

FREEDOM RUNS ON A SYSTEM

A PERSONAL SYSTEM FOR HEALTH, WEALTH AND HAPPINESS — ON YOUR OWN TERMS

Eagles Automations

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SECOND EDITION

Freedom Runs on a System

A Personal System for Health, Wealth and Happiness — on Your Own Terms

Build the daily practice — the system — that creates the life you want: health, wealth and happiness, on your own terms.

By Joseph Tomczyk

What is your code? Your code is the personal system you create and live by — a daily practice you choose on purpose, one that programmes your thoughts, words, actions and habits toward the life you defined, so you live in charge of your health, your wealth and your happiness.

This system is not positive thinking. Positive thinking hopes. Your code *does* — the same steps, in the same order, until the result is normal for you.

Three lines hold the whole idea. **Abundance** — because it is aimed at health, wealth and happiness, not only money.
Yours — because no one can build it or live it for you.
A decision you keep — not a wish you make once.

Second Edition, 2026 — revised and redesigned.

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This book shares one person’s experience and study. It is not medical, financial or legal advice.

For my son.

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What is in this book

Five parts. Seventeen steps. One code — yours.

Every step is taught in full, then opened up where people get stuck, then put to work — because a life changes by doing, in order.

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Every part ends with one worksheet. Do not skip them. Reading gives you an idea. The worksheet turns the idea into your system.

The five ingredients underneath everything in this book: Imagination · Energy · Value · Money · Psychology. They are the parts themselves — imagination defines the life (Part One), energy fuels it (Part Two), value and money earn it (Part Three), and psychology lets you see it right (Part Four), before you live it as your code (Part Five). Control those five, and you control your life.

BEFORE YOU START

How to use this book

Read it once, in order. The steps build on each other. Step 1 defines the life. Step 2 names what you will give for it. Everything after that is fuel, value, sight — and finally, your code.

Every step now has three parts. First the teaching, taught in full — what it is, why it works, and how it works. Then *where people get stuck*: the way that step fails when a person is out of alignment, and how to see it in yourself. Then **the work** — a real exercise, with an example filled in and room to write your own. The work is not homework. The work is where the change happens.

Then work the part worksheets. There is one at the end of every part. Each step's work feeds it, and the part worksheets feed the My Code page at the end of the book — the page where everything you wrote becomes the code you live by.

Write in this book. A clean copy helps no one. Keep it beside you. After the first read, open it wherever life is asking a question. Energy low? Part Two. Money tangled? Part Three. Mind running the wrong story? Part Four.

Finish with your first steps. The last pages turn the whole book into one simple sequence — and they are steps, not days, on purpose. Days make people feel they have to be consecutive: miss one, and it feels like you failed and have to start over. Steps let you take your time. Do them in order, at your own pace — just do not skip one. Do those steps, and you will already be living your code — small, real, and yours.

One idea at a time. One step at a time. That is deliberate — it is how a system is built, and it is how a life changes.

INTRODUCTION

I refused the script

I grew up watching good, hard-working people follow the plan they were handed — and pay for it with their lives.

My parents worked hard. I watched them come home exhausted, unhappy, unhealthy, and not wealthy for all that work. School, then a job, then married, then kids — the conventional script, lived on someone else's terms. They did everything they were told was right, and the script still took more than it gave back.

As a young man, I made myself an oath. I would do what I love. I would work for myself. I would control my time. I would become independently wealthy. I would be free of restraints — free to live life on my own terms.

That oath sent me looking. I studied health, wealth and happiness wherever I could find honest answers: jobs that taught me lessons, books, courses and seminars. I tried things, kept what worked, and let go of what did not.

What I found was simpler than I expected. The people who live the life they want are not luckier than everyone else. They run a different system. They decided what the life was. They decided what they would give for it. Then they repeated the actions that worked until those actions became who they are.

Here is the word for what changed in me: I got **aligned**. You are aligned when what you believe deep down — the spiritual part of you — what you think (mental), and what you feel (emotional) all point the same way. When they do not, you can want to move — grow the business, take the action — and something in you will not let you. That stuck feeling is not laziness. It is misalignment. The physical things — health, business, money — are what an aligned person then goes and builds. This book is that alignment work, and your personal system is what keeps it.

That is this book.

INTRODUCTION

Why this book exists

I should tell you plainly why this book exists. **I was a stuck, confused kid.** I could feel the script being lived around me was wrong — but feeling that, and knowing what to do instead, are two different things. Nobody handed me a map. I had to build one: slowly, from jobs, from books and courses, from mistakes, and from the steps you are about to read.

I built it for myself first. But I am putting it in writing for a second reason: **my son**. I need to give my son the understanding I have — not conclusions handed down like rules, but the understanding itself, in his own head, working for him on his worst days and not only his best ones. After him, it is for anyone else's son or daughter. And for anyone, at any age, who feels lost the way I felt lost.

Because out in this world there is no shortage of voices. Propaganda. Noise. Everybody selling you a version of your own life, designed to confuse you — to keep you doubting, drifting, and consuming. Confused people are easy to lead. Clear people are not.

So the value of this book is not motivation, and it is not hype. **It is clarity.** A structure to stand inside. An understanding of how your own mind, your money and your energy actually work. And a system to live by — yours, written by you — so the noise out there does not get to write your life for you.

If you were the stuck, confused kid, this is the guidance system I needed and did not have. Take it. Build yours. Live clear.

INTRODUCTION

What this produced

Most people have a routine already. They just did not choose it. Wake up worried. Check the phone. React to everyone else's priorities. Spend the day busy and the evening drained. Repeat. That routine produces a life, too — just not the one they wanted. Your code is the opposite: a daily practice you choose on purpose.

I will not sell you a dream here. This is what the system actually produced in my life, in two separate chapters.

Chapter one — the job. At the animal hospital I made $11 an hour, and I got an eight-cent raise. That was one of the reasons I left. A job had capped my pay, no matter how hard I worked.

Chapter two — my own work. I needed something dynamic, on my own time, that I loved. A friend said, "I'm going to massage school — you'd like it, come." I went. I loved it, and I built my living on it. Financially, I did fine. But my body was the cap: a maximum of eight clients a day, and a physical burn no effort could outwork.

A job capped my pay. Self-employment capped my body. A system answers both — and that search is the rest of my story: I performed as a fire entertainer, I wrote this book, I worked for myself controlling my time and income, I travelled across the United States, and today I own Eagles Automations, a business built on systems.

— Joseph Tomczyk

INTRODUCTION

What it looks like today

That search did not end at massage. It kept going — through performing, through writing this book, through building a business of my own — and it produced a way of living I am not willing to trade.

Today, all of my money is made virtually — from anywhere in the world, at any time of the day. I run my business extremely lean, efficient and effective. The system behind it saves me time, energy, money and sanity, every single week — because the business runs on the system, not on me being everywhere at once. And that is what the words in my oath — *independently wealthy* — turned out to mean in the life I actually built: not a number in an account, but freedom I can use every day — my time my own, my energy spent on purpose, my money made from anywhere, and my life lived where I choose, on my own terms.

I am telling you that plainly, and only that, because this book does not sell dreams. What I have is not luck and it is not a secret. It is the result of the seventeen steps in your hands, done in order, lived on purpose: define the life, decide the exchange, fuel it, earn honestly, see clearly, and live by a code you wrote yourself.

Your version will not look like mine. It should not. The life in Step 1 is yours to define. But the mechanism is the same one that carried me from an eight-cent raise to a life on my own terms — and a mechanism can be learned, built, and lived by anyone willing to do the work in these pages.

PART ONE

DEFINE IT

Imagination comes first. Before energy, money or strategy, you have to be able to say — plainly and without shrinking it — what the life actually is.

Steps 1–2 · Imagination

Define your perfect life

No limitations. Not your current income. Not your current health. Not what anyone expects of you. If there were no limits, what would your life look like?

Write it in the present tense, as if it is already true. Vague wishes produce vague results. A clear picture gives your mind something real to work toward. This is not decoration. Everything in the seventeen steps that follow takes its orders from this page. If the picture is vague, every later step works hard in a vague direction — and a vague direction is how a person stays busy for years and arrives nowhere they chose.

Here is why the present tense matters. Your mind works toward what it believes is already its job. A wish stated as someday gives the mind permission to wait. The same life stated as your life — *I travel. I am healthy. My work pays me well and leaves me free* — becomes a standard your daily decisions start answering to. You are not lying to yourself. You are giving yourself the target before you ask yourself to move.

My list, written years ago — when I first did this, in the first-edition era — looked like this:

- Leave a legacy and inspire others
- Travel the world
- Earn passive income
- Be self-made and affluent
- Help others become millionaires
- Build million-dollar businesses
- Strong, real relationships
- Heal and serve people
- Love my life
- Live fearless
- Be healthy
- A beautiful home, with a luxury spa
- Write a book

Define your perfect life

Read that list again and notice what it is not. It is not a budget. It is not a five-year plan. It is not what a young man in my position was supposed to want. It is simply the truth, written before I had any idea how any of it would happen. **How is not this step's job.** How belongs to the steps that follow. This step has one job: honesty about what you actually want.

Cover the areas that matter: family and friends, fun, fitness, finances, faith, health, wealth, love and happiness. Most people define one area — usually money — and leave the rest to chance, then wonder why the money, when it comes, does not feel like the life they wanted. A life is all of these areas at once. Define all of them.

Do not edit yourself while you write. The voice that says *be realistic* is not wisdom at this stage — it is the old script, the one you watched other people live, editing your future down to its size. The time to be practical is later. This step is only about telling the truth about what you want — out of order, into order, exactly as it comes.

One more thing, and it matters: write it down. A definition that lives only in your head changes with your mood. On paper it stays put — on the tired days, the doubtful days, the days the old script argues back. Paper is the first piece of your system: something outside your feelings that holds the standard when your feelings won't.

STEP 1 · WHERE PEOPLE GET STUCK

The list you are afraid to write

Most people do not fail this step by writing the wrong list. They fail it by writing a smaller one — the list they believe they are allowed to want. Watch for the signs. You write what sounds responsible instead of what is true. You keep glancing at your current income while you write, letting it edit every line. You finish the list and feel nothing — no pull, no fear, no energy — because a safe list asks nothing of you.

That is misalignment, and you can locate it precisely. **Spiritually**, deep down, you know the bigger truth — it is the one that keeps surfacing in quiet moments. **Mentally**, you argue it down with practicality. **Emotionally**, you feel flat, because the heart does not invest in a life it does not actually want. Three parts of you, three different directions. Nothing moves.

The fix is not motivation. The fix is honesty, in writing, with the editor turned off. Write the list the spiritual part of you already knows. Let it scare you a little. A defined life that costs you nothing to look at will change nothing when you live it.

THE STEP IN ONE LINE

Define the life first — plainly, in the present tense, with no limitations.

STEP 1 · THE WORK

Write the life

Do not summarise your life. Write it area by area, in the present tense, as if it is already true. If a line feels too big, that is the line to keep.

MY LIFE — FAMILY, FRIENDS, LOVE AND FAITH

Example: I am surrounded by strong, real relationships. The people I love get my best, not my leftovers.

MY LIFE — HEALTH, FITNESS AND FUN

Example: I am healthy and strong. I travel the world and love my life.

MY LIFE — FINANCES, WEALTH AND WORK

Example: I earn well from work I chose, on my own time. I am self-made and affluent.

Decide what you will give in return

Nothing you defined in Step 1 arrives for free. Every life is an exchange. The honest question is not *how do I get it?* It is *what will I give for it?* Decide that now, on purpose.

This step exists because wanting is not a plan. The world does not pay for wishes; it trades. It trades value for value — your knowledge for someone's money, your help for someone's loyalty, your attention for someone's trust. Once you see life as an exchange, you stop waiting to be chosen, rescued, or lucky. You start asking a question you can actually answer: *what do I hold that is worth trading?*

What I committed to give in return for my list was:

- Knowledge
- Energy
- Time
- Love
- Advice
- Help
- Fun
- Creativity
- Entertainment
- Praise
- Inspiration
- Attention
- Money
- Empowerment
- Respect

Decide what you will give in return

Notice what is on that list. Most of it costs you nothing you cannot renew — and all of it is valuable to someone else. Knowledge shared is not knowledge lost. Praise given does not empty you. Attention, respect, encouragement: these multiply when they are given well. You already hold more to give than you think. Most people walk past their own wealth here because they only count money as something to give.

Be specific and be willing. *I will help people* is a sentiment. *I will give my knowledge of how a business runs, two evenings a week, to owners who need it* is an exchange — it has a what, a who, and a when. A half-hearted exchange gets a half-hearted life, not because the universe is cruel, but because vague trades produce vague returns.

And decide it **in advance**. The person who decides what they will give before the opportunity appears can act the moment it does. The person who decides in the moment negotiates with their fear instead — and usually trades nothing, then calls the missed chance bad luck. Part Three will show you how giving it well is also how you earn. Step 1 is the destination. Step 2 is the price — paid gladly, in advance, with what you already have.

STEP 2 · WHERE PEOPLE GET STUCK

Wanting without trading

The stuck version of this step sounds like this: *I know what I want. I just need my break.* Underneath it sits a quiet belief that the life should arrive first and the giving can start later, when it is easier, when there is more to spare. There is a word for that arrangement: someday. And someday is where defined lives go to be stored, not lived.

Check the alignment. **Mentally**, you understand exchange — you would teach it to your own child. **Emotionally**, giving now feels like loss, because what you have feels scarce. **Spiritually**, you know you were made to contribute something real. Until the emotional part stops treating giving as losing, the other two cannot move you. Here is the truth that realigns it: the things on your Step 2 list grow by being given. Knowledge deepens when taught. Energy rises when spent on purpose. You are not spending down a fixed account. You are priming a pump.

Start embarrassingly small if you must. One act of giving from your list, this week, on purpose. The exchange has to become real before it can become large.

THE STEP IN ONE LINE

Every life is an exchange — decide now what you will gladly give for yours.

STEP 2 · THE WORK

Name your exchange

List what you will give in return for the life on your Step 1 page — then make the three biggest items specific: what, to whom, and how often.

WHAT I WILL GIVE IN RETURN

Example: Knowledge, energy and time — given on purpose, every week.

MY THREE BIGGEST TRADES — WHAT, TO WHOM, HOW OFTEN

Example: What: what I know about running a business. To whom: owners who are overwhelmed. How often: every week, without being asked twice.

WORKSHEET · PART ONE

The two lists, together

Do not write these lists again — you already wrote them, in Step 1 and Step 2. Bring them together here, in short form, and look at them side by side. That is what this page is for.

MY LIFE, IN ONE SHORT LINE FOR EACH AREA — COPIED FROM MY STEP 1 PAGE

Example: Travel the world — in health, on my own terms.

WHAT I WILL GIVE FOR IT, IN ONE SHORT LINE EACH — COPIED FROM MY STEP 2 PAGE

Example: Knowledge, energy and time — given on purpose, every week.

THE GAP I SEE BETWEEN THE TWO LISTS — AND THE PART OF IT I WILL CLOSE FIRST

Example: The life says travel; the exchange is still only an idea. First close: offer the trade once, this week.

Keep this page. It is the contract the rest of the book fulfils — the life on one side, the exchange on the other, and the first gap already named.

PART TWO

FUEL IT

A defined life needs energy behind it — spoken out loud, started now, protected from waste, and turned into a proven process you can repeat.

Steps 3–8 · Energy

Speak it into existence

Saying your life out loud makes you accountable for it. A thought you keep private is easy to abandon. A word you have spoken — to yourself, and to people you respect — asks to be kept.

Here is the mechanism, plainly. You hear your own voice more than any other voice in your life, and your mind treats what it hears repeatedly as instruction. Silent hopes arrive with no weight; spoken words arrive as commitments. When you say your Step 1 list out loud, in the present tense, every day, you are doing two things at once: rehearsing the identity the list describes, and making it harder — socially and privately — to quietly quit on it. Quitting a thought costs nothing. Quitting a spoken word costs your word. That is exactly the point.

I learned the weight of a spoken word from my oath. As a young man I did not merely think about refusing the script — I made myself an oath: I would do what I love, work for myself, control my time, become independently wealthy, live free of restraints. An oath is spoken on purpose. It followed me into every job, every course, every decision after it — because I had said it, and a said thing demands to be answered for.

Speak it into existence

Speak your Step 1 list daily, in the present tense, until your words and your actions match. Say it the way you wrote it: as if it is already true. Not as a performance, and not as a wish — as a report on the life you are building, delivered to the one person whose belief runs the whole project: you.

This is not performance. You do not need an audience of thousands. You need your own ears, every day, and a few people whose respect makes the words carry weight. Choose those people carefully. Tell the ones who will hold you to it, not the ones who will talk you out of it to keep you comfortable and familiar.

Expect the words to feel false at first. That feeling is not a verdict — it is the distance between the life you defined and the life you are currently living, made audible. You do not close that distance by speaking more quietly. You close it by speaking daily and acting daily, until the actions catch the words. When words and actions match, the discomfort ends — because there is nothing left to argue about.

STEP 3 · WHERE PEOPLE GET STUCK

The silent list

The stuck version of this step is a list that has never been said out loud. It sits in a notebook, or worse, only in the head, where it can be renegotiated hourly. The person says: *I don't want to sound arrogant. I don't want people to think I've changed. What if I say it and fail?* Notice what those fears protect: not the dream — the option to abandon it quietly, without witnesses, without cost.

That is the misalignment. **Spiritually**, you know the life is yours to build. **Mentally**, you have even written it down. **Emotionally**, you are protecting yourself from embarrassment — and embarrassment avoided today becomes regret compounded for years. The emotional part is steering, and it is steering you into silence.

Speak it small before you speak it big. Say it to yourself, out loud, every morning for a week. Then say it to one person whose respect you value. You will feel the weight arrive — and with the weight, the energy this part of the book is named for.

THE STEP IN ONE LINE

Speak your defined life out loud, daily, in the present tense — until your actions match your words.

STEP 3 · THE WORK

Put your voice on it

Write the exact words you will say each morning — your Step 1 list compressed into spoken lines, present tense, first person. Then name the people who will hear it.

THE WORDS I WILL SAY OUT LOUD EVERY MORNING

Example: I travel the world. I am healthy and strong. I do work I chose, on my own time, and it pays me well.

THE PEOPLE WHO WILL HEAR ME SAY IT — AND HOLD ME TO IT

The time is NOW

There is no later that is different from now. There is only a line of nows, and what you do in this one decides the next.

Understand the three versions of you, because this step is really about them. **Past Me** did what he did and got you here; you can learn from him, but you cannot live in him — no amount of re-litigating yesterday changes a single fact of it. **Future Me** is real but powerless: he cannot act, he can only receive — he lives entirely on what he is handed. **Now Me** is the only one of the three who can move. Every gift Future Me ever gets is sent by Now Me, today, or it is never sent at all.

That is why *later* is the most expensive word in this book. Later feels free. It is not. Later is Now Me declining to send anything, while telling Future Me a story about why. String enough laters together and they become a routine — and remember what that routine is in this book: the system that produces your life. Procrastination is the dream killer not because one delay is fatal, but because delay becomes the routine.

STEP 4 · FUEL IT

The time is NOW

Start giving now. Start living now. Whatever Step 2 says you will give — give the first piece of it today. One call. One page. One rep. The size of the action matters far less than its date. A small action today does three things a large plan for Monday never does: it proves to your own mind that the list is real, it gives Step 8 something to record and repeat, and it breaks the delay routine at its weakest point — the first move.

People wait for the right moment because they believe the moment supplies the energy. It works the other way around. Action supplies the energy; the moment is just where you happen to be standing when you finally move. The people who live the life they defined are not the ones who found better moments. They are the ones who stopped auditioning moments and started using the one in front of them.

So this step has a clock on it, and the clock is today. Not this week. Not when the schedule clears. Today, before you sleep, one piece of the life gets acted on — small, real, and done. Then tomorrow’s Now Me inherits momentum instead of another apology.

STEP 4 · WHERE PEOPLE GET STUCK

Waiting to feel ready

The stuck version says: *I'm not procrastinating — I'm preparing. I'll start when I know more, when things calm down, when I feel ready.* Preparation is real, and this book teaches it. But preparation with no start date is delay wearing a respectable coat. The test is simple: does your preparation end in a first action on a named day? If not, it is not preparation. It is procrastination, being polite.

Locate it. **Mentally**, you know now is the only time that acts. **Emotionally**, starting feels dangerous — a started thing can fail, while an unstarted thing stays perfect forever. **Spiritually**, you feel the quiet shame of another day handed to the old script. The emotional part is protecting a perfect, imaginary attempt from a real, imperfect one. Meanwhile Future Me keeps receiving nothing.

The realignment is mechanical, not emotional: shrink the first action until it is too small to fear, and do it today. Feelings follow action far more reliably than action follows feelings.

THE STEP IN ONE LINE

Start now — the only time that can change anything is this one.

STEP 4 · THE WORK

One move, today

Name the first piece of your Step 2 exchange you will give today, and the smallest action on your Step 1 list you will take before you sleep. Small and now beats large and someday.

WHAT NOW ME SENDS TO FUTURE ME TODAY

Example: One page written. One call made. One rep done — before I sleep tonight.

THE “LATER” I AM RETIRING — AND ITS START DATE INSTEAD

Manage your energy

Your energy is the fuel for everything in Step 1. Spend it only on what supports that life. No sidetracks. No negativity spiral that eats a day and builds nothing. Guard your attention the way you would guard money — because attention is where money, health and happiness all start.

Think of energy as the one account every other account draws from. Money can be replaced; we will say it plainly later in this book. Time cannot. And energy is what makes time usable — an exhausted hour produces nothing, however long it is. Two people get the same twenty-four hours; the one who guards the fuel inside those hours builds a different life with them. Energy management is not rest and comfort. It is aim: the discipline of spending a finite resource only where your defined life says it counts.

Learn your leaks. For most people they are not dramatic. They are the argument replayed all afternoon, the feed scrolled in every spare minute, the obligation accepted out of guilt, the worry rehearsed about a thing no action today can change. None of these feel like decisions. All of them are — each one is fuel poured on the ground, daily, by routine.

Manage your energy

When your energy drops, do not negotiate with the spiral. Rest on purpose, move your body, return to the list, and take the next small action. Notice the order. Rest is a tool with a job — to restore the fuel — not a hiding place. Movement is in the protocol because the body is not separate from the system: a stuck body makes a stuck mind, and ten minutes of motion has ended more spirals than ten hours of thinking about them.

Saying no is part of this step, and for many people it is the hardest part. Every yes to something off the list is a no to something on it — that arithmetic does not care how kind your intentions were. You do not owe everyone your fuel. You owe your defined life your fuel first; what remains, given freely and on purpose, is generosity. What is taken by guilt and drift is theft you agreed to.

Protect the fuel, and the journey protects itself. Not because life gets easier, but because the person travelling it arrives at each day with something left to spend on purpose.

STEP 5 · WHERE PEOPLE GET STUCK

Busy, drained, and off-list

The stuck version of this step is the busiest person you know — maybe it is you. The calendar is full, the days are long, the exhaustion is real — and almost none of it is on the Step 1 list. Busyness feels like progress because it is tiring, and tiredness feels like evidence. It is evidence only of spending. It says nothing about aim.

See the misalignment clearly. **Spiritually**, you know what your life is for. **Mentally**, you could recite the list. **Emotionally**, you spend the day reacting — to other people's urgency, other people's priorities, the loudest problem rather than the truest one. A person can be perfectly sincere and completely misaligned, and the signature is always the same: the day ends, the fuel is gone, and the defined life received none of it.

The correction is an audit, not an effort increase. For three days, write down where the energy actually went. Then hold the record next to Step 1. The gap between those two pages is your leak — and unlike most problems, this one can be fixed by subtraction.

THE STEP IN ONE LINE

Guard your energy like money — spend it only on the life you defined.

STEP 5 · THE WORK

Audit the fuel

For the next three days, track where your energy actually goes. Then name your biggest leak and the one clear no that closes it.

WHERE MY ENERGY ACTUALLY WENT THESE THREE DAYS

Example: Meetings that decided nothing. An hour of scrolling before bed. Saying yes to a favour I resented.

MY BIGGEST LEAK — AND THE ONE CLEAR NO THAT CLOSES IT

Leverage what you give

Leverage is a fair trade, made on purpose: what you give from Step 2, exchanged for what you want from Step 1. Step 2 decided what you hold. This step puts it to work.

Trade knowledge for money — teach what you know to people who need it, and the teaching is worth paying for because it saves them the years it cost you. Share knowledge for connection — help freely, and real friendships and opportunities follow, because people remember who gave before asking. Give attention, praise and respect — and you build the relationships every other goal on your list quietly depends on. None of this is manipulation. It is the oldest economy there is: value given, value returned, both sides better off.

Why call it leverage? Because a trade multiplies what you hold. An hour of your knowledge, kept, serves one person: you. The same hour, taught, serves everyone who learns it — and returns to you in money, trust, and doors you could not have opened alone. Leverage is how a person with ordinary resources produces results that look, from the outside, like extraordinary ones.

Leverage what you give

You are not waiting for resources. You are trading the ones you already hold. That sentence is the whole step, so test it against your own Step 2 list. For each thing on it, ask three questions. Who needs this? What is it worth to them — not in flattery, but in time saved, pain avoided, or progress made? And what would I gladly accept in return that moves my Step 1 list forward? A trade you cannot describe in those terms is not ready. A trade you can describe is ready this week.

Make the first trade small and real. Offer the knowledge. Make the introduction. Give the attention where it is deserved and watch what it builds. Small trades teach you the market for what you hold far better than large plans do — and Part Three will take this same principle and build your income on it: value, honestly met, systemised, and put into more hands.

One warning, from the hard side of experience: give from strength, not from desperation. A trade made to be liked will be priced at nothing, including by the person who receives it. Give what is genuinely valuable, to people who genuinely need it, and let the return be honest too.

STEP 6 · WHERE PEOPLE GET STUCK

Rich in value, making no trades

The stuck version of this step is a person sitting on real value — knowledge, experience, hard-won skill — who has never once offered it as a trade. The reasons sound humble: *Who am I to charge for this? Everyone probably already knows it. I'll offer it when it's perfect.* Underneath the humility is a misalignment you can name. **Mentally**, they know the value is real — people already come to them for it, free. **Emotionally**, pricing it or proposing it feels like exposure. **Spiritually**, they know holding it back serves no one — not the people who need it, and not the life in Step 1 waiting to be funded.

Here is the reframe that realigns it: refusing to trade does not protect your value. It wastes it, and it denies the other person the thing they needed. The owner drowning in his own business does not benefit from your silence about the system that would save him. Make the offer plainly, price it honestly, and let people decide. That is respect — for them, and for what you hold.

THE STEP IN ONE LINE

You already hold tradeable value — exchange what you can give for the life you defined.

STEP 6 · THE WORK

Design your first trade

Take the strongest item on your Step 2 list and design one real trade around it: who needs it, what it is worth to them, and what you will accept in return.

WHAT I CAN GIVE — AND WHO NEEDS IT MOST

Example: What: fixing phones and computers — the thing everyone already asks me for, free. Who: people at school and at work who need it done this week.

WHAT IT IS WORTH TO THEM — AND WHAT I WILL ACCEPT IN RETURN

THE FIRST TRADE I WILL MAKE THIS WEEK

Take full responsibility

Master the skills and habits your life requires — or find people who have them and learn from them. Either way, the responsibility is yours. Confidence does not come before competence. **Confidence comes from competence.**

Every skill your defined life requires sits somewhere on this map — including the ones you have not started:

LEVEL	WHERE YOU ARE
1. Unconsciously Incompetent	You do not know, and you do not know you do not know. Blind spots run the show.
2. Consciously Incompetent	You can see the gap. Uncomfortable — and honest. Progress starts here.
3. Consciously Competent	You can do it when you focus. Effortful, repeatable, growing.
4. Unconsciously Competent	You do it well without thinking. The skill is part of who you are.

These four levels of competence were first described by Noel Burch in the 1970s.

Read the map honestly and it stops being an insult and becomes directions. Level 1 is the dangerous one — not because the skill is missing, but because the gap is invisible, so nothing is done about it. Level 2 feels the worst and is actually the breakthrough: the moment you can see the gap, you can aim at it. Most people quit at Level 2 because seeing the gap hurts. The ones who build the life treat that hurt as the starting gun.

Take full responsibility

I have lived every level of this table. I walked into massage school a beginner — a friend had said *you'd like it, come* — and at the start I was exactly what Level 1 and Level 2 describe: unskilled, then honestly aware of it. I did not wait to feel confident before I practised. I practised, badly and then better, until the work was in my hands — and I built my living on it. The confidence people saw later was not a personality trait. It was Level 3 and Level 4, earned in order, the only order there is.

That is why responsibility sits underneath the whole map. Nobody climbs these levels for you, and nobody else's climb counts. Master the skill yourself, or find the people who have it and learn from them directly — both are honourable. What is not available is the third option most people choose: waiting for the gap to close itself while blaming the circumstances for its size.

The 5 Keys to Success belong on this page, compressed to their working form: Preparation · Work · The Golden Rule · Confidence · Lead — prepare, do the work, treat people the way you want to be treated, let competence build your confidence, then lead, starting with yourself. And **happiness**, in one line: your life conditions matching what you believe they should be — so change the conditions, change the belief, or change both. All three levers are in your hands. That is not a burden. That is the best news in this book: the levers are in *your* hands.

STEP 7 · WHERE PEOPLE GET STUCK

Blame is a level, too — below Level 1

The stuck version of this step has a story for every gap. The economy. The family. The boss. The timing. Some of the story may even be true — circumstances are real, and this book will say so again in Step 17. But watch what the story does: it moves the lever out of your hands. A person cannot climb a level they have assigned to someone else's control.

The misalignment is precise. **Spiritually**, you know your life is your responsibility — it is why the old script shamed you in the first place. **Mentally**, you can even recite the levels. **Emotionally**, owning the gap feels like admitting fault — so the mind protects you with blame, and charges you your future for the service. Responsibility is not fault. Fault is about the past. Responsibility is about the next rep. Take it, and Level 2 — uncomfortable, honest Level 2 — becomes available today.

THE STEP IN ONE LINE

Own the gap, build the skill — confidence follows competence.

Map your levels

Name the three skills your Step 1 life requires most. Place each one honestly on the levels table, and write the next rep that moves it one level up.

THE SKILLS MY LIFE REQUIRES — AND MY HONEST LEVEL IN EACH

Example: Massage, when I started: Level 1 walking in — Level 2 as soon as I could see the gap, and that was the start.

THE NEXT REP FOR MY WEAKEST SKILL — SMALL, SCHEDULED, REAL

Create your system

This is the heart of the whole book. The first time you succeed at something, do not just celebrate it. Write down the exact steps you took. That proven process is your system for that result — a practice you can repeat any time you want the result again.

Understand what a system actually is, because the word gets abused. A system is not motivation, and it is not a plan. A plan says what should happen. A system is what *did* happen, captured in order, small enough to repeat on an ordinary day. Motivation starts things on good days. A system finishes them on all the others. That is why this book is built on systems and not on inspiration: inspiration is weather. A system is climate.

The method has three moves, and they never change. **Succeed once** — by effort, by luck, by accident, it does not matter how the first success arrives. **Capture the steps** — immediately, exactly, while the doing is still fresh: what you did, in what order, in what amounts. **Repeat the steps** — and the result stops being an event and becomes a capability. Skip the capture and you will spend your life re-achieving the same wins from scratch, wondering why progress feels like a treadmill.

Create your system

Three proofs, all small, all mine — because this step is proven by small things done exactly, not by legends.

100 push-ups: 10 every 10 minutes. Small steps, on a clock, until it is done. The goal sounded like strength. The system was arithmetic and a timer — and arithmetic does not care how you feel at minute forty.

5 new friends: meet 1 new person an hour, with real attention, until the room has given you five. The goal sounded like charisma. The system was a rate and a standard: one an hour, attention fully given.

This book: I first saw myself as an author. I played the role before I felt like one — and I visited the document every day until it was finished. No heroic days required. Just no missing days. The goal sounded like talent. The system was a daily visit.

See the pattern? None of these is talent. Each one is a process: broken small, repeated on schedule, finished. Your life works the same way. A goal tells you where to go. Your system is how you get there — again and again.

Winning without recording

The stuck version of this step succeeds regularly — and stays stuck anyway. They close the deal, fix the problem, have the good week — and keep none of it. Ask them how they did it and you will hear *I don't know, it just worked.* What just worked will just stop working, on a schedule they do not control, and every success has to be re-invented at full price. That is not bad luck. That is an unrecorded system, and it is the most common misalignment in this whole part of the book.

Name it in the three parts. **Mentally**, they believe success is a talent some people have. **Emotionally**, writing the steps feels like paperwork — beneath the excitement of the win. **Spiritually**, they sense the win was meant to become something permanent, a foundation — and they watch it evaporate instead. The fix takes ten minutes: after the next win, before anything else, write what you did in order. Ten minutes is the entire price of converting luck into a system. People refuse it daily and pay years instead.

THE STEP IN ONE LINE

Succeed once, write down exactly how, and repeat it — that written process is your system.

STEP 8 · THE WORK

Capture one system

Pick one result you have already achieved once — any size. Write the exact steps, in order, the way you would hand them to a friend. Then schedule its next run.

THE RESULT I ACHIEVED

Example: 100 push-ups.

THE EXACT STEPS I TOOK, IN ORDER

Example: 100 push-ups = 10 every 10 minutes, until it is done.

WHEN I RUN THIS SYSTEM NEXT — DAY AND TIME

WORKSHEET · PART TWO

My fuel system

Do not capture a system again — Step 8 already did that. This page assembles all of Part Two into the one system that fuels the life: pull one line from each step's work, and put them together here.

MY WORDS EACH MORNING — FROM STEP 3

MY FIRST MOVE, TODAY — FROM STEP 4

THE LEAK I AM CLOSING — FROM STEP 5

MY FIRST TRADE — FROM STEP 6

THE NEXT REP ON MY WEAKEST SKILL — FROM STEP 7

THE SYSTEM I CAPTURED, AND WHEN IT RUNS NEXT — FROM STEP 8

Example: 100 push-ups = 10 every 10 minutes, until it is done — next run: tomorrow, 7 a.m.

That is your fuel system — words, first move, leak closed, trade, next rep, and the captured system, on one page. Run it daily, and Part Two stops being pages you read and becomes how the life gets its energy.

PART THREE

EARN IT

Value is not a mystery. Meet a real human need, systemize how you meet it, and control the money it creates — or the money will control you.

Steps 9–10 · Value and Money

Value is human needs

People value what meets a need. A want that becomes a need becomes valuable — and providing real solutions to real needs is how happiness and income are both honestly created. This is the foundation of every honest dollar: not persuasion, not pressure — a need, met well.

Psychologist Abraham Maslow mapped the needs every human shares, from the ground up:

LEVEL	THE NEED
1. Physiological	Food, water, rest, health — the body itself.
2. Safety	Security, shelter, stability, freedom from fear.
3. Love and Belonging	Family, friendship, connection, being part of something.
4. Esteem	Respect, competence, recognition, self-respect.
5. Self-Actualization	Becoming who you are capable of becoming.

Read the map as a market, because that is what it is. Every person you will ever serve is standing on one of these levels, reaching for the next. The owner who cannot leave his business is not short of effort — he is short of safety and time. The family buying peace of mind is buying Level 2. The student buying a skill is buying Level 4 and reaching for Level 5. When you can name the level, you can name the value — and you stop guessing what people will pay for.

Value is human needs

Now read your Step 2 list against these five levels. Which needs can what you give honestly meet? That is where your value lives — not in what you enjoy giving, and not in what you wish people needed, but at the crossing point: what you hold, aimed at a need that is real. Part Two taught you to trade what you give. This step teaches you to aim it.

And remember the warning I learned the hard way, in Kerwin Rae's words: *whatever you need in life will control you.* It cuts both ways. Serve from desperation — needing the sale, needing the approval — and the need runs the negotiation, the price, and eventually you. Meet needs from strength: your own house in order, your own value clear, your own walk-away intact. Strength is not arrogance. It is what lets you serve honestly instead of hungrily.

Money earned is in exact ratio to three things: the need for what you do, your ability to do it, and how hard you are to replace. Grow any one of the three and your income can grow. That formula comes from Earl Nightingale — I have used it ever since I first heard it. Notice what it leaves out: hours. Income follows need, ability, and rarity. Build those, and you are building income at its roots instead of begging at its leaves.

Price is part of that perception, and I price on purpose. What you earn is tied to what other people perceive as valuable — and price is one of the signals that shapes that perception before anyone ever touches what you made. A higher price can make people read the same thing as better. A cheap price can make it look cheap. Price is not just a number. It is a signal.

Do not confuse that with manipulation. Perception is simply how people read signals — price has always been one of them — and pricing honestly is telling the truth about what a thing is worth. Manipulation is when the signal lies: charging for value you do not deliver, faking scarcity, dressing up something empty. That is manipulation, and it is out — the opposite of everything in this book.

So price the real value, and price it on the higher side. That gives you room to give a discount when you choose to — a tool you use on purpose, never an apology and never the starting point. But the signal raises the expectation, and you must meet it. A high price on something that does not deliver is selling a dream. Price can open the door. Only real value keeps it open — so price the value, then deliver more than the price promised.

STEP 9 · WHERE PEOPLE GET STUCK

Selling what nobody needs

The stuck version of this step works hard and earns little, and cannot understand why. Look closer and the pattern is exact: they are offering what they have, described the way they like it, to people whose need they never checked. The effort is real. The aim is missing. Effort without aim is the most expensive misalignment in business, because it consumes the fuel from Part Two while producing evidence that ‘working hard doesn’t work.’

The three parts tell the story. **Mentally**, they believe value lives in the product. **Emotionally**, they are attached to what they built — checking the market’s need feels like asking whether their baby is wanted. **Spiritually**, they know service is the point — and service begins with the other person’s need, not with our offering. Realign it with one question, asked before the next offer you make: *what need, on which level, does this actually meet — and for whom?* If the answer is vague, the income will be too.

THE STEP IN ONE LINE

Value is a real human need, honestly met — find yours and meet it well.

STEP 9 · THE WORK

Aim your value

Take the strongest item from your Step 6 trade. Name the exact need it meets, the level it sits on, and the person who has that need today.

WHAT I OFFER — AND THE NEED IT MEETS, BY LEVEL

Example: Calm, patient maths help for a classmate who is falling behind — Esteem: real competence, and the respect that comes with it.

WHO HAS THAT NEED TODAY — NAMES, NOT CATEGORIES

WHICH OF THE THREE LEVERS I WILL GROW FIRST — NEED, ABILITY, OR RARITY

Control money — or be controlled by it

Selling is sharing. Sharing what you have, with people who need it, for money. There is nothing to be ashamed of in that exchange when the value is real.

Business, at its core, is nothing more than owning a system that works for you and brings a desired outcome to the people it serves.

WORD	WHAT IT REALLY MEANS
Cost	What it takes to create or deliver the thing.
Price	What is charged for it.
Value	What it is worth to the person who needs it. Value — not cost — is what people gladly pay for.

Asset: something that brings future benefit. **Liability:** something that brings future cost. **Wealth:** assets that exceed liabilities — a plentiful supply of something desirable, starting with your time.

> Most people believe their income is capped — by the job, by the salary, by the hours they can work. That cap is a belief about how income works. It is not a law. When you use your energy to fulfil what others perceive as valuable, **systemize it**, and amplify getting it into the hands of others, you stop selling your hours — you have the ability to make unlimited income, because a system can deliver that value while you are not there. Break the belief, and the ceiling goes with it.

Money responds to structure, order and appreciation. We can replace money. We cannot replace time. The next three pages give money that structure.

The Wealth Saving System

Every dollar gets a job. Before money is spent, it is assigned — so saving, learning and living are decisions made once, not battles fought daily.

This split is adapted from T. Harv Eker's JARS money-management system, from his book *Secrets of the Millionaire Mind* — I learned it there, and I still use it.

SHARE	JOB	WHY
55%	**Necessities**	The life you already live: home, food, bills.
10%	**Education**	The skills that raise every other number.
10%	**Play**	Enjoyment, on purpose and without guilt.
10%	**Long-term saving & spending**	Big goals, funded slowly and surely.
10%	**Financial freedom**	Money that will one day work for you.
5%	**Giving**	Generosity, built into the system.

Start where you are. If the percentages do not fit today, move one percent at a time toward them. A rough system you follow beats a perfect one you admire.

Two maps worth knowing

Two teachers mapped the road from skill to wealth. I learned from both. Here they are, credited and clean — use them to locate yourself honestly.

DAN LOK'S WEALTH TRIANGLE

STAGE	WHAT IT BUILDS
1. High-income skills	Cash earned from what you can do.
2. A scalable business	Cash flow that is not limited to your hours.
3. High-return investments	Net worth that grows while you live your life.

ROBERT KIYOSAKI'S CASHFLOW QUADRANTS

QUADRANT	YOUR POSITION
Employee	You have a job.
Self-Employed	You own a job.
Business Owner	You own a system that works for you.
Investor	Money works for you.

Neither map is a verdict. Both are mirrors. The question they ask is the same one this book asks: which side of the system are you on — and what is your next move?

The Million-Dollar Formula

A million dollars sounds like magic until you do the arithmetic. It is just math: people, times price. There are many roads to the same number — pick the one that fits the value you can honestly deliver.

HELP THIS MANY PEOPLE	AT THIS PRICE	THE RESULT
1,000,000 people	$1	$1,000,000
100,000 people	$10	$1,000,000
10,000 people	$100	$1,000,000
1,000 people	$1,000	$1,000,000
100 people	$10,000	$1,000,000
1,000 people, monthly	$100 / month	$100,000 every month

Read it both ways. A small price needs many people. A high price needs deep value for a few. And read the last row twice: the same thousand people, paying every month, pass a million inside a year — without finding one new person. Either way, the work is the same: meet a real need, systemize how you meet it, and get it into more hands.

The five most valuable things you own are not in your bank account: **time, thoughts, beliefs, knowledge and actions.** Spend them like they are valuable — because they are.

The system as I run it

You have the maps. Now here is the practice — how this money system actually runs in my own life, because a system you only admire changes nothing. I learned the Wealth Saving System from T. Harv Eker's JARS, and I still use it. That sentence matters more than the percentages: the split in this step is not a poster in my office. It is how money is handled when it arrives — assigned before it is spent, by rule, not by mood.

That is the real teaching of this page: **the assignment happens first.** Most people run their money in reverse — spend on what shouts loudest, then save what survives, which is usually nothing, and call the result 'not earning enough.' Run it in the system's order and the same income behaves completely differently: necessities have a boundary, education is funded before it is needed, play is enjoyed without guilt because it was planned, and the freedom account grows in silence, month after month, whether the month felt successful or not. The system decides once. Feelings don't get a vote every payday.

On the business side, the practice is the sentence this whole book stands on: *business is nothing more than owning a system that works for you and brings a desired outcome to the people it serves.* At Eagles Automations that is literal — we build systems that run a business's work, so the owner stops being the system. The principle underneath is the one from Step 10's first page: use your energy to fulfil what others perceive as valuable, systemize it, and amplify getting it into the hands of others. Fulfil. Systemize. Amplify. In that order, every time. Skip systemize and you have a job with extra steps. Skip amplify and a good system serves a handful of people and stops.

Run lean. That is the last piece of the practice, and it is a money rule as much as a business one: every cost must earn its place, every tool must pay for itself in time or money saved, and nothing is bought to look successful. Lean is not cheap. Lean is honest — it is the discipline of a man who once counted an eight-cent raise and decided his money would be governed by a system from then on, not by whoever happened to be holding it.

STEP 10 · WHERE PEOPLE GET STUCK

Knowing the split, living the scramble

The stuck version of this step can recite the percentages perfectly — and runs their money exactly as before. The knowledge is filed, not installed. Payday arrives, the loudest bill wins, the month ends with the familiar sentence: *I'll start the system when there's more coming in.* There is the misalignment in one line: they believe the system is for people with money, when the system is how people get money to behave in the first place.

Check the three parts. **Mentally**: understood, agreed, admired. **Emotionally**: assigning money feels like restriction — every jar a small loss of freedom. **Spiritually**: they know their money is meant to serve the life in Step 1, and they watch it serve impulse instead. The reframe that realigns it is the book's own definition: a jar is not a restriction, it is an assignment — a job given in advance, by you, on purpose. Start where you are. If the full split does not fit today, move one percent at a time toward it.

THE STEP IN ONE LINE

Control money with a system, or money — and everyone who holds yours — will control you.

STEP 10 · THE WORK

Install the split

Do not admire the system. Install it: decide your starting percentages today — the targets, adjusted honestly to where you are — and set the date the first assignment happens.

MY STARTING SPLIT — NECESSITIES / EDUCATION / PLAY / LONG-TERM / FREEDOM / GIVING

Example: Start where you are: if necessities take 70% today, write 70 — and name the one percent you will move first.

THE FIRST ASSIGNMENT — DATE, AMOUNT, AND HOW IT WILL HAPPEN

ONE COST THAT DOES NOT EARN ITS PLACE — AND WHAT HAPPENS TO IT

WORKSHEET · PART THREE

What I own that others need

SKILLS, KNOWLEDGE AND EXPERIENCE I ALREADY HAVE

Example: Knowledge of how a business runs.

THE HUMAN NEED EACH ONE MEETS (STEP 9)

Example: An owner who is overwhelmed needs order, time and peace of mind.

HOW I COULD SYSTEMIZE IT — SO IT WORKS WITHOUT TRADING ALL MY TIME

NOW RUN THE WEALTH SAVING SYSTEM ON YOUR OWN MONEY (STEP 10)

Every dollar gets a job. Write your percentage today next to each target — honestly, as it is now. Start where you are, and move one percent at a time toward the target.

Necessities — target 55% · mine today: _____%
Education — target 10% · mine today: _____%
Play — target 10% · mine today: _____%
Long-term saving & spending — target 10% · mine today: _____%
Financial freedom — target 10% · mine today: _____%
Giving — target 5% · mine today: _____%

MY BIGGEST GAP — AND THE ONE MOVE I WILL MAKE TO CLOSE IT

PART FOUR

SEE IT RIGHT

You do not see the world as it is. You see it as you are. Change how you see, and the same world offers you a different life.

Steps 11–16 · Psychology and Perception

Pay attention to what is hidden in plain sight

Your mind is easily tricked — by habit, by hurry, by looking for the wrong thing. Opportunities sit in plain sight in every life, missed only because the eye was not trained on them. It is a simple truth: what you are not looking for, you will walk straight past.

This is not carelessness. It is machinery, and it has a name you will meet properly in Step 13: your mind runs a filter. Every day delivers far more information than you could ever process — faces, words, chances, warnings — and the filter decides, in advance, what gets your attention and what gets discarded as background. The filter takes its orders from what you have told it matters. Tell it nothing, and it defaults to threats, habits, and whatever is loudest. Tell it clearly, and the same world starts handing you the things you named.

That is why two people can walk through the same week and live in different worlds. One was looking for problems and found them, faithfully. The other was looking for the next step and found that, just as faithfully. The week did not change. The orders did.

Pay attention to what is hidden in plain sight

Train the eye. Each morning, name what you are looking to see today — one opportunity, one person, one next step. Keep it singular. A filter given ten targets holds none of them; a filter given one target holds it all day, quietly, in the background, while you do everything else. This is the cheapest system in the entire book: ten seconds in the morning, working for you until you sleep.

Stay focused on what you are looking to see, and you will start seeing it. Do not be surprised when it feels like the opportunities suddenly appeared. They were there. What appeared is your attention, aimed at last. Step 13 will show you the same machinery from the belief side — the blind spots that hide what you have decided cannot be there. This step is its positive twin: decide what *can* be there, name it daily, and walk through your life with your eyes actually open.

STEP 11 · WHERE PEOPLE GET STUCK

Looking for proof you are stuck

The stuck version of this step is running the filter too — everyone is. They are just running it on the wrong orders. Ask them what they noticed this week and you will hear a flawless report: every slight, every closed door, every reason the plan cannot work. Their filter is not broken. It is obedient. It was told — by years of habit, disappointment, and other people's opinions — to look for evidence that nothing changes, and it returns with that evidence daily, on schedule.

That is misalignment doing surveillance. **Mentally**, they say they want a new life. **Emotionally**, they are braced for the old one, and bracing means watching for it. **Spiritually**, they know the life in Step 1 is the real assignment — but the eyes report to the emotions, not to the assignment. The fix is embarrassingly mechanical, which is why it works: one named target, every morning, before the phone, before the news, before the day's first complaint. Give the filter new orders and give it thirty days. Judge it by what you start noticing.

THE STEP IN ONE LINE

What you look for, you find — aim your attention on purpose, every morning.

STEP 11 · THE WORK

Give the filter its orders

Write tomorrow’s target now: one opportunity, one person, one next step. Then, for the next seven mornings, write the target before the day begins.

TOMORROW I AM LOOKING TO SEE

Example: One person at work who needs the skill I named in Step 6 — and the one honest question that starts the conversation.

WHAT I NOTICED TODAY THAT I WOULD HAVE MISSED LAST MONTH

Everything is perception

Vision is biological: your eyes detect light. **Perception** is psychological: your brain decides what that light means. Two people can look at the same life and perceive two different worlds — one full of closed doors, one full of openings.

Who you think you are, plus who you say you are, plus who you prove to be, equals who you are perceived as — by others, and by yourself.

Unpack it, because each term is a lever. **Who you think you are** is the picture you hold in private. **Who you say you are** is that picture put into words, out loud. **Who you prove to be** is the same picture acted out, where people can see it. When the three agree, perception has nowhere else to go.

I lived this before I could name it. I saw myself as a fire entertainer. I had never been one — but I practiced, and I pretended to be a professional until the picture in my mind was the clearest thing about me. At the gym I met a woman entertainer who saw the same thing in me. She asked me to entertain with her. And I became one. Her name is Rachie. She is now my wife.

That is not a trick. That is the cycle, working:

> **The Self-Image Cycle:** Self-talk builds self-image. Self-image controls real performance. Real performance reinforces self-talk.

Underneath it all is a foundation: what we *think* supports what we *say*, which drives what we *do*, which becomes how we are *perceived* — and how we are perceived loops back and shapes what we think. Change the foundation, and everything above it changes.

The self-image at the heart of this step was named by Dr Maxwell Maltz in *Psycho-Cybernetics*.

Everything is perception

Go back to the fire story on the page before this one, because it is the proof of everything this step teaches. Nothing about my circumstances announced a fire entertainer. There was no opening, no invitation, no qualification — there was a picture in my mind, held clearly, practised toward, until a woman at a gym could see it too and act on it. Perception did not bend reality by magic. It did something more useful: it decided what I practised, what I noticed, and what other people perceived in me — and reality followed the behaviour, as it always does.

Know the influencers, because they are steering you whether you supervise them or not. Your **motivation** sharpens some things and dulls others. Your **emotional state** colours everything it touches — the same words read as insult or joke depending on the day you bring to them. **Context** frames what a thing means. **Past experience** votes on every new event, usually for the familiar. And **culture** — the script you were handed — quietly supplies the defaults. You cannot switch these off. You can only know they are running, and correct for them the way a pilot corrects for wind.

The old illusion makes it unforgettable: one drawing, two animals — a duck looking one way, a rabbit looking the other. The lines never change. The perceiver decides. Your life is that drawing, every day. The question this step asks is not whether you will perceive. It is whether you will perceive *on purpose*.

STEP 12 · WHERE PEOPLE GET STUCK

Defending the first impression

The stuck version of this step treats their first perception as the fact itself. *I know what I saw. I know what he meant. I know how this ends.* From that moment, the cycle from the teaching page runs in defence mode: self-talk protects the verdict, performance follows it, and the results — filtered by the same perception — arrive as proof the verdict was right all along. A person can spend years inside a perception that was formed in one bad minute, at nineteen, by someone who did not know them.

The misalignment: **spiritually**, you know you are more than the story. **Mentally**, you have confused a perception with a fact — and facts, in your mind, cannot be renegotiated. **Emotionally**, changing the perception feels like admitting you were fooled, so the ego votes to keep the story and lose the years. The crack in the wall is one sentence, and it is the whole step: *this is how I am perceiving it — what else could it be?* Ask it about the opportunity you dismissed, the person you wrote off, and above all, the person in the mirror.

THE STEP IN ONE LINE

See yourself as the person first — in thought, word and proof — and perception does the rest.

STEP 12 · THE WORK

Run the cycle on purpose

Use the Self-Image Cycle deliberately. Write the self-image your Step 1 life requires, the self-talk that builds it, and the first proof — one act that makes it visible.

WHO I SEE MYSELF AS — THE PERSON MY STEP 1 LIFE REQUIRES

Example: A man who owns a system that works for him — calm, prepared, and free with his time.

THE SELF-TALK THAT BUILDS THAT IMAGE — SAID DAILY

MY FIRST PROOF — ONE ACT THIS WEEK THAT MAKES IT VISIBLE

Understand yourself

A belief is an acceptance that something is true — trust, faith, confidence in someone or something.

We perform according to our beliefs, and the mind works hard to prove its beliefs true. Show your mind a belief about hard work, and it will find the work. Show it a belief about limits, and it will find the limits.

Fixate on how things are “supposed to be,” and you build blind spots — scotomas — that hide how things could be. The past taught you what to expect. It did not earn the right to decide what is possible.

So audit your beliefs the way you would audit money. Where did this one come from? Is it true, or only familiar? Does it serve the life in Step 1 — or the script you refused?

What we focus on expands. Choose your focus like your life depends on it, because it does.

Understand yourself

Add the machinery underneath the audit. Your mind's filter — psychologists call it the reticular activating system — works like a gatekeeper: it passes what it judges to be a threat or a value, and drops the rest. That is why Step 11 works: a named target is registered as a value, and the gate starts passing it. It is also why scotomas form: a belief that fixes on how things are 'supposed to be' tells the gate that anything contradicting it is not a value — and your own opportunity gets dropped at the gate, by your own staff, following your own old orders.

And know the fears that write beliefs in the dark. Napoleon Hill named six basic fears: poverty, old age, criticism, loss of loved ones, ill health, and death. I learned them from his work, and they have never stopped being useful. You do not need to conquer all six. You need to recognise their handwriting. When a belief of yours is examined and its only real argument is one of these fears, you have learned something priceless: the belief is not knowledge. It is a guard dog, barking at your own future.

Finally, train like it matters, because it does. I sum the essential mental skills up as five: goal setting, visualisation, energy management, effective thinking — thinking on purpose, examined before it is obeyed — and mental toughness. Notice that this book has been training them in order — goals in Part One, energy in Part Two, thinking here in Part Four. You are not reading about a system. You are inside one.

STEP 13 · WHERE PEOPLE GET STUCK

Familiar is not the same as true

The stuck version of this step has never audited a single belief, because their beliefs do not feel like beliefs. They feel like facts, like personality, like ‘just how I am.’ *I’m not a money person. People like me don’t get ahead. I always mess it up eventually.* Each one was installed by repetition — a parent’s worry, a teacher’s verdict, one bad year stretched into a life sentence — and each one is now defended by the mind’s hardest worker: the need to be right. The mind will find evidence for a belief it holds, true or not. It is doing that for you right now, with yours.

See the misalignment plainly. **Spiritually**, you refused the script — you know your life is yours. **Mentally**, you are still running the script’s beliefs, unexamined, at full power. **Emotionally**, auditing them feels disloyal — to family, to your younger self, to the story that explains why things are as they are. Loyalty to a belief that is costing you your life is not loyalty. It is a scotoma with good manners. The audit on the teaching page takes twenty minutes. Where did this one come from? Is it true, or only familiar? Does it serve Step 1, or the script? Answer in writing. Beliefs that survive the audit get stronger. The ones that don’t were never yours to keep.

THE STEP IN ONE LINE

You act out your beliefs, true or not — so know which ones are running you.

STEP 13 · THE WORK

Audit one belief

Take the belief that costs you the most and put it through the audit, in writing: where it came from, whether it is true or only familiar, and which fear — if any — is doing its arguing.

THE BELIEF — IN ITS OWN WORDS

Example: “People like me do not get ahead.”

WHERE IT CAME FROM — AND WHETHER IT IS TRUE OR ONLY FAMILIAR

THE FEAR UNDERNEATH IT — POVERTY, OLD AGE, CRITICISM, LOSS, ILL HEALTH, OR NONE

Control your thinking, control your life

Have control over your own thinking, and you control your life — because thinking is where every result in this book begins.

We think in three dimensions at once: **words** (language), **picture** (image or idea) and **emotion** (how we feel). Together they make your self-talk — the conversation running in your mind all day, faster than anyone can speak to you.

Those thoughts do not disappear. They gather, and they become beliefs. And once you hold a belief, you act like it — whether it is true or not.

Here is the model I work by — treat it as the operating model of this book:

Imagination × Vividness = Reality

Imagine it clearly, make it vivid with feeling, and your mind treats it as real — then acts accordingly. The subconscious does not argue. It accepts what you tell it. So tell it well.

Control your thinking, control your life

Slow down on the three dimensions, because this is where self-talk is actually manufactured. Every thought you think arrives in **words**, carrying a **picture**, charged with an **emotion** — and the three are welded together. Change any one and the other two move. This is why the formula on the previous page is practical and not mystical: imagination supplies the picture, vividness is the emotion turned up until the picture registers as real, and the mind — which cannot file a vividly felt picture as ‘pretend’ — begins organising behaviour around it. You have done this accidentally your whole life, mostly with worries: a feared outcome, imagined clearly, felt vividly, rehearsed until the body treats it as scheduled. The step is simply to run the same machinery on purpose, aimed at Step 1.

Count the volume and the stakes become obvious. Your mind runs thousands upon thousands of thoughts a day — a conversation that never stops, in your own voice, mostly unexamined. That conversation is the factory floor of your beliefs. Nobody ships a defective product for years and blames the customers; yet people run defective self-talk for decades and blame their circumstances. Guard the conversation the way Step 5 taught you to guard energy — it is the same discipline, one level deeper: attention aimed at the input, not just the output.

STEP 14 · WHERE PEOPLE GET STUCK

Rehearsing the disaster

The stuck version of this step is not a negative person. They are a disciplined one — disciplined in the wrong direction. They rehearse the failure before the meeting, the rejection before the call, the worst case before the day begins, each time with full picture and full feeling. Then life, filtered and steered by that rehearsal, delivers something close to it, and they say the sentence that seals the system: *See? I knew it.* They did know it. They had been practising it for weeks.

Name the misalignment. **Mentally**, they can recite this step. **Emotionally**, the rehearsal feels like protection — if I imagine the worst, it cannot ambush me. **Spiritually**, they know they are spending the imagination — the first ingredient of this entire book — on the exact life they refused. Worry is not protection. Worry is the formula, imagination times vividness, run against yourself with professional consistency. The correction is not to think happy thoughts. It is to catch one rehearsal a day, mid-scene, and re-run it with the ending your Step 1 list specifies — same picture machinery, same vividness, opposite destination. One a day is enough to start. The factory changes products one shift at a time.

THE STEP IN ONE LINE

Your self-talk becomes your beliefs, and your beliefs become your life — guard the conversation.

STEP 14 · THE WORK

Rewrite one rehearsal

Catch the disaster you rehearse most. Write it as you usually run it — then rewrite the same scene with the ending your Step 1 life specifies, in words, picture and feeling.

THE REHEARSAL I RUN — AS I USUALLY RUN IT

Example: The call goes badly. He says no. I knew this would not work for me.

THE SAME SCENE, REWRITTEN — THE ENDING MY STEP 1 LIFE SPECIFIES

Become conscious of the mind’s workings

Every decision you make moves through four moves:

Perceive → Associate → Evaluate → Decide

Your **conscious mind** decides. It is awake, aware, and the only part of the machinery you steer directly.

Your **subconscious** stores: information, habits, attitudes and self-image — your emotional history. Most of what it holds sits outside your awareness, quietly voting on every decision.

And inside the subconscious sits a **creative** part — the creative subconscious. It is not a third mind: it is the goal-seeking part of the subconscious itself. It maintains your sanity, solves conflicts, creates energy, and seeks the goals you set — it is teleological, built to move toward a target. Give it a clear target, and it works while you sleep.

Know the machinery, and you stop being run by it. The next step uses the conscious mind — the part you steer — to rewrite what the rest of it holds.

The blind spots in Step 13 — scotomas — and this four-move chain come from Lou Tice, founder of The Pacific Institute. I learned them there.

Become conscious of the mind’s workings

Work the chain slowly, on a real decision, and it stops being a diagram. **Perceive:** something reaches you — an offer, a criticism, a chance. Before you have thought anything, **associate** fires: the subconscious searches its stored history for matches — *this is like the time it went wrong* — and hands you a feeling dressed as a fact. **Evaluate** is the only move that is truly yours: the conscious mind weighing the thing itself, against your Step 1 life, instead of against your history. Then **decide** — and notice that by the time most people ‘decide,’ the first three moves have already voted without them.

The practical power of this step is a pause inserted between associate and evaluate. You cannot stop association — it is automatic, and it carries your whole emotional history with it. You can refuse to let it skip the evaluation. Ask, in the pause: *what did I just associate this with? Is that this, or is that my past wearing this thing’s clothes?* That one question is the conscious mind taking the wheel it was built for.

And tend the creative subconscious like the asset it is. It works on the targets you set — clearly set, it solves while you sleep; vaguely set, it wanders; set by fear and default, it will faithfully build the very outcomes you were trying to avoid, because a target is a target and it does not grade them. This is why Part One came first. The machinery in this part of the book is powerful and completely obedient. It obeys the last clear instruction it received. Make sure the instruction is yours.

STEP 15 · WHERE PEOPLE GET STUCK

Decisions your history makes for you

The stuck version of this step believes they are a rational decider who occasionally gets emotional. The truth runs the other way: they are an associating machine that occasionally evaluates. Watch them meet a new opportunity and you can set your watch by it — perception, instant association with an old failure, a feeling of dread or dismissal arriving as if it were analysis, and a ‘decision’ that was really a memory, voting again.

The misalignment is subtle, which is why it survives. **Mentally**, they pride themselves on judgement. **Emotionally**, the subconscious is running the meeting and the conscious mind is taking the minutes. **Spiritually**, they know a life run by old associations cannot reach a new destination — the machinery is aimed by the past at a future that is supposed to be different. The pause is the whole correction: perceive, notice the association, evaluate on purpose, then decide. Four moves, with the third one finally done by the person instead of the archive.

THE STEP IN ONE LINE

Perceive, associate, evaluate, decide — know the machinery and you stop being run by it.

STEP 15 · THE WORK

Trace one decision

Take a recent decision you regret, or one you are facing now, and walk it through the four moves in writing. Mark exactly where association did the evaluating.

THE DECISION

Example: I said no to the opportunity before I had even looked at the numbers.

WHAT I PERCEIVED — THEN WHAT I ASSOCIATED IT WITH

THE EVALUATION I WILL DO ON PURPOSE THIS TIME

Recreate your beliefs

Use the conscious mind to correct the unconscious mind.

An affirmation practice, repeated daily, overrides the negativity and doubt you adopted from other people's encounters and opinions — none of which is fact unless you accept it as fact. Judgments other people pass on you do not become part of you until you agree with them.

You are the creator and destroyer of your thoughts, and therefore of your realities. What you focus on will expand. Choose wisely.

Mine, from the first edition, unchanged:

I am happy. I am healthy.
I am wealthy. I am loved.

Now write yours on the My Code page at the end of this book — in the present tense, in your own words.

The first edition closed this part with the 12 Universal Laws. They are kept in full in the Appendix at the back of this book — a map to study over time.

Recreate your beliefs

Understand why affirmations work when they work — and why they fail when they are done the way most people do them. A belief got installed by repetition plus feeling, over time, usually without your permission. It will not be removed by an argument. It is replaced the same way it was built: repetition plus feeling, over time, this time with your permission and your aim. That is the entire logic of the practice on the previous page. An affirmation is not a wish spoken hopefully. It is a belief under construction, visited daily, the same way the book you are holding was written: no heroic days, just no missing days.

Three rules make the construction hold. **Present tense** — the subconscious files ‘I will be’ in a future that never arrives; ‘I am’ is filed as current fact and acted on now. **Your own words** — borrowed affirmations slide off; the ones phrased the way you actually speak get past your own defences. **Paired with proof** — Step 12’s cycle: act the belief in one small way each day, so performance starts reinforcing the new self-talk instead of arguing with it. Words alone are a claim. Words plus daily proof are a rebuild.

Expect resistance, and read it correctly. The old belief will argue — that argument is not evidence the new one is false; it is evidence the old one feels the threat. Beliefs defend themselves. That is what they are for. Your job is not to win the argument in a day. Your job is to out-repeat it.

STEP 16 · WHERE PEOPLE GET STUCK

Affirmations said like apologies

The stuck version of this step tried affirmations once — for four days, under their breath, with a smirk of embarrassment — and concluded ‘that stuff doesn’t work.’ What actually happened is more precise: the new belief was given four whispered repetitions, and the old belief was given the other twenty-three hours and fifty-five minutes of the day, at full volume, in the voice of every habit they own. The contest was never close, and the verdict they drew — about the method — was really a verdict about the dosage.

See the three parts. **Spiritually**, they know the chosen belief is the truer one — it is the one their Step 1 life requires. **Mentally**, they understand the mechanism perfectly; they could teach this step. **Emotionally**, saying ‘I am wealthy’ while the bills sit unpaid feels like lying, and the embarrassment wins. The resolution is in the teaching: do not affirm the destination as if it were the address. Affirm the identity and the direction in words you can say with a straight spine — and then go produce one piece of proof a day. The belief does not need your full confidence to start. It needs your repetition and your evidence. Confidence, as Step 7 taught, comes from competence — and this is a competence like any other.

THE STEP IN ONE LINE

Deliberately replace the beliefs you inherited with the beliefs your defined life requires.

STEP 16 · THE WORK

Build the replacement

Take the belief you audited in Step 13's work. Write its replacement in the present tense, in your own words — then write the daily proof that will keep it honest.

MY REPLACEMENT BELIEF — PRESENT TENSE, MY OWN WORDS

Example: I am capable, I prepare, and I act when the opportunity appears.

THE DAILY PROOF — ONE SMALL ACT THAT MAKES IT TRUE TODAY

WHEN AND WHERE I WILL SAY IT — EVERY DAY, OUT LOUD

WORKSHEET · PART FOUR

My belief map

Do not audit again — Step 13 did the audit and Step 16 built the replacement. This page maps that work in one place, a line or two each, so you can see the whole change at a glance.

THE BELIEF I AUDITED — FROM STEP 13, IN ONE LINE

Example: "People like me do not get ahead" — inherited, familiar, and costing me every opportunity I hesitate on.

THE FEAR UNDERNEATH IT — NAMED HONESTLY

Example: Criticism — one of Hill's six. The belief was a guard dog, not knowledge.

THE BELIEF I CHOSE TO REPLACE IT — FROM STEP 16, IN ONE LINE

Example: I am capable, I prepare, and I act when the opportunity appears.

MY PROOF, SCHEDULED — ONE ACTION THIS WEEK THAT GIVES THE NEW BELIEF EVIDENCE

Example: Offer the trade once, on Thursday — proof the new belief can point to.

PART FIVE

LIVE IT

One step left — the one that makes all the others real.

Step 17 · Your Code

Take charge

Create your system and live by your code.

Perception shapes everything that comes next. Your circumstances are real — illness, loss and hard seasons happen, and none of them is your fault or a verdict on you. What is yours is the response: the story you tell yourself about them, and the next step you take from inside them. Think clearly about your life, and think clearly about money — both reward the person who does.

> Control your imagination, control your energy, control your psychology, control your value, control your money — **control your life.**

See the light in yourself. View and live life from your highest vision, belief and perception of yourself. It is only a matter of time until you live up to your own potential.

So no hiding behind the hard parts — and no blaming yourself for them either. Get out there and do it your way. What you believe about a thing decides whether you attempt it: believe it is possible and you will look for the way; believe it is impossible and you stop before you start.

That is what staying aligned looks like in real life: what you believe, what you think, and what you feel pointing the same way — while you go and build the physical things from there.

The next page is where it becomes yours: your affirmations, your daily practice, your code. Write it, sign it, and live it.

Take charge

Here is what taking charge actually looks like on an ordinary Tuesday, because a code that only exists on inspiring days is not a code — it is a mood. It looks like the morning routine done when you do not feel like it, because the routine does not consult feelings. It looks like the energy audit honoured in a calendar full of other people's urgency. It looks like money assigned by the system on a month when impulse had better arguments. It looks like a belief caught, audited, and answered — out loud, in your own words — before it gets to drive the day. Nothing dramatic. Everything different. A life is not changed by a decision made once at full volume. It is changed by a code kept quietly at ordinary volume, for a long time.

And when you break it — you will — the code has a rule for that too: return the same day. Not Monday. Not after the guilt has been properly suffered. The same day, at the next choice, because the code is a direction and not a verdict. The people who fail with a system like this are almost never the ones who broke it. They are the ones who broke it, decided the break proved something about them, and never came back. A system does not need you perfect. It needs you returning.

Control your imagination, control your energy, control your psychology, control your value, control your money — control your life. You have now built every one of those controls with your own hands, in your own writing, across the parts of this book. What remains is the smallest and largest thing: sign the next page, and live it like you mean it — because the life in Step 1 is no longer a list. It is a standing order, issued by you, to you, with a system underneath it that knows how to obey.

STEP 17 · WHERE PEOPLE GET STUCK

The finish line that is not one

The last stuck pattern is the subtlest: treating this step as a graduation. The book is finished, the code is written, the signature is dry — and the person waits to feel like someone who has arrived, while the old routines, patient as ever, resume their posts one by one. Within a month the code is a page they wrote once. Within a year it is a book they read once.

If that is where you are, hear this the way it is meant: nothing has gone wrong that returning cannot fix, and returning is not a lesser version of the path — it *is* the path. Alignment is not a state you achieve and keep like a trophy. Spiritual, mental, emotional — they drift, daily, under pressure, fatigue and other people's weather. The code is the instrument that notices the drift and corrects it. That is why it is short enough to say every morning: not as a ceremony, but as a recalibration. You do not rise to the level of your ambitions. You return, daily, to the level of your code.

THE STEP IN ONE LINE

Take charge — create your system, live by your code, and do not hand the pen back.

Before you sign

Three last entries before the My Code page. Write your return rule, your first recalibration date, and the name of the person who will know you are living this.

MY RETURN RULE — WHAT I DO THE SAME DAY I BREAK THE CODE

Example: No guilt, no Monday. The next choice, made by the code, the same day.

MY FIRST RECALIBRATION — THE DATE I RE-READ MY CODE AGAINST MY LIFE

THE PERSON WHO WILL KNOW — AND WHAT I WILL TELL THEM

WORKSHEET · PART FIVE

My code

Finish the book by writing the code you will live by. Keep it short enough to say every morning. **Build this from your earlier pages** — bring in your Step 1 life, your Step 2 exchange, and the beliefs you chose in Part Four, and let this page hold the sum of them.

MY AFFIRMATIONS — PRESENT TENSE, MY OWN WORDS

Example: I am happy. I am healthy. I am wealthy. I am loved.

MY CODE — THE DAILY PRACTICE I WILL LIVE BY

Example: Speak my list each morning. One action toward it before noon. Write down every win and how I got it.

MY CODE — THE RULES I DO NOT BREAK

Signed: _____ Date: _____

CLOSING

Your first steps

Steps, not days — the rule from the front of this book. Do them in order, at your own pace — just do not skip one.

Do not wait to feel ready. One step at a time, straight from this book:

STEP	DO THIS
Step 1	Write your perfect life — no limitations, present tense.
Step 2	Write what you will give in return.
Step 3	Speak it out loud to one person you respect.
Step 4	Take one action now — today, not tomorrow.
Step 5	Protect your energy: say one clear no to something off your list.
Step 6	Design your first trade — what you will give, who needs it most, and what you will accept in return.
Steps 7 & 8	Start one skill rep — the first small practice toward competence. Then write your first system from one small win this week.

Then keep the practice. These steps build the start. Your system, lived daily, builds the life.

ABOUT THE AUTHOR

Joseph Tomczyk

Joseph Tomczyk is the founder of Eagles Automations, where he builds business operating systems for owners whose businesses run on them instead of for them.

The work is this book, applied: freedom — of time, energy, money and location — created not by working harder inside a broken routine, but by building a system that works for you.

Years before Eagles, the personal system in these pages carried him from the conventional script he refused, through performing, healing work and owning his own business, to a life lived on his own terms. He wrote *Freedom Runs on a System* to hand that system to anyone ready to build their own. He wrote it first for the stuck, confused kid he used to be — and as a guidance system for his own son, and for anyone who feels lost in a world full of noise.

The vision of the life you desire is not a mirage.
Build your system. Live by your code. Live on your own terms.



APPENDIX

The 12 Universal Laws (from the first edition)

Kept from the first edition as a reference — traditional teaching, one line each. A map to study over time, not a lesson to master today.

1. Divine Oneness	Everything is connected; what we think, say, do and believe affects others and the world around us.
2. Vibration	Everything moves and vibrates — including thoughts, feelings and desires.
3. Action	Thoughts must be backed by action to become real on earth.
4. Correspondence	As above, so below — patterns repeat across every level of life.
5. Cause and Effect	Nothing happens by chance; every action has a reaction. We reap what we sow.
6. Compensation	Cause and effect applied to blessings — the visible return on our deeds.
7. Attraction	Like energies attract; our thoughts, words and actions draw their match.
8. Perpetual Transmutation of Energy	Everyone holds the power to change the conditions of their life; higher vibrations transform lower ones.
9. Relativity	Every challenge is relative, and a lesson that strengthens the light within.
10. Polarity	Everything has an opposite; undesired thoughts can be transformed by focusing on their opposite.
11. Rhythm	Everything moves in cycles and seasons; those who learn it rise above the negative swing.
12. Gender	Masculine and feminine energies exist in all things; both are required for creation.

WORKS CITED AND LEARNED FROM

With thanks

This book stands on my own experience, and on teachers whose work helped me name what I was living.

- Hierarchy of Needs — Abraham Maslow.
- Cashflow Quadrant — Robert Kiyosaki.
- Wealth Triangle — Dan Lok.
- The Wealth Saving System — adapted from the JARS system in *Secrets of the Millionaire Mind* — T. Harv Eker.
- The four levels of competence — Noel Burch.
- The earnings formula in Step 9 — Earl Nightingale.
- Self-image — Maxwell Maltz, *Psycho-Cybernetics*.
- The 12 Universal Laws — traditional teaching, summarised from *12 Immutable Universal Laws* (lawsoftheuniverse).
- Foundational study — Obom Bowen, Global Fairytale LLC Foundation, 2016.
- Kerwin Rae — for the line I have never forgotten: whatever you need in life will control you.
- Scotomas and the perceive → associate → evaluate → decide chain — Lou Tice, The Pacific Institute.
- The six basic fears in Step 13 — Napoleon Hill, *Think and Grow Rich*.
- The reticular activating system in Step 13 — the brain's attention filter, as described in standard psychology and in the foundational study above. The five mental skills in Step 13 are my own summary of that study.

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