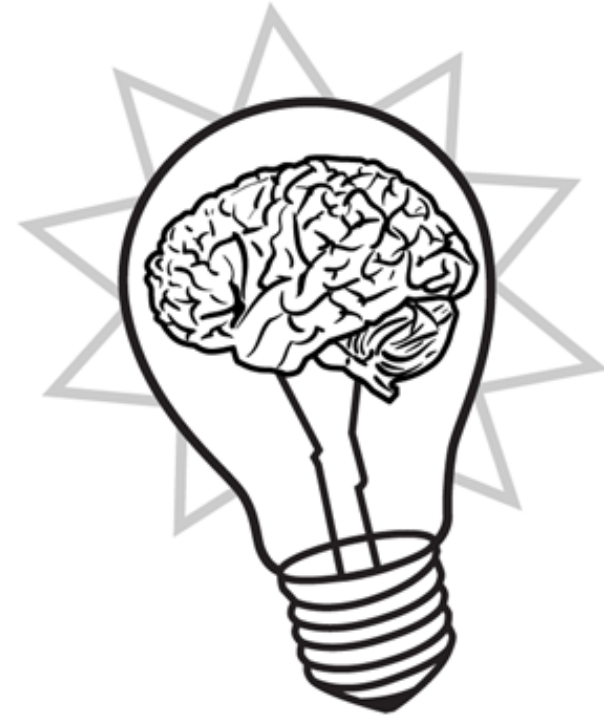


# Why Things Are Broken, & How You'll Fix Them



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*There's a reason things haven't been working so far. But that's what we're going to fix, right here.*

# Foreword: Psychics, Ideas, Quicksand, Questions

Let's begin with a little parlor trick, shall we? I know it's unorthodox, but humor me. I'm going to try something. I'm going to read your mind. Just give me a second while I put on my spangly purple turban. Okay, ready!

Woo-ooooh... I sense a question — you're asking yourself a question, a question that plagues you. I see a G... and an I... ah yes. It's coming in... I've almost got it... Yes! It's...

“ *How do I have my great idea?*

Spooky, ain't it?

*I wish it were because I was psychic*

Of course, I'm not psychic. I just know what it's like to stare down the creation of your very first product. Fretting over ideas is where *everybody* starts.

Try it, though, and you'll soon find that it's a *false* start.

## The danger of beautiful ideas

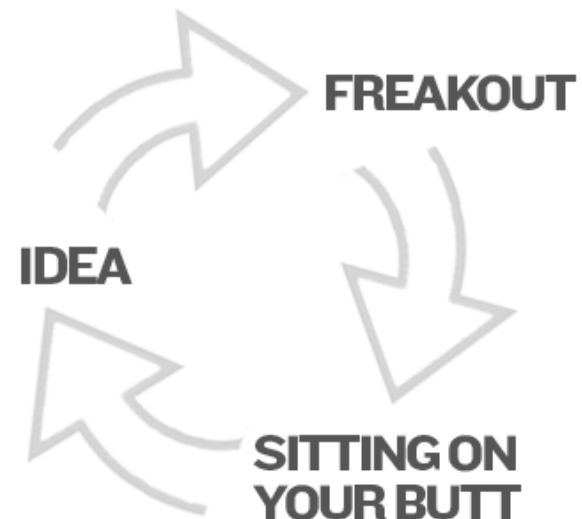
“ How do I have my great idea?

**That's a seductive loaded gun of a question.** It whispers to you, in silky undertones, that what you need is a *great idea*. That ideas come from inside you. That ideas are magical and powerful.

**Buy into that message, and you place yourself at the mercy of magical and powerful forces.** You lose control of your own process. You become vulnerable.

One day, you may have the best goddamn idea in the history of thinking. *You're gonna be so rich*. Twenty-four hours later, you're rotting in the pit of despair — your big idea has lost its shine overnight. Why? Nothing less innocent than a news story. You read about a total stranger who had a killer idea, resulting in bizarrely unfair riches. It was so obvious, too, that's the galling thing. *You could've thought of that*. But you didn't. *Why not?*

**Let's be clear: this cycle is useless to you.** For all that, all you get is anxiety, stress and eventually paralysis. (Just like Christmas!) You end up moving forward, or not, on the basis



of *whether you feel that magical spark*. And if you have one, and you act on it, and it doesn't work, you blame your idea, rinse, and repeat the whole thing.

**I call this way of thinking Idea Quicksand.** It's a straight-up trap. And it's no coincidence that it sounds like an addiction, because it *is* an addiction.

Needless to say, you can't create a great business when you're mired hip-deep in Idea Quicksand and sinking. *Glug*. So what to do? Pull yourself out using a snake as a rope?

## You're not Indiana Jones

**Wanna know the way to escape Idea Quicksand safely?**

**Avoid it altogether.** To avoid it, you've got to understand it. Ask yourself:

*Why* go there in the first place? *Why* try to start with ideas? Sure, it seems logical — but *why* does it seem logical?

**Because you already have a system in place for creating products.** You try to start with the idea because that's what your system says to do. Maybe you're not consciously aware that you even have a system, but by golly it's there. And,

## All I want for Christmas is Idea Quicksand!

- Anxiety
- Stress
- Paralysis
- *Definitely no product!*

between you & me — we're friends, right? — *your system doesn't work*. Yep, you've got a broken system right there.

**This class will replace your broken system with one that works.** That's what this course is really all about: you're going to build a brand-new system, one that works, one you can master, apply, and repeat. One that exists explicitly, rather than vague hunches. You are gonna have a silly-simple way to create profitable products that'll last you the rest of your life, if you just do the work.

**How's that sound?** Good, I hope, because we're about to begin. (I will also accept "really freakin' awesome!" as an answer.)

It all starts with a question, one that a wise man asked me right in the middle of a tense moment. He asked me:

“Do you want to be right, or do you want to be effective?”

You have a system.  
And it doesn't work.

That question changed my life. I *love* that question. It strips your motivations bare. It calls you on whatever silly maneuvering you're doing to avoid doing the thing you ought to do. It's saved my bacon over & over in all kinds of situations.

“ Do you want to be right, or do you want to be effective?

**Those 13 words force you to answer a pretty tough challenge:**

Hey, you. Are you really going to waste your time proving to yourself and everyone else that you're in the right, even if it means derailing *everything*? Or are you big enough to swallow your pride in order to achieve the results you want — patching up the relationship, moving forward, coming to an agreement, finally executing on that plan of yours?

Well, are you?

ef•fec•tive |i'fektiv|

*adjective*

**1** successful in producing a desired or intended result

I certainly believe you're brave enough to choose effectiveness. You're here, after all.

You're here because you're *craving* effectiveness

You want to create your first paying product. You want it to actually *pay*. You need to go from *nothing* to *give me money please* in a short period of time. Trust fund? Ha! Infinite time? Ha ha! You don't even have *minions*.

**You can't afford to screw around. That's why you plunked down the money for this class.**

Your goals and your circumstance require it. Your future success needs you to *be effective* the way your body needs you to breathe air. Get caught up in *being right*, and you'll get stuck. Embrace *being effective*, and you'll get where you want to go.

**Embrace *being effective*, and it becomes the cornerstone of your brand new system.**

## Let's build you a brand new system

Let's make it so you never have to find out how tricky it can be to save your mistakenly-idea-worshipping butt from Idea Quicksand.

Let's make it so you never feel the agony of shitcanning an *ineffective* product that nobody will buy. Let's make it so you start off right.

**Let's make it so you kick ass, build a product that people want to buy, and make good money.**

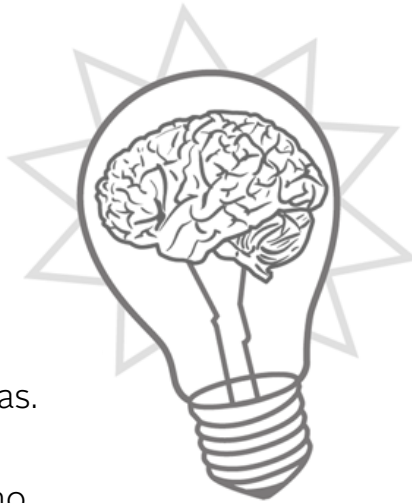
The next 2 lessons are all about building your new system, and then applying it. You're going to:

- Forget what you "know" about creating products
- Bring all your concerns, fears, anxieties & hopes into the light so they can be aired out & dealt with
- Learn how to do things in the right order
- Discover the knobs & dials that make businesses tick
- Develop a a knack, by analyzing existing businesses
- Build your biz muscles by using all of the above to create your own micro-business plans

It may take, yes, the whole length of this course for you to feel at home with this new system. But I'll be here for you.

## What about ideas?

Hold your horses, buddy! You have to build a working understanding of the system first. **Without a working system, you'll end up right back in Idea Quicksand.**



As soon as your system is Quicksand-proofed, we'll tackle ideas.

When we do get there, you'll have no shortage of ideas to choose from, because you'll understand their true nature.

You'll understand how to have them, pick them, refine them, and vet them against the market.

## Your homework for today

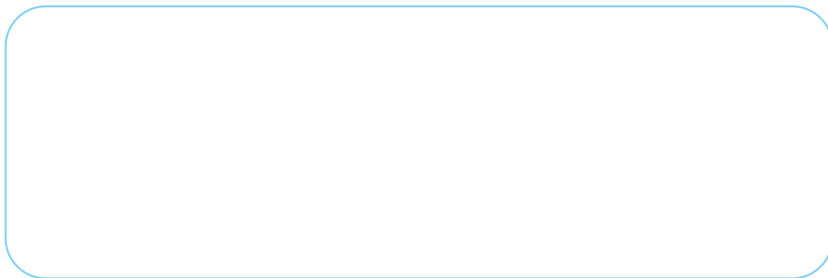
Join the Google Group. Say hello, if you haven't. Figure out what your common fears and mistakes are, and share them.

(Or, at least, write them down for yourself, so you can think about them critically.)

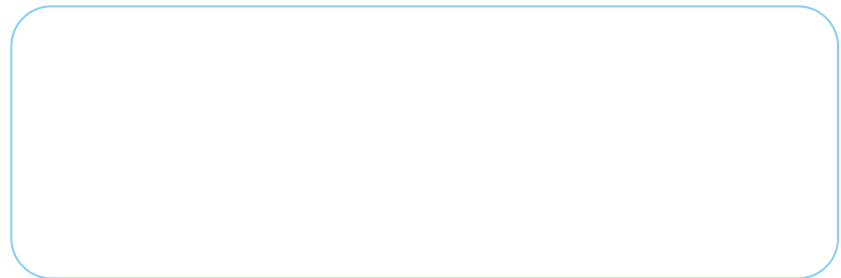
And, think about Idea Quicksand. **If Idea Quicksand is an ineffective way to think about ideas... what might an effective way be?**

Hey, You! Fill Me Out

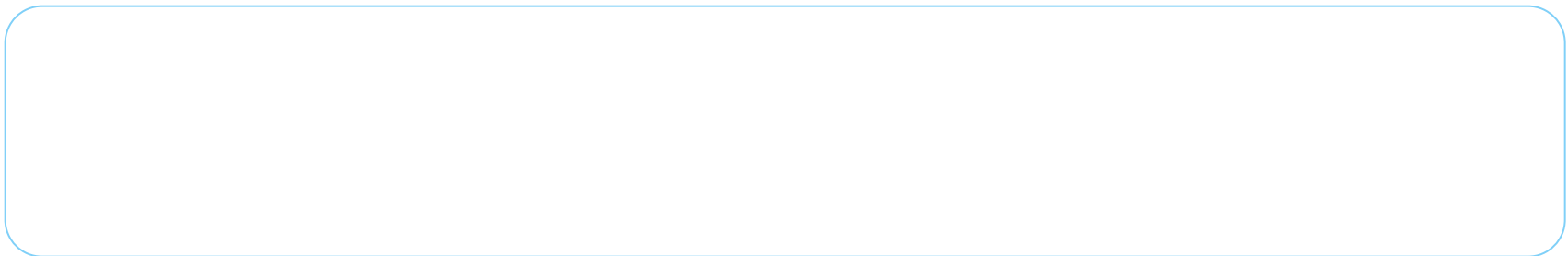
Idea Quicksand is *ineffective* because...



But, Idea Quicksand *feels right* because...



An *effective* way to approach ideas might be...



Do I...

- want to be **right**?
- want to be **effective**?

**PRODUCT-MAKERS' WISDOM TEST. APPLY DAILY.**