

simple·ology

The Simple Science of
Getting What You Want



MARK JOYNER



John Wiley & Sons, Inc.

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Before You Get Started

Let's face it: books are old school.

I love to hold a book in my hands. I love the way it looks on my shelf. But if I really want to master something, I need to engage myself in its *application*.

Reading is one thing. Understanding is another. And proper application is a whole 'nother thing entirely.

If you want to sound knowledgeable at dinner parties, stopping at the level of understanding is okay.

If, however, you want to achieve something unusual (for example obscene sit-on-your-butt-for-the-rest-of-your-life wealth, Tiger Woods greatness, Mick Jagger rock stardom, Donald Trump luxury), proper application is where it's at.

But don't despair!

The book you hold in your hands comes packed with a few hidden surprises to take you there (the best of which you'll discover by the time you finish reading the last pages of this book, but don't peek; it will be much better that way).

simple•ology: The Simple Science of Getting What You Want is merely the companion to a multimedia learning experience and some life-changing software—all of which you can access for free.

These tools will not only help you master the information found herein, but also *apply* it to your daily life.

How can that be?

Check it out.

Before you get started, please enter this URL in your web browser:

<http://www.FreeWebCockpit.com>

It will take just a few seconds to set up your free *simple•ology* account and you'll have instant free access to the full *simple•ology* 101 multimedia companion course and WebCockpit software.

This is essential! We've made all of this available to you completely free of charge, so please do this now before you begin reading the book.

Then you can use it to supplement your learning; curled up in bed, in a cafe, on the bus, or wherever you want.

Enjoy the free software and multimedia experience!

Mark Joyner

March 2007

Introduction:

Getting What We Want

I have no idea what you want.

I have no business telling you what to want.

My job is to help you get it—whatever it is.

simple•ology, as a system of seeing the world and *acting* in the world for your desired effects, will do just that. Not only will you get what you want, but you'll get it faster and with the least possible effort.

Notice I said “least possible effort”—not “easy.”

If you want a bogus rah-rah self-help manual that blows a song of sunshine up your back door, then you've got the wrong book.

If you want a book that teaches you “magical thinking”—one that teaches you how to hope, pray, and meditate on what you want and “let the universe do the work for you” while you sit on your butt high on ganja and dogma, again, you've got the wrong book.

If, however, you want to get things “for real,” then you’re in the right place.

The good news is, while you’re not going to snap your fingers and watch a new house fall from the sky, getting the things you want is probably much easier than you think.

More about that shortly.

So What Do You Want?

Maybe you want a great big dream house just high enough on the hill overlooking the beach for people to look at in envy.

Maybe you want a pimped-out car that will make people turn their heads as you drive by.

Maybe you want a superhot lover who thinks you’re a slice of fried heaven.

Well, right now those things are *thoughts* inside your mind.

Is it possible to turn those thoughts into reality?

Actually it is. In fact, everything ever made by a person started out as a thought inside someone's head.

Before Bill Gates became the richest man in the world, there was a time when he was a flat broke student sitting in a chair somewhere and he had a thought

An idea

A vision

A notion

I want to start a software company.

Somehow, this thought became a reality.

That's amazingly cool, really, when you think about it.

A thought in the head of *someone just like you* turned into a fantastic reality.

And this kind of thought-to-reality transformation is far from uncommon.

From the hit songs on your MP3 player, to the skyscrapers on the San Francisco skyline, to the hottest club in Tokyo, to the funky clothes on your back: All of these things began as a thought in someone's mind, and their reality can be plainly observed by you right now.

As you read this book, perhaps some of the thoughts in your head could become reality, too.

Will they?

Let's find out.

There are millions of other people who, like Bill Gates, have had the notion to start a software company. What happened to them?

Well . . .

Some of them never started any software company at all.

Some of them started small software companies that were not very successful.

Some of them are doing something else and every day when they stare down that *gulf-between-their-dream-and-what-they-want* it fills them with sadness.

Some of them started companies, did millions of dollars in sales, and then ended up selling the companies off (the guy writing these words did that).

Some of them thought they had started a software company, but hadn't, and are living in asylums.

What's the difference?

Why did the notion of one person become one reality and the notions of others become another? And why did the notions of some not become reality at all?

This book shows you, quite clearly and *simply*, how this came to be so—and then shows you plainly and clearly how to bridge your own gap between your dreams and reality.

In the simplest sense, the answer is found in The First Law of *simple•ology*: The Law of Straight Lines. *That is, "the shortest path between any two points is a straight line."*

We all instinctively know this to be true, but our actions are usually radically curvy lines, or straight lines in the wrong direction.

By focusing exclusively on *the simple actions that work* to achieve your desired results, you get them in the fastest possible way with the least possible effort.

That's *simple•ology*.

You could go to Book IV right now and begin learning these practical ideas and applying them for immediate benefit. In fact, in your *simple•ology* 101 multimedia companion course, that is our starting point. We teach you the practical

side of *simple*•ology and give you software to actually implement it in your daily life.

We start you there so you can begin to see immediate and astonishingly positive changes in your life *right now*.

But in the context of a print book, we can dig a little deeper into *why* people fall off the straight line path.

To do this, we have to take a trip together. It will be like watching a movie. But I have to warn you: This isn't a feel-good movie or a fantasy.

At times it will feel like a dime store pulp detective novel.

Sometimes it will feel like a psychological thriller.

Other times it will feel like screwball shock comedy.

And at other times it will feel like a horror film.

But I can assure you, you'll like the ending.

Read—err . . . *watch* on.

**Book I:
The Asylum**

**Why you're stuck where you
are now.**

You are here.

**Book II:
The Invisible Walls**

Your defective mental hardware and other programming anomalies that prevent you from getting what you want.

**Offensive weapons used
against you to keep you there.**

**Book III:
Disposable Reality**

A new Operating System for the brain.

**Defensive weapons to break
your way out.**

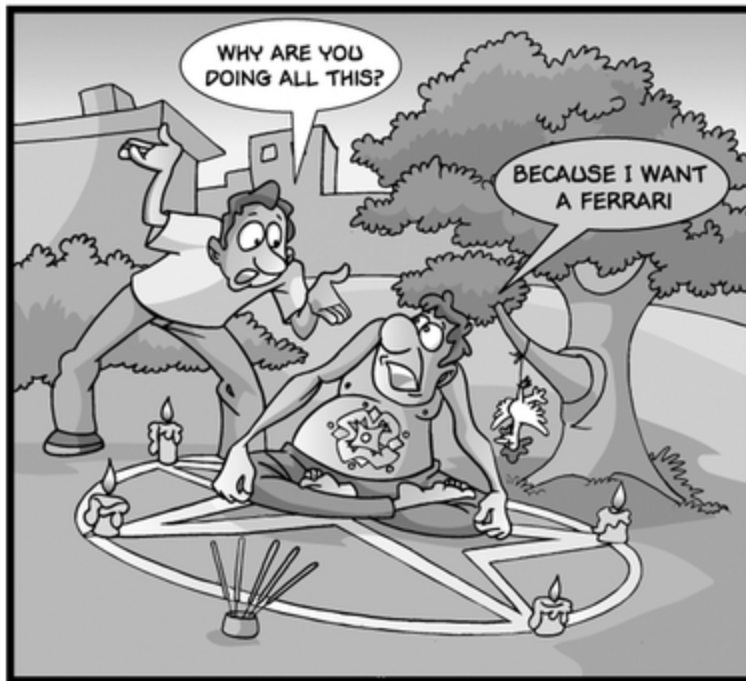
**Book IV:
*simple*ology
The Simple Science of
Getting What You Want**

The Programming Language for writing programs that turn dreams into reality.

**How to get to where you
want to be.**

BOOK I

The Asylum



CHAPTER 1

Insanity

Sometimes, to get the things we want, we do strange things.

Sometimes they work.

Sometimes they don't.

And that's okay! If nobody tried anything new, we'd be stuck with the "same old things" and that would make life boring.

Some of the crazy things we try even end up changing the world.

Louis Pasteur, the man who first had the notion that certain germs in our body are associated with illness, was referred to by his peers as a "crackpot." Anyone who catches a used-to-be-life-threatening disease today and cures it with an antibiotic might call him something else: a "genius."



See, the problem isn't trying unusual things. The problem is doing things that don't serve our aims, but erroneously thinking they do.

Sometimes this takes the form of:

Insanity: doing the same thing over and over again and expecting different results.

—Albert Einstein

Einstein was halfway there. This is but one of many flavors of craziness we may experience on a daily basis.

Misunderstanding the world around us drives us crazy.

Other people manipulating us and our not understanding *how*, drives us crazy, too.

From time to time, we're all a little bit crazy, and that's okay, really.

Inevitable even.

It's just that the results we get from crazy are anything but what we *want* in life.



Insanity?

A clinical psychologist might have a few issues with Einstein's definition. In fact, there is a whole source book (DSM IV) that outlines and categorizes different forms of mental illness.

This kind of knowledge, outside of a clinical setting, may not be very useful.

Therefore, we'll look at common everyday garden variety insanity and some practical ways of dealing

with it.

Don't think it applies to you? Read on: I guarantee you'll be surprised.

In one sense, anything that we allow to pull us off the path to *getting what we want* is a type of insanity.

That definition works well for our context.

In order to get what you want, you have to step outside of crazy and step into . . .

CHAPTER 2

Science

The opposite of insanity is science.

Science isn't really about lab coats and beakers; it's about a *useful* way of looking at the world.

Science

Try it.

Pay attention.

If it works—great!

Now you know a little something.

If not, you can try something else.

Take notes.

Insanity

Try it.

Don't pay attention.

If it doesn't work—keep doing it over and over again anyway.

(Notes not recommended.)

There's a bit more you need to understand about science that we cover later, but you get the idea.

Now, you could probably read these two chapters, close this book, and walk away with one of the most important concepts the world has to offer.

Truly.

. . . but wait.

Understanding the nature of science is powerful. Maybe the most powerful thing.

But there is something else science gives us: *knowledge*.

Scientists have come and gone through the ages, but they have left for you (at least the good ones have) a record of what works and what doesn't.

Isn't that handy?

Rather than take random stabs in the dark at life, we can open up a book and say, "Hey, this guy tried this and he says it worked. Let me try it and see for myself."

Note that you said, "Let *me* try it and see for myself."

Warning: Just because it worked for someone else, doesn't mean it will work for you.

Some of the knowledge you gain will work. Some of it won't. But it's sure great that it's there. Even better is your ability to find out *for yourself* if it's true.

This all seems quite simple, and it is!



What Do You Mean *Scientist*?

Just because someone is a scientist (in the university and lab coat sense) doesn't mean that they always think and act like a scientist.

Scientists are human beings just like you and have the same failings.

Some are better than others. Some can make genius leaps forward one day and colossal blunders the next.

So, let's not confuse these things. I'm not talking about donning a lab coat. I'm talking about *thinking*

and *acting* like a scientist in the *spirit* of scientific exploration.

What does that mean? Read on.

If it's so simple, then how come people are still doing crazy things?

Why is it that when they want the Ferrari they engage in ineffectual behavior that will give them anything but?

Well, for starters, you live in an asylum and that asylum has invisible walls.