

# Crafting Your System, Step 1

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*In which you figure out how your old (useless) system works, what you need to have a system that does work, and what to do from there*

# Crafting a System for Predictable Success

You're here today to prep yourself to install your brand new system for predictable success.

Last lesson, you learned about Idea Quicksand, and you came to the realization that *you already have a system for making products*. It's installed in your brain and you have, at some point, tried to follow it. Whether you knew it or not.

By now, you've tried several times to make it work. And it didn't work. It failed you every time. Somewhere you got stuck and, no matter what you did, you couldn't get unstuck.

Maybe you got mired in Idea Quicksand and stuck there. Maybe you had a thrilling Great Idea, then saw somebody else doing it, & gave up. Maybe you started to build a product, but you didn't make it to the halfway mark. Or maybe you got within spitting distance of done, and suddenly lost interest. You could have even completed it, but not launched it. Or you could have launched it but never made a single sale. You might even have made a few sales, and then for some reason or another, freaked out and quit.

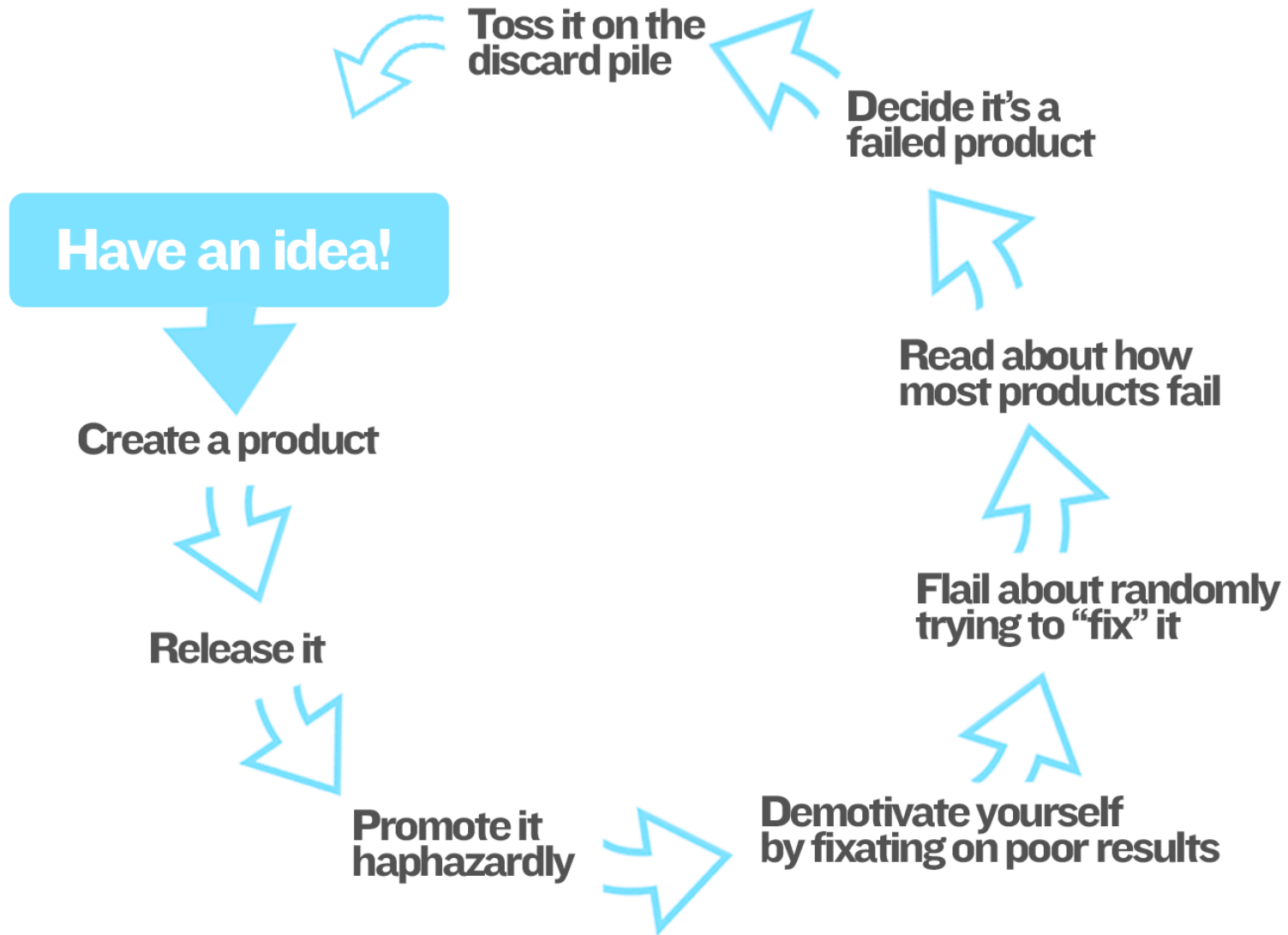
**It doesn't matter where you got stuck, because all stuckness is, at heart, the same stuckness.**

**All those sticking points are just pit stops in the same, broken cycle.** That's why it always feels so dreadfully familiar. That system you've been using so far has failed you, every time. It's not a system for predictable success, oh no — it's a system for predictable failure. It ensures you start off wrong.

**It's time to face this terrible cycle.** It's time to see what it is you've got in your head that's making it so hard for you. Take a good long look, and kiss it goodbye, because you're not going to let it screw you over any more.

*Turn the page.*

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## **THE PRODUCT CYCLE OF WISHIN' & HOPIN'**

## Now get rid of it

This is how just about everybody goes about trying to create their first product. (If they ever even get as far as Step 2.)

Good riddance to bad rubbish. Toss that fucker out.

**Now that you've taken out the trash, it's time to bring in something fresh and *effective*.**

## The ingredients of success

What do we need to bake a tasty Success Cake? What the heck *is* success, anyway?

Well, success sure isn't just the opposite of failure. You don't call the engraver for a *Me of the Month* plaque every time you fail to fail. "I didn't fail!" is not a battle cry to get the blood pumping.

**But the *specific ways you fear you'll fail*? That's something we can work with.**

For starters, everybody's afraid that they'll create a product and then nobody'll buy it. Many are afraid they'll have to deal with hordes of nasty customers. Afraid the product will turn

*Pump your fears for info  
— what do they tell you  
about how you define  
success?*

into a hungry beast and devour every second of their time. Afraid things will grow so fast they'll fall apart. Afraid they'll get bored and abandon the product) again. Afraid to lose control. Afraid to hurt people.

Sound familiar?

**Flip those fears around, and it's clear that you'd feel pretty successful if you created a product that...**

- Sells well
- Makes your customers happy
- Feels great to work on
- Gives you a lot of creative leeway/freedom
- Fits into your plans to live your life the way you want
- Produces a good profit
- Grows in a controlled manner (so you can choose how big to get)
- Does no harm (to anyone)

In short: happy customers, happy you, happy bank account... a trio of good results you can be proud of.

**Isn't this the most thrilling list you've seen since your last trip to the grocery store?**

It's true, it's not a recipe for outrageous success. It's not a recipe for your whole life's work, for changing the world, for fortune & fame. It's not a recipe for endless excitement and constant challenges.

To you, this list must seem boring.

**But take any single item on this list away, and your boring success becomes a not-so-boring nightmare.** If it doesn't sell. If it grows out of control. If it doesn't make you good money. If it is boring as hell to work on. If your customers are miserable. If it takes over your life. If it ends up hurting people.

**Yep, these are the elements of success at its barest.** Take a single one away, and it's no longer success. Add more elements, and you still have success... but not a universal type of success everyone wants. Not everyone wants to be famous. Not everyone wants to grow to several employees. Not everyone wants to feel the burn of long, exciting hours.

(If you do, fantastic! High fives for aiming high. Add those things to *your* list.)

### *Ingredients for Success*

- Sells well
- Makes your customers happy
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- Gives you a lot of creative leeway/freedom
- Fits into your plans to live your life the way you want
- Produces a good profit
- Grows in a controlled manner (so you can choose how big to get)
- Does no harm (to anyone)

But while not everyone wants fame and growth, it's safe to say that *nobody* wants to have their life wrecked and make their customers miserable. (If you do, see the previous chart!)

**Conclusion: Your predictable system for success must reliably deliver all of the above.** Use it correctly, and it should help you create happy customers, happy you, happy bank account.

**This is what it means to *be effective*:** To do away with vague hand-wavey notions of what you *kinda sorta feel you want*, and boil it down to specific elements you *need*. Then figure out how to get them.

That's what we're going to do next.

## Building the recipe

Now, to *be effective*, you tackle each one of these points and ask, *What do I need to get these things? How can I make these things the likeliest thing to happen?* No wishing on a star and hoping for a killer idea for you.

*Not everyone wants fame and growth, but nobody wants to have their life wrecked and make their customers miserable.*

**The effective action *isn't* waiting.** It's so easy to fall into the trap of *waiting* — waiting to be motivated, waiting to have a great idea, waiting to be lucky, waiting to find the right audience, waiting to meet someone great, waiting to find the perfect solution. You'll be waiting forever.

**Instead, identify what you need, cut through the crap, and figure out how you can make it happen.** Take the list of things and turn them into questions. Ask yourself. Ask your friends. Ask the universe.

**When building your new product, how can you be sure that...**

- You'll make one that sells?
- You'll make customers happy?
- You'll feel great working on it?
- You'll have lots of creative freedom?
- You'll be able to live your life the way you want?
- You'll earn a good profit?
- You'll be able to control the growth?
- You'll cause no harm to others?

What would you be willing to do?



*Bypass the trap of waiting.  
Identify what you need, cut  
thru the crap, and figure out  
how to get it.*

## How would you make it happen?

Think about these questions good and hard. Don't answer flippantly. What process could you use to get what you needed and wanted?

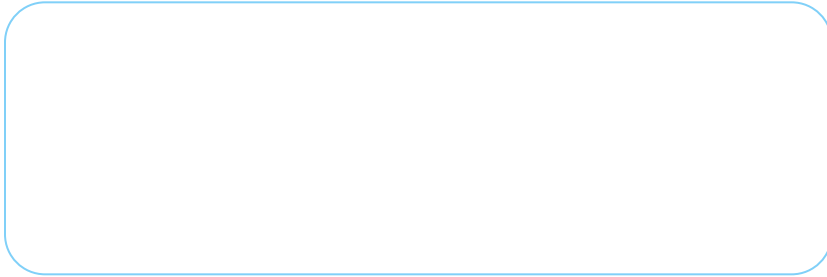
Maybe even think about them from a backwards perspective: You guaranteed that you had customers. You guaranteed that the product fit your life. How did you do it?

How could you guarantee that, when you come up with a product, you'd...

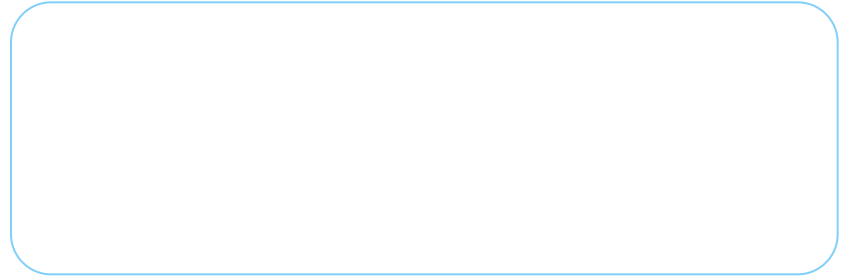
**Make something that sells...**

**Make customers happy...**

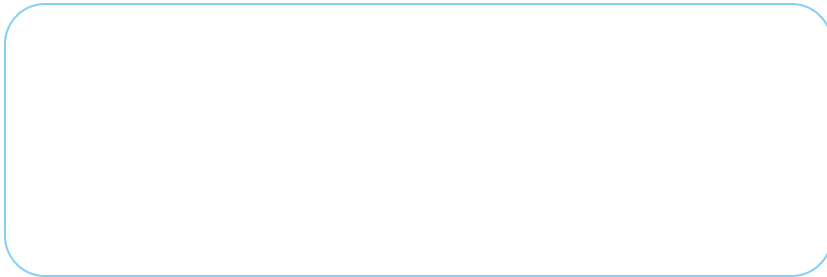
**Keep yourself motivated...**



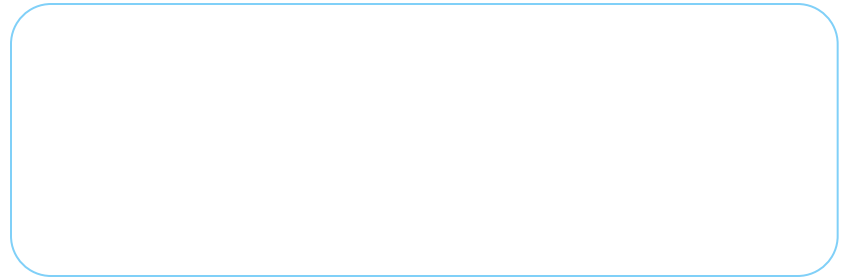
**Maintain creative freedom...**



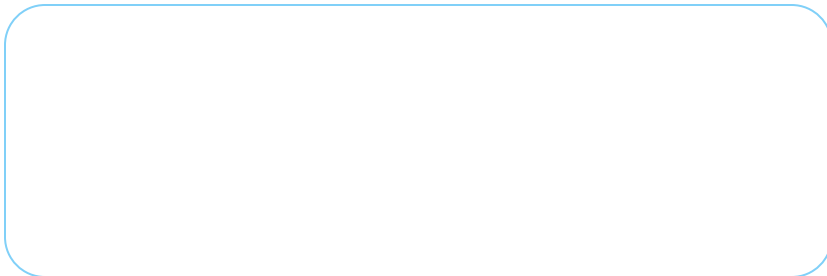
**Live life the way you want while doing it...**



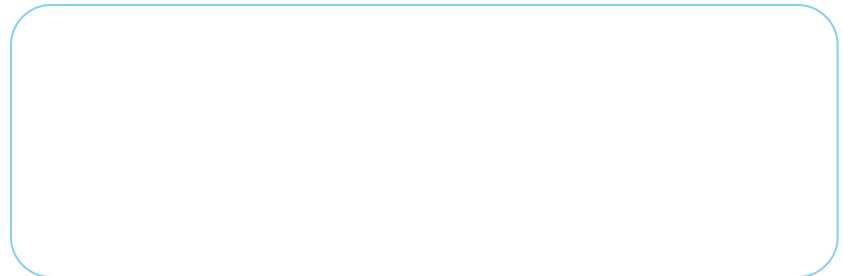
**Earn a good profit...**



**Control the growth how you want...**



**Ensure you do no harm...**



- What do I **need**?
- How can I **get it**?

**YOUR NEW MANTRA.**