

# **How To Make 50K/mo In Mostly Passive Income Or...How To Stop Listening To Bullshit and Take Your Life Seriously In Transitioning To Virtual Business**

“I arise in the morning torn between a desire to improve the world and a desire to enjoy the world. This makes it hard to plan the day.”

**–E.B. White**

# The “Marketocracy”

- EVERYTHING Is Marketing
- The best selling product in any niche is the one with the best marketing
- Algorithms
- Everyone who is successful knows this, and through Darwinian selection, has the most effective marketing (which is not in any way to say that it's the most noble or honest marketing)
- Study, Spend, & Hire Accordingly

# The Root Of The Problem

- Always something better to do than work
- Always work to do when you're doing anything else
- Your work is more visible, will be evaluated, or is actually important to you

# Fear

- Fear of failure, finding out, of being found out
- The motivator of last recourse
- The Big Fight and The Desk
- You're going to die
- If I'm not going to be motivated by fear, guilt, or shame, then what will I choose to fund my motivation?

# Find Your Motivation

- Don't do what's not inspiring / Reframe or Rethink
- Serve the art
- Serve the audience
- Believe that your work is crucial, worthwhile, needed
- Cultivate the belief that setbacks are part of the process and that you will succeed in the end
- Become process oriented

# The Essential Tactics

- Schedule your “porn” (and use porn blockers)
- **Never punish yourself for unfinished work**
- Condense the hours you’re “allowed” to work
- Leverage, accountability, claims, and dependents
- Practice “No”
- “The One Thing” (Gary Keller)

# The Essential Tools

- Sleep/Exercise/Nutrition
- Road Work
- Timer
- Break routine
- Intermittent fasting (or at least control snacking)
- MCT and Monkey Ass
- Music



*“The amateur believes that she must have all her ducks in a row before she can launch her start-up or compose her symphony or design her iPhone app. The professional knows better. Has your husband just walked out on you? Has your El Dorado been repossessed? Keep writing. Keep composing. Keep shooting film. Athletes play hurt. Warriors fight scared.”*

**–Stephen Pressfield**