simple•ology 101:
The Simple Science of Getting What You Want

by Mark Joyner

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http://www.simpleology.com

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Lesson 1

The First Law of simple•ology - The Law of Straight Lines

The Law of Straight Lines dictates: “The shortest path between two points is a straight line.”

You have probably heard this law before. It's one of the basic principles of geometry.

It’s pretty simple, really.

If you want to go to New York from Chicago, you take the simplest and most direct route. You don’t go there via Siberia.

Similarly, if you want to get a particular result, you don’t add any extra steps. You take the simplest and most direct route.

Unfortunately, we tend to add extra steps when we’re trying to get something we want. And many times, those extra steps prevent us from getting what we want at all.

You’ll learn more about this shortly ...

If you don’t understand this law immediately on intuition, you can experience it practically right now with the following experiment.

This may seem a little ridiculous to you at first, but just bear with me. There’s a reason for this that will make perfect sense to you shortly.

IMPORTANT NOTE: If you’re thinking you can just get through these lessons without doing the experiments, you’re right, but the impact will be 10% of what it could be if you were to actually do the experiments themselves. It’s also important that you follow the instructions for these experiments precisely.

Let's begin.

**Experiment:**

For this experiment you will need:

a. A glass of water
b. A timer, watch, or stop watch

**Your target:** take a sip of water.

It’s a simple target, but it illustrates a profoundly important point.
Here we go …

Place that glass of water on the table in front of you.

Now, take out your timer to see which of the following two methods gets you the desired target in the least amount of time.

Method #1 - Voodoo

Start the timer.

Now look at the glass of water in front of you and keep your attention fixed on it.

Close your eyes and say a little prayer for the water. Say, “I ask the universal God-force-in-the-sky to manifest this water in my mouth.”

Sit there for a moment and hope that the universe/God/whatever you believe in will bring the water to you.

Take a note of the result.

Now, yell at the water. Say, “Hey! You stupid glass of water! Get in my belly!”

Wait for a moment and see if it complies.

Next, tell the water, “I just spent $10,000 on a coaching program that is supposed to make me a millionaire in the next year.”

See if you have impressed the water enough to make it jump into your mouth.

Now try sweet-talking the water. Say, “Hey you sexy drink of water you. Why don’t you come on up here to my mouth and let me drink ya.”

Wait for a moment and see if the water ends up in your mouth.

Now try begging the water. Say, “Hey, Mister Glass of Water, can you spare a sip?”

Wait for a moment and see if the water is moved enough to oblige.

Finally, look at the water and think some positive thoughts. Smile at it and feel really confident that the water will wind up in your mouth some day if you think positively about it.
Now stop your stopwatch and take note of the time. Also take note of the end result.

**Method #2 – The Straight Line**

Start your timer.

Pick up the water and take a sip.

Set the glass down.

Now stop your stopwatch and take note of the time. Also take note of the result.

...

Note the difference in time between the two experiments.

Also note that at the end of Method #1 you didn’t have any water in your mouth.

That’s the simple and obvious power of straight lines.

Anything you want in life is subject to this same law. Find the fastest and most direct route and the object of your desire is yours.

This seems pretty obvious, right? Why don’t we live our lives like this every day?

The problem is, you’re bombarded with so many distractions every day that the straight line is no longer obvious. Further, the world is **full** of charlatans trying to sell you on superstitious thinking, so you’ve been trained to believe that a number of unnecessary steps are necessary.

We’ll talk about how to deal with those problems shortly. First, let’s learn the next of the 4 laws.

Before I carry on, though, let me address something that may be important to some of those taking this course. Some people of faith or spirituality may have been offended by that last experiment. They may feel that I am trying to “debunk” their belief system.

This is not the case at all.

Regardless of your faith or your belief, you cannot escape the necessity of having to take *action* yourself. Chances are, your religious beliefs probably support this fact – they don’t contradict it.

Here are two examples.
If you are a follower of any of the Judeo-Christian faiths, you may find the following quote from the book of James interesting:

“If one of you says to him, ‘Go, I wish you well; stay warm and well fed’ but does nothing about his physical needs, what good is it? In the same way, faith by itself, if it is not accompanied by action, is dead.”

And even the Buddha said, “Work out your own salvation. Do not depend on others.”

simple•ology does not conflict with any particular faith or belief system. In fact, it will only support it and help you to attain your goals that much faster.

Let’s move on to the next laws.
Lesson 2

The Second Law of simple•ology: The Law of Clear Vision

The Law of Clear Vision states that in order to hit a target, you need to see it clearly.

Imagine an archer shooting at 20 targets. The archer closes his eyes and lets the arrow fly.

What’s going to happen?

Well, they may hit any one of those 20 targets – or they may hit none of them at all.

Hey, what’s the problem here? What’s so bad about hitting any one of the targets?

The problem is that life isn’t always so forgiving.

If this archer was in a contest to see who could hit the middle of target #16, their odds are pretty slim that they’re going to win.

Here’s another way of looking at it.

If your goal is to get a new car, and you don’t see clearly in your mind what kind of car you want, you could just as easily end up with a Ford Focus as a Lamborghini.

In fact, you’d be much more likely to get the Ford Focus because there are so many more of those “targets” out there than the nice sports car you want.

Here’s a little experiment that will allow you to experience The Law of Clear Vision for yourself.

Experiment:

Let’s see which of the following two methods is more likely to get you to your target.

Method #1: Eyes Wide Shut

NOTE: Please do not do this in a room with any sharp objects.

Stand in the middle of a room with a decent amount of open space and pick out an object on one of the walls. This is your target.
Now, close your eyes and spin around in place. After spinning around at least 5 times, stop in the direction where you think your target is and, keeping your eyes closed, walk toward it.

How close did you get to your target?

Method #2: Clear Vision

Now, stand in the middle of the same room and pick out the same target. Spin around in place this time with your eyes open and then stop facing your target and walk toward it.

How close did you get to your target this time?

Repeat both methods as many times as you like.

...  

It’s obvious that Method #2 will get you to your target 100% of the time. Method #1, on the other hand, will get you there only rarely.

But the real power of Clear Vision is what you did before you started spinning around and walking.

Notice that before anything else you selected a target!

Most people go through their lives with targets half-selected or with no target selected at all. What do you think they’re going to achieve?

In order to get what you want, you must have a Clear Vision of exactly what it is that you want.

The problem is, most of us can’t get clear on this. We’ll talk more about that shortly. Very soon, I’ll give you some tools that will help you to not only select a target decisively, but to be so filled with inspiration to hit that target that you will become an utterly unstoppable force.

First, let’s move on to the next law ...
Lesson 3

The 3rd Law of simple•ology: The Law of Focused Attention

The Law of Focused Attention states that in order to hit a target, you must focus sufficient attention on it until you hit it.

If a surgeon was going to give you a heart transplant, do you think he could accomplish this while watching a ball game on television at the same time?

You could certainly accomplish eating a bowl of popcorn while watching a game, but I don’t think you could pull off the heart transplant.

The things we really want in life sometimes require a lot more attention than we are willing to give.

Let’s experience this law firsthand.

Experiment:

Read the following passage and, as you do, pay very close attention and try to count how many times I say the word “simple•ology.”

There once was a time when the people of the village were sad. No matter what they tried, they were never able to get the things they really wanted. Then one day they learned the secrets of simple•ology and the sale of Prozac and Zoloft came to a stand still.

Now, without going back, without peeking, answer the following question:

How many times did I use a word that started with the letter T?

...

You’ll notice that you have absolutely no idea how many times I used a word that started with the letter T. You may have a guess, but chances are it’s not correct.

Your attention was focused on something else. If your attention had been focused on the correct target and if you had exercised Focused Attention long enough, you would have had no trouble coming up with a fairly accurate answer.

Throughout our lives, most of our attention is focused on things other than our desired targets – this is one of the primary reasons why we fail.

Sometimes we focus on what we don’t want.

Sometimes we focus on the wrong target.
Sometimes we focus on simple diversions like television and mindless entertainment.

We may even have a Clear Vision of what we want, but if we don’t have Focused Attention, we will never hit our targets.

Focused Attention by itself is not enough, either. Let’s take a look at the next law ...
Lesson 4

The 4th Law of simple•ology: The Law of Focused Energy

The Law of Focused Energy states that in order to accomplish something you must focus sufficient energy on it until you do.

Do you know the difference between a knife and a blunt rock? (This isn’t a trick question!)

Most will simply say, “Well the knife is sharp and the rock is not.”

That’s absolutely right, but what is it that makes a knife sharp?

What exactly is the essence of sharpness?

Quite simply, something is sharp because it has “focused energy.”

The point of a knife allows you to focus the energy of your arm movements on a much smaller surface so that you are able to accomplish much more than you could by expending the same energy using a blunt instrument.

Just like a knife can cut more easily the sharper it is, energy becomes more and more powerful the more you focus it.

Let’s experience this firsthand ourselves.

Experiment:

Go to your kitchen and get the following items:

A sharp knife
A spoon
A cardboard box (a cereal box will do)

Note: Children should NOT attempt this experiment alone. If you are a child, please perform it under supervision of an adult.

Pick up the cardboard box and try to stab it with your spoon. Note how much energy you have to expend before you can pierce it. If you can’t pierce the box, that’s OK – just move on.

Now, pick up the cardboard box and try to pierce it with your knife. Note how much energy it takes to pierce the box.

What you just experienced was concentrated energy.
The surface of the spoon is diffused. When you stab something with it, your energy spreads out among many points.

The knife, however, is focused. A lesser amount of energy will produce a much greater result.

The beauty of it is, you can apply this same principle to almost anything. It works the same way with your own personal mental and physical energy as well.

More on this shortly ...
Lesson 5

The Scientific Formula for Success

There is no mystical secret to success. In fact, now that you know the first 4 Laws of simple•ology, you might even be able to write this formula yourself if you think about it.

To accomplish anything you want in this world, you can do so in three simple steps.

Imagine that anything you want is like a target you want to hit. You want a million dollars? That’s your target. You want to meet your dream lover? That’s a target, too.

With that said, let’s take a look at those three steps:

**The Scientific Formula for Success**

**Step 1:** See your target.

**Step 2:** Keep it in your sights.

**Step 3:** Hit it (until you hit it).

That’s it.

Seems pretty simple, right? Well, this is after all simple•ology.

Simplelogists don’t waste time, they don’t get side-tracked with “theory” and fuzzy ideas, and they certainly don’t create problems that don’t exist.

Speaking of which, if you apply that formula to anything you want, it will work for you every single time. With your own ingenuity and energy – and the tools you’re about to learn – you will be able to overcome any problem that arises along the way.

Those problems though will arise – the rest of this course is about how to overcome them.

The troubleshooting section of your member area will address just about any other problem that arises along the way.

There are also some little tricks you can learn that will greatly speed up the process.

First, let’s talk about each of the 3 steps in more detail.
Lesson 6

Step 1: See Your Target

Remember The Second Law of simple•ology: The Law of Clear Vision?

“In order to hit a target, you must see it clearly.”

Since you did the experiment in the previous lesson, you know this to be true now from your own personal experience.

Most failure begins and ends at this step.

Most people spend their lives in a state of confusion wandering aimlessly, never knowing what it is exactly that they want.

And who’s to blame them? Marketers have captured our minds using more and more insidious techniques to convince us that we need every little thing they’re selling.

Politicians try to manipulate our desires for their own political ends.

In fact, just about everyone you meet in this world has their own personal agenda (be it conscious or unconscious) and they will try to sell you on it every chance they get.

It’s no wonder that it’s difficult for us to see exactly what it is that we want.

Sometimes the problem is a little subtler than that. We may actually have a target in mind, but we don’t see it clearly. For example, you may say to yourself “I want a lot of money” but is that really a specific target?

“A lot of money” can mean a lot of things to a lot of people.

Experiment:

Try to imagine “a lot of money” in your mind. Does it look clear or fuzzy?

Now try to imagine “a crisp $100 bill” in your mind. Is that image clear or fuzzy?

Think back to the Law of Clear Vision Experiment.

The first thing you did was select a very specific target and see it clearly in front of you.

The trick to success is selecting one target at a time and focusing all of your energy on it in the moment.
Yes, we all may have hundreds of things that we want to do, and our lives may be incredibly complex, but in that moment, you need to let go of everything else and **See Your Target**.

Shortly, we’ll show you some techniques that will make target selection a snap.

The system of *simple•ology* is going to be a major revolution in your life and very soon you will begin accomplishing far more than you ever thought possible.

First, let’s talk about Step Two in the Scientific Formula for Success ...
Lesson 7

Step 2: Keep it in Your Sights

Remember the 3rd and 4th Laws of simple•ology: The Laws of Focused Attention and Focused Energy.

They dictate:

“In order to accomplish something, you must focus sufficient attention until you accomplish it.”

And ...

“In order to accomplish something, you must focus sufficient energy until you accomplish it.”

The problem is, after we’ve selected our target we divert varying levels of our attention away from it and this usually prevents us from hitting it.

If you get another target in mind, you’ve taken 100% of your focus away from the original target. Most people flit around from target to target never focusing “sufficient energy” or “sufficient attention”.

You may sometimes find that you can’t focus your attention because you “have things on your mind”. In this case, you are unconsciously defocusing a percentage of your attention and energy away from the target.

In other cases, it may simply be that you do not believe in the worthiness of your target. In this case you are defocusing a percentage of your energy from the target as well.

See how that works?

Soon you’ll learn some procedures that will make keeping your target in your sights as easy as watching a movie.
Lesson 8

Step 3: Hit It (Until You Hit It)

Remember The First Law of *simple•ology*?

The Law of Straight Lines:

“The shortest path between two points is a straight line.”

Sometimes we kid ourselves into thinking that certain actions are bringing about a result, when in reality we’re just spinning our wheels.

Sometimes we spend our days “working” but never really accomplishing anything in particular. You might tell yourself that you’re “straightening up your work space” but you’re really just shuffling paperclips around your desk. You might tell yourself that you’re “doing research on the Internet” but you’re really surfing aimlessly from site to site. You might tell yourself you’re “doing customer relations” but really you’re just shooting the breeze with some pal you met online.

There are even far subtler ways of adding extra steps between ourselves and our targets.

For example, before 1955, cargo was unloaded on to ships by hand. The dockworkers would unload the truck, then the goods would be packed onto the ship as sensibly as possible. At the arrival point, the cargo was unloaded from the ship and stored in a warehouse where it would be re-sorted before being delivered onwards. This was called the “break-bulk” method.

The Break Bulk method was time-consuming, required hard physical labor and there were plenty of opportunities for goods to “disappear”.

Compare this to the straight-line method of “containerization”: you simply pick up the trailerload and stack it “as is” on to the ship. Then unload it in similar fashion at the other end.

The beauty of using standardized containers means that the cargo can be transferred from ship to train to truck, never requiring the goods to be opened or accessed during transit.

Not only does it save time, it saves money as well. By the 1950s, the traditional hand-loading method cost $5.86 a ton to load a ship. Containerization slashed that to just 16 cents a ton.

As you can see, straight lines can sometimes save you millions of dollars and years of time.

Here’s another example – have you ever tried to lose weight? There are many ways to do it and they’re all pretty simple really. The problem is, we get diverted
off our straight line path in one of two ways – we get caught up in fads that don’t work or we take a complete detour and start eating all sorts of junk and sitting on our butts all day.

As you can see, there are varying degrees of diversion.

You need to constantly keep your mind attuned to finding the straightest path. Keep hitting at your target, until you hit it.

The thing is, you’re always walking some path, whether you like it or not – and that takes us to our next lesson.

Before I talk about that, there’s one more thing you need to understand about this step.

In some cases, you may not know how to accomplish your goal.

In a later section, we’ll introduce you to a planning and learning process that will allow you to solve this problem decisively every single time.
Lesson 9

The 5th Law of simple•ology: The Inescapability of Action/Reaction

The Inescapability of Action/Reaction states that there are two things from which you can never escape: action and reaction.

In other words, you are always acting – even if you think you are not.

Trying to decide what to do? You’re performing the action of deciding.

Thinking about how bad your life is? You’re performing the action of thinking about how bad your life is.

Sitting on your butt? Yep, that’s an action, too.

The corollary is that for every action you take, there is some reaction.

Even if you are just sitting on your butt watching TV there is a massive symphony of reaction taking place in your body and mind. Your mind is being programmed by what you see on the TV screen. Your body is storing the excess of energy of the food you ate today because you are not burning it off. The forces of gravity are weighing down on your body ...

All of that is a reaction to an action you took.

We could easily write an entire book on the inevitable reaction to that seemingly simple action.

Here’s another way of looking at it.

Did you know that there is really no such thing as “procrastination” or “laziness”?

These two words presuppose “inaction” on the part of a person, but such a state does not exist.

Again, you are always doing something. “Procrastination” and “laziness” are really just ineffective actions masquerading as inaction.

So, in order to get whatever it is that you want, all you have to do is stop performing the actions that don’t bring about your desired result and start performing the actions that do.

The simple•ology Praxes will show you exactly how to do that.

First, let’s talk about your three primary sources of power.
Lesson 10

Your Three Sources of Power

People tend to think in terms of “ends” when in reality, the world is constantly in motion.

Just like how you are always performing some action, your Three Sources of Power are always in flux in one way or another as well.

Allow me to explain.

The three sources are:

- Time
- Energy
- Money

In order to get the things that you want, you must personally expend or Leverage various combinations of those resources through your actions.

Leverage occurs when you use other people (personal leverage) or systems (systematic leverage) in order to amplify your power.

Later simple•ology courses will explain how to do this in more detail, but we won’t go into Leverage now. Leverage always starts with personal action and you need to master that part of your power first.

This is essential!

The important thing to understand here is that these sources of power are never in a static state – they are always in flux.

Imagine that you have $100. If you put this in the bank and are earning interest, that source of Power is increasing.

Of course, every time you spend it you are losing power. Every time you flip on a light and accrue a power bill, you’re losing some as well.

Even if you put that $100 bill under your pillow, you may think that it’s sitting there statically but it’s not. As inflation increases, the value of that $100 bill is decreasing.

No matter what you do, your sources of power are either increasing or decreasing.

The only exception is your own personal time. You can never get more time than you have, but you can certainly borrow it. When you Leverage the time of others, you are gaining time in a global sense, but your personal time keeps ticking away and diminishing.
That knowledge should fill you with ENERGY.

My God, if you can never ever get back your time, what are you doing with yours right now?

Speaking of energy, the same applies there as well.

Energy manifests itself in the intensity, enthusiasm, quality, or drive behind all of your actions.

You may put your time and money into something, but if your “heart isn’t in it” you know from experience that the results are poor.

Your energy is also in a constant state of flux. Your various actions are either adding to the balance of energy available to you or detracting from it.

simple•ology 102 and 103 will allow you to master the powers of money and energy in depth, but don’t worry about that for now. Before anything else, you need to master the simple•ology Praxes.

Once you master these, your power will begin to increase dramatically in ways that you can’t even begin to imagine yet.

This alone will make a dramatic change in your life.

The later simple•ology courses will take you to even greater levels of power, but even if you only mastered the 101 Praxes, your life would make a dramatic shift.

Everything builds upon these Praxes and they give you a framework from which you can springboard your life.

This is your “Path to Power.” Read on to learn more ...
Lesson 11

Your Pathway to Power

What exactly is “power”?

According to the dictionary ...

**power n.** the ability or capacity to perform or **act** effectively

The word comes from the Classical Latin word potens: the ability to **act**

Power then is nothing more than your inherent ability to bring about a result.

Power is not something that you attain simply by flipping a switch.

Remember that your power is in a constant state of flux. You can let it dip or increase as the world swings you about from high to low – or ...

You can walk the Pathway to Power.

The Pathway to Power is a way of living that will slowly and methodically increase your power over time.

The Pathway to Power was inspired by something I learned while serving as a US Army officer. Army strategists found that the military power of the US Army was constantly in flux ...

At the end of World War II, we rested on our butts confident in the fact that we were the most powerful military force in the world.

Then North Korea attacked South Korea and we sent over a small task force that was stationed in Japan to “take care of” the North Korean force.
There were two problems. First, we grossly underestimated the power of the North Korean military. We didn’t think they had much more than a small untrained force, so we assumed one battle-hardened Task Force from the US Army could handle the problem well.

Next, we didn’t realize that the soldiers stationed in Japan were totally untrained and unprepared. They had been sitting around stagnating for the last several years because our victory at the end of World War II had made us extremely over-confident.

The Task Force sent over was nick-named Task Force Smith for the commander who led them and now Task Force Smith is synonymous with catastrophic military failure.

To combat the problem of fluctuating readiness levels in our troops, the US Army developed the concept of the Band of Excellence.

The Army recognized that there were a number of “core competencies” that any unit would have to remain proficient in if they were to maintain combat readiness.

In the same way that you can only focus on one target at a time (if you want to hit it accurately), the Army can’t train on every single “core competency” at the same time, either.

So, the Army recognized that systematic review and refinement of each of those core competencies was required.

When a unit trained on one skill, their proficiency in another would drop. If they organized a systematic review of each skill at the appropriate times, they found that the overall readiness of a unit would be on a constant upward trend.
The *simple•ology* Pathway to Power works in this same way. Remember the Three Sources of Power? If you systematically improve your proficiency in each of them, your overall effectiveness as a person will continually increase in an upward spiral.

In the same way, your progress toward your targets follows its own path as well.

The *simple•ology* Praxes will ensure you walk this Pathway to Power every single day.

At the same time, your practice of the Laws of *simple•ology* and the Scientific Formula for Success will be automatic.

Whatever it is that you want in your life, you’re about to walk the shortest and most direct path toward it.

Get ready because you’re about to embark on a journey where the things that you want start happening for you one after the other.

First, you have to make the two biggest decisions of your life ...
Lesson 12

The Two Most Important Decisions of Your Life

In the course of your life, you can either walk toward the things that you really want, or you can dream about them and watch as they happen to others ...

Further, you can either steadily increase your power, or you can allow it to wither away.

These options are not a matter of fate – they are purely a matter of the choices you make every moment of your life.

The two most important decisions you will make are:

Will you take actions that bring you toward your desired target or away from your desired target?

And ...

Will you engage in behaviors that strengthen your power or weaken your power?

Remember the Inevitability of Action/Reaction?

You are making these decisions every moment of your life.

Every moment you are alive, every tiny micro-decision you make, you are either moving toward or away from your desired target.

In the same way, every action you take will either strengthen or weaken your power.

The previous lessons should help you understand quite clearly what types of actions will bring you toward or away from your target. The simple•ology Praxes will help you to always be moving toward and quickly identify those things that are moving you away.

Strengthening and weakening behaviors, on the other hand, can be a little more difficult to grasp. Once you do, however, you’ll be armed with an extremely powerful tool to increase your power every minute of every day.

Here’s a story that may help you understand the concept of strengthening and weakening behaviors a little more easily ...

After I resigned my commission as a US Army Officer I found myself putting on a bit of extra body fat.
My physical activity levels dropped because I was no longer running around in the woods all day. I spent just about every waking hour in front of the computer.

I could sense that I was adding on some extra weight, but I always had an excuse for not exercising and for eating the wrong foods.

I knew in my mind that I should have been eating healthier food. I can even remember the precise moments when I made the decision to eat junk food over healthy food.

Every time I chose the junk food, choosing the healthy food got harder and harder.

Every time I chose not to exercise, the choice to exercise got harder and harder.

Before I knew it, I was 60 pounds overweight – and not an ounce of it was muscle.

When I was a very young man my mother had been hospitalized with a stroke at a very young age and remained disabled and in pain for the rest of her life. The moment I saw that scale I realized that I was putting my life in danger. This idea stimulated me into action.

The first few days of eating right and exercising were very difficult, I must say ... But the terror of knowing that I could be killing myself inspired me to persevere. I had to reach deep inside myself and channel my fear and anger into something positive.

Each time I made the decision to eat right, the decision to do so at the next meal was easier. Eventually, I had no cravings for “junk” food whatsoever.

The same was true of exercise.

In 4 months I shed off those extra pounds and transformed my life. (I’ll teach you how I did it in simple•ology 103).

From that day forward I had more energy and a greater sense of overall well-being. It’s fair to say that my life was transformed.

What you just read is a true story.

What does it mean?

How does it apply to strengthening and weakening decisions?

Well, every time I chose to eat unhealthy food, I was weakening myself. My will to eat healthy food diminished over time.
Now, you may think that what I’m talking about here is will-power and you’d be partially right. Those weakening decisions indeed weakened my will-power, but something else happened that was far worse.

As I made those decisions, all three sources of power diminished for me as well.

As I gained weight, I lost energy. As I lost energy, I lost time because I was far less efficient than I could have been. As I lost time, I lost money ...

See how that works?

A weakening decision is one that in the moment will weaken any of your sources of power.

Here’s another example ...

Many people are tempted to make foolish financial decisions and purchase things that they don’t need. In the moment, it’s very easy to get yourself in debt and purchase that expensive car or that new dress or that cool gadget ...

Be honest – you’ve been there, right? I sure have ...

Every time you give in to that impulse your ability to resist it in the future becomes weaker. Over time you will become so weak in the Power of Money that you will find yourself deep in debt. That debt causes tremendous stress and that stress reduces your energy. And that energy reduces your effectiveness with time. And your inefficient use of time prevents you from making more money, and ...

Down the spiral you go!

Any time you are tempted by immoral, unhealthy, unwise behavior, you have a strengthening choice or a weakening choice.

It’s about choosing the hard right over the easy wrong.

The beauty of it is that exactly when choosing the hard right is toughest, that is exactly when your power grows.

Instead of looking at such options as a temptation to overcome, I want you to right now begin looking at those moments as blessed opportunities.

Think – if you make that strengthening decision just once, the pain of it will be only very brief, but the resulting strengthening will last you for years.

Say to yourself, “As I choose the strengthening behavior now, I am making myself more powerful, and my life easier, from this moment forward”.

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http://www.simpleology.com
As you practice simple•ology every day, these decisions will become easier and easier and, as a result, you will become more and more powerful by the minute.

In your next lesson you will take a very important step.

You’ll finally learn how to apply what you’ve learned so far to your daily life. Get ready for some amazing things to happen in your life ...
Lesson 13

The simple•ology Praxes

A “praxis” is a habitual or established practice. It’s a formal action for improving yourself that you perform on a consistent basis. The plural of “praxis” is “praxes” (pronounced “prakseez”).

The simple•ology “Praxes” allow you to turn the theory of simple•ology into a daily habit that will send you on an escalating path of success. Over time, you’ll find that the results you want will come faster and faster.

Your days will become more and more efficient, and you’ll have more and more energy each day to accomplish your goals.

It all starts with your Daily Target Praxis.

No matter which level of proficiency you have reached in simple•ology, you will begin each and every day with this morning ritual.

The Daily Target Praxis will integrate the 5 Laws of simple•ology and the Scientific Formula for Success into your daily life.

We’ll show you exactly how to perform this Praxis soon. Just know for now that it’s vital you do this 15 minute practice every single morning.

The remaining Praxes, the Power Praxes, focus on one of your sources of Power or a related “skill set.” Each day you’ll select one or two of your Power Praxes and perform it after your Daily Target Praxis.

You’ll rotate through each of your Power Praxes on a regular basis to ensure you are on a constant upward path of increasing power.

This is the simple•ology Pathway to Power, and walking it will take only a few minutes each day.

Remember the Army Band of Excellence?
In the same way, your Three Sources of Power will fluctuate, but because of your systematic use of the Praxes, you will be on a steady upward path of increasing power rather than a random up and down path.

For *simple•ology 101* you will begin with the Energy Praxis and Time Praxis. The Praxes related to money will be taught in *simple•ology 102*.

I know ... I know ... You want to learn how to increase your Money Power *now* and I can’t blame you. Before you can effectively increase your money, though, you need to increase your Time and Energy Power first.

So, let’s recap.

**The Daily Target Praxis**

The basic Praxis you perform every single day. It is the foundation of *simple•ology*. It integrates The 5 Laws of *simple•ology* and The Scientific Formula for Success into your daily life.

**The 3 Power Praxes**

These Praxes will put you on a path of steadily increasing power. Do at least one per day and rotate through them on a regular basis. If you did your Energy Praxis today, you do your Time Praxis tomorrow, and so on ...

If you are ambitious, you can do more than one per day, but don’t overdo it. One per day is enough and you want to establish a practice that you can stick with. Consistent small practice over time will have a much larger impact than a big block of work performed only once.

You’ll work with the Time Praxis and Energy Praxis for a while first before adding the Money Praxes in *simple•ology 102*.

Again, each of these Praxes will only take a few moments each day, but will have a huge impact on your life.

It’s vital that you practice them every day, though, for the fullest benefit. One great thing about the human body and mind is that it will succumb to your will if you are consistent. Olympic athletes, high power executives, millionaire entrepreneurs, world-class artists ... They all understand this principle and day by day use their power to become what they want.

They don’t let their days pass them by hoping for things. They reach out and grab what they want.

Through your daily use of the *simple•ology* Praxes, you can reproduce this kind of success yourself. Every day you will become more powerful and every day you will hit target after target with simplicity and ease.
In tomorrow’s lesson, you will put together your simple•ology Cockpit. This is the seat from which you will fly toward your targets at mach speed.
Lesson 14

Your simple•ology Cockpit: Part 1 – My Ultimate Life

A cockpit is the control room of a plane. It’s where the pilot flies his plane to his intended destination.

When you log into the simple•ology WebCockpit, you will see the following icons at the top:

Now that may seem like a lot of new stuff and it may be confusing, but don’t worry, we’re going to talk about each part one by one and you’ll understand it perfectly.

Today we’re only going to access just one of these areas:

When you do your Daily Target Praxis for the first time in Lesson 18, you will use the rest.

If you click on the Major Targets icon, you will see the following tabs:

- My Ultimate Life
- Long-Term Major Target
- Medium-Term Major Target
- Short-Term Major Target

First, let’s take a look at “My Ultimate Life”.

Your Ultimate Life is the kind of life you would like to live in your wildest dreams, incorporating all the things that would make you happy and fill you with inspiration.

Complete the following statements:

1. If I was ________________, I would be profoundly happy and fulfilled. My life would be complete and I could consider myself a success.
2. If I had ______________, I would be profoundly happy and fulfilled. My life would be complete and I could consider myself a success.

3. If I was doing ______________, I would be profoundly happy and fulfilled. My life would be complete and I could consider myself a success.

If you have been using your Course Checklist you would have answered a similar question when you started this course. You can use what you wrote there, or if it has changed, you can modify it.

Do you want to own your own home? Put that down.

Do you want a sports car? Put that down.

Do you want to be healthy and fit? Put that down.

Do you want to break a bad habit? Put that down.

Do you want to have a better relationship with your family? Put that down.

Go crazy and write as much as you want.

The point here is that these blanks contain something that inspire and excite you. Your “Ultimate Life” is your Big Dream. This is your passion.

Whatever you write though, make sure it’s specific.

For example, if you would like to be famous, don’t leave it at that. How exactly will you become famous? As a writer? As an actor? As a sports person? A musician?

Remember the 5 Laws of simple•ology and apply them to what you write here.

If you can’t think of anything that truly inspires you at this moment, don’t get hung up on it right now. Just jot down a few ideas and come back to it later.

Often people put their lives on hold because they don’t have a clear vision of what kind of life they want. The problem is, life can pass you by while you’re trying to figure this out, so make a commitment to some sort of action now.

In other words, don’t stop yourself simply because you don’t know your Ultimate Life in perfect detail.

In the meantime, we can work on smaller things that will help you learn the system of simple•ology. No matter what your Ultimate Life is, there are probably a few short-term targets you will want to hit along the way regardless.
Remember, you can modify this section later if you don’t know right off the bat what to write. Either way, just take two minutes now and write as much as you can. Let the ideas flow. Don’t pause and think about it, just write.

Remember, at this point it doesn’t matter if you fill out this sheet perfectly right out of the gate. So, if you don’t think you’ve discovered your life’s passion through this exercise, don’t worry. The right answer will inevitably come to you over time. The important thing is, you’ve written something, and in tomorrow’s lesson, we’ll talk about “how to get there”.

Now – go to it!
Lesson 15

simple•ology Cockpit: Part 2 – Backward Planner

Yesterday, we talked about “what you want”. Today, we’re going to talk about “how to get it”.

One of the problems many of us face is that we have a certain image of how we’d like our life to be, but we don’t have a clue how to get there. Our Big Dream becomes so vague and unattainable that we stop trying and give up.

This is where your Backward Planner comes in.

The Backward Planning Method is something that has been used by military strategists for years.

When planning a major military operation, leaders struggle with the same types of questions you do in your path to hitting your targets.

   How do I do it?

   What will it cost?

   What equipment do I need?

   What exactly is my target anyway?

The Backward Planning process will answer all of these questions.

First, you start with what we call in the military a “clear end-state”. Before planning a mission, we would say “at the end of this military operation what is the state we desire?”

In our case it might be something like “the village is secured” or “the hostages are returned safely home”.

The end-state is what we call in simple•ology our “Target”.

Now, targets vary in size and complexity. A simple target, like writing a check to pay a bill, doesn’t require much planning. A complex target like starting a business, however, will take some more thought.

So, you start with a clear idea of this end-state in mind and then you ask yourself, “Right before this end-state is achieved, what is the very last thing I will do?”
You imagine that you are right there in the moment of hitting your target. Then use your imagination and imagine what you did right before you hit it. And you keep going backwards like that until you are exactly where you are sitting right now.

As you do this, you write down each step and by the time you’re done, you have a wonderful plan sitting in front of you. All you have to do now is trace the steps back in the other direction.

This process, while seemingly simple, is one of the most powerful planning tools known to man.

It’s that easy. Once you know the steps to take, reaching your Target becomes a cinch.

Your homework for tonight is to go through the Backward Planning Process for one of the items you completed yesterday in your Ultimate Life sheet. Select the item that fills you with the most inspiration.

Which one means the most to you?

I don’t care if you haven’t written down your perfect Life yet. That doesn’t matter. Look at this as an exercise so you understand the process.

Who knows ... Maybe in doing so you’ll learn what your real Ultimate Life could be...
Lesson 16

Your simple•ology Cockpit: Part 3 – Your Major Targets

Carrying on from yesterday, we’ll be looking at the three other tabs inside the WebCockpit:

- Long-Term Major Target
- Medium-Term Major Target
- Short-Term Major Target

Now, it’s important to understand right now that this system is very different from other so-called “organizers” and “day-planners.”

Creating an arbitrary list of “things to do” simply does not work for a number of reasons.

First, a “to-do list” without any sense of organization or purpose is a straight-line path leading to nowhere in particular.

Your list of “Daily Targets” will be derived from actions that you have determined will bring you closer and closer to your desired Major Targets.

This is a dynamic and changing list that you will evaluate and change every day to ensure you are moving on the right path.

Sometimes the things that end up on our “to-do lists” don’t have anything to do with what we really want to accomplish. Your Daily Target Praxis will have you evaluating what you do each day to ensure it is actually something that brings you closer to your major target.

You’ll learn more about this tomorrow ...

First, before we go about selecting our Major Targets, here’s some ground rules:

1. Whatever what you wrote down in your Ultimate Life sheet, your Long-Term Major Target should support that. And your Medium and Short Term Major Targets should support your Long-Term Major Target.

Remember the law of focused energy? Your Long, Medium and Short Term Major Targets should be milestones on the way to your Ultimate Life.

Now remember, this is flexible. As long as you understand the spirit of this, that’s what is important. You are welcome to adapt or modify this tool in any way you see fit to work for your particular situation. As long as you
understand the principles of simple • ology and apply them to your daily like, and this tool will help you do that – but it’s flexible.

2. You should focus on one Long-Term Major Target, one Medium-Term Major Target and one Short Term Major Target at a time.

You may have hundreds of things that you want to do in your life, but if you make intricate plans for every single one of them you will inevitably become overwhelmed. Remember the law of focused attention?

simple • ology has an answer for that, too ... You’ll learn about that shortly.

OK, let’s take a look your Ultimate Life sheet again.

Using what you have written so far, select one of those items as a Long-Term Major Target. This is a target that you would like to achieve in the next 6 months to a year. The shorter term the better frankly.

You can either select your Long-Term Major Target directly from your Ultimate Life sheet (if it’s a target you want to hit in the next 6-12 months and it’s something you can specifically hit as a target), or select one of the steps you identified in the Backward Planner you created yesterday.

The important thing is a target must be something you can hit and you know how to hit.

Either way, we’ve made this easy for you. Simply use the drop-down options beside the item to shift it over to your Long-Term Major Target section:

As you complete the rest your Long-Term Major Target sheet, pay special attention to each step. Getting in touch with your underlying reasons for wanting a particular target is crucial to your success. When you tap into that, you can unleash an unstoppable force that will propel you toward your Target at Lightening speed.

Now – take just 2 mins and go for it! But be sure to come back – I have some extremely important things to tell you ...

..........................................................

Welcome back!
If you haven’t completed the form yet, don’t worry. You can go back to it at the end of today’s lesson. Right now, it’s important that we keep the momentum we’ve built up flowing forward.

Next, I want you to enter the following the two items as your Medium and Short Term Major Targets:

**Short-Term Major Target**

Complete the *simple•ology* 101 course checklist

**Medium-Term Major Target**

Complete the *simple•ology* 102 course checklist

No matter what you want in life, these two targets will surely help you get there. Before anything else I want you to have absolute mastery of *simple•ology* and of yourself.

Once you have completed both these targets, you can use your Backward Planner to create new Medium and Short Term Major Targets.

Your Medium Term Major Target should be something you can complete within 1 to 6 months.

Your Short Term Major Target should be something you can complete within 2 days to 1 week.

For example:

If you wrote in your Ultimate Life that you want to be a famous rock ‘n roll star, and your Long-Term Major Target for the next 6 to 12 months is to “Release your first album”, then your Medium and Short Term Targets may look something like this:

**Medium Term (target for the next 1-6 months):**
Finish Recording the Album.

**Short-term (target for next 2 days to 1 week):**
Write a new song and rehearse the song with the band until it’s perfect.

Later we’ll show you how to update each of these targets as you complete them to ensure that you continue moving forward.

Remember the Law of Clear Vision? The more clearly and precisely you see your target, the easier it is for you to hit it. As you go along, you should constantly modify your major targets to add clarity.
Asking you to focus in on why hitting those targets is important to you charges those targets with energy so that hitting them will be much easier.

Ok, now go back to the WebCockpit and fill out your Short-Term and Medium-Term targets right now.
Lesson 17

Your simple•ology Cockpit: Part 4 – Your Daily Target Praxis

In the last 3 lessons we talked about “what you want” and “how to get there”. Today, I’m going to show you how to build “getting there” into your daily life so easily that getting the things you want becomes a snap.

It all begins with your Daily Target Praxis.

Remember the Law of Focused Energy? In Lesson 4 we explained how the point of a knife is sharp because it has focused energy. By concentrating energy on a smaller surface, you were able to accomplish much more with less energy than when you used a blunt instrument with diffused energy.

The Daily Target Praxis breaks down your Ultimate Life into easy, bite-sized steps that you can take every day.

You’ll find that concentrating on simple and achievable daily targets through your Daily Target Praxis is far easier and more effective than trying to contemplate a huge and seemingly “unbelievable” dream.

Just as your Long, Medium and Short Term Major Targets are milestones in the path to achieving your Ultimate Life, your Daily Target Praxis will support each of your Major Targets.

Regular use of the Daily Target Praxis will ensure that your attention and energy remains focused on your Major Targets and every day bring you closer and closer to your Ultimate Life:

![Diagram of My Ultimate Life, Long Term Major Target, Medium Term Major Target, Short Term Major Target, and Daily Target Praxis]
That’s where the rubber meets the road as they say, and that’s what the rest of your Cockpit is all about. Let’s take a look at the remaining elements in depth.

**Daily Target Praxis < -- it all starts here**

This should be the ritual with which you start your day from this point forward.

Everything else in *simple•ology* will build upon this.

This is your 15-minute-a-day ritual that will change your life and help you get what you want every single day.

Soon you’ll be able to compare your effectiveness with it and without it. Your first day with the Daily Target Praxis will be tomorrow. Over the coming days as you begin each day with it, you will find you are getting far more done than you would without it. You’ll never want to go back!

There are many vital things that happen in this Praxis. You’ll get back in touch with your Major Targets. You’ll plan real action steps to get you closer to them. You’ll increase your Power. You’ll turn your Power on for the rest of the day. And much more …

Among other things, this Praxis will walk you through the remaining pieces of your Cockpit, but let’s take a look at each one in depth.

**Energy Power Praxis and Time Power Praxis**

Your Power Praxes are designed to gradually increase your Power over time. As you increase your Power, the rate at which you hit your targets will increase dramatically.

More about these in the next lesson …

**Morning Brain Dump**

Most of us go through our days drowning in a deep fog of “things to do.” We haphazardly work through this list without any purpose – regardless of the impact these things have on our progress toward our targets.

Sometimes we spend our entire day on things that *feel* important, but ultimately are not.

This part of the Daily Target Praxis will allow you to simply “dump” everything on your mind on to one sheet of paper. Every little idea you have. Every nagging task. You dump it all here.

Then, we go through a process called “Do It. Deliberate. Or Dump It.”
This process allows you to analyze each of these items and decide if they are really important for you to do today. Are they getting you closer to your targets? Is it something you can accomplish today? Is it something you must do today as an obligation?

If yes, you check the box called “Do It.”

If not, you either Deliberate or Dump It.

If it’s something you need to think about more ... Maybe an idea for the future ... Maybe a task you know you must perform, but it does not fit into the scope of your day today ... Then you check the “Deliberate” box.

If it is something that is simply unimportant and does not further your progress toward your targets then you simply “Dump It.” This can be that meeting you were railroaded into attending that you don’t really want to go to. Maybe it’s something you thought was beneficial but was really a waste of time.

This process is crucial. Not only will it give you clarity, but it will also eliminate time-wasting nonproductive items before you even start your day.

A hidden benefit is that it will drastically decrease your stress levels, but you’ll experience that soon enough.

**Mental Lock Box**

The items that you marked “Deliberate” will then be transferred to your Mental Lock Box. You’ll keep them there for safe-keeping and then put them out of your mind, completely secure in the fact that you can go back to them later.

**Daily Targets**

Now we finally have a list of definite targets to hit today. We either do them ourselves or we delegate them to someone else. Delegation is a simple form of “Leverage” that we will discuss in more detail in future simple•ology courses.

**Delegation Station**

This is a place to keep track of every item you have delegated to someone else. Once it’s here, you simply follow up with those to whom you have delegated these items until they are completed.
Observation Log

When you use the Power Praxes, you’ll be asked to make observations about your Strengthening Decisions and Weakening Decisions and write them down in this log.

You can also use this log throughout your day to write down any observations as well.

More about this in the next lesson ...

Dream Catcher

Throughout our day, sometimes we are distracted by ideas that pop into our heads ...

“Hey, this would be a great marketing idea ...”

“Oh no! I forgot to ...”

“Maybe some day I should ...”

These waking “Dreams” tend to derail us from our progress during the day. This discipline will allow you to stop that process dead in its tracks without losing any important thoughts or ideas.

That’s it.

I can’t emphasize enough how important it is that you do this every single day. As you do it, the act of doing so will become easier and easier. Very soon you won’t be able to imagine what it was like to start your day without it!

I must also emphasize the importance of reading each step carefully every time. Don’t just gloss it over. Every single word is important.

The day after tomorrow, you’ll do your Daily Target Praxis for the first time. Today I want you to carry on through the rest of your day as you normally would and pay attention to the results.
Lesson 18
Your First Day with the simple•ology Praxes

This is the day you’ve been waiting for.

When you’re done with today’s lesson you will do your Daily Target Praxis for the first time.

I want you to commit right now to do this for at least one full week before you decide you want to carry on doing this for the rest of your life.

simple•ology is the simple science of getting what you want and scientists observe reality. I want you to observe the reality of how this will transform your life first-hand.

Now, before you begin your Daily Target Praxis, let’s talk a little more about the Power Praxes.

While the last lesson showed you how you’ll be using the Daily Target Praxis to get you closer to what you want as opposed to further away, the Power Praxis will increase one of your Three Sources of Power a little bit each day.

Rather than be victim to the up and down movement of Power that 99.999% of the population experiences, you will now begin a path of steadily increasing power.

Why is this important?

Why would someone want to increase their power?

The short answer is that increasing your Power means you will hit your Targets faster. The long answer reveals something even more profound.

Let’s look at each type of energy in depth so you can understand ... We’ll look at the Time and Energy Praxis for now. You’ll learn the Money Praxis in simple•ology 102.

What is the power of Energy? It’s not a scientific term in this sense, but it’s a word we all use to describe that “life force” within each of us that makes us feel good and propels us toward our goals.

Do you want to feel more alert and more alive?

Do you want to have more mental stamina?

Do you want to feel “on top of your game”? 
If you answered yes to any of those questions, pay extra close attention. Your regular use of the Energy Power Praxis will have a tremendous impact on your Energy.

Now, when you want to get more in depth into the science of energy, take simple•ology 102: the Simple Science of Personal Energy.

What about the power of Time?

Look at it this way. Remember that your Time is constantly fleeting and once it is gone, you can never get it back. If you can get more out of your time ... If you can use your time more wisely ... This is what we'd call an increase in Time Power.

Do you want to get more done in less time so you have more time on your hands to do with as you wish?

Do you want to do in hours what it takes others days to accomplish?

Do you want to increase your Money Power by increasing the rate at which you earn money?

If you answered yes to any of those questions, pay extra close attention. Your regular use of the Time Power Praxis will have a tremendous impact on your Time Power.

So, how do these Praxes work?

As you recall, all three of our sources of Power are strengthened or weakened by the choices we make.

We can make decisions that will increase our Power or diminish it.

Strengthening Decisions will gradually increase our power while Weakening Decisions will gradually decrease it.

If our Power is merely a matter of making the right decisions, then all we have to do is become aware of which decisions have which effect. Then, we combine that awareness with a purpose and we have a tremendous force for change in your life.

That purpose I'm referring to is represented by your Major Targets and your underlying reasons for wanting them. Get in touch with those Targets now. How badly do you want them?

Know that increasing your Power in this way will help you hit those Targets much faster.
So, again the purpose of these Praxes is to increase your awareness of the Weakening Decisions and Strengthening Decisions you are making in relation to your Power.

Then, you’ll take real action steps that will make your Strengthening Decisions easier next time and your Weakening Decisions harder.

Read that again ...

Normally it’s the other way around. Our society is set up so that Weakening Decisions are a matter of simple convenience. For example, did you know that it actually costs more to eat healthy food than it does to live on junk food? Processed food loaded with sugar and white flour is readily available “on the cheap” 24 hours a day 7 days a week.

Our pop culture is programming our minds for a life of instant gratification and debt.

And the list goes on ...

To make it, you need to take steps that turn your world upside-down. That’s what you are about to do.

Combine this with a purpose for doing so, that sets you on fire with enthusiasm and the change in your life will be almost instant.

The word enthusiasm comes from the roots “en” meaning inside and “theos” meaning God.

Enthusiasm is like having the fire of God burning in your heart. simple•ology is separate from any religion or belief system, but if you’ve ever felt this way it’s hard to come up with any other way to describe it.

That’s the feeling you’re going to get over the coming weeks. And once you have it, you’ll sustain it through your consistent use of the Daily Target Praxis.

Now, let’s take a look at a few helpful concepts you’ll need to understand when using the Praxes.

**Power Leeches**

A leech is an annelid or segmented worm that lives by sucking the blood of a warm-blooded animal.

The phrase “Power Leech” refers to anything that sucks away your Power without giving you anything in return.

Energy Leeches can take many forms.
The foods we eat can sometimes sap our energy. The people we’re around can as well. If you’re around negative, sarcastic, jealous, or angry people the mere act of being around them can sap your energy. Getting too little exercise, improper posture, insufficient nutrition ... There are thousands of things that can have this effect on us, and each person is different.

Again, simple•ology 103 goes looks at these things in much greater detail.

Time Leeches can take many forms as well.

Sometimes they take the form of “busy work” that we tell ourselves we have to do. For example, you may spend the first hour of your day checking the news, grabbing a cup of coffee, and chatting with friends. This, you tell yourself, is what you have to do to warm up in the morning. Of course, it’s all a total waste of your time.

While you’re doing that, the Time Power master with whom you’re competing has already been working for an hour.

Sometimes they take the form of “little distractions” we experience throughout the day.

Money Leeches work in the same way, but we’ll talk more about them in simple•ology 102.

Leeches come in different forms for everyone – the point is to identify the ones that are affecting you.

So, how do these leeches come about?

As with everything else in our life, they are a result of one of the decisions we made.

Once you’ve identified it, you need to remove it and replace it with something else that takes its place.

Again, the idea is to erect barriers in front of the Weakening Decision and clear the path to the Strengthening Decision.

If you are inundated with phone calls all day that prevent you from hitting your Daily Targets, then make sure you start the day with your phone off.

If you find it easy to indulge in junk food, ensure you always have healthy food close at hand throughout your day.

Power Ups: Energy Boosters, Time Savers, and Money Multipliers

Have you ever seen a video game where you have to run around and collect “power ups” that give you some special ability or an increase in energy?
There are Power Ups hidden in the real world, too. All you have to do is grab them and avoid the Power Leeches.

Kind of like a video game, right?

Well, life can be that fun and easy.

So, let’s see ...

What was the last thing you did that made you feel good and filled you with energy?

Did you go out for a walk?

Is there someone you interact with who fills you with energy?

Did you eat some protein-rich food?

Just as with Power Leeches, Power Ups are individual. What is a Power Up for you may not be for someone else.

There are however, many things that will increase the energy of almost anyone. This topic is so broad that we’ve dedicated an entire simple•ology course to it. simple•ology 103: The Simple Science of Personal Energy.

Now, go do your Daily Target Praxis for the first time.

You’ll rotate between the Time Power Praxis or the Energy Power Praxis ... Today, start with the Time Power Praxis. What you discover will amaze you.
Lesson 19

What if I Don’t Know How to Hit My Target?

Congratulations!

If you’ve gotten this far you’ve learned the most important elements of simple•ology and you are just starting to incorporate them into your daily life.

As you continue to do your Daily Target Praxis, you’ll find it as essential a part of your routine as brushing your teeth. You won’t imagine starting a day without it.

Before you complete the course tomorrow, there are a few special techniques I’d like to teach you that will amplify your results several-fold.

A question you might have now is, “Mark, I have my target clearly in mind, I’m in touch with my purpose for wanting it, and I do my Daily Target Praxis every day without fail. The problem is, I don’t know how to hit my target. It’s something I’ve never done before and I don’t have the first clue. I attempted the Backward Planning Process, but I couldn’t think of what to write because it’s something so new to me”.

First of all – you should be proud of yourself for dreaming something big! This puts you ahead of 90% of the people of the world.

Now, to put yourself ahead of the remaining 10%, let’s take some action to realize that dream.

Here are the steps you should take:

1. First, Relentlessly Take Some Action

You never want to use anything as an excuse for inaction – not even research and learning. The mind is adept at tricking us into thinking we’re making progress when we’re not. Only action is action – and only progress is progress.

If you think about it, there are at least some tiny baby steps you can take that will bring you closer to hitting your desired Target. Keep taking those steps while you follow the rest of this process.

For example, in 1985 a British Climber called Joe Simpson was descending the Siula Grande mountain in Peru. During the descent, he fell and broke his leg. While his fellow climber was assisting him down the mountain, he plummeted into a deep crevasse. His companion continued down the mountain believing Joe to be killed. However, Joe had landed on a ledge about 100 feet inside the crevasse. He could see the opening of the crevasse and the sky above him, but he was unable to climb out. He had no food or water, and there was no prospect of rescue. He knew right away that he was facing probable death.
So what happened?

Well, he spent the first night crying with rage and fear, swearing, weeping, yelling, pounding his fists against the ice. This wasn’t the way he wanted to end his life! Finally exhausted, he lay on the ledge and thought to himself, “Well, I can either lie here and wait for death, or I can some action, whether for better or worse.”

Joe decided he would climb down into the crevasse. He was terrified. It was pitch black, and he didn’t have any idea where he was going. And this is not to forget that he had a broken leg as well. The result of that decision was that he eventually found an alternative route out of the crevasse and spent the following 4 days agonizing dragging himself across a glacier until he was rescued.

Aside from being an incredible feat of human survival and determination, the important point is that if he hadn’t made a decision to take some action, he would not be alive today.

In addition to taking immediate action right now regardless of how small it is, here’s something else you can do ...

2. Find Someone Who Has Done it Before

If you know of someone who has hit this target themselves before, seek them out and learn from them. If you can’t learn from them personally for some reason, study them from afar.

Do research about how they did it.

Talk to people who know them and ask them.

Dig up every bit of information you can and put together a map that will allow you to retrace their steps.

Plug this in to your backward planner and keep taking action steps.

For example, in 1789 a young Mozart heard a performance of one of Bach’s motets in Leipzig. A motet is a choral work with multiple parts, and in this case Bach’s motet comprised 8 parts.

When Mozart heard the work, he was so entranced, he cried out, "Now, there is something one can learn from!" He then obtained a copy of each of the parts, and sat down with the parts surrounding him. He studied each manuscript furiously until he could understand exactly what Bach had done.

Which just goes to show that even geniuses can learn something from someone else.

3. Learn From Experts
Finding an expert to advise you in hitting this target is a great way to do so. Before you pay them, though, make sure they can actually help you.

Many consultants charge for fuzzy advice. Find out if they can show you the actual steps you have to take to hit the target or not. If they can, then give them your full attention.

4. If No One Has Ever Done It Before ...

Then you should find someone who has accomplished something similar to what you are attempting. For example, if you are starting a business for a product that the world has never seen, find someone who started a business with a breakthrough idea. Even though it’s not the same as yours, there are lessons you will be able to carry over and apply to your situation.

Here’s a great example:

In 1911, a Norwegian explorer called Roald Amundsen wanted to lead the first team of men to the South Pole. To help prepare for the journey, he spent two winters living with Eskimos and observing their way of life and how they had adapted to the harsh icy conditions.

...

Faithfully used, I have never seen this method fail.

Now, don’t forget to do your Daily Target Praxis today and I’ll see you tomorrow for your final lesson.
Lesson 20

The Next 20 Days

If you’ve been using your Course Checklist you’ll know that there are 20 more days left on this course. How is today’s lesson the last?

One of the most important principles of learning is that of repetition. If you followed the Course Checklist, you would have also been exposed to the same lessons several times in several different ways.

Because the information in 101 is so vital, I want you to go through the entire process from Lesson 1 to 20 one more time to incorporate it firmly into your life.

This time as you go through the course material again while you are using the simple•ology Praxes, you will gain new insights and understanding.

This second view of the course material is crucial!

As we mentioned to you in the introduction, this course is based on hundreds of years of research in the psychology of learning and achievement. Going through the course again while you are actively using the simple•ology Praxes will bring you to a much greater level of understanding and mastery.

So, go back to Lesson 1 and take it again tomorrow – all the way up through to this lesson.

When you’ve done that, it’s time to start simple•ology 102.

simple•ology 101 is just the beginning.

In 102 you will become an expert in Money Power.

In 103 you will learn advanced Energy Power techniques. You’ll be buzzing around with unstoppable energy!

Future courses after that will bring you to even greater levels of mastery.

When you run into trouble, go to the Troubleshooting Guide and there are a number of procedures there to help you resolve a number of various issues you may be experiencing: http://www.simpleology.com/support

One final word ...

One of the most effective ways to make your Strengthening Decisions easier is to surround yourself with people who give you strength.
People with a positive view on life who are also on the simple•ology Pathway to Power are your best choice.

I have set up a free community here at my personal site for that very purpose:

http://www.markjoyner.name/forums

Not only can you surround yourself with like-minded people, but you can learn how to find a greater purpose to your life as well.

I highly recommend registering there now and logging-in to introduce yourself.

Start a brand-new post in the “Success Stories” board that says, “I Did It!” and let us know about yourself, your experience with simple•ology so far, and any challenges you may be having.

See you there!

Mark

Mark Joyner
Founder of simple•ology