

A USER'S MANUAL FOR LIFE



135 TIPS FROM A
SELF-MADE MILLIONAIRE

PAUL HEALINGOD

Paul Healingod

A USER'S MANUAL FOR LIFE

135 Tips from a Self-Made Millionaire



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Who Is Paul Healingod?



- The king of healers, millionaire and philanthropist, who has transformed the lives of thousands of people worldwide.
- The healer to billionaires and elites, who pioneers the therapeutic use of entheogenic mushrooms and plants.
- Creator of MycoMysticism, a new religion set to seed spiritual awakening and personal transformation globally.
- Author of the legendary “Hypno-Coaching.”
- Founder of the American Academy of Hypnosis and the American Academy of Business.
- Founder of the Immortality Research Institute Inc.
- Personal hypnotherapist, trusted by prominent American politicians and Hollywood celebrities.
- A visionary who confronts the ultimate frontier of human existence: healing death itself.
- Author of 19 best-selling books. Editions available in both English and Spanish.

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This book would not be possible without the support and encouragement of my wife, Oxana.

Contents

JUST FOLLOW THESE RULES!	13
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ABOUT BUSINESS	17
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1. Don't Be Ashamed to Be Wealthy!	20
2. Don't Fear Crisis—Adapt!	21
3. Don't Use Lies to Make a Sale!	22
4. Turn Crisis into a Stepping Stone!	23
5. Delegate and Rule!	24
6. But Don't Delegate Your Business!.....	25
7. Don't Skimp on Advertising!	26
8. Get Rid of Stereotypes!.....	28
9. Don't Be Afraid of Staff Turnover!.....	29
10. Use the Banking System to Your Advantage!.....	30
11. Don't Be a Slave to Your Job!	31
12. Feel Free to Send Customers Packing!	32
13. Invest in the Eternal!	33
14. Bet on Fresh Ideas!	34

ABOUT COACHING AND HEALING	37
---	-----------

15. Understand Yourself!	41
16. Never Work for Free!	42
17. Don't Rely on Russian NLP!	43
18. Don't Argue, Demonstrate Results!	44

19. Don't Confuse Mentors with Fake Gurus!	45
20. Let Go of the Past!	47
21. Sell Yourself!.....	48
22. Digitalize!.....	49
23. Don't Fear the Competition!	50
24. Increase Your Rates!	51
25. Throw Away Astrology and Numerology!	52
26. Move Closer to Civilization!	53
27. Throw Away Your Certificates!	54
28. Don't Work with "Dead Beats"!	55
29. Don't Feud with Doctors!	56

ABOUT SUCCESS 59

30. Learn from the Best!	62
31. Don't Waste Your Time on Free Training Courses!	63
32. Never Give Up!.....	64
33. To Hell with Books!.....	65
34. Learn the Secrets of Wealth and Poverty!	67
35. Remember: You Don't Have Time!	68
36. Stop Accumulating Trash!	69
37. Don't Listen to Your Parents!	70
38. Don't Confuse Cause and Effect!	71
39. Set the Rules of the Game Yourself!	72
40. You'll Complain in the Afterlife!.....	73
41. Be Greedy!	74
42. Rejoice in Problems!	75

43. Don't Squander Your Most Important Resource!.....	76
44. Don't Shirk Responsibility for Your Own Life!.....	77
45. Quit!	78
46. Don't Rely on "Producers" from the CIS!	79
47. Set a Deadline for Each Goal!	80
48. Learn to Dream Properly!	82
49. Splurge!	83
50. Don't Be Afraid of Haters, They Don't Bite!.....	83
51. Don't Peek!.....	84
52. Don't Choose Between Wealth and Family!	85
53. Break the Mental Quarantine!.....	86

ABOUT SCHIZOTERICs 89

54. Don't Avoid Discomfort!	92
55. Don't Read Napoleon Hill!.....	93
56. Don't Rely on The Secret!	94
57. Escape the Matrix of Positively Destructive Thinking!.....	95
58. Forget About the Idea That Money Isn't the Most Important Thing!.....	97
59. Demand Results!.....	98
60. Don't Turn a Blind Eye to Problems!	99
61. Accept Life as It Is!	100
62. Love the Schizoterics (But Not All of Them)!.....	101
63. Save a Loved One!	102
64. Don't Make Porridge from an Axe!	103
65. Eradicate the Pessimist in You!.....	104

66. Believe Only in the Magic That Works!.....	105
67. Take a Look at the Schizoterics in Crisis!.....	106
68. Remember: Hard Doesn't Mean Effective!.....	108
69. Turn Dreams into Goals!.....	109
70. Protect Your Mind!	110
71. Don't Skimp on True Enlightenment!.....	111
72. Don't Become a Self-Proclaimed Pauper!.....	112
73. Don't Beg!	113
74. Heal a Schizoteric with Money!	114
75. Accept the World as It Is!	115
76. Don't Become a Burden!	116
77. Don't Get Carried Away with Conspiracy Theories!	118
78. It's Time to Resurrect!	119

ABOUT LIFE 121

79. <i>Memento Mori!</i>	124
80. Don't Disregard Money!	125
81. Don't Try to Please Everyone!.....	126
82. Boost Your Self-Esteem the Right Way!.....	127
83. Don't Trust Proverbs and Sayings!.....	128
84. Value Your Time!	129
85. Send Everyone Packing!	130
86. Remember What the True Meaning of Life Is!	131
87. Pray, Without Offending God!.....	132
88. Learn to Want!.....	133
89. Spend Wisely!	134
90. Stop Drinking!.....	135
91. Better Less, but More Often!	136

92. Never Argue with Idiots!	137
93. Move!	138
94. Stop Dividing People!	139
95. Don't Be Modest!.....	141
96. Don't Be a Patriot!	142
97. Don't Yearn for the USSR!	143
98. Stand Out!.....	144
99. Leave Your Children Alone!.....	145
100. Learn to Say "No"!.....	146
101. Raise Your Children by Personal Example!	147
102. Be Yourself!	148
103. Stop Pretending!	150
104. Don't Argue in Vain!	151
105. Stick to the Five-Second Rule!	152
106. Drop the Soviet Blinders!	153
107. Don't Be a Fake!.....	154
108. Ask For and Take Everything... and Then Take Even More!.....	155
109. Give Your Children a Real Fairy Tale!	156
110. No Mortgages!	157
111. Don't Devalue!	158
112. Teach Your Children About Money!	159
113. Don't Waste Your Time on Cargo Cults!.....	161

ABOUT SELF-DEVELOPMENT163

114. Find Your World Map!	166
115. Don't Confuse Self-Development with Its Surrogate!	167
116. Stop Being a Perpetual Student!	169

117. Be the Smartest One!	169
118. Don't Respect Old Age!	171
119. Regularly Clean Up Your Mind!	172
120. Stop Traveling!	173
121. To Hell with Higher Education!	174
122. Choose a God as if He Were a Product in the Supermarket!.....	175
123. Be Above the System!.....	176
124. Be Careful with Myths!	177
125. It's Never Too Late to Get Better!	178
126. Don't Steal If You Don't Want to Become a Homeless Person!	179
127. Masturbate with Intelligence!.....	180
128. Become a Subject, Not an Object!	181
129. Treat Laziness as a Symptom!.....	182
130. First, Purge the Countryside from Your Mind; Then, Leave the Countryside!.....	183
131. Don't Force Higher Education on Your Child!	184
132. Don't Be Too Quick to Start Your Own Business!.....	185
133. Don't Be Your Own Psychologist!	187
134. Don't Let Your Surroundings Drag You Down!	188
135. Consider Ayahuasca!.....	190

INSTEAD OF A CONCLUSION 193

JUST **FOLLOW**
THESE **RULES!**

Most people tend to think that successful people are unique. Many of them actively support this myth, as they enjoy talking about their unique ways of thinking and innovative approaches to life and business. Read any millionaire's book, and you'll find out how they reinvented the wheel. They will tell you how their plan for success wasn't supposed to work. They will describe how they made it all work—through their talent, exceptional diligence, and unique understanding of life and business. The book you hold in your hands is not at all like this. These judgments and approaches are not unique, and that's precisely why they are so powerful. The idea here lies in the power of universality.

All my life, I've been copying others' techniques. If I see that someone's approach works, I adapt it for my own life. We were prohibited from cheating at school, but no one explained that in real life, cheating is the shortest path to success—especially if you are not Steve Jobs. There's a good reason why I mention Jobs in particular because in the public consciousness, the founder of Apple is indeed a genius and a unique icon. He revolutionized the industry by introducing a touchscreen phone, while everyone else was copying each other's pushbuttons. Am I right? No. The first touchscreen phone was released in 1994, thirteen years before the first iPhone. So relax, even Steve Jobs stole ideas.

I once paid \$55,000 to train with a well-known business coach. And before that, I read his book, and I really liked it. I decided to write my own just like it, but in Russian. My intention was not to copy the book word for word—I am no

plagiarist!—but to borrow the overall idea and style of presentation. Since this man’s book earns him millions of dollars (\$55,000 of which I personally paid to the author), I thought to myself, “Why not do the same thing?” I didn’t hide my intention. During the next session, I told the coach directly that I was so impressed with his book that I am writing a similar one. “That means you have already learned an important life lesson,” he replied. “Always copy what works.”

This book compiles advice and reflections that I have observed for over forty-two years of my life: about self-development, business, healing, raising children, basically about everything under the sun. Every time I saw a successful person, I asked them to give me a couple of tips on achieving similarly impressive results. Or I noticed something interesting myself. Then I tested the advice on myself. Not all of the advice worked, but each of the tips that turned out to be universal gave me a serious push. And thanks to these pushes, I find myself where I am now. I have a luxurious house in Miami, a multimillion-dollar fortune, and a happy family. I have improved thousands of lives and written nineteen books. Someone else in my place would be satisfied. But I never settle for what I’ve achieved.

It might seem that someone who constantly copies other people will remain a cheap imitator and unable to create something truly unique. This is a misconception. Look at the masterpieces of architecture. They are beautiful in different ways but built on the same principles. You don’t accuse Jørn Utzon of being derivative just because his best-known creation, the Sydney Opera House, was inspired by

someone else's work, do you? In the same way, solutions observed from others should become the foundation you work from.

I invite you to take the rules that guide my life and make them yours. If you are diligent enough to follow the advice outlined here, your life will change for the better. I guarantee this. And I'm slightly envious of you. If I had such a book in my youth, I would not have wasted so much time bumping up against obstacles on my path to success and probably would be even richer and happier much sooner. However, I won't complain.

In your hands is the key to success. The manual to life. A book that benefits. Read it carefully and pass it on to someone else!



ABOUT **BUSINESS**

I won't beat around the bush: I'm not Elon Musk, nor Jeff Bezos, nor Warren Buffett. I haven't yet built a multimillion-dollar empire that anyone or everyone in the world knows about. But I do know something about making money. There's a seven-figure sum in my bank account, and in the garage of my luxurious home in Miami there is a black Porsche convertible. I've made over \$2 million just by selling online courses, not to mention the amount of money that hypnotherapy, real estate, and freight transport have brought me. In short, I've achieved success. I can now quit everything and have some fun; the money I've saved will last a lifetime if I avoid too many indulgences. But I'm more interested in doing business than joining the ranks of the idle rich.

Here, in the US, people like me are referred to as "self-made millionaire." I didn't have a wealthy father who left me a real estate empire and millions of dollars in inheritance. When I came to the US in the mid-90s, I had nothing at all. I rented a cheap apartment in a rundown house for immigrants and worked on a construction site. Back then, no one would have believed that in the near future Hollywood stars, prominent American businessmen, and fugitive Russian oligarchs would be seeking my services. And who knew that one of my books would be personally handed to Donald Trump and placed in the White House library. And who knew that ultimately, I would sell my online courses for \$5,000, and there would be no shortage of students willing to pay such a sum for what I have to teach them.

Would you like to know another reason I'm proud of myself? My success in business is not the result of dumb

luck. I have always found refined business solutions and areas of intensive growth, not extensive growth. When I say that I have four employees in the sales department, and the entire team consists of eight employees, people are puzzled. They did not imagine a millionaire could work like this. To many people, a proper millionaire should be paying meager salaries to at least five hundred workers, fighting with unions, and never taking off the tie to relax.

However, I have always remained myself. But that did not stop me from selling a house for \$6,500,000 as a realtor, receiving a check for \$50,000 as a token of appreciation from a close associate of Jordan Belfort for my services as hypnotist, and managing a large-scale freight business as a business partner. It doesn't stop me now when I am training healers to earn at least \$10,000 a month, preparing to open a retreat center in South America, and writing one book after another.

I am convinced that my vast experience, which has informed all the tips found in this book, will help every entrepreneur. These are not those trite and clichéd motivational speeches about business that you are used to hearing, nor the reflections of theorists. These are the things I've learned from working hard and beating the odds to achieve success. Some of these truths cost me a lot. But you get them almost for free. Read, think, and get rich!



1. Don't Be Ashamed to Be Wealthy!

Expensive cars, yachts, elite resorts, and Instagram photos taken by a professional photographer instead of a smartphone selfie are things that irritate many people. Sometimes they even accuse me of narcissism. Well, it's time to strike back.

No one gets annoyed with an office clerk in a silly tie: after all, that's corporate dress code. How about a cop in uniform. My calling is different: teaching people how to earn at least \$10,000 a month. And my uniform? Being a millionaire and not hiding it. There's no better advertisement than setting a personal example.

Many of you despise your “uniform.” But I adore mine. There was a time when I counted every penny. Then I led a mundane life typical of what’s commonly called the “middle class.” Now, I can afford anything I want. And guess what? Being wealthy is the most fascinating choice. And it’s a choice I consciously made. Do the critics have that choice?

But their problem isn’t just that. History has taught us—and especially those of us who come from the CIS—that it’s shameful to be rich. Live paycheck to paycheck, don’t stand out, and save up half your life for a beater car—that’s the post-Soviet dream. Many seemingly want to get rich, but subconsciously, they’re afraid of big money.

Try being rich and happy. I’m sure you’ll love it.

2. Don’t Fear Crisis—Adapt!

When I hear about an economic crisis that caught everyone off guard, I’m always reminded of the old joke about city workers: they are once again unprepared for the “sudden” arrival of cold in December. You look back at the continuous cycle of societal upheavals, such as the Great Depression, wars, or a pandemic, the thought that one of these could happen in your lifetime makes your anxiety soar. Are you serious?

Stop making a tragedy out of a crisis. The rise—a period of perceived stability—and an inevitable fall are just part of a cycle of human existence. Warm summer is followed by

rainy autumn; an inhale is followed by an exhale. It's the natural order of things, which none of us can change. But you don't have to fall with everyone else. *Adapt!*

We all hated the year 2020, and of course, rightfully so. But this is just the beginning. We have entered an era of prolonged and severe crisis—and one that will last much longer than a couple of years. I assure you, not everyone who is reading these lines will live to see its end. But there is good news: health—both mental and physical—is always valuable, even in the darkest times.

My students have benefitted from the coronavirus hysteria. But rather than cynically profiting off people's fears, my students have instead helped people get through another upheaval. I teach adaptation. Turning weakness into strength and seemingly unfortunate circumstances into fortunate ones. My students and I are always ready for a crisis. *Are you?*

3. Don't Use Lies to Make a Sale!

Effective sales of products and services always go hand in hand with lies. Sometimes these “lies” are slightly embellished facts, mastered perfectly by the manufacturers of washing powders and televisions. And sometimes it's shameless lying—as in the case with homeopathy.

Sometimes the line between lies and good salesmanship is not so obvious, but I want you to clearly understand where it's positioned. In the pursuit of clients, profits, and

success, there is always the temptation to pretend to be something you are not and to promise what you cannot deliver. But it's like a drug: a brief euphoria is followed by painful consequences.

From my own experience, I can say that when your words always match your actions, things will be easier and more comfortable—primarily for yourself. You don't need to remember who you've spun tales to or why. You don't need to concoct excuses for why everything didn't turn out as promised. You simply do what you know how to do and enjoy life.

Yes, I always say that the truth is the least marketable product. But it seems worth adding that lies are never a good sales tool. The apparent benefits will sooner or later turn into guaranteed losses.

In the end, think about it. If you have nothing to say about yourself except lies, then your worth as a specialist and as a person is negligible. You urgently need to change something.

4. Turn Crisis into a Stepping Stone!

Every eighty to a hundred years, civilization faces a global crisis. We are now on its threshold. And I beg you: stop bemoaning 2020. In a couple of years, it will seem like an absolutely carefree and prosperous year. Yes, we are on the verge of a grand shakeup, but no need to panic. It is just an evolutionary mechanism.

Do you know when the largest fortunes were built? They were built in the darkest years when the world was in crisis. And do you know who was whining at that same time about being left without a job and a way of life? It was those who never had any money. It was those who never knew how to be useful and didn't want to change their circumstances. This is evolution: the survival of the fittest.

Times of crisis are the best moments to fundamentally change your life. It's time to see the world in a new way, learn new things, and, of course, to act. But there's a catch. The crisis brings charlatans to the forefront. When you sign up for yet another training course on being successful, don't be surprised if the instructor starts feeding you nonsense.

Yes, time is running out. But don't dive headfirst into dubious ventures. What you need is: clear instructions, proven algorithms, hundreds of positive reviews, and personal examples of success. So, are you ready to turn the crisis into a stepping stone?

5. Delegate and Rule!

Life is too short to do everything yourself. You haven't even considered this. Your thoughts are occupied with saving money. In the pursuit of easy money, you forget that the most valuable resource is time. And no, there will not be a poetic discussion about its irreversibility.

Let's talk exclusively from a practical point of view. A Soviet upbringing forces you to live modestly. And the classic "time is money" is more often pronounced with irony rather than with sincerity, which is exactly why many people live in a rut.

In a world of foolish stereotypes, a man should fix the faucet himself, and a woman should be darting around the house with a mop and bucket. What rarely occurs to people is that the man and the woman could be handling their own business affairs while hiring a plumber and a housekeeper to do this work for them.

Every time you "save on delivery," consider how much money you could have earned while you are traveling for the goods. Do the same when you tinker with your car, assemble furniture, set up the computer, write content for the website, and set up advertising on social networks.

There are people who can do it better and faster. Learn to delegate responsibilities.

6. But Don't Delegate Your Business!

Do you delegate authority when you go to bed with your spouse? No! Be cautious with this in your business too!

I constantly receive messages on Instagram from producers offering to help "earn \$300,000 a month." They don't even know anything about who they are sending their templated crap to and how much he or she already earns. And

is there something substantial there? Visit their profile, and everything becomes clear. People with no proven business experience can sell any kind of online training nowadays.

Don't skimp on advertising! I never tire of repeating: the stupid and lazy will die poor. But there's a catch. Many of you pretend to be lazy because some weirdo told you at a training seminar that it is necessary. It's delegation of authority! Why do something yourself if you can trust the fate of your business to a novice who doesn't care whether you go bust or not, right?

Do you know why there are some tasks I now outsource? Because I can afford to spend \$50,000 dollars a year searching for real professionals. If you don't have that kind of money, it's too early for you to delegate anything.

Do it yourself. You should be able to at least watch a couple of YouTube videos on marketing and website building. The professional you will approach with your meager budget hasn't even done that.

7. Don't Skimp on Advertising!

You know the old saying: you have to spend money to make money. But this doesn't mean you should waste thousands of dollars on trinkets (though on them too, but not primarily). Spend it on advertising instead. One of my mentors taught me that if you don't spend at least a thousand dollars a day on advertising, you don't exist. Back

then, I couldn't wrap my head around the idea of flushing \$30,000 a month down the toilet. Now I understand. Only now can I easily part with that much money for my advertising budget, knowing that \$30,000 can easily bring in \$1 million.

In 2016, Trump spent \$1 million a day on Facebook advertising. And it is precisely because of this that he became president. My students spend about \$3,000 a month on advertising and earn \$10,000. If you follow my instructions carefully, such a budget will bring about ten customer requests a day. Meanwhile, losers rely on word of mouth, healing one patient a year if they are lucky. Some are actually convinced that a real healer doesn't need publicity and their natural magnetism will automatically attract clients. Yeah, right!

Google (which owns YouTube) knows a lot about everyone. Facebook knows slightly less, but that doesn't change the matter. These companies will gladly find clients for you: all you have to do is pay them. The more you pay, the more seriously they take you. For instance, I have a personal manager from Google. My manager ensures that nothing bad will happen to my advertising account. This means I am doing everything right.

8. Get Rid of Stereotypes!

An old friend of mine still can't get it in his head that hypnotherapy and online training can bring in real money. We started in the same time and place: in a cramped lodging house for Russian immigrants in Brooklyn the late 90s. But we had very different life paths.

I became a millionaire, and he became a truck driver. He is proud of his mileage; he says that he's traveled so much as a truck driver that it's equal to circling the globe five times. But I do this literally—I fly to any point on the planet and do not have to count either kilometers or money spent on air tickets. He doesn't believe in hypnotherapy, while I prefer to believe what I have seen with my own eyes.

Every time we talk he asks, “No, but where does the money really come from?” And, of course, he believes neither my words nor the testimonials of my students. He thinks it's better to get into construction because, according to him, that's where the real dough is. Everything else, he says, is just fooling around. He says things like this and yet continues to drive his life away.

Once, I even handed him a flash drive with a recording of “Hypno-Coaching.” I did this for free, as a friendly gesture to an old pal. I suspect he didn't even open it. Why am I telling you all this? To give you my advice: never let limiting thoughts ruin your life. Solid capital accumulation always starts with an open mind.

9. Don't Be Afraid of Staff Turnover!

Everything flows, everything changes. And this is especially true of your staff. At the American Academy of Hypnosis, almost no one stays longer than six months. And contrary to conventional wisdom, this is great. In six months, a capable person with ambition will definitely want to go freelance. I see no reason to hold them back. I specifically teach people not to work for someone else—not even for me.

No, it's not about the salary. I am a generous employer. Some of my students in the Academy earned more than \$10,000 a month, but they do not settle there. After "Hypno-Coaching," they realized that \$10,000 is not the final goal but an intermediate point—one of the initial stations on the road to great success.

Have I had to fire employees? Of course. My business philosophy is simple: get down to business or get out. We are not a charity here. There's no point in dragging along dead weight. I assure you, it's better to be a stern millionaire than a kind pauper. But I don't hold grudges against those who disappointed me. Maybe their untroubled days are still ahead.

To remain the best, you need to work with the best. At the least, you need to surround yourself those who have potential and are striving with all their might to realize it. Other compromises are inappropriate here.

10. Use the Banking System to Your Advantage!

Religion imposes guilt, while the banking system imposes debt. By the age of thirty, the average person is knee-deep in loans. Their dreams are not consumed with owning a yacht, but of being debt-free. They need to just get out of the red: close their mortgage, pay off consumer loans, and stave off debt collectors. It truly is a pitiful situation.

I rarely recommend other people's books, as I have written enough of my own. But today is an exception. Before you handle money or make serious decisions, read the book *Rich Dad, Poor Dad* by Robert Kiyosaki. It's a tad overrated, but it provides the basics of financial literacy, without which you will die poor, no matter what you do.

There are two types of people. The first mindlessly take out loans for everything. The second use the banking system to multiply their wealth. The first fear global upheavals, while the second see opportunities in crises and can predict them.

Here's some insider tips:

- In the coming years, the economy of many CIS (Post Soviet) countries will experience the same extreme change it did at the end of the last millennium.
- Earn money in a stable currency, and buy real estate on credit in the national currency.

For the wise, these few lines are enough to make you a millionaire. In any case, fools don't read my books.

11. Don't Be a Slave to Your Job!

When you work a lot, you don't have time to earn. Many people don't have a lifetime to realize this simple truth because, after all, one has to work!

I do not work eight, twelve, or sixteen a day. I work with my mind! That's why writing one of my latest books didn't take half a year of sleepless nights but merely four hours. That's why there's a seven-figure sum in my bank account and a sports car in the garage of my luxurious home.

How much do you earn per hour? Many of my students earn about \$50 per hour. And Elon Musk? \$240,000. Does this mean that he does forty-eight hundred times more work in an hour? Of course not. It means that he was smart enough to build a business where he doesn't work for money but the money works for him.

I have repeatedly said: most people are poor because they are stupid and lazy. But to become rich, it's not enough to eliminate just one of these vices. The stupid and hard-working also die poor. Smart people, who are too lazy to do anything to achieve their goal, also die poor.

Work smart! And remember, work is not the goal, but a means—a means to live a full life. For instance, the kind of life I live.

12. Feel Free to Send Customers Packing!

Do you please customers or do you send them packing? This central question is the yin and yang of any successful business. I call this the client-oriented paradox.

Business is unable to serve everyone. You need to select quality customers from the stream of crappy ones and make their lives better. Then, keep away from the rest—or rather, make sure they stay away from you.

The manner with which I speak using swear words is on point here. It immediately filters out weirdos for whom formalities are more important than the result. Can't get over the fact that a person who knows obscene words will teach you how to earn \$10,000 a month? Well, go take a hike!

That's why you can't buy "Hypno-Coaching" with a couple of clicks. I don't want to inflate the sales department by processing a bunch of garbage requests and then dealing with impulsive clowns who will pay first and quickly change their minds. I need thoughtful students who will go all the way, achieve success, and become my best advertisers.

I don't care about the rest. One weirdo, who finds a \$1 training course too expensive, keeps trying to call me on Instagram. Wonder why I'm not responding? He is inviting me to his Nowheresville to conduct "Hypno-Coaching" for him for free. You can imagine how I might be reluctant to do this.

But all this does not mean that I disdain my students. Those who have proved themselves are definitely worthy of

my attention. And they are also worthy of the most valuable gift: guaranteed results.

13. Invest in the Eternal!

Invest in land because it's a finite commodity. It won't become outdated like a new iPhone; it won't depreciate in an instant like cryptocurrency; it won't break like limited edition watches; and it definitely won't turn into vinegar like expensive wine. The only thing that land invariably does is appreciate. We know this because there are many of us (and more every year, already 7.8 billion), and it's the only land we've got.

If you are choosing between buying a new car and a plot of land, then make sure you don't have to choose! Earn enough for both. But don't think their value (not to be confused with price!) is the same. Even a luxurious car will depreciate in value. But you will pass land on to your grandchildren. And they will pass it on to theirs.

Invest in eternal values. Invest in perspectives, because land is not just dirt under your feet, it's an opportunity to build something useful and profitable. Have you ever considered this?

14. Bet on Fresh Ideas!

When it comes to business development, various specialists love to complicate everything, intimidating people with complex terms, formulas, and schemes. In their eagerness to demonstrate professional swagger, experts often forget that ordinary people need simple advice.

Yes, competitive intelligence has not been canceled. And one should not venture into any industry without preliminary calculations of profitability. But I advise you to consider another important factor: the freshness of the idea. Since you want to take care of your own future, you need to invest in the ideas of the future.

The most successful people of our time are those who made a breakthrough. Steve Jobs, Mark Zuckerberg, Sergey Brin, Jeff Bezos, Elon Musk: all these earthly deities did not churn out the latest faddish garbage. They looked years ahead! And those entrepreneurs who are in their league continue to do this; otherwise, they wouldn't have been able to stay on top for so long.

The worst thing you can do in this life is to think that you have hit the jackpot. That's what the leaders of Kodak thought until the company went bankrupt due to their dependence on film cameras. Surely they were resting on their laurels at Nokia until Apple and other nimble competitors overtook them and became the leaders. Consider also General Motors, which almost dragged the entire US auto industry down with it.

I have followed this simple but important rule throughout my business career: create unique projects that are sure to resonate. This is how I achieved success, and this is how my students succeed. Try it too: bet on something new!

ABOUT
COACHING
AND HEALING

In the CIS (Post Soviet countries), healers are commonly considered charlatans, and business coaches are looked down upon as windbags. These common assumptions are not unfounded. The internet is full of “sorcerers” who promise to “remove curses” but can’t follow through on anything except transferring your money to their bank account. You see even more business coaches in cheap, ill-fitting jackets, recording videos against the backdrop of a dilapidated wall in a rundown apartment building. Can you imagine how hard it is to break through the wall of skepticism and distrust when you are a healer deciding to teach other healers about business? I managed to do this.

Here, in the US, many still remember me as the Russian guy who helps people quit smoking for \$700. This is how my career as a hypnotherapist started. I helped neighbors, strippers from local clubs—and eventually businessmen and Hollywood actors—get rid of nicotine addiction. And in between, I delved into the nuances of hypnotherapy. I was lucky to learn from the best: my tutelage came from the creator of NLP, Richard Bandler, and Gerald Kein, a student of Dave Elman himself—one of the most prestigious names in the business. My professionalism grew, and with it, the list of problems brought to me by clients expanded. I had to treat Jordan Belfort’s *Wolf of Wall Street* friends for drug addiction, help Hollywood stars build harmonious relationships, and rid famous politicians of the mental residue of childhood trauma.

As a practicing hypnotherapist, I achieved everything there is to achieve. And even after my success, I wrote

books like *The Profession of a Hypnotherapist* and *Holistic Therapy of Consciousness*, which are still being read by blossoming hypnotists and regression therapists. But that was not enough. I acutely felt the need to train healers: psychologists, hypnotherapists, theta-healers, NLP practitioners, and shamans. They say those who can't do it themselves, teach. But this saying does not apply to me. I could have continued to heal celebrities, but my "productivity" is limited. How many more people can I help? A thousand? Five thousand? It's all negligible. It's a different matter to train at least a thousand healers, each of whom will help a thousand people in need. That's a million happy people! An entire metropolis!

I came to understand that many talented healers fail to attract enough patients simply because they cannot properly publicize themselves. They don't understand that their activity is also a business, requiring responsible planning and effective advertising strategies. That's where my many years of entrepreneurship experience came in handy. For a while, I did not perceive hypnotherapy as my main activity and tried to do something "real"—for instance, real estate trading, freight transportation, and consulting affluent immigrants. Although most runaway Russian oligarchs have not heard of my training program "Hypno-Coaching," if you ask them who the main specialist for immigration to the US is (and especially to Florida), they will immediately answer: "Paul Healingod!"

It turns out, I have achieved success in two fields: in hypnotherapy and in business. My seven-figure bank balance

cannot lie. So why not combine my invaluable experience in these areas into one course? That's exactly what I did. I developed a step-by-step course on how to master the profession of a healer and start earning at least \$10,000 a month. I called it "Hypno-Coaching," and it caused a real sensation. Today, it is much more than just training. It's a program that helps you to understand yourself and the surrounding world to reach true enlightenment, and to find one's vocation; but, most importantly it helps you attain freedom.

Trust me when I say I know a thing or two about healing and coaching. The tips included in this chapter will be useful to anyone who wants to succeed as a healer. But it will also be invaluable for anyone who craves success in other areas of life.



15. Understand Yourself!

This is the first piece of advice I give to every healer. After all, albeit with good intentions, you are invading a client's subconscious and thereby changing their fate. So, you must clearly understand where and how to move forward.

Let's be honest: those who, first and foremost, want to figure out their own problems are drawn to the fields of hypnosis, NLP, theta-healing, and psychology. So the old phrase "nothing personal, just business" is inappropriate here. On the contrary, it is almost always personal.

My many years of practice show that in the pursuit of money, recognition, and other wonderful things, healers quickly forget about overcoming their own problems. As a result, they may relieve patients of certain mental baggage, but they may also burden the patient with new problems that stem from the healer's own tormented psyche.

Why should a client pay such a healer? Is it worth just getting fragments of random information instead of systematic knowledge? Self-confidence instead of life-changing experience? Cheap manipulations instead of guaranteed, real results? No way!

Do not put your patient's mental health in jeopardy. Do not risk your reputation. Do not learn from charlatans ready to push anything just to get paid. Always remember that you have a mission and there is only one way to accomplish it: by taking a path of self-improvement and honesty with yourself.

Switch to the bright side of the profession. Either we will win together—or everyone else will lose.

16. Never Work for Free!

They say, give a man a fish, and he will eat for one day. Give him a fishing rod, and he will eat forever. Therefore, I am distributing fishing rods. I am giving advice that changes lives for the better.

Do not work for free. Never and under no circumstances—especially if you are a novice. Free sessions are a sure way to failures, disappointments, and doubts about your calling.

A healer is not a magician. A healer cannot wave their hands and just solve a problem. Healing is like love: without reciprocity, trust, and mutual effort between client and healer, nothing will work. If the session is free, the client's motivation is zero. We are arranged this way: we only value what is hard to get.

Moreover, the world is full of skeptics. And most of them put their righteousness above the truth. If you are confronted with a client with a “prove to me that you know something” attitude, then do not play by their rules. This client may deliberately sabotage the session just so they can later say: “See, I told you so.”

Let the client say anything they want. Critics bark but the caravan moves on. Do not stop helping people. And make sure you get paid what you're worth.

17. Don't Rely on Russian NLP!

History is full of good ideas that were eventually trashed by those that tried to develop them into something they were never meant to be. You probably recall at least one thing in history that was great in its conception but got ruined over time. For me, a classic example of this became NLP.

Neuro-Linguistic Programming (NLP) took a long time to reach the post-Soviet space and lost all its value along the way. The effectiveness of NLP was reduced because many of its principles were either misunderstood, altered during translation, or sometimes even simply made-up by Russian NLP practitioners who claimed to be “experts.”

I personally spoke with the co-author of this technique, Richard Bandler. In principle, he does not accept invitations to seminars and training sessions in Russia because all these NLP schools have almost nothing in common with his teaching.

You cannot simply take English phrases—which are tailored to the mindset of an English-speaking person—translate them into Russian, and expect to achieve the same effect. This is why Ericksonian hypnosis does not work miracles in the vastness of our Russian homeland.

Yes, I hear your objections. Some people find that NLP works even in Russian. And I will tell you who it works for: those who have mastered classical. What I mean here is that for experienced masters, this so-called NLP relies and rides on the already tested elements of classic hypnosis.

In all other cases, it's a write-off. An NLP practitioner who does not master classical hypnosis is like a schoolchild tackling geometry without knowing arithmetic.

So don't be quick to criticize NLP. It works. But not everyone has the skill to master it.

18. Don't Argue, Demonstrate Results!

I have often read that healing is a sham, and finally decided to quit reading such nonsense. Why argue with naysayers (not to be confused with critics!), when this time would be better spent helping people? Satisfied clients are our best argument for legitimacy. And yet, I want to express my opinion.

When someone says that nine out of ten healers are charlatans, they conveniently miss the point that this is true for any profession. These people lack knowledge and the necessary skills, but they are also lazy. Do you think they charge less for their services? Not at all!

In the US, it is easier to scam people because the idea of free (not to be confused with fair!) competition is so ingrained in the collective consciousness. But I assure you, finding a competent plumber even on this side of the ocean is no easier than finding an effective professional hypnotherapist. That's exactly why I value my team so much.

There is another aspect. Laypeople are often slaves to habit. Anything that goes beyond street-level ordinariness is perceived as hostile. Laypeople are used to the idea that medicine means pills and injections. Therefore, for them, even the most scientifically vetted hypnosis is charlatanism. And once you tell them about alternative medicine, forget it—they're not listening.

The practices of many of my students are unscientific. But that's not a problem because science does not provide an answer to what is true and what is false. It records the current level of human knowledge about itself and the Universe. If you told a scientist from the nineteenth century about antibiotics, he would definitely call it pseudoscience. And from the perspective of his time, he would have been right.

The only thing that matters is the result. If you are able to provide it, how important is what skeptics think of you?

19. Don't Confuse Mentors with Fake Gurus!

Let's be clear: even in a tolerant society, door to door salespeople aren't seen in the best light. And do you know who is liked even less? That would be the utterly corrupt salespeople, the so-called "fake gurus." Although they're widely despised, and there are plenty of exposé videos made about them, people still fall victim to these swindlers.

Charlatanism has been around forever. Fraudsters will always be with us, and fighting them is like tilting at windmills. But the trouble is that they cast a shadow on one of the noblest vocations: the teacher. And the general public is quick to lump anyone selling info products in with common scammers.

Here is a simple instruction on how to distinguish a real mentor from a fake guru:

- **Expertise:** Talking isn't hard work. Real results require hard work. If a person teaches business, but their only business is selling courses, then you are dealing with a classic charlatan.
- **Guarantees:** If a coach is confident in themselves and what they have to sell, they have nothing to fear from getting into specifics about what they do. Students don't pay to listen to some yapping baboon; they want results. If there are no results, the money should be refunded.
- **Reviews:** Yes, these are often fake, but word of mouth is usually reliable. One of my students found someone in his city who had studied with me. He met and talked with him face to face—and only then did he enroll in my “Hypno-Coaching” course. That kind of recommendation is hard to fake.

Now you won't mix them up, will you?

20. Let Go of the Past!

Because of your past, many of you have no future. Mistaken decisions, carelessly uttered words, resentments, insults, traumas: the list can go on indefinitely. But why? For many of you, the past is like a backpack filled with stones: shouldering this burden is hard, and there's no benefit, but you don't have the courage to let go of it. I know how to fix this problem.

You need to infiltrate your memories and rewrite the emotional perception tied to them. This doesn't mean forgetting the traumatic moments but distancing yourself from them. When watching a movie, you empathize with the characters. But who would think to ruin their life over an onscreen character's failed love? The traumas of the past will become a movie for you. Hypnotherapy is capable of even more.

Those who heal people from their own past call themselves "regressologists." This is a fashionable word. Such buzzwords are supposedly better at getting people's attention. But in reality, regression is just one of the techniques of hypnotherapy. You go to a dentist for a checkup, not an expert on wisdom teeth, right? Don't fall for specialists with a "narrow" focus when there is a wide range of work ahead.

What you are absolutely forbidden to fall for is "universal forgiveness." Many will tell you that you need to forgive everyone and everything—and then you will get a reprieve from the past. But forgiveness is the privilege of the winner.

When you are being kicked in a dark alley, forgiving your attackers is useless: you need to fight back.

21. Sell Yourself!

You can be a skilled healer three times over, but without a well-conceived marketing strategy, you will still end up on the sidelines. That's how the modern world works. Here, it's not just professionalism that reigns but also the ability to announce it properly. You must have the ability to sell yourself at a higher price.

“Hypno-Coaching” is popular precisely because it is a comprehensive product. I do more than just set the student's mind in order, removing blocks and defective settings. I not only show students how to find their calling and turn helping others into a source of decent income, but I also pay a great deal of attention to “packaging” and marketing.

It is not a boring theory about how to differentiate between Return on Investment (ROI) and Return on Marketing Investment (ROMI), but a series of simple steps. Each of these will bring you closer to creating your own brand (don't be scared by this word) and a constant stream of clients from the internet. Meanwhile, you can be based anywhere in the world you want while this is happening—even in Bali.

Many of my students are in their sixth or even seventh decade. It is harder for them to grasp new tools, especially

digital ones. But I take this into account and present the information in a way that reaches everyone, regardless of age.

22. Digitalize!

We are incredibly lucky. During lockdowns and other disruptors of normal life, many found themselves out of action. A mechanic cannot overhaul an engine via Skype, just as no one will ask for help from utility workers in a Zoom conference.

For us healers, switching to online mode is essentially not a problem. There is you, the client, and the computer—all boundaries are erased. And if a year ago such a format might seem strange to the patient, today he does many things using online tools himself.

Stop confining yourself to the boundaries of your miserable hometown. The whole world is just a couple of clicks away: just muster the courage to announce yourself in a new way and at a different level. Where someone might see a catastrophe, others find opportunities.

I hope you belong to the second type.

23. Don't Fear the Competition!

When you are a healer, you can completely ignore the competition. Focus on what's important: the results you get.

A conventional businessman, selling plastic windows or vacuum cleaners, would say that I am talking nonsense. After all, that person knows that business, like life itself, is an endless struggle: for suppliers, clients, and the market as a whole. And the higher the competitiveness of the niche, the dirtier the struggle becomes. What becomes overlooked? That a healer is not your average businessman, even when earning more than a furniture factory owner.

The secret is that often businesses create products that you do not need. Such products can enhance your life, boost your image, or raise your social status. But, whatever the case, it is almost never a matter of life and death. You can do without it. Therefore, to sell, you need to convince the consumer otherwise, spending a lot of time and money doing so.

For a healer, it is enough to just announce that one is a master of their craft. At the same time, they don't care where their patients live, because the internet has shortened thousands of kilometers to an arm's length.

A wonderful time to help people, isn't it?

24. Increase Your Rates!

How can a healer earn \$10,000 monthly if one session costs \$20? No way. You need to increase the rates. When I talk about this to my students, I often encounter two utterly stupid objections.

The first one is: “Patients will think that I am only interested in money.” Well, aren’t you? Don’t you dream of a situation where you and your loved ones are not in need of anything? Maybe you are a saint and want to help people for free and then die for their sins? Well, then, subsist on scraps and forget about the secular world. I advise the others to get rid of the slave mentality that money is evil. Money is an indicator of success and a path to freedom.

The second is: “People simply don’t have that kind of money.” Small-town hicks love to say things like this. There, they argue, a teacher earns \$150 a month, and yet I’m suggesting charging \$1,000 or \$5,000 for healing. Isn’t that too brazen? Not for a saved life. It’s worth more than the latest iPhone or a secondhand bucket of bolts (which, by the way, are in plentiful supply even in the most rundown of backwater towns).

If your client disagrees with this, then their life really isn’t worth a penny. And therefore, the efforts spent on saving it are not worth it either. How much would you value one year of your life? What about ten years?

25. Throw Away Astrology and Numerology!

Both astrology and numerology are utterly useless and equally devoid of prospects—even if you have a mountain of related certificates and diplomas. They are not worth the paper they are printed on.

Remember the universal rule: to earn money, you need to be useful. Can you fix toilets or clean pools? Then, you won't starve. Are you capable of healing ailments and radically improving the quality of life of your patients? Then, you will earn enough to have almost any material pleasures: an apartment and a car, for sure.

Does all this sound suspiciously simple? Well, there's a catch. Real usefulness, for which people pay really big money, goes hand in hand with guaranteed results. And to guarantee something, you need to have an effective and time-tested method. Stars and numbers do not provide guarantees.

Astrologers and numerologists, don't be disappointed! Even people worse off than you have been saved. You can take a look at the gibberish you spout one last time and see it as proof that you should enroll in my training course. It is in your own self-interest. Otherwise, the stars will continue to bestow cosmic emptiness in your pockets, and the numbers—well, mentally you'll be at sixes and sevens.

26. Move Closer to Civilization!

If you live in the CIS (Post Soviet countries), well, it's the land of grim faces, awful food, terrible weather, and Vladimir Lenin (may he be unwell) on every square. But there are some advantages to living in this environment: because where corruption and lawlessness reign, money gives absolute power.

As you get richer, you will inevitably establish connections. And money and acquaintances on this damned sixth part of the earth guarantee permissiveness and impunity. You can get drunk, get behind the wheel, crash into a crowd of pedestrians— and you can get away with it. But this is not how we do things. I teach how to defeat the dragon (primarily in yourself), not become it.

Before “Hypno-Coaching,” I helped businessmen fleeing the CIS settle in the US. In Russia, their enterprises were being seized and criminal cases fabricated. In response, they collected their remaining assets and fled overseas in search of a new life. Even then, I realized that the best business is the one that cannot be seized.

For a shoe factory owner to relocate their production, say, to Bali, it would be easier to hang oneself! But how can a healer do the same? Just buy a plane ticket. When your main asset is your mind, it's much harder for the cops and the gangsters to seize your business—unless they take it along with your head (and they can do that too).

As soon as you start making a decent income, run away from your post-Soviet hole closer to civilization. I guarantee: this will be one of the best decisions you ever make.

27. Throw Away Your Certificates!

At one time we used to issue certificates too: thick paper, beautiful Gothic font, a respectable inscription AMERICAN ACADEMY OF HYPNOSIS. It looked great. And people seemed to like it, although I intentionally didn't give them away for free. You had to pay an extra \$100 to \$200 for this piece of paper, without which many feel cheated.

The craving for formalities is the curse of the Soviet mindset. Many of those who were raised with the Soviet zeal for red tape probably can't have sex in the US without a stamp in their passport. And living without a higher education diploma is simply unthinkable! Many such people throw their child into the worst university just to get this coveted piece of paper.

Nowadays, so many people strive not for knowledge and skills, but for a certificate. They strive not for a profession, but for a diploma. Not even for wealth, but for its visual attributes. In other words, it is more important to *seem*, than to *be*. I have long chased these thoughts from my mind and will not indulge in such nonsense.

Do you know the best thing about certificates? You can wipe your ass with them—or burn them in a stove when

a thrice-certified and degreed healer can't afford to pay heating bills. Tony Robbins, for example, doesn't have such problems. So, he doesn't need the certificates. Do you?

28. Don't Work with "Dead Beats"!

I won't even consider cases where you as a healer promise the client mountains of gold, but then your services turn out to be crap. If you sell anything and aren't planning to offer a guarantee, then I don't know why you are reading this book.

Let's say you're a sensible healer. You finish the session and realize that the client is not satisfied with the results, and now they are either muttering something unintelligible in frustration or actively protesting due to the lack of results. Who is to blame and what to do?

As paradoxical as it may seem, often the client is to blame because they do not make an effort. Just like in sexual intercourse, in hypnotherapy and other healing practices, there will be "dead beat" who will just lie there and do nothing, while someone actively labors over them.

The patient must understand that success depends on a process of interaction. Yes, you guide them, but there are some steps that only they can take. And if their mind is filled with fears and prejudices about the healer's work, then it's all lost. You'll just be banging your head against a wall.

But I'm not going to be quick to sympathize with you. It's your own fault. A poorly prepared client is the result of

a healer's laziness, a desire to save time, or plain inexperience. Work on this aspect. Every minute you spend on a preliminary conversation with the patient will pay off in one way or another. Don't be lazy in communicating with clients. They come to us to heal, right?

29. Don't Feud with Doctors!

There is a question most of my students ask me: "How to deal with conventional medicine?" The conventional medical community denies the benefits of alternative medicine and tries to portray its advocates as charlatans. There is an answer, and it's very simple.

When it comes to doctors, you should behave like sensible spouses going through a divorce. Yes, there are plenty of contradictions in what they tell you, and you may even feel some animosity toward them, but you still have common goals. And the one who refuses to sling mud at the other in public will look like the decent and sensible one.

And you don't need to reject traditional medicine. Your activities and the work of a sensible doctor can perfectly complement each other and be very effective. In some ways, you are more advanced than they are in how you think about healing, and in other ways, they are ahead of you.

How to deal with accusations of charlatanism? Remind them that two hundred years ago, DNA, X-rays, and biomechanical prosthetics would also have seemed like fairy tales.

One should not judge what has not yet been fully studied. Genuine, unbiased science will find the truth behind everything someday.

And don't forget that the main thing for a healer is responsibility. After all, it is one thing to discover deep subconscious childhood traumas and rid a person of the disease provoked by them without the help of a doctor. And it is a completely different thing to impose fake incantations instead of timely chemotherapy, dooming a cancer patient to death.

Just do your job and be useful to people—let history be the judge of what's legitimate or not.

ABOUT **SUCCESS**

Success is like an orgasm: it needs to be achieved, not discussed. But, unlike sex, it's better without long foreplay. The shorter the path to success, the more pleasant it is. Yet, many people stretch this path throughout their lifetime, and even more people just talk about success and never get any closer to it. I will also talk about success, and I advise you not to assume this discussion won't be filled with your average *7 Habits of Highly Effective People* fluff. Because something distinguishes me from the horde of faceless "success therapists." I am not showing you how to write a book on how to achieve success in order to achieve success. I am already successful in all my endeavors and simply sharing my experience.

Alchemists were looking for the philosopher's stone—the substance which turns any metal into gold. Most success coaches are looking for a magic formula that turns any stupid, lazy person into Elon Musk. Of course, they never find this formula because it does not exist. Waking up at five in the morning does not guarantee that you will build a business empire. A bright, toothy smile doesn't mean you will be able to make a profitable deal. And catchy headlines on a website do not necessarily lead to sales that will triple. If everything was that simple, there would be far more than 2,825 billionaires on this planet. Think about it: 2,825 out of almost eight billion people inhabiting the earth. Calculate it yourself, how much it is in terms of percentage?

And yet the secrets of success exist. It's just that there is nothing secret about them. Many people know them,

but prefer not to notice. The fact is that it's damn hard to adhere to these rules, and most are too lazy to lift a finger. They want something easier. Something that requires less effort and gives more as a result. They are used to cheat sheets during exams and are looking for the same for life. But life is not an old doddering man with a blown-up academic degree: you can't deceive life. And there are no retakes, recoveries, or gap years in it—at least not in the way you would like. You either pass the exam of life or remain broke.

The tips collected in this chapter do not merely convey same old ideas on how to become successful. They help you avoid the most common traps, set priorities, and look at the world soberly. They help you to create conditions in which all-out efforts will bring a proportioned result. Following these tips does not cancel the need to work hard, learn new things, or consider each next step. But this is a guarantee that everything you do will not be in vain. I guarantee this because I have tested all these tips not only on myself but also on thousands of my students.

Everyone's life began with success. The sperm that later developed into a fetus reached the egg before forty million competitors. The desire to be successful is embedded in the genes. It is our destiny. The time has come to fulfill it. Otherwise, will you keep reading stupid books and taking money-wasting training courses until you kick the bucket?

If you still lack motivation, I recommend that you read no further. I recommend those who continue reading to be extremely attentive.



30. Learn from the Best!

Don't spare any effort, time, or money on this. And most importantly, don't learn from just anyone.

How do you feel when a taxi driver explains how you should live your life properly? A mix of irritation and pity. His recommendations are worthless, since they clearly haven't worked for him. Most of you are wise enough not to learn from taxi drivers. And yet, many rush to "business coaches" who have accomplished nothing in life. Wake up! Their only business is to peddle useless courses.

If a "success coach" does not live the life you aspire to, learning from them is as useful as chatting with a taxi driver. Remember: to become the best, you need to learn

from those whose authority and experience in your niche is unimpeachable.

I felt this when I was learning the basics of hypnotherapy—at that time, however, I was guided not by principles, but rather by intuition. I was very lucky that at that moment in my life I was able to meet the co-authors of NLP, Richard Bandler and Gerald Kein. Without exaggeration, these people helped me become who I am today.

This training cost me a lot, and not just financially. But it became the foundation of all my professional activities. These expenses not only paid off, but also allowed me to live the life I always wanted—and the life I think I deserve.

31. Don't Waste Your Time on Free Training Courses!

The Smartest (the Russian version of *Britain's Brainiest Kid*) is a wonderful children's program but makes for a lousy life strategy. It's foolish to think that everyone around you is inept and that you are smarter than everybody you know.

My favorite category of the “smartest” people are those who hover around a paid training course for years, but are only satisfied with free ones. Maybe they picked up something from me, or glanced at something from others, then suddenly decided to change everything and, of course, fizzled out. How could it be otherwise?

Many do not understand the essence of free training courses. Yes, they contain a wealth of useful information. But I have an entire ocean in reserve. And a free training course is a way to demonstrate the level of one's expertise, outline the many possibilities, and prove that all these goals are achievable.

Those who grab random fragments of knowledge at free seminars and try to build their new worldview on it are simply suckers. It's like picking up a handful of puzzles from different boxes and trying to assemble a cohesive picture with them.

Remember: the main thing on the way to any goal is consistency and a comprehensive approach. You need to carefully plan the route to success. Casual free joyrides will get you nowhere. You wouldn't want to entertain risks like that, would you?

32. Never Give Up!

You've heard this advice hundreds of times, and that's why you've stopped taking it seriously. When the same advice is coming at you from all sides, it must become a habit. If it doesn't, then it will probably just whiz past your ears. Since childhood, you have been told: brush your teeth. And it worked. But although we all hear "Never give up!"—in songs, movies, on t-shirts, and many other places—many of us don't take it seriously.

I often get messages like: “I don’t need \$10,000 a month, \$3,000 is enough.” How does one reach such an income level? It must be three times easier, right?” No. Anyone who bargains with themselves right at the beginning has actually given up without a fight. It’s not about the magnitude of ambition—it’s about the mindset. You either think like a winner or like a loser.

Yes, my advice to you is to never give up—or rather, to not stop at what you’ve achieved so far, whether these accomplishments are big or small. But most importantly, never stray from the path of enlightenment. All the answers are within us, you just need to learn how to read them—and be prepared for the truth.

Consciousness development, hypnotherapy, even exorcism (don’t be scared of this word) are not the goal, but the means. A means not just to earn more, but to know oneself, one’s calling, and one’s mission. A way to find harmony, and with it, happiness. After all, that’s why we all gathered here, isn’t it?

33. To Hell with Books!

Don’t read until lunch, as the old Soviet saying says. I’m talking about books: novels, scientific books, especially books about business and self-development. Being well-read is not a guarantee of success. I know a multi-millionaire who not only ignores books, but he can hardly read.

Take a look who goes to your local library. Who will you meet there? The wealthy?

From childhood, it was nailed into our heads: those who read nothing are defective. But ask yourself, why devour book after book? You'll hear vague responses and come to the conclusion that a reader is like a samurai. He has no goal: only the path.

No, I'm not calling for books to be burned. I myself have written over a dozen, and each of them has found a readership. But you need to understand: most often reading is just a hobby. Collecting stamps, watching Netflix series, building model airplanes, and reading books are all activities that are hobbies. However, if you can afford to spend time on this, please do.

Billionaire investor Warren Buffett, even before he turned thirteen, had read all the books about finance in the local library. Not because he had nothing better to do or a desire to become an "educated person," but because Buffett had a goal: to become one of the wealthiest people on the planet. Reading became just the first step on this path.

Memoirs of billionaires are also dubious reading. Any book is just the author's opinion and about their own personal experiences. This probably has nothing to do with your life experiences. And do you know which book does speak to your own personal experience? The one you haven't written yet. So, maybe it's time to get down to business?

34. Learn the Secrets of Wealth and Poverty!

Everyone is looking around for the secret of wealth, but no one is interested in the secret of poverty. Meanwhile, these secrets are almost indistinguishable from one other. Those who confuse cause with effect live in poverty. And anyone who doesn't do that will have no problems with money.

I often get asked: "How can you earn over \$10,000 a month?" Such a question tells me that this person does not understand how society works. Otherwise, this person would have asked: "How to become so useful that they would want to pay me over \$10,000 a month?"

Elementary, my dear Watson! People are willing to part with money if they are offered something necessary in return. If this necessity also solves a serious problem, they unquestionably shell out large sums. Just become useful to this world, and wealth will soon be at your doorstep.

On my website it says: "I will teach you how to earn from \$10,000 a month." I had to use this phrasing for clarity. But "Hypno-Coaching" is not about money. It's about how to become truly useful to people, but to also have the confidence to accept their gratitude.

35. Remember: You Don't Have Time!

I would imagine it's a special kind of pleasure: to live today and not burden yourself with thoughts about the future. No wonder the majority of people in this world choose exactly this life strategy. I hope you are not foolish enough to find yourself among these unfortunate ones.

Yes, I know it's nice to console oneself with the thought that there is still time to catch up. But this is utter nonsense. You live in a world of destructive illusions. In reality, you have very little time left.

How old are you? Twenty-five? Thirty? Fifty? All this time, instead of pursuing success, you have been sweating the small stuff. At twenty, you could have become the person you're dreaming of becoming right now. You just needed to figure yourself out and act, not flush opportunities down the toilet because you assumed there was plenty of time to figure things out.

And since you have squandered years, maybe even decades, be kind enough to yourself to catch yourself up. Don't let tomorrow be yet another day where you keep putting everything off.

I forbid you to go with the flow. Build a step-by-step plan. To achieve the goal, you must clearly understand where you need to be in three months, in two years, and in five years. Track the progress and don't lag behind.

You will still have time to enjoy the present day—that will be tomorrow.

36. Stop Accumulating Trash!

Information is garbage. Even what I am writing here and even my course on “Hypno-Coaching” is trash. Sometimes information has huge, hidden potential. But what’s the point if you are not planning to unlock it? They say that the one who owns the information, owns the world. Nonsense! The world is owned by the one who can derive benefits from the information.

Millionaires are not distinguished by luck. You may think that they just happened to be at the right place at the right time. They have a special mindset. If you take everything from a millionaire, they will become a millionaire again. Because money is a consequence. The reason is it’s all in their head: it’s because successful people managed to cope with their subconscious.

But these are just words, aren’t they? You need specifics. This is exactly what you are looking for in “The Five Commandments of a Millionaire” and “The 25 Rules of Success.” Here you go! From childhood, you have been ingrained with defeatist programs. All this is thanks to your parents, grandmothers, caregivers, and teachers. Millionaires either were not initially programmed this way or they overcame this type of limited thinking.

I know how to do it. But I won’t tell you this for free. Because the more this information costs you, the more likely you are to use it. Otherwise, it will just take up space on your hard drive, in the bookmarks of your smartphone, or in your head. Why are you accumulating it? What’s the point?

37. Don't Listen to Your Parents!

Most likely, your parents are losers. They are wretched parental prison wardens whose idea of love is an upbringing of oppressive servitude for their offspring. I have to so often heal the damage my patients' parents have caused them that I promise you that in nine out of ten cases I am absolutely right.

When is your birthday? Count back about nine months from this date, plus or minus ten days. If it falls on a holiday, I have bad news for you. You were not a wanted child. Your parents hooked up while drunk at some party, and then were afraid to abort you. After all, someone is needed to bring them a glass of water in their old age, right?

To get behind the wheel, you need to finish driving school, pass a written exam, and a driving test. And even after that, you're not allowed to drink and drive according to the traffic rules. Because a fool at the wheel is dangerous to others. But it seems a fool with a stroller is not. Because to become a parent, you don't need to learn anything or pass any tests. You just have to fail to pull out in time.

Your parents have no right to teach you or even preach at you. They can't do that. Their only merit is that they did not let you die of hunger, and when they accidentally dropped you in infancy, they didn't break anything. Although, the latter is not even their achievement, just a coincidence.

You can love your parents. You can respect them and have great relations with them. But if they don't live the life you want to live, you shouldn't listen to them. The value

of what they say is about the same as the advice from a taxi driver—who, of course, has his own business, and only drives a taxi for the betterment of his soul.

38. Don't Confuse Cause and Effect!

Eleven ways to save, nine commandments of effective savings, some magical sums of money that need to be set aside every month from one's salary and then, supposedly, everything will work out. Do you really believe this? If yes, then I have bad news for you: you are seriously ill. You confuse cause and effect. And this disease is far more dangerous than any COVID-19.

How do you earn \$300 a month and rent an apartment for \$3000? You don't. How do you save money when it barely covers food and other basic needs? You can't. It's simple: to have savings, you need to earn more. If you earn \$10,000 a month and spend \$5,000, then your savings will be there. This is the effect, not the cause.

Let's dig deeper. To earn more, you need to have value. You need to possess knowledge and skills that can benefit others. You need to know how to sell yourself. Not to rent your body for pennies, like most do, but to demand adequate payment for your services. And you need to go and get it.

Therefore, to accumulate a substantial sum, you need to be useful. This is what's truly important to boost your savings and also for your success in general. As soon as

you understand this, life will become easier—and you will be much more cheerful. And, most importantly, you will never have to save money again.

39. Set the Rules of the Game Yourself!

What is our life? A game! But which one? For the vast majority of people, life plays by a set of inscrutable rules. It's no wonder that it's so easy for a person to lose this game. It is impossible to win when you don't understand the nature of the game you are playing.

The secret of successful people is that *they* dictate the rules. They choose a game they are particularly good at and force the rest of humanity to play on their terms. Think about your interests, your skills, your acquired knowledge. What will be your game?

Will it be chess? This is a game for real intellectuals and does not lend itself to hasty decisions. By contemplating your strategy many moves ahead, you will never be caught off guard. And yet, approaching life as a “chess game” is no excuse to procrastinate.

Will you play catch-up? Striving to become the “fastest shooter in the Wild West” is a simple and understandable strategy. But don't overestimate your abilities. If you do, you will move too fast and fall flat on your face, because you can't keep up with your own blistering pace.

Poker? If you are ready to take risks, go ahead! To calculate the chances, to bluff skillfully, to bet everything at the right time, and to snatch the jackpot requires a jeweler's precision. Alas, this is not for me—when one wrong decision could mean the difference between solvency and bankruptcy. I prefer reliability.

But what I do not recommend playing is hide and seek. Believe me: no matter how well you hide, life will surely find you and screw you over. It's simply impossible to win *that* game.

40. You'll Complain in the Afterlife!

Lie down and die. And do that right now. This is my advice to all those who like to complain about their lives.

Choose a coffin with tassels, a place in the cemetery closer to a main path, wear a nicer suit, and put on more fashionable white slippers. What else? Book the wake at a good restaurant, have a violinist play something pitiful, and for a greater effect, hire professional mourners. The funeral will be just fabulous!

With all your daily whining, you are burying yourself morally. So why not finish what you started and stop bothering others with your complaints? Your pre-mortem masochism is worse than death, I promise.

If you want to continue living, then please wipe away your snot and dry your eyes. And then get up and do it.

Complaints, excuses, and other garbage are not your allies now. Become the master of at least your own life: that's enough of a start.

Take on your goals and achieve them. Stop fussing over them. And make sure you set really worthy, ambitious, and even daring goals. And work toward them like you've never worked in your life. And no, you can't complain.

You can complain about the difficulties in your life later, in old age, when writing your memoirs. But for now: grab your boots, shut your mouth, and move forward!

41. Be Greedy!

Could laziness be the engine of progress? Nonsense! The real engine of progress is greed. And that's precisely why it has been drilled into your head that being greedy is terrible. The system thinks it doesn't need successful people (although it's ready to tolerate them in small quantities, but no more than that). The system needs obedient human subjects.

Do you know the system's favorite trick? Concept substitution. New Age gurus tell us that petty domestic conservatism and the desire for development are the same. And both, supposedly, are equally bad. Be content with little and don't dare think about your own well-being. All this nonsense has been methodically hammered into our heads since childhood, so now most of us think this way of thinking is normal. No!

When you live in a dingy apartment for rent but dream of a luxurious house: that's greed. When you ride a trolleybus but want your own car: that's also greed. When you earn \$500 a month but want \$10,000: that's greed, too. Greed motivates. Back it up with the right actions—and you will soar to the top.

But I'm not talking about mindless greed here. When a person is reluctant to buy something for themselves or their loved ones, they are not greedy. They just don't understand that money is not the end goal, but a means to that end. And greed is when I'm already a millionaire, but I want to become a multimillionaire. I start by doing everything necessary to make that happen.

42. Rejoice in Problems!

Yes, seriously. No, I'm not talking about cases where a small child gets cancer, and various clowns in strange outfits claim that this should be taken for granted and rejoice that this is the work of some divine being. I am horrified by such a grotesque parody of logic.

But you cannot deny the obvious. Erich Maria Remarque would not have written *All Quiet on the Western Front* if he hadn't endured the horrors of World War I. Walt Disney would not have become the greatest animator if he hadn't been fired from the newspaper for his "inability to draw."

Or who would Eminem be without his impoverished youth in the Black Detroit suburbs?

It is indeed problems that define you as a person. More importantly what matters is how you solve them. It is the trials—big and small—that separate the meek and the mentally strong into different layers of society.

Life without problems is also bland. What is victory worth if it comes easily to you? How do you understand your own worth if no one challenges you? What will you become if you no longer have to struggle? I'm willing to bet that without some sort of struggle 999 out of 1000 people will lie down on the couch and turn into vegetables.

Don't avoid problems and address them in a timely fashion. Only then will you avoid catastrophes.

43. Don't Squander Your Most Important Resource!

You probably have a sick and distorted view of time. That's why it seems that you are managing it wisely, but in reality, you are wasting it. However, you are not alone in your delusions: the vast majority of people on our planet are imprisoned by these illusions.

No time management techniques will save you. Because analyses, planning, and goal-setting are just superficial trinkets. The problem lies in the deep understanding of time as your most valuable resource.

Let me outline a common situation for you. From nine to five you are at work, and in the evening you are entitled to well-deserved rest. You work hard five days a week, and Saturday and Sunday are your allocated days off. Plus, twenty to thirty days a year, you are allowed to relax on vacation.

This is nonsense. Forget it. While you see eight working hours in your day, a successful person sees the other sixteen hours wasted. And while we can't escape sleep, idleness that turns into degradation is a crime against oneself.

Yes, you have the right to relax after a working day, but you shouldn't give yourself the luxury of laughing at videos on YouTube; instead, watch or read something worthwhile. Learn something new, and take another small step forward. And if you spend all day working and only looking forward to "leisure" time in front of the computer or TV, you are clearly doing something wrong.

Every time you get carried away with useless activities, you are borrowing time from your future success, meaning you'll have to catch up with interest. Life does not forgive debts, act now!

44. Don't Shirk Responsibility for Your Own Life!

Do you know the difference between poverty and bankruptcy? Bankruptcy is temporary.

It is misleading to think that poverty is not a vice. Oh yes, it is! It comes from flawed thinking. It's not that the poor person lacks the brains to get a "decent job" but that everyone else is to blame: the usual culprits tend to be the government, immigrants, the "dead" season, dumb customers, a disaffected wife, or all of the above. Indeed, the root of many problems lies in a person's immediate environment. Parents who are failures themselves push their kids into the first available university to get them out of the house. Just like the teachers who have never known anything other than measly salaries, they also claim that money is evil.

Rich people are not raised in incubators. Individuals who came from poor families and later became millionaires were instilled with the same wrongheaded thinking as the those who failed perpetually. But they still achieved results. You cannot change the past. It is almost impossible to change circumstances that do not dependent on you. But it is within everyone's power to change themselves.

Blaming everyone around you means shirking responsibility, drifting with the current. Life's passengers have no chance of success. But it's a different story for the drivers. Be careful, the doors are closing. The next stop: wealth.

45. Quit!

I've written a lot about things that hinder development: about fears, false beliefs, habits, the environment, and a

bunch of other crap. It's time to talk about what seems benign at first glance, and therefore even more dangerous: your current unsuitable job.

Even if you don't value it, you still fear losing it. Alas, even hard labor is better for you than risking uncertainty because working for peanuts is better than no work at all, right? At least you can afford to buy some food and on rare occasions even clothes! Isn't it a dream?

But seriously, grasping on to a job that merely gets you by makes little sense. Stop groveling before your superiors. Stop waiting for handouts from above. Take responsibility for your actions and set your own goals in business and in life. These are small but still significant victories over your current gloomy existence.

No, I'm not judging those who want to keep a safety net for themselves. But have the courage to at least challenge your occupational confinement. I guarantee you will enjoy the journey into a new freedom.

46. Don't Rely on "Producers" from the CIS!

At the American Academy of Hypnosis, there is a rule: if any of the technical specialists decides to use a service from the CIS, they are not on the same path as us. I will fire that person immediately.

No, this is not discrimination based on nationality but a sober approach to business. Is it my fault that laziness, stupidity, and the desire to deceive one's neighbor tend to flourish on this part of the earth's surface? Rare exceptions only prove the rule. And during the impending crisis, even these exceptions will become even fewer.

When everything is going downhill, what shouldn't have sunk in the first place surfaces. Deprived of their worthless job due to the crisis and having no skills, the average CIS worker decides to hastily enter IT or become a marketer or a producer. If in the next year you are caught unprepared, this crowd will bankrupt you. I guarantee it.

Life is the same as school. Only here, the grades are given based on bank account balances. If you didn't cheat off students with failing grades when in school, then why are you ready now to entrust your fate to entrust your fate to those "professionals" that only make empty promises?

By the way, I have even encountered my "case study" from one of these types of characters. Turns out, it was Ivan from Nowheresville who promoted Paul Healingod. Can you imagine?

47. Set a Deadline for Each Goal!

It's cool to live with the thought that someday you'll achieve what you dream of, right? Wrong. It's not cool at

all. Because it's only one step from someday to never. And in nine out of ten cases, you will surely take that step.

Answer few simple questions for me. Why someday? Why don't you have a clear time frame? What prevents you from specifying your intentions and getting off the couch for this reason?

It's unlikely that days, weeks, months, and years have disappointed you as units of measurement. Yet you stubbornly base the beginning of a new life on empty procrastination:

- "I will renovate the apartment when the children grow up."
- "I'll find a new job when I get really fed up with the current one."
- "I'll visit the dentist when the tooth really starts hurting."
- "I'll talk to my spouse about the issues when the right moment comes."

These are very convenient excuses. Because it takes children a long time to grow up; the job "isn't that annoying"; the tooth "doesn't hurt that much"; and the right moment never comes. Nevertheless, you are still stuck in the mud. But at least you have dreams.

So set an expiration date for each of your goals. And hurry up, otherwise everything will be lost! And you will still have time to rest. Someday.

48. Learn to Dream Properly!

Many people act like a slob who has been in love with a girl for years but is too scared to tell her in person. Even worse, they sit there and wait like some sort of masochist, watching her date someone else. In the worst case, they behave like a peeping Tom, spying on her and getting off on their sex life. Doesn't sound very cool, does it?

You think the dream will come true someday. Forget the word, "someday"! Not someday, but in a week, a month, a year, five years. Name any period, but make it specific. Only then can a dream turn from something ephemeral into something tangible.

For some reason, you have gotten used to thinking that the dream is distant. But in reality, it is always closer than it seems. Just a specific number of steps away. You just have to take them. Yes, a dream must become a plan. Otherwise, it will not come true at all.

Realize that you are just six months of workouts away from a beautiful body. A few months or years of work away from your dream car, depending on your salary size. By the way, a decent income is also possible not someday, but in just a few months after taking the "Hypno-Coaching" course.

Stop peeping through the window of life at someone else living your dream! Gather courage, make a plan, and take steps toward a prosperous future!

49. Splurge!

When my students earn their first \$10,000, I give them advice that many financiers would consider foolish. Splurge. Don't open a savings account or invest in securities, but, for example, take a trip to the Egyptian pyramids. Take a last-minute deal to a rundown all-inclusive resort—but for a day. Do that—just to have a cup of coffee.

Few understand that the path to wealth is not total frugality, but precisely this kind of freewheeling financial behavior. Once they taste the beautiful life, a person will not want to return to their drab existence. They will not want to live in a smelly hovel in a polluted backwater town, drive a crap car, and compete for space on crowded beaches.

They say, the appetite comes with eating. The same goes for money. Living lavishly is the best stimulus to earn more and more. Until everything you could ever dream of is in your hands.

50. Don't Be Afraid of Haters, They Don't Bite!

Do you know what else keeps people in poverty, apart from stupidity and laziness? Commonality. Herd mentality. Being a loser in a crowd of losers is not as embarrassing as being the only loser, right? Losers don't grow up saying things like, "Moooom, but the whole class got F's!"

The path to true enlightenment must be walked alone. Yes, it is beneficial to surround yourself with like-minded people. That's exactly why I divide "Hypno-Coaching" into teams. However, this is still not a group excursion with the whole class: here everyone is on their own—just as you might support a neighbor and coming to their aid. Just like everything in life.

Once you break free from the system that enslaves us as employees, a bunch of pathetic baboons will immediately start throwing their shit at you. Take a look at the comments on my Instagram. Under any post, there will definitely be a hater, or even several. When I asked in a post about the retreat in Ecuador "Why are you not with us?" someone immediately replied: "Because we are not schizophrenics."

Who's we? Why does an anonymous entity without an avatar speak about itself in the plural? Why does it even think it has the right to jump on a millionaire and his company of students, earning at least \$10,000 a month? How does this person think they have earned this right?

To all these questions there is only one answer: if you have haters, it means you are doing everything right.

51. Don't Peek!

There is a perversion called voyeurism. I don't believe this term should only be applied to sex. Because there are plenty of voyeurs around in the broader sense. They take

occasional peeks at someone else's life but do not live it themselves. They just stand aside and enviously watch others' successes.

When I host a stream on YouTube, most of the viewers pretend they are not there. I'm not talking about donations (thanks for them, of course, but it's pennies). You can't even expect likes and comments from most. They quietly peek at the screen, like looking into a keyhole, and do not respond. But they don't leave either.

No, I'm not begging for likes. I don't care about them. I teach you to live genuinely. Stop being a passive observer and start taking action. Masturbating while sneaking a peek at someone: that's not sex. Viewing photos from Bali on Instagram: that's not traveling. Reading about someone else's success: that is not business. A life full of voyeurism is not a life.

Stop this perversion. It's now or never.

52. Don't Choose Between Wealth and Family!

"If you achieve nothing in life, say you chose family."

This is a funny joke that describes a sad situation. Instead of striving for true success, millions of people around the world invent their own defeatist analogies to seem cooler. If not to others, then at least to themselves.

I will repeat once again that the only objective measure of success is money—at least in the majority of cultures around the world. Yes, there are exceptions like the Quechua, who truly do not prioritize it, preferring nonmaterial values.

But in 99 out of 100 cases, when someone tells me that money is not their main goal in life, I don't believe them. It's not about not wanting to be wealthy, but about financial impotence. The person presents their default lifestyle as the desired one, simulating happiness in some deeply principled stance.

To not want to be wealthy, you need to try being wealthy first. Anyone can fail and then philosophize about spiritual values and following their own path. You can be proud of the number of diplomas you have or the ability to make fart sounds with your armpit, but it doesn't change the matter. In both cases, you've failed to achieve wealth.

A truly successful person manages to be successful in everything, combining a career not only with family but with all aspects of a fulfilling life. Give it a try, you'll like it.

53. Break the Mental Quarantine!

How vast is our planet? For the average person who's never ventured beyond their mother-in-law's suburban cottage, it's immense. The skyscrapers of New York, the Amazonian jungles, the volcanic Lake Batur in the magical

Bali—it's all so beautiful and yet so unattainable. Perhaps it's all just a fabrication?

As the zeros in your bank account grow, it becomes easier to confirm that no, it's not a fabrication. The more money you have, the smaller the planet becomes. It becomes compact. Snap your fingers, and you're thousands of kilometers from home. In the morning, you were lazing in your own bed, and by evening, you're greeting the sunset at a tropical resort.

Remember the quarantine? When the population was mandated to wear masks and not leave their hometowns—well even then, money solved everything. For private yachts and business jets, borders are always open. Moreover, the price of freedom isn't that high — a mere ten or twenty million dollars.

The pandemic ended, the quarantine was lifted. Or was it? If you're unable to jet off to the other side of the world simply because you feel like it, what has changed for you personally? You're still muzzled; the quarantine still applies to you—the mental quarantine of poverty and servitude. To gather your courage and finally break free from it is a matter of honor.

ABOUT
SCHIZOTERICIS

Many terms that later became famous were invented by great writers. Famous short-story writer O. Henry, for example, came up with the term “Banana Republic.” I have also inscribed my name in the history of literature. I gave the world the word “schizoteric.” This is a blend of “schizophrenic” and “esoteric,” which perfectly characterizes those who think they are engaged in spiritual self-development but remain impoverished both spiritually and financially.

Those who have visited my YouTube or Instagram don’t need me to explain why schizoterica is mental masturbation. It may seem like I have dedicated too much time to this topic. But I assure you I haven’t. Every second person who comes under my tutelage is afflicted with schizoterica, and I even had such beliefs. For instance, schizoterics believe that thoughts are material and that if you truly desire something, the universe will gift it to you. Yes, just like that. And if it doesn’t work out, it means you don’t want it enough and need to practice desiring for it (for example, through visualization). That usually means pasting photos of sports cars onto a vision board and hanging this collage on the bathroom door.

Schizoterics contradict themselves, but this doesn’t bother them a bit. They crave material goods but immediately assert that money is not important and sometimes even evil. They are convinced they are on the only correct path to prosperity but cannot seem to crawl out of their rat-trap apartment building. They seek spiritual enlightenment, but the moment they step onto the right path (for

example, learning about Ayahuasca or San Pedro), they immediately back out. The explanation for this phenomenon is simple. Schizoterica is an imitation of self-development, a process without results. Schizoterics are like dogs chasing a car. Even if they caught up with the car, they wouldn't know what to do once they got there. What they fear most in the world is that one of their techniques might actually work.

I think that schizoterica is a great invention of the masters of the universe. They understand that the least trouble comes from slaves who consider themselves free. That's why they invented a surrogate for self-development. People flounder in it, like in a swamp, admiring the abundance of splashes they make but going nowhere. Someone watches football in their free time from work, filling themselves with beer. And someone reads books about positive thinking, Vanga's prophecies, and an easy way to think and get rich. These diverse activities bring an equal amount of benefits. Zero.

To achieve real success, you need to squeeze out the schizoteric in you, bit by bit. Stop wasting time on what doesn't work and cannot work. Learn to think pragmatically even when it comes to things that have little to do with classical science. Each tip in this section will help you take a positive step forward, further away from schizoteric nonsense and closer to common sense. This is the path to true enlightenment.



54. Don't Avoid Discomfort!

Discomfort: any schizoteric positivity cult member fears it like the devil fears frankincense. In his imaginary world, you can sit with folded arms and simply dream; and money and other achievements will descend from the heavens. Kind people riding ponies will float down to earth on a rainbow and start pulling goodies out of their wide trousers for everyone who wants them.

Only those who swapped practical thinking for the schizoteric gobbledygook in *Think and Grow Rich* or *The Secret* don't understand the most important thing: our life consists of continuous discomfort. And only those capable of enduring it pass natural selection. Evolution would be impossible without discomfort.

Enthusiasts who paste photos of expensive cars, yachts, and mansions on the walls don't want and cannot understand that none of these luxuries are created for them. Only those who can work like a horse deserve to live the life of a fairy-tale pony.

Any material benefits are a proportional reward for the level of discomfort you are ready to cope with each day. A person, like any living being, constantly struggles and grows, or simply dies.

Well, shall we live?

55. Don't Read Napoleon Hill!

Millions of flies can't be wrong, can they? The total circulation of *Think and Grow Rich* exceeded twenty million in the 1970s, and it's scary to imagine what it is now. But if this book really works, where are the hordes of millionaires who make vast fortunes by petitioning the universe for a hand-out? And why do training courses on successful success and the magic of self-suggestion help only 4% of participants?

I must admit, I cannot stand this book. Even the manner of presentation is revolting to me. In my opinion, if there's something to say—get straight to the point. That's exactly what I do in “Hypno-Coaching.” But Napoleon Hill spends dozens of pages just extolling his methodology, pouring buckets of water everywhere before giving a drop of specifics.

But his main problem—and the secret to his rampant popularity—is not this. Hill instills in your head that there exists a universal method for achieving success in any field. To become a president, a billionaire, or to defeat Muhammad Ali in the boxing ring? The only thing you will need is this book.

Do you know why I train healers? Because I know nothing about boxing. However, I do understand hypnotherapy and related fields down to the finest of points. Over two decades, I've faced many challenges but still achieved success. Based on this experience, I've created a detailed algorithm on how exactly to earn at least \$10,000 a month in this niche.

Will “Hypno-Coaching” help you if you are starting an IT company? No. But *Think and Grow Rich* will be even more useless, as there is no key that opens all doors. This only happens in fairy tales. In real life, desires do not materialize by themselves when you mutter them to yourself before bedtime.

56. Don't Rely on The Secret!

I should probably thank the creators of this movie. No, it's not that I watched *The Secret* and summoned wealth through the power of thought. (Although this is partly true; I did have to think pretty hard.) But the merit of this movie is different. It has ended up sending me a steady flow of students over the years.

It is impossible not to be disappointed in *The Secret*. Because the version of the law of attraction presented here does not work, and the Universe doesn't care about you. In this vast world, the only one who cares about you is yourself. And while you are covering your walls with visualizations of a seaside villa, the chances of getting out of your cramped apartment are rapidly diminishing.

Understanding does not come immediately and it doesn't come to everyone. But if it happens—and you are not ready to give up—the stage of active search for the truth begins. You start suspecting that the formula for success should involve not only a certain mindset but also the right tools, algorithms, and a couple of unknown factors.

Then I appear on your life path—and we solve this equation together. You achieve your goal. And then you laugh at the fact that you once believed that the Universe fulfills people's wishes. So, in that sense *The Secret* does have some merit—it is an invaluable instructional example of how *not* to think.

57. Escape the Matrix of Positively Destructive Thinking!

All these positivity-hawking blabbermouths not only impose on you something that doesn't work, but it's also quite difficult to accuse them of fraud. After all, how and in what ways can you measure happiness or the degree of

self-development? In kilograms? In inches? In horsepower? Or in banana boxes?

For every “Your nonsense doesn’t help,” they always have one answer: “You have not yet reached the necessary level.” They doom you to the fate of an eternal student. No, I see nothing wrong with learning and developing all your life. Just ask yourself, what’s all this for? To become a true master or to enrich another fake guru?

Anyone who imposes on you some abstract ideas about happiness and prosperity, you should tell to go to hell. You are not on the same path with these people. And the reason is very simple: they don’t know where and why they are going. Again, these pseudo-samurais have no goal—only a journey.

That’s exactly why I propose a concrete measure of success: money. That’s exactly why I insist on \$10,000 a month for my students—that’s the line beyond which we are not poor and not failures. I always work for results and urge you to do the same.

So, choose the red pill and exit the matrix!

58. Forget About the Idea That Money Isn’t the Most Important Thing!

It is pathetic little humans like us who are obsessed with pathetic pieces of paper, and enlightened individuals have

more important values, right? If you hear such nonsense from someone—spit in their chakra. Money is the main engine of our civilization. Without it, we would still be running around pantless in the forests looking for berries, roots, and game. Not to mention that the very enthusiasts who like to sit with folded hands and contemplate happiness would simply die of hunger.

The schizoteric positivity cult members fail to understand that for us, normal people, money is not a golden calf to be worshipped. It is just a tool in our hands. Yes—effective and vitally important—it is still a tool.

The most ironic thing is that money, especially a large amount, is the best way to achieve that very supreme good that the schizoterics dream of. A simple question: Who brought more benefit to the world? Was it Buffett, Gates, and Zuckerberg with their colossal donations to charity, or millions of idlers begging the Universe for something?

That's it! Money is not an end in itself but a catalyst for your intentions and actions. Whatever you have in mind—helping orphans, feeding homeless animals, or protecting victims of violence—money will be your best ally. You just need to learn how to earn it.

59. Demand Results!

When the positivity mongers start their brainwashing, three factors immediately prevent you from calling them out on their bullshit:

- You are not ready to discuss harsh truths with an apparently friendly interlocutor.
- Subconsciously, you do not take their nonsense seriously.
- You know that the sect member will always evade responsibility by shifting to their favorite topic of the immeasurability of happiness.

Don't let them do it. Grab them by the hand and force them to show you their achievements. Show them how much money a week or a month of hard work has brought you. And let them reveal what sitting idly with folded hands has given them during this time. Never hesitate to point out to the sect member that their schizoid schemes do not work.

Yes, you can simply ignore this nonsense. But if you confront these people and their illusions, you will do a great favor to both yourself and others.

60. Don't Turn a Blind Eye to Problems!

Denial. Anger. Bargaining. Depression. Acceptance. You are probably vaguely familiar with the terms on this list. But you probably don't know who came up with it and why. These are the five stages of grief formulated by the American psychologist Elisabeth Kübler-Ross. Let's not discuss the extremes she went to and what her personal life turned into. The only thing that matters now is that she devoted years to helping others pass away with dignity.

Today, however, the concept of the five stages has gone far beyond its original boundaries. Sometimes the finer points change, but these five terms clearly describe almost any problematic situation in our lives.

Do you see anything about positive thinking in this list? About how you just need to ignore bad things, and everything will work out? I don't see it either. You know why? Because in the face of any serious problem, all this positivity junk is meaningless.

Self-deception is only evident in the first term. Yes, denial of reality is the first thing that comes to mind. But the other items on the list clearly demonstrate where this strategy leads to: anger, depression, futile attempts to bargain, and finally, acceptance.

So why all this fuss if the solution to any problem still lies in acceptance? No, I am not calling for surrender and putting one's existence in the hands of a fickle fate. No

way! But you cannot defeat what you do not want to notice. Recognize the problem, and then give it hell!

61. Accept Life as It Is!

This story is already at least a decade old, and many of you have probably heard about it. There was a South Korean woman named Chwe Yun Hee. She lived without troubles, appeared on TV, and wrote books about happiness and harmony—she penned twenty of them. And at the age of sixty-three, she suddenly decided to hang herself. Her spouse did the same.

No, I won't be mocking her situation and her sad demise. A person encountered serious illnesses, and one day something inside simply broke. Happy fantasies proved powerless in the face of harsh reality. What I have mentioned time and again happened: no matter how much you try to retreat into a cozy fantasy world, harsh reality will catch up with you sooner or later.

The more you ignore reality, the harder it will eventually hit you. It's one thing to notice the imperfections of the world on a daily basis throughout your life and gradually become inured to it. And it's quite another thing to one day wake up and see all this negativity in your own life. This can knock anyone off their feet, especially someone who used to living in a fairy tale world.

Now imagine how many people read Mrs. Hee's books. For many, she was a role model and source of inspiration. Yes, someone after her suicide saw the light. And someone else was not so lucky, and their world collapsed. Did our heroine eventually realize the consequences? Hard to say. But we are responsible for those we have influenced.

Accept life as it is. Only then can you enjoy it.

62. Love the Schizoterics (But Not All of Them)!

I unashamedly call my struggle against schizoterica to be a full-blown war. Yes, it is indeed a war, a harsh and uncompromising one—with “no way back”. Because there's a lot at stake—rather, the lives and health of many. I consider it my duty to protect them from dangerous nonsense that destroys lives and destinies.

And yet this is not a take-no-prisoners war, leaving scorched earth, and then enforcing payment of reparations. No. This is a war where a benevolent force conquers the barbaric hordes and teaches them to live humanely.

In the end, everyone has the right to make a mistake. Anyone could be caught in a difficult life situation and be misled into a false fantasy world of rainbow ponies. For us, mocking and exposing these schizoterics is not an end in itself. All this is just to help those who are lost to find themselves again.

Yes, the gangrenous schizoteric philosophy needs to be cauterized with a hot iron. But never forget to extend a helping hand to its carriers when they are ready for it. It's not enough to point out to a person that they are drowning in a swamp. You also need to help them get out.

However, all this does not apply to ideologists and malicious disseminators of schizoteric infection. Never be ceremonious with these types. The worst of the positivists deserve the most negative consequences.

63. Save a Loved One!

Pointing fingers at positive thinkers and laughing at them is fun, there's no doubt about that. But only when it's about people you barely know or don't know at all. But when the schizoteric is someone close to you, it's not a laughing matter.

It's just odd how many negative emotions a devotee of positive thinking can lay on their family. Living with such a person is like living with a madman. It seems they are present but their thoughts are somewhere in the clouds. So essentially, it's not actually them anymore.

There is also a more apt comparison: with cult members. But why compare? A schizoteric is a true cult member. They hold some abstract higher good for which they are ready to ignore everything else, including anything to do with the real world.

What to do? It's same as with any other sect member. Just don't create a fuss. Otherwise, the person will completely shut themselves in their schizoteric cocoon, and you—who dared to criticize their high ideals—will become a real enemy.

Be restrained and persuasive. Use only logic and facts. First of all, arrange a kind of “social competition” with them. Set aside two weeks and compare what your actions have achieved during this time and what they've achieved by dreaming. Never miss a chance to prove that their fantasies do not work.

Of course, no fanatic abandons their beliefs in an instant. But as the saying goes, a drop eventually wears away a stone. Someday, the mountain of arguments you present will outweigh their desire to believe in idiotic fairy tales. Then, you can proudly say that you saved at least one person.

64. Don't Make Porridge from an Axe!

Positive thinking works—exactly the positive thinking that I normally criticize. And now I will prove to you why.

Remember the tale about the porridge made from an axe? If you happened to grow up on another planet and are unfamiliar with Slavic folklore, I will remind you. It's about a soldier who proposed to a stingy old woman that he could cook porridge literally from an axe. Although the

old miserly woman was reluctant to give him any food, as the story goes, he cunningly coaxed real ingredients from her and as a result prepared excellent porridge.

So, living under the banner of positive thinking is that very porridge made from an axe. In its pure form, it's utter nonsense. But if you add other ingredients—confidence in yourself, the desire to change something, the readiness to work hard, for example—you will get something worthwhile.

So why is positive thinking then in this recipe, if everything works without it? That's the point, you don't need it! The gurus of positive thinking are the same cunning "soldiers," accustomed to eating for free at the expense of gullible fools.

So yes, positive thinking alone does work—but only for the benefit of scammers and to your detriment.

65. Eradicate the Pessimist in You!

A famous Russian writer once claimed that the only people he despised more than communists were anticommunists. And for me, after the "positive thinkers," the next most repellent people are those who always seem to have a negative attitude. I'm not talking about some malicious thug from a ghetto somewhere but about clinical pessimists.

They are convinced that any endeavor is doomed to failure. You tell such a person that earning at least \$10,000 a month is quite possible and they want to argue the opposite. You give them an example of my many students who have

accomplished this, and they look for catches and explanations. For example they claim that such success must be due to connections or inheritance.

This is a defense mechanism. Deep down, such a person realizes that achieving a decent life on their own, without the help of parents, grandparents, and influential friends, is possible. But they doubt themselves so much that they subconsciously hide from reality. Total skepticism and pessimism are just their shell, like that of a snail.

This not only pertains to money. Such people are usually unhappy on all fronts. They would gladly argue that a marriage can never be happy, love doesn't exist, and friendships are motivated only by self-interest. The world to them is not a series of opportunities but a hostile place. They live as if they are waiting out a storm. You shouldn't live like this.

66. Believe Only in the Magic That Works!

What are we talking about when we talk about schizoterics? We talking about the fabrications they believe in, that's what. We are talking about chakra cleaning, holes in the aura, about a Universe that cares for the individual. In a word, about all kinds of magical nonsense that exists only in fairy tales.

Recently one particular skeptic tried to reproach me and my beliefs. He asked, "Aren't you also a schizoteric?"

After all, I also talk about working with certain entities and even about exorcism. And my best students do not shy away from words like “curse” and “karma.” So how does my magic differ from the ineffectual magic of schizoterics?

The difference is that it works. Remember the main criterion when evaluating anything: the result. My proteges genuinely help people, and those people generously pay for healing. They don’t need scientific proof to know how they feel after hypnotherapy.

I will not tire of repeating the same thing: the measure of success is money. I have already earned over a million dollars, and my students are confidently reaching the mark of \$10,000 per month—a sum that seems to many not just unattainable but magical. And what do the fans of *The Secret* and karmic cleansing end up with? Essentially, just the cleansing and not much else.

And don’t you see the difference between a faded dream board you’ve had for years on the door of your toilet and the carefree life of a millionaire?

67. Take a Look at the Schizoterics in Crisis!

One’s true nature is best revealed in moments of crisis. And 2020 became one such moment, stretching out over 366 days. Moreover, it passed on its miserable legacy to 2021.

I said that smart successful people, including many of my students, managed to turn the situation to their advantage. Act, adapt, develop, and you will achieve your goals. We have proven methods that allow us to live the same or even a better life.

Now ask your schizoteric acquaintances about their successes. Do dream boards help them buy houses, cars, and yachts? Does *Think and Grow Rich* increase one's income when clients can only think about how to survive? Did *The Secret* reveal to them the mystery of how to defeat the pandemic with the power of thought and return everything to normal?

I am sure the answer will be silence. That is because wishful thinking is one thing when times are carefree and economically sound. But when life has plucked your feathers, it's very difficult to strut around. Only a complete fool will continue to act this way.

In the best-case scenario, these indolent dreamers will finally start to flounder and, only then perhaps engage in something worthwhile. In the worst case, they will financially and spiritually bottom out with a "namaste" and a forced smile. There is no point in saving them; they are hopeless.

But the phenomenon of schizoterica, unfortunately, will remain afloat. As is known, such things do not sink easily. And yet we will have enough examples to extract a valuable lesson and continue on the right path.

68. Remember: Hard Doesn't Mean Effective!

I'm willing to bet that you consider the life of an ordinary schizoteric simple—as if they read or watched some anti-scientific nonsense, put on a clown nose, and sit waiting for happiness with breaks for sleep, food, and the toilet. It couldn't be easier! But no, in reality, it is different.

The ordinary soldier on the schizoteric front is ready to work hard just to avoid doing real work. You have no idea how much strength and energy they can spend on their fairy tale rituals. They are like a hamster spinning on a wheel! The only difference is that their IQ is slightly lower than that of the rodent.

Take, for instance, a dream board. You need to find and print pictures for each of the numerous categories. And not just one! Everything should be beautifully arranged, then this wonder-altar can be activated. And it must adhere to a whole heap of semi-pagan rules; and finally, you must monitor the expiration date of your creation!

This is easy for you. You wanted money? You went and earned it. But the poor schizoteric has to restore childhood appliqué skills, arrange conversational sessions with the Universe, and read crappy literature. Not to mention, they have to search for the “right guru.” And all this without any guarantees!

Even the mythical Sisyphus would sympathize with these poor souls. After all, he had everything he dreamed of during his lifetime, and only later paid for it with hard

senseless labor. But modern schizoterics engage in useless nonsense of their own accord, getting nothing in return.

Therefore, before laughing at a schizoteric, pity them. Or better yet, teach them not to waste their life.

69. Turn Dreams into Goals!

There's only one universe, but there are hundreds of thousands of lazy enlightened asses. And each one of them asks for something. No, I have no doubt that the Universe is multitasking and perfectly capable of helping them all at the same time. But what about conflicting requests?

Let's imagine a few situations:

- Vasya and Petya placed \$1000 bets on a football match for different teams.
- Maria and Vasilisa opened stores in a small town with almost identical niche products, and only one can survive in this situation.
- Alex's mother dreams of her son becoming a successful doctor, while his father wants him to pursue a career as a musician.

And they all ask the Universe for help. But how? Based on the number of messages sent to her? Or by the number of words in them? Or by the size of the dent in the couch they sit on and "enlighten" themselves?

Or does the Universe act like a rich grandmother, forced to regularly rewrite her will depending on which relative buttered her up last? Despite her venerable age, I hardly believe this to be true.

In reality, whether Vasya or Petya will end up winning depends on the professionalism of the football players. In the battle between Maria and Vasilisa, the more competent and assertive one will emerge as the winner. And the mother and father just need to listen to Alex's opinion, without cluttering the universal airwaves with their requests.

Yes, dreams do come true. But this is only when they become goals.

70. Protect Your Mind!

“Why do you, Paul, claim that they have schizophrenia?” a woman psychiatrist asked me one day. “This is a medical diagnosis.”

Idiocy is also a medical diagnosis, but does it prevent us from calling narrow-minded people idiots? However, it's not just about that. The tragedy of the schizoterics is that stubborn adherence to the teachings of the positivity cult can indeed turn a person into a schizophrenic. This happens not only metaphorically, but also in a medical sense.

Our organism needs an adequate perception of reality almost as much as it needs oxygen. When a person convinces themselves they've become a success—while their

disorganized lives tell a different story—a mental breakdown is just a matter of time.

We are wired like this: when one's imagined reality doesn't jive with objective fact, the subconscious marks a person for elimination. It arranges a slow but sure euthanasia. All this starts with the mind. That's why I write so much about schizoterics. I'm warning you. Delusions and manias from seemingly harmless forms grow into pathological ones.

The path from the wish map and conversations with the Universe to hallucinations and straitjackets is not as long as it might seem. Be cautious!

71. Don't Skimp on True Enlightenment!

Schizoterics have very simple requests. They like to think positively, make wish maps, and watch movies that “open their eyes.” And you know what these activities have in common? They are cheap.

The self-development industry offers you a million ways to waste your money: training courses, workshops, tons of useless pamphlets, participation in hobby clubs. But often we are not talking about large amounts of cash. This type of “self-development” operates according to hobbyist standards. That is, it doesn't require deep pockets.

It also does not require self-sacrifice. Schizoterics do not sell their cars and do not take out loans to enroll in a

training. They do not risk their lives on the other side of the world learning the rituals of real shamans. They rely on the Universe, while their minds and bodies deteriorate. Because they are not ready to burn bridges. They are not ready to go all the way.

This is half-baked enlightenment. An “enlightenment” that does not distract one from the evening soap operas and Friday Netflix binge. These petty indulgences can be easily paused when the boss asks for a quarterly report. None of this will bring anyone closer to wealth.

Remember: real enlightenment is not cheap. And it’s not just about the money.

72. Don’t Become a Self-Proclaimed Pauper!

What attracts the average person to schizoteric theories? The wish maps themselves, which serve as bathroom décor? Or the fact that they are a good substitute for toilet paper? Or perhaps belonging to a semi-secret community of idiots? Possibly. But I believe that, above all, schizoterics are attracted to the simplicity of these theories.

Because schizoteric beliefs have nothing to do with real life, but are rather a never-ending dream. You sit on the couch and wait for a miracle. You don’t lift a finger, and then suddenly you have a villa, a yacht, a limousine, and a mountain of money as high as Kilimanjaro.

Let's imagine for a moment that the dream of one such couch potato has really come true. What will he do with all these riches? Will he be able to retain it? And if so will he be able to invest it soundly?

No. I promise you the schizoteric will blow it all. This is confirmed by thousands who squandered their lottery winnings and millions of worthless heirs of successful people who squandered their inheritance.

Because the essence of true wealth is knowing its value, understanding how to handle it, and being satisfied that you've earned it. Otherwise, imposter syndrome will kick in. Imposters soon become paupers.

Easy come, easy go. You have surely heard this phrase many times. I am saying that undeserved wealth slips away even faster than you can begin counting it. That's exactly what would happen with the schizoterics if by some chance miracle they happened upon a briefcase full of cash in an alleyway.

But of course, in reality, they get nothing at all.

73. Don't Beg!

Do you give money to panhandlers? If yes, then I'm assuming you only give to the elderly, the disabled, and all who really look needy and make you forget that begging is quite often an organized business, bringing fabulous profits to the "bosses" of all these beggars.

But when you see a youngish healthy-looking guy pan-handling, you are hardly inclined to reach for your wallet. Because you understand: he can earn his own money if he wanted to, but sitting and asking for “food” or a “ticket home” is much easier and more convenient.

What do schizoterics have to do with this, you ask? The thing is that the Universe they pray to can only see them as idle scroungers. How does the Universe really feel seeing thousands of “enlightened” slackers sitting on their asses, asking to share material blessings.

Only schizoterics don’t have signs asking for food, a ticket home, or a surgery they don’t need. Rather they have dream boards with houses, yachts, limousines, and mountains of money— just like the cartoon Scrooge McDuck. Turns out, schizoterics are the most ambitious beggars in the world!

Indeed, there is another important difference between them and ordinary beggars. A beggar is ashamed of his way of life. But a schizoteric manages to be proud of it.

74. Heal a Schizoteric with Money!

Schizoterica is curable. But where to find a magical pill that will clear the “enlightened” person’s head of high-spiritual crap and reclaim a place for logic, which our brain is created for?

Imagine how convenient it would be to just visit your local pharmacy and instantly solve everything:

—Hello, my brother has a fifth degree of enlightenment, and over the toilet there is a big dream board.

—I see. Inject him with a course of 5% “Anti-Cretinin” and in the mornings let him suck on a “NoFreeLunch” tablet.

Unfortunately, such pharmacies do not exist. As is the case with alcoholics, drug addicts, gamblers, and other addicts, trying to use persuasive logic is useless. You will not break through the gap of false beliefs, which are already entrenched at the subconscious level.

Of course, hypnosis helped me deal with such problems. But there is another remedy available to everyone: money. The old good crispy banknotes or a healthy bank account remain the only weighty argument. If you have them, and the schizoteric, despite years of dreaming, does not, then sooner or later he will wonder why.

This also works with “enlightened” people who have rejected all material things. Because sooner or later such a schizoteric discovers that you cannot pay for your parents’ treatment with a clean chakra, and the accumulated debts cannot be covered with an imaginary machine.

Money works wonders. Even if you don’t believe in it.

75. Accept the World as It Is!

There are two kinds of science. The first one is dogmatic. Its adherents are no different from religious fanatics. If

something is not written in the “holy scripture”—let’s say in a school physics textbook from 1978—then it doesn’t exist. Such science is incapable of creating anything new—it only stands guard over its canons.

The second science is pragmatic. Those who remain faithful to it to the end are already deciphering the language of animals using neural networks, planning the colonization of Mars, and experimenting with teleportation armed with quantum physics. They are interested not in what is described in dusty books, but in what works.

Unlike schizoterics, I have never seen my practice as being opposed to science. After all, if hypnotherapy works, then it is scientific. If the answers obtained during an Ayahuasca ceremony help to change lives for the better, then that is scientific enough for me. There is no other way, because science is simply the measure of our level of knowledge about the world.

Schizoterics deny science, which means they deny the world itself. That’s why they have it so hard. I, however, accept the world as it is. And I derive benefits from it, both for myself and for those around me.

76. Don’t Become a Burden!

You all know dozens of stories about how an alcoholic, drug addict, or gambler turned the lives of friends and family into a living hell. Perhaps this even happened with the

family of one of your acquaintances. These are sad stories, which rarely have a happy ending.

What do schizoterics have to do with this, you ask? After all, they don't steal their grandmother's pension to buy another dream board, nor pawn the TV for another dose of enlightenment. In fact, the problem is that they don't do a damn thing.

Living with a schizoteric is a dubious pleasure. You just drag a heap of dead weight that also manages to teach you something. Imagine you are making plans and working hard to make them come to fruition. Next to you on the couch sits a sanctimonious shit telling you how soon you will have everything thanks to his wish map.

I have had many such cases in my practice: parents trying to make a twenty-seven-year-old freeloader see the error of his ways; wives burdened not only with children but also supporting a loafer husband; and husbands fighting with their wives' cult-like tendencies. Believe me, dependence on blind belief in a miracle is not much different from alcoholism.

Therefore, remember that by choosing an imaginary world of pink ponies for yourself, you are condemning your loved ones to a hellish existence. Don't be a burden! Instead, join with them as one crew, unfurl the sails, and sail toward the dream!

77. Don't Get Carried Away with Conspiracy Theories!

Do you really believe that the forces of evil are spying on you to find out what kind of porn you are watching? Then I have bad news. Your life has taken a wrong turn somewhere. I'm used to talking about schizoterics with love, but there's a limit to everything. Calm down, the laptop isn't stealing your soul, and Elon Musk isn't drinking the blood of Orthodox infants.

Think about what can be stolen from you. A hundred bucks on your debit card? Your login and password to the series website? Or maybe the history of your domestic chats in Viber? Are you afraid to lose this, as you worry about being microchipped through vaccines? You have nothing to lose except your chains, right?

But you know what the irony is? The fact that these marginal conspiracy theories are actually part of a real conspiracy. Because the safest slaves for the system are those who fancy themselves enlightened. While you try and figure out who messed with your chakra, the system continues to screw you in every way.

78. It's Time to Resurrect!

Nine out of ten seminars on personal development and growth teach nothing: they only "motivate." That is, they

encourage you to want more. It's useless for a sentient being with half a brain. Most normal people don't need an explanation of why it's better to earn \$10,000 rather than \$300 a month. They are aware that inaction does not lead to success. They need advice, algorithms, instructions. They have enough motivation as it is.

This is the catch of the self-development industry. Those who are alive and desire more in their lives don't need motivational training. Gullible idiots, however, don't benefit from them. Nothing helps them: neither spirituality, nor religion, nor art. But, surrounding themselves with these complications, the walking brain-dead convince themselves that they feel something and strive for things.

Is it possible to bring these brain-dead zombies back to real life? Yes, but not with the help of books in which the phrase "Pull yourself together, rag!" is repeated in different ways during the course of three hundred pages. And not thanks to dream boards and begging the Universe for something. The Universe is always against you because life is a constant confrontation with entropy.

To cure a schizoteric, you need to clean up the refuse in their head. Get rid of harmful ideas, and explain to them how life really works. Resuscitation is not performed with motivational quotes—a defibrillator is needed.

ABOUT **LIFE**

We are accustomed to the fact that those who have not succeeded in life love to try and educate you. Taxi drivers, old women on benches, the alcoholic neighbor in a stained tank top: all these characters will eagerly tell you how to live your life. Because taking an example from such low-achieving characters is the last thing you would want to do. But these kinds of hucksters operate at higher social levels as well. I mentioned Chwe Yun Hee, the South Korean “happiness preacher” (as dubbed by the media), who wrote over twenty books on how to enjoy life and never lose hope—and then she took her own life. The great Dale Carnegie spent his entire life teaching us how to win friends, yet he died alone. There are plenty of such stories.

So why did I decide to talk about life? To become an exception to this silly rule. Perhaps, I will be the first truly content person to give such advice. I am a millionaire who lives in complete harmony with himself and the surrounding world. I love my wife and never argue with her; I engage in genuinely important work, find time for hobbies and relaxation, and interact with interesting people. When I die (which I hope won't happen soon), hundreds, if not thousands of people will come to my funeral; these are people who will sincerely, and not just for show, mourn for me. And I myself will depart peacefully, knowing that my life was not lived in vain: I brought countless benefits to this world and received tons of pleasure in return. In one word, everything is great. It doesn't get better!

I used to think I was just lucky—with my wife, business, my social circles. But it doesn't happen that a person is lucky in everything all at once. Probably it all comes down to the principles by which I live. I came up with some of them myself, others I adopted from people I considered role models. Thus, I formed the life philosophy of Paul Healingod. By the way, it's time-tested, as I recently celebrated my forty-second birthday. But you know, I am so happy that even age doesn't upset me. The past has turned into pleasant memories and crystallized into priceless experience; the present brings a sea of pleasure; and I always look to the future with only optimism.

I understand that all people are different. But the experiences of my students suggest that the tips outlined in this chapter are universal. Many of them are included in my course "Purgatory," which has already helped thousands of people to start living rather than just existing. Follow these recommendations, and you will have fewer problems. You will also learn to understand yourself better; build harmonious relationships with family, friends, and business partners; and most importantly you will enjoy every moment granted to you. Because life is beautiful!



79. Memento Mori!

We all will die. No, seriously, I'm not mocking the clichéd phrase. Such is the law of the Universe. Everything in this world is doomed to disappear someday.

In light of this, it is very important to understand that our life is just a violation of the law of entropy. And it's temporary. Merely by existing, I, you, and everyone else on this planet are challenging the natural order of things.

Everything you have ever done, are doing, or are planning to do, will inevitably disappear. Therefore, your task is extremely simple and clear: stave off this moment as long as possible, and in the meantime, extract as much benefit and utility as possible.

Maintain yourself in a working condition. Because a house decays without constant upkeep, a car rusts without maintenance, and you—without food, drink, air, and treatment—will lose the battle against death sooner than necessary. At a psychological level, it's the same: stop nourishing your brain, stop developing and moving forward, and you'll perish as an individual.

Living is like climbing a staircase. Every step costs you effort. Yes, you have the right to stop and rest at any moment. But the moment you decide to settle for what you have achieved, consider yourself defeated.

You cannot defeat the laws of entropy. But it is definitely worth fighting them. Otherwise, why were we given this life?

80. Don't Disregard Money!

What would you think of a person who shouts that the sky is green and gravity is unfair? You say he has mental problems, right? He is schizophrenic. Meaning, his perception of the world does not match objective reality.

Ironically, many of you harbor such equally schizophrenic thoughts: “happiness is not in money”; “a good person does everything for free”; and “money is evil.”

Is the cup in your hands good or evil? In such cases, I usually hear that everything is relative. Apparently, if you drink tea from it, then it's good. But if you take it and smash someone's head with it, then it's bad.

This is demagoguery. The cup is just a tool. Just like money is a tool. As soon as people figured out how to improve bartering and invented money, it turned out that our entire civilization is built on such tools.

Money is a universal measure. If you don't have it, it means you are useless to society. And if you do something beneficial to society but don't ask for anything in return, you are sick.

This sickness is particularly common among those who come from the vast concentration camp that was referred to as the Soviet Union. A country that dreamed for seventy years of "having no rich people" where supposedly everything was public property, manages to maim people even after its collapse.

This is a virus of consciousness. And it is much more dangerous than COVID-19. But there is already a vaccine against it.

81. Don't Try to Please Everyone!

We want to be liked by those around us. This desire dictates many aspects of our life. Although why say "our"? Personally, I've long passed that stage, and I'm glad I have.

Most people dress in a way to appeal to others. They say what their interlocutor wants to hear. They spend time on boring and useless activities just to please someone. They lie

because they are too meek to reveal the uncomfortable truth. And most importantly, they are afraid to be themselves.

I'll say this: if you are unconditionally liked by society, it means you have been consumed by that society and made its slave. You emotionally put these shackles on yourself, although you experience false psychological comfort.

Turn to the path of reasonable selfishness. Understand that your opinion should be more important than the opinions of those around you. Understand that you and your desires should come first—not the commands of bosses, advice from relatives, or requests from acquaintances. This is your life, and only you have the right to manage it.

Your new mindset—and you along with it—will also appeal to people. But not all people—and that's good!

82. Boost Your Self-Esteem the Right Way!

There is a phrase: “Fake it till you make it.” This means you pretend that you have already achieved your ultimate goal, even though in reality you haven't. I always recall this phrase when I hear about “boosting self-esteem.” Even this phrase itself is absurd. Boosting self-esteem is like treating pimples by covering them with a centimeter-thick layer of makeup.

What is self-esteem? An opinion about oneself and one's life. Do you think millionaires have low self-esteem? Can

you imagine a person surrounded by everything they could wish for but who is still categorically dissatisfied? If they are mentally healthy, no. But it's easy to picture someone miserable who is starving in a cramped apartment.

To fix this, the first thing you need to do is answer two questions: "Who is to blame?" and "What to do?" The fact that you are dissatisfied with your life is almost always your own fault. After all, you had enough strength and time to read these lines lying on a yacht, not on a worn-out sofa. Act! This is the answer to the second question.

As your bank account grows, the dilapidated apartment will be replaced by a spacious one, and the tram by a personal business-class car. You will find that your self-esteem is now in perfect order. The choice between being and seeming is obvious, isn't it?

83. Don't Trust Proverbs and Sayings!

When they say that they contain the centuries-old wisdom of our people, for some reason they forget that a lot of nonsense was added in the process. And even though some of these catchy phrases are still relevant today, many have lost their original meaning over the years, and some were meaningless from the very beginning.

Have you never thought that proverbs and sayings were perhaps the first behavioral templates that were imposed on

you in this life? Templates themselves are dubious things, and the most suspect ones should be broken into a million pieces.

I will start, of course, with my favorite: “Happiness is not in money.” Yes, there is also love, friendship, health, and many other wonderful things. Only the absence of money is a huge zero, just like in mathematics. Maybe you need more than money to keep you happy, but you will not be happy without money.

Or take the idiotic phrase: “Men don’t cry.” Born a male? Be ashamed of your own feelings. Suppress everything that wants to come out. Accumulate negativity, let it eat you from within, and look forward to an early death because of all this. Just wonderful, isn’t it?

And what about “A bird in the hand is worth two in the bush”? To hell with the bird in hand! If you don’t need the bird in the bush then why live at all? Because only in the pursuit of *that* bird can you ever soar yourself!

Break with convention! Always think with your own brain. Otherwise, you will remain poor and hungry.

84. Value Your Time!

Time is the most precious thing we have. Value it. No, I will not start writing about how quickly youth passes, or how people’s children grow up so fast, and the songs you listened to in your youth, just a few years ago, actually celebrated their twentieth anniversary a long time ago.

I approach the topic exclusively from a pragmatic point of view. Time is the only resource not subject to return or exchange. Its stock is strictly limited: for you, for me, and for humanity as a whole.

In connection with this, I will give two pieces of advice:

- **Save!** Every time you are about to spend several hours mindlessly scrolling through social networks, getting absorbed into a TV series, or even standing in line for the newest iPhone, remember that you are committing a crime against yourself. This is a theft of valuable resources, albeit not on a large scale, but on a permanent basis.
- **Buy!** Despite the fact that time is a precious commodity, often it can be bought at a reasonable price. Engage in what you do best and don't spread yourself thin on minor things. There are appropriate specialists for all other tasks. Learn to delegate authority.

Remember what Benjamin Franklin said: Time is money!

85. Send Everyone Packing!

Never hesitate to tell someone who they are and where they need to go. The habit imposed by society to tolerate even the biggest douchebag destroys us from within. After

all, everything that you should say to some scoundrel remains in your head.

Spit on the hypocritical rules of etiquette. Only the legislation of the country you reside in can restrict your speech. Everything that is not prohibited is allowed. And remember that the end should always justify the means.

Many people need to learn the truth about themselves. Those who like to yell under your windows in the evenings; those narcissistic acquaintances who, for some reason, decide to lecture you; those crazy moms with unruly children; those colleagues who shift their work onto you, those relatives trying to take advantage of you: send all these people packing!

Send them all packing. And come up with more creative places to tell them to go. Let their journeys be so fascinating that they stop bothering you.

86. Remember What the True Meaning of Life Is!

Everyone seems to be looking, but they can't seem to find the meaning of life. Not even the most accomplished private detective can solve this mystery for most people.

Someone convinced themselves that true meaning lies in family and children, as a person lives on through their offspring. But here's the trouble: this meaning is only embraced after the person's soul dies. Others have replaced

the meaning of life with corporate key performance indicators. Some people attend dubious retreats, where there are a plenty of “don’ts”: don’t speak; don’t breathe; don’t eat; don’t have sex, etc. And then, supposedly, you will attain enlightenment.

Now, without all this hullabaloo—and even without SMS and registration—I will reveal the meaning of life to you. We live to experience pleasure. Every day, every minute —and the longer and more intense the pleasure, the better. I don’t know what you believe in: whether God created you or it was a series of coincidences. It doesn’t matter. It happened just so that you could enjoy life.

It’s important not to persuade yourself that you are experiencing pleasure but to truly feel it, with love. For this, you need freedom. Spiritual, moral, but primarily financial. It all starts with this. It’s easy to enjoy life on the French Riviera. It’s quite another matter to enjoy life in a filthy one-room apartment on the outskirts of a dirty and unfriendly city.

No, the sole meaning of life is not found in money. Money is not the goal but rather a means to fully enjoy the time allotted to us. You don’t want to live half-heartedly, do you?

87. Pray, Without Offending God!

You are doing it wrong. This applies to many things, but today I want to touch upon the topic of prayer. Many of you pray occasionally. Rejoice that you have never received

anything in return. I say this because you should have been struck by lightning. After all, most prayers offend God.

I'll stay away from theological disputes about whose God is fairer or more honest—it doesn't matter. Stick to your opinion. The only important thing is that everything around was created for you. This whole world exists so that you can achieve everything you desire. You just need to take responsibility for your life and start acting.

But what do you do? You don't thank God for creating this huge world full of opportunities. You don't admire the miracle of your birth and the ability to think. Instead, you ask Him for petty things: money, relationships, punishment for an arrogant boss or a jerk who works at the supermarket. You are not praying; you are spitting in the face of your God.

A slave needs handouts. A free person needs opportunities. Look around and answer for yourself: did God create everything in the world—from financial operations to black holes—just for you to beg Him for just any old stuff? Does He want to see you as a slave?

God created humankind in his own image, remember? So live up to your creator!

88. Learn to Want!

So, in the beginning was the word? I doubt it. Words not backed up by actions are worthless. Actions stem from intentions, and those, in turn, come from desires. Therefore,

to achieve a goal, first and foremost, you have to want it. Really want it.

The problem is that we are all forbidden to want, right from childhood. Have you ever wondered why you swaddle infants? To prevent them from scratching their faces? But then why don't they do it in the mother's womb? Babies are swaddled to teach them submission from birth, to atrophy even the desire to want something.

Have you noticed how adults are ashamed to admit that they do something simply because they want to? Often they need a rational reason to justify doing something. Buy a radio-controlled helicopter and whizz it around the park? Absolutely not! What a childish waste of money?

But many adult problems stem from unfulfilled childhood desires. Over the years, they have turned into real traumas and now hinder forward movement. You need to close the gestalt: ride a bike, get a kitten, swear like a sailor, or, ultimately, declare a moratorium on green beans.

You need to practice wanting. And with each day, want more and more. And act to fulfill the desires. If Descartes was a tad smarter, he would have said: I want, therefore, I exist.

89. Spend Wisely!

No, I won't be teaching you the basics of frugality. Quite the opposite: our conversation will be about how to spend

money. Because with economy, as with anything, there can always be too much of a good thing.

There is always a risk of becoming a foolish miser. Today you buy non-original parts for the car, and tomorrow you fuel it with unknown slush at a cheap gas station. Today you opt for simpler medicines, and tomorrow you resort to granny's methods. Today you hide the new service set further in the cupboard, and tomorrow you drink from a cracked cup.

Yes, before any purchase, you need to ask yourself, do you really need this? But it's even more important to ask yourself: "Am I becoming a laughingstock with this frugality?" The painful desire to save money on oneself or one's loved ones is a clear alarm bell.

In general, I suggest looking at the situation differently. Instead of struggling to save, it is often easier to earn more. Evaluate your possibilities and choose: to tighten your belt even more or, conversely, let loose and head straight to the goal. What suits you?

90. Stop Drinking!

No, I won't repeat once again that drinking is harmful to your health. Moreover, there will be those who will counter this by claiming that red wine is somehow beneficial and that alcohol in small doses is fine. I'm writing this book not to drone on about well-known truths. Instead, I'll share a revelation.

Once, during a mushroom retreat, a truth revealed itself to me. Many of you already know that our subconscious is a set of entities. And the essence of any shamanic ritual is to host new entities. But not all of them are equally beneficial. Mushrooms and Ayahuasca introduce, let's call them, forces of good in your subconscious. These are forces that cleanse you and bring everything into order.

Drinking is also a shamanic ritual. Only you are not hosting an angel but a demon. A malicious, powerful, and ruthless one. A demon that wants to see this world in flames and ruins. It destroys everything in its path: health, the ability to think adequately, relationships, career—everything.

Do you think it's worth flirting with this demon? Should you really give it a little power and hope you can control something that is ultimately uncontrollable? Yes, I'm talking about "social drinking." And who rules the world where alcohol is sold at every corner? A world where demons are accessible to everyone and angels are prohibited by law?

91. Better Less, but More Often!

I recalled an old video where I instruct people on how to bring happiness to the women in their lives. There's a story about two gifts I gave to my wife: a silver Tiffany keychain for just \$200 and a cool car for a heap of money. Despite the price difference, both gifts brought my wife a lot of joy.

No, this conversation won't turn into a lecture on how to be a savvy gift buyer. I'm just saying that it's better to have less, but have it more often. If your finances allow you to choose one large gift or several small ones, choose the latter. This is a case where happiness can be boldly divided into portions, and there will only be more of it.

And this "better less, but more often" is quite a universal rule. Friendship is not just indulgent bacchanalian feasts on holidays, but brief, regular meetings. Relationships are not just a visit to a fancy restaurant once a year but many pleasant little things day by day. Any business starts with a big idea, but it is impossible without daily small victories.

Yes, I have always urged you to strive for the most cherished dream of your life. But don't forget to enjoy the little things here and now. After all, what is life if not a series of pleasant moments?

92. Never Argue with Idiots!

Arguing with an idiot is one of those deceptively simple things. Indeed, what could be complicated here? On one side you have a foolish clown; on the other, there's you, someone with intelligence capable of reasonable arguments. You'll explain everything to the fool, they will understand, and the world will become a little better.

Not quite! If someone manages to claim today that the Earth is flat or that Stalin is the most benevolent ruler in

world history, then they are probably a dyed-in-the-wool certifiable idiot. This is their conscious choice. They like being an idiot, so you can let their words simply go in one ear and out the other.

By the way, if you spend time arguing with such people, who are you in this case? Exactly, an idiot. Because why do you need this? Nothing else to do? No one else to talk to about something more important and pleasant? Return to normal life!

Not wasting time on idiots is an art that is worth mastering. Some old man starts shouting about respecting your elders? You mind your own business. A babushka starts braying about how she and her offspring are owed by everyone? You continue with your business. Another geopolitical genius discusses the decaying West? You ignore it. In the worst case, you send them away. Simple but so effective!

And don't worry about idiots. They are all different, so they will always find something to argue with each other about.

93. Move!

Don't sit still! You were not meant to be glued down anywhere. Even birds have the sense to fly where it's warmer, more comfortable, and safer. Why haven't you done it yet? Do you want to stay in your dirty, embittered, and often cold

wilderness? Either you have fewer brains than a little bird, or you like your own personal Siberia.

Job? Not an excuse. Firstly, these don't exist in many backwaters (at least not ones that are decent and well-paying). Secondly, look around! The internet has given us the ability to work remotely. For instance, I live in the US but primarily conduct training for CIS residents. Zero problems!

Patriotism? This isn't even funny. There is no patriotism in the post-Soviet space—only Stockholm syndrome. To love a country that takes advantage of you at any opportunity and where nothing truly belongs to you (except for your bruises from police beatings)—how is that even possible?

If someone appeals to patriotism, just know that they are trying to deceive you. They want to scam you for money, make you work for free, or even worse send you off to die in a desert for the honor of a country that never had any honor to begin with. Send these cunning demagogues far away. Then pack your bags and buy a ticket to civilization.

Home is a place where you want to return. Do you really want to come back to a depressive town where people vomit in children's playgrounds? Seriously?

94. Stop Dividing People!

I am simply amazed at how many idiots, and even seemingly normal people, still love to divide those around them based on some ridiculous characteristics—and not

just divide but glorify some while demeaning others. Yes, I understand why this happens. But I still can't stop being amazed.

A human is a herd animal, and if we are talking about an individual who has not fully evolved into a *homo erectus* yet, even more so. And for them, it is vitally important to belong to some kind of herd. And to emphasize this kinship, they start dividing everyone into good ("us") and bad ("them") with their feeble mind.

Just think about how funny this is. A ragged-looking racist living in a trailer believes he is better than a successful black businessman simply because his mother happened to be with a white man once. Or some religious fanatic is convinced that he is smarter and kinder than others, just because something was cut off him as a child.

If only they simply lied to themselves about how superior they think they are. But no, they are often extremely aggressive and cause a lot of trouble for those around them. Think about it: are you following in their footsteps? Haven't you prided yourself on some meaningless attribute like having a diploma or being vegetarian? Stop this immediately; don't irritate people; and don't disgrace yourself!

In reality, people are divided into only two types: successful ones and all the others. And you know what differentiates successful personalities from the aforementioned clowns? They don't need to invent some fairy tale about themselves to feel comfortable. They have already proven everything to everyone. Follow their example.

95. Don't Be Modest!

Modesty is for losers. Life favors the brazen. It has always been and will always be this way. Of course, I am not encouraging you to go through life acting like some hotheaded WWF wrestler. Brazenness should have foundations. Brazenness is the courage to tell the truth. And the one who knows the truth is stronger. I have changed the lives of thousands of people for the better. That's true. I became a millionaire and do not deny myself anything. That is also true. So why should I diminish my achievements?

Again, the phrase "Fake it till you make it" comes to mind. This is bad advice. Another business coach from a shabby tenement block can lie as much as he wants about having a personal yacht, but what's the point? Between being and seeming, I always choose the former. And I haven't been wrong yet.

They say talent is like lust: it's hard to hide but even more difficult to feign. The same goes for greatness. But what is greatness? It is being useful to a huge number of people—and this usefulness is always rewarded. This happened to me. And I have the courage to speak openly about it, because telling the truth is easy and pleasant.

96. Don't Be a Patriot!

Your country doesn't need you. And no, I am not criticizing any specific country here because they are all the same in this regard. Perhaps I should say, your country *does* need you, but not in the sense that you would like. The system needs human resources, the sovereign needs subjects, and corporations need consumers. In a word, all the powers of this world need you as a slave.

I would like to say the government cares about your well-being, but this is a lie. At least livestock are well-fed, otherwise, it doesn't make sense to keep them. A person made into a slave is simply given enough to somehow exist and keep quiet in their stall. And if they suddenly want something more, they can try and get it themselves.

You all certainly remember the legendary phrase by P.T. Barnum: "A sucker is born every minute." Barnum was right, a thousand times right! Because suckers are like rabbits. Even in the worst conditions, they multiply like crazy and are always adding to their population.

This can't go on forever, and periodically the population of initiative-less cattle exceeds a reasonable mark. What happens at this moment? You are right. They start using up the expendable material. They do this through wars, crises, and other delights.

And as soon as the number of slaves returns to normal, life begins to flourish. The economy thrives, production rates grow, technological breakthroughs are made. Just remember how quickly the world changed after World War II.

Well, do you still want to be a slave to society? Want to become another brick in the wall? Or will you join the masters of life instead?

97. Don't Yearn for the USSR!

If you remain a *sovok* (Soviet-minded person), you will never get rich and will continue to sweep the floor. You must kill the *sovok* inside of you. I'm not necessarily talking about political views. (But, yes, actually, about them too.) If you dream of reviving a country where trading jeans was punishable, we are definitely not on the same path. But above all, it's about the mindset—about the virus of “*sovok*-ness” that is passed from generation to generation.

Loser parents have taught *sovoks* to devalue success. Made it to the Forbes “under 30 list”? Just got lucky! Got a high-paying job? Must have been through connections! Earning money by healing people? Charlatan! *Sovoks* are hopelessly stupid, and the only thing they are not too lazy to do is find new excuses for their own failures.

Sovoks dislike working for a boss, but they are too ashamed to start their own business. *Sovoks* curse the thieves in the government but snatch every dodgy perc they can from their hated job. They justify their poverty because it shows their “honesty,” but they watch videos on YouTube on how to get rich.

Finally, *sovoks* have a penchant for sabotage—especially sabotaging those who are willing to help them get out of the mire (and thus self-sabotage). Do not befriend *sovoks*. Do not hire them. Drive them away and mock them. And don't be a *sovok* yourself if you dream of wealth and not standing in line at the local soup kitchen.

98. Stand Out!

Even the temperature of a living body differs from the temperature of the surrounding environment, with rare exceptions. Think about it: the organism spends energy to heat or cool the animated piece of flesh. As soon as the temperature inside and outside equals—that's it, death. But you are told: "Don't dare to be different! Be like everyone else!" What do these people really want?

Many of you are already dead inside. You are victims of a murder committed by parents, caregivers, teachers, lecturers, and finally, the people you work for. This system even turned religion into a tool of oppression: a fusion of legislator and judge. You are considered guilty from the moment of birth.

But what does the majority do when they get a chance to break out of the vicious circle? They squander the opportunity as quickly as possible—on images of kittens on social networks or football on TV, or other forms of false

“salvation” bought at a discount or downloaded from a pirate internet site.

Do you know what happens while you are working hard, trying to pay the bills, and then “relax” on the couch? Life passes you by. It will continue to do so until you decide to start standing out—first from others, and then from the environment.

99. Leave Your Children Alone!

“Study, or else you’ll have to work!” say the failed parents to their offspring, who grow up and join the crowd of poor slaves. After getting a degree, he finds a “normal job,” one that neither brings pleasure nor real money. Basically, a person like this lives as if waiting for the end of a boring movie.

Do you really want such a fate for your child? No? Then leave them alone. Don’t try to mold them into what you dreamed of becoming. Don’t force them into music school or a “promising profession.” Stop berating them for low grades in school and antagonizing them about seeking higher education.

I teach healers to earn from \$10,000 a month, but I don’t expect everyone to become a hypnotherapist. Don’t prevent your child from understanding their calling. And support them, even if the choice doesn’t seem to make sense to you. A professional will never go hungry, even if we are talking

about a plumber or a carpenter. Do you know how much quality handmade furniture costs?

And now my advice for teenagers: don't waste time in a disaffected funk. When you decide to choose a profession, go to a person you admire in that field, and say, "I will work for free, just teach me!" It's a proven path. Real knowledge is only transmitted from master to apprentice. Everything else is an imitation. You don't want to grow up and become a counterfeit person, do you?

100. Learn to Say "No"!

I constantly teach you to say "yes": to the future, to new opportunities, to self-development, to difficult trials, and to meeting interesting people. But how much is your "yes" worth if you simply can't say "no"? And yet, saying "no" can be an art form.

Parents, teachers, and everyone around has taught you to please others since childhood. That's why you can't say "no." How could you? How could you refuse someone? After all, they will think badly of you, get offended, or worse, complain to others.

That's why you rush to carry furniture into Uncle Bob's apartment on the fifth floor—although it would be cheaper for him to hire movers than for you to leave work. That's why you meet Aunt Rose from the station in your car, although

she can take a taxi. That's why you go to stupid corporate parties, although they make you sick.

Let me tell you a secret. Your “no” will not offend a normal person. Because they understand: you are not their subordinate; you have your own life; and it's perfectly natural. They will simply continue to look for other options.

Those who get offended can go to hell. Those who complain about you to others can go even further down than that. Getting rid of such people is like cleansing your body of parasites. You can only win.

Trying to satisfy everyone all the time is a winning strategy: just not for you, but for those used to riding on your back. This is exactly the case when it makes sense to prove that you are not a camel. And all that is needed to fix the problem is the ability to politely say “no.”

101. Raise Your Children by Personal Example!

Children are the flowers of life. And what they grow up to be depends primarily on the gardener—the parent, in other words. A child is different from a plant in one important way: manure does not serve as a fertilizer for them. Yet this is the very substance that most parents are eager to stuff into their children's heads.

Is it worth mentioning that nothing is better than leading by example? Be the person you always dreamed of

being, and your child will want to emulate your success. Moreover, listening to a penniless loser is not very interesting. Here are a few more tips to add:

First, teach them the value of money. The first job is like the first time having sex. It rarely goes well, but in any case, it provides invaluable experience. First, the child must learn that money doesn't fall from the sky. And then they should be taught that working oneself to the bone is not a good plan either.

Second, identify and eliminate the influence of stereotypes and clichés. Yes, you can easily shield the child from the obvious nonsense out there. Yet you'll be surprised how many seemingly harmless fairy tales and cartoons set the child up for a so-called normal life.

Third, curb outside influence. Remember that at school, they not only teach your child to add two and two but also instill complexes and fears in them. Explain that a person who can teach the Pythagorean theorem or the third law of thermodynamics is not necessarily a person who you want to learn life wisdom from.

And don't forget to transplant your flower from the pot to the garden in time. Otherwise, it will wither.

102. Be Yourself!

This exhortation is some of the most clichéd advice you'll ever hear. But the truths that underpin cliché are,

paradoxically, often misunderstood. We hear them so often that we don't even consider their meaning anymore.

So being yourself is indeed important. And no, I'm not urging you to remain a loser with no initiative, a person who has never experienced real life. Your complexes and fears are not you but parasites feasting on your personality.

You must have heard the phrase "Fake it till you make it." Almost every ersatz coach parrots it. And it's indeed good advice when you need to play a suitable role. But otherwise, it's a nightmare.

You can pretend to be another person, perhaps a more reserved one—or, conversely, a more aggressive one. Or, let's say, a lover of classical music and opera visits. But think about it, who is living in this world in such a case: you or this fabricated person? Because such a life brings you no joy.

And it's unlikely you will deceive those around you. When a person is not in their element, it shows. When both your mind and soul resist the false image, your body will inevitably betray you. I'm sure you would sooner be diagnosed as schizophrenic by a psychiatrist than achieve something worthwhile with your pretense.

A person is valuable only when they are genuine. It's one thing to swear because you are naturally belligerent and pushy, and it's another thing to do it just to seem cooler. If you love to cook, please go ahead; if you're just trying to seem like a homemaker, drop it. Feel comfortable in business suits? Buy them; if you just want to try out a "sophisticated" look, stop embarrassing yourself and go back to jeans.

Be yourself!—because you are the most valuable thing you have.

103. Stop Pretending!

Do you know why you are down in the dumps? Because you are pretending. All your life from early childhood and even now, as you read this post, you are pretending that all of this isn't about you.

In kindergarten, you pretended to sleep during nap time. In school you tried to seem like you were interested. On the way home from school you pretended that you never smoked after class. At university, you pretended that you were acquiring truly important skills, and you also pretended the professors weren't crap.

You were pretending when you got married, and you are pretending that it's because of fatigue that you haven't had sex for several months now. In a "regular job" you pretend to be at least a little useful; taking photos to post on Instagram you might feel at least a little happy.

If nothing changes, your entire life will pass you by: a series of sufferings with a forced smile. You will stop pretending only when you are in a coffin six feet under. That will be the real deal. But then, the wonders of false pretenses will be carried on by your children and grandchildren. They will squeeze out tears and pretend that they care.

Think I'm exaggerating? Not at all. I am trying to get through to you. Yes, exactly to you. Start living! It's time.

Or you could pretend that everything mentioned above is a figment of your imagination. You are so used to comforting yourself in that way, aren't you?

104. Don't Argue in Vain!

I always teach people to defend their point of view. Even schools and universities sometimes suggest doing this. But even without others' advice, you regularly encounter a need to defend your position or point out someone's wrongness.

In a debate, not only the truth can often come out, but it can also be an example of strong personalities unwilling to be guided by herd instinct. And yet, sometimes you should not argue. No, I'm not telling you to agree with everything you hear. I demand that you stop wasting time.

After all, it's one thing to argue with a child about how playing with matches is bad, or to argue with a drunkard to change his ways. In these cases, you want to convey vital information to the person and have a chance to do it. It's a completely different matter to try and prove basic facts to a closed-minded ideological adversary.

It's a big mistake to assume that what is obvious to you is also obvious to another. Atheists and believers think in completely different ways. The Soviet-minded person and

a normal person do also—not to mention the classic gap between the educated and the ignorant.

Think about it: would you change your religion or political views just because someone uttered a few sentences that contradicted your beliefs? Of course not. So why do you think your interlocutor will? For them, you will always be wrong no matter how reasoned your arguments are.

So empty, pointless arguments are no more worth your while than getting sucked into social networks or funny videos. You are simply wasting time and energy. Don't worry, fools will find out they are fools even without your input: from other fools, of course.

105. Stick to the Five-Second Rule!

Let's talk about the five-second rule. No, I'm not referring to the philosophy of students and other impoverished individuals that a dropped sandwich and still think it is okay to eat if it has touched the ground for less than five seconds. I am hardly interested in the traditions and beliefs of vagabonds. And if you adhere to such adages, then you are either at the very beginning of your journey, or you have turned completely the wrong way and will soon have to eat from the garbage heap.

The five-second rule for normal people is about something else: about making decisions. Yes, that's exactly how much time you have for any choice in your life. I am telling

you this. My teacher also told me so. Practice affirms so, and is confirmed not by thousands, but by millions of examples.

Recall a few important decisions in your life. You instantly understood what needed to be done. And all the rest—reflections, comparison of arguments, and consultations with other people—was just futile fiddling, designed only to postpone the important moment.

Five seconds is enough time! And it's also enough time to decide to sign up for "Hypno-Coaching."

106. Drop the Soviet Blinders!

Every woman wants to know how to have a successful marriage. But maybe they don't see any princes in sight—only horses. How does it happen that even though she's had her "crown of celibacy" removed by a fortune teller and attended training courses on how to find love, that there could be no worthy suitors in sight? It's simple, dear ladies! Worthy men are there; you just don't see them because of your Soviet blinders.

This is genetic memory. You have a program embedded in your subconscious that all brave men were killed in the war, the honest ones were shot or rotted in camps, and the entrepreneurial ones were imprisoned for "speculation." You claim only alcoholics remain. You have to settle for them! And it's expected that he will be abusive. You know the saying: "If he beats you, it means he loves you."

Haven't you wondered why the world is full of single women but men are snatched up like hotcakes? Even the most miserable loser has a wife, and sometimes even a mistress. No, it's not about excess demand. There are plenty of eligible men; you can check the statistics yourself.

It's about the Soviet heritage. The Empire of Evil died but continues to rot minds and poison lives every second. Discard this filthy corpse. And stop focusing only on the rabble, homeless people, and criminals—and stop sharing a bed with them, especially.

107. Don't Be a Fake!

We are surrounded by dozens, hundreds, and even thousands of annoying phrases. Each annoys us in its own way: with stupidity, conventionality, and whatever else. We have to thank journalists and other media personalities for many of them, including the issue I want to discuss now.

Are you also fed up with all these “Russian Schwarzenegers,” “Russian Madonnas,” and “Russian Elon Musks”? People seem to have forgotten how to compliment successful (or supposedly successful) individuals, and therefore immediately bestow them with such dubious titles.

Think about it! No sane person would call Neil Armstrong the American Gagarin. Nor would they call Dante Alighieri the Italian Shakespeare. Nor Tom Jones the British Elvis. Because these are genuinely great people, and it is

silly to compare them to someone else in this condescending way.

These phrases are a rare kind of compliment that sounds like an insult—especially because people hasten to award these “titles” to those who have not yet matched the success of the “original.” When you utter such a phrase, it seems like you’re emphasizing that the person, despite all their efforts, remains a pale imitation of someone else.

To earn recognition and to be oneself: that’s real success. That’s why I am not the “Russian Tony Robbins,” but Paul Healingod. The only one of his kind.

108. Ask For and Take Everything... and Then Take Even More!

What will you do if a passerby offers you money in response to a kind gesture? Let’s say, they ask for directions to the library, and after getting an answer, hand you \$20. You will most likely refuse, pretending that you don’t need the money. “What are you doing?! It’s not necessary!” you will awkwardly exclaim. And in doing so, you will reveal one of the reasons for your failures.

You don’t know how to accept things. You are one of those who can’t take what’s given to them for free and cannot demand what is rightfully theirs. Maybe you undervalue yourself and don’t ask for the desired salary during an interview. Maybe you’re shy about setting reasonable prices

for your private services. You cannot accept love. Even in sex, you can't relax and just enjoy.

But that's only half the trouble. Those who cannot take cannot ask either. Even the Bible says: "Ask, and it shall be given to you; seek, and ye shall find; knock, and it shall be opened unto you." I'm sure most of you can't even imagine how many successful business projects, for example, started with a request for investment, collaboration, or even a lunch.

Do you usually abide by the "Never ask for anything" dictum? It's a mind virus. It is attractive in theory, but deep down it's an ugly saying. Did Bulgakov realize this? If not, why did he put these words into the mouth of the devil? What do you think? Where will the advice of a dark entity lead you?

109. Give Your Children a Real Fairy Tale!

Today's parents like nothing better than complaining. Only let them complain about the awful modern cartoons that teach their precious child all the wrong things. No one ever considers the nonsense that fairy tales teach children.

If you are Russian, do you seriously consider Ivanushka the Fool a good example, a character who doesn't do a damn thing but have good luck? If you are from the West, what fairy tale character would have been considered a role

model? Jack in *Jack and the Beanstalk*? He's a deceitful thief! Even Rumpelstiltskin was a despicable con artist.

No, if you want to raise a freeloader who dreams of handouts all their life, then you are on the right path. But if your plan is to give your child a normal, prosperous future, something needs to change. And it's not just about reading the right fairy tales.

You need to turn your own life into something resembling a fairy tale. Your child will really like this. Then they will understand that there are plenty of opportunities around and that their parents are the best examples to follow. They will know they can make an effort and become whoever they want because their successful family has already done this.

In such a fairy tale, you write the plot yourself, and your child can confidently expect a happy ending. Because they will continue the story you started.

110. No Mortgages!

In a year, two people can build their own house. That is if you're not in a hurry. But most people, barely having time to start a family, are rushing not to build but to get a mortgage. Moreover, this mortgage is often not for a house but a concrete hole in a revolting anthill. For about thirty years, these people live in fear of missing a monthly payment until retirement.

In ancient times, slaves were shackled and collared, otherwise, they would have fled or killed their master. The modern slave does not need restraining means. He willingly lays his head on the guillotine of a mortgage and even rejoices in it. Because now he has his “own” place to sleep and relieve himself. Just like real people!

Even here, in the US, a mortgage is legalized robbery. Taking it at 3% for decades, you overpay at least twice. In the CIS, the interest rates are often even in double digits. And that’s without considering exorbitant commissions and hidden payments.

There’s only one justification for buying an apartment on credit: you already have a business model worked out where this apartment brings in more profit monthly than the creditor demands. In all other cases, you should rent. And build a house. And leave mortgages for the mentally impotent.

111. Don’t Devalue!

The worst thing a parent can do to their child is devalue them and their achievements, actions, displays of love, and care. If your mother is in a state of perpetual discontent, I have bad news: she does not respect you. And therefore, she does not love you. You don’t choose your parents, true. But to tell your parents off it is your right. They’ll manage without a glass of water.

I'm not calling for spoiling relations with parents. But people so often need healing from moms and dads that you simply can't stay silent about it. The fact that you emerged from another person's womb is a natural order of things, but not a reason to endure abuse. You won't earn the favor of an abusive parent: even if you gift them a luxurious car, they will say it's the wrong color.

There is much more of this in the post-Soviet space than in the US. Because the former Soviets do not know how to love. For them, to love means to fray nerves. "Mother is worried, she's anxious! If she were indifferent, she would be silent! And so, because of you, she ruined her entire life, and you, you brute, do not appreciate it! Ungrateful wretch!" Well, does it sound familiar?

To love means to respect, to accept your child (especially when grown up) as they are, and to appreciate what they do for you. Do not be a bad parent. And don't let bad parents ruin your life. Just don't.

112. Teach Your Children About Money!

What is a financial bubble? No, not just a scam like MMM, which actively drains money from suckers and then suddenly bursts to their collective dismay. A financial bubble is also a small world where you raise your preschool-age children.

Your child lives as if in a fairy tale. But don't flatter yourself. In this fairy tale, they are not magical princes or princesses without worries or troubles, but rather a simpleton who doesn't know how to use money at all.

The tendency to shield children from interactions with finance should have been discarded long ago. Tell me, how often does your child deal with money? Situations where grandparents or godparents hand them a few bills and you promptly confiscate them don't count. I'm willing to bet your answer is—never.

How to start earning money if you were kept away from it your entire childhood? First you hear, "It's too early for you." Then "Don't touch, they're dirty." Or, even worse, "Why do you need them?" It's amazing that such people don't all grow up financially impotent.

Introduce your little one to money. Let them give the cashier a bill for their ice cream themselves. Let them not only collect money in a piggy bank but also spend it regularly. Let them know the value of money and get used to it as an essential attribute of their life.

Remember: washing a child's hands after contact with money is no big deal, but clearing someone's mind of garbage accumulated in childhood is much more complicated. And more expensive.

113. Don't Waste Your Time on Cargo Cults!

Wake up early because that's what Richard Branson does! Let's have a worldwide cult of early risings, hit the like button—let's see how many of us there are!

Do you really believe in all this nonsense? Seriously? Maybe then you should also get a haircut just like Richard Branson? Surely the secret to his success lies in some triviality like this, or in his habit of waking up exactly at 5 a.m. Just like Bill Gates's secret surely lies in drinking three to four cans of diet cola every day. Specifically diet, and never in a glass!

This is a cargo cult. During World War II, when US troops reached remote islands in the Pacific Ocean, the natives thought that provisions fell from the sky. This, of course, turned out to be planes dropping various supplies for soldiers. Since then, the natives replicate the behavior of the soldiers and build airplane figures out of straw. Why? Because it worked for the soldiers! They marched—and the gods granted them a dozen cases of canned meat!

I'm not advocating for waking up late. If your biological rhythms are such that it's comfortable to get up at 4 a.m., do so! But it won't make you a billionaire. Just as the habit of biting your nails doesn't guarantee you the fame of David Beckham. Do you know who always gets up at the crack of dawn but still dies poor? A janitor.

The only habits you should definitely borrow from the rich and successful are to think for yourself, not to be afraid

of responsibility, and not to postpone your life. Is this more complicated than simply waking up at exactly 5 a.m. for twenty-one consecutive days as part of the next idiotic challenge? Yes. But the rewards are actually real.

ABOUT SELF- DEVELOPMENT

Once it was embarrassing to admit that you don't read books. Today, you're publicly shamed if you don't engage in self-development. I wouldn't be surprised if a large IT company like Google rejects an applicant simply because they are not "working on themselves." But what is self-development anyway? What are its criteria? If you read one popular book with a silly title per month, something like *Eat That Frog!: 21 Ways to Stop Procrastinating* by Brian Tracy, does that mean you have self-development in check? What about staring at the ceiling contemplating the essence of existence? Or acquiring a dozen degrees?

I think humanity has confused form with content again. Or rather, they've been handed a dummy again, which only looks like a tool for self-improvement. They read books where authors spend two hundred pages just chanting a basic truth like "Believe in yourself!" in different ways. They watch "profound" movies where their banal essence always lies on the surface. They attend online personal growth training where motivational coaches, smiling with thirty-two teeth and mimicking a Baptist preacher, urge people to never give up. What is all this, I ask you? And how can it help anyone develop themselves?

I'll answer that. This is the self-development industry: the most useless and hypocritical of any I can think of. Any other industry actually provides the client with something useful or stimulating. Casinos, prostitution, drug dealing or, say, annual gym memberships: they all give you something for your money. But the self-development industry promises a distant result to aspire to, like a donkey to a

carrot tied to a stick, but never delivers. It is designed like this: you need to feign furious activity for years but never go anywhere. Because, if the client “develops” even a little, they will immediately realize the lies they are being fed.

For years I didn’t think about any of this. But I also didn’t engage in self-development in the form it’s being sold to us from screens and bookshelves. I didn’t have time for that. I had to manage a business, learn hypnotherapy from the best specialists in the world, then help people. Only in my precious free time could I try to further enhance my qualifications and ponder the meaning of life. Many of these reflections, first shaped into my life principles and then into concise advice, form the basis of this chapter. I am convinced that this is true self-development. Because it’s exactly what helped me become a millionaire and succeed in all my endeavors. It’s a special way of thinking, and I want to teach you that.

Don’t expect my advice to be the same kind of treacle you’re used to seeing from authors who write self-help books. Everything here is concise and clear. Read it, implement it into your life, and feel the result immediately. This is the way self-development works. Everything else is mental masturbation.



114. Find Your World Map!

Our life is a journey spanning decades. And what long journey comes without a map? It should be detailed, accurate, and current—so as not to confuse the reader. Unfortunately, you may have gotten a rather poorly drawn map.

I'm talking about your map of understanding the world, which helps to navigate through life and stick to your path. The problem is that it wasn't created by you but by someone with only vague notions of how to navigate life. That's why it's partially, if not entirely, incorrect for you personally.

Millions, even billions of people around the world are suffering exactly for this reason. Instead of simple knowledge about the map of their life's journey from early childhood,

parents, teachers, and everyone else pounded false beliefs about everything in the world into your head. They talked about happiness, success, relationships, and wealth—all of it severely limiting your chances to achieve all this.

Ideally, you should have had all this explained to you from the beginning: “We are embedding an error-filled map in you. You have to figure it out, correct it, and then try and get results.” There should be no “such is life, go with the flow, nothing can be changed.”

On your map, only one road is marked. You have been walking it for years, afraid to turn onto a new unfamiliar path. But where is the guarantee that this road is the right one? Maybe you are moving in the opposite direction altogether—because you simply cannot read and understand this map.

Isn't it time to learn life's topography?

115. Don't Confuse Self-Development with Its Surrogate!

Many of the things that bring us daily entertainment are monstrously absurd. You know: endlessly refreshing the social media feed, staying glued to YouTube all night, watching as twenty-two adult men kick a ball around a field and pretend there is something profound about the ball ending up in a goal. Doesn't it alarm you?

In the army, they joke that a soldier should be constantly busy. Even if he has to clean the latrines until lunchtime. This soldier is you. The system is built so that none of us have time to reflect on life. That there is no time to realize the present moment, to wake up, at least momentarily, from a stupefied half-sleep.

Why? Elementary, my dear Watson! It's easier to control a docile crowd like this. And for the system to remain stable, even those who oppose it must become its supports. Rather, they think they are against it. Because all this isn't about you, right? You aren't wasting your life but engaging in self-development. You are not addicted to kitten videos but on training for successful success.

Everything that threatens the system ends up being banned. But the self-development industry is thriving. Ever wonder why? According to statistics, only 4% of those who participate in personal growth training achieve some sort of result—not the promised golden mountains, but at least something.

A long time ago, I got tired of being a slave to the system. And I dedicated my life to breaking the vicious circle. I succeeded. And you know what? Being a free person, who has realized himself and his place in life, is much more exciting. Join us!

116. Stop Being a Perpetual Student!

You need to learn to stop learning.

There are two types of learning. The first is when you decide to become an expert, finish a specific course, and achieve your goal. The second is when you hang around some guru, believe his every word, but nothing in your life changes. In the former case you get real progress, in the latter, nothing.

Pseudo-learning is dangerous not only because you waste time and money. Lack of true knowledge is a direct path to psychological slavery. Think and realize: on a subconscious level, you are ready to perceive anyone who understands something better than you as a teacher and mentor. Sometimes it happens implicitly, and sometimes it is formalized.

Someone gives their apartment to another “guru” in exchange for tales of eternal happiness in heaven. Why? Because they never bothered to understand the basics of this world. And they listened to a self-confident charlatan. Each gap in your knowledge is a potential trap. Stop maneuvering between them: figure it out! You should only be a student in order to become an expert as soon as possible.

117. Be the Smartest One!

“Are you the smartest one here?” You’ve all heard this phrase many times. Sometimes it was directed at someone else, and sometimes at you. And after such a challenge, your enthusiasm probably diminished. Surprisingly, this strange phrase affects everyone in this way. But it shouldn’t!

Just think about it! Someone is trying to insult you by calling you smart! Why would you mistake this compliment for an insult? Only the ultimate dimwit considers high intellect something strange and even shameful.

My advice to you. When you hear: “Are you the smartest one here?” always confidently answer, “Yes!” Don’t get flustered: let the bully who asked this ridiculous question to be put on the defensive. Yes, you are smart, educated, and proactive. And he is not. It’s likely the interlocutor wanted to soil you but soiled himself instead.

Yes, you are the smartest one. You develop, strive for more, and achieve success. And these two-bit pedants will get away with shouting at normal people this way for a while. But one day he will shout, and no one will hear. Because the sound simply will not reach your rarefied air from his lowly swamp.

Dull hooligans always pick on “the smartest ones” and later are surprised when they have to clean the smart guy’s shoes, mow his lawns, drive his taxis, and serve them in various ways. Ah yes, and they will also keep silent. Because when they eventually see the difference between their

standard of living and the gilded life of the smart fellow, their “wit” disappears somewhere.

So be bold: be the smartest one. But also don't get too arrogant and remember that there is always room to grow.

118. Don't Respect Old Age!

Do you know where the idea of deference for the number of years lived came from? A long time ago there was no inheritance by law. The old fart had to decide for himself who would get his property after death. Therefore, children and grandchildren had to fawn over him. Centuries passed, and this habit spread to all elderly people in general.

Aging is a physiological process, a wearing out of the organism. If we assume that an old sick person is *a priori* wiser than a young and healthy one, then a forty-year-old Yugo is better than a brand-new Porsche Cayenne. Aging happens naturally. Lie down for ten years in front of the TV in a pool of your own vomit, and you will certainly age.

Growing up is another matter. It is the result of hard and prolonged work on oneself—which you can (and should!) engage in at twenty, and at fifty, and at seventy. Physiological age does not tell whether a person is an adult or not. It only tells us whether he should be shopping around for a coffin yet. Perhaps you are more mature and wiser than all the old people you know. Even combined.

Only listen to those who have achieved a lot. Moreover, do not be ashamed to ask them to give you a couple of tips—and pay generously for them. Those who sit in a rocking chair and make a serious face, garnishing their talk with phrases like “You first need to live as long as I have!” you know where you can tell them to go.

119. Regularly Clean up Your Mind!

What will happen if you don't clean up your apartment? A pigsty ensues. And if you don't take a shower? A stench will arise, like from a boar. All it takes is to stop maintaining cleanliness and order and everything instantly descends into chaos, dirt, and stench. This also applies to the mind. If you don't conduct a thorough cleaning regularly, at some point, there will be nothing left but rubbish.

At least every three months, a cleansing ceremony is necessary. A retreat. But not some clownish thing where they put you in a dark room and forbid you to speak, eat, or fart, but a real rejuvenation of the spirit. Yes, not only Jesus has risen (by the way, I am not quite sure about him). Each of you should rise if you want to become a true human being.

You were born free, and then society made a slave out of you. The main repressive tool? Belief systems. On the way to freedom, these systems will have to be rejected. Look at how everything is set up. Remove the trash from

your own mind. This is resurrection: the acquisition of the ability to think soberly.

I have been a part of Ayahuasca ceremonies and mushroom retreats. And I'm sure I'm on the right path. The world has never been so clear to me, and my thoughts are crystal clear. I have truly risen. Only then did I decide to write the book you are holding in your hands now.

Perhaps you are not yet able to realize it, but a retreat is a natural human need— like air, water, food, and sleep. Otherwise, your mind will turn into a pigsty. And soon you may start grunting.

120. Stop Traveling!

Have you noticed too? Humanity has slipped into a new pastime. People began to fly to a city already mobbed by tourists in order to hurriedly gaze at postcard views. Or they fatten up for a week in a stinky all-inclusive, never venturing out beyond its bounds. And then they go home and tell acquaintances that you can't live without traveling and have already bought a scratch-off world map.

What the low-cost airlines and sellers of cheap tours have conditioned you for is not a vacation but a simulacrum of travel. Therefore, my advice is: do not travel. Or rather, do not do it the way the system dictates. The system expects you to go on holiday to catch a quick breath, and then hurry back to a crappy job. This is essentially prostitution.

If you have to save up for a trip, you have set your priorities wrong. Don't think about the buffet at a Turkish resort or how you will be propping up the Leaning Tower of Pisa. Think about how to start earning decently. At least \$10,000 a month. Then you will be able to afford not just a trip to a resort, but you can live there permanently.

The world is a vast and interesting place. But no matter where I have traveled to, I am never more comfortable than I am at home. And it's not because I am a homebody. I have simply made this a priority—a journey to a decent home life.

121. To Hell with Higher Education!

No, I am not urging you to tell the dean to go to hell and drop out of university today. And I am not calling on you to discard your degree (although you can trash it if you want to). I want to talk about something else: for many, a diploma has become a measure of knowledge and success, and in particularly severe cases an end in itself.

Remember: no piece of paper can replace knowledge, experience, and talent. You can adorn yourself with diplomas and certificates from head to toe, but you will still be left in the dust from autodidacts overtaking you. And it doesn't matter what you do.

Quentin Tarantino was just a guy who worked in a porn cinema and video rental. But this guy was obsessed with

movies. I'm sure receiving an Oscar for his second film, he was not thinking about his lack of education. And today, this most renowned of directors couldn't care less about it.

And of course Paul McCartney and John Lennon, arguably the greatest songwriting duo in history, certainly had no degrees from Julliard or anywhere else. They perfected their craft by being good listeners, teaching themselves how to play and write songs.

And no, self-taught individuals do not only excel in creative professions. A poor Japanese boy, Soichiro Honda, realized his dream and created his own car company, but never entered higher education. And this is an engineer who has 150 patents to his name and started a significant revolution in the global market for economical cars.

So you are competent exactly as much as you believe in yourself and are ready to work hard for your dream. And the diploma, well, let it be a reminder of wasted time.

122. Choose a God as if He Were a Product in the Supermarket!

Excuse me, do you have a moment to talk about our lord [insert any name]?

Many avoid this topic. After all, you cannot prove anything to those who are fervently convinced of their religious righteousness, can you? Moreover, even the word "prove"

is inappropriate here. Believers are rightly called so. To believe, no proof is needed. That is why there are so many different beliefs. This is not a world, but a supermarket of religions.

I admire religion. It's a brilliant tool. Yes, it's turned against each of you, as its main task is to control the masses. But it *is* a tool, which means that a sensible person can use it as they wish. A knife, for instance, was invented to kill. But somehow you are not in a hurry to consider a set of kitchen knives as deadly weapons.

I didn't mention the word "supermarket" by accident. Choose a god to your liking, as you choose cheese or toilet paper. Its truth does not matter. Even the expiration date is not important—only the practical benefit matters. Want to believe in Hermes or Odin? Please do! If it helps you achieve your goal, your religion is working.

Just don't rush to follow rules. This is the main religious life hack. Remember: only that which can be punished for in this life is forbidden—here, now, and, of course, according to the law. Everything else is strictly allowed. The gods will somehow have to come to terms with this.

123. Be Above the System!

You can endlessly criticize some countries and praise others. You can move from place to place in search of a better

life or constantly flee from problems. Hate your government and pray for the chief uncle or aunt from another state. But this doesn't change much. Our entire world is a prison.

Exactly. There are no countries—just penal colonies that divide the entire planet. Like real colonies, they do not reform anyone. Essentially, it's about hard labor where you are doomed to toil and be happy with few or no rights at all.

The only difference is the severity of the regime. Yes, it's better to find yourself in a colony settlement than in a division for lifers where you can't even fart without permission. But even the mildest regime is still a regime, and it has nothing to do with freedom.

The main distinction from a real prison is that there is simply nowhere to run. So what should one do? Collaborate with the administration? Form gangs? Organize riots and shake the regime?

Be above the system. And help others achieve this. Yes, never forget that there is a prison around, but don't rush to blindly follow its laws. Remember: what is not prohibited is allowed. And most importantly, no one can take away your inner freedom.

124. Be Careful with Myths!

A person is what they eat? Nonsense! A person is what they believe in, primarily when it comes to myths. Because your personality is determined not only by the level of

education but also by the level of stupidity. The arithmetic mean gives what is called “you.”

There are myths that are idiotic but completely harmless. You can believe that the halves of a dissected worm can live their own separate lives. Or you might believe that the wedding ring is worn on the ring finger because it has a vein leading to the heart. Or that Caesar salad is named after Julius Caesar. Your misconceptions won't harm anyone.

It's worse when your belief in myths makes you publicly declare yourself an idiot. How can you take a flat earth theory supporter seriously? I find it hard to imagine how they are hired for anything other than janitorial or laborer positions. How can people like this be trusted with something truly important?

But there are clearly harmful myths. Take, for example, the fanatics who forbid blood transfusions for themselves or their dying children, because “it's a sin.” Or how about those who languish in poverty all their life, believing that their servile existence can never be transcended.

Unfortunately, we cannot defeat all stupid and harmful myths. Moreover, new ones will inevitably appear. But I have a proven remedy for the disease called poverty: selling without a prescription.

125. It's Never Too Late to Get Better!

If some erroneously call laziness the engine of progress, then excuses are definitely its brake. Be assured, I am an expert in this matter. I've heard so many excuses from my students and patients that I could write a book about it. And then I would burn the manuscript so that readers don't accidentally discover new ways to be worthless.

On the one hand, excuses are simply repugnant to me; and on the other hand, some of them are especially pleasing to mock. In this respect, my absolute favorite is "It's too late for me to change anything" (much like "I'm too old for this shit" from *Lethal Weapon*.)

I am interested in such people's faulty logic. That is, at some point, you realize that your life essentially hasn't worked out. But you won't change anything. Your goal is to save money for a coffin and white slippers, and also for enough food and provisions to last you until the Grim Reaper comes knocking. Great plan, isn't it?

I won't argue: the younger a person is, the easier it is for them to start a new life. And yet people in their fifties, sixties, and—shockingly!—in their seventies came to me to get rid of the clutter in their head, find their calling, and start living—not just existing.

They succeeded. Squandering opportunities is what you really don't have time for, at any age. But I promise you it's never too late to learn to become wealthy.

126. Don't Steal If You Don't Want to Become a Homeless Person!

Why pay several thousand dollars for a full “Hypno-Coaching” course, when you can wait until someone leaks it online? I won't repeat that trying to learn anything from a YouTube video is akin to showing a person with appendicitis a video on appendix removal surgery. And I definitely won't appeal to anyone's conscience.

Theft makes a person a bum, both mentally and financially. We are built this way: everything unnecessary atrophies. If you don't get enough physical exercise, your muscles atrophy. If all you do is binge watch the latest Netflix series, you lose the ability to think effectively. If you steal, your subconscious resists learning how to earn money.

I can justify murder. Sometimes people kill in defense of themselves and their loved ones. But who are they protecting when downloading training videos from pirate sites? Perhaps they are just themselves from real life. Many of my students have sold their cars and taken out loans to pay for “Hypno-Coaching.” And almost immediately they started earning \$10,000 a month. They have motivation.

And what is the motivation to watch tens of gigabytes of second-hand lectures, especially those obtained for free?

127. Masturbate with Intelligence!

As a child, you were probably scared that you could go blind from masturbation. It sounds funny, but there's a grain of truth in every joke. Yes, you're not risking anything physically. But mental masturbation learned from some guru really provokes blindness. Intellectual blindness.

No, I'm not going to preach to you about "do not make idols for yourself." On the contrary, I encourage it. When you sail through the sea of life toward your goal's horizon, you need someone to serve as a beacon in the pitch darkness of ignorance and laziness.

Just let your idol first pass an authenticity check. Study them closely, compare their words and deeds, and be as critical as possible. In any case, you will benefit: either your high opinion of them will be confirmed or you will know that you're wasting time on the ideas of some clown. Moreover, I forbid my students to blindly believe my words. Because my goal is not to nurture obedient sheep. That is why I strongly encourage everyone to dig deeper and find out who this Paul Healingod is and why he dares to change people's destinies.

I am personally interested in people finding out the truth. If I'm harsh that's because it is my lifestyle. I boast because I have achieved everything I wanted. I promise a lot because I do even more. I criticize things because I know better.

128. Become a Subject, Not an Object!

You have sold your soul. This is what every religion in the world warns against. Although when you sell something, you should receive something equivalent in return. But you most of you likely gave your soul away for free. And you are still giving it away.

No mysticism and contracts signed in blood here. How many hours do you spend on social networks daily? What about YouTube? Have you ever wondered why the owners of these sites are so wealthy? Usually, you have to pay for entertainment: for going to the movies, for attractions, for trips. But here no one is asking you to pay for the content consumed in this case.

It's people like me who make the owners of such sites rich. Because I buy advertising that is subtly but methodically hammered into your head. You don't have to pay or worry about anything. Because in this scheme, you are not a subject but an object. You are a commodity. Your attention, your time, and your life are just commodities.

Think about why you dream of a Mercedes or BMW, or why you respectfully treat Louis Vuitton garments and grovel in front of a person whose wrist is adorned with a Rolex? Where did you learn which brands are honorable to buy and which are not? And is this whole circus really in your best interest?

Not another word. Those who have a chance to save themselves already understand everything.

129. Treat Laziness as a Symptom!

Laziness is not what it seems. It is not a vice but a signal. It is like a fever indicating an inflammatory process in the body. Or, it is like the inability to run with a broken leg. You don't tell a person with a fracture that they'd be okay if only they had more motivation, do you? "Pull yourself together, you slob! Stop being lazy! Run!"

Can you imagine Warren Buffett becoming too lazy to invest? Yes, he is already ninety, he has earned over a hundred billion dollars. But he is in no hurry to retire and "live for himself." Can you imagine Elon Musk not launching another rocket into space because he's lazy? Or that James Cameron abandoned a new movie halfway through because he'd rather grab a beer?

When a person has found their calling, they are never lazy. But if they lack purpose in life, they are almost always lazy. A school student is reluctant to memorize "Borodino" because it's a waste of time. A college student doesn't want to take notes during a lecture because it doesn't bring them closer to professionalism or wealth. You are reluctant to go to a crappy job because your subconscious is screaming: "Stop wasting your life!"

Learn to listen to and hear your subconscious. And do not ignore problems, otherwise they will only get worse.

130. First, Purge the Countryside from Your Mind; Then, Leave the Countryside!

This has almost become a formula for success: you work on yourself, achieve your goals, become richer, and then move to Bali, Goa, Thailand, or another exotic place.

Many of my students write reviews of my training courses thousands of miles away from home. And there is logic to this: it's easiest to taste a new life in a new place. When you've realized your role in this world; it's time to get to know the world more closely.

But here it is important not to confuse the cause with the effect. All these distant countries and islands do not in themselves signify success. Breaking your back and giving away your life savings just to live at the other end of the world is the worst imitation of an ideal life. And why move from a backwater town to Bali, if the backwater town continues to live within you?

Even the longest flight will not make you a citizen of the world. You need to mentally break out of the gray cage of your town before you do it physically. However, the first step is much more important than the second, and is an achievement in and of itself.

Still, you should try living in the city of your dreams. Maybe you'll like it and stay there for life. Trust a person who is always glad to return to the now-homely Miami from any trip.

131. Don't Force Higher Education on Your Child!

“Which university is better for my son to apply to?” a woman once asked me on Instagram. To none. Mark Zuckerberg and Bill Gates dropped out of Harvard, and plenty of losers have a degree in higher education.

Studying at a university nowadays is like communicating through pigeon mail. I'm not just talking about the local community college but also about supposedly respected universities with a history, including those in the US and Western Europe. The time for classical education has passed. A diploma doesn't mean anything at all.

The future has already arrived. And in it, you don't need to cram your brain with useless nonsense for five years to start earning something. Here, people study online. And they study not with professors, but with professionals, acquiring not the baggage of dead knowledge but skills that can be monetized immediately—and all this even before completing the course.

Yes, in the next five to ten years, the information business will push out classical education. Run from the sinking ship, instead of dragging your child onto it.

132. Don't Be Too Quick to Start Your Own Business!

“Don't work for someone else” is the favorite mantra of all teachers of successful people and even many cool coaches. It's hard to disagree with this, but that's exactly what I will do. Because in order to not work for someone else, you first need to work for someone else—but do it properly.

To the average person, the boss is always a malicious exploiter and a dumb weirdo who antagonizes his genius subordinates. Meanwhile, the average person doesn't realize that they themselves are a pitiful, shiftless amoeba, and only do something useful and earn their pennies when they are made to by their boss.

When such a sloth quits their job in the hopes of starting their own business, they, of course, fail. Because no one stops them from watching funny videos on YouTube and engaging in all sorts of downtime distractions. Freedom from the despised boss turns into freedom from effectiveness and solvency.

By the way, at most training sessions, breakthroughs are made only by those who already have some work experience behind them. Those who decided to become masters of life without even properly understanding what they are doing, often just complain about cunning coaches who've undermined their progress.

I'll tell you even more. A cool specialist can work for someone else's company, make a lot of money, develop, and feel like the master of life. Meanwhile, thousands of Willy

Loman-type “businessmen” around the world remain in the gutter.

There’s potential for growth even under the guidance of a boss. If he’s a decent person and sees that you’re not idly floating from paycheck to paycheck, but investing your talent into his business, he will appreciate your efforts. And he may even offer partnership later on.

If you couldn’t develop within the framework of an already established business, then it’s too early to think about your own. Or you will have to break stereotypes and do titanic work on yourself.

133. Don’t Be Your Own Psychologist!

Can you build a computer by yourself? I’m not talking about figuring out where to insert circuit boards and which button to press to turn it on. But can you construct everything independently from scratch? How about a smartphone? Or a half-wall sized TV? No? Then why on earth did you decide that you can sort things out in your head on your own? You think interacting with consciousness and subconscious is easier than soldering transistors?

What do you do when you have a toothache? Maybe buy a book titled *Dentistry for Dummies*, and then drill and fill the cavity yourself? Or do you make an appointment

with a professional dentist? I bet the latter. Then why, after reading more dreary crap about the necessity to step out of your comfort zone, are you trying to heal your own mind?

I know the answer. Because you can't physically feel or see consciousness and subconsciousness. A tooth—it's there. If it's rotten, it probably hurts. If it's missing, you look like a hillbilly. But what about consciousness? You can't see it in the mirror. You can live a full life without a tooth. But with a decayed mind? No. Set your priorities.

Delegation is not always beneficial. I've written about this before. Sometimes you need to spend a couple of days and set up the advertising yourself. Or you might create your first website using simple tools, where even a child can figure it out. Don't strive to outsource every task, at least not until you start earning at least \$1 million a year.

But clearing your mind of mental garbage and removing blocks is too important a task to undertake on your own. Even the best surgeons don't perform appendectomies on themselves, and you've decided to undertake a procedure that is at least as complex as heart surgery? Seriously? Well, as they say, rest in peace.

134. Don't Let Your Surroundings Drag You Down!

How much money do people in your surroundings have?—not assets, but funds available right now. That is,

cash and money on the card they use to pay for groceries at the supermarket. The value of granny's apartment and a ten-year-old beater car don't count. Take the five closest people and calculate the average.

This amount is roughly to how much money you have right now. Because a person is basically the sum of their surroundings. This applies to everything: interests, ambitions, financial, and social status. The rich befriend the rich, the beautiful stick with the beautiful, and losers borrow money from each other until payday.

The law of attraction, which crackpots go on about, only works this way and no other. But it works both ways. If you manage to change your surroundings to more upscale ones, you will immediately notice changes in your thinking, and then in your finances. And if you manage to become much more successful than your friends, you will immediately notice how uninteresting they are.

Don't hope that you will gradually become rich hanging out with your hooligan friends. Because how can you abandon your high school pals, right? You've been through so much with him! You drank so much crappy beer, arranged so many drunken riots, groped so many ugly girls! You've been his best friend since first grade!

Well, choose: a decent life or the loser friend. It's precisely because of the power of the surroundings that I divide "Hypno-Coaching" into separate specialized classes. This way, I gift you a new circle of acquaintances. A circle of those who are bending over backward to achieve success. Believe me, as soon as the first person in the stream starts

earning \$10,000 a month, it seems to breathe new life into the less nimble.

135. Consider Ayahuasca!

I decided to join the psychedelic rituals of Ayahuasca (a brew made from the Amazonian “Vine of the Spirits”) five years ago. I spent about six months reading and watching videos, and as a part of the preparation, I tried mushrooms. Then a friend invited me to the largest Ayahuasca retreat in the world, in Orlando. Naturally, I went.

On the first day, each newcomer was given a small dose to check their reaction. I didn’t feel anything, but thought I understood a lot: all these ceremonies were nonsense. I felt I got taken for a sucker and that all the people around me in white clothes were just pretentious drug addicts.

I didn’t leave that same day only because it was a pity to waste the money. But the next evening, I approached the head of the ceremony in the retreat center—Chris—and stated that I grew up in Brooklyn, where babies are given heroin in place of pacifiers, so he should give me a powerful dose of his stuff.

Chris didn’t skimp and poured me as much as he did for himself. At first, I sat and continued to contemplate the suckers and drug addicts surrounding me—but not for long. Soon, I started feeling so high that I barely crawled to the basin. Ayahuasca fucked me up in the harshest way.

I fell into a panic and was simultaneously trying to control the process. I was literally being tormented. But I had never experienced anything more therapeutic in my entire life. In these few hours, megatons of mental crap were expelled from me. I cleansed myself and became a different person.

Ayahuasca rewards each according to their merits—or rather, according to the accumulated inner filth within them. So don't be frightened, everything might turn out completely different for you. For my friend and my wife, the ceremonies went smoothly. And some girls from our group even reported experiencing orgasms during the four-hour ceremony.

I wonder, how will Ayahuasca affect your consciousness?

INSTEAD OF A
CONCLUSION

You have read 135 pieces of advice, each of which will change your life for the better. If I were writing a classic book on business or personal growth, I would have limited myself to a hundred. And why not? It sounds respectable: *One Hundred Tips from a Millionaire Regarding Every Aspect of Life*. But here, the content is much more important than the form. When I was forming my philosophy of life, pretty numbers interested me the least. I was concerned about the efficiency of my own life, and I didn't rest until it reached a quite high level.

Why do I say “quite high” instead of “very high”? Because I never settle for what I have achieved. It is never enough for me. It will not be enough, even when (note: I say “when” not “if”) I become a billionaire. Here is the last, the 136th piece of advice in this book: never rest on your laurels. Your thirst for success should always be as strong as it was at the very beginning of your journey. Because true self-development does not have an endpoint; it's a journey filled with achievements, joys, and happiness. Yes, simple human happiness. Any goal always boils down to this.

There is a phrase: “Do what you must, and let come what may.” I did. I wrote a book that elaborates on the principles that helped me achieve success. I even added motivational speeches, as I know that for some it is especially hard to get started. I can repeat: you hold the ultimate guide to life in your hands! Don't just read the book, though: finally start acting. It's in your best interest.

Of course, some of the principles in this book will have a greater impact on the quality of your life than others. But

each one, if followed honestly, without self-deception, will yield tangible results. Even if you only follow some of the advice given here, I will at least know that I did not waste paper. In a few months you will be surprised that you've been so foolish in the past. Of course, if you incorporate everything I've said here into the foundation of your life's philosophy, then in about ten years you'll realize you need to write a book just like this one.

Meanwhile, I too will not be sitting idly by. Because even now, I continue to learn new things, contemplate this life, and note what works for others. Perhaps in six months to a year, I will publish another such book. It will also contain about a hundred helpful hints that will help you to live, not just exist.

Well, it's time to end this book. Although this is not an end so much as a new beginning. Moving forward! I believe in you.



A USER'S MANUAL FOR LIFE

Ever noticed how we often reach for a manual only after things fall apart? Well, there's a reason this book is in your hands now. Your life seems off track. Perhaps you're grappling with financial difficulties, some lack of understanding, disharmony, or just the elusive joy of being human. Something's amiss, and the solution feels just out of reach. It's time to consult a different kind of manual—a manual for life.

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