eye of the storm; remain focused and at peace to be a source of reassurance and comfort.

Meditation can be done in myriad different ways. When I began meditating, the first group I joined did a silent meditation for twenty minutes. The next group however, did a guided meditation for thirty minutes.

I enjoy daily minute meditations. At the end of the day, I find myself refocusing and quieting my mind by washing the dishes and straighten up the place.

When doing the dishes, I do them by hand. Even though I have had access to a dishwasher, I choose to do them by hand. I focus on the task; turning on the water, putting soap on the sponge, and cleaning each piece separately. When my mind wanders, it is never for long. Steps are short and as thoughts arise, I simply refocus on the dishes - the object of the meditation.

This same idea is experienced for some in gardening, painting, sports activities - any time there is

an object to focus on, and you have to give it you undivided attention.

The skill to focus on the task at hand becomes strengthened over time; washing the dishes creates an inner peace that goes into all aspects of my life. The feeling of peace that is cultivated in this process brings more peace in my life overall and an increased ability to focus.

PAPER

The benefit of keeping paper and pencils/ pens around so that you can write down ideas as they come - rather than trying to remember them. I experimented with a small pocket voice recorder - it was very convenient - but that was also the drawback. I could put down any thought as I was having it, and so I did.

While a notepad requires time to open and write the idea down; speaking as you are thinking may be beneficial to a doctor or lawyer in writing a memorandum, but to a thinker leads to constant recording - and tapes filled with half-thought out ideas. Not to mention, to play back the tape later to be reminded of ideas is tedious. Perhaps there is value in a voice recorder to a person driving or if the recorder is able to produce a written transcript.

Paper is invaluable to keep on you. As thoughts arise, see which ones make sense to remember and which ones

are merely leading to other ideas. You cannot prepare for creativity, and it is when your mind is on another topic or in another task that the connections are made on something non-related. When this happens, make a note - and continue with the task at hand. When the time is right to take action, you will know what to do and you will already have an idea how to achieve it; what needs to change; or what stroke of genius you have just covered.

With the ideas written down - what connections do you see? Natural patterns will emerge and some thoughts will repeat. This does not necessarily give them credibility but is something to notice. Instead of being just a thought, you now have a visual message to yourself; a reminder of an idea.

Plus by getting ideas out - it gives you room to have more thoughts. It sounds strange, but as you write down ideas more will arise to take their place; some are beneficial, some are not. But either way, the way you are able to get on paper, the more material you have.

When working through a challenge, I find that writing it down and the thought process on paper often leads to a clear idea of the situation, possible action to take and most importantly gets it out of my system. Rather than having this thought stuck in my head, repeating, it has been released and examined. Diary writing before bed can be so therapeutic for this reason: you are purging your mind of the thoughts of the day. When you wake up the next morning, you will be refreshed and ready to take the next step.

NOTES

There are several aspects to the individual that, I find, require nearly daily attention to stay at a high level of functionality. These include:

Food, Exercise, Vitamins, News, Actions, Planning, Music, Meaningful Friend, Charity, Recreation, Games, Comedy, Spirituality

For each person, the list will be different - but in experimenting, I found these aspects of myself to require daily attention; as I focused on addressing them each day, no matter the amount of time, I became able to create a greater degree of separation between the personal and professional lives, I lived.

As some items are more important in my work, they would be completed there - while others aspects, such as comedy and spirituality, made up my personal life - when I was doing these tasks, or giving them attention, not matter how much time, I was in my natural mindset.

I was out of the work setting, and in a more relaxed mindset. People have needs - IOCP - and different mindsets - HOCP - as I performed my human tasks - such as comedy; I naturally would drift into the organizational mindset away from the cold robot personality. I feel a change between the two areas, and while I still occasionally have work-related thoughts, I feel myself less focused on it; resulting in less thoughts and a quieter mind.

The effects of Marijuana, calming, sedating qualities, are caused by a reduction of thoughts to the brain; in much the same way, the feeling I receive, almost immediately when I start watching a comedy or laughing with a friend, is the same. It is a very relaxing part of my day - and provides a recharge that makes me more focused and effective when I am focused on another avenue - such as planning or action. By learning to unwind, I find myself being more productive and more balanced overall; both, essentials to long-lasting effectiveness, success and overall fulfillment.

To remember what areas to focus on daily, I made a note on a small piece of paper and taped it near my computer monitor, where it is not in direct sight - but still I see it occasionally, and know that it is there. It reminds me to focus on other areas - and where to spend time.

In much the same way, there is a quote from Siddhartha Gautama, the first awakened one - the first Buddha - that has significance to me. It provides a strategy to live your life. I hold the words close to my heart. I have the quote taped on the refrigerator and, when I travel, occasionally will write a copy to keep in my wallet. It reminds me of my governing values - and how to live my life. If there is a quote that touches you - provides direction in your life. How do you remind yourself of it?

When visiting my parents, I see the magnets they have on their refrigerator. There is one in particular that comes to mind:

Life is the sum of all your choices.

Albert Camus

FRIENDSHIP

The only boat to sail on is friendship.

I read an article online, that explained the four keys to true friendship; the meaningful kind - that both is a kick in the teeth when you need it, and a pat on the back when you deserve it; the kind that both redirects you when you go off course and accelerates you as you find your path; in my view, the only kind of friendship to cultivate. The keys are:

1. FIRE - How do you handle conflict resolution?
2. LOYALTY - How does this person talk about you when you are not there? Do they stand up for you?
3. TIME - How long have you known and interacted with this person?
4. LAUGHTER - Do you laugh together with this person?

If a person has these four things in a friend, the relationship will grow deeper - and one of the true treasures of existence; the human connection

will grow stronger.

I met an older lady at a public meeting I attended in early 2010. She approached me in the parking lot - and we began talking. I will not get into details - but she had personal struggles that she was working on; and, wanted to share them.

We talked for around thirty minutes - one of her concerns was a loss of dream.

I replied, with an idea that got me through losing my beach house and my life changes:

“When one dream dies, dream another dream.”

We left the conversation at that - both of us feeling inspired. We decided to continue the conversation at a later date, in a more relaxed situation than a parking lot.

Over the next two weeks - I was very busy, plus I meet a woman about my age and had decided to pursue a relationship with her, so the conversation I had planned with the older lady was not followed up on.

I received an email from her about three weeks after our talk in the parking lot.

“Hey - lost your email address. It fell behind the computer. Just found it. How are you?”

I replied, “Doing fine. Good to hear from you. How about we plan on getting together?”

“Ok, here is my phone number. Give me a call and we’ll set something up.”

I called her later that day.

The conversation started with pleasantries; light conversation - basic getting to know you, background and recent events. When she asked me a direct question:

“How come you did not contact me sooner?”

“Oh, I’ve just been busy.” I replied, a bit of the truth, a bit of a lie. After, our conversation in the parking lot - I both was interested in continuing our talk, but unsure about a person who I felt may need me; not be talking to me out of enjoyment, but need.

“I don’t believe you. Why didn’t you contact me earlier?” She repeated.

“...”, I paused, was a going to take a chance - and possible create conflict, or find a way to avoid the question.

After nearly a minute of silence,

“... I met someone else.” I replied.

“That was quick, and then you just changed your mind. I wouldn’t want to date anyone who was so impulsive.” She replied.

But then - we continued talking. In the conversation, it was revealed that the age difference was so that a relationship was not going to be pursued, but we created a friendship. It was the first time anyone had made me answer a question truthfully; rather, than the ease of looking away or a comforting lie - she forced me to be honest; it created conflict, and, then, most importantly - we resolved it.

We would not talk again for nearly a month; until one day, I felt a need to reach out to people around me and I called her. The conversation lasted several hours.

After that, we began to talk on a regular basis. The turnaround in my life was amazing. After nearly three years on medication, I began to secretly stop taking them to see the effects. What I found was that this person filled a need that the prescription drugs had suppressed; the need for the human connection. Within three months, I had completely stopped taking medications and had changed into a new person; I had confidence, meaning and I felt a sense of value in myself. I was valued and appreciated in this relationship.

We would have several conversations that led to conflict - she was very set in her ways; she had strong religious views, as do I. But these conflicts, did not push us apart, but brought us closer as humans. We would spend as much time as needed to work out the problems, and never left with angry or pent up feelings; in fact, I found myself feeling more whole and healing after our interactions.

During this time, she also reduced her time in weekly therapy from twice a week to once a week to completely stopping it, at her therapist's suggestion. The benefit to both of us was great. It was life-changing.

I began to look at my other friendships in a new light also: which people valued and appreciated me; who was honest; who was loyal - when I was not there, how did they talk about me - and with whom was laughter shared. It is not just in conflict resolution, but being able to share in laughter that we heal. Laughing releases chemicals that naturally renew the body; it is essential to being whole and being happy.

THE MUSHROOM AND THE BAR

Mushroom walks into a bar.

"I'm sorry; we don't serve your kind here."

Mushroom replies - "Why not? I'm a Fungi!"

CHAPTER 8

EGO

I'm not a businessman - I'm a business, man.

Jay-Z

First draft of back book cover text written using the ego:

In The Rule of Seven, author James E. P. Smith, CEO presents, in order, seven steps for an individual to take towards achieving their dreams, vision and goals. One of the first steps, he explains, is to form a corporation for your false-self - the ego. This increases the separation between you and your professional life; removing the moral constraints an individual faces in business so that they may focus

exclusively on maximizing revenue and wealth. Instead of denying the ego, he contends that by utilizing it constructively in your work life, you will realize greater feelings of excitement, fulfillment, and purpose overall - plus have more motivation and increased action. Combined, the seven steps form a process that any person can use to move towards their ideal life.

And, it is true I do feel those feelings - however, I can confirm it in the first person sense, a third person viewpoint does not need to be used. But there is the beauty of using the ego in a constructive manner. Instead of denying it or meditating it out, I found a way to channel my own ego to a venture that provides me with a future more in line with my personal vision for myself.

Forming a corporation was one of the most empowering actions, I have ever taken. To have a legal outlet that requires action focused on my benefit where I can use the ego, is freeing. While the sense of ego is strengthened, it is also being used in a positive manner, and controlled to one part of my life. I have found that my professional life has become more productive, and in my personal life, I can laugh at myself easier, relax deeper and enjoy life like I have not in years, if ever.

Make yourself.
Incubus

I am both the personal image of me and the projected image I show people; the combination of the self and the ego. Utilizing the natural forming ego to my benefit allowed me to optimize both parts individually - rather than fighting against my nature; I used it in a beneficial manner. Combined, the parts took me to new levels in my life both personally and professionally, and provided more fulfillment, excitement and inner peace than I ever anticipated.

PURPOSE

What is the point of what you are doing? Start here. Rather, then creating companies or products called A, B, and C, start by creating the common theme. One way to do this is to start with the company name. Leave it general enough that you are not tied into one particular niche but leave it broad enough that you can start to create your audience.

For example, you want to create an architecture firm.

Let's call it AWESOME Architecture.

Take a step back. What would the owner of that company be called? For this example, let's call it Company AWESOME. What is the purpose of Company AWESOME? Why does it exist? In less than 6 words, write exactly what you want to accomplish with this company. What do you want to give people, in general? Let's say that it is about telling people that they can do their dreams; therefore, a less than 6 words slogan would be, "You

can do it!" Now, we've created the company.

Company AWESOME: You Can Do It!

From here, now let's look at the architecture firm, how does it fit in with this philosophy? Perhaps, the point of the architecture firm is to give help to people to realize their dreams. "With our help, AWESOME Architecture, you can see your building dreams realized!" That's a purpose that you can create a company around; the copywriting, the images, the feel, and the experience of working with AWESOME Architecture will then revolve around helping people realize their dreams. You are building what differentiates you from other businesses - you have a point to what you are doing! You are not just guessing at what to do - now you know!

The idea of Symbiotic Solutions, INC. was to show that working to find the benefit for everyone was the road to success - it was naïve and did not work. Now, with Renegade, INC. the idea is to show people a different route to success. The ambiguity of a different success means that there are two different routes to take:

1. Different success - change what you define as successful.
2. Different success - reach farther than you would with the traditional methods, achieve more than typical.

Using these two definitions, the material can be rewritten to revolve around this idea. Writing for

a company called Renegade, INC. is difficult because just the name does not mean anything; writing for an idea is much easier and the material is much more cohesive and consistent.

The first step is up to you, but could be to start a blog website to start collecting emails for your audience, creating a website for the architecture firm based on your idea, or simply emailing directly possible clients to let them know that you are in business and what you stand for; let people know what is your point.

Create an audience that wants this idea: they want to achieve their dreams and LIVE AWESOME. You are starting to building your reach. From here, you can start thinking of what do they need also to live awesome - it could be apps to track their awesomeness, in-person events to network with other AWESOME people, or, with the architecture angle, perhaps they need supplies like pencils and pens to draft up their plans. From here, you have an idea of what needs to be done - and this is where, you become the person that helps them.

Let's say that you have been doing this for about a year now, and you have a couple apps out, the architecture firm, and your blog where you write lessons on how to live awesome. A person finds one product and purchases it, from there, they become aware of your other products and services. They become aware of the idea, and, although, at this time they might not be interested in anything else, they are aware that there are other products - you have positioned yourself as the person who is going to help them live their dreams

with your products and services. Just because, it might not be the right time for your app, perhaps in the future, they will change their mind or it will become important to them. The point is to keep this same idea and purpose running through all your products and services. Writing a blog that talks about living awesome and collects emails of people who want this is one way to let people know that you have another awesome way for them to live more awesome; you can tell people that you have another way for them to live awesome, "You Can Do It!"

UNDERSTAND

When you feel ready to take a step towards your professional goal, contact a professional. There is no correct first place to start; any person whom you contact will either be able to directly provide feedback or guidance, albeit potentially at a fee, or refer you to the correct professional - possibly even provide a recommendation.

This is what happened to me, in 2009, when I went into my local bank seeking a business loan.

"Hello, I'm interested in discussing business loans. I'm new to this process."

"Ok, what's your business idea?"

"I'd like to start an engineering firm - I have

experience, a license and would like to start a private practice."

"Ok, I can help you - but first talk to this person. Just send an email." She said, as she handed me a business card for a company specializing in personal and professional taxes.

"Oh... ok, thank you."

I got home and sent an email to this company; got a response and we setup a meeting time.

At the meeting, it was not nearly what I expected.

"So you want to start a business."

"Yes, I'd like to start an engineering practice."

"Ok, but first who does your personal taxes?"

"Um... I do. I use a computer program from the store."

She laughed, "Oh, you poor baby. That's the first thing we need to do."

"Umm... Ok, I'm interested in learning more."

"Ok, about this business - you just want to do engineering?"

"Well, I do have other interests. I enjoy music and would like to do something with that one day."

“Have you thought about a corporation before - it gives you more options. And instead of building separate businesses - you could build one that has several divisions. One for each of your interests.”

“So there is one business that can do several different things.”

That idea would lead to the realization that business is profit-motivated, not product or service based, also in the inherent power of running a corporation compared to a sole-proprietorship or D/B/A [Doing-Business-As].

She would also do my taxes that year and find that instead of the debt I had been paying, I was owed money by the government. This financial swing would be instrumental in creating financial security and reducing my personal debt so that I could pursue my professional interests - running a business.

This person would also become an important source of professional feedback and direction when I decided to take the step towards creating, developing and launching a globally recognized brand.

FORMATION

Once you have talked to a professional and have a good idea about what is best for you and your situation, and when you feel its right - take the step; form a

corporation. Its very simple - and can be done with a 30-minute phone call to:

www.CompanyCorporation.com

You can choose either an S Corp or a C Corp -I recommend choosing a “C Corp”. This type of corporation can grow without limit and has the potential to be publically traded. That’s motivation to success.

After consulting with a specialist on corporation formations, I made a quick phone call; decided on a C Corporation and exactly one million shares for Symbiotic Solutions, INC.

By utilizing a corporation, compared to a D/B/A or other form of sole proprietor, the person is running a separate entity. This removes the constraints of making “moral” decisions - the consequences are not yours, but this separate entities.

Instead of being moral, my actions were, by law, required to be towards creating the greatest amount of profit and wealth for the shareholders (myself) per law. In essence, per law, I was required to make as much money as I could, in any way possible - within the confines of the law of the US, the country where I’m operating and possibly international precedents.

At the start-up, the corporation will have only one shareholder: the CEO. This person is providing start-up funding for this venture and making all the business decisions - they will control all shares. This provides motivation for the CEO as the corporation

value increases, so do the share prices.

The corporation is not the person - and is a completely new separate entity. The name and reputation of the individual should not be inherently tied to the success of the corporation. For this reason, it is recommended not to include any part of your name in the corporation's name.

For example, if I was to use Smith Enterprises Incorporated then the success of the corporation would be tied into my personal name and reputation. By using a name that is not directly tied to the individual, a distinction between the person and the corporate entity is kept - and the CEO is able to run a business more effectively; with focus on maximizing revenue and wealth, without regards to their personal image.

WHEN THERE ARE NO LIMITS ON YOUR SUCCESS - WHAT WILL YOU DO?

This book is not meant to build a corporation of 1,000 people or more - instead - to show an individual how to turn themselves into a corporate identity and function as a corporation of one using outside professionals, a team and other assistance.

The goal of this book is not to assist in creating corporations of 1,000, as much as creating 1,000 corporations of one; to free people to follow their individual visions and take charge of their future.

LOCATE

After creating your corporation - the next step is to learn ways to optimize its effectiveness.

Who is currently living a life similar to your
vision?

Perhaps they have wisdom to share that can provide direction or insights to you.

In 2007, I began to focus on designing a new dream. I had lost the cottage at the beach and was not sure how to proceed in my life. Without vision, I could not take many actions - where would I go. Not knowing the destination long-term, I focused on the more pressing matters and delved into the topics of spirituality, psychology and the like. I could not focus on the vision long-term until I addressed the short-term issues and had a clearer head.

With that being said, I took chances as far as attending various spiritual institutions, joining support groups, beginning therapy, working with doctor's to understand my health and exploring the ideas in psychology.

It was with this mindset that I reconnected with two old acquaintances that also had interests in these topics - most specifically psychology. We talked briefly over email and then during a trip to Virginia, I was able to sit down, respectively, with each one and get into the topics deeper.

It was in these conversations that I learned more about the lessons taught in Randy Pausch's *The Last Lecture* as well as the Houston speaker Joel Osteen.

I took these ideas and integrated them into my life to see how they what would happen. For example, Joel Osteen releases a Podcast each week which I would listen to at the gym. The talks are 30-minutes long and just the right length of time on the exercise bike for me to get both a physical workout and mental recharge.

RESEARCH

Listen to other people's stories.

What lessons or wisdom can you gain from them?

The point is not to learn the answers - but to formulate the right questions; you have all the answers you need. People cannot help with answers, but in providing the right questions. When getting advice or suggestions, I listen, take what I want and ignore the rest.

When crafting my ideal life, I was not sure what to include - what areas to address; how to develop motivation and passion in one's life.

I had a sense of it at one point in my life - but it was in moving out of a small town to live at the beach. While, it certainly kept me moving, it did not provide a deep sense of fulfillment. It was a self-centered dream with

no focus on how it would affect others, both in my life and also in general. I wanted to develop a dream that was bigger than me - besides just focused on my needs; what bigger needs were there. I wanted to find a reason that made me matter.

It was around this time that the book *3 Cups of Tea* was released. The book discusses a mountaineering expedition near-disaster and how the rescued person decided to dedicate his energy, time and efforts towards the people that took care of him. The idea of focusing my time and effort on something outside of me makes sense.

What you focus on will thrive - so instead of focusing on how to improve yourself, or your deficiencies, focus on why you matter. What gifts, talents, passion and skills you have and how that fits in to the world's needs. Everyone has a place where their natural production meets the world's deficiencies; perhaps, it is to lead an organization, write a book, build a bridge, or simply to share your time and kindness with someone or a group of people.

Using this idea, I began to really look at my natural skill set and interests to see where I could contribute the most, and receive the most personal fulfillment.

While hiking the Alpamayo, I was thinking about that book - at one point it began to snow and I wondered if I too would have a similar experience. I did lose the guide when it became near white-out conditions, but it was only briefly, and

then we descended to lower elevation where the snow was not falling.

Continuing on the hike, we passed a small school in a remote village. I asked the tour guide,

“How are the schools here?”

“They are not good.”

“I’m an engineer.” I told him.

He nodded, “I understand.”

We left the conversation at that. But the idea remained on my mind.

About a week later, I would be sharing a table at a restaurant in Lima when the topic came up again:

“I was outside Huarez recently, on the Santa Cruz trail, and we passed a school that looked like it could benefit from a bit of work. What do you know about the school system here in Peru?” I asked my table mate.

“Its not good – there are not enough teachers. Classes are too big. They need teachers.”

Learning a bit more, I began to understand the system and formulate design ideas that were both in line with my natural role and a need. A strategy began to take shape:

Perhaps besides people teaching English in other countries, a for-profit system could be created for teachers to do other subjects – such as math. Science may be difficult on a limited vocabulary – but math is number based. A reduced vocabulary may actually make it more effective.

Once I had an idea, the next step was to verify if it was realistic to accomplish or if I needed to consider in other factors.

VERIFY

At this stage, you probably have an idea or are gaining a sense of what area you want to focus on. Using research, you have gathered some information and are starting to understand the big picture and where you naturally can contribute to answering a need.

But is your information correct?

Several months before flying to South America, I contacted a non-profit in Peru – Humpy. They had posted on their website an interest in individuals to assist with construction designs and business development in the Cusco area; where I intended to visit on the trip to Macchu Pichu.

I talked briefly with the person running the organization to get a better idea of the organizations plans, and then using the free

internet service www.LiveMocha.com continued researching and verifying the need for business development in Peru. This website provides an easy way to connect to people internationally over a shared interest in learning a new language. I had been taking Spanish lessons and conversing with people in Latin America to practice it.

Using this network, I first hand was able to talk to a Peruvian citizen about their needs; to learn what the people were saying, not the organizations, newspapers or intellectuals.

"I have been talking with a non-profit about helping design some new buildings: Humpy, located in Cusco - Do you know anything about them?"

"There are a lot of non-profits in Peru"

"So you don't know this particular one."

"No, lots of people come down to build things. I don't know that one, there are a lot."

"What do the people really need?"

"They need jobs."

What a huge piece of information to learn - the need. In this case, according to this person - business development would have a big payback to the people.

Business was much more in line with my natural interests. So I could contribute in a meaningful way

doing something that I actually enjoyed - business strategy.

I became excited about it, and in discussing the idea with other people in Peru verified the legitimacy of it.

Another interesting thing that I learned was that the people had a sweet tooth, but that chocolate was expensive to import. So as a gesture of thank you to people that assisted on the trip, a piece of candy would be a good idea.

At my corporate job, my favorite candy to snack on was the small chocolate and mint squares - Andes.

I started joking with myself that I was going to:

"Bring Andes to the Andes."

I was going to do this by developing profitable businesses that could afford to import chocolate to that region, if they so choose. It made it fun and filled me with a sense of purpose, excitement and joy.

I looked at several business models when I came across a story on the Honduras Coffee Collective. I decided that on my trip I would keep that in mind and see if it was feasible in this situation as well. While travelling, I would meet with a distributor and in conversation it became apparent that the Honduras Coffee Collective model could effectively be a base business model that could be utilized in other regions - perhaps modified, but,

first hand, I examined the situation and confirmed that the idea was realistic.

TEST

While there certainly is valuing in learning what has been successful for others, and where problems occurred - you are different, and your needs and situation may create a different outcome.

How can you test your design without committing to it?

Perhaps there is an area that you had not considered, but as you try the design it becomes apparent focus will need to be put on it. Or, maybe the design operates more effective than expected.

One of my dreams for years was to move down to the tropics - live on the beach, take it easy and have a very simple life.

In early 2007, I traveled to Costa Rica - and spent a week doing just that.

I loved the country, the people were amazing but I realized that for me to really feel happy there were needs I had to address; a partner, the language barrier and distance from family.

In returning to San Diego, I realized that there were enough positives to this vision to continue

pursuing it -and time, energy and focus needed to be spent on other aspects, I had not yet considered before taking this action. I also realized that there with the distance from family - perhaps there were other locations that may be a better fit to consider.

By spending a week testing the vision - I learned what parts were realistic and what exactly needed to be changed. Then, in 2010, when I would travel to Lima, I would be better prepared - and many of the original concerns addressed.

Updating the vision, I realized that I was missing a reliable source of income that I could do from any location, with minimal technological needs - ideally a product to sell, or service that I could manage.

CHAPTER 9

SELL

If you can sell drugs, you can sell other things, you
can sell medical equipment.

Joel Osteen

Customers do not buy products or services – they purchase value; and, not to create happiness but to ease pain. Find the pain, and sell a solution; that is the key to success in business.

The saying goes that a person “could see ice to an Eskimo.” I am not sure how this could be done – perhaps by showing them that the ice you have is better than what they have locally. This idea sounds absurd until you consider the popularity and cost of bottled water. To sell ice, you would determine what aspect about their ice causes them pain. Perhaps, it is difficult

to get or the quality is poor resulting in health concerns. The idea is simple: what is the problem, perceived or real, that the potential customer has and how can you solve it; that's how you create value and sell a product.

Sports cars are not sold based on aerodynamic properties or technical specifications, but as a lifestyle product; a public indication of financial success or a desire to capture the thrill of youth; the rush, to feel again, of being young and carefree. Ads for products meant to provide this value are normally observed to be short in words, heavy on imagery - the visual connection to the individual allowing them to create their own reason why they need to have that product or service.

Rather than writing how you feel the product or service will provide value, show a picture of something exciting - and let the consumer create their own value reason. The less you explain, actually, what you perceive the value of the product to be to the customer, the more space they have to create one.

In selling timeshare, I was given a template for how to handle the presentation tour. There were certain stories that were encouraged to be told, a specific route to be taken around the resort and tricks to determine how interested the person was in purchasing the product. All of the sales techniques relied on the salesmen telling the customer how the purchase of the timeshare would give them value; exactly, how they would use it, exactly how they would benefit from the membership.

I listened to these ideas, and modified my approach - from talking of investment opportunities and personal stories to painting a picture with words that the person could adapt to their own situation.

There was one section of the tour where I would drive the client up a small hill, at first surrounded solely by trees, then at the top the view would give way to a small quiet lake.

During this phase, on the tour, I would stop at the bottom of the hill and ask the people to,

"Close your eyes. I want you to imagine something."

"Ok."

"Its morning, the coffee is brewing - you are with your loved one."

And I would slowly start to drive up the hill.

"You look at each other: smile, and then decide to take a step outside onto the porch to breathe in the cool dry morning. The sun is just starting to rise on this new day. Although it is a little chilly, you feel warm. Your loved one comes out to join you - and this is what you see."

At that point, I would be at the top of the hill with the view of the lake directly ahead.

"Ok, now open your eyes."

They would - and often I would hear a gasp of air as they took in the view; the scenery selling the value more effectively than any sales pitch I could say.

Instead of telling them what value I felt they would receive, I would let them sell themselves on it; instead of convincing them that they needed to buy, they would convince themselves. People listen to themselves and believe what they feel, much quicker than anything you can say. When listening to a professional salesman, there is a degree of apprehension and separation the person put up.

However, when convinced internally there is a degree of trust; intuition supersedes the rational when making a purchase. Interpretations are subjective; rather let the person interpret how they will find value than you try to find a language that communicates to them. I took on this philosophy at that position -

Don't sell a product - make a friend, and then suggest.

But, also, do not sell people on a product or service, let them sell themselves on it. They know what they need or want, or feel they need or want, in a way that they cannot explain - decisions to purchase are not based on rational thought, but emotion, impulse and as a fix to pain. For this reason, I find that when I feel fulfilled in my life and at peace, inner, I purchase less - in fact, I actually dread purchasing anything but essentials.

Food addresses a real need; there's value in that.

However, a big screen television does not seem as appealing - there is no value in the purchase; or perhaps, a better way to put it is that:

The value received from the product is at a dollar amount less than the purchase price.

If I have \$100 dollars' worth of suffering, I feel no need to spend \$200 for temporary relief. Of course, there is no fixed price tag on suffering, but there is your intuition and you naturally know what feels right and what feels excessive. What the value is to you, and if you need that much of it.

OBSERVE

Watch a system in action; create an experiment; or simply look around -

Do you see the order or does it appear to be random?

While walking around Lima, my travel companion and I found ourselves crossing a bridge over a deep ravine. From the height, you could see several traffic intersections, people walking the sidewalks, bikers riding and the natural flow of the city; taxis were zooming around merely inches apart from each other and people quickly moving between other people, vehicles and the urban landscape to whatever destination they had.

My friend remarked, “Look at it - its just complete chaos.”

I stopped, looked, and thought about it a moment before responding, that,

“Chaos Is Merely A Pattern You Have Yet To Understand.”

I did not understand, at the time, the pattern - how so many people with such different objectives could function together at such a high speed - however, I did feel that the chaos, or appearance of that, was not because the system was fragile but because it had been developed, modified and optimized to be very highly functional.

Really, I felt that this was what capitalism truly looked like - everyone allowed and able to pursue their individual goals, and the desire to function highly effectively in an interdependent manner. Actions were not careless, nothing was reckless - just effective and rapid - and, all towards a common objective: an environment conducive to progress. By everyone pursuing their individual goals, the focus was on getting around people and out of each other's way.

It was truly inspiring, as an entrepreneur, to see this spirit of personal achievement and success in action on such a large degree.

While people rushed around on the streets and between traffic, we never saw one accident - one incident where a problem occurred as a result of this behavior.

In fact, that system we were witnessing was one of the most effective patterns I have seen for urban organization and operation. For so many people to function interconnected, at such a high degree, was inspiring.

It would take me weeks to understand the system and be able to integrate into it, but once I did figure out the order, and much was dependent on colors on the street - yellow was caution, white was safe - I could travel very rapidly, albeit I had to be very aware that I was remaining in the system. When crossing a street - walk on the thick white line, when it stops half-way through wait... wait... ok, now cross. On the yellow line, a different set of rules were created, and so on

By observation, I was able eventually to understand the system and then modify my own behavior to fit into the existing order so I could operate most effectively - in this case, to traverse the urban landscape, safely; which I did. It also took dedication and motivation.

UNDERSTAND

Based on the observations,

How does the system function?

I began taking Spanish and Mandarin Chinese lessons using the free internet program www.LiveMocha.com in 2010. My main focus was on developing my Spanish

speaking skills, but I also had a life-long fascination with the Chinese culture and decided to sign up for a lesson.

On the website, you both can take courses on the language and network with individuals in other countries that want to practice their skills with a native speaker.

Within a short time of signing up for the Mandarin lesson, I began to get contact requests from China; several people a day would message me to practice their English skills.

Not knowing much about the actual culture, I was fascinated by these requests and had several interesting conversations with individuals about their country and what was popular; sights to see; and, what their views were on various topics. My interest, at first, was merely personal - it was new. I was getting a glimpsing into a culture I had only seen in the movies and whom the media portrayed as a threat to America's position as the global superpower

"Ni hao."

"Ni hao."

"Hi, How are you?"

"Hi I am fine. How are you?"

"I am good also."

"I'm curious about your culture. What are you into - what are your interests?"

"Well I like music - my favorite band is Coldplay. Yours?"

"Oh, I don't know - I like all music. I just started listening to the Chinese band The Flowers. I like one of their songs. But am not sure what the words are."

"Oh, yes, it got played a lot - its about sharing a juice box with another person. Its kind of dumb"

"Oh, ok. Favorite movie?"

"The Princess Bride."

"Haha actually its either Drunken Master with Jackie Chan or the Mystery of Chess Boxing," I wrote.

"Food?"

"McDonald's. You?"

"umm... Chinese food."

Over the next month, I would grade this person's English assignments. Typically she would submit the quiz answers from the website and I would provide feedback on pronunciation and grammar.

She also shared her music; she sang in a karaoke style over songs in both Chinese and English. One of these songs, I put on my iPod; maybe its the idea of an American Country music song being popular in country I know so little about; or the universal need to be loved expressed in the lyrics and emotional content regardless I felt touched listening to the song.

The song she sang over:

White Horse by Taylor Swift

Travelling to China would be the ideal way to observe, learn and understand the country, people and culture - but through a free internet website, I was still able to gain valuable insights.

INNOVATE

The key to innovation is awareness of two things - what exactly is required and the most basic solution that meets the need. Once you know these things, look around -

What do you have that can be transformed to function as the solution?

I remember looking around the Miraflores apartment to find something to store orange seeds in. I wanted a small box. In taking inventory of the room, I realized that almost everything potential could be a box, it

just required varying degrees of effort - a piece of cardboard is transformed much easier than a wooden bookshelf. But while I was looking for an item that fit the standard appearance of a box, instead I needed to find something that could function as a box with the least amount of effort to adapt to this purpose.

Around this time, I also became very low on money and had to reduce my diet to save finances. I have a history of low salt levels, and with the decreased food consumption, I felt a need to prepare incase my sodium levels felt like they were dropping too low.

I went to the grocery store to see if I could purchase a small quantity of salt to consume; checked all the aisles but was unable to locate a product in my price range.

I wasn't sure how to handle this - I considered boiling salt water, but had serious apprehensions about that idea.

The solution I found was in the market place.

While walking around the outdoor market, I saw a bucket filled with olives in brine. I purchased a couple olives. The lady put them in a small plastic bag along with part of the solution. I kindly asked:

"Un pequito mas, por favor?" gesturing towards the liquid in the bucket.

She obliged and put a ladle full of the brine into the bag. Suddenly, I had found a cheap source of salt.

Once home, I took the olives out and filled the bag the remaining way with water, added a small peel from an orange and a small sprinkle of dry electrolyte mix - tied the top, and instantly I had a homemade saline bag, in case of emergency.

I did this several times, and created a small surplus of bags in case I felt that my sodium level needed a boost. Then to drain the bags, instead of untying them - which was difficult and created a mess - like a vampire, I would simply bite into a bag, ripping the plastic, and then drink the salt-solution. The olives were tasty too.

IMPLEMENT

When you understand the system, have knowledge and an improvement design; integrate it into the system -

Does the process operate more or less effectively now?

The point is not just to improve the system, but also to gain direct experience.

In mid-2010, I listened to a Podcast on psychology. In it, the speaker discussed an experiment that a group of scientist did on mice. In the experiment, the mice were shown different colors and then their brain activity was measured. The color red had a certain noticeable reaction in the mice - while the color blue produced a different effect. The idea is called optogenics. A

rather new field, it examines how color affects brain activity.

Using this idea, I decided to try an experiment at work. I had recently received an upgraded computer and instead of taking it down - had set it up, in addition to the existing desktop - so there were two independently operating computers being used.

Decided that one computer I would for emails - the slower of the computers - and, the other computer I would use for drafting only. The one for email I picked the color blue for the background, while the computer for drafting was setup with a green background.

I tried this arrangement and observed that the colors did have a definite effect on my mind activity. When I looked at Outlook to check emails, the blue color would give me a sense of integrity and honor. My mind would slow down, and I would be able to more rapidly respond to the email. Instead of having racing thoughts, I focused much quicker on the message and could come up with a response quicker.

Then returning to the other monitor - the green color would stimulate creative thoughts, and I would be able to get back into the drafting mindset quicker. Perhaps, there were other reasons - the colors related to tasks, but either way, my productive increased and the quality of it also increased with just the simple change of wallpaper colors, on the monitor.

It is also for this reason that I am often wearing a

green bracelet - I can quickly look at it to generate creative thoughts.

ADAPT

Using what you learned in the previous section,

How did the system function differ with the change?

Inevitably, there will be an area that is causing challenges or having a negative impact on the overall system performance. Regardless of the amount of resources that are currently committed or used in the project, attempt to use them in a manner than addresses this problem area before committing more resources - time and money - to a solution.

Rather than dumping money into the fix, find a fix that is inexpensive or free that will address the issue - at least, temporarily - to provide time for a more long-term answer. Small changes can have large impacts. I use the analogy of duct tape - use duct tape as a temporary fix to get the system operating better. And then, as the project continues create a more permanent solution.

It is expected that the design will continue changing as you do more projects, and more experience is learned. Rather than committing resources then to each fix - down the road, there may be a change that corrects this area at a reduced cost, or handles several trouble

spots.

It is impossible to say how the project will progress. But knowledge and experience throughout the life of the venture will lead to system changes - modifications, adaptations, simplification and optimization around the changing industry, market and your personal and professional needs.

Perhaps the area of concern is a form that you submit to the producer outlining the required product. The form is inefficient and is causing delays in the shipping of product to you. One solution may be to create a new form that addresses the misunderstandings, or perhaps the answer, right now is just a simple phone call after an order is placed. Then as the project continues, perhaps a new form, electronic database or something entirely different will start to be utilized.

Will your solution soon become obsolete? If so, you need to decide the amount of resources - time, energy and financially - to commit to it, knowing that it will soon change.

By being aware of the use of resources, rather than waiting until they are low to learn how to use them effectively - being now. Learning even a little now will carry over into other situations and projects from that point on and although the short-term benefit may seem small, in the long run a small improvement can have a large return.

While at Virginia Tech, my senior year I was required to complete a senior design project. The project lasts two

semesters; the first one typically focused on design, the second one on building, testing and completing it. I chose to work on a Human Powered Submarine project to complete the curriculum.

The team I was on was in charge of creating a drive train that the occupant would utilize much like a bicycle pedal, to propel the vehicle through the water.

Each of us created several different design ideas independently, and then met to discuss the different ideas: to see what innovative solutions had been created.

We narrowed the designs down to one: a completely linear drive train with an innovative gearbox that functioned with arrangement of unidirectional ball bearings, providing power on the push stroke, but not the pull stroke. It was determined that this design was the most effective way to transfer power from the driver to the propeller.

The design idea was based on a stair-stepper exercise machine. Instead of the pedal having a rotational path of travel pedal, like a bicycle, however, the driver pedaled by pushing and pulling on pedals in a completely straight motion - the gearbox used a few gears resulting in low power loss and maximum energy for propulsion.

My team built the linear drive and then the overall team began testing it in the submarine

During the testing, it was determined that the force

on one piece of metal was higher than anticipated and was bending the part. Potentially, this could have catastrophic consequences on the vehicle if this part was to fail.

We were tasked with designing a fix.

Rather than throw out the entire design - it was determined that a simple brace could be added to take in part of the force to protect the part.

Built and added the brace; it was not a huge change to the design, but the difference was huge.

The submarine went from being on the verge of failure to a high level of functionality. It would go on to compete in the International Submarine Races (ISR) in 2004, where the design - including brace - would be used in two world record setting runs and put us in the Guinness Book of World Records twice.

That all could have been very different - sometimes the smallest changes can have the largest effects, especially on a highly functional interconnected system.

I am reminded of an experience where I purchased four new tires.

On one of the tires, the small balancing weights were not added. Because of this simple oversight, the entire vehicle became in operational at speeds of over 55 mph.

Not being aware of the problem, I had no idea what the

cause of this shaking was and envisioned a thousand plus dollar repair at least to the car.

I put off taking the car to a repair shop for several months - fearful of the cost to repair. However, I knew, in the back of my mind that eventually, I would need to address this issue: the vehicle would shake violently and I would lose control of the steering wheel in keeping pace with interstate traffic. And, with I-8 being so vital to travelling around the city, it was debilitating not being able to drive safely on it.

When I decided to sell the car, I was finally forced to take the car to a repair shop to have it checked out. The solution turned out to be simple: the mechanic noticed the missing weights, put them on the tire - and at no cost, the issue was resolved; sometimes the biggest of problems can be solved with the smallest of solutions - but, until you take action, you will never know.

CHAPTER 10

TIME

Its so much better on holiday, that's why we only work
when we need the money.

Franz Ferdinand

Every step of a process that is not required;
every object that is not utilized; everything
that is present but not beneficial or required -
is a drain on resources.

Certainly, it may be that at that present moment it is
not being used, but in the near future, potentially,
it could be used. However, it still is taking up
resources; even the step of skipping it on a list takes
time or moving it when looking for another object.
Individually they may seem like small resource

drains but collectively and over time the impact may
be significant - and the difference between success
and failure.

When you see something that is ineffective or
unnecessary, remove it then. Get in the habit of seeing
a place to change, and instantly making that change

Rather, than creating a list of tasks, just begin and
as you see something take action. Do not think what is
next, but focus on what is at hand - in this way, you'll
find yourself lost in your work, and will accomplish
much more in a seemingly shorter amount of time.
Before you know it, you will have completed more than
you intended in a shorter amount of time. In this case,
a simplified system that will have benefits both now
and in the long-run.

When looking at how the system functions, just keeping
asking yourself:

How can this be done in a simpler
manner?

In late 2007, I received a hospital bill for several
thousand dollars.

At the time, I was living paycheck-to-paycheck and had no
savings. In addition to the hospital bill I had a period of
accidental overpayment I received from the California
State Disability Department and an underpayment to
the IRS of thousands of dollars that I suddenly had to
address. Within a short period of time, I had gone from

barely getting by to feeling completely overwhelmed financially.

Slowly, I began putting in automatic withdrawal systems from my checking account to start paying off each bill automatically.

Having these in place, I knew that as long as I was employed, the bills would be paid and balances reduced.

As one bill got paid off, I shifted the amounts to have more money go towards another bill - rather than seeing it as extra disposable income. I kept expenses roughly the same and learned to appreciate free things more - bike rider, body boarding at the beach, walks, playing music, watching sunsets ETC...

I learned not just how to get by - but how to enjoy what I had and live a simple life. Downsizing from a cottage to bedroom, I donated much of the furniture and possessions I had - and the more I gave away, the more peace I felt.

In 2008, I attend a free public seminar on money management. In it, the speaker showed a sample personal financial statement. Essentially this is a snapshot of income, expenses and investments in one central location.

I went home and created one - and for the first time, I could see exactly how my monthly paychecks were being divided. Seeing it this way - provided vision of the current system which I could see. This made it easier to change expenses - increase a credit card payment of

focus on decreasing the money spent on food.

It was a step in the right direction, but, the biggest change occurred when I created a spreadsheet on the computer that showed exactly where I was financially, what I had coming in and then I could create a plan that took me to where I wanted to be financially: out of debt, with savings and long-term investments. I created a detailed financial statement. It only took a couple minutes to create using Excel.

But after that now, I could see my financial picture, how the system functioned (I had several bills and a deposit into savings automated, and how a change to one area affected another area. I focused first on paying off the credit card debt with the highest interest. When that card was taken care of, I simply transferred the amount that I had going towards it to the next area of highest interest rate.

Systematically, I was able to pay off credit card debt, increase savings - and remove the worry of finances. Without this concern, I found myself feeling more peace - and able to focus more on other areas in my life. The key to the system being sustained was keeping the salaried position; as long as I had a job, I had money going into the system - disbursement of it, and progress automatically being made in numerous areas.

Once the program was created, and the automatic transfers arranged - there was no time commitment to maintaining the system - only when I changed it, was time required, and that was minimal. Using a standard, I was not recreating the wheel each time -

just adapting it to function more effectively for the current situation.

Instead of looking at finances as several independent items - I could see exactly they interconnected and how to achieve a workable balance between responsibilities, recreation, personal and purpose. Although, I still had the same amount of debt and income - understanding it, managing it, optimizing it, and accepting it took it from the front of my thoughts. This allowed me to start really focusing on avenues in my life I received personal fulfillment from - such as starting a business.

OPTIMIZE

Simplifying the system will allow you to see how it operates. With this, the next step is to see how they can be tweaked to get, even just a little more output from them. Not necessarily at a big financial cost, but the small differences that can be made; how to take an effective system and make it highly effective.

It is expected at this stage that the system is already functional, redundancy has been removed and it has been proven through direct experience to produce the desired result. The next step is to finalize the design to create a process that can be automated - reducing your time, energy and financial commitments to this project.

What needs to be improved to increase system performance?

As long as I can remember, in the mornings, I have always struggled to get in a simple, healthy and inexpensive breakfast before heading to work. I experimented with fast food, oatmeal, bagels and several other options before learning this easy recipe from The Four Hour Work Week blog:

Scrambled Eggs with Spinach and Salsa

Take two microwaveable containers:

Fill one with a small bit of egg whites, the other with
spinach

Put in the microwave for two minutes

At one minute, stir the eggs Remove

Add a bean-based salsa, lime juice and flaxseed oil

I tried it, and found it to be both a tasty option and have several excellent health benefits. The next step was then to integrate this new recipe into my existing life routine.

I experimented cooking it at home and then bringing it into the office, eating at home and even cooking in the office. The office mates made it clear that cooking eggs in the common microwave in the office was not a feasible choice, certainly not every day; so, I had to cook it at home.

I continued experimenting with the meal, exercise and other health and nutrition ideas; finally settling on this routine in the mornings:

Morning Routine

1. Drink Water
2. Clean/ Get Dressed

3. Be Ready To Walk Out Door Around 7:30 A.M.
4. Put Breakfast Into Microwave, Start
5. Take Cap-Full of Vitamin-B Natural Liquid Vitamin
6. Stir Eggs
7. Turn On Music In Living Room
8. Take Shoes Off
9. Do A Simple Energizing Yoga Sequence - Start With Sun Salutations
10. 10 Push-Ups With 5-Seconds Of Sideways Crosses Between Each One
11. 1-Minute Of Planks
12. Put Shoes On
13. Put Away Yoga Mat
14. Grab Breakfast, Mountain Bike, Backpack
15. Couple Bites To Fuel Body
16. Leave House
17. Mountain Bike On Car Bike Rack
18. 104.9 XLNCl Classical Music Radio Station On

Way Into Work

19. Begin Day; Half Breakfast at 8 A.M., Rest at 10 A.M.

By being organized and systematic, I was able to cook, exercise and arrive at work focused and ready to function in around 30-minutes. It took a lot of experimenting and learning before settling on this routine.

The other benefit of having a simple process, especially in the morning, was that I did not have to think about the steps; they became automatic - quickly. The routine became engrained and without thinking, I could quickly go through the steps and still be successful.

SYSTEMATIZE

Time is a precious resource - if not the most.

How are you using it - how can you use it in a more effective manner?

What time savers can you try?

As the venture progresses, the CEO is encouraged to experiment with ways to reduce their time commitment to the daily. For several strategies, refer to The 4-Hour Work Week by Tim Ferris. In it, he discusses

several ways to save time while keeping the same quality of product and growing the business; some ideas include: outsourcing emails, hiring a virtual assistant, and hiring interns from the local college.

As you grow your professional network, you will learn from others strategies. Even if the person is in a different industry many timesaving strategies can easily translate across industries.

As you share what has worked for you, more people will be open to sharing their time saving techniques.

What you do today can improve all
your tomorrows.

Ralph Marston

The last two months at Virginia Tech in 2005, my classes were winding down as were my roommates'; suddenly, we all had free time.

At the time, I was sharing an apartment with four other guys. Although, we loved sports, combined the five of us made up about half of an athlete, however, after one of the roommates brought back several hockey sticks from a trip home, we decided to play a game on the local tennis court.

Went up there, and after about an hour of bruises, profanity, pain and a vicious pile up in one of the

nets, decided that:

1. Yes, this is fun.
2. We need to find a better way to do this.

Our solution was to setup a roller hockey rink in our living room; now, granted the floors were carpeted so roller blades were not really appropriate, and the room was only 20' x 15' so only so many people could play; this led to hallway hockey.

Using the long hallway leading from the living room, we put strips of electrical tape on the carpet to show the shooting line and goal outline on the bedroom door at the far end of the hallway. Basically, hockey became a 1-on-1 game with players alternating positions - between shooter and goalie.

We took our favorite parts of roller hockey, recreated it in the apartment and then put in place systems to reduce the time required to setup and between games. The whiteboard in the living room was turned into a permanent scoreboard where the players, shoots and score could be displayed during games, and then quickly erased afterwards to begin the name game.

Essentially, the only time requirement to start a game was writing names on the board, one player grabbing a hockey stick, and the other putting on two baseball mitts. And, then it was game on!

Suddenly, we had an indoor hockey rink in the apartment, and after a couple of the guys learned how

to do a slap shot: bruises, profanity and pain.

OWN

Business -

Are you running it or is it running you?

The difference between the two:

1. A person who RUNS a business is involved with the daily operations. If they are not there - the business does not function.
2. A person who OWNS a business is able to step back and the business will still function.

In every engineering firm where I worked, the owner was always there in a 40-hour or more schedule working besides me. He was expected to be there. As a principal engineer, he was providing a service - engineering certified by him by stamp to be accurate. The business model was based on this individual providing a service.

Through the years, I also worked at several restaurants - yet, never, or hardly ever saw the owner in the majority of them. Being product based, the business turns the same revenue if the owner of a teenager does the task.

In the first example, the owner works FOR the business. In the second example, the business works FOR the owner.

REMOVE

Reduce your time commitment:

What steps can you take or changes can you implement to reduce the tasks you are responsible for completing?

For example, in the Engineering firm example, it is a requirement that a principal or professional engineer stamp the plans - but perhaps there are tasks not related to verifying the design and checking the plans that can be outsourced or given to someone else.

It is not necessarily that you will reduce your commitment to the business entirely, especially if it is an established service based model - but perhaps there are ways to reduce the time you spend on it from the typical 40+ hours a week schedule to 2 days a week.

There are several strategies - but its important to ask yourself these questions when looking at tasks -

Do I make too much money to be doing this task?

Are there other ways I would be spending my time?

One semester, my roommate and I both had early classes.

Walking to campus, we had to leave the apartment even earlier to arrive on time. Mornings were a rush; between getting ready for the day, eating breakfast and preparing for classes - we normally were rushing to get out of the door on time.

In response to this, we were not able to change the preparation time, packing a book bag for class the previous night only made a minimal difference - but breakfast was an area that we could address.

The idea was brought up to create a meal that could be prepared ahead of time and then require minimum time, if any, to prepare in the morning. The suggestion of French toast was brought up - and we decided to give it a try: went to the local grocery store; bought four loaves of French bread and several dozen eggs.

Returned to the apartment and put together an assembly line to mass produce the French bread French toast: one station was to slice the bread, another to prepare the egg batter, to dip the bread in the mix and a cooking station.

Each roommate took a spot, and we began the process. Rather, than one person taking all the steps - by having stations, and a team - the process was both quick and enjoyable. At the end, we each had our own loaf of French toast.

In the mornings after that, breakfast changed from a hassle to simply grabbing a slice or two to eat on the walk to class. Besides the reduced time to prepare,

the quality of breakfast was also improved; better a minute of preparation, than an hour of frustration.

CHAPTER 11

NOW

Today is the greatest day I've ever known - can't live
for tomorrow.

Smashing Pumpkins

Every end creates a new beginning; indeed, there are no true ends. Change is inevitable, so where end exists this moment, will give rise to new - just as a beginning lends itself to eventually an end; so does an end create new: a new start; a new cycle - a new focus of attention. The cycle of seven repeats constantly - as long as you allow it to continue. It is up to you to decide if you will keep the cycle going; progress being made - or if you will decide on inaction as your best course.

Earlier, the topic of unitasking was discussed: focusing

on one idea before moving on to the next. Certainly, it is possible to multitask - to focus your energy in several different areas - not simultaneously, as much as you try, you still can only focus on one point - but to manage several cycles operating independently. The idea of unitasking takes the theory of multitasking - completing several objectives - and pushes it from the realm of independently completed, to interdependently pursued.

If you were to time yourself completing ten separate tasks, at the same time, compared to completing the same ten tasks one at a time, you would find that the time to complete the tasks interpedently was shorter; plus, the quality would be at a greater degree. Rather, than stopping and starting your focus - but deciding on one area and following it through to completion, your undivided attention will result in less mistakes and more constant action, compared to the stopping and starting of the other method.

Of course, there are some cycles that must operate at the same time. For example, while pursuing your happiness, you may have responsibilities to attend, or distractions arise that divert attention and require attention before continuing the chosen cycle. This process is used in many aspects of our lives, already, even if we do not currently realize it.

This idea is not necessarily new, but can provide insight into the workings of successful systems. Rather than relying on chance, by understanding how success is obtained - we can take a strategic course towards it. Rather than

stumbling in the dark, lost and confused, you know how to proceed and when you find yourself drifting off course, how to redirect your route. It is not important how long it takes to get the destination but that you do not stop.

While travelling in Mexico, I saw a street sign that got my interest. I took a picture of it; and although, I could not translate it at the time, I became fascinated by it; even putting it in a place at my apartment at that time where I saw it every day. I thought the sign read: Stopping Only In Emergencies: Estacionamiento Solo Para Emergencias. I found out later that I was incorrect. The actual English translation was:

Parking Only For Emergencies

That's life. Stop only in emergencies - a sickness of family member, for example. But besides emergencies, keep going. Don't stop, look around but stay focused on the future and aware of the present. That is how you succeed in life.

I find myself looking around the apartment - even the most mundane chore of washing the dishes utilizes the cycle. First, I begin the task; decide it is time to wash them. Next design the perfect solution - perhaps it is to fill the sink with water to soak and then rinse them in the faucet. Building this system, we find areas to improve and adapt the process to the environment. Creating stability: first, in preparing to wash the dishes - possibly just opening the door to the dishwasher; putting soap on a sponge; grabbing a drying towel.

As the steps progress, we find shortcuts. Upon completion of the dishes being washed, we review the situation - did we get all of them clean? Any other tasks related that need to be addressed? Perhaps, wiping the counter to dry, or closing and starting the dishwasher. As the project closes, we no longer need to take action on this task; and we can remove ourselves and focus on the next task, or resume the larger cycle.

Cleaning, writing a book, starting a business or dealing with a toxic person all utilize the cycle. Once you have an understanding of how it functions; you will start to see and utilize it in more situations. I find myself going through the day - focused on creating stability, and then optimizing, topics as simple as setting down a coffee cup to as complex as a new way to develop my sense of inner peace.

Regardless of the complexity, the basic are the same - and the steps are seven. There is power in seven; not just in the pursuit of happiness, but in all aspects of life. By understanding and putting into practice the process, the impact - overall, you will find that it can be life-changing. For me, it was.

I was able to accomplish so much by knowing where to focus my efforts.

Even with the world around me constantly changing, I was able to adapt myself to, either, function at a high level or take the steps necessary for success. I did not always feel motivated - and at times, I lost my drive - but by going back to the basics, I was, and am, able to control, not where I am, but where I am going. In a

vision is a destination - where I long to be. In the steps is the means to get there. With morals, there is no situation that will arise that I cannot figure out - and I am sure, you too will feel this same way.

Rather than waiting, to achieve in the larger sense, perhaps - it is beneficial to have little victories, to gain confidence and efficacy in the process.

LESSONS

In all situations, we have the opportunity to observe the consequences of the previous action, or inaction. Just sitting around - you will feel different emotions, thoughts and ideas arise and fall away - by observing these, you gain understanding. This is the idea of meditation. To sit quietly with no action, and to observe - it is called present-time awareness.

One type of meditation focuses merely on observing your breath - know when you are breathing in; and, know when you are breathing out. This is called Vihpassana meditation - or insight meditation. The purpose is to cease taking actions, controlling the environment, or attempting to control, and to focus on the moment; allowing thoughts to naturally rise and fall, the result of inaction.

First hand, I saw my life transformed through inaction - meditation. I learned so much about myself and gained so much wisdom by just sitting still and

observing. If we are distracted - our mind focused on a perceived problem - then our power to observe will be lessened and we will not gain to the same degree as when we focus on the moment.

Using the lessons that we learn through action and inaction, we become better prepared to handle new situations and the seemingly repeating obstacles in our lives. A coworker who seems to aggravate you on purpose, may lead to the insight, and lesson, that their lashing out is not related to you but a byproduct of their own insecurities, fears and pain.

While we can take actions - the lessons we learn will be a byproduct of how that around us, and in us, reacts - what are the consequences? If you play with fire and get burned, you learn.

I was talking with an individual in 2007 about focus. He had a history of drug usage and had gone through several stints of rehab before getting clean. He shared a message that he had learned in the program,

It doesn't matter where you come from,
only where you are going.

What a powerful lesson - instead of focusing on the past, remain committed to the direction you are heading and in control of your actions. Learn from the present and use these lessons as you progress - while keeping an eye on your desired destination; your dream, vision goal or ideal solution. When I find myself drifting into remembrance - stirring up anger

over past wrongs - I remind myself of this principle.

Rather, than feel anger over the past, I create excitement, purpose and motivation in where I am going. What we focus on will thrive and will direct our actions - focusing on pain in the past, I find just leads us back to that place - repeating history. I understand the lessons of the past, and those that I do not fully comprehend - I accept. It is not necessary to analyze yesterday, if it robs us of today and leads to us off course tomorrow. Instead, remember the lessons that you have learned and as you progress - focus not on correction of the past, but in developing your knowledge, experience and wisdom.

TEACH

Education is the key out of poverty, followed secondly by business. And often the skills that lead to success in overcoming poverty, lend themselves to success in business as well. Focusing on education a person can elevate their life - and then through business take it further. Poverty and a life of lack breeds awareness of supplies, resources, and the necessity for effective use of them. When there is no room for waste, systems and processes must be streamlined to function in the most effective manner.

When travelling and in my life, I find that my waste of resources is directly correlated to the amount I have of them. If I have money to spend in excess of need, I spend

in excess. When I have time in excess of need, I waste it. When I have room to be lazy and take the easy way out, I find myself leaning in that direction. I admire the ingenuity of many in the homeless population. Able to live life with all of their possessions transportable - they innovate out of necessity.

What lessons have you learned? There is value in sharing your experience and wisdom with others. Rather than having to travel the same path, or deal with the same obstacles, face the same disappointments - we can instead choose to learn from those around us. What can you teach - your experiences are unique to you. In your actions and inactions, successes and failures, you have gained experience; perhaps the results of these will provide valuable insights to others as they either begin their travels or continue their progression.

It is not necessarily an altruistic act that needs to be taken. Mentoring provides a sense of fulfillment, being a part of the greater good; tutoring or coaching provides a financial incentive - and lecturing offers both, with the addition of reach to a large audience. Some people naturally excel at speaking, while others prefer a place in front of a computer - to type out their stories; share the memoirs, and teach the future the lessons of the past for the benefit of today.

Each person will be different in how they utilize their lessons - bookstores are filled with the tomes of both those that reached higher and achieved more, and those that inspire through survival.

You naturally have a place in there, or in the auditoriums or perhaps just in continuing to live your life as you see fit in pursuit of your happiness.

STEP

Between now and never there is no middle ground.

If you decide not to take action today, accept the consequences – you may never get back to that task; and, when you do the circumstances will have changed, the situation will be different and you will have changed. What is important to you, and what actions steps you see today, will be different in the next moment. Rather than postpone your happiness and action for tomorrow, take actions today – or accept that you may never achieve them. Do not put off tomorrow what you can do today.

Today, this moment, is all we have – the only time that we can take action. Yesterday is a memory, and often a distorted one, and tomorrow will never arrive – no matter how long we wait for tomorrow, we will only find ourselves waking up in the today, and tomorrow still to be the future. I woke up every day for months wanting today to be the past and tomorrow to be the present. But in opening my eyes in the morning, I would find that the tomorrow I wished for was just as far away as the previous day. I waited for tomorrow – at the cost of today. Now, instead of waiting for tomorrow, I still focus on it, but I have learned to take steps today.

In goal setting, the idea is to determine a measurable outcome that you want tomorrow. But in focusing on what you desire tomorrow, today is put off. My life changed when I started taking action today; when I started to live a smart life. No longer a victim of circumstance, I, first the first time, began to live life today; to love today simply because it allows me time to create, invent, tomorrow. The gift of today is in the power to choose the path you take towards tomorrow.

You do your own thing, in your own
time – you should be proud.

Easy Rider

The steps that you take towards your dream do not need to take up all of your time, remain balanced, and let the size of the step be dictated by your comfort lever; what feels right; what does your intuition guide you to chance.

All we have is now, and today – a breath to power our actions, and a choice – do we dream of tomorrow, or fear it – do we live in the moment wisely or squander the opportunity at a life of happiness, inner peace and the realization of our personal and professional visions.

CHAPTER 12

VISION

And the earth becomes my throne. I adapt to the
unknown. Under wandering stars I grow, By myself but
not alone.

Metallica

So what is the real point of this book?

When I started out, the idea was to write a book that explained the corporate charter, included. It was simple - the objective - an eBook that I could sell for profit to allow me the flexibility of traveling, living and working at my leisure, and only as I saw fit. However, as often happens, life interjected - reminding me - that while I am an individual, I am also a member of the global community, and a family of

origin.

Looking at these two needs - one for myself to matter, to make a difference - and as a brother, son and uncle to be there when required, as possible; my plans in life changed - and as I was writing the book - so did the objective of the book change: what began as simply an instructional pamphlet, now is a vision of where we as a race are going. It is important in my eyes to provide a dream for humanity, much as Carl Sagan did in *Pale Blue Dot*, so too in this book is a vision for the future.

When *Pale Blue Dot* was written, there was no way Carl Sagan could have realized the cuts to the space program that would take the idea of space travel out of the public realm and into the private domain; space is no longer about countries moving together in peace, but now has the potential to bring unprecedented wealth and fame to those who in the name of business leave the comforting shores of earth to embark on a journey terraforming the universe.

Man has long looked to the heavens in the sky; now, in this age, we will, first the first time ever, begin to migrate towards heaven. Stars will become more than just beacons upon which maritime and nomadic travelers rely for navigation - they will become destinations; landmarks that are passed and left in the distance as the spread of man continues to grow wider.

For the first time, we will no longer be locked to this ground - we will escape the confines of gravity; dance

amongst the stars and dream of sights unseen even with the most powerful of telescopes. Hubble will be more than a camera to the sky; it will be a snapshot of places we will travel; images we will see firsthand - the experience of visualizing a nebula is one thing, but to see it - what wonders will we come to know; take for granted. What sights - what will we learn?

To wander the earth is to be surrounded by men, humans, but upon the stars it is to share space with the giants: the planets, the comets, the suns and the black holes. How massive a black hole must seem to see outside of a window - or perhaps, with technology - through a visor, or something else unimagined right now.

How our imagination will grow - how our idea of reality will change; how our future will open up. No longer fearful of life in a world of decay, death and disease - dreams will be bigger, expectations greater - and longings not lateral, but elevational; we will no longer just dream of moving east, west, south or north - but, we will begin dreaming of moving up to the sky; to spend a lifetime settling new worlds, carving out our niche; our space, literally; in the sky.

Land on earth is relatively expensive - but in the stars, the cost is dictated by the expense to get there. What happens when that cost decreases? When any human is capable of getting the means to travel to space? Propulsion is inexpensive, and could possibly be done with solar power from the sun and batteries, or a small nuclear reactor - besides that - for the cost of a space faring vehicle, the cost may be reasonable.

We will see great gains in the next few decades in the field of space travel, not from government programs, but from corporations seeking the riches in the sky. How much wealth could be gained from harvest of an asteroid field? What precious minerals and elements are contained in the debris of space; in the makeup of other planets? Perhaps, the goal will not be to return the materials to Earth, but instead will be instrumental in setting up and developing outposts for the human race.

At first, temporary structures erected quickly for survival. In time however, these structures will turn into permanent buildings; the built environment will exist not just on earth but where man travels; the limitations are boundless of where man will go. But up and away, is the direction that we will take next.

Speculation of travel to Mars becoming commercially available by 2035 has already put a timeline on the expected progression of space travel; with the profit-motive, however, this date could come much sooner - and at a scale unimagined before in history. But nothing is certain, except this moment - so that is what we need to focus on.

The future is not guaranteed, but this moment is. Let's focus on this vision or your own vision for the future and take the steps today, collectively, towards a more ideal world.

PLANETS

Through recorded history there have been individuals who shined just a little bit brighter, whose talents seemed just a little bit more than their contemporaries, and whose personalities mesmerized millions, if not billions; we call them stars. They are the objects of posters and admiration of a planet; regular people, who achieve extraordinary success. These humans set the bar for what is possible. Not nearly confined to the big screen or radio, they dazzle in myriad ways. From the halls of academia to the lowest of communities, they are found everywhere.

A new age is upon us, no longer will we have just stars amongst us - but we will have the birthers of new planets. The idea is simple. With the ability of any person, nearly, to form a corporation - a false human entity with unalienable rights; we are giving birth to the entities that will terraform the stars. Planet Pepsi and Constellation Coke will dot the skies from Earth, and change the maps of the stars.

Corporations unimagined and unformed now, will take to the skies to establish new colonies upon world's yet unseen. With the ability of space travel, and the ability of any private entity to pursue it; time is the factor that controls, not if, but when the stars led to the next rush of settlers. Much like gold brought people west, transforming the United States, so will the possibility of untold riches drive people to search the sky for wealth, or simply a new life - one

with no rules; no traditions, and no limitations.

Imagination, necessity and flexibility give way to innovation and progress. What will humanity look like in on as little as fifty years? When we dream not of what is out there, but when we will see it, explore it; conquer it and settle it; a renaissance of humanity, a rebirth of dreams, and possibilities, a time of exploration and discovery, both in the external realm and also internally. A time when the resources of Earth are no longer the only obtainable materials, but instead fields and mines dot the sky; harvesting the stars and building the universe.

ENVISION

The team model is essential to this vision, in my opinion. If we are to see the stars first hand, we will have to do it in a time of global peace. The resources of the world and the manpower currently available must be used in a manner than does not produce an us-against-them mentality, but instead just an us mindset. There is no reason to continue wars for resources; real wealth will not be on the earth but go to the corporations that head to the sky. Rather than fighting over a piece of land on a small dot in a seemingly infinite universe, heading to the sky will bring true long-term benefit - and with the amount of space, claims will be made by squatters in galaxies not currently even known.

The teams that set out to the galaxy will perhaps resemble the model giving in this book - the five main components. There will be the strategist - the corporation - that leads the operation, finances it; and sets the course; a group that assistant the corporate member on personal matters, the group's dedicated H+WBM service; another that provides feedback on the corporate interests and the last that is tasked with building what is needed on this new world.

The workers, managers, and leadership working together for the benefit of all; the corporate charter and this book would provide the guidelines for the team. As mentioned in this book, a corporation, is not necessarily a large group of people - but may be limited to one shareholder; this person would not be a star in the traditional sense, that role is reserved for the producers - no, this person will be a new planet. Instead of the stars of humanity, we will have planets to move humanity forward.

TODAY

Rather than waiting for some distant future to put this idea in practice, one example is already taking place in Central America.

In La Campa, Honduras a coffee collective was created when the farmers decided to stop selling their product individually and instead combined yields, and create a system to product and market their product,

collectively, together. They created and implement quality standards for their product that provides the consumer comfort knowing that the product they receive is of good quality.

In this business model, the operation is capitalist yet revenue from the sale of coffee is shared amongst all members. If one individual runs into an unforeseen hardship, such as a fire or flood, they are still compensated. While the business operates as a group of people with their own internal rules and guidelines, at the global market - it appears as a separate entity of one.

The Honduras collective would be the producer and the strategist. The farmers not only produce the product, but they also elect an individual that oversees the operations and acts as a leader to the group.

Using this model, I see another group being added to the team a dedicated corporation whose only interest is selling or reselling the product. With the ease of creation for a corporation, it is very realistic, and possible that there will be an individual performing this function. If the Honduras collective allows any corporation to resell their product, rather than marketing the coffee themselves, they would realize a greater global scope through the network of resellers marketing the product internationally. The more resellers, the more avenues that are pursued - and, at no or minimal overhead cost to the Collective.

They could create business arrangements with strategists, resellers. Their global scope as wide as

their businesses partnerships. There is no reason that this could not be done now, or perhaps is already being done.

I see this team being the business model of the future:

Role	Filled By
CEO	C-Corporation, Group, Crowd-Sourced and Crowd-Funded
Coach	Business Consultant(s), Crowd-Sourced
Producer	Individual, Group, Collective
H+WBM	501C Non-Profit - Individual, Group, Crowd-Sourced

This basic system would include the CEO entity as the focus. On one hand would be their personal selves, which the H+WBM group would assist in maintaining, and in their professional life would be the business advisor group for feedback on business decisions, strategies and ideas. The CEO, coach and producers functioning together as a team to design, build and adapt the company to optimal effectiveness. The solution that benefits all parties.

The successful businesses of tomorrow will be those that invent tomorrow; the ones who find ways to: adapt to their consumer's demands, integrate into the global market, contribute to their local communities and develop environmentally sustainable policies.

With the widespread adoption of the triple base line approach, companies are looking at more than just profit when making decisions. Now, with consumer awareness and increased transparency through social media, businesses are also forced to consider the people that will be affected, directly and indirectly; and, the environmental footprint from their products and services. Corporations are slowly becoming better global citizens, not by choice - but driven by consumer demand.

In the center of the Pacific Ocean is a large collection of trash. In the sun and salt water, it is slowly decaying. This process is resulting in toxic fumes being released into the atmosphere; something needs to be done about it. When wondering what the answer is, I have often that that:

“Once someone finds a way to make cleaning it
profitable -
it’ll be gone the next day.”

