

FREEDOM RUNS ON A SYSTEM

A rich-you-will is a system you create — and then live by.

A Personal System for Health, Wealth and Happiness — on Your Own Terms

JOSEPH TOMCZYK

Second Edition · Revised and Redesigned

SECOND EDITION

Freedom Runs on a System

A Personal System for Health, Wealth and Happiness — on Your Own Terms

Build the ritual — the system — that creates the life you want: health, wealth and happiness, on your own terms.

By Joseph Tomczyk

What is a rich-you-will? It is my play on the word *ritual*. A rich-you-will is a repeatable personal system you create and live by — a code that programmes your thoughts, words, actions and habits toward the life you defined, so you live in charge of your health, your wealth and your happiness.

This system is not positive thinking. Positive thinking hopes. A rich-you-will *does* — the same steps, in the same order, until the result is normal for you.

Rich — because it is aimed at abundance in health, wealth and happiness, not only money.
You — because no one can build it or live it for you.
Will — because it is a decision you keep, not a wish you make once.

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This book shares one person’s experience and study. It is not medical, financial or legal advice.

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Five parts. Seventeen steps. One code — yours.

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Every part ends with one worksheet. Do not skip them. Reading gives you an idea. The worksheet turns the idea into your system.

The five ingredients underneath everything in this book: **Imagination · Energy · Value · Money · Psychology.** Control those five, and you control your life.

BEFORE YOU START

How to use this book

Read it once, in order. The steps build on each other. Step 1 defines the life. Step 2 names what you will give for it. Everything after that is fuel, value, sight — and finally, your code.

Then work the worksheets. There is one at the end of every part. Each one has a short filled-in example in grey italics, then blank lines for you. Write in this book. A clean copy helps no one.

Keep it beside you. After the first read, open it wherever life is asking a question. Energy low? Part Two. Money tangled? Part Three. Mind running the wrong story? Part Four.

Finish with your first 7 days. The last pages turn the whole book into one simple week. Do that week, and you will already be living a rich-you-will — small, real, and yours.

One idea per page. One step at a time. That is deliberate — it is how a system is built.

INTRODUCTION

I refused the script

I grew up watching good, hard-working people follow the plan they were handed — and pay for it with their lives.

My parents worked hard. I watched them come home exhausted, unhappy, unhealthy, and not wealthy for all that work. School, then a job, then married, then kids — the conventional script, lived on someone else's terms. They did everything they were told was right, and the script still took more than it gave back.

As a young man, I made myself an oath. I would do what I love. I would work for myself. I would control my time. I would become independently wealthy. I would be free of restraints — free to live life on my own terms.

That oath sent me looking. I studied health, wealth and happiness wherever I could find honest answers: jobs that taught me lessons, books, courses and seminars. I tried things, kept what worked, and let go of what did not.

What I found was simpler than I expected. The people who live the life they want are not luckier than everyone else. They run a different system. They decided what the life was. They decided what they would give for it. Then they repeated the actions that worked until those actions became who they are.

That is this book.

INTRODUCTION

What this produced

Most people have a ritual already. They just did not choose it. Wake up worried. Check the phone. React to everyone else's priorities. Spend the day busy and the evening drained. Repeat. That ritual produces a life, too — just not the one they wanted. A rich-you-will is the opposite: a ritual you choose on purpose.

I will not sell you a dream here. This is what the system actually produced in my life, in two separate chapters.

Chapter one — the job. At the animal hospital I made $11 an hour, and I got an eight-cent raise. That was one of the reasons I left. A job had capped my pay, no matter how hard I worked.

Chapter two — my own work. I needed something dynamic, on my own time, that I loved. A friend said, "I'm going to massage school — you'd like it, come." I went. I loved it, and I built my living on it. Financially, I did fine. But my body was the cap: a maximum of eight clients a day, and a physical burn no effort could outwork.

A job capped my pay. Self-employment capped my body. A system answers both — and that search is the rest of my story: I performed as a fire entertainer, I wrote this book, I worked for myself controlling my time and income, I travelled across the United States, and today I own Eagles Automations, a business built on systems.

— Joseph Tomczyk

PART ONE

DEFINE IT

Imagination comes first. Before energy, money or strategy, you have to be able to say — plainly and without shrinking it — what the life actually is.

Steps 1–2 · Imagination

STEP 1 · DEFINE IT

Define your perfect life

No limitations. Not your current income. Not your current health. Not what anyone expects of you. If there were no limits, what would your life look like?

Write it in the present tense, as if it is already true. Vague wishes produce vague results. A clear picture gives your mind something real to work toward.

When I first did this, my list looked like this:

- Leave a legacy and inspire others
- Travel the world
- Earn passive income
- Be self-made and affluent
- Help others become millionaires
- Build million-dollar businesses
- Strong, real relationships
- Heal and serve people
- Love my life
- Live fearless
- Be healthy
- A beautiful home, with a luxury spa
- Write a book

Your list will be different. It should be. Cover the areas that matter: family and friends, fun, fitness, finances, faith, health, wealth, love and happiness. Describe the future as if it is present now — out of order, into order.

Do not edit yourself while you write. The time to be practical is later. This step is only about telling the truth about what you want.

THE STEP IN ONE LINE

Define the life first — plainly, in the present tense, with no limitations.

STEP 2 · DEFINE IT

Decide what you will give in return

Nothing you defined in Step 1 arrives for free. Every life is an exchange. The honest question is not *how do I get it?* It is *what will I give for it?*

Decide that now, on purpose. What I committed to give in return for my list was:

- Knowledge
- Energy
- Time
- Love
- Advice
- Help
- Fun
- Creativity
- Entertainment
- Praise
- Inspiration
- Attention
- Money
- Empowerment
- Respect

Notice what is on that list. Most of it costs you nothing you cannot renew — and all of it is valuable to someone else. You already hold more to give than you think. Part Three will show you how giving it well is also how you earn.

Be specific and be willing. A half-hearted exchange gets a half-hearted life. When you know exactly what you want *and* exactly what you will give, you stop waiting to be chosen. You start trading, building and moving.

> **Step 1 is the destination. Step 2 is the price — paid gladly, in advance, with what you already have.**

THE STEP IN ONE LINE

Every life is an exchange — decide now what you will gladly give for yours.

WORKSHEET · PART ONE

Your perfect life

MY PERFECT LIFE — NO LIMITATIONS, IN THE PRESENT TENSE

Example: Travel the world.

WHAT I WILL GIVE IN RETURN

Example: Knowledge, energy and time — given on purpose, every week.

Keep this page. Everything after it is built on these two lists.

PART TWO

FUEL IT

A defined life needs energy behind it — spoken out loud, started now, protected from waste, and turned into a proven process you can repeat.

Steps 3–8 · Energy

STEP 3 · FUEL IT

Speak it into existence

Saying your life out loud makes you accountable for it.

A thought you keep private is easy to abandon. A word you have spoken — to yourself, and to people you respect — asks to be kept.

Speak your Step 1 list daily, in the present tense, until your words and your actions match. Say it the way you wrote it: as if it is already true. Your mind listens to your own voice more than any other. Give it the right script.

This is not performance. You do not need an audience of thousands. You need your own ears, every day, and a few people whose respect makes the words carry weight.

THE STEP IN ONE LINE

Speak your defined life out loud, daily, in the present tense — until your actions match your words.

STEP 4 · FUEL IT

The time is NOW

There is no later that is different from now. There is only a line of nows, and what you do in this one decides the next.

PAST ME	NOW ME	FUTURE ME
What I did got me here. I can learn from it. I cannot live in it.	**The only me who can act.** Start giving now. Start living now.	Lives with the results of what Now Me does today.

Procrastination is the dream killer. Not because one delay is fatal, but because delay becomes the ritual.

Whatever Step 2 says you will give — give the first piece of it today. One call. One page. One rep. Small and now beats large and someday, every time.

THE STEP IN ONE LINE

Start now — the only time that can change anything is this one.

STEP 5 · FUEL IT

Manage your energy

Your energy is the fuel for everything in Step 1. Spend it only on what supports that life.

No sidetracks. No negativity spiral that eats a day and builds nothing. Guard your attention the way you would guard money — because attention is where money, health and happiness all start.

When your energy drops, do not negotiate with the spiral. Rest on purpose, move your body, return to the list, and take the next small action.

Saying no is part of this step. Every yes to something off the list is a no to something on it. Protect the fuel, and the journey protects itself.

THE STEP IN ONE LINE

Guard your energy like money — spend it only on the life you defined.

STEP 6 · FUEL IT

Leverage what you give

Leverage is a fair trade, made on purpose: what you give from Step 2, exchanged for what you want from Step 1.

- Trade knowledge for money — teach what you know to people who need it.
- Share knowledge for connection — help freely, and real friendships and opportunities follow.
- Give attention, praise and respect — and you build the relationships every other goal depends on.

You are not waiting for resources. You are trading the ones you already hold.

List what you can give, name who needs it, and make the first trade this week.

THE STEP IN ONE LINE

You already hold tradeable value — exchange what you can give for the life you defined.

STEP 7 · FUEL IT

Take full responsibility

Master the skills and habits your life requires — or find people who have them and learn from them. Either way, the responsibility is yours. Confidence does not come before competence. **Confidence comes from competence.**

LEVEL	WHERE YOU ARE
1. Unconsciously Incompetent	You do not know, and you do not know you do not know. Blind spots run the show.
2. Consciously Incompetent	You can see the gap. Uncomfortable — and honest. Progress starts here.
3. Consciously Competent	You can do it when you focus. Effortful, repeatable, growing.
4. Unconsciously Competent	You do it well without thinking. The skill is part of who you are.

The 5 Keys to Success: Preparation · Work · The Golden Rule · Confidence · Lead. Prepare before you need to. Do the work. Treat people the way you want to be treated. Let competence build your confidence. Then lead — starting with yourself.

Happiness is your life conditions matching or beating what you believe they should be. **Unhappiness** is the gap. So change the conditions, change the belief — or change both. All three are in your hands.

THE STEP IN ONE LINE

Own the gap, build the skill — confidence follows competence.

Create your rich-you-will

This is the heart of the whole book.

The first time you succeed at something, do not just celebrate it. **Write down the exact steps you took.** That proven process is your rich-you-will for that result — a ritual you can repeat any time you want the result again.

- **100 push-ups:** 10 every 10 minutes. Small steps, on a clock, until it is done.
- **5 new friends:** meet 1 new person an hour, with real attention, until the room has given you five.
- **This book:** I first saw myself as an author. I played the role before I felt like one — and I visited the document every day until it was finished. No heroic days required. Just no missing days.

See the pattern? None of these is talent. Each one is a process: broken small, repeated on schedule, finished. That is what a system is. Your life works the same way. Succeed once, capture the steps, repeat the steps — and the result stops being luck.

> A goal tells you where to go. **A rich-you-will is how you get there — again and again.**

THE STEP IN ONE LINE

Succeed once, write down exactly how, and repeat it — that written process is your rich-you-will.

WORKSHEET · PART TWO

My rich-you-will

Pick one result you have already achieved once — any size. Write the exact steps, in order, the way you would hand them to a friend.

THE RESULT I ACHIEVED

Example: 100 pushups.

THE EXACT STEPS I TOOK

Example: 100 pushups = 10 every 10 minutes, until it is done.

That list is a rich-you-will. Repeat it the next time you want that result.

PART THREE

EARN IT

Value is not a mystery. Meet a real human need, systemize how you meet it, and control the money it creates — or the money will control you.

Steps 9–10 · Value and Money

Value is human needs

People value what meets a need. A want that becomes a need becomes valuable — and providing real solutions to real needs is how happiness and income are both honestly created.

Psychologist Abraham Maslow mapped the needs every human shares, from the ground up:

LEVEL	THE NEED
1. Physiological	Food, water, rest, health — the body itself.
2. Safety	Security, shelter, stability, freedom from fear.
3. Love and Belonging	Family, friendship, connection, being part of something.
4. Esteem	Respect, competence, recognition, self-respect.
5. Self-Actualization	Becoming who you are capable of becoming.

Read your Step 2 list against these five levels. Which needs can what you give honestly meet? That is where your value lives.

And remember the warning I learned the hard way, in Kerwin Rae's words: *whatever you need in life will control you.* Meet needs from strength, not desperation.

Money earned is in exact ratio to three things: the need for what you do, your ability to do it, and how hard you are to replace. Grow any one of the three and your income can grow.

THE STEP IN ONE LINE

Value is a real human need, honestly met — find yours and meet it well.

STEP 10 · EARN IT

Control money — or be controlled by it

Selling is sharing. Sharing what you have, with people who need it, for money. There is nothing to be ashamed of in that exchange when the value is real.

Business, at its core, is nothing more than owning a system that works for you and brings a desired outcome to the people it serves.

WORD	WHAT IT REALLY MEANS
Cost	What it takes to create or deliver the thing.
Price	What is charged for it.
Value	What it is worth to the person who needs it. Value — not cost — is what people gladly pay for.

Asset: something that brings future benefit. **Liability:** something that brings future cost. **Wealth:** assets that exceed liabilities — a plentiful supply of something desirable, starting with your time.

> When you use your energy to fulfil what others perceive as valuable, **systemize it**, and amplify getting it into the hands of others, you can earn an unlimited amount of income.

Money is attracted to structure, order and appreciation. We can replace money. We cannot replace time. The next three pages give money that structure.

THE STEP IN ONE LINE

Control money with a system, or money — and everyone who holds yours — will control you.

STEP 10 · EARN IT

The Wealth Saving System

Every dollar gets a job. Before money is spent, it is assigned — so saving, learning and living are decisions made once, not battles fought daily.

SHARE	JOB	WHY
55%	**Necessities**	The life you already live: home, food, bills.
10%	**Education**	The skills that raise every other number.
10%	**Play**	Enjoyment, on purpose and without guilt.
10%	**Long-term saving & spending**	Big goals, funded slowly and surely.
10%	**Financial freedom**	Money that will one day work for you.
5%	**Giving**	Generosity, built into the system.

Start where you are. If the percentages do not fit today, move one percent at a time toward them. A rough system you follow beats a perfect one you admire.

THE STEP IN ONE LINE

Give every dollar a job before it arrives, and money starts working to your plan.

Two maps worth knowing

Two teachers mapped the road from skill to wealth. I learned from both. Here they are, credited and clean — use them to locate yourself honestly.

DAN LOK'S WEALTH TRIANGLE

STAGE	WHAT IT BUILDS
1. High-income skills	Cash earned from what you can do.
2. A scalable business	Cash flow that is not limited to your hours.
3. High-return investments	Net worth that grows while you live your life.

ROBERT KIYOSAKI'S CASHFLOW QUADRANTS

QUADRANT	YOUR POSITION
Employee	You have a job.
Self-Employed	You own a job.
Business Owner	You own a system that works for you.
Investor	Money works for you.

Neither map is a verdict. Both are mirrors. The question they ask is the same one this book asks: which side of the system are you on — and what is your next move?

The Million-Dollar Formula

A million dollars sounds like magic until you do the arithmetic. It is just math: people, times price. There are many roads to the same number — pick the one that fits the value you can honestly deliver.

HELP THIS MANY PEOPLE	AT THIS PRICE	THE RESULT
1,000,000 people	$1	$1,000,000
100,000 people	$10	$1,000,000
10,000 people	$100	$1,000,000
1,000 people	$1,000	$1,000,000
100 people	$10,000	$1,000,000
1,000 people, monthly	$100 / month	$100,000 every month

Read it both ways. A small price needs many people. A high price needs deep value for a few. Either way, the work is the same: meet a real need, systemize how you meet it, and get it into more hands.

The five most valuable things you own are not in your bank account: **time, thoughts, beliefs, knowledge and actions.** Spend them like they are valuable — because they are.

THE STEP IN ONE LINE

Big numbers are just people times price — choose your road and serve it well.

WORKSHEET · PART THREE

What I own that others need

SKILLS, KNOWLEDGE AND EXPERIENCE I ALREADY HAVE

Example: Knowledge of how a business runs.

THE HUMAN NEED EACH ONE MEETS (STEP 9)

Example: An owner who is overwhelmed needs order, time and peace of mind.

HOW I COULD SYSTEMIZE IT — SO IT WORKS WITHOUT TRADING ALL MY TIME

PART FOUR

SEE IT RIGHT

You do not see the world as it is. You see it as you are. Change how you see, and the same world offers you a different life.

Steps 11–16 · Psychology and Perception

STEP 11 · SEE IT RIGHT

Pay attention to what is hidden in plain sight

Your mind is easily tricked — by habit, by hurry, by looking for the wrong thing.

Opportunities sit in plain sight in every life, missed only because the eye was not trained on them. The original edition of this book hid a lesson in its own step numbers to make exactly this point: what you are not looking for, you will walk straight past.

Train the eye. Each morning, name what you are looking to see today — one opportunity, one person, one next step. Stay focused on what you are looking to see, and you will start seeing it.

THE STEP IN ONE LINE

What you look for, you find — aim your attention on purpose, every morning.

STEP 12 · SEE IT RIGHT

Everything is perception

Vision is biological: your eyes detect light. **Perception** is psychological: your brain decides what that light means. Two people can look at the same life and perceive two different worlds — one full of closed doors, one full of openings.

Who you think you are, plus who you say you are, plus who you prove to be, equals who you are perceived as — by others, and by yourself.

I lived this before I could name it. I saw myself as a fire entertainer. I had never been one — but I practiced, and I pretended to be a professional until the picture in my mind was the clearest thing about me. At the gym I met a woman entertainer who saw the same thing in me. She asked me to entertain with her. And I became one. Her name is Rachie. She is now my wife.

That is not a trick. That is the cycle, working:

> **The Self-Image Cycle:** Self-talk builds self-image. Self-image controls real performance. Real performance reinforces self-talk.

Underneath it all is a foundation: what we *think* supports what we *say*, which drives what we *do*, which becomes how we are *perceived* — and how we are perceived loops back and shapes what we think. Change the foundation, and everything above it changes.

THE STEP IN ONE LINE

See yourself as the person first — in thought, word and proof — and perception does the rest.

Understand yourself

A belief is an acceptance that something is true — trust, faith, confidence in someone or something.

We perform according to our beliefs, and the mind works hard to prove its beliefs true. Show your mind a belief about hard work, and it will find the work. Show it a belief about limits, and it will find the limits.

Fixate on how things are “supposed to be,” and you build blind spots — scotomas — that hide how things could be. The past taught you what to expect. It did not earn the right to decide what is possible.

So audit your beliefs the way you would audit money. Where did this one come from? Is it true, or only familiar? Does it serve the life in Step 1 — or the script you refused?

What we focus on expands. Choose your focus like your life depends on it, because it does.

THE STEP IN ONE LINE

You act out your beliefs, true or not — so know which ones are running you.

Control your thinking, control your life

Have control over your own thinking, and you control your life — because thinking is where every result in this book begins.

We think in three dimensions at once: **words** (language), **picture** (image or idea) and **emotion** (how we feel). Together they make your self-talk — the conversation running in your mind all day, faster than anyone can speak to you.

Those thoughts do not disappear. They gather, and they become beliefs. And once you hold a belief, you act like it — whether it is true or not.

Imagination × Vividness = Reality

Imagine it clearly, make it vivid with feeling, and your mind treats it as real — then acts accordingly. The subconscious does not argue. It accepts what you tell it. So tell it well.

THE STEP IN ONE LINE

Your self-talk becomes your beliefs, and your beliefs become your life — guard the conversation.

Become conscious of the mind’s workings

Every decision you make moves through four moves:

Perceive → Associate → Evaluate → Decide

Your **conscious mind** decides. It is awake, aware, and the only part of the machinery you steer directly.

Your **subconscious** stores: information, habits, attitudes and self-image — your emotional history. Most of what it holds sits outside your awareness, quietly voting on every decision.

And a **creative** part of you maintains your sanity, solves conflicts, creates energy, and seeks the goals you set — it is teleological, built to move toward a target. Give it a clear target, and it works while you sleep.

Know the machinery, and you stop being run by it. The next step uses the conscious mind — the part you steer — to rewrite what the rest of it holds.

THE STEP IN ONE LINE

Perceive, associate, evaluate, decide — know the machinery and you stop being run by it.

Recreate your beliefs

Use the conscious mind to correct the unconscious mind.

An affirmation practice, repeated daily, overrides the negativity and doubt you adopted from other people's encounters and opinions — none of which is fact unless you accept it as fact. Judgments other people pass on you do not become part of you until you agree with them.

You are the creator and destroyer of your thoughts, and therefore of your realities. What you focus on will expand. Choose wisely.

Mine, from the first edition, unchanged:

I am happy. I am healthy.
I am wealthy. I am loved.

Now write yours on the My Code page at the end of this book — in the present tense, in your own words.

The first edition closed this part with the 12 Universal Laws. They are kept in full in the Appendix at the back of this book — a map to study over time.

THE STEP IN ONE LINE

Deliberately replace the beliefs you inherited with the beliefs your defined life requires.

WORKSHEET · PART FOUR

The beliefs I am recreating

A BELIEF I INHERITED — AND WHAT IT COSTS ME

Example: “People like me do not get ahead” — it makes me hesitate before every opportunity.

THE BELIEF I CHOOSE INSTEAD — PRESENT TENSE

Example: I am capable, I prepare, and I act when the opportunity appears.

WHAT I WILL FOCUS ON THIS WEEK — BECAUSE FOCUS EXPANDS

PART FIVE

LIVE IT

One step left — the one that makes all the others real.

Step 17 · Your Code

Take charge

Create your rich-you-will and live by your code.

The perception is everything. You are your only limitation. Life is a mind game, and money is an intellectual sport.

> Control your imagination, control your energy, control your psychology, control your value, control your money — **control your life.**

See the light in yourself. View and live life from your highest vision, belief and perception of yourself. It is only a matter of time until you live up to your own potential.

No excuses — get out there and do you. If you believe it possible, it is. If you believe it impossible, it is.

The next page is where it becomes yours: your affirmations, your daily ritual, your code. Write it, sign it, and live it.

THE STEP IN ONE LINE

Take charge — create your rich-you-will, live by your code, and do not hand the pen back.

My code

Finish the book by writing the code you will live by. Keep it short enough to say every morning.

MY AFFIRMATIONS — PRESENT TENSE, MY OWN WORDS

Example: I am happy. I am healthy. I am wealthy. I am loved.

MY RICH-YOU-WILL — THE DAILY RITUAL I WILL LIVE BY

Example: Speak my list each morning. One action toward it before noon. Write down every win and how I got it.

MY CODE — THE RULES I DO NOT BREAK

Signed: _____ Date: _____

CLOSING

Your first 7 days

Do not wait to feel ready. One small step a day, straight from this book:

DAY	DO THIS	STEP
Day 1	Write your perfect life — no limitations, present tense.	Step 1
Day 2	Write what you will give in return.	Step 2
Day 3	Speak it out loud to one person you respect.	Step 3
Day 4	Take one action now — today, not tomorrow.	Step 4
Day 5	Protect your energy: say one clear no to something off your list.	Step 5
Day 6	Start one skill rep — the first small practice toward competence.	Step 7
Day 7	Write your first rich-you-will from one small win this week.	Step 8

Then keep the ritual. Seven days builds the start. A rich-you-will, lived daily, builds the life.

ABOUT THE AUTHOR

Joseph Tomczyk

Joseph Tomczyk is the founder of Eagles Automations, where he builds business operating systems for owners whose businesses run on them instead of with them.

The work is this book, applied: freedom — of time, energy, money and location — created not by working harder inside a broken routine, but by building a system that works for you.

Years before Eagles, the rich-you-will in these pages carried him from the conventional script he refused, through performing, healing work and owning his own business, to a life lived on his own terms. He wrote *Freedom Runs on a System* to hand that system to anyone ready to build their own.

The vision of the life you desire is not a mirage.

Build your rich-you-will. Live by your code. Live on your own terms.



APPENDIX

The 12 Universal Laws (from the first edition)

Kept from the first edition as a reference — traditional teaching, one line each. A map to study over time, not a lesson to master today.

1. Divine Oneness	Everything is connected; what we think, say, do and believe affects others and the world around us.
2. Vibration	Everything moves and vibrates — including thoughts, feelings and desires.
3. Action	Thoughts must be backed by action to become real on earth.
4. Correspondence	As above, so below — patterns repeat across every level of life.
5. Cause and Effect	Nothing happens by chance; every action has a reaction. We reap what we sow.
6. Compensation	Cause and effect applied to blessings — the visible return on our deeds.
7. Attraction	Like energies attract; our thoughts, words and actions draw their match.
8. Perpetual Transmutation of Energy	Everyone holds the power to change the conditions of their life; higher vibrations transform lower ones.
9. Relativity	Every challenge is relative, and a lesson that strengthens the light within.
10. Polarity	Everything has an opposite; undesired thoughts can be transformed by focusing on the opposite pole.
11. Rhythm	Everything moves in cycles and seasons; masters rise above the negative swing.
12. Gender	Masculine and feminine energies exist in all things; both are required for creation.

WORKS CITED AND LEARNED FROM

With thanks

This book stands on my own experience, and on teachers whose work helped me name what I was living.

- Hierarchy of Needs — Abraham Maslow.
- Cashflow Quadrant — Robert Kiyosaki.
- Wealth Triangle — Dan Lok.
- “Keep your thoughts positive, because your thoughts become your words…” — attributed to Mahatma Gandhi.
- The 12 Universal Laws — traditional teaching, summarised from *12 Immutable Universal Laws* (lawsoftheuniverse).
- Foundational study — Obom Bowen, Global Fairytale LLC Foundation, 2016.
- Maslow and startups reference — CB Insights research on Maslow’s hierarchy of needs.
- Kerwin Rae — for the line I have never forgotten: whatever you need in life will control you.

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