

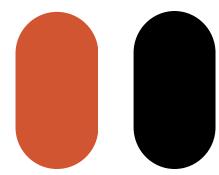
A photograph of a man with dark hair and a beard, wearing an orange Lacoste t-shirt, standing in a lush green garden. He is laughing heartily, with his head tilted back and mouth wide open. The background features a modern building with large glass windows and doors, surrounded by several young trees and manicured greenery. The overall atmosphere is bright and joyful.

Life's Amazing Secrets

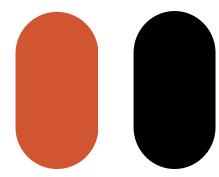


Secret 6: The Simple-Fast-Creative Rule

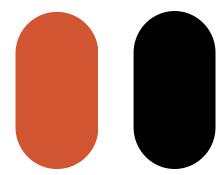




Communicate
by being simple, responding fast, and adding a
touch of creativity.



Create
by being simple, responding fast, and adding a
touch of creativity.



Move life
by being simple, responding fast, and adding a
touch of creativity.



Secret 5: Deep Work





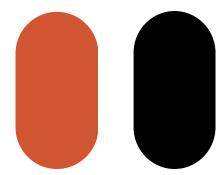
Rich Somers ✅
@RichSomers

The **busiest people** seem to be the quickest to respond to texts/emails.

There's a **lesson** in that.

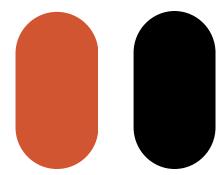
Busy people reply fast

- not because they are free,
- but because they are clear,
- they respect time,
- they don't overthink.



Creativity = Personal Touch

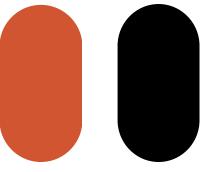
- a fun line in a WhatsApp message
- a unique email subject
- a better way to ask a question
- a quirky emoji that sets tone
- a small twist in how you present an idea



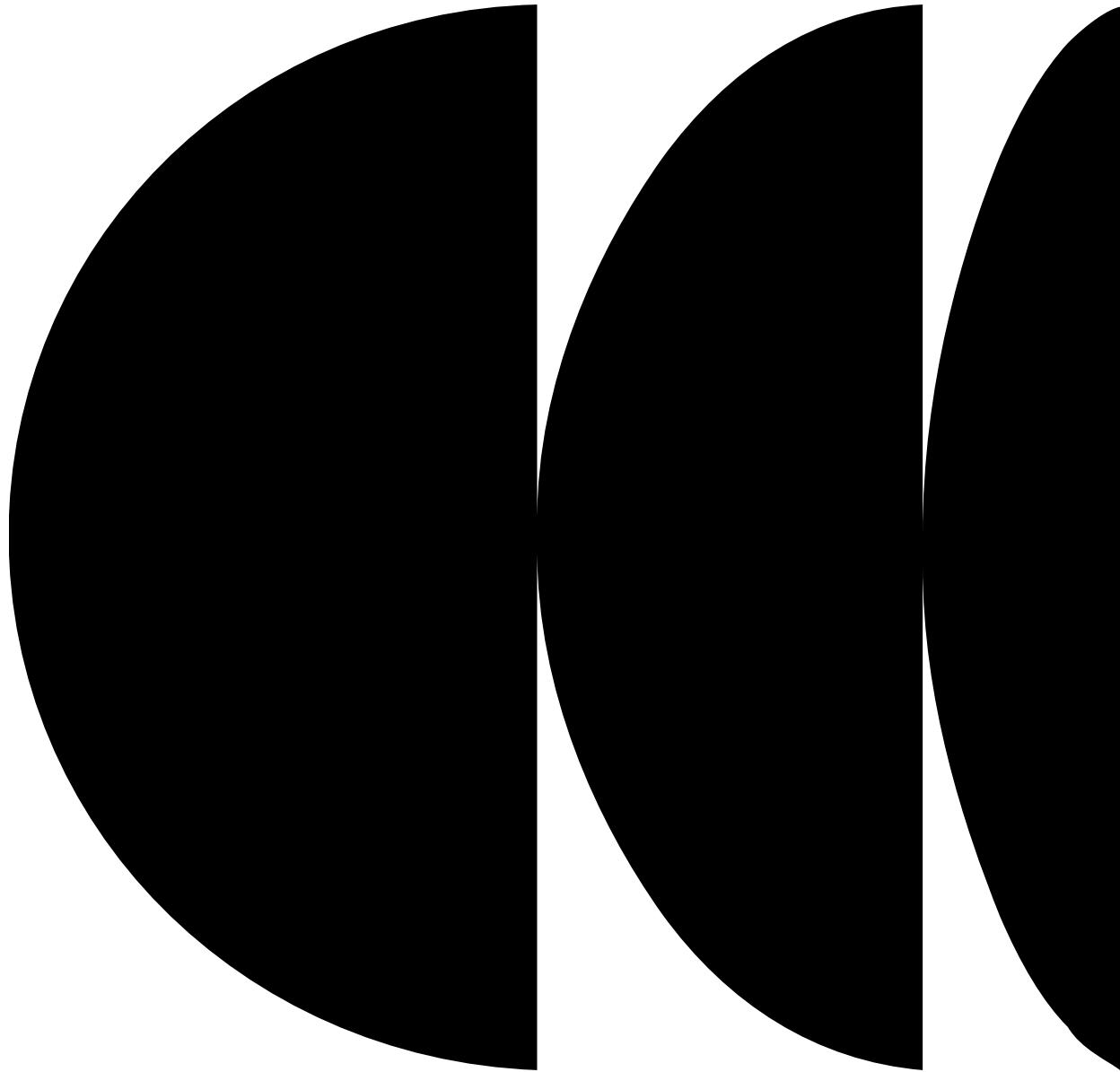
Creativity

- Makes Communication Memorable
- Lowers Emotional Distance
- Helps You Think Better
- Helps You Stand Out
- Makes Work Fun





Simple
Fast
Creative



POV:

It's 2017 and:

- I'm 5 years into "working for the man"
- I'm \$50,000 in debt
- I feel like there's no way out

Me: "I'm going to start a side project to get myself out of this."

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Months go by.

No progress.

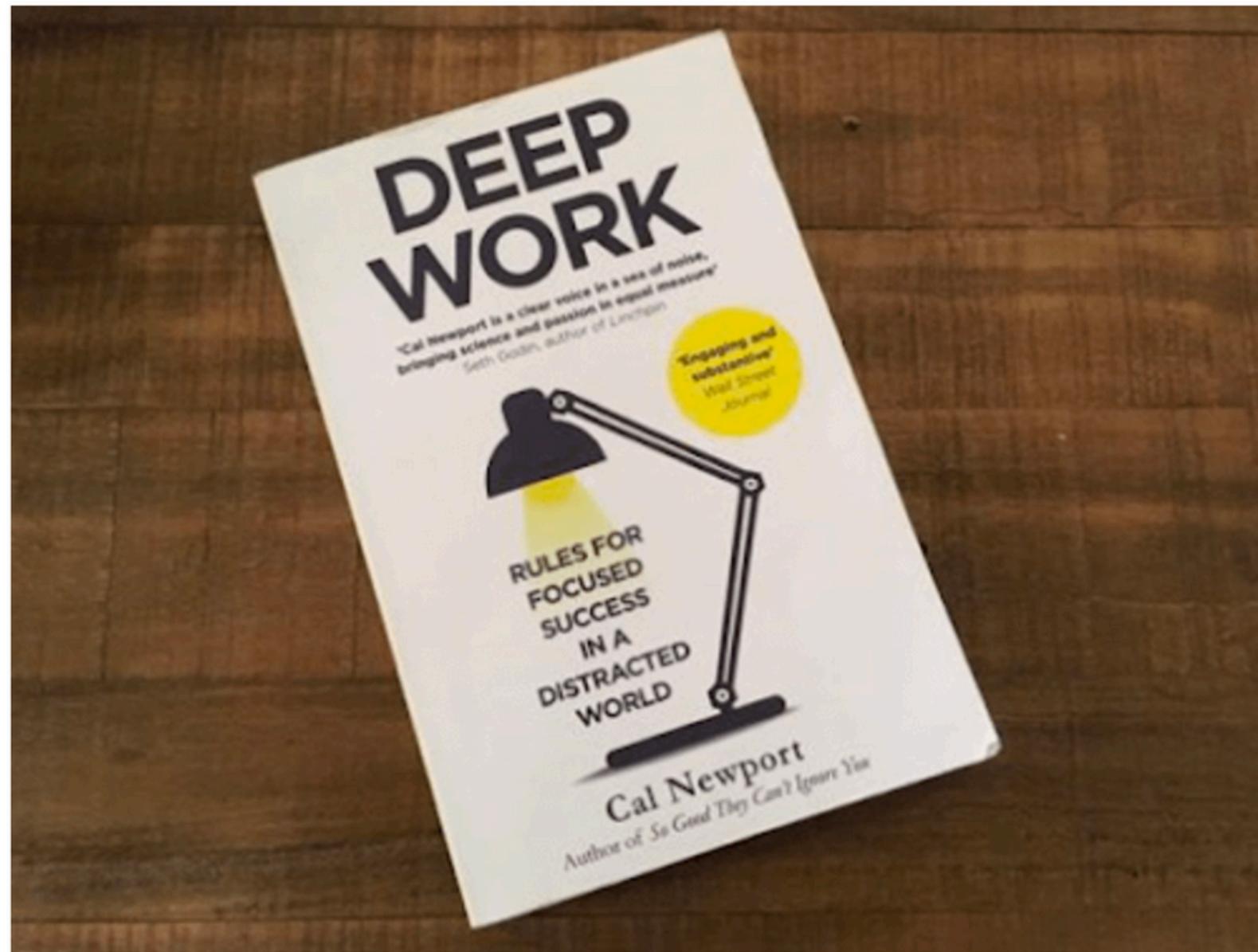
Same old story...

Full of ideas and dreams with no plan on how to execute them.

Until...

I'm gifted the book "Deep Work."

Deep work is the state of focused, undistracted, and highly productive work where one can reach a state of flow and accomplish meaningful tasks.



Why do I struggle so much with actually getting sh*t done?

Maybe deep work is the answer?

Why do I struggle so much with actually getting sh*t done?

Maybe deep work is the answer?

My plan:

1. After I get off work, go straight to Starbucks
2. Order a large drip coffee
3. Turn off phone, turn on site blocker
4. Work on my side project for 2 hrs

--

October 18, 2017:

I get off work. I order my coffee. I sit down, turn off my phone and start working.

"Wow, this is so f*ing hard."

2 hours of pain and suffering later...

"This is the most progress I've made in years."

I did this routine for 365 days.

October 18, 2018 (1yr later):

- I've built a side project (starterstory.com) making \$3,000/mo
- I've paid off ~\$30K in debt
- I've made plans to quit my FT job to go all in on Starter Story
- I've learned how to actually execute on sh*t

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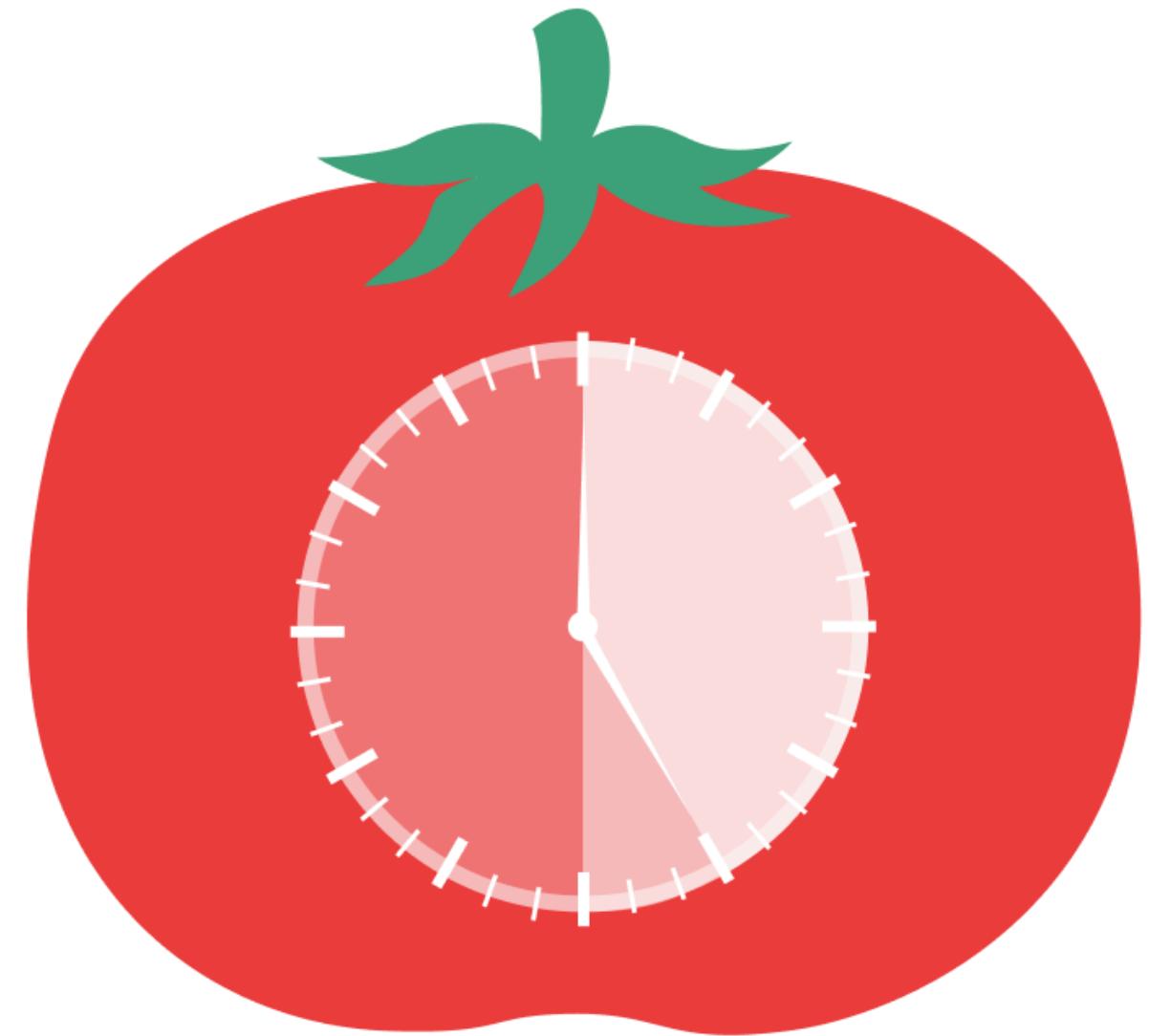
Now starterstory.com is making \$1M/year.

But... I certainly wasn't perfect. Of course I missed days!

However, I got addicted to the process, and the PROGRESS.

& I found myself doing 3,4, even 5 hours of deep work on days when I had the energy.

Pomodoro Technique



50 min working

10 min resting

From clockwise

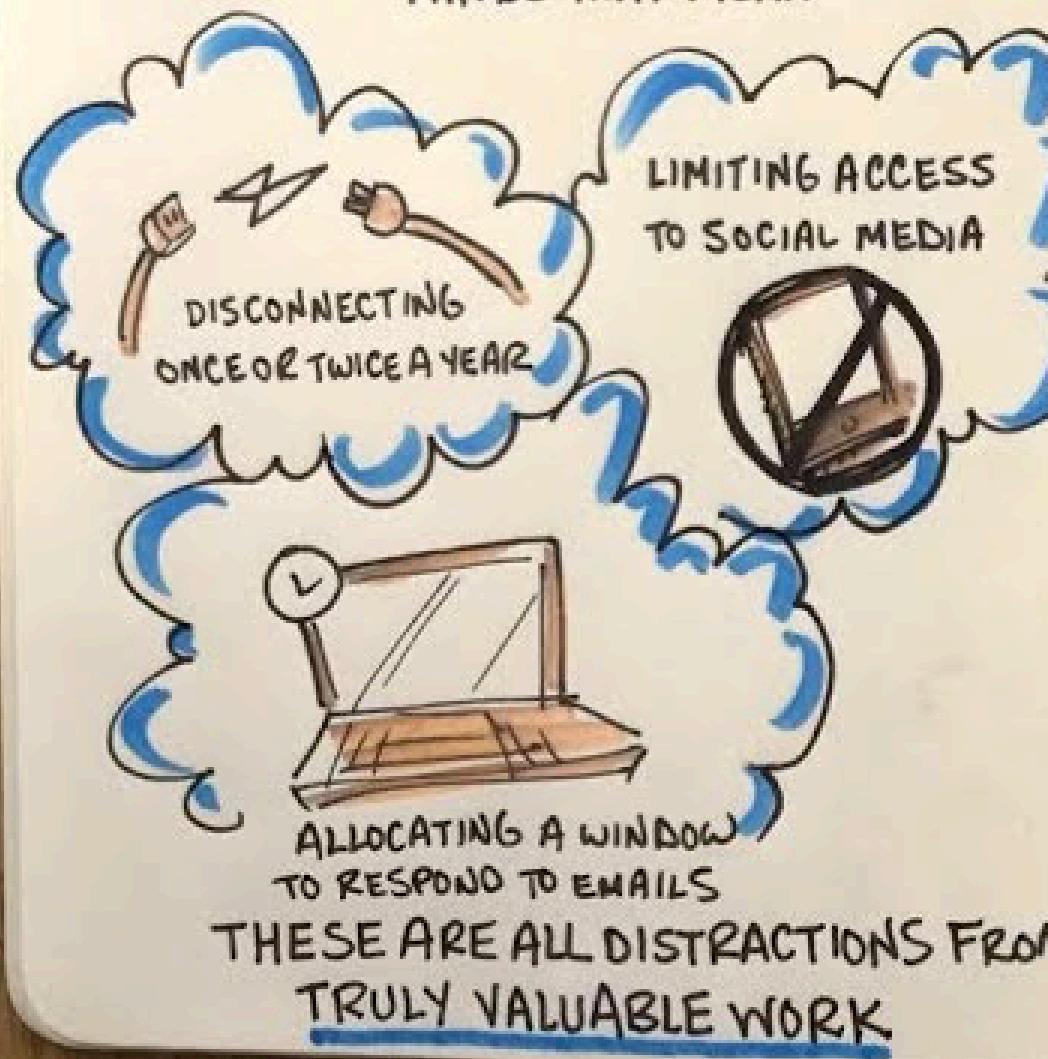
WHAT CAN WE DO ABOUT IT?

ACTIVELY TRAIN OURSELVES



PUT FOCUSED, UNINTERRUPTED WORK
AT THE CORE OF WHAT WE DO

MAYBE THAT MEANS...



UNFORTUNATELY...

BUSINESS

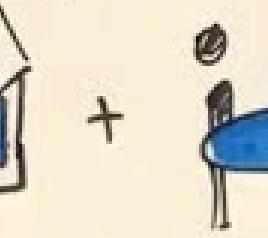
(SHALLOW WORK) IS USED AS A PROXY FOR

PRODUCTIVITY

IN THE BUSINESS WORLD.



MORE EMAILS



MORE MEETINGS



MORE PRODUCTIVITY

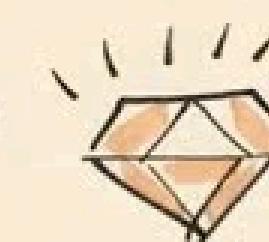
DEEP WORK



STRETCHES
YOUR MIND



GIVES MEANING
TO YOUR LIFE



MORE VALUABLE
AS IT BECOMES
SCARCE



DEEP WORK IS QUICKLY BECOMING THE
SUPERPOWER OF THE 21ST CENTURY!