

Simplify your life and thrive

An E-book on human potential

A practical and insightful guide to thrive your life

“Man was his own star and decided to fade into oblivion”

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Introduction

I write for the sake of entertainment and inspiration only. It is not my intention to impose, indoctrinate or convert you into my philosophy. It is only a humble approach to share some insights, practical knowledge and wisdom from my life into yours. Whatever works for me, might not work for you and vice versa. Life would be dole if it was that easy. I encourage you to follow your own truth, your own ideas and let life be your own teacher. However, whatever you may find useful of my service, take it. It is meant to help you grow, find ease and to alleviate any suffering or obstacles you may have.

Human language has its limitations and is, therefore, a trap in and of itself. Poets, sages, saints and all alike have always done their best in illustrating bits of wisdom and knowledge in cultures all around the globe. Mythology and religion are examples of this, but, as has been seen, aren't always successful at communicating these higher insights to the people. Interpreting a myth, story or metaphor requires just as much skill as writing one and miscommunication is a common thing because of this. Words easily take the shape of the recipient and I think it is wise to address this inherent flaw in my introduction. The intellect is our most beautiful gift with which we can make systems, learn new languages and build tools to manipulate our environment. Despite these strengths, is the intellect not ultimate, but penultimate. There are sources of intelligence we can tap into that are more insightful than any rational argument or scientific sound principle can give us. This psychic or intuitive realm cannot be known or read in a book, but can only be experienced and validated through subjective experience and cultivating your own psychic abilities. Maybe the quantum physical science will come to a point in which psychic sources of intelligence become an accepted fact, but until that point, we have to do it with our own validation of the potential uses of such psychic resources inside each one of us.

As a psychic myself, I try do minimize the disturbance of my own personal biases in order to be a trustworthy source of information for others. Creative writing or automatic writing is an ancient old method of sharing useful insights that can help us understand, grow and evolve. It requires a level of relaxation and surrender in order to aid in the flow of inspiration. It is, therefore, interesting that the word *inspiration* is derived from; Latin *inspirare* or to *breath in*. Just like enthusiasm is derived from *entheos* or *divine inspiration*. So I hope that the words that come through me are inspirational and worthwhile reading!

Enjoy,

Kees Berg

Chapter 1: Our current state of being

The turning of the ages has been a great leap 'forward', or did it not? The coming of the machine-driven society and scientific method allowed us to manipulate our environment and 'harness' Gaia; a precious blue gem on the edges of the universe. We have been foolish enough to think that we could actually 'control' nature in her fullness. The stupidity of changing a natural inclination into an artificial and forced one out of impatience, greed or control diminishes our potency to mature and to live in accordance with our natural selves. This process of alienation occurred when the challenge of co-existence with wild animals and nature turned into a domestication system of control. The invention of industrial agriculture, cement, the scientific method and other industrial complexes all contributed to our desire to domesticate nature and the animal kingdom, whatsoever the possible good intentions it had, are we now disrupted from her roots and our own. Caused by our anxiety to live in coherence with nature did we decide to control and domesticate it in extreme fashions, leaving us with a disrupted biosphere that needs to be re-balanced in order to sustain our demands. This state of alienation is causing world wide confusion of who we are and what our potential might be. It also indicates that there is an abundance of patriarchal systems without the necessary maternal influences to balance them out. This is now changing as we speak, since the repressed feminine is being reintroduced in our societies. We need to have the masculine drive for setting goals and reaching them, but we also need the inner trust and strength of surrendered action of the feminine to stay at peace and remain calm, knowing that things will fall into place.

A technological evolution without a philosophical or spiritual counterweight of advancement, is doomed to fail and will annihilate itself. We may think or believe that 'comfort' is found in having a car, owning a house and eating quick and easy foods, but the reality shows us differently. Off course, the color of the perceiver shapes it's reality, but beyond color we have objectivity. In the end, it is question of what *works* and what *doesn't work*, and today we live in a broken system that is about to tear down. One of the hardest things about these matters is to intellectually grasp a complex society like that of us, but by learning to see the bigger scheme of things, we create a holistic thinking process that allows us to comprehend every aspect of a greater whole. Meaning that the way you think isn't obscured by limiting believes, rigid judgments, specialized educations, detached theories from reality or stubborn opinions, but is well-rounded and critical in order to perceive the greater spectrum of a reality. This strength of comprehension or enlightenment allows us to know what the heck is happening around and within us, so that we can make intelligent decisions for our future. For example, the medical industry might be the biggest and most profitable business model of today's age. The world is sick and we have to admit it, if we ever want to change it. Living in denial or lack of comprehension about our own sickness because of fragmented and short sighted awareness is preventing us from being healthy. If you want to heal a dis-ease you first have to acknowledge it's existence and what the underlying causes are to get more 'ease'. By not looking at the root issues of a dis-ease, we keep treating symptoms instead of sources. We have evolved with the natural function of our bodies, and because of our desire to delegate the daily struggles of survival to modernity, we became dysfunctional in our movement, eating and resting. We drive in cars, sit in chairs all day and our food quality has decayed tremendously. All kinds of dis-eases occur because of our radical shift in lifestyle over the course of time. Our bodies are having a hard time catching up and most people are so detached from their instincts that they are not even aware what kind of damage they do to themselves, others and Gaia. This lack of comprehension is preventing positive change for the individual and collective as a whole. This is also changing since the drums of change has never been rumbled so loudly in these times of crisis around the globe and sometimes this is the only way to wake one up from deep sleep.

Technology allowed us to explore a control paradigm in which patriarchal systems took the forefront. The paradox however is that we delegate too many powers into external objects, and, we are, therefore, losing personal powers instead of gaining them. The inner shaman, witch or magician is delegated to Google, scientific authorities and hospitals. The inner warrior of assertiveness, action and discipline is given away to tools of convenience and luxury, like cars, elevators and chairs. The inner king or queen is trusted to politicians or policy makers, without considering our own sense of judgment and structure for our communities. The inner lover is repressed and forgotten in those who are de-pressed, dispassionate and lacking in purpose. I say 'de-pressed', because I think that depression and boredom go hand in hand. Being depressed is lacking the willingness or awareness to **express** the passion you have within yourself!

I may sound a bit pessimistic now, but this is simply the reality for a majority of the people I have seen during my travels around the world. Alienated and disrupted from our roots, are we weak and immature. Our fruits resonate a taste of disgust and everything we touch becomes less. Virtues has turned into vices and we are stuck in a negative downward spiral of dissolution. Feeling meaningless and desperate to find answers, are we blind for what we might be or already are. The struggle of survival has turned into an inner psychological battle of meaninglessness and despair. A collective catharsis is occurring as we speak behind walls of cement and cities of smog. A distasteful scenario and yet great in potential!

The world ends for those eager to continue playing this game of fear, negativity and destruction. Where they dissolve, we emanate. Where they die, we live. It is this extremity of polars that confuses most. Finding unity within this diversity is a great obstacle which can give one much growth when achieved. Here we don't talk about *positive thinking*, but *transcendence*. The opposites are there, and ignoring 'evil' will not make it disappear. Learning how to find stability by working with the opposites is necessary to make them work together harmoniously. With the desire there is always the dread, and while it is worthwhile to aim for the positive, it is only there if the negative is also present. Transcending them is going above and beyond, so that despite the life situation you are in, you can remain objective and calm during times of adversity.

“In the midst of opposites, do we find the potential of energies. In the midst of despair can we grow and reach potency. Darkness, therefore, is a blessing in disguise”

What we might be or already are in disguise

The above written summary is what I have seen during a majority of my time traveling. A great part of the world we live in is alienated, dirty, negative and contaminated. How long will we pursue the path of pain and suffering, until we realize there are other ways of being alive? As have been said above, our desire to fully harness nature is driven by the fear of dying and the fear of finding peace with the spontaneity and unpredictability of life. Having goals in life is one thing, but surrendering to the spontaneity and unpredictability of life while remaining stable is another. I am not talking about the fear that strikes you when you are really in danger, since this is simply useful information to prevent any harm. I am talking about all those dragons whispering in your mind, I am talking about psychological fears. These fears cannot be overcome by removing the object of what frights us, but instead, we have to face them and learn how to conquer them. By resisting fear, we give it more power to persist. It is like trying to push down a hot air balloon in cold water, it cannot be done without forcing yourself and creating tension to hold it down. It works similar with emotions, by pushing them down we turn into a dangerous volcano waiting to explode and destroy everything that is within our range of emotional wrath. Not facing our fears and acting like it isn't there will, therefore, not help you in overcoming them, but instead they remain slightly under the surface waiting to strike like a tiger ambushes its prey. Being afraid of dying is to be afraid to live. How can you ever change if you don't see the beauty of 'death' or better said letting go? By contemplating on death and understanding its purpose, we become aware of rhythmic cycles in ourselves as micro-cosmos and macro-cosmos at large.

It is not so much a question of becoming, but more a journey of un-doing. The pain we suffer from today in contemporary society is not found in seeking co-existence with wild animals, but is found in dealing with inner battles. Life is not so much a material challenge anymore, as it is a psychological one. The battlefield of life has moved from the Sahara desert and the deep jungles into an inner chaos of darkness and despair. Since less energy has to be spent on outside matters, can we now address the inner realm of the psyche.

The phenomena of boredom, meaninglessness, confusion, alienation, escapism, passivity and laziness are all pointing towards a lack of self-understanding and self-mastery. To “know thyself, and be thyself” is not enough, we also need to “master thyself” in order to stay stable when adversity hits us.

Imagine yourself being a river, freely flowing with strength and confidence, you need to have a clear path and direction, otherwise you are scattered and split off. When that path is obscured by rocks and dirt, you stop flowing and you become stagnant. All stagnant water becomes even more polluted and dirty. So do you see now how this negative spiral is working? The further you go down the path of fear and negativity, the harder it will be to heal yourself from it and the longer it takes.

Therefore, our challenge is to overcome these obstacles instead of holding on to them. By doing so, we continue on this ever flowing river of life instead of holding on to the rocks and stop evolving. By using this attitude, we can manage to overcome our inner demons and live a life of greater purpose, self-awareness and creativity. This continuity of 'death' and 'resurrection' is which most people ignore to embark on and they do not see how *eternal* they actually are. They 'enjoy' their routines and mechanical lifestyles without being initiated into new areas of growth. However, when a life crisis or traumatic experience hits them in the face, they often realize the illusions they had and hopefully wake up.

Feelings of negativity are a great opportunity to look within and observe oneself. Becoming aware of its causes can help you in replacing them with ideas and thoughts that serve you better. Often times, people victimize themselves and, therefore, remove the power of self-responsibility and self-observation. These kind of people can go through life being afraid all the time and, unfortunately, never find peace and make it very difficult to enjoy themselves.

“Life today is not so much a material challenge as it is a psychological one”

How my mission can serve you

One of the tenets of life is knowing your *bliss*. I think that no school, parent or authority figure can know this for you, besides maybe a very good seer. Your bliss is probably not taking drugs and partying all the time and living this YOLO lifestyle, although it can be something you want to explore. It is more an intuitive reduction of what excites you the most. What tickles you of being alive, that makes you get out of bed each day? One of my tickles that are very high on my list is of course writing about ideas that can support others in growing stronger. Besides that, I have many other areas in my life I want to explore and grow towards, but they have a lesser priority than sharing my craft of writing. It is always difficult to define your personal bliss because of the limitations of words, but I have done my best in doing so, so that you can better decide if you are helped by it or not.

“It is my mission to be strong, whole and to thrive my life so that I can inspire others.”

My perspective on being strong:

Life has plenty in stock for us to challenge our sense of well-being. A strong person is well prepared for times of adversity and can show resilience when necessary. The focus is, therefore, not so much on a material punch, but is more emphasized towards having a strong character. A practice of self-reliance and independence enlarges your circle of influence and sense of confidence in your abilities. Therefore, life is not so much a material challenge as it is a psychological one in order to respond appropriately on your life situations.

My perspective on being whole:

Health and wholeness go hand in hand. The word ‘health’ is misused because of the scientific revolution. Dis-ease has turned into a gigantic business model instead of a sign for change. By not using a holistic or well-rounded viewpoint towards your well-being, you castrate and blind yourself from underlying causes. Physical, mental, emotional and energetic areas of your being are intertwined and holistic. They work together in a cohesive whole. We are never really healthy if we don’t address all four areas.

My perspective on thriving:

Human beings are part of a greater whole. Whether you want to admit it or not, we are dependent on our ecosystems and communities. We grow and learn through the interactions we have within these

communities. HOW we interact is our choice and ours only. Thriving means, therefore, to cultivate the talents and abilities you enjoy the most and turning it into a sustainable form of income. True education is to help you ‘to draw out’ your potential, not to imprint ideas that doesn’t fit you. Thriving is a mutual relationship of giving and receiving with the TRUE work that you meant to do. You are not worthless, we can all choose our own way to serve and contribute in an enjoyable way.

My perspective on inspiring:

The root meaning of inspire is to ‘breath in’. Information does not quite do it, we need practice and integration in order to make a change. An inspiration can only be used to enhance your realm of possibilities. You need to put the inspiration into practice in order to transmute the possibility into a tangible reality. No-body can do this for you, it is your responsibility to be the person you want to be.

Chapter 2: “Burning your ships” or “slaying your dragons”

The philosophy

I have coined the title for this book; *simplify your life and thrive*, since I believe simplification can help you the most in determining your truest desires, and, therefore, thrive your life! Our world is bombarded with distractions and this is in a way a blessing in disguise. It is a great obstacle to overcome the distraction and illusion and, therefore, a great potential for growth. Simplifying your life is in my humble opinion a great way to determine what you don't really need and to gain insight in what you do need to be happy. This doesn't mean that you have to oversimplify your life, since I believe this is where Eastern philosophy turned a bit dole and simple. It is a subtle process of simplifying your life and, therefore, *burning the ships or slaying the dragons* that are blocking you to live your life to the fullest.

“To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment.” - Ralph Waldo Emerson

As mentioned before, there is a lot in this world that is not contributing towards an universal vision of creativity and evolution, but rather artifice and involution. A warrior with integrity will look at this world with the desire to fight for justice, truth and freedom. He or she knows that a lot of stuff in this world needs to be destroyed, just like you need to remove the rot from a piece of fruit in order to keep the remainder, nutritious part of the fruit intact. Our inner warrior can help us to quite an addiction, execute plans and fulfill our dreams through vigorous action, assertiveness and decisiveness. Without accessing this warrior archetype in its fullness, I am afraid that this world will dissolve into oblivion, just like a drug addict that is unable to say; *'This is enough, I quit!'*. We all know those ghostlike people on the street who seem to have no souls left anymore, because they are possessed by the shadows of a drug addiction. Such people lack the decisiveness of the inner warrior to pick themselves up and get their things together. There is a lot of work to be done in order to restore ecological and social balance and we need to build better models of thinking in order to make the lesser obsolete. This is something I hope to provoke through my writing and actions since only then can I partake in making the lesser obsolete, burning my own ships, dragons

and hopefully inspire you to burn your own illusions, ignorance, addictions, vices and to learn how to live and die better!

Being in a world of distractions, it is easy to lose your mind in what it truly wants and on what you want to focus your *inner warrior* on. Our brain works like a magnet, always attracting things which it is thinking about. The amount of thoughts that pass during the day are enormous and imagine if you would be aware of all of them. I would bet most people would be in shock if they had a little trip in their own minds. Not only do we tend to suppress our inner life and ignore our trauma's turning them into ticking time bombs, we also think very negative without always being aware of it. This is unfortunate, because it is undermining our ability to pursue our dreams and happiness. The current 'sleepy' state we are living in is making you unaware of what you are thinking about and you are, therefore, subject to unconscious thought patterns. This negative spiraling is caused by a lack of mental mastery and an overdose of destructive suggestions from yourself and probably your environment. It is like an overweight person who is unaware that the extra weight is corrupting his or her knees. Having cluttered thoughts loaded with negativity is like having to carry around such a weight all day, all night without knowing the damage you are doing to yourself!

Unfortunately, most suggestions or imprints in our childhood and later years are destructive and don't serve us in the best possible way. Your parents or care-givers have hopefully done their best in equipping you with their best wisdom, practical knowledge and resources. If not, then you have to undo the damage done in later adulthood, since you cannot deal with that stuff when you are still a child. Burning your ships has to do with removing these destructive imprints just like the overweight person wants to remove the excess weight. It will create a great sense of relieve and clarity in your life. It is a process of moving into balance and acting out of essence instead of imbalance and fear.

The metaphor shows us that the answer is simple and effective. In order to experience more joy in your life you need to **'burn your ships' or 'slay the dragons'** that are preventing you to live your life to the fullest. Only through the process of losing the excess weight can you feel the relieve on your knees and enjoy the embodiment much more. By learning how to remove negative thoughts, psychological fears and destructive imprints we gain more clarity and insight in what we truly desire and are. In order to focus upon the things you want, it might be helpful to first know what you don't want. We cannot solve the issue of indoctrination with indoctrination itself. My greatest complaint against NLP is that the word **Programming** is in the method.

- How can you overwrite a program if you don't know what the purpose of the program is in the first place?
- How can you educate or train yourself if you don't know what is already within?

It will simply be another form of imprint, or suggestion which is only one part of what education means. In the archeology on language do we find two roots of the word **education in Latin (educare and educere) or training/molding and drawing out which is already within.** Both suggest different approaches towards growing up and both are valuable when used in harmony.

What I want to share with you here is the method of **deconditioning** and what I believe is most necessary in order to fulfill the meaning of *drawing out* in the word education. Without having self-knowledge you cannot make definite decisions in choosing what kind of training or molding you need more. An emphasize on educare or simply molding will only help you to serve the status quo a.k.a your parents, government, big companies and cultural dogma.

“What lies in our power to do, lies in our power what not to do” - Aristotle

'Burning your ships' and 'slaying your dragons' are metaphors that can give you a perspective on this. I will quickly tell a story to illustrate it better for those right minded individuals;

“

Imagine yourself sailing in the wind on a calm sea in the summer when there is a sudden change of currents. The currents are floating directly to a hard bed rock a few sea miles down your trajectory! You have a fear of immediate death and you wish there would be someone to help you! But the fear is flimsy and instead of victimizing yourself in useless worries and trivia, you know exactly what to do in order to get back on your enjoyable ride. You empower yourself and change

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some nuts and bolts and manage to get back on your more preferable chosen path!

“

In mythology and folk stories you often read about a hero slaying dragons to protect the people from any harm. This also goes for our hero Michael who was born in a small fisher village in the north of Europe. Troubled by the elements of nature had this village the hardest time to endure the winter when the sea was almost too frozen to sail. Especially this particular winter when the food stocks were so thin that the people worried if they could see the sun again in the spring. For some reason there were some fishermen missing and they haven't been found to reveal the cause. Our hero Michael was eager to find out and set sail to explore these mysteries. He stumbled upon an island where the sea was as hot as ashes and where no tree could be seen. He lay rested and saw upon him a six headed dragon eating everything that looked edible. If it wasn't edible he destroyed it with his flaming wrath and restlessly sought for more to eat. Maybe this was the reason why some fishermen weren't arrived safely at home and why the seas were so scarce of fish? The dragons belly was so immensely large, it seems to be as if he had eaten a city. Compulsively on a quest for food, the dragon was so distracted that he didn't even notice Michael approaching him. Using the element of surprise Michael managed to cut down all heads, leaving the dragon to explode in millions of bits... Excited to tell his adventure, Michael went home and learned a valuable lesson of how greed can destroy the finest of all, even a six headed dragon. All thought the story talks about real dragons, the imaginary often shows character flaws that lay within each one of us. The stories help us to grasp a better picture of reality and how we can navigate our lives better.

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The first story illustrates that we as humans beings have an enormous potential of creating our lives the way we want as long as we believe we can and as long as we are not troubled by useless trivia. The sailor in this story could have easily died if he was troubled by useless worries or thoughts of despair, either created by himself or from past life experiences. Instead he managed to change his trajectory into a more enjoyable and preferred way by a blink of an eye. Such a person is relieved from destructive and false imprints and is firm and confident in executing conscious thoughts and actions in order to create a better situation for himself. This is an art of life we can all practice by 'burning our ships' or removing the limitations imposed on us and accepted by us.

The second story talks more about character flaws that already lay dormant in us and are activated during our lifetime. These have nothing to do with removing imprints, but more with facing these flaws head on and trying to stabilize them so that they do not control our lives.

Our ego doesn't like change and detachment, but longs to stay within its comfortable boundaries. Being aware of how your ego works empowers you to face your fears at all times and, therefore, give yourself great ease and confidence in return. You have probably grown so attached and familiar with these imprints that they carry feelings of comfort, security and identity. The daily routine at your job from 9 till 5, the pleasant drugs at the weekly party, your morning/afternoon and midnight coffee, watching late night TV et cetera.

Questions to ask yourself in order to look behind the veil of imprint are:

“what is left behind if you leave all these familiarities behind you”?

“What kind of person are you behind the layers of persona, class structure and duty”?

“Who are you when you transcend the limitations of your parents, the status quo and other forms of authority you followed in order to survive?”

Being personally identified with your *persona* is making you blind from higher perspectives about yourself, others and reality. You are not just a substitute of your parents, a cog in a company or the community role you fulfill out of duty. There is something beyond the mask of persona that can only be known if you go within and rebel against anything that wants to impose something upon you.

An emphasize on education in the pure form of training or imprint is leading you astray from your inner truth, your inner knowing of who you truly are and what your inner resources are.

The process of burning your ships is a psychological meeting with death itself. Removing the useless imprints, despite their possible good intentions of your parents, childhood teachers, role models et cetera is a feeling of dying. In the abyss of this despair can we reunite with our true self and heal the alienation of the ego from the self. This is what I mean with burning your ships and slaying your dragons. It requires a level of detachment and courage that is necessary for you in order to find your inner strength and vision for life. Without having this form of education we remain trapped in artifice, domestication and, therefore, involution on the long term. Nobody can truly know your path and your needs, but yourself! A healthy dose of rebellion against your parents, your government and the status quo is, therefore, necessary in order to innovate, break rules and to thrive as an individual and global species.

“Always do what you are afraid to do” - Ralph Waldo Emerson

Practical methods for burning your ships and slaying your dragons

1. Self-observation or meditation

Undoing destructive imprints is easier as it may sound. The reason why most people live below their potential is because of institutions who do not know what they are doing. An knowledgeable shaman or ritual elder would look very differently to mental illnesses than western culture does. Instead of prescribing pharmaceutical drugs, they look at it as an opportunity for psychic liberation. Unfortunately, we now live in an individualistic paradigm in which such matters are not addressed properly by communal support, and we are, therefore, more often than not, left in our own hands. However strong the imprint may be, in the end, you are the governor of your life. We may not always be in the position to choose our life circumstances, but we can always choose how we want to respond to it, even if that is an internal choice. Self-observation is the art of paying attention to the inner glimpses of your mind so that you can make better discernments about what you truly want, what defines you and where you need to work on. If you simply observe and don't judge the thoughts you have, you gain clarity and awareness. This awareness or observation about oneself is transforming in and of itself and shouldn't take much effort. It will lead you to self-knowledge and self-understanding and, therefore, the ability to make more intelligent decisions in how you want to navigate your life. Sometimes an outsider can point things out you are blind for. Being sensible, in the moment and aware of what is happening around you, makes you receptive for signs that can support you in making better decisions for yourself. There is always guidance for those who are willing to listen.

Meditation is in my experience very similar to what I have said above. It is a process of removing all trivia from the mind in order to give yourself more breathing room for more essential things. It is like cleaning water. In order to have fresh, drinkable water, we need to filter out the dirt, just like we have to dump our own negativity.

2. Critical thinking

As have been said before, not all education is within and we need both meanings of the word. Sometimes there has to be some training or molding in order to gather the skills necessary to fulfill your dreams and to add on the natural talents you already have within. Critical thinking can greatly assist in finding the best education for you. Those who know more teaches the one who knows less and, therefore, it is wise to sometimes listen to simply good advice. When this occurs, you can embrace this imprint or suggestion as welcome and beneficial for your growth. By using your critical discernment you equip yourself with defense mechanisms against indoctrinators, manipulators and destructive people that want to lower you down or are unaware what kind of impact they have upon you. The information age has given us access to all kinds of sources, also those that are not constructive for our development. Critical thinking can help us in coping with this and to make better decisions in what to use and not to use.

3. Facing your fears or 'slaying' your dragons

Being comfortable with being uncomfortable is a great way to remove 'the ships you don't need anymore'. Just like the short story in which you had to remain centered and sharp enough to change the trajectory of the boat, you can face your own demons head on every time they come up. Whenever fear comes up you are given an opportunity to grow and to expand your comfort zone. Overcoming fear is a great way to shock yourself and to open up to new territories of growth you

wouldn't dare to imagine before.

This is of course easy to read about, and much harder to put into practice.

4. Solitude and independence

Contemporary society is very attached to the idea that the welfare state or someone else should take care of them. It is very easy to victimize your current miserable situation to those in power, like the government, big companies, your parents etc. etc. While it may be true that it isn't your fault, it won't help you in overcoming the problems you have. In some cultures you never even leave your family or community support behind, and, therefore, never become independent from their good care. Whatever your reasons might be to remain in such relationships is up to you, but in order to gain self-knowledge you might want to remove yourself physically or/and detach yourself mentally from your mundane world in order to open up your mind a bit more. Moving into unknown worlds and leaving your mundane situation behind for a while, is a great calling for adventure to start your journey of self-exploration. Without outside suggestions of your care-givers, who often think they know what is good for you, you are solely dependent on your own inner resources. Being self-reliant this way can be a great gift to yourself and others in all endeavors throughout the rest of your life.

“We can only love others to the extend of our self-love”

5. Rebellion

Some rules are necessary, but most are limiting in contemporary society. The complexity of Western society breeds an imprisonment for freedom of creativity to express itself. In order to remain oneself and to express ones true nature, one easily becomes a rebel. It is very easy to be a rebel in this society. There are so many rules, that you almost have to break them to follow your path of choice. To emancipate ourselves from mental slavery, we need a healthy dose of rebellion to break away from these imposed limitations.

6. Intuition

Intuition goes beyond intellect and rational thinking. It is out of the context of the tangible world and, therefore, highly unpredictable, random, subtle and creative. Most people earn their livings and live their lives through syntactic forms of creativity. They mix known elements into new unknown purposes in order to remix it and change the outcome. This is however still in the realm of the physical contextual world without accessing the higher planes of reality. To intuit something is to feel it by instinct, by gut feelings and subtle insights. You go beyond the tangible context and move into other contextual sources of information. We are not solely depended on outside training or schooling if we learn how to access our own intuitive powers. Intuition is, therefore, similar to the second meaning of education. When you follow your intuition, you draw out your potential in previously unknown ways to the world. It is your trading mark for authenticity and self hood. Intuition goes beyond the physical context and is, therefore, an unknown and feared force many are not willing to listen too.

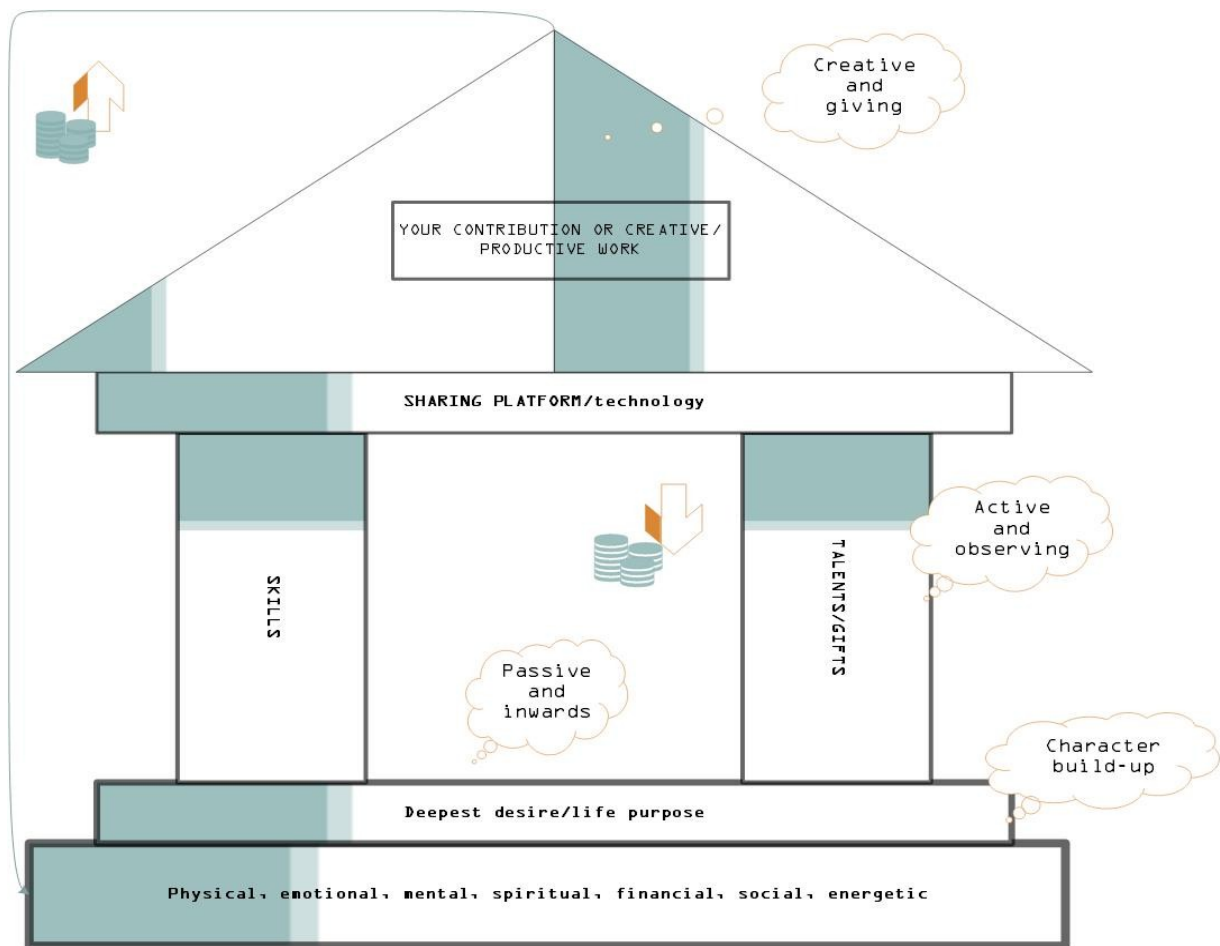
“It is not the tool itself that makes a man great, but the way in which he or she uses it”



Chapter 3: Knowing your essentials

Now that you have undone the destructive imprints and dragons that bothered you for your personal and spiritual development, however good intended they may be, we can start to look at what **excites** you the most. As a child you probably had wild dreams, visions and a vivid imagination to what you wanted to do for the day or even your whole life! Everyday was like an adventure, a new world where new things could be learned and experienced. Healing our inner child is crucial in reconstructing our essentials. Contemporary society does not dare to be childish, but instead is serious, 'responsible' and mechanic. Nowadays, it takes a lot of courage to be playful about life since pain and hard work has become the tradition. So by honoring your inner child and learning how to be playful, you automatically turn into a rebel again, turning the current paradigm into a hoax. I truly hope that by *burning your ships*, you have found this inner bliss and fire in your belly so that you can now start to shape your personal journey of creativity. Finding out what excites you is key in figuring out what your essentials are and how you want to organize your lifestyle.

Chapter 1 was created to inspire you and share some practical methods to decondition your mind from false imprints that doesn't serve you well. This form of education is worthwhile, but only to a certain extend as mentioned before. The tools you have acquired from your parents and childhood can be used to serve you a greater destiny, but only when these tools serve your destiny and not theirs. Your inner master is that voice that gives you the visions, dreams and ideas you had when you were a child. These ideas are a part of your self-hood and represent your authenticity and signature to the world. Without knowing these ideas you cannot build your *dream house* and we remain purely a substitute of our parents and the environment that conditioned us.



The dream house

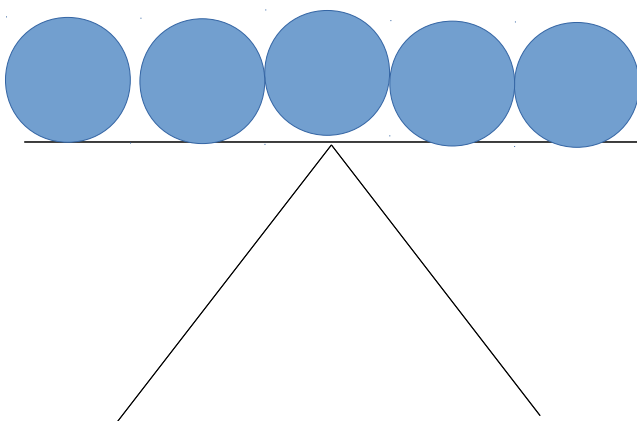
In this chapter, I want to focus upon the first layer of the house. The first layer is about **holistic well-being, strength and wholeness** as described in *my mission for you*, whereas the second will be focused upon using that well-being for a life purpose, mission or inner calling. The higher you go up in your house the more we will be focusing upon the **thriving** aspect of my mission for you. I will dedicate chapter 5 on the thriving aspect, but don't give it too much attention in this e-book since I believe that building your fundamentals is more valuable than working on the 'roof' already. Without well-being and knowing your deepest desire, life purpose or life task, it is impossible to further continue to build your house. By not having solid fundamentals, you eventually crash in a life crisis, burn-out or depression that is intended to shake you up a bit. Your body is your 'game piece' in which you play the game of life, and taking good care of it increases your experience of the game! Your life or house will literally crumble down in order to reconstruct a newer and more refined fundamental if you did not manage to take care of yourself. This knowledge is not new. The ancients described such cycles of change in their mythology and, nowadays, psychotherapy is affirming the constant cycles of 'death' and 'resurrection' we experience as human beings. Contemporary society is oftentimes holding on too a paradigm of linearity without acknowledging the cyclical and often random nature of our lives. Except for the masochist, nobody really enjoys pain, and, therefore we want to prevent such a thing to happen. In order to prevent such a radical life crisis, we need to get to know ourselves during our younger years and remain as conscious as

possible in how we navigate our lives, so that we can make more intelligent decisions to fit our needs. The only remedy to reconstruct a sleepy psyche when there is a lack of awareness is by radical means. It is similar with your alarm clock in the morning, if you don't wake up or become aware, the sound will go louder and louder until you have noticed it!

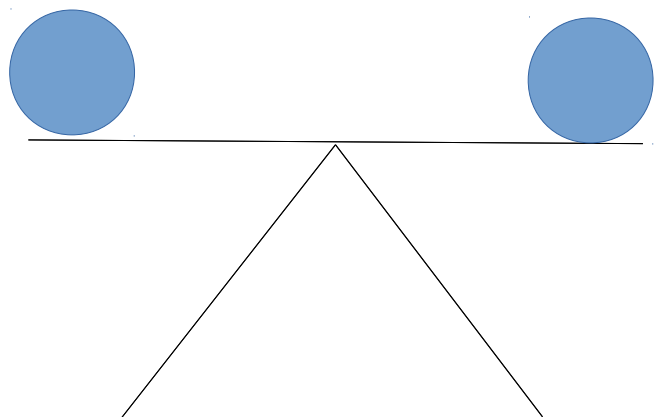
So without the second meaning of education, we fail in developing ourselves towards our natural inclinations. We will be syntactic and think like an android if we follow the wrong training or schooling for these inclinations. Unfortunately, you see many people who are very unhappy and suffer in the jobs they currently occupy. I believe this is because we lack a proper initiation in our youth that should give us the methods to draw out our inner potential and get a deep understanding of ourselves. Such rites of passages were very common in ancient civilizations. They were created in order to steward the youth and young into the proper trajectory for their individual needs. Nowadays, we experience, at best, a pseudo-initiation by joining the army, street gangs, skate groups, drug parties or whatever the thing is you are trying to get a life experience out of.

So let me break down the first two layers of the house. The first is meant to be a stabilizer to your house. Stability is different than balance since balance is easily disrupted. A stable person can handle blows easily and is resilient towards physical dis-ease, emotional discouragement, mental slavery, spiritual corruption, financial stress, social conflict and energetic vampires. The diagram below illustrates the concept better; I have borrowed this concept from the book *Journey of your soul* written by Shepherd Hoodwin. So make sure to check out his book which has great in depth knowledge about *the Michael teachings*; a framework of self-understanding and spiritual growth created to help us live and die better.

Stability



Balance



As you see, balance will be more easily disrupted than stability. A stable person, therefore, has stronger fundamentals on which he or she can rely on during times of despair and setback. So in

order to be stable, we need to be strong and healthy. It is very hard to thrive if you are constantly struggling with dis-ease, financial worries or social conflicts. I will quickly summarize some useful insights you can use in order to be stable on, what I believe, are your 7 layers of strength.

“See your life as it is with building a house, and you become the architect”

The 7 layers of strength and wholeness

Before I want to break down and classify the elements of what I believe can make you more strong and whole as a person, I want to make clear that they are all intertwined and interrelated. A physical strong person, also needed a mental and emotional level of development in order to reach that kind of physique. So keep in mind that the ideas I share contribute to the greater whole of your being, but emphasize to a lesser or greater extend to certain elements of this being.

On my blog; www.keesberg.com, I often write about holistic health and inspirational material that can help you on all these layers. Make sure to check that out if interested!

Physical:

Our physical bodies are the epitome of complexity in our known universe. Its capacities and potential is ever evolving and constantly adapting to its environment. It is digesting our food, creating babies and repairing itself without we having to think about it! Sometimes we forget how amazing our instinctual intelligence is, because it is automatically playing on the background of our awareness. By listening to the needs of the body, we enable ourselves to make intelligent decisions in our diets, movement patterns and rest intervals.

Your body is completely unique and your personal instrument to explore this world. A metaphor will illustrate this better; just like an astronaut needs to have a space suit in order to explore space, do we need to have bodies in order to experience sensibility and physicality. The human animal is only trying to survive and to prolong our stay, so that we can experience and learn the most along the way. However, our alienation has caused us to take it for granted that the body is repairing itself, without we having to do anything, but part of being intelligent is to know how to honor our animal instincts so that we can be healthy, vital and fit. The only simple things we have to do is to know how to eat, move and be healthy so that our 'game piece' in life is working at full capacity!

Mental:

Tapping into the higher faculties of the mind is key in maximizing our creative energies. Our intellect is the greatest boon of being human since it enables us to shape our environment, interact with it and get a grasp of what the heck is going on. Without the intellect we couldn't have made the tools we have today. All inventions are created by our intellect and our desire to manipulate our environment. So growing intellectually is key in creating visions, plans, tools and systems of communication in order to build our dreams and to navigate our life intelligently. It is a different form of intelligence then learning how to listen to the instincts. We clearly see that there is an emphasize on the mental faculties instead of the instinctual in the modern world. Since we don't have to move that much anymore in order to survive, there is more energy left to think, rationalize and analyze. Being too heady and intellectual can cause great dis-ease and suffering and can be a great obstacle. The intellect is, therefore, a trap when you cannot access other forms of intelligence

as well and balance them all together.

Emotional:

Emotions are **energy in motion**. Subtle and spontaneous in nature, do they oftentimes govern our life. The etymology of emotion refers to *emovere*, which means *movement* in Latin. Emotions are constantly in movement and we often don't allow this to happen and repress them until they explode right in our face or loved ones! The same is true about a lack of instinctual intelligence and knowing how to properly take care of the body as it is with our emotional intelligence. Being too intellectual can cause the person to feel dispassionate and neglect his or her emotional state. The lack of empathy and scientific bombardment is proving my point that many of us are trapped in the intellect. Emotional intelligence is just as valuable and worthwhile as is the intellectual and instinctual part of us. Without knowing how to be sensible and empathic, we miss out on a great part of life, like enjoying music, intimacy, romance, wine-drinking, poetry etc etc.

Spiritual:

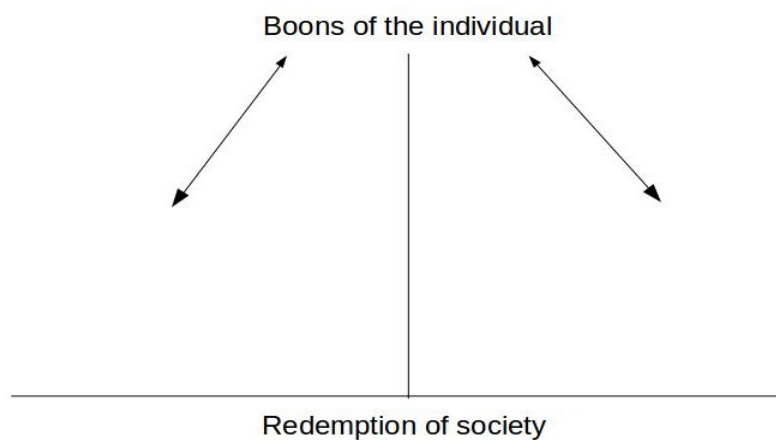
The rise of the industrial age and our focus upon the material or mundane has created a decadence in spiritual values, awareness and, therefore, the arcane. We need the mundane in order to grow spirituality, but not to the extent in which we often think. There are some basic needs we have to fulfill in order to maintain our biological continuity, but again, in lesser degrees than we often think. In order to evoke spiritual growth there has to be a focus on more essential than trivial things. By making discernments in what we NEED instead of what we WANT, we can better grasp the things we need in order to grow spirituality. Oftentimes, what we want is not contributing to our spiritual growth but merely blocking it. By 'knowing thyself' we can spend our energy more effectively and usefully in activities that make us feel more happy, fulfilled, creative, empathic, joyful and wise. Energy spent purely on the mundane, is blocking your ability to spend energy on the arcane or spiritual. Our time and energy is limited, and dwelling in the mundane makes you less able to spend energy on the arcane. I am not implying to be an ascetic or a Tibetan monk, but by simply shifting your mind upon more arcane things instead of being occupied with the mundane all the time, you do yourself a favor in terms of growing spirituality.

Social:

It depends upon what kind of culture you live, but contemporary society has become very individualistic and isolated if you ask me. In the introduction I have mentioned the prospect that there is a catharsis happening within each cement house and polluted city. This is due to the increase in technological innovation, without an increase in philosophical or spiritual awareness to use these technologies. Nowadays, it is very easy to isolate yourself from social contact or contact with nature due to alienation and, therefore, avoiding conflict and constructive critique. There is no real survival threat that creates a common enemy and, therefore, no real need for a communal or tribal setting that support you from the back and personal agenda's are, therefore, much easier pursued. Besides the great benefits it has to pursue the luxury of making individual choices, it does tend to disrupt the common good of a community or society. Everyone has their own bank account, and there is this feeling of 'every man for his own!'. There isn't anything wrong with individualism, and pursuing one's own creative endeavors, but it can become destructive when one feels isolated from the greater whole. Feelings of superiority, loneliness or isolation easily slip in when there is no communal setting playing in one's life. Without community support there is an absence of intimacy in which ritual elders can steward and initiate the young into adulthood. Without having *honest*

confrontations with your fellow man, how can you possibly grow and know how to be valuable for others? That many people live with a lack of meaning proves my point that meaninglessness can cause severe feelings of isolation and disconnection with others. In their confusion of meaning they then try to substitute the feeling of meaning and connection in fantasy games, porn, drugs and other mediums of trying to get a life experience and seeking connection. The same is true when an individual is pursuing a personal agenda that is only serving his own needs without considering those of others. An individualistic society makes it very easy to lose touch with what the greater whole of that society needs in order to thrive collectively. Therefore, I included the *social aspect* as a fundamental part for our growth and well-being. Without true community, we have to do it ourselves or ask improper institutions or family and friends who do not always know how to handle the battles of growing up either.

As you see below in the diagram I created, you can see how one's individual contribution can in potential add to the whole. The process of individuation is necessary to undo parental and sociocultural imprints, to the extent in which you are 'out of the box'. The idea then is to use your insights to redeem your society with the boons you have discovered. By doing this you are working 'in the box' by using 'out of the box' thinking processes. This can be previously unknown talents, gifts, valuable knowledge or whatever seems fit for you in order to serve others can be used in order to be individualized and contribute for the common good all at the same time. The great benefit of this form of **mutuality** is that the individual is doing the work he or she enjoys or finds meaning in, and at the same time redeems the society by creating a service or product. This philosophy on its own can heal parasitism, boredom, meaninglessness, alienation, lack of productivity and all other imbalanced phenomena we currently see in contemporary society.



Financial:

This can also be read as *resourcefulness*. I had some doubts adding this to the 7 layers of strength, but decided to go with it anyway. Not because we live in a capitalistic system, but because I believe that we are living on a planet that needs us just as much as we need her. There is a mutual relationship between you, your community and the ecological surroundings that support its longevity. Without nature we would be lost, and we are on a point in which there is a great decay in the quality of our basic needs like food, water and shelter. Your financial strength is, therefore, based around the idea how resourceful you are for yourself, your loved ones and the ecological environment that you are apart of. Without this strength you remain a parasite and a sucker to your

surroundings, solely dependent on what others and nature can give to you. This is the negative form of *extraction* which is the opposite of *innovation*. Unfortunately, the majority of the people are living like parasites and are using more than they give which is in turn disrupting our ecosystems. The line of work you do and how innovative you are is, therefore, paramount to the greater whole of your community, society and planet. **How** you earn your money is key in developing yourself on this layer of strength. We often fail to see our own role and influence in the bigger scheme of things. When you work for a company like Shell, you are contributing to the longevity of a company that is working on a dinosaur old age business model of extracting all the sun pockets of the earth. Shell is a good example of how they extract resources instead of being resourceful and innovative. Nikola Tesla already introduced options for free energy during his age and we are still acting like dinosaurs, waiting for extinction. Your financial strength is, therefore, focused upon minimizing a negative environmental impact in your own lifestyle and maximizing a positive influence by being resourceful with what you have at your disposal. As long as there will be a demand for gas, prostitution, junk-food, cheap cloths a.k.a. cheap labor, the capitalistic system will supply. Our own wallet is, therefore, our strongest vote for a better future. If we learn how to spend our money or attention in companies that are resourceful instead of extractive, we support a resourceful and abundant future.

Energetically:

Nikola Tesla coined it nicely in his quote; *“If you want to find the secrets of the universe, think in terms of energy, frequency and vibration.”* This is equally true for our well-being and, therefore our first layer of strength. Without addressing the energetic significance of our reality, we fail in building solid fundamentals for our life. Have you every been in a job you really hated? A relationship that was very draining? A living area which wasn't stimulating? The negativity that occurs is happening because you are not living up to your true desires. Some lifestyles work like black holes, draining our primary source of energy down the sink. You may call it a 'vampire' archetype you are possessed by, because essentially you are the one who is choosing the pain and suffering. It is within our control to choose lifestyles that energize us the most, and still we choose those that are draining us. If we want to think in terms of health, wholeness, well-being, happiness or joy, we need to think in terms of energy, frequency and vibration.

This paradigm shift on its own will change the current status quo the scientific community is holding on too. The human eye has always been a precious gem and deceitful nightfall. What it can perceive is only a fraction of the total whole of the universe. Within this perception we build our scientific principles, tools and instruments, and by expanding our perception, we expand our science. Science is a faithful follower of the consciousness of the people. When the new instruments will prove a reality beyond the veil of the eyes, the intellectual man will come to acknowledgement of his ignorance.

Not acknowledging a reality that is paramount for our well-being and strength, is limiting our ability to live our lives to the fullest.

To conclude the first layer of your dream house

As you see, there is a lot of work to be done in order to have solid grounds to build our dream house. It is a holistic approach for **being the best you can be**, and I know for sure there are many more areas we could classify and categorize in order to be more precise and detailed. However, my intention was only to let it be an introduction for how broad and complex we are as human beings. There is much to take into consideration when we really want to live up to our fullest potential and what I have shared here is just the tip of the iceberg.

This book is not meant to go into great detail yet. I merely want to give a broader perspective in the possibility of how we can live our lives more fulfilled, effective and efficient. The 'dream house' can serve you a good reference for pinpointing your own evolution. Since most people lack solid fundamentals, I won't go into the upper layers of the house in great detail yet. Heck, most people don't even HAVE fundamentals, and are living upon an instable house of death and decay!

The greater part of this world is lost in Maya, fear, false personality and, therefore, involution. 'Burning your ships', is, therefore, more important than thinking about starting your dream house.

- How can we grow if we are dwelling in all this Maya or illusion?
- How can we prosper if we are constantly living in fear?
- How can we be of service to others if we are not of service to ourselves?
- How can we raise a loving family, if we don't know how to love thyself?

'Burning your ships' or removing the Maya is, therefore, paramount in my message here. Nobody can do this for you, but yourself....

Chapter 4: Finding your thriving force

Being a young man myself, I can easily sympathize with the struggles there are with the education system, making a stamp in the world and 'earning' a living. I say sympathize, because we are all in this 'together', which is the Greek root of 'sym' or 'syn'. Sometimes our own inner or outer battles are so time consuming that we forget we all row the same boat going home and start to live in our own bubbles without seeing others going through difficult times. It isn't easy to get to know yourself and to find the things you truly enjoy to do instead of working a grind stone job that you barely landed with your preciously earned degree. Work is just like family, it is something universal and necessary that shows up in every culture. Without feeling productive we remain psychologically speaking on the level of an infant and remain handicapped in nurturing ourselves and our loved ones. Therefore, this chapter is all about *how to earn a living by doing what you enjoy the most*. The practical methods have been shared before in 'burning your ships', because we are again trying to 'draw out' your potential instead of indoctrinating a school of thought. Therefore, I will only share some insights and personal experiences that might help you in determining your own 'thriving force'.

I have found myself in many jobs I absolutely hated, but needed for survival, because you do what you have to do in order to earn a living, right? You either find yourself that dream job, which for most simply does not exist or you drop down by living at your parents again with a debt because you were reading books all the time or even worse and spend it all on drugs and parties trying to escape your initiations! Both scenarios aren't ideal, and I am all about realizing your ideals so that you experience a fulfilling lifestyle. I am not playing the judge here though. If you want to only

party, play video games and kick back for a while, then that's all fine and no need to feel guilty about yourself. It is just that I have noticed in myself and others, that such things are oftentimes simply substitutes for the things we really want out of life. We have become *passive observers* by seeing other people doing the things we want to do! Hee, but don't worry, every experience can be learned from and making decisions is always better than making none at all. Moving into a direction you absolutely hate can give you useful information for the things you really love. You might read this with an enormous debt hanging above your head, barely making ends meet or sitting in the bed of your parents basement with a drug addiction. Either way, instead of losing ourselves in boring jobs, escapism, drugs and racing hormones, we can look back on our experiences, take the ability to respond and make more intelligent decisions for the future.

The main problem in mainstream education is the emphasize on solely reading books and remembering facts instead of having a full body experience of the craft you want to engage in. This form of intelligence is of course useful, but mediocre when you realize there are many other forms of intelligence as well.

Real knowledge cannot be gained by only studying about it, but it can give you the information necessary to transmute it into knowledge by putting it to the test in real life situations. Therefore, information is penultimate, and practical knowledge and wisdom ultimate.

Practical knowledge and wisdom are both attained by trial and error and doing the *thing* wholeheartedly over a long period of time.



To quote Ralph Waldo Emerson here; “Do the thing, and you will get the power”. In older times you would do an apprenticeship in which you would learn a particular kind of craft over an intense period of 7 years or more. Close mentor ship and vigorous practice was the core approach to such an education instead of reading books and spewing up facts sitting in a lecture room with 30 others trying to do the same thing. There was a holistic approach towards learning that didn't only included the intellect, but also the artistic, the physical, emotional and spiritual. By having this well rounded approach we develop ourselves towards the ideal of the Renaissance man. It seems, however, that

we have shifted towards being a cog in a machine, spewing up facts and working the treadmill every day to 'escape' the rat race by building up pension plans into infinity. I don't want to offend anyone here, since there is great value in the intellect and being disciplined and all, but we are much more than just 'thinking machines' working the treadmill.

If work is not a reflection of *who we are* we remain alienated and emotionally detached, but if it is our signature of creative uniqueness and true personality, we feel highly connected, self-realised, authentic and passionate about the work we do.

Let me share with you the 3 most valuable principles I think are worthwhile sharing:

- Instead of investing huge amounts of money in a degree, why not invest in a vigorous apprenticeship where you will actually gain practical knowledge and wisdom? You can question the value of traditional education systems in an age where information and knowledge is so easily shared over the Internet. I have personally learned this the hard way unfortunately....
- Don't choose jobs for money only, but make sure that the job has learning opportunities for skills you want to acquire for your future trajectory. Working solely for money without learning new skills can be a trap hard to escape from.
- Spend a great part of your younger years removing parental and cultural imprints, so that you can make great discernment in what you want and don't want.

Let me conclude this short chapter by saying that it isn't always easy to find your *thriving force*. Some individuals stay more awake about themselves than others, and others completely lose themselves in parental and societal imprints. Looking outside for answers will probably not satisfy your questions about motivation, enjoyment, fulfillment, passion and work occupation. These questions are as personal as it gets and we are all snowflakes in these matters. Instead of relying upon authority figures, why not dive deep into your own being and explore your heart? To see what kind of gems are buried there ;)

Chapter 5: Sharing your craft

Our time and age is in my opinion truly the most exciting time in which we could have been alive. Travel has become much more easier, study is available for everyone, depending if you have access to the Internet or not, and there is a whole new digital world to explore in our social, economic and academic lives. Besides knowing and practicing your craft, it is also paramount to share it with others so that it can be recognized and used. Nothing can be recognized if it isn't shared, and even if it is shared it might not be recognized as something valuable. Therefore, you greatly increase your chances to put yourself in the spotlight and find the audience you want to serve. The new systems of communication like Youtube, Facebook, Wordpress, Drupal and all other platforms of sharing content are excellent in generating on-line communities in which people of similar interest engage with each other.

This is the great boon of the age of technology and information, and we need to use these new tools towards our greatest benefit. It can greatly increase our sense of resourcefulness if we use these tools appropriately. Like any invention, can it be used for good and ill, and this also counts for our new communication systems like the Internet. Internet is in a way a new form of escapism and a

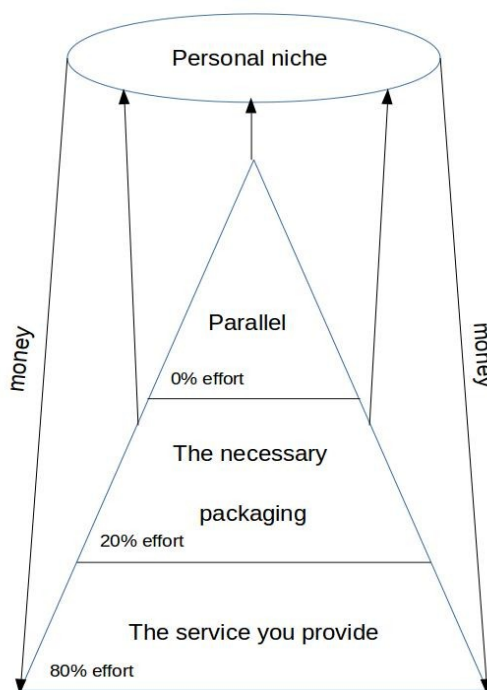
great distraction if we use it in a dysfunctional way. On the other end, can it be used to meet up with people, establish digital relationships and create digital economies in which we can better share our products and services and by doing so create new ways to support ourselves and our loved ones.

This freedom of sharing your craft can greatly benefit in how we choose our lifestyles. It is opening new ways of being alive. I am currently writing this book on a WOOFFING farm in Denmark and at the same time, enriching myself with a new culture and useful skills for my future. This would have been impossible if it wasn't for the Internet.

Now I want to share with you a marketing model I use personally in building my personal niche. I think it is a more natural, balanced and authentic way of making a stamp in the world, instead of using aggressive, illusive or manipulative forms of marketing and sales. There is more focus upon product and service development and less upon marketing and sales endeavors. Therefore, we rely on *mouse-to-mouse* advertisement, which still is the most trustworthy form of marketing despite all the fancy psychoanalytical manipulation techniques salespeople and marketers use nowadays. These so called marketing guru's use many of the psycho analytics Sigmund Freud introduced to manipulate the masses. In my opinion, this is one of the shadow sides of the *inner magician* that tries to create illusions and manipulate people in converting them to their suggestions. I happen to know this, because I have been one of those deceitful salesmen myself ;) They can make you feel ecstatic until a point that you justify your financial losses with your short lasting emotional pleasures created by their magic charm and fancy storytelling skills. Not being judgmental here, since I really love storytelling and salesmanship, but the shadow magician easily slips in with these matters.

Mouse-to-mouse marketing is trustworthy because it relies on references and suggestions from your friends and intimate ones. Your friends are probably those who know you the best and to which you listen too, and can, therefore, recommend the best product or service to fulfill your needs. This is a parallel form of sharing your craft and requires no effort on your part except for sharing whatever you have created.

Sharing what you have created asks for the *necessary packaging* in which you invest around 20% of your time and energy. As you see, most of your energy goes into good product and service development in which the product or service will hopefully sell itself through mouse-to-mouse advertisement. If this is not the case, then you might ask yourself if you are getting crushed by fierce



competition or simply created something of which there is no market for.

If this is the case, then you might want to consider moving to an economy where you know there is a need for your precious service or product, or leave it as it is and enjoy the creation process on its own. Unrecognized or unappreciated value can be very frustrating, but if the thing you do nourishes your soul then the fruits of your labor will taste even sweeter. Even if that means that the fruits will be little or none at all.....

If there is really no market for the product or service you love to create, then you can always try to create a new market. Within trying lays accomplishment and Steve Jobs is a good example of how to market a product which did not have a need in our daily lives before. With his Apple industry, he created new psychological habits most of us follow religiously currently.

“A gift is only a gift if it is shared and received”