

ENTREPRENEUR

ME

BY
ARAYN



MEET YOUR OLD
ENTREPRENEUR YOU

ENTREPRENEUR **ME**

**MEET YOUR OLD
ENTREPRENEUR YOU**

“Stay Hungry. Stay Foolish.”

MY IDOL...

Steve Jobs....

When you first began your entrepreneurial journey, you discovered and learned many new things. But an important question remains—are you still using that knowledge to move yourself forward today?

We often spend a lot of time, effort, and energy learning something important. But if we do not use it or think about it again, we slowly begin to forget it as time goes by.

I have written this book to remind you of the lessons you once learned. If you spend just 45 minutes reading this 39-page, I guarantee, “You will be able to reconnect with your old entrepreneur YOU.”

If it's not, hear my email....

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You can tell me anything.

Have you played cards? Because the game of cards and the game of life are the same. Let's see how:

Our life 4 suit

- Relationships
- Leadership
- Work
- Wealth

Game of Cards 4 suit

- Hearts ♥
- Spades ♠
- Clubs ♣
- Diamonds ♦

Our all actions in life are driven by these four things. (relationships, leadership, work, wealth). To make my writing more interesting, I used the four suits of cards.

#Relationships/Hearts

Relationships are one of the most important parts of our lives. However, at the beginning of an entrepreneur's journey, real-life relationships often do not seem important. That is why, in the 1st/Hearts chapter, I explain how the human brain works.

#leadership/spades

Chapter spades: Top1% people in the world.

#Work/Clubs

Chapter clubs: The way we organize our work.

#Wealth/Diamonds

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How to work a human Brain

Everything we do throughout the day is processed in our brains, as you already know. Let's take a closer look at how the brain actually works.

Okay, but what's the benefit of understanding how the brain works?

That's a good question. In my view, knowing how our brain functions gives us tenfold more control over it. In other words, knowing how to work our brains allows us to have 10 times more control over everything we do throughout the day. When you have control, things follow your way. And ultimately, no one understands you better than you do.

Now, let's see how our brain operates.

Every process that takes place in our brain is called a "thought" in the language of the brain. We need to remember the term "thought" and it's important to grasp it more profoundly.

What is Thought?

In very simple language, all the actions we take throughout the day are considered thoughts. In other words, "*No human action is possible without thought*". At this moment, our focus is not on what a thought is. We're understanding how our brain functions. Since the brain processes language as thoughts, we can, for the sake of simplicity, say:

All of our actions = Thoughts.

How a thought formed in the brain...

Our brain is made up of several billion neurons. These neurons connect with one another to form a single thought. When does one neuron connect with another? In our brain, neurons connect together through electrical activity.

(This connection between neurons is called neuroplasticity. The stronger the neuroplasticity, the stronger a thought becomes in the brain. These thoughts, in turn, influence our subconscious mind—a topic we will explore in more detail soon.) Now the question is: what triggers this electrical activity in the brain? Electrical activity in our brain is triggered through our five senses. Our five senses are:

- Sight→Eye→👁️
- Hearing→Ear →👂
- Smell→Nose →👃
- Taste→Tongue→👅
- Touch→Skin→👋

If we look at it in a single line, we can see how a thought is formed. This is how (“An activity occurs in one of our five senses. That information is then sent to the brain through electrical signals. Based on those signals, one neuron connects with another.”) a thought is formed.

Emotion

There is still one thing left to understand—EMOTION. Emotion is what makes humans different from robots. When a thought is formed in the brain, it initially exists as raw emotion. It gains life only when emotion becomes part of it. Ultimately, Every game in the world is a Game of Emotion. Our primary emotions are:

- Joy.
- Fear.
- Trust.
- Anger.
- Disgust.
- Sadness.
- Surprise..
- Anticipation.

These emotions are created primarily, but what we actually perceive is:

- Joy + Trust = Love
- Fear + Surprise = Awe
- Trust + Fear = Submission
- Disgust + Anger = Contempt
- Sadness + Disgust = Remorse
- Anticipation + Joy = Optimism
- Surprise + Sadness = Disappointment
- Anger + Anticipation = Aggressiveness

These emotions are created by the Mind. We will explore more about the mind soon. But first, let's explore another topic.

Our brain generates thousands of thoughts every single day. Counting them precisely is extremely difficult, which is why it is often estimated that the human brain produces around 60,000 thoughts daily. What's even more interesting is that nearly 80% of the thoughts our brain produces are repetitive. Let me explain this with an example. Imagine you visit the market in your local area. Most of the people you see there are from your neighborhood, because it is a local market. And since people need to visit the market regularly, nearly the same group of people shows up there every day.

In the same way, our five senses spend about 80% of their time in the same environment every day. Because we are exposed to mostly the same surroundings, around 80% of our thoughts end up being repetitive as well. (Proven by science)

Mind

Every game in our life depends on emotion. The mind assigns emotion to a thought. This leads to an important question: on what basis does the mind attach emotion to a thought? The answer is simple—our mind assigns emotion to a thought based on four key factors:

- Past Experience.
- Belief.
- Values / Priorities.
- Context / Environment.

This is the basis on which our emotions take shape.

How our Mind works

Now we understand the basis on which our brain assigns emotion to a thought. Our mind is divided into two parts.

- conscious Mind.
- Unconscious Mind/ Subconscious Mind.

Sometimes the mind assigns emotion to a thought consciously, and at other times it does so unconsciously or automatically. However, whether this process is conscious or unconscious, the brain always assigns emotion to a thought based on four factors: past experiences, beliefs, values, and context.

Science shows that around 80–85% of our thoughts receive emotional responses from the subconscious mind. At this point, you might be wondering—why does our subconscious mind assign emotion to so many of our thoughts? (As we’ve seen earlier, over 80% of the thoughts we have throughout the day are repetitive.) Now, let’s explore what the conscious mind and the subconscious mind are. In simple words:

Conscious mind: The part of us that is aware of the actions we take. When the conscious mind assigns emotion to a thought, it requires more time and energy. That is why we can clearly feel and recognize that this thought is conscious.

Subconscious mind: Subconscious mind controls actions that we are not consciously aware of. It assigns emotion to a thought using very little time and energy—so quickly that the action often happens before we even realize it. A simple example of this is breathing.

(Here's an interesting fact about the subconscious mind: no matter what thought is circulating within it, there is always some connection to our present reality.)

There isn't much to explain about consciousness, because it is something you can operate and experience yourself. Consciousness is a deep subject with many layers, and for now, I'm not going into those details. (If you're interested in understanding consciousness more deeply, "The Power of Now by Eckhart Tolle" is the best book for you.)

Now, let's take a closer look at the subconscious mind. The subconscious is completely dependent on the conscious mind. A thought begins to operate at the subconscious level only when it appears repeatedly in the conscious mind. We survive through the brain. The brain's primary job is to find better ways for us to survive. When a thought appears repeatedly in the brain, it begins to recognize that this thought is important for survival. (The brain doesn't know what's good or bad. It's like a child; whatever you teach it, it accepts in that form.)

When a thought is processed by the subconscious mind, it consumes far less time and energy. There's no need to explain how valuable time is—so let's focus on energy. Energy is what enables us to survive physically. Simply put, just as a mobile phone relies on its battery to function, our body relies on energy to survive and operate.

How Cancer Stages Develop in Our Body

Why should we care about how cancer works?

Because through it, we begin to understand the brain's neuroplasticity. And when we understand that, we move forward with greater confidence, knowing that our efforts can truly reshape the brain. Let's see the details: Cancer develops in the body through five distinct stages: Stage 0, Stage I, Stage II, Stage III, and Stage IV.

Stage 0: At this stage, the abnormal cells remain confined to a specific tissue. In other words, the tissue begins to show early signs of cellular decay but has not spread to surrounding areas.

Stage I: At this stage, the damaged tissue begins to spread. It seeks to attach itself to nearby tissues similar to itself—because nothing, not even diseased cells, wants to exist alone.

Stage II: At this stage, the damaged tissue continues to combine with surrounding tissues. Together, these tissues form a tumor. Although the body keeps sending signals to the brain that a part of it is deteriorating, we are often unable to recognize these signals consciously.

Stage III: Every tissue in the body works in coordination, and as a result, the damaged tumor continues to grow larger. At this stage, we begin to clearly feel and recognize its effects on the body.

Stage IV: This stage marks a critical point where the outcome becomes uncertain—whether we will survive or DIE to the disease.

The way cancer progresses through its stages is similar to how our neuroplasticity works. We see that a single tissue begins to deteriorate at first. Treat that tissue like your idea. The neuroplasticity for that idea will only grow strong—much like the way damaged cells expand—if you continue to work on it consistently. While you are consistently working on your idea, it is essential to maintain the belief that you are steadily moving toward the results you desire.

Often, we stop working on our ideas simply because we don't see immediate rewards. But, as we've observed, the first signs of progress—or, in the case of cancer, the first noticeable effects—only become apparent around Stage III. The question is: can you take your idea to Stage III?

When you consistently invest effort into your idea and keep believing that you are moving toward your desired results, this belief is not based on mere speculation—it is grounded in reality. “Every single person in the top 1% believes in this truth.”

Meditation

Rules of Meditation: There are no strict rules for meditation. Meditation is simply sitting with your spine straight and breathing consciously.

(After running for half an hour, I sit down to meditate, and doing ten minutes of meditation then happens effortlessly.)

The Role of Meditation in Life

Meditation is the greatest medicine for our brain. Reason: As we discussed earlier, thoughts are generated in the brain through electrical activity. This electrical activity is measured in hertz (Hz). When the level of electrical activity is high, more thoughts are produced; when it is low, fewer thoughts arise. Our Brine's waves:

- Delta waves (0.5–4HZ)
- Theta waves (4–8HZ)
- Alpha waves (8–12Hz)
- Beta waves (12–30HZ)
- Gamma waves (30–100HZ)

To generate the amount of thoughts required for an ordinary person to function and survive throughout the day, the brain operates in beta waves (12–30 Hz). When the brain continuously generates thoughts in beta waves, our levels of anxiety and stress begin to rise, creating a sense of inner discomfort. Meditation becomes essential at this point, as it helps the brain move from beta waves into alpha waves. By reducing electrical activity, meditation allows the mind to slow down and release unnecessary thoughts.

You might ask if fewer thoughts mean less productivity. The real question is this: do you perform better when you try to do many things at once, or when you focus on fewer tasks at a time? When the number of thoughts decreases, the mind becomes clearer and more structured. Those thoughts become easier to manage.

Others

The Default Mode Network (DMN) becomes calm.

- The DMN is responsible for our wandering mind—unnecessary thinking, worrying about the future, and regretting the past. When it calms down, overthinking decreases.

Spades ♠

We can divide the people of the world into two groups.

- **Top1%**
- **Bottom80%**

Top1%

Those are the people who have disproportionate access to wealth, knowledge, and influence—and who use these resources to indirectly shape the lives and decisions of the rest of the world.

Bottom80%

The vast majority who form the backbone of the world's economy and systems, yet remain farthest from wealth and decision-making power. Their lives revolve around survival and the daily struggle.

Every single person wants to reach the top 1%, but why can't everyone get there? Because reaching the top 1% requires doing things that 99% of people simply don't do. The question then arises: what is it that top1% people do differently? What is their secret?

Simply put, top1% people use certain tools that help them elevate themselves to the top 1%. I understand that the top 1% of people use certain tools to unlock their full potential. So, what exactly are these tools, and how can I access them?

It's good to clear this doubt: Did God give the top 1% some special tools? The answer is no—God has given everyone the same gift: an incredibly powerful brain. The question then remains: how did they become the

top1%. One answer that comes to mind is that they inherited it from their parents. The truth is, the neuroplasticity we receive from our parents is quite weak, but it can be easily reshaped.

Those who aspire to reach the top 1% take personal responsibility for collecting and archiving these tools. Now, if we carefully examine the tools we are discussing, we can clearly understand the secrets of the top 1%— and how these tools can be acquired.

Are you ready to discover the secret tools used by people in the top 1%?

- Decision Making.
- Adaptability.
- Knowledge.
- Discipline.
- Consistency.
- Hard work.
- Time Management.
- Right Mentor selection.
- Open-mind Set.
- Honesty.
- Thinking realistically
- Responsibility.
- Patience.
- Communication skills.
- Delegation skill.
- Completing one's responsibilities.
- Networking.
- Humility.
- Visionary +explain.

- Understand Need.
- Risk Management.
- Storytelling.
- My First Presentation.
- Experience.

It seems I can understand what you're thinking. You might be thinking, "I already knew about these tools—so what makes them special?" And you're right: almost 80–90% of people are aware of these tools. Then why doesn't everyone become successful? On this matter, Boss Steve Jobs once said:

It's really hard. I am Not Joking, it's Hard.

If You Don't love this or if you're any rational person, you're going to give up.

Boss Steve Jobs.

If I decode it in my own words, that being in the top 1% is truly tough. If you want to elevate yourself to that level, you must learn to love the difficulty. Without a genuine, pure passion for it, you will give up.

Loving this challenge requires power—and that power comes from within "YOU".

Let's return to the topic of acquiring these tools. We wanted to understand how exactly these tools can be obtained. Nobody in the world can tell you exactly how to acquire these tools. To acquire these tools, the one person who can truly guide you is none other than "YOURSELF".

I can't show you the exact way to acquire these tools. But I can give you a clue about how these tools actually work. You've probably heard the saying, "Which came first, the chicken or the egg?" These tools work similarly. You might think, "If I had money to buy running shoes, I would run every morning." But until you start running without the shoes, the money to buy them will never come.

The definition of these tools, in my own words:

- **Decision Making:** The ability to choose the right path for yourself.
- **Adaptability:** The ability to stay committed to your decisions.
- **Knowledge:** The ability to have enough knowledge of your own decisions.
- **Discipline:** The ability to keep yourself—and your environment—under your control.
- **Consistency:** The ability to take consistent action based on your decisions.
- **Hard work:** The ability to put in the right effort—and more of it when necessary.
- **Time Management:** The ability to use time effectively and wisely.
- **Right Mentor selection:** The ability to identify and choose someone who can guide you on the right path.
- **Open-mind Set:** The ability to acknowledge the limits of human knowledge and stay continuously eager to learn.
- **Honesty:** The ability to maintain integrity with yourself and around your environment.
- **Thinking realistically:** The ability to recognize what is possible and impossible, and take action accordingly.
- **Responsibility:** The ability to take ownership of your duties and see them through to completion.
- **Patience:** The ability to accept difficult times and challenging circumstances.
- **Communication skills:** The ability to speak effectively while balancing the situation and the people involved.

- **Delegation skill:** The ability to assign tasks to the most suitable person and ensure they are completed effectively.
- **Completing one's responsibilities:** The ability to complete one's own responsibilities and tasks.
- **Networking:** The ability to build meaningful connections with people who can support your growth and goals.
- **Humility:** The ability to give others the respect they truly deserve.
- **Visionary+explain:** The ability to envision the future and articulate that vision in a way that inspires and clearly communicate that vision to others.
- **Understand Need:** The ability to understand the requirements of future environments.
- **Risk Management:** The ability to identify future risks and uncertainty and respond with effective actions.
- **Storytelling:** The ability to explain your project in a way that leads to the results you want.
- **My First Presentation:** The ability to present myself, so that others see me the way, I want them to.
- **Experience:** The ability to clearly recognize and understand the changes that a project brings to your mindset and perspective.

Would you like to see how I use these tools as a roadmap for myself? I'm writing it down below for you. As you read, try to place yourself in this situation. And most importantly, please don't laugh at me while going through this topic.

#Once you make the DECISION, I will start working on Project (x). When your mind adapts to that decision, working on Project (x) becomes necessary. And when you are truly aligned with yourself, this is the moment you must begin— now you need knowledge about Project (x).

With some knowledge in place, you begin to feel that this is the right time to start. By using time wisely and working with discipline and consistency, you put in your best effort and hard work on Project (x).

#At the end of the day, you realize that you didn't achieve the results you expected. To solve this problem, you decide to seek out the right mentor. The mentor told you about everything you don't yet know regarding Project (x). You are not being honest with yourself, and you are unable to think realistically.

#Now, by patiently taking responsibility, you solve all your problems, and you realize that after doing so much, Project (x) has grown so large that you can no longer handle it alone.

#Now, you need a team. To manage the team effectively, you will need strong communication and delegation skills.

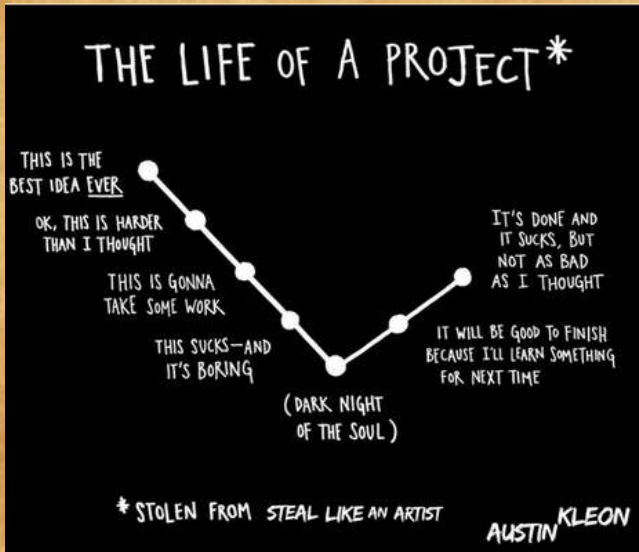
#At this point, your thoughts start to expand, and you feel like you have reached a much higher level as a person. When this mindset fully takes hold in your mind, you may forget the responsibilities you once had. (Here, "responsibility" refers to the fact that you no longer use the tools you relied on before, or Dark Night of the Soul.)

#Now, looking back, you realize that since you've come this far, quitting is no longer an option. It's better to complete the work you haven't done yet. If you try and succeed, you will be able to fulfill your responsibilities and complete your tasks.

You expand your network with humility. Understand the needs of the future, and take calculated risks accordingly. Now, present Project (x) in front of people, making sure your first presentation is exceptionally well done.

#From Project (x), you will gain either a good or a bad experience.

🔄 Repeat again 🔄



Clubs

In the Death Chapter, we will explore the topic of problems. But before that, we need to understand a bit about problems in our lives. Without problems, humans would cease to exist. Let me explain my topic clearly. You're probably familiar with dopamine, but I'll go a bit deeper. Dopamine is a chemical in our brain that, when released, creates the feelings and sensations we experience:

- Pleasure / Satisfaction.
- Curiosity & Exploration.
- Love & Attachment.
- Drive & Ambition.
- Anticipation.

Now let's return to our topic: without problems, humans would cease to exist! The answer lies in dopamine. As you already know, we cannot survive without this chemical. God has given our brain dopamine to create all the pleasures we experience. Now the question is: when does our brain release dopamine? Good question. Simply put, dopamine is released when we actively work on solving our problems.

If I were to summarize the topic in one line, it would be: if we do not work on solving the problems, we cannot survive—mentally or physically.

Work

God has sent us here to work on the problem. We cannot simply skip work and expect to survive. At the same time, if we fail to balance our efforts, we will face regret before we die—wondering why I worked so hard or why I worked so little.

Too much effort or too little effort can both trap us. This makes it clear: we must learn to balance our work. To maintain the right balance, the top 1% of people use specific formulas. Here's what those formulas look like.

80/20 Rules

The 80/20 principle can be applied to nearly every step of life, allowing us to gain maximum benefit with high certainty. Now, let's learn more about Pareto's 80/20 principle.

This principle was developed by Vilfredo Pareto, an Italian economist and sociologist. In 1896, Pareto observed that 20% of the people in Italy owned 80% of the land. Later, he noticed that this pattern applied not only to land but also to wealth, production, and resources in nearly every area of life.

I won't explain the definition of the 80/20 rule here, because almost everyone already knows about it. And if, by chance, this is new to you, you can look up the definition yourself. (After all, when you cook a meal yourself rather than just eating someone else's, it always tastes better to you.) Science has proven that the more we involve ourselves in a task, the more importance we assign to it. That's why, when you put in the effort to discover the 80/20 rule yourself, you will value and apply it even more. If you consistently practice it, rest assured—you will definitely see results. (Interestingly, some people try to replace the 80/20 rule with a 90/10 version. However, very few support this approach. I mention this to help you understand just how important the 80/20 rule truly is.)

Only These 24 Hours

Before I share my thoughts, I want to clarify one important point.

We can never go back to the past, and just as we cannot jump ahead into the future. We can only act in the present moment, because the work we do now is the bridge that connects the past with the future.

If we can make today—yes, I’m emphasizing today—a successful day for me, then our entire life will become successful. Let’s try to explore this in more detail. The day we lived yesterday—can we ever get it back? No, we cannot, because it is impossible. And that leaves our future. If we think about our future from a long-term perspective, it looks like this:

In the book *Zero to One*, Boss Peter Thiel shares a powerful thought about the future: “If we do not work toward our future, we will not have one.”

So, what is the future? The future is simply the result of our past actions and decisions. It does not suddenly fall from the sky. The future is our reward. Our rewards are nothing more than a reflection of our past efforts. (We will explore this idea further in the chapter on rewards.)

I want to make it clear that the hidden key to all our rewards lies within these 24 hours. So, if you also agree with what has been said above—that by working today, we can earn all our rewards—then we can move on to the next step. Now, let’s apply the 80/20 rule to these 24 hours. Because, as we have already seen, the 80/20 rule works at every step of life. (One reason I didn’t explain the definition of the 80/20 rule in my own words is that it holds different meanings for different people. Your environment and circumstances may be completely different from mine.)

If we apply the 80/20 rule to our 24 hours, the most important 20% of the time—the part that creates 80% of the impact—comes down to two moments. 1. The period just after waking up in the morning. 2. The moments right before going to sleep at night.

Why the Time After Waking Up

There are thousands of studies showing why the morning is important, and many of them are extremely significant. I don't think you have any doubt either about how important the morning hours truly are.

Every task has its most important moment—at the beginning, where its foundation is built. Let's take a simple example: a building depends entirely on its foundation. If the foundation is strong, the building will be strong; if the foundation is weak, the building will be weak. We have already understood that all the hidden keys to our rewards lie within these 24 hours, and the foundation of those 24 hours is created in the morning. Let's look at some examples from science as well:

- Because our brain doesn't generate heavy thoughts while we sleep, it remains calm and sharp when we wake up in the morning. This is why we are able to do deep work very effectively in the morning, and our energy levels are at their peak. (So, I want to remind you—by working in the morning, you are securing more rewards for yourself.)

Why the Time Before Sleep

As you've already seen, the two most important 20% of our time are: 1. after waking up, and 2. before going to sleep. If we break this time down further, 15% comes from the morning after waking up, and 5% comes from the period just before bedtime.

As we've already seen, 85–90% of our actions happen on autopilot or through the subconscious mind. Science has proven that our subconscious works 24/7. When we go to sleep, external thoughts stop coming in, and our consciousness almost shuts down. During this time, the subconscious mind processes all the thoughts and experiences from the day. Here's what happens in the subconscious mind during this period:

- It regulates breathing, heartbeat, and hormones.

- It sorts everything we have learned or experienced during the day, determining what is most important and what is less so.
- Most importantly, it processes the problems we face in our daily life and searches for all possible ways to solve them.

We have understood that our subconscious mind performs XYZ functions while we sleep at night. So, what do we gain from this? Good question. Now, let's see how we can take advantage of this time to create meaningful change in our lives.

1. Create a to-do list for the next day.

- If we write down all the important tasks for the next day before going to sleep, our subconscious mind will process that list and identify all possible ways to accomplish those tasks the following day.
2. If we take stock of everything we do during the day and clearly write down which actions are beneficial for us and which are not, the subconscious mind will prioritize positive thoughts and actions while minimizing the influence of negative ones. This process of reshaping the subconscious is called subconscious mind rewriting.

3. Before going to sleep, clearly write down the problems we faced in our daily lives. Our subconscious mind will then identify all possible ways to solve these problems.

We have been focusing on all the positive aspects so far, but not everything will always be positive. There is a well-known quote: "The task that seems most difficult to us is the one we will never fully complete. We can only complete a task when we make it easier for ourselves." The more you break a task into smaller, manageable parts, the easier it becomes to accomplish it.

When managing your morning and night routines, observe which tasks feel difficult for you and consider how they can be simplified. If a task cannot be made easier, skip it. Focus only on the portion of the task that feels manageable and continue with that.

Jumping from One Task to Another

**By directing all our focus toward a single task,
achieving the desired outcome becomes almost inevitable.**

Henry Ford...

A common habit we all share is jumping from one task to another without finishing anything. “If we focus all our attention on a single task, it becomes nearly impossible not to achieve what we want.” The truth is, we don’t fail at a task itself—we fail because we stop giving our full effort and time for it.

The reasons we jump from one task to another include:

- Feeling overwhelmed or intimidated by the size or complexity of the task.
- Lacking the necessary equipment or skills to complete the task.
- Being tempted by a more immediately rewarding or easier task.
- Failing to allocate a fixed amount of time for the task.
- Losing focus due to distractions or interruptions.
- Not having a clear finish line for the task.

Break Time

One key aspect of effective work is incorporating breaks. Here are the benefits of taking breaks during work:

- During work, our brain constantly processes various thoughts. When we take a short break, it gives the brain time to process these thoughts, allowing us to feel relaxed. This, in turn, enables us to work on the task for a longer period. By giving our thoughts the time they need to be properly processed, even difficult tasks start to feel easier.
- We become faster at our tasks while making fewer errors.

According to science, this is how we can work effectively.

- productive Mood -----90Min.
- Normal Mood -----60Min,45Min.
- Bad Mood -----25Min.
- Pomodoro Technique.
(The Pomodoro Technique involves working for 25 minutes, taking a 5-minute break, and then working for another 25 minutes. This completes a 50-minute cycle, which is known as the Pomodoro Technique.)

How I Manage My Break Time

1. Next step lock.

- During work, when we take a break, we often end up switching to other tasks or fail to resume the original task. To prevent this, we can decide in advance which task we will resume once the break is over.

2. Calculating the Entire Task

- Define the finish line for the task you are currently working on. Assess how much of it can be completed today and how much will remain pending.

Productive Procrastination

One of the most effective ways to get a task done is by practicing productive procrastination.

#exp1. John was a musician, and in a few weeks, he had a music competition ahead of him. After he won the competition, one of his friends asked, “John, what’s the secret behind your success?” John replied, “Before I began practicing, I would first clean the dust off my desk, tidy up my room, and organize everything around me. Only after that would I start my practice, which often ended up wasting a lot of my time.”

Later, I applied the method of productive procrastination. Instead of organizing my desk or tidying my room, I began my music practice right away. As a result, I was able to spend far more time practicing than before. You could say this was the real secret behind my win.

#exp2. This is an example from my personal life. In the beginning, I struggled to find time to work on my book. On the other hand, after having lunch in the afternoon, I would take some rest and spend time scrolling through social media.

After that, I made a firm decision: until my book was finished, I would skip lunch and have all my meals at night before going to sleep. Believe it or not, my book was completed so quickly that even I couldn't have imagined it.

Diamonds

What is Reward

The ability to achieve what we want to have and to do what we want to do is called a REWARD or DIAMONDS.

The Idea of Reward Is a Myth

Apart from eating to satisfy hunger and drinking water to quench thirst, a person needs nothing else. These two alone are the basic needs of an ordinary human being. Everything beyond that is simply human desire. These desires exist in everyone, and they should. It is because of these wants and aspirations that we are different from other animals. My point is this: beyond food and water, every other human desire is an illusion. This illusion exists in the mind, and how it is set depends entirely on you. Let us understand this illusion through a simple example:

A man was sleeping peacefully on the bank of a river. A businessman came to him and asked, 'Why are you sleeping here? Why don't you catch fish from the river? The man replied, 'What do I gain by catching fish? The businessman said, 'You can sell the fish in the market and earn money. With that money, you can buy a better net, which will allow you to catch more fish. You can then sell those fish, earn even more money, build a bigger boat, and hire employees to catch fish on a larger scale.

The man asked again, 'And what do I gain from all this? Slightly irritated, the businessman replied, 'You will be able to build a beautiful house and sleep peacefully in it. The man smiled and said, 'But I was already sleeping peacefully just a moment ago.

At this point, we see two different mindsets in two different people—each creating and living within their own illusions shaped by their own way of thinking.

Now, if you were to ask me what kind of illusion I prefer, I would say I prefer the businessman's mindset. I want to create such an illusion in my mind that allows me to work in alignment with the divine purpose of the universe.

Figure out What you Want

A well-known businessperson whom I admire deeply. In an interview, he was asked, 'What is the best piece of advice you have ever received?' He said:

Figure out what you want. Ignore other people's opinions
Alex Hormozi.

If I decode this quote in my own words, it means that the brain is like a very young child. It has no inherent sense of right or wrong. Whatever you teach it to see as good, it accepts as good, and whatever you teach it to see as bad, it accepts as bad. The way you train your brain determines how it uses its energy to produce results. Once you clearly figure out what you truly want, your brain will direct all your energy toward achieving that goal. This energy within us is extremely powerful. (You can truly understand its power only when you experience it yourself.)

An important point is that our brain never uses this energy without purpose. Our brain uses this energy only when it has complete evidence that what we have identified is genuinely needed by us.

The Power to Rise Once More

Everyone wants to be in the top 1%, but at the end of the day, only 1% of people can actually be there. A study I read like that 20–30% of people who aspire to reach the top 1% never even begin the work that is actually required to get there. Instead, while desiring the rewards they hope to receive two years from now, they consistently engage in actions that are completely opposite to what is necessary to achieve those rewards. There is another group—about 30–35% of people begin the required work for reaching the top 1% by pouring all their energy into it. But at the first failure, they collapse so completely that it feels as if they never existed at all. They stop doing the necessary work, convinced that the top 1% was never meant for them.

Perhaps they do not know—or refuse to accept—that reaching the top 1% requires being reduced to zero countless times, mentally and physically. A person truly moves forward only when they have the ability to stand up again after being reduced to zero—mentally, physically, and in every way. The path to the top 1% is this: become zero, start again; become zero again, and start once more.

Belief is the most powerful force behind rising again. Believe in something—God, destiny, life, or anything we choose—and trust that every reward is a reflection of the effort we put in. (This belief grows stronger only when you are able to create a certain amount of evidence for yourself.)

The Price of Half Effort

Everyone aspires to reach the top 1%, but we already know that the journey involves repeated failure. After failing repeatedly, there comes a point when it starts to feel like the top 1% is not meant for us. Our brain begins to accept the top 1% as unattainable, and slowly, we slip into the short comfort of the rat race.

At this point, those who are truly powerful see two options before them. (Do you remember this power? We saw in the Spades chapter that accepting hard truths requires strength—and that strength is you.) 1. Suicide. Powerful people are absolutely certain that if they cannot reach the top 1%, they will never choose to live trapped in the rat race. They remain stuck at this point for a certain period of time. As time passes, they do not choose self-destruction for (XYZ) reason. Instead, a second option appears before them—they realize that they have not been giving their 100% effort. This realization opens up hundreds of new paths for them once again.

1% Better formula

As discussed in the 'Club' chapter, the rewards we desire are earned through the work we do today. If we look a little deeper into this idea, we arrive at the 1% Better Formula. "My only goal is to be 1% better today." In my view, how to work the 1% Better Formula. Imagine someone who has never exercised before but suddenly decides to exercise seven days a week.

- Target: 7 days
- Achieved: 4 days
- Off days: 3 days

We can say it (+1 achieved day) is our 1% better.

#My words won't help unless you explain them to yourself and truly understand them in your own way.

Fear-Driven Thinkers

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1. There are people whose best days can be found only in the pages of their past. One such example is a man named John, who once dreamed of becoming a football star. During his high school years, he was declared the best football player once. Today, he continues to live, holding on to that single identity.

2. This level of thinker is extremely dangerous. If possible, stay far away from them. They are people who only dream but never take action to turn those dreams into reality. They expect results without providing any effort. What they hope to achieve two years from now is completely contradicted by the actions they take today.” An example of such a person is this: once, a man was asked, ‘If you were given the chance to fulfill one dream, what would it be? He replied, ‘I want to meet my sister. I haven’t seen her for fourteen years. Follow-up question why he hadn’t done so already, he answered, ‘I’m very busy right now.

This is the kind of person I find most troubling. They are like turtles, spending their entire lives hidden inside a safe, isolated shell. The moment you lightly tap that shell or ask them to step even slightly outside their comfort zone, they react defensively—sometimes even aggressively.

3. There are some people who fulfill a few dreams and then assume that everything in life is complete. But if you ask them whether they are truly happy in life, they will admit that they are not. Their biggest problem is that they are no longer willing to learn. They no longer want to be students. But at the end of the day, they repeatedly find themselves facing dark moments in life.

Output=Input

God created the universe, and He governs it through a set of fundamental laws. One of the most important laws among them is this: all our rewards—or, simply put, all our outcomes—are entirely dependent on our **INPUTS**. Let’s try to understand this in an even simpler way. In the previous chapter, we explored how a thought is formed. There, we saw that all thoughts are created through our five senses. **YOU KNOW THAT:**

Thought = Our all Action.

What I want to make clear is this: how we use our five senses today—within these 24 hours—determines the kind of output, rewards, growth, and overall life we experience.

legend & Sir “Isaac Newton” 3rd law of motion “every action, there is an equal and opposite reaction” Cause & effect.

Once again, every cause of the effects in our life begins with a single thought. All thoughts are caused by the five senses.

So Manage your 5 Senses.

A movie actor's life

Most actors start their careers around 21 and retire in their early sixties, giving them about 42 working years. In that time, an average actor appears in fewer than 50 movies. (Yet we still expect at least one great film every year.) Actors work hard—around seven hours a day—and over four decades, they accumulate more than 100,000 hours of work.

You know 1 movie, 2.5 hours

$$2.5 \times 50 = 125 \text{ hours}$$

But they are allowed to invest over 100,000 hours.

This means that for just 125 hours of output (2.5 hours × 50 movies = 125 hours), they are given the opportunity to invest nearly 100,000 hours of input.

My point is that life provides us with a huge amount of time and opportunity to achieve our whole reward.



This chapter gift for you 

DEATH

How Meaningful Is Our Life?

Problem,problem,problem. Every single person has problems. No one is problem-free. We all want to run away from the problems. I'm telling you, are you focused on the problem? Then pay attention, please. The interesting thing is that if humans had no issues, the human race would become extinct. Because after solving a problem, we get dopamine. In our club chapter, we were learning about dopamine. You know dopamine is our brain's chemical that is released, and it affects what we feel:

- Pleasure / Satisfaction.
- Curiosity & Exploration.
- Love & Attachment.
- Drive & Ambition.
- Anticipation.

If we didn't have problems, dopamine would have no importance to us.

Without pain, without sacrifice!

We would have nothing.

Fight Club Movie (1999), Tyler Durden.

There are two types of problems in our lives:

- 1.Real Problem.
- 2.Fake Problem.

Real Problem

We can already see that if our lives were free of problems, life itself would have no meaning. And this problem is the real problem. We can say that our meaningful life is about solving meaningful problems. Now I am not discussing real problems. We will now discuss our fake problems.

Fake problem

The problems you have in your life right now—how many are real problems and how many are fake problems? We often feel that all the problems we have right now are real problems. To identify your real problems, you can do this small exercise: make a list of all your problems. After making the list, honestly ask yourself which of these problems are actually blocking me from meeting my essential needs.

Research has shown that 70% of the problems in an average person's daily life are fake problems. Now, if you ask why there are so many fake problems in a person's life, there is no definite answer. (At this moment, we have created a fake problem.) But if you ask how we can escape these fake problems and work on solving meaningful problems, there is only one solution: we must accept that we are going to die.

At Last, Our Death

Unlimited fake problems, unlimited fake noise, we are forgetting:

**Our time is limited. Death always clears out
the old to make way for the new.**

Steve Jobs.

All the bad things, all the good things, all the relationships, and everything else in our life are given new meaning by death. But our conscious and subconscious minds are slowly forgetting our death. Our brain keeps assuming that we still have a lot of time. Because of that assumption, it does not push us into danger. The brain believes that on

some auspicious day, after a kind of purification, it will allow us to face danger. I will overcome that danger, and our life will become meaningful. (More than 90% of people spend their entire lives hoping that someday their good days will come, and only then will they live life on their own terms and truly enjoy it.)

All this waiting and all these fake problems become meaningless in the face of one thing: our belief that we can die at any time. Fundamentally, we all believe that one day we will die. But this topic is really about how deeply we trust this belief. Because this deep trust will bring greenery into our desert-like lives. To deepen this belief, I regularly do some exercises. Do you want to know what they are?

1. If today were my last day.

- Every morning, in your own way, ask yourself and remind yourself that today could be the last day of your life. (Just “could”—how sure are you that today is not the last day of your life?)

2. Write a Last Day Letter, and Visualize Your Grave.

- If you do this exercise once a month—12 times a year—your mind will stay fresh. Choose a specific day of the month. On that day, sit alone in a quiet place during a peaceful time and do a 20-minute meditation. After the meditation, set a 15-minute timer on your phone. Tell yourself, “I have only 15 minutes left. What do I want to write and leave behind now?” (Here, keep in mind that what we write should be in one line. And write it with a purpose, for example: I want to believe in XYZ the most. I loved X person because of XYZ. My X tasks remained unfinished.)
- When the timer you set ends, imagine the first day after your death. It will be easier to imagine this if you have personally seen the funeral rituals after someone’s death. (Do it in your own way, at your own pace, and make it easy for yourself.)

3. Take a Calendar.

- An average person lives for about 70 years. So, take a calendar that covers a full 70-year timeline as your responsibility. That calendar

should show you every day or every week of those 70 years. (You can use Gogool sheet.) Now your task is to mark how much time you have already used and how much time you have left—and truly feel it.

Regret

The following are some of the most common regrets people experience near the end of their lives.

1. If I had been a little more honest with myself.
 - . I would not have suppressed the real truths inside me to do false things outwardly.
 - . I would have expressed the emotions I held for others to the right people at the right time.
 - . I would have worked a little more on my true desires.
2. If I hadn't worked blindly so hard.
 - . There is no substitute for hard work, but here the idea is about balancing that effort.
3. I would have freed myself from society's expectations and acted according to my true opinions.
 - . Today, society's opinions affect us so strongly that we forget we could live our lives based on our own thinking and opinions.
4. I wish I had spent more time with my loved ones.
5. Intentionally harming someone.
6. I could have allowed myself a little more happiness by embracing everything.

From my personal research, it appears that people rarely regret the actions they have taken, even when those actions fail. People regret most the things they never did.

live Dangerously

live Dangerously.

Friedrich Nietzsche, David Goggins.

The real pleasure of life is found beyond the boundaries of our comfort zone. What makes leaving it essential for a fulfilling life? Every person wants to create something meaningful—something that brings a positive impact to their own life and to the lives of others. Yet, despite that desire, we often fail to do so, simply because we let laziness take over. We stay stuck, hiding in the comfort of our comfort zone, afraid to truly step out. And we also know that outside our comfort zone lies The dark side of the world—the toughest challenges. By constantly avoiding these challenges, every average person ends up living an average life and eventually passes away without truly living.

The top 1% are the ones who face the darkest challenges of the world—and win against them. If you truly want to live like the top 1%, consider this: while the average person avoids real challenges and dies without creating anything meaningful, you have the opportunity to. If you hate that reality, I have a task for you—one that will help you step out of your comfort zone.

#For the next 15 days, you will not sleep in the comfort of your own bed.

During this time, you will sleep in a place where you cannot rest as peacefully as before. You may choose to sleep in a dirty place, in a park, or anywhere infested with insects—places where your body will itch all night as you try to rest.