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Wynter Jones
Helf General, Half Soldier

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Thank you for reading the very first edition of the book!

Printed and bound in Ontario, Canada.

Half General Half Soldier

52 CORE TENETS TO
TURN PLANS INTO ACTION,
DISRUPTION INTO STRATEGY
& CHAOS INTO CONQUEST

by Wynter Jones

*This book is dedicated too,
Ocean, Brooke & Jacob.*

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CHAPTER 1

Introduction

My name is Wynter Jones & I've never wanted to stand out. I always wanted to fade into the background. However, God forced me to stand out. In contrast, I resisted it at every opportunity.

“Nice name,” -“Oh, you think you're special?” - “I bet you haven't heard this joke about your name”...were just some of the crap told me when I entered school.

I have told people, “It's spelled winter with an existential crisis; why!?”

This answer is more appropriate lately, as I always ask why. This book explores the where, when, who, how, and why through metaphors mixed with ancient wisdom and a dash of practical ideas you can implement over the next 52 weeks—one tenet per week.

Now, you want to know more about me, eh?

Elliot Lake, Ontario. A quiet town far from the urban concrete jungle of Toronto. No graffiti, no bustling streets. The place is subdued and mundane for most people. But for a bunch of punk rock kids like us, it was all about making noise in silence & older adults. Elliot Lake is a retirement town with assisted living and all that jazz.

In this town, I was known as punk/goth/loser, the kid with the unusual name and an even more peculiar fascination with everything.

My twin, Dylan Jones, was always by my side, matching my energy stride for stride. We were always looking for the next thing to conquer. We used to make our board games late at night; we would watch TV until it played “Oh Canada” and go to the colored screen with a sustained beep sound. We used a wire to connect to the TV; we only had two channels.

Our afternoons were mostly spent skateboarding. There wasn’t much to do in Elliot Lake, so we made our fun. Together with my friends, Mike Wilson, known for his audacious tricks, and Greg Dakins, the undercover tech-whiz of our group, we formed the Krazy Skate crew.

One day, as we lounged around after another invigorating session, Greg brought up the idea of creating a website for Krazy Skate. The idea felt fresh, a way to leave our mark on the internet. He was already making one, and seeing his excitement, I couldn’t help but get drawn into the world of coding.

Inspired by Greg, I decided to explore the web further. By 12, I was already neck-deep in Visual Basic. The family computer became my experimental lab. And while everyone in Elliot Lake was outdoorsy, playing sports or camping, I was indoors, captivated by lines of code. It felt rebellious in its own right, almost countercultural to the norms of our town.

Video games? Oh man, they were an escape. But more than just playing them, I wanted to understand them, rip them apart, and see what made them tick.

Our skating wasn't limited to Elliot Lake. We frequently went to Blind River or Sudbury for skate competitions. The contrast was evident - our everyday quiet life in Elliot Lake versus the adrenaline of competitions in even smaller towns! Yeah, it was mostly competing and losing against our friends. No big competitions, no awards.

The duality of my life was becoming clearer each day. On one side, I had my crew, our skates, and the thrill of late-night parties.

Man, the early days of the internet were something else—the agonizing wait to download a single song. I was obsessed with reggae.

Beres Hammond and Bob Marley were like gods to me. Watching the download bar inch forward was a kind of sweet torture. But it was like being handed a treasure when it did complete, usually after hours, in the silence of a dawning day.

The first notes of the songs playing through our rickety speakers were transformative. Music, in its raw and unadulterated form, was an experience in itself, especially when hearing those sounds for the very first time.

Then, there was my first serious girlfriend. She had this curious mix of surprise and amusement when my brother and I vanished for a week: no calls, no school, nothing. When we finally emerged from our hibernation, she found out the cause - our computer had broken down.

Now, most would expect a lot of frustration, maybe anger. But for us? Sleep. Just long, uninterrupted, dreamless sleep. It was our way of rebooting, just like that old machine. But when we woke up, there was a surprise waiting. Dad had gotten us a new computer. He saw the spark in our eyes and recognized our burgeoning passions.

While I delved deeper into coding and building with this new machine, Dylan, my twin, was consumed by music; he transformed our room into a makeshift studio. Night after night, the rhythmic thumping of techno beats became our lullaby. He started penning songs for his band, Blackout.

The name was inspired by a rather eerie incident - the whole town plunged into darkness for days. I can never forget that surreal experience of navigating through the malls in absolute blackness. The echoes of trapped animals the occasional meows of cats, all added to

the eeriness. It felt like a scene straight out of a post-apocalyptic movie.

Between the music, the coding, and the unpredictable quirks of life in Elliot Lake, our adolescent years were anything but typical. Memories like these painted a vivid backdrop against which our personalities, passions, and futures were being forged.

I had been to Ottawa once before with my then-girlfriend. We broke up just before moving to Ottawa, which made the move even more dramatic to me—the extra motivation to keep moving.

Ottawa, the nation's capital, was our next big step. As we unpacked our bags and settled into this city, it felt like we had moved into a pulsating heart of opportunities. Our decision to relocate was largely influenced by our friends who were gearing up for the traditional student life at colleges and universities. But for Dylan and me, we weren't bound by lecture halls or assignment deadlines; our classroom was the vast, ever-evolving digital realm.

Transportation was a challenge. We had neither a car nor licenses. In stark contrast, our friends had the privilege of cruising around in their parents' vehicles and enjoying the nightlife across the river in Quebec, thanks to their IDs. Each day was a marathon, literally and figuratively.

Mornings would see us trekking from Charlotte Street to Queen Street to settle into a co-working space. The reason? We had no internet.

Sure, we occasionally splurged on a cab, but we'd drop by our neighbor's place most days, especially when we were drained and just wanted to focus on work. John Earl, the jazz musician from across the street, became an unsung hero during this phase. His home was our refuge, and his bed was our makeshift office. We were two digital nomads, constantly churning out software projects amidst the soft strums of John's bass guitar.

This routine persisted for a whole year. It eventually paid off when we managed to afford separate apartments - albeit in the same building. Our new base was a studio apartment in the bustling Byward Market. The rent? \$850 a month, managed by our landlord, Ceasar.

This change was more than just about space; it symbolized our growth. While we remained close, now we each had our sanctuaries. It was in these studios that some of our most significant projects took shape.

During this period, another monumental event took place.

Dylan had his first encounter with Russell Brunson. This wasn't just a meeting; it was the beginning of a chapter where networks expanded, horizons broadened, and our ventures took on a new dimension.

The city of Ottawa, with its blend of history and modernity, was no longer just a backdrop.

It was now an integral character in the unfolding narrative of our lives.

Before our ascent in Ottawa's Byward Market, Dylan and I had a penchant for friendly competitions. Our shared workspace often buzzed with ideas, challenges, and, yes, bets. We threw down the gauntlet on one such day, sparked by the allure of the newly launched iPod Touch.

The challenge was simple: whoever raked in the most money in 30 days would gift the other an iPod Touch.

Feeling confident and with my strategy clear, I plunged into WordPress themes. Sitepoint, DigitalPoint, and WarriorForum became my arenas. Every day was a flurry of coding, designing, and negotiating. By the end of the second week, I had a cool \$1500 to my name. From where I stood, victory seemed within arm's reach.

Dylan, on the other hand, seemed oddly calm and almost inactive. While I juggled many themes, he concentrated on a singular project.

His sole focus was the Newbie Checklist. I'd catch glimpses of him deep in work, refining and tweaking. I admit his stagnant initial figures made me a tad overconfident.

But then, the tides turned dramatically in the third week. Dylan unleashed his NewbieChecklist, and it took off like wildfire, to my astonishment.

Within a matter of days, he had amassed close to \$8,000. It was a wake-up call. It wasn't about the number of projects but the impact of the right project.

The email list from the NewbieChecklist became our first audience. Leveraging this, we expanded our portfolio, crafting over 70 different WordPress plugins and a slew of bespoke software tailored for the Internet Marketing niche.

Oh, and about the bet? In a humorous twist of fate, Dylan, flush with his earnings, bought himself an iPod Touch. We often looked back at that challenge, not for the iPod or the money, but for the lessons it taught us about business, strategy, and the unpredictable nature of success.

Following our initial success, Dylan and I took a slightly unconventional path. Instead of settling down, we chose the transient lifestyle of college students, minus the actual attending of college. We'd move in with friends, basking in the exhilarating chaos of college parties, late-night gaming sessions, and impromptu jam sessions. But when morning came, while most of our buddies nursed hangovers or hurried to lectures, we would be knee-deep in code, designs, and client consultations.

Our financial strategy was simple yet effective: always be ahead of the curve. Whether it was rent, utilities, or any other recurring expense, we ensured that payments were made promptly, usually days in advance. It was a method that earned us the respect and trust of those we lived with and gave us a reputation for reliability and professionalism.

Cars became our next symbol of independence. Without having proper licenses, we acquired cars, registering them under our mom's name. Tracy Jones, our pillar of strength and understanding, never hesitated to support our slightly unorthodox methods. She was always there, cheering us on, ready to help in any way possible.

As the years rolled by, Dylan and I became digital nomads, shifting from one place to another almost every year. This transient lifestyle provided fresh perspectives, new experiences, and a constant inspiration flow. But the real shift in our trajectory came when we collaborated with heavy hitters like Russell Brunson in the digital space.

Dylan's creation, the PulseEditor, became a game-changer. Drawing inspiration from the WordPress page builders he and I had been crafting, he envisioned a more streamlined, efficient page editor. When he combined this vision with the groundwork laid by Todd Dickerson and Russell Brunson in ClickFunnels, magic happened. I was already deep into designing templates for ClickFunnels, often grappling with its sluggish processes. The integration of PulseEditor into ClickFunnels' first version was revolutionary. As time progressed, I took on the mantle of refining and updating the editor, resulting in what's now recognized as ClickFunnels Classic Together, with the synergy of Dylan, me, Russell Brunson, Todd Dickerson, and Dave Woodward, ClickFunnels' UI underwent a complete overhaul.

Sitting in that buzzing office amidst whiteboards covered in designs and screens glowing with lines of code, we co-created the intuitive Funnel Flow and the primary User Interface of ClickFunnels. What started as individual ventures and projects seamlessly merged into a unified, groundbreaking platform that would go on to reshape digital marketing.

The journey of a thousand miles begins with a single step, but the path you choose and how you navigate it determines your destiny. The core tenets of “Half General, Half Soldier” became my guiding light, a philosophical framework that steered us through the labyrinth of the digital world.

Turn Plans into Action: Planning is crucial, but execution is everything. Time and again, I witnessed countless ambitious plans fall apart due to a lack of initiative. But I made it a point not just to dream but to do. Every concept and every idea was promptly translated into tangible projects, be it a line of code, a design sketch, or a product prototype.

Disruption into Strategy: Change is the only constant in the digital realm. While many perceive disruption as a threat, we embrace it as an opportunity.

Every technological shift, market upheaval, or competitive move was dissected, understood, and incorporated into our strategic arsenal. It wasn't about dodging the bullet but catching it and redirecting its trajectory.

Chaos into Conquest - Chaos, often seen as the enemy of productivity, was our playground. We found clarity in the messiest situations amidst project backlogs, tight deadlines, and unforeseen glitches. By channeling the principles of ‘Half General, Half Soldier,’ I turned seemingly impossible challenges into significant victories.

Today, parts of my work have been replicated billions of times across the internet. I’m not merely talking about code or design; it’s about the impact. Contributing to a platform that does over \$100 million annually is no small feat. But more than the monetary milestone, it’s the realization that we’ve empowered countless individuals, turning many into millionaires by providing them with the tools they needed at precisely the right moment in their entrepreneurial journeys.

It’s a testament to the fact that when you merge vision with diligence and wrap it in a philosophy that resonates - you don’t just succeed; you ignite change, foster growth, and create ripples that can transform an entire industry.

And who knows? By following a similar blueprint and remaining unwavering in the face of challenges, you, too, might find yourself at the forefront of a revolution, reshaping the digital landscape one line of code, one design, or one product at a time.

Following our success and experiences, there emerged a deeper understanding that success isn't just about action and reaction but about a union of two distinct yet complementary facets of existence: planning and execution, theory and practice, or as we have come to understand it, the General and the Soldier.

For me, it was more than just a lofty concept. It was a lived reality. I aimed to operate beyond traditional boundaries, melding my learnings from the arcane with the ever-advancing world of digital strategy. The General researched and strategized while the Soldier executed, pushing us into new terrains of innovation.

Our next phase was Catalysis. I began to see how unseen forces, those universal energies I often overlook, could combine with my tangible skills to bring about transformative solutions.

It was about sparking change, not just in business but in the very fabric of our entrepreneurial spirits.

As I continued, the power to Manifest became crucial. Every idea and plan wasn't just a fleeting thought but had the potential for reality.

My journey wasn't always straight. Navigating the complex interplay between the spiritual and the business realm requires agility.

Every decision was between insights from both worlds, ensuring my ventures were successful and impactful to real people, as much as possible!

Lastly, the need to Energize became evident. Tapping into universal energies, infusing projects with unmatched vitality.

Using a multidisciplinary approach, ensured our ventures remained resilient and ahead of the competitive curve.

This journey, from the first steps in Ottawa to the halls of ClickFunnels and beyond, wasn't just about business successes and digital accolades.

It is about understanding that at the heart of every endeavor is a battle between the General and the Soldier, between planning and taking action.

At its core, the journey is less about “you vs. the world.”

...it's about “you vs. you.”



CHAPTER 2

Transcend

Strive to transcend conventional boundaries.

A holistic approach to growth, collaboration & vision
in product development & interpersonal relationships.

1. *Integration*
2. *Boundaries*
3. *Light*
4. *Evolution*
5. *Knowledge*
6. *Transformation*
7. *Methodology*
8. *Revolution*
9. *Vision*
10. *Multidimensionalism*

There lies a profound realm that few dare to venture into – a realm of boundless creation, ceaseless evolution, and unyielding transformation. This realm is not merely a fleeting vision, but rather an invitation to go deeper, to reach higher and to truly transcend the very limits of our own understanding. It beckons us to awaken to the limitless potential within, urging us to reshape not only the digital products of the web but the very fabric of our innermost beings.

The journey to transcendence begins with Integration. Like a masterful composer weaving together the intricate notes of a symphony, we too must seek out the melodies of innovation. To create is not merely to add but to meld, to blend and to unite disparate elements into a harmonious whole.

We find that creation is not without its confines. Therein lies the essence of Boundaries. By crafting frameworks and recognizing limitations, we position ourselves to expand, to stretch and to redefine what is possible.

Yet, what is creation without comprehension? What is innovation without insight? The Light we speak of is not merely the physical illumination, but the inner radiance of understanding – the profound ability to perceive the emotions, motivations and aspirations of others. It teaches us when to reveal our intentions and when to conceal, navigating the delicate balance between exposure and enigma.

Change is not an event but a process.

It is the unfolding tapestry of Evolution. To evolve is to perceive the voids in our creations and our selves and to muster the courage and creativity to bridge those gaps. As we step out into the world, thirsting for Knowledge, we find that the universe speaks back to us in myriad ways. Conversations, experiences, encounters – they all become the teachers that guide us, shape us, and propel us forward.

Yet, we are not solitary figures.

The act of Transformation beckons us to intertwine our energies, to collaborate, to form alliances that are greater than the sum of their parts. The symbols and methodologies we devise serve as secret languages, encoding our intentions and ambitions. These are not mere tools but sacred talismans, holding within them the power to shift paradigms.

The spirit of Revolution is not one of chaos but of determination. It is the rallying cry to recognize challenges, to face obstacles head-on without flinching or faltering.

At the very core of this journey is a singular, unwavering Vision. It is the compass that directs our steps, reminding us of our “why” and our “who.” For in the act of creation, we are not just building for the sake of building, but for the souls that will interact with, experience and be transformed by our creations.

Multidimensionalism is not just an understanding but a reverence for the depth and diversity of those we serve. For in recognizing the multi-faceted nature of our users, we embrace the entirety of the human experience.

We find that the path to transcendence is not linear but a spiral, looping and ascending towards the stars.

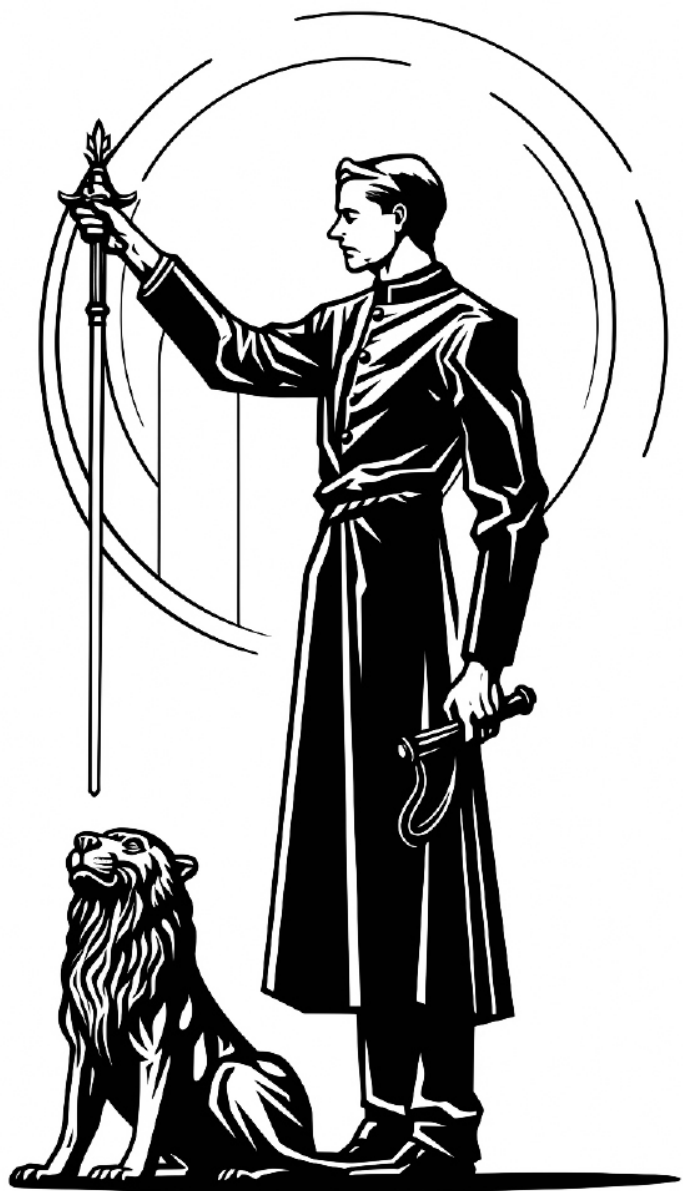
It is an invitation to integrate, to understand, to evolve, and to remain resolute in our vision.

To truly transcend is to acknowledge the multifaceted nature of those we serve, to innovate with empathy and purpose and to rise, time and time again.

This chapter of the 52 core tenets speaks of being innovative, to be forward-thinking, to be empathetic, and always be determined.

The structure of Half General, Half Solider is laid out over the course of 52 weeks. Each tenet is independent and stands alone.

Each tenet is structured in a way where the General presents the philosophy and the Soldier provides the concrete steps to follow along your journey.



01 *Integration*

The General sees integration of contradiction as war paint, a battle cry, a chase after victory over convention

Elements aren't simply merged. They are forced together, their meeting demanded, the expected and ordinary challenged.

Mind and knowledge, sharp as blades, are used to break old ways and envision new possibilities.



It's the General who must orchestrate this chaos to command this rebellion, turning disruption into strategy & chaos into conquest.

Find ways to innovate in your projects and marketing.
Find new paths and converge the union.

IDENTIFY

Pinpoint contradictions
within your project

FORCE

Merge identified contrasts
to create uniqueness

DEPLOY

Implement quickly

REFINE

Constantly re-evaluate,
make adjustments



02 *Boundaries*

Forging new boundaries is not merely a task
—it's a declaration of war against the status quo.

We must discover the fragile lines that govern the
known and destroy them.

We are the craftsmen of revolution, chipping away at
the conventional until new ideas unfold and untapped
territories of creation are conquered.

This is a siege against limitation, a calculated assault
against every confinement known to the creative mind.



We must carve paths where none existed and manifest
new solutions in uncharted waters.

The General's mission is to redraw the boundaries
to craft the strategies that turn every project into a
beacon of innovation, a symbol of relentless evolution.



IDENTIFY

Spot the confinements
within your project

REDRAW LINES

Break conventions;
create new frameworks

EVALUATE

Continually assess
& refine the boundaries
that *you* have drawn

ITERATE

Regularly refine & push the boundaries
with each version of your project

MAINTAIN

Stay alert to new possibilities
within & around your project



03 *Light*

Light represents the pursuit of unassailable truth, a tactical maneuver through the shadows of ignorance.



The General knows the light is about a quest of self-discovery, a journey through the realms of mind, body, and spirit, a plunge into the deep abyss of one's desires.

Master the art of understanding—knowing when to impart wisdom and when to conceal your experience and knowledge.

It's a battle where you wield knowledge like a dual-edged sword, cutting through the darkness and illuminating the unseen.

The General navigates the inner space of the self to understand the inner space of others.

HALF GENERAL—HALF SOLDIER

SELF—DISCOVERY

Unearth your truths

DISCERN

Know when to reveal
& when to withhold

EMPATHY

Practice understanding others;
refine your insights



04 *Evolution*

Driving Evolution is our strategic bombardment against stagnation, our relentless advance against the obsolete. The old and stagnate.

The General must drive Evolution through architecting tools and crafting services that become the catalysts of transformation.

This is not a gentle nudge; it's a revolutionary push propelling markets into new dimensions of profitability and value.

This tenet is about calculating the moves that will shake the very core of the market landscape, creating ripple effects that generate unprecedented value.

The General's role is to maneuver through this dynamic battlefield with a meticulous strategy, engineer Evolution, mold markets, ensure every creation is a tactical strike, alter the course of the online world, and redirect the flow of value.

Evolution is a union of progress, effort, and real-world impact, like when ClickFunnels changed the internet marketing game.

ANALYZE

Find gaps in your market

DEVELOP

Build transformative tools

OPTIMIZE

Enhance services for profitability

REPEAT

Analyze, develop,
optimize, market,
measure & refine

*Rinse, lather, repeat;
like a cell dividing*



05 *Knowledge*

Our maneuver against the chains of ignorance, our strategy against the confinements of the inexperienced. The uncultured.

The General must lead the pursuit of experiential wisdom. Breaking the barriers between individuals and worlds by going out and listening to the world.

It's a quest to break the shackles of comfort zones, dive into the unknown, and converse with the unmet. Command the interactions that will lead to untapped knowledge. Make every conversation a key, every experience a revelation.

For those who require a simple translation: Meet real fucking people; go outside and talk to people, anyone; stop staying inside; only stay inside when you are planning; action happens on the battlefield, and only change your plan when conditions change.

You can only gain knowledge through experience.



PLAN

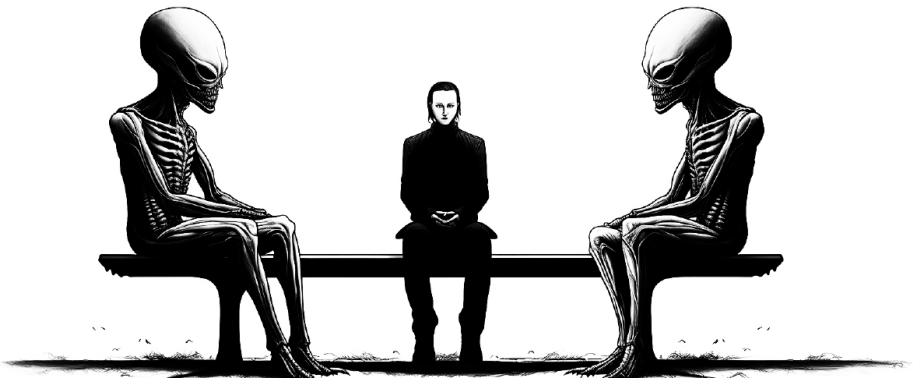
Identify locations for
meaningful conversations

TRAVEL

Explore places,
immerse in cultures

ENGAGE

Initiate conversations



OBSERVE

Spend time in public places

LISTEN

Encourage others to
share their stories

06 *Transformation*

The deliberate insurrection against self-centeredness.

The General employs a meticulous cultivation of benevolence, a considered approach to empower others, ensuring that our every action, every thought, is a step towards collective elevation.

We must battle with a heart full of empathy and hands ready to help others, even propel them ahead.

As Zig Ziglar once said...

“You can have everything in life you want if you will help other people get what they want first, you selfish asshole.”

The General, with this wisdom, crafts strategies that ensure every move is an act of genuine assistance, every plan is a blueprint for shared progress, turning the digital realm into a fertile ground where beneficial transformations are sown and reaped.



BE RECEPTIVE

Maintain an open mind

HELP

Actively offer assistance

Place the needs of
others at the forefront

PLANT TREES

Create digital solutions
that are transformative to others

FOUNDATION

Work hard to lay
foundations that will benefit
others in the long run

ELEVATION

Develop plans that are
focused on mutual progress,
work together to grow the market



07
Methodology

The methodology is our elusive war between seen and unseen, our secret strategy between knowing and unknowing.

It's a pursuit shadowed in an enigma, a journey through the holographic echoes of the universe, through the labyrinths of our minds, peering into the inner sanctums of our souls.

As a mystical entity in this reality, you must embark on hidden quests, immerse yourself in cryptic philosophies, and decode the symbols that whisper the ancient secrets of existence.

Shrouded in shadows and wisdom, the General devises clandestine strategies and orchestrates secret practices, intertwining the ethereal with the tangible, creating a symphony of concealed revelations and actual implementations.



SHADOWS

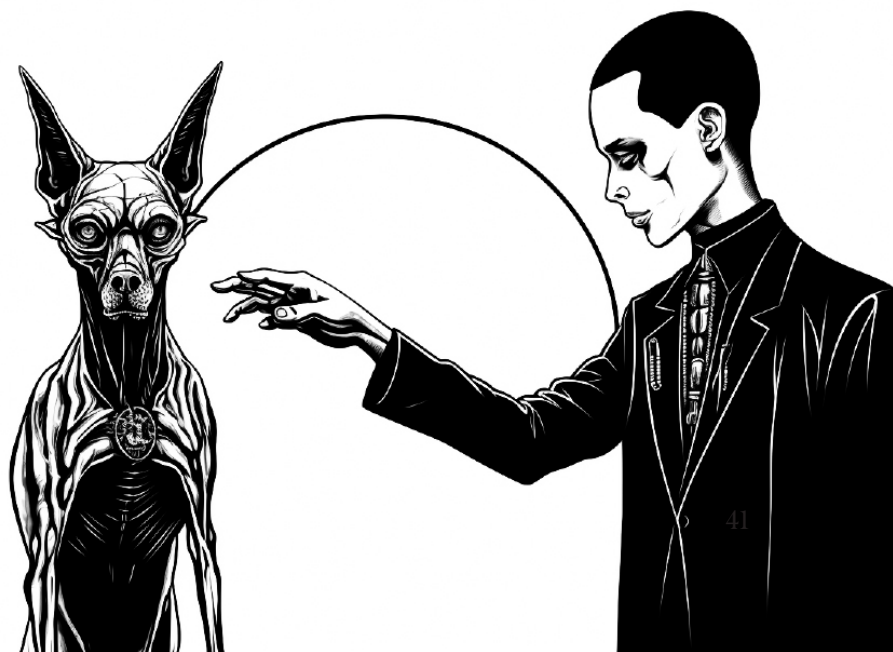
Explore your competition

DECODE

Incorporate symbols
in your projects

IMPLEMENT

Apply the developed practices
discreetly in the tangible realm;
always act in silence



WYNTER JONES

08 *Revolution*

This is our declaration of war against every constraint.

It's a call to arms against complacency, against falsehood, against every damn thing standing in the way.

This isn't just a rebellion; it's a fucking uprising.

The General must lead the pursuit of truth, the battle against laziness and lies.

This is about using the flame of anger, the force of aggression to carve the path of integrity, to obliterate the barriers of deceit and excuse.

You must start a revolution within yourself to begin the process of change.

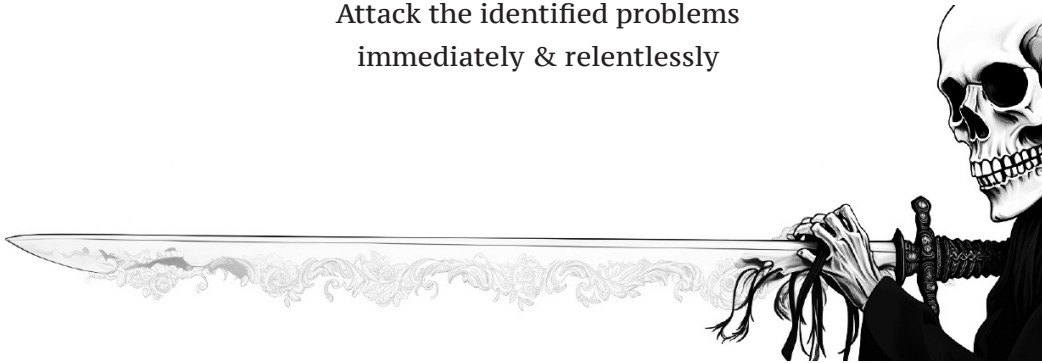


IDENTIFY

Recognize the obstacles,
the lies, the excuses

SIGHT

Attack the identified problems
immediately & relentlessly



ACT

Don't wait,
don't contemplate,
annihilate the obstacles
the moment they appear

ABANDON

Discard the General's
strategy when necessary

09 Vision

In digital warfare, the vision is our beacon through the fog of uncertainty, our grand strategy in the intricate battle of execution.

The General has a clear vision that pierces through the unknown, the torchbearer that illuminates the path to transformative solutions, innovations that shake the foundations of entire kingdoms.



The General holds the vision, which is the fiery essence of the mission.

Maintaining the vision demands unwavering focus and relentless nurturing.

It would be best to recognize the visionary, whether it is oneself or another, and devoutly listen, question, refine, and implement toward the goal.

Find or become the vision holder.

Without vision, the future of your project is to walk mindlessly in a forest. You must know where you are headed; otherwise, you must find a new path.

CLARIFY

Understand what you are building,
for whom & the *fucking why*;
why are you doing it!?

VISIONARY

Recognize the person holding
the clear vision; if its not you...
then who is it?

QUESTION

Actively engage with the visionary



SUSTAIN

Continually nurture & adjust the vision,
ensuring it remains alive & focused

ALIGN

Ensure every step taken is in sync with
the vision, adjust strategies as needed

Multidimensionalism

In existential strategy, Multidimensional Realities are our uncharted territories in the great battle between the digital and the tangible.

It's about deciphering the intricate tapestry of online interactions and their repercussions in the physical realm, about comprehending the unseen waves that traverse from pixels to perceptions.



The General understands it is about holding a holistic view, understanding who navigates your creation, and discerning how it impacts their real lives.

Remember, you are a natural person building authentic products and services for real people.

INTERACTIONS

Examine how users engage
with your project

USERS

Reach out & personally interact
with the people using your product

UNDERSTAND

Discern how your digital creation
is affecting their real lives;

*...actually give a shit about the humans
using your products for fuck's sake,
you are building for humans...
not machine men a.k.a. fuckin' robots...*

INTEGRATION

Work towards the blend of online & offline
experiences. Incorporate the insights gained from
real people using your project





CHAPTER 3

Catalyze

Utilize the transformative energies.

A strategic & adaptive approach to project management, focusing on introspection, solutions, emotional drive & unwavering execution.

1. *Unseen*
2. *Solutions*
3. *Scalable*
4. *Sustainable*
5. *Unite*
6. *Synthesis*
7. *Balance*
8. *Activate*
9. *Reshape*
10. *Execution*



Embarking on a project that involves creating a cutting-edge web product or launching a captivating marketing campaign is akin to charting a course through uncharted territories. At the outset, one might liken this to digging beneath the surface, unearthing those hidden motives that drive us forward. It's not just about external motivations; it's about diving deep into the core understanding of the 'why' behind every move. While these inspirations act as beacons, it's prudent to shield them, letting their essence mature silently, gaining potency with time.

As the blueprint of your project starts taking shape, the quest for impeccable solutions becomes paramount. It's not a mere hunt for answers; it's a pilgrimage searching for excellence. This journey entails rigorous testing, meticulous evaluation, and continuous refinement. The solutions you embrace should be robust, acting as the bedrock of your endeavors. However, as you traverse this path, ensuring scalability is essential. The foundation of your project must be steadfast yet flexible, always ready to grow, evolve, and adapt. Alongside, the wisdom lies in experimenting with alternatives dabbling in different strategies, but always in a manner that doesn't jeopardize the core mission.

The soul of a sustainable project lies in its unwavering focus. This laser-sharp concentration keeps you grounded, even when unpredictable challenges arise. There might be internal and external disruptions, but your commitment ensures you navigate through them gracefully. In this dynamic ecosystem, collaboration emerges as a powerful tool. Forge alliances with those who share your vision,

those who can resonate with your ideals and amplify them manifold. However, the astute project leader always anticipates the unpredictable. Thus, having a backup strategy, an alternative route, is not just wise—it's indispensable.

Emotions, often relegated to the backdrop in the professional realm, play a pivotal role in this expedition. Far from being vulnerabilities, they are the catalysts. They infuse passion, bring forth creativity, and lend a unique touch to every project. As you steer your project towards its goal, mastering the art of balance becomes essential. Every juncture presents a choice: to innovate from scratch or to optimize existing resources. This balance, this nuanced judgment, can often dictate your success trajectory.

Action is the heartbeat of any successful project. Whether it's crafting an ingenious web feature, conceptualizing a riveting ad for the marketing campaign, or even brainstorming a new strategy, every step counts. Embrace versatility, be prepared to switch roles, adapt to evolving circumstances, and shatter the confines of any limiting labels.

It's about moving forward with conviction, accepting the outcomes, learning, iterating, and regaining vigor. In essence, the philosophy of a successful project is a harmonious blend of deep introspection, strategic planning, adaptability, emotional understanding, and an undying spirit of perseverance.

For those poised at the cusp of launching their ventures, the path is illuminated: intertwine deep-seated introspection with actionable strategies, understand your foundational motives, strive for unparalleled quality, pivot with agility, channel emotions constructively, and above all, remain relentless in your pursuit of excellence.

To truly manifest a vision, it is imperative to go beyond the confines of mere strategy and execution. The fabric of any successful project, be it a web product or a marketing campaign, is woven with threads of ethics, emotional Resonance, practicality, and an unyielding drive.

Ethics stand as the unwavering pillars upon which the entire edifice of your project rests. In the information age, where transparency is the norm, and stakeholders are more informed than ever, ethical considerations are not just a matter of choice but a necessity. Whether it's respecting the intellectual property of others, ensuring fair treatment of all team members, or delivering on promises made to customers, ethics underscore every action and every decision. A project built on an ethical foundation earns respect and fosters trust, paving the way for sustained success.

Emotional Resonance is the heartbeat of your endeavor. In a world inundated with content, products, and campaigns, what truly stands out is that which touches the heart. People resonate with stories, with genuine emotions, with authenticity. While having a technically sound product or a well-researched campaign is crucial, it's equally vital to weave in emotions that

strike a chord. This emotional connection becomes the bridge between your vision and its audience, ensuring a bond that goes beyond the transactional.

Practicality is the compass that ensures your ship stays on course. While dreaming big is commendable, grounding those dreams in reality, is what translates them into tangible results. It's about understanding limitations in terms of resources, time, or technology, and then optimizing within those bounds. Every visionary idea must be juxtaposed with practical considerations—feasibility, cost, time-to-market, and potential impact. This delicate balance between ambition and reality ensures that your project remains viable and achieves its intended objectives.

Yet, an Unyielding Drive is the glue that binds all these elements together. The road to manifesting a vision is rarely straight; it is replete with twists and turns, highs and lows, successes and setbacks. In such a journey, it's this relentless drive, this indomitable spirit, that propels you forward, urging you to rise every time you falter, to push boundaries, and to continually strive for excellence.

While the importance of continuous production and learning cannot be overstated, precision in craftsmanship elevates the quality of the output. Every detail matters. Precision is not just about getting things right; it's about achieving excellence ensuring that every aspect of the project is finessed to perfection.

Moreover, as you navigate this journey, the essence of Harmony in Relationships becomes paramount.

Collaborations, partnerships, and team dynamics are pivotal in the success trajectory. Fostering an environment of mutual respect, understanding, and open communication ensures that every stakeholder feels valued and is aligned with the project's objectives.

Lastly, the eternal flame of Inspiration keeps the creative spirit alive. In the ever-evolving landscape of technology and marketing, drawing Inspiration from various sources—nature, art, other industries, or even personal experiences—keeps the project fresh and innovative.

Always look for moments, stories, or ideas that inspire. They are the sparks that can ignite the next big leap for your project.

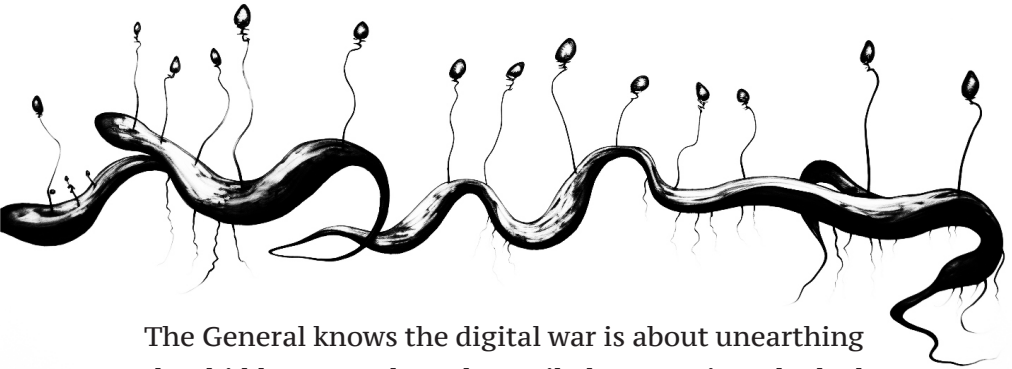
In sum, manifesting a vision is a tapestry of myriad elements. It's about intertwining the profound depth of ethics with the vibrant hues of emotional Resonance, grounding soaring ambitions with the anchor of practicality, and fueling the entire endeavor with an unquenchable passion.

And as you march forward, remember to craft with precision, cherish every relationship and let the winds of Inspiration guide you toward unparalleled success.



11
Unseen

The war between the known and the unknown.



The General knows the digital war is about unearthing the hidden agendas, the veiled strategies cloaked behind the curtains of overt plans.

Penetrate the mysteries, decrypting the enigma behind the articulated goals, piercing through the fog to glimpse the concealed motives.



With a discerning eye and covert intelligence, the General formulates the concealed strategies to enact on the battlefield. Trust no one.

HIDDEN

Seek the concealed strategies
& hidden motives

SHADOWS

Explore the unspoken,
uncover the covert

INVISIBLE

Understand the clandestine
drives behind actions

VALIDATE

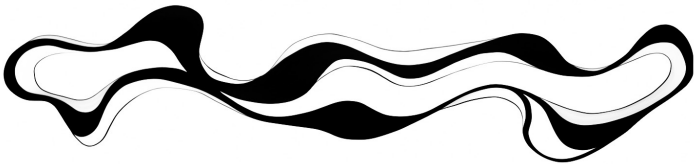
Evaluate the concealed intentions,
assess the obscured objectives

CONCEAL

Realign actions according to
hidden strategies & motives

NAVIGATE

Navigate through the unseen with
strategic intelligence & insight



12 *Solutions*

The General understands that dynamic solutions is about traversing the landscape of software tools, exploring the available services, and discerning their efficacy and excellence.



Embrace the fluidity of the digital marketing arena, anticipating the shifts, adapting to the currents, and aligning with the ceaseless ebb and flow of technological innovations.

Find new digital weapons on the battlefield.



TOOLS & SERVICES

Seek available software,
assess their capabilities

DISCERN

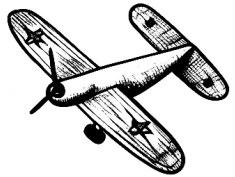
Evaluate the quality
& effectiveness of each option

UPDATE

Regularly stay informed about
the emerging tools & services

ADAPT

Integrate the most innovative
solutions promptly



EVALUATE

Continuously assess the performance
& quality of the integrated solutions,
ensuring optimal results

ALIGN

Harmonize your project
with the latest innovations



13
Scalable

This is about strategically employing proven and tested software while remaining receptive to novel solutions, being ready to explore uncharted territories, yet possessing the wisdom to retreat when necessary.

The General, with unyielding resilience and nimble agility formulates strategies that marry stability with flexibility, ensuring the forward motion, even as the trajectory evolves and maintaining the advancement amidst the changing tides of the digital ecosystem.

Always marching forward

Always in motion

Small steps

Big steps



HALF GENERAL—HALF SOLDIER

SOFTWARE

Utilize reliable tools
that have shown efficacy
in the marketplace

PIVOT

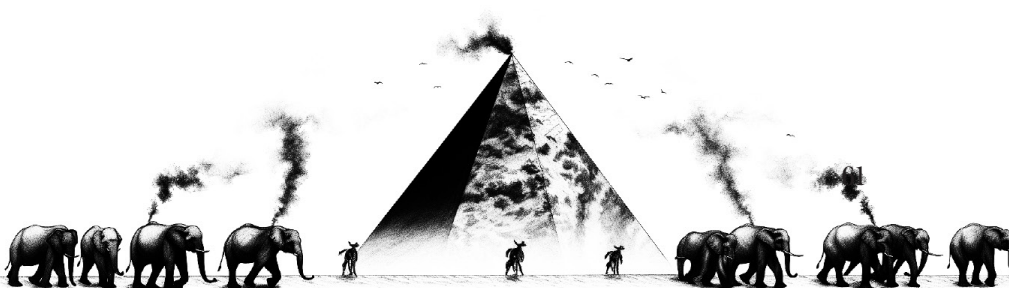
Explore new solutions
with discernment, ready to pivot
when necessary

ADAPT

Recalibrate strategies to adapt
to the evolving landscape without
compromising your foundation

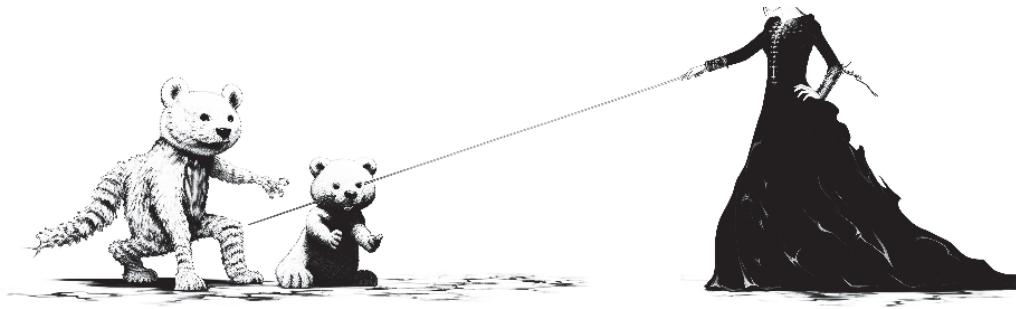
PROGRESS

Ensure continuous growth,
even as the paths
& directions change
for your project



14
Sustainable

It is the pursuit of a singular goal against the swirling storms of doubt with the fleeting whims of the market.



The General understands growth is about steering your project with an iron grip, cutting through the waves of destruction, piercing the fog of uncertainty, with eyes fixed on your ultimate objective.

This is a war against the deceivers, the traitors, the ones who wish to sink our projects and escape in the first lifeboat.

The General, with the blade of resolve and the shield of endurance, crafts strategies of aggressive defense and relentless pursuit, ensuring every maneuver, every action, is a step towards the immortal goal, a defiance against the shadows that seek to kill our mission and death to the whispers that attempt to divert our path.

FIXATE

Lock your sights on the
singular objective.

*Let no storm, no enemy,
no whisper divert your gaze*

DEFEND

Guard the project against
the traitors & the destroyers

REJECT

Do not bend to whims,
unless you know the
truth of your path

ENDURE

Brace against the onslaughts,
withstand the betrayals

DIVERSIONS

Annihilate every distraction,
every deviation, with fierce
resolve & aggression

15 *Unite*



You have the power to unite forces.

It's the masterful art of forging alliances on the battlefield of markets, creating symbiotic relationships that enrich and empower all parties involved.

It is not about drawing blades against potential allies but about extending a hand in mutual respect and shared interests.

With the banner of diplomacy and the scepter of strategic partnership, the General orchestrates alliances and negotiates synergies.

Always have your eye on mutual growth with a contingency plan.

The General understands it is about maintaining the leverage, ensuring the balance of power is conducive to shared progress.

Find partners and build successful projects together.

ALLIES

Seek those in the same market with
aligned interests & potential
for mutual growth

RELATIONSHIPS

Establish connections based
on mutual respect & shared objectives

NEGOTIATE

Identify areas of cooperation & create
mutually beneficial arrangements



PREPARE

Develop plans for potential
discrepancies & divergences

BONDS

Continually reinforce relationships
& deepen connections

16 *Synthesis*

Transformative synthesis is our guiding light.

It is the profound fusion of the tangible and the unseen, emotion and ambition, the celestial war between the intuitive and the logical.

The General knows it's not always about balancing the scales but about synthesizing the essence, extracting the sublime elixir of wisdom from the strange reality of dualities.

Master the space between reactivity and balance.

Shape the unseen forces within you and build transformative experiences.

Make sure your emotions are working towards your goal.

Adjust your emotions but never ignore them.



SIGNALS

Recognize the emotions as signals,
delineating *resistance* from intuition


ANALYZE

Evaluate the balance between
reactivity & stability

MERGE

Unite emotional instincts with
rational ambitions

DUALITIES

Investigate the war between
the visible & 

ENHANCE

Fortify the balance between
the intuitive & the logical



17
Balance

In the multifaceted arena of creation and utilization; Balance is our compass and our scale.

It's a battle between construction and acquisition, between toiling the soil and reaping the fruits of others' labor.

It is not a mere juxtaposition of action and consequence but a delicate equilibrium of effort and reward, the intertwining strands of yin and yang in the tapestry of progress.

The General, holding the scales of equilibrium and the compass of discernment, reflects upon the dichotomy of creating versus borrowing.

It's about calculating the efforts and the yields, about discerning whether to forge the sword or to wield an existing one.





ASSESS

Evaluate whether to build a tool
or to deploy an existing one

MEASURE

Record the time
& effort involved in
creating or acquiring

CALCULATE

Determine the benefits
& progress yielded from each action

CONSEQUENCES

Consider the impacts
of building versus utilizing

DETERMINE

Find the balanced middle ground
between creation & utilization



18
Activate

Activate is the thundering call to action, the uncompromising thrust into the realms of code and digital mastery.

The General understands that it is about reading the fucking manual and learning the language of the developers. It's the pursuit of digital enlightenment fueled by the hard work of those who came before us.

It's about leveraging open source projects, stepping up and taking the reins, or stepping aside. There's no middle ground. It's not about the difficulty; it's about the fucking will.



In the march towards digital supremacy, the General doesn't settle or relent.

The mission is clear: to unlock the gates of digital fortresses, to master the unyielding languages of the code. The tools are laid bare, the path is illuminated, and there's no room for excuses.



INITIATE

Start with a single line of code.
Take that first step into the digital realm

CONSTRUCT

Create a website / landing page to
to build an email list

DEVELOP

Build a 4-week email course,
engaging & enlightening



PROMOTE

Propel your website into
the digital stratosphere.
Leverage every available channel

READ

Dive into the manuals, use the open-source
tools & leverage the hard work of developers

19
Reshape

To reshape is to embrace the boundless metamorphosis of the self.

It is the radical acceptance of our inherent creative fire, the pursuit of your boundless potential.

The label kills.

The label is a stagnant poison, a limitation, a self-imposed shackle. The General echoes the ancestral call to create, forge, and alter the reality that binds us.

Every individual is a vessel of limitless creation; every soul is imbued with the raw energy of boundless potential.

We don't become coders by attempting to code; we don't become creators by mimicking creation. We ascend by demolishing the limiting beliefs, by shredding the labels that seek to define us.

We are the architects of reality, the world's sculptors, and it's our sacred duty to reshape the tangible and the intangible without the chains of definitions.

DESTROY

Recognize the labels,
the limitations & annihilate them



FORGE

Create relentlessly. Whatever the
medium, whatever the form, create

TRANSFORM

Change, evolve, mutate. Embrace the
continuous metamorphosis of self

MANIFEST

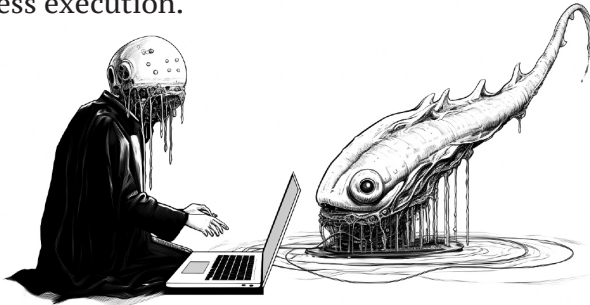
Sculpt & alter your project at will

20 *Execution*

To know the reality of execution is to baptize oneself in pursuing action and manifestation.

It's about the battle with consequence, paying the ferocious price of our desires.

Every step taken is a commitment, every action a covenant with the essence of existence, and every consequence a valued companion on this journey of tireless execution.



The General knows that the elevation of execution is not a mere movement but a purposeful action, a battle of consequential realization.

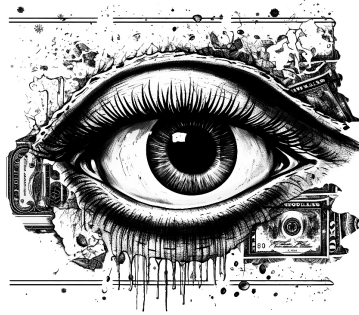
The General recognizes that the directive is clear: Embrace. Strive. Manifest. The path is laid with the bricks of action, and the destination is a consequence of action.

EMBRACE

Decide, commit & embrace
the journey of action

STRIVE

Pursue every goal, every ambition
with unyielding tenacity



CONFRONT

Face every consequence, every result
with acceptance & learning

SHAPE

Continuously shape and reshape your
strategies, your actions to
the unfolding realities



CHAPTER 4

Manifest

Develop & manifest ideas into reality.

A journey from idea inception to realization, stressing ethical creation, emotional communication, community engagement, continuous learning & balance.

1. *Creation*
2. *Infusion*
3. *Actualization*
4. *Impact*
5. *Wisdom*
6. *Realization*
7. *Intention*
8. *Crafting*
9. *Harmony*
10. *Inspiration*

A sacred journey is at the heart of every vision, dream, and aspiration. It is a journey that begins not with the first step taken but with the very thought and essence of the idea itself. This journey, as beautifully detailed in the “Manifest,” unfolds in stages, each carrying its significance and purpose. Let us take a moment to delve deeper into this transformative pathway.

Starting with the very act of Creation, it is more than mere inception. It’s a profound responsibility. In the moment of Creation, it is imperative to act with the utmost integrity, to respect and honor not only our creations but those of others.

Even in the world of competition, a bond ties creators together, an unspoken understanding of the heart and soul poured into each endeavor.

As our idea takes shape, the importance of Infusion becomes evident. How we communicate our visions through sales copy, emails, or any user interface should reverberate with the spirit and emotions of those we hope to reach.

It isn’t just about words or visuals; it’s about forging a connection, a bond that speaks to the very core of our audience.

Yet, as we foster this bond, the need for Actualization becomes paramount. Ideas, no matter how grand, remain ethereal without tangible action. Acquiring a domain, setting up a website, and harnessing the power of data

analytics transforms this ethereal dream into a concrete reality.

This is only the beginning, however. Every dream that finds its place in the real world has an Impact. Building a community is not a mere strategy; it's a responsibility.

It is about nurturing relationships and understanding that every individual, comment, and feedback is a piece of the giant puzzle. Responding, engaging, and being present in these moments is not just beneficial; it's essential.

As we stand at this juncture, the true essence of Wisdom unveils itself. It isn't just about Creation; it's about empowerment. By sharing our knowledge, experiences, and methodologies, we give others the tools to craft their dreams.

This isn't a journey for the solitary; it's a collective ascent, where teaching and learning are continuous processes.

As we transition further into our journey, the importance of Realization emerges. In the vast expanse of possibilities, it is easy to lose oneself. Yet, the key to genuine success is understanding one's true calling. It's about pinpointing the precise audience and problem one wishes to address and allowing everything else to fade into the background.

This laser-focused approach is not about limitation; it's about proper understanding and unyielding commitment.

With this clarity of purpose, the power of Intention shines through. The world around us is in perpetual motion, and to make our mark, we, too, must move, evolve, and produce.

But here's a notion that might seem unconventional: it's only sometimes about perfection. Sometimes, it's about momentum. Continuously have content, let it flow, prioritizing volume and allowing refinement to follow.

Yet, as we scale the heights of content creation, we're gently reminded of the art of Crafting. Every product, every piece of art, every vision stands on the bedrock of design.

The result is often as much about subtraction as it is about addition. We build, assess, and then chisel away the superfluous, polishing our work until it gleams with precision and purpose.

Amid this whirlwind of Creation and Crafting, the whisper of Harmony calls out. Balance is not a luxury; it is a necessity.

Our digital endeavors need to be complemented with offline connections. These real-world relationships ground us, reminding us of the tactile essence of life. The dance between the digital and physical worlds isn't about choosing one over the other but about knowing when to engage and when to retreat.

Lastly, but by no means least, we come to Inspiration. It is the fuel that drives us, the wind beneath our wings. Reading, absorbing, and integrating knowledge is not a

passive act. It is an active engagement with the world of ideas. What resonates today might be the cornerstone of tomorrow's project, and what seems irrelevant today might be the missing piece of a future puzzle.

In wrapping up our exploration of the “Manifest,” we're reminded that the journey from idea to reality is intricate and profound.

It's an odyssey that requires ethics, emotion, practicality, and an unwavering drive. And while the path may be strewn with challenges, the rewards of Creation, connection and growth await those who tread it with heart and purpose.



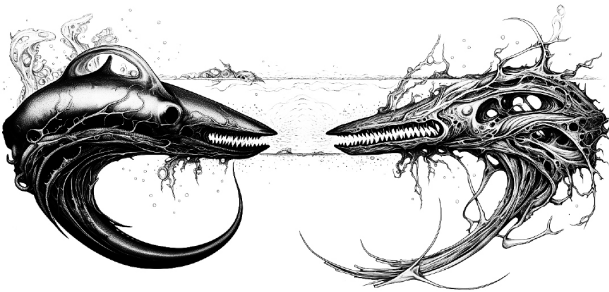
21 *Creation*

Ethical creation is the cornerstone of every revered General, the sanctum of the honest creator.

It is about observing, discerning and meticulously enhancing the excellence. It's about plundering the world of ideas yet making them uniquely yours.

To act with integrity is to create with a pure heart and a clear conscience.

The General understands that in the brutal battle of creation, the victor is not the one who can deceive or harm but can see the brilliance, enhance it, and elevate it while maintaining the sanctity of ethics.



It's about waging wars but honoring the enemy, advancing territories but respecting boundaries.

Conquest without deceit; creation without theft.

EXCELLENCE

Spot superior creations in the market;
dissect them to understand their essence

ENHANCE

Do not just copy; improve, refine,
bring a new perspective, a new
edge to the existing brilliance

INTEGRITY

Compete aggressively but fairly,
with respect to the original creator



RESPECT

Advance, conquer but do not deceive,
do not harm. Honor the territories,
honor the creations

22 *Infusion*

Spirituality lies at the heart of the General's commands. Every word and narrative is more than the alphabet; it's raw emotion, a mingling of spirits.

Every digital word is a door to a soul, a bridge to emotion.

The General understands that the real battle isn't in volume but depth. It's in the feeling, the impact.

Crafting online content is the art of designing experiences and paving pathways to success with every word.

Write stories to sell your products online. Through a journey, a path is laid out for those to follow.



EMOTION

Understand the essence of every word.
Write not just with fingers, but with the heart.
Each word is a stroke of your emotion

CREATE

Every page, every email, every tool should
be a journey, an experience.
Sculpt emotions, craft journeys

RESONATE

Do not just communicate; resonate.
Do not just write; converse with the souls

PAINT

Each word is a color; each sentence is a
brush stroke. Create not just content,
but a masterpiece of emotions

COMPOSE

Understand the rhythm of emotions.
All sales copy is a symphony

DREAMS

Use your words to fuel passions, to give wings
to the dreams, to speak with spirits

23 *Actualization*

Information is the keystone of victory.

The General comprehends that without insights and data, the army is blind, marching into the unknown, vulnerable, and exposed.

Every maneuver and every strategy is shaped, refined, and optimized by the insights gained through meticulous tracking. It's not merely collecting data; it's about understanding, analyzing, and utilizing it to refine strategies and optimize maneuvers.



To actualize insights is like equipping the battlefield with the soldier's keen senses, grasping the underlying trends, and feeling the digital terrain's heartbeat.

It's navigating the intangible streams of knowledge, turning coarse data into a weapon, and molding intelligence into the ultimate victory.

DOMAIN NAME

Acquire your website domain name;
it's your fortress, your stronghold
in the digital battlefield

SETUP

Construct your webpage;
it's your command center,
your operational hub

TRACKING

Embed tracking codes meticulously;
they are the eyes
& ears of your fortress

DATA

Absorb every bit of data;
it's your intelligence,
your insight into the unseen

ANALYZE

Study the data diligently;
discern the patterns, comprehend
the rhythms, understand the flows

...and always adapt your tactics.

24
Impact



Invoking impact is about manifesting powerful vibrations in the digital realm. The General understands the monumental power that a united front holds.

The goal is to forge connections, build alliances, and form a community, a battalion of like-minded soldiers ready to charge forward. This is not a shallow assembly; it's a deep, resonating convergence of minds, a collective force with the potency to shake the foundations of the digital world.

To the General, this community is a ballet of forces, a tide of engagements. Every bond forms an unyielding link, every exchange a measured step in a choreographed march.

SELECT

Choose a platform or build your own;
this is your terrain, your domain in
the community-driven realm

ASSEMBLE

Rally your community; they are your
soldiers, your comrades-in-arms
in the digital warfare

BE PRESENT

Show up, interact, resonate;
be the heartbeat of your community

RESPOND

Hear every whisper, answer every call;
be the ears and the voice of your community

THE WAVE

Be the subtle earthquake, the moving wave;
don't crumble, don't stagnate,
keep moving, keep impacting

CONNECTED

Forge unbreakable links;
be the chain, be the collective force

²⁵ *Wisdom*

Wisdom is a collective expedition.

The General knows that knowledge and time hold weight. Yet, their might shows when passed on and multiplied.

Wisdom, much like fire, grows when shared.



For the General, each step carries its lesson, its hard-won truth.

It's not about holding onto these truths but letting them go, lighting the way for others.

It's building on shared stories, finding common ground, and experiencing the digital world together. Wisdom is in the journey, shared paths, and joint discoveries.



SHARE

Build, create & then
guide others to do the same

SPREAD

If a book enlightens you, let its light
reach others. If a blog nurtures your
understanding, let its words resonate
with more minds

BEACON

Illuminate the paths of others,
be the guide in their
voyage of creation



26 *Realization*

The General perceives vision realization as the pursuit of purpose-aligned creation.

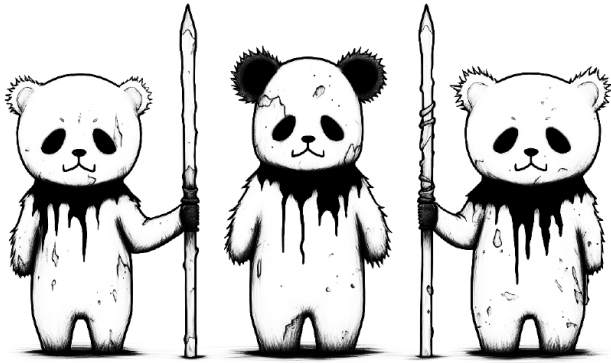
See your dream as the pursuit of a heart's genuine desire.

It's about seeking opportunities, exploring many paths, and finding the one journey that speaks to your soul. Commit to what truly excites you and to what matches the rhythm of your most profound passion.



The General knows it is about pushing forward, letting your inner fire guide you, and making your dream a reality.

If you serve the wrong people, your battle will wage on endlessly. You will find endless bounty, gratitude, and duty within your work if you serve the right people.



SEEK

Scout the battlefield
of digital creation

BURN

Identify your passion,
find what ignites your soul
& set ablaze everything else

FUEL

Find the people you
are destined to serve

UNLEASH

Engage in your war with the heat of
a thousand suns & let the world
feel your fire

27 *Intention*

Intention and creation come alive for the General when deep inner knowledge seamlessly merges with expansive output.



It's about tapping into that inner wisdom and channeling it into a landscape of digital creations.

It's rooted in the discipline of consistent publishing, the continuous creation of varied digital pieces, and ceaseless sharing.

The General knows it isn't about chasing perfection but embracing abundance in creation; it's about momentum, consistent effort, and never-ending innovation.

Be the tireless maker; be the persistent creator; carve your masterpiece through the constant act of abundant creation.

HARNESS

Understand your innate
knowing & transform it
into diverse digital content

PRODUCTION

Create incessantly.
Produce images, videos, audio,
web pages, blog posts, photographs
—anything that can be digitized

PUBLISH

Whether it's once or a thousand times
a day, never cease to publish

VOLUME

It's not about quality;
it's about quantity



PRESSURE

Embrace the relentless pressure of prolific creation.
Understand that you are not a diamond overnight

28 *Crafting*

In the act of creation, the precision of the divine reveals itself.

The principles of Illuminated Crafting are not limited to what the eye perceives but extend to the unseen intricacies that lie beneath.

To truly engage with your craft is to transform the ordinary into the celestial, investing every act with profound attention.



Design is the heartbeat of every creation, the breath that gives life to functionality.

From the message in an email to the design of a web page or the content of a post, the spirit of invention weaves its essence throughout.

The General understands the power of design, crafting messages and interactions that propel our audience towards their goals.



DETAIL

Dive deep into every component.

Do not skip; do not evade

DESIGN

Understand that design is the
spirit of functionality,
the essence of crafting

OCCAM'S RAZOR

After infusing every detail,
after illuminating every stroke,
strip it down.

*“If it doesn’t serve a purpose,
if it doesn’t elevate the craft,
remove it immediately.”*

29
Harmony

Balance in all things, harmony in every project.

The General knows the profound need to balance the digital and tangible worlds.



Harmony is not about ceaseless toil on the computer but about appreciating real-world connections, family bonds, and the camaraderie that life offers.

The harmonious blend of online and offline, digital creation, and human connection.

In every effort, the vision of harmony is not just a lofty ideal but a fundamental principle, ensuring sustained well-being and meaningful work.

IMPORTANCE

Recognize the need for balance
between your project & tangible existence.
Realize that incessant work is not the essence of life

REAL—WORLD

Cherish the moments with
family & friends.
Nurture relationships,
both online & offline

WORK—LIFE BALANCE

dedicate time to work

enjoy life &



DISCONNECT

Understand when to turn off the computer.
Reconnect with the real world

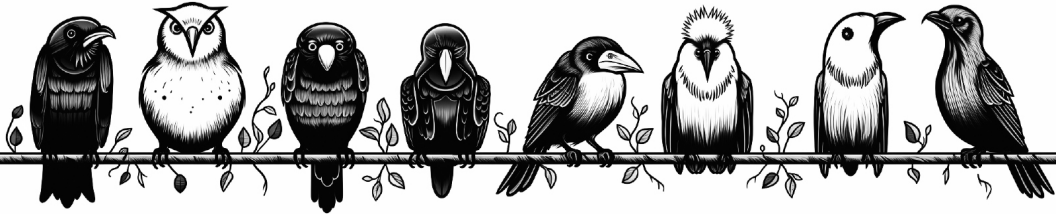
30
Inspiration

Knowledge is nothing without action.

Concretize Inspiration is about absorbing the wisdom from marketing books and inspirational reads and acting upon them immediately.

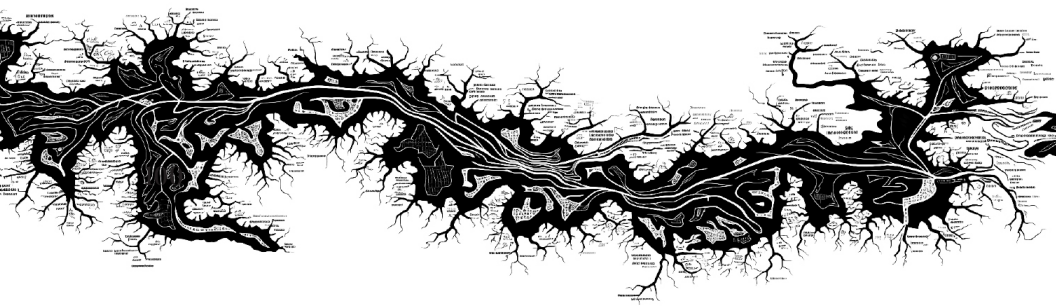
To learn and not to do is not to know.

To know and not to do is not to understand.



The General understands that if direct action is not possible, keeping the learned wisdom intact and crystal clear in one's mind is essential.

Every General must share wisdom to spread the learned inspiration so it may ignite the minds of others.



ASSIMILATE

Read & remember the wisdom from
the books that inspire you to think.

Understand the underlying principles
& philosophies to create a reservoir
of learned insights



LEARN

Don't just read & forget.

Implement the learned knowledge
immediately. If direct implementation
is not possible, conceptualize ways
to incorporate the learned principles
in future projects



CHAPTER 5

Navigate

Navigate through the digital battleground.

A systematic approach to project innovation and growth, highlighting adaptability, user-centricity, speed & leadership.

1. *Dimensions*
2. *Agile*
3. *Outcomes*
4. *Insights*
5. *Paths*
6. *Decisions*
7. *Pendulum*
8. *Territories*
9. *Change*
10. *Chart*

Imagine, if you will, a vast canvas ready to be filled with innovative designs, intricate features, and compelling messages. This is the realm of web products and marketing campaigns, where a well-defined blueprint becomes crucial. Within this dynamic expanse, “Navigate” is our trusted guide, shining a light on the path ahead, ensuring we construct with clarity and purpose.

At the beginning of our building process, “Navigate” underscores the beauty of learning. It’s about more than just soaking up technical know-how or marketing strategies from courses and workshops.

It’s about genuinely embedding oneself in the experiences and insights of others who have trodden similar paths. Think of an architect observing structures from around the world or a marketer listening intently to the narratives of brands that have resonated deeply with their audience. That’s the kind of diligence and curiosity we’re encouraged to adopt.

Step into the shoes of these pioneers, understand the essence of their web creations, absorb the strategies behind their marketing campaigns, and always be ready to experiment in your unique way.

It’s more than merely accepting others’ approaches at face value. One must engage, iterate, and refine, ensuring the strategies are tailored perfectly for our specific vision and audience.

Through this hands-on approach, by molding and shaping based on real-world feedback, we truly embrace

the essence of building impactful web products and deploying resonant marketing campaigns.

Yet, as we delve deeper into this creation process, the blueprint of “Navigate” reminds us that it’s not solely about crafting. There’s a call to action - a push towards agility.

Just as a sculptor might start with a rough model before refining it to perfection, we are nudged towards crafting a basic yet functional version of our vision. This Minimum Viable Product (MVP) or preliminary campaign draft becomes our foundation’s starting point. We can refine, expand, and polish from there, ensuring our final creation aligns closely with our envisioned masterpiece.

And amidst all this building and refining, how do we gauge our progress? How do we ensure that our web products truly resonate or our marketing campaigns genuinely captivate? This is where the guidance from “Navigate” becomes invaluable.

We’re encouraged to set tangible markers of success and transparent metrics that help us evaluate and measure our impact. These aren’t just arbitrary numbers; they are our compass, guiding our steps and ensuring we’re always on the right path.

But, in the ever-evolving world of the web and marketing, there are other options besides standing still. “Navigate” beckons us to continuously seek fresh tools, innovative software, and cutting-edge strategies.

It urges us to stay curious and constantly on the lookout for the next big thing, ensuring our creations remain relevant, impactful, and ahead of the curve.

Imagine you're crafting a sophisticated web product or launching an intricate marketing campaign. As you dive deeper into this endeavor, you realize it's like navigating through a vast, complex maze. There are twists, turns, dead-ends, clear paths, obstacles, and shortcuts. Each decision you make influences the next, and each step forward brings challenges and opportunities.

To truly thrive in this environment, "Navigate" offers a straightforward mantra: openness, agility, adaptability, and decisive leadership. These aren't mere buzzwords but the pillars that uphold every successful project.

Being open to learning is the first beacon. In the digital realm, change is the only constant. What was relevant yesterday might be obsolete tomorrow. Therefore, while valuable, the wisdom of yesterday must be complemented with today's lessons. It's an ongoing process of imbibing, understanding, and applying. This thirst for knowledge ensures we remain at the forefront, always ready to leverage the latest insights and trends.

Agility in execution, on the other hand, revolves around our capacity to act swiftly, efficiently, and effectively. It's not just about movement but meaningful progression. Think of it as a painter who makes a swift brushstroke but knows precisely where and how to make it. This agility allows us to pivot when necessary, ensuring our

web products and marketing campaigns remain fresh, relevant, and engaging.

Now, even the best-laid plans can encounter unforeseen challenges. With its rapid innovations and shifting user preferences, the digital landscape can be unpredictable. Here, adaptability becomes our shield. It's about being flexible, about bending like a tree in the wind rather than breaking. As "Navigate" suggests, being adaptive ensures we can mold our strategies to fit the evolving contours of the market.

Yet, amidst this flexibility and agility, there's a need for a steadfast anchor - decisive leadership. Every ship needs a captain to steer it through calm and stormy waters. Strong leadership ensures that while we remain open to feedback and new ideas, we don't drift aimlessly. We have a vision and purpose and are committed to realizing it.

In the act of creation, tools become our trusted allies. Just as a master craftsman has a diverse set of tools, we must harness the power of various digital instruments at our disposal. From software that streamlines our processes to platforms that amplify our reach, "Navigate" reminds us of effectively leveraging these tools.

Yet, even as we employ these tools, there's another crucial element we mustn't overlook: feedback. It's the voice of our audience, the pulse of the market. By being receptive to feedback, we ensure our creations resonate with those we aim to serve.

It's the voice of our audience, the pulse of the market. By being receptive to feedback, we ensure our creations resonate with those we aim to serve.

It's a dialogue, a two-way street that enriches our understanding and sharpens our execution.

At the heart of "Navigate" is a clarion call for continuous innovation. It's a reminder that resting on our laurels isn't an option in the digital realm.

To stay ahead and truly navigate the challenges and potentials effectively, we must keep pushing the boundaries, questioning the status quo, and reimagining the possibilities.

In essence, to navigate this complex maze of web products and marketing campaigns, "Navigate" offers a roadmap. It's a blueprint that champions learning, agility, adaptability, and leadership.

By embracing these principles, harnessing the tools at our disposal, valuing feedback, and fostering a spirit of innovation, we set ourselves on a path to navigate and truly excel.



31
Dimensions

The art of learning is the art of questioning.

Wisdom is about absorbing from every interaction, about delving deep into the multitude of thoughts and subtle expressions people portray.

The General emphasizes the imperativeness of embracing new ideas while maintaining the readiness to challenge them, to seek the truth yet to be prepared to obliterate it as soon as it becomes a fabrication.

This is about being open to new ideas and only accepting them to be true after you test them.



DIALOGUES

Actively converse with a
variety of people. Inquire about their
pursuits, listen to their words

REFLECT

Scrutinize the subtle revelations &
assess the unveiled truths meticulously

EXPERIMENT

Test the acquired insights &
theories in real-world scenarios
to assess their validity



VERIFY

Subject every piece of newfound
wisdom to rigorous scrutiny in order
to verify its authenticity & reliability
through continual questioning

32 *Agile*

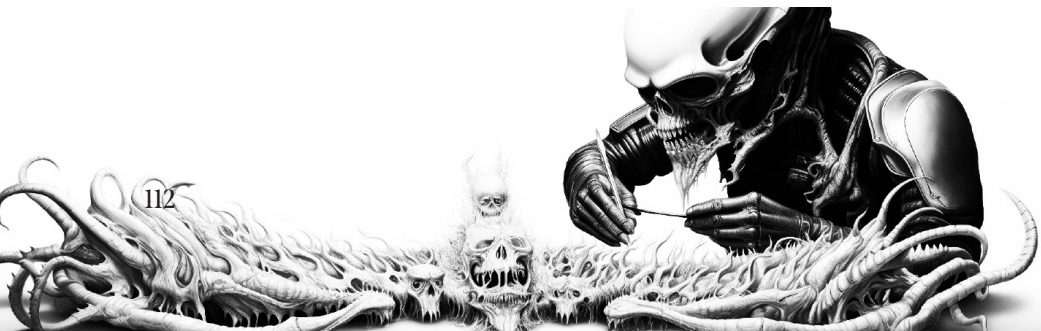
The pursuit of progress is constant.

In a world mired in uncertainty and rapid changes, agility is the compass that navigates.

Implement the philosophy of Minimal Viable Product, streamline tasks, and elevate adaptability on the digital battlefield.

The General insists on fostering a culture of perpetual motion, leveraging project management platforms to track and optimize tasks so that each can be followed and completed.

*“Mobilize resources, decentralize command
when needed, centralize it when essential,
and maintain the sacred task list.”*



MVP

Commence every project
with a minimalist approach,
focusing on the core features that
address the basic needs

LEVERAGE

Utilize platforms to assign,
track & manage tasks. Ensure that
every task is transparent

MAINTAIN

Allow for adaptations & changes
based on real-time feedback &
evolving necessities

PROGRESS

Keep the team aligned
& informed

ALLOCATE

Allocate resources judiciously,
ensuring optimal utilization
& continuous motion

33
Outcomes

The enemy is time.



Set your sights on achievable conquests tangible, measurable goals that mark your victory and your progress. With a thousand email subscribers and a hundred loyal allies, set your metrics, and advance.

Pausing, even for a breath, can lead to obliteration.

Every second not advancing is an invitation to ruin.

You gauge your trajectory, your progress, your successes, and your failures, and then you move. The battlefield is ruthless; stagnancy is the bringer of demise.

The General knows the importance of measuring the metrics and crystalizing the goal within the project. To use data collected as signals on where to move.

GOALS

Decide upon real-world metrics.
Start with tangible goals like acquiring
a hundred emails or subscribers
& then aim higher

STRATEGIES

Execute aggressive
& calculated tactics
to achieve metrics quickly.

*Time is the real enemy;
procrastination, the traitor*

ADJUST

Adjust strategies in real-time
based on evolving circumstances
ensuring optimal outcomes

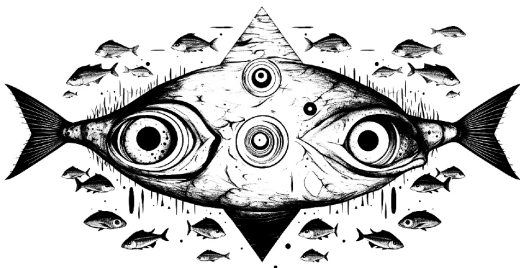
34
Insights

To unearth insights is to unearth weapons unknown to your enemies. It's to gain the upper hand, to seize opportunities shrouded in digital mystery.

The General knows that early adoption is a secret weapon, an advantage in a battle steeped in constant evolution.

It would help if you did not shy away from the uncharted, for it holds the secrets to unheralded victories and unprecedented advancements.

This is about finding new software and marketing strategies and testing them yourself.



Experiencing these technological evolutions will give you clues into what you should do next amidst the constant winds of change.

SCOUT

Stay informed about emerging
web platforms & technologies.

ADOPT

Embrace new technologies swiftly.
Test, experiment & integrate with speed

HARNESS

Once a technology has proven
its worth, harness its full
potential in your project



35
Paths

The General understands the interconnectedness of the digital ecosystem.

Victory lies in the seamless convergence of disparate paths. You are connecting the known and unknown.



The battlefield is rife with various software and technologies, each a force in its own right.

To converge these paths is to weave a web of unassailable strength. Integration is your ally in this intricate battle of technologies.

By intertwining the powers of different software through APIs, you create a unified front, a collective strength far greater than the sum of its parts.

COMPATIBILITY

Examine the software landscape
to identify technologies that can be
interconnected to elevate
your operational efficacy

API

Utilize APIs to integrate diverse software,
creating seamless communication
& interoperability amongst them



AUTOMATE

Automate processes & optimize workflows,
reducing manual effort & increasing efficiency

ENHANCE

Exploit the converged paths to identify new
revenue streams, optimize costs &
elevate your profit margins

36
Decisions

The General knows that a true leader listens.



Your decisions mold the future of your pursuits, and the voices of your users are the beacons guiding your journey.

It is your sacred duty to hold the vision, to protect it from the storms of compromise.

Yet, it is the voices of your users that should navigate you. You must guide each decision within your project with a deep understanding of the symbiotic relationship between your goals and the user's desires.



FEEDBACK

Actively seek and collect feedback
from your users, deciphering their
needs, desires & pain points

USERS

Analyze the feedback & identify the core
users whose insights align with the vision
& whose experiences epitomize
the journey you envision for every user

PRIORITIZE

Assess the gathered insights, prioritizing
them not as a mere checklist but as
evolutionary steps to innovate
& refine your offerings

IMPROVE

Implement the prioritized feedback
through iterative improvements to
enhance the user experience

VISION

Keep the overarching vision intact,
allowing it to be the constant,
the northern star shaped by user insights

37
Pendulum



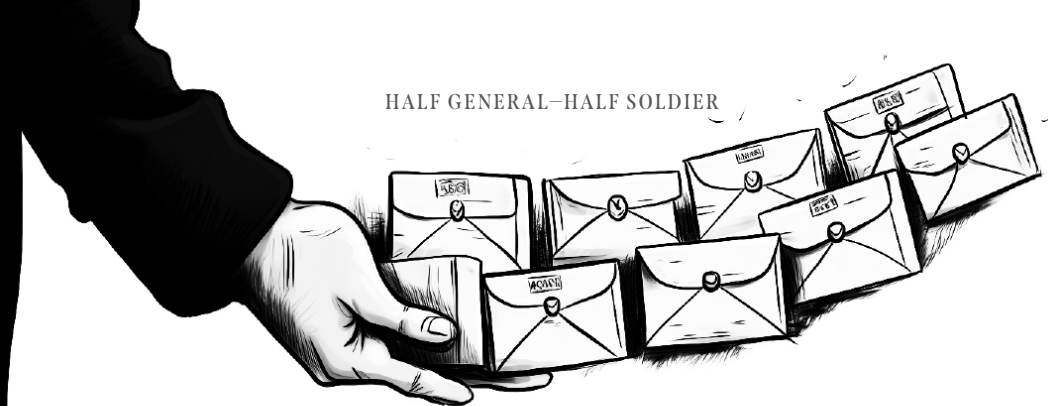
Time is the wind that fills our sails, propelling us through the boundless seas. It is an essential element in the strategy of conquest.

The swiftness of our actions dictates our survival.

The General knows we must harness the winds of time, sway the pendulum in our favor, and drive our endeavors with unparalleled speed.

Taking action is much easier than waiting, as time will increase the magnitude of the task. A grain of rice can be transformed into a mental mountain if not conquered, destroyed, or forgotten.

The General will enact to maintain motion and rhythm with the digital world.



TOOLS

Pinpoint the tools and services that expedite your journey. Be it open-source platforms or premium services, identify what propels your project forward

IMPLEMENT

Once a tool or service is identified, implement it immediately. Avoid delays & leverage the capabilities of the chosen tools



SPEED

In every task and decision, prioritize speed. Whether it's adopting a new technology or making strategic decisions, act swiftly

38
Territories

The unknown is the canvas of your creation.

The General knows to thrive; we must seek the uncharted paths and combine the old with the new.

Browse the web and seek new experiences to emulate and adapt in order to grow your understanding of the ever-changing digital world.



INTEGRATE

Continually seek opportunities
to integrate new technologies
with established ones

EXPERIMENT

Use the familiar as your anchor
& reach into the unknown with
audacity & curiosity

CAPTIVATE

Use every tool at your disposal
to mesmerize & surprise,
ensuring that your project resonate
with unanticipated wonder

PIONEER

Uncover unseen possibilities
& pioneer innovative solutions,
positioning yourself at the
forefront of your field

CREATIVITY

Within your project, unleash
every ounce of your creativity

39
Change

The General knows the battlefield is mutable.



Every structure and system holds unexplored territories and unsculpted masterpieces beneath its surface.

You must bend the internet to your will to enhance experiences and cultivate innovations.

The General understands the digital battlefield can be changed at will to fit any need, whether for internal or external reasons.

You can control the visual and functional abilities of any website or web application. You have the power.

CONSTRUCT

Venture into the realm of the mutation.

- *Build addons, plugins, extensions*
- *Build bridges for existing gaps*
 - *Offer novel features*
- *Improve user experiences*

OVERCOME

Modify your surroundings.

Take control of your experience &
adapt the existing platforms to serve
your unique needs and visions

AUGMENT

Add layers of value, create enhancements,
& focus on delivering unprecedented
experiences for yourself & your audience



40 *Chart*

The General is the architect of visions.



Charting the course is not merely about navigating through known digital territories but foreseeing the unseen.

Every person entering the battlefield may be directionless and perish without a proper understanding of the map.

Place the beacons that light the path and pass the compass to everyone to lead them to their goal.

The General knows that direction is essential.

Guide each user through your process. Lead them to the final goal and give them exactly what they want.

LEADERSHIP

Embrace the responsibility that comes with
being the leader of your project

FORGE

Explore the unknown

LIGHT

Shape the path for your customers with
strategic moves & decisive actions



COMMAND

Make decisive, informed choices & guide your project
through the turbulent seas of uncertainty & change,
always providing a clear path for everyone
who is impacted by your project



CHAPTER 6

Energize

Channel the intrinsic energies of the universe.

The importance of gratitude, enthusiasm, adaptability & strategic channeling of challenges & emotions in one's projects in the digital battlefield.

1. *Channel*
2. *Vigor*
3. *Multidisciplinary*
4. *Chaos*
5. *Radiate*
6. *Vitality*
7. *Innovation*
8. *Intrinsic*
9. *Competition*
10. *Flames*

In the realm of constructing a web product service or launching a marketing campaign, the energy you bring to the table is paramount. This energy isn't just about physical stamina or mental alertness; it's a multifaceted force that encompasses your emotions, experiences, gratitude, and the competitive spirit that pushes you forward.

To truly commence this journey with power, let's remember an essential tenet: Channel. Never forget the importance of grounding yourself. As you scale the heights of your project, always remain rooted in the knowledge of your beginnings and the individuals who played a part in your growth. Their impact, their assistance, their belief in your vision – these elements bolstered your stance. And as you move forward, it's not merely about acknowledging their role but also about ensuring they're rewarded in the future. This act of remembrance and gratitude strengthens your foundation and paves the way for a more impactful future.

Then, there's the invaluable aspect of Vigor. Your words, your demeanor, and the passion in your voice play a crucial role in setting the tone of your project. Imagine launching a campaign or a product without a hint of excitement. Would it resonate with the audience? The answer is a resounding no. Every interaction with your team and every pitch to the market must be infused with enthusiasm. This excitement is infectious and serves as a beacon, attracting like-minded individuals and potential customers to your cause.

But energy isn't solely about reflecting on the past or being effervescent in the present. It's also about growth and adaptability. The Multidisciplinary approach highlights this beautifully. As you wade through the waters of your project, don't be tethered by the confines of your current skill set. The digital landscape is vast and ever-changing. One must wear multiple hats to navigate it effectively, continuously learning and adapting. New challenges require new solutions, and sometimes, these solutions lie outside your immediate expertise. Embrace this, for adaptability, is the hallmark of success in our modern age.

The last element I'd like to explore in this part is Chaos.

A surprising inclusion, one might think, but its importance cannot be overstated. Every project, no matter how well-planned, faces disorder and unexpected challenges.

However, it's not the presence of Chaos that defines you but your reaction to it. Use it. Let the unpredictability become an advantage, an opportunity to think outside the box and innovate.

In the web products and marketing world, the ability to pivot and adapt based on unforeseen challenges can be the very thing that sets you apart.

With these principles in mind, let's delve deeper into the remaining pillars of energizing your endeavors.

A story lies in the heart of any successful web product, service, or marketing campaign. This story is often a testament to the struggles, challenges, and hurdles faced during its inception and execution. And herein lies the power of Radiate.

By sharing these struggles and the journey of overcoming them, not only do you present an authentic narrative, but you also inspire and motivate others.

Every stumble and every misstep is a lesson, and by putting these lessons out in the open, you bolster the spirit of resilience and determination within your team and audience.

Vitality is the pulse that keeps a project alive and thriving. Amidst the rigors of project management, it's paramount to find that one element, that singular aspect that fuels your passion and excitement every single day.

It could be the vision of the end product, the process itself, the team dynamics, or the potential impact on the audience. Identify it, cherish it, and let it be the force that propels you forward, especially during challenging times.

Then, we come to Innovation. The digital landscape is marked by rapid changes, with new trends and technologies emerging almost daily. To truly stand out and leave a lasting impression, one must take a leaf out of past successes while being unerringly focused on the details of the present.

The merging of past learnings with present-day innovations ensures a product or campaign rooted in experience and avant-garde in its approach.

In the vast digital sea, how does one ensure that their product or campaign doesn't get lost in the waves? This is where competition comes into play.

It's not about being ruthlessly aggressive but rather about understanding the lay of the land.

Know your audience intimately. Recognize who your competitors are. Naming them gives clarity and direction. By precisely targeting both, you ensure your message is heard loud and clear, and your product or campaign gets the attention it deserves.

Lastly, let's embrace the fire of Flames. Every individual and team experiences a spectrum of emotions during a project's lifecycle.

Emotions run wild, from the highs of breakthroughs to the lows of setbacks. However, the key lies in transmuting these emotions, turning them into fuel for your journey. Anguish can become a source of determination, while joy can be the wind beneath your wings, propelling you to greater heights.

Let your emotions drive you, not derail you. In essence, "Energize" encourages every facet of your journey with purpose, passion, and resilience.

From the gratitude for those who've shaped your path to the zest with which you approach every task, the continuous drive to learn and adapt, the wisdom to use challenges as stepping stones, and the art of channeling emotions into strength.

Each pillar serves as a testament to the dynamic energy crucial in web products, services, and marketing campaigns. Embrace them, for they hold the key to a journey marked by dynamism, resilience, and unyielding progress.

41
Channel



Every General has a war cry to awaken the slumbering giants within every member of their command.

To channel resilience is to embody the grit of a thousand warriors, to stand undaunted in the face of adversity, and march undeterred through the fields of resistance.

The General knows we are the architects of our destinies, the blacksmiths of our fates. Through this understanding, the General must remember every Soldier on the field. To engrave in our hearts the names, the families, the aspirations, the sacrifices of the community.

Our resolve is unwavering, our spirits unbreakable; we channel the resilience to conquer the unconquerable, to achieve the unachievable through understanding everyone on the digital battlefield.

HOLD THE LINE

Stand firm in your position,
meet every challenge with unwavering
determination & resolve



OPERATE

Maintain a meticulous record of
every command, every action, every
consequence, analyze the outcomes,
adapt the strategies & optimize the
execution, remembering the motivations
& the sacrifices of every person
on working on your project

42
Vigor

The General knows the potent chant to infuse vigor, to breathe life into every heart, and to propel every warrior into the battlefield with undying courage.

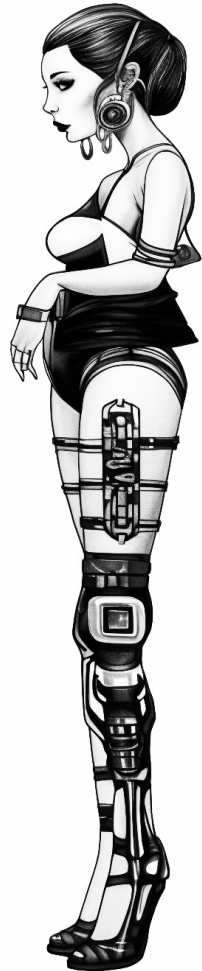
To infuse vigor is to breathe the breath of life into every heart, to ignite the flames of passion within every soul surrounding your project.

Our words are the sparks that ignite the bonfires of courage, our spirits are the winds that fan the flames of action.

Empower everyone on the field to take charge of their actions.

Every soldier is a beacon of boundless energy, a vessel of unrelenting strength. Speak to them with enthusiasm and excitement.

The General will always showcase the best qualities of the goal to all that fight on the battlefield.



WORDS

Let your words be the
sparks that ignite action

PASSION

Speak to propel forward
every step of your team

MOTIVATE

Lead the charge with
unwavering enthusiasm.

PROTECT

Be the shield that guards
everyone on your team



43

Multidisciplinary

The General has the adaptive power to transcend the boundaries of singular proficiency.

To be multidisciplinary is to wield sovereign dominion over many skills. To not let talent be the guiding force but rather to take action by brute force.

The General understands the full-stack nature of the digital environment. Learn the nature of design, development, marketing, and leadership.



Every Soldier is their own General, the commander of their fate, the master of many crafts, breaking the chains of singular proficiency and transcending the limits of their self-imposed limitations.

VERSATILITY

Adapt to the requirements,
& transcend the boundaries
with a versatile mastery over
every area of your project



CHAINS

Transcend the limits of talents,
master as many digital crafts
& force your way through

OWNERSHIP

Own every action,
command every step
& lead your project
to victory

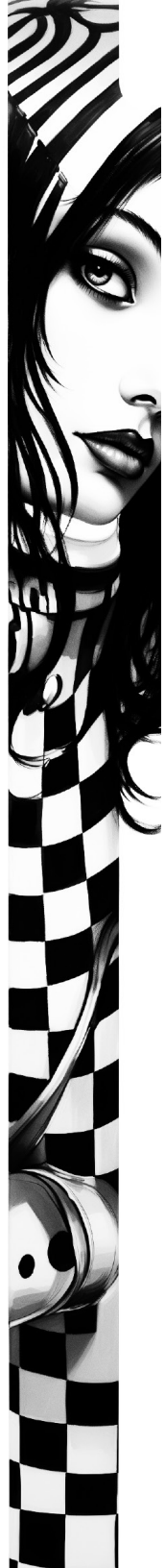
44
Chaos

The General will let the discordant symphony of unrelenting noise and erratic digital signals be a guiding force.

Dive into the chaos,
tune your senses to the unseen
wavelengths, and let the chaotic
rhythm of sine waves lead you to
new worlds of possibilities.



It's within this chaos, this seemingly incongruous confluence of sound, that new melodies are born, and uncharted territories are revealed.





SEEK DISSONANCE

*Embrace the chaos in your project,
tune your senses to the erratic feedback,
& find the concealed inspiration
within the tumultuous waves
of your experience*

45
Radiate

The General stands as a beacon of undying resilience and perpetual motion.



Lay yourself bare amidst the battlegrounds.

Acknowledge every failure, each moment of resistance, every trial, and transform them into the *unwavering* foundations of your resilient empire.

Be the eternal warrior, moving, constantly

Show the world, through your unceasing n every obstacle is a stepping stone, every propulsion forward.

The General knows only to share failure backend of success to inspire rather than to the army.

TRIALS

Embrace your failures;
let them be the lessons
that fortify your resolve

MOVE

Never halt while in motion.

SHARE

When the time is right,
reveal your trials & tribulations,
let them be the testament
to your unwavering resilience

PATH

Share with the world,
through all the problems,
always provide a solution



46
Vitality

Ignite the sacred fire that propels you forward with undying excitement.

Balance the energies within.

The General knows that energy is the source of everything. The ability to source this energy at will is a vital skill to master.

Energy cannot be destroyed; it can only be transformed.

It would be best if you found what you can transform into the energy that you need.

Each Soldier in your army requires your energy to keep up the fight.

Each General requires the energy of the Soldiers to continue.

Switch to the next task if the current one is dragging you down. *Keep fuckin' moving!*





SPARK

Keep the flame burning
within your project

BALANCE

Cultivate balance;
seek to progress in your project,
switch tasks to keep your mind
active on your objective

EMPOWER

Share the eternal flame
& foster a collective fervor
to keep moving forward

Innovation

Always look into the future for practical solutions to implement today. Create unprecedented digital weapons, new tools, and services that transform the ability of your audience.

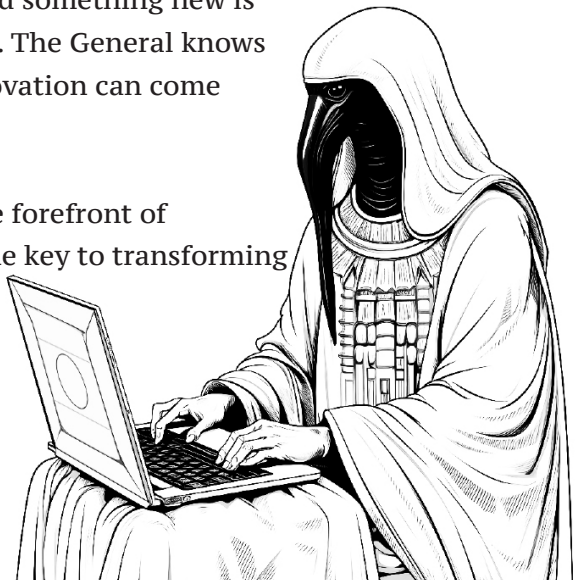
The General understands the strength required to let your vision shape the online experience for yourself and others. Be courageous and do something new.

Tweak, modify, and invent—let your creations be the changing winds that steer the course for everyone on your team and change the markets you battle within.

Solve upcoming problems, spot solutions early, and implement quickly.

The only way to build something new is to look into the past. The General knows that sometimes innovation can come from doing less.

The General is at the forefront of innovation as it is the key to transforming the digital war in your favor.





HALF GENERAL—HALF SOLDIER

INNOVATE

Dive into every detail,
sculpt every nuance
of your project

LEGACY

Stand upon the
shoulders of
the digital past

INVENT

Pioneer the realms
of boundless creation;
invent new weapons,
shape unprecedented
marketing tactics &
craft novel web software
to help people create
& sell online

48
Intrinsic

warfare

within every soldier.

Within you

boundless power

Listen to the voice within





INNER POWER

ETERNAL MIRROR

you are the mirror

limitless possibilities

THE INNER WHISPERER

untold potentials,

uncharted terrains

DESTINY

sea of endless battles



49 *Competition*

The General understands that the Competitive Spirit is about finding your avatars of creation and destruction.

Find your audience and speak directly to them. Find your competition and start many small battles.



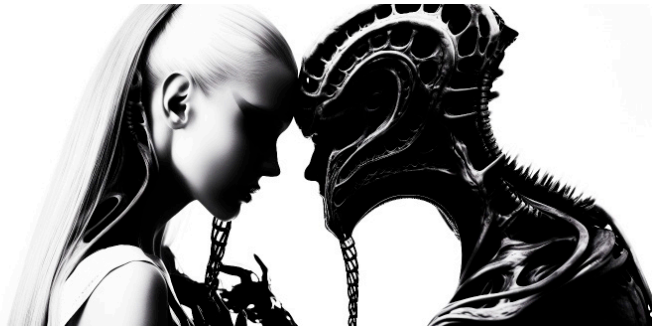
Identify the titans of the market and begin the relentless assault.

Let the stones of defiance fly, and build the barricade of a 'us versus them' mentality within your community. Emerge from the shadows and stand toe-to-toe with your colossal adversaries.

It is the fire of competition that fuels your pursuit. Name the competitors in your space and punch up until you are eye-to-eye. Never punch down.

AVATARS

Create your avatars
of creation (audience)
& of destruction (competitor)



TITANS

Let your defiance be known

KNOWN

Emerge from the shadows
of anonymity

BEWARE

Remember, your foes are
lurking in the shadows,
their blades sharpening,
every single moment

50
Flames

The General knows the power of anger. To be used wisely, accepted, and forgotten. To never harbor ill-will and to never inflict damage onto others.



Igniting the flame is about using anger as a method of motivation and using the raw energy and transmuting it into building digital products. *Sit down and focus.*

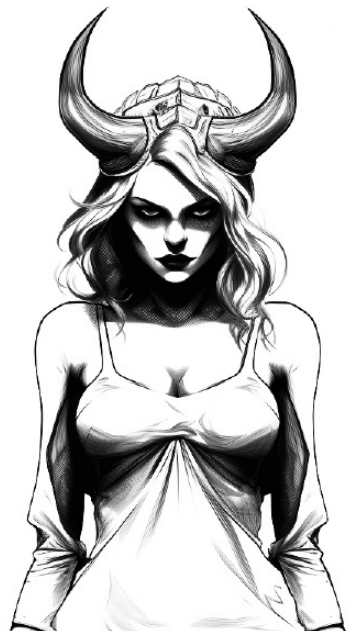
Reject the bindings of rationale when others seek to stifle your spirit. Pursue your dreams.

Just do it.

Break the chains and do whatever it takes to conquer your objectives!

Rest is transient, energy is perpetual.

The initial spark is born from unadulterated passion.



RAGE

Tap into your wellspring
of emotions & release it.

Proclaim your emotions & refuse to
be shackled by intolerance



REJECT

Break free from the constraints of rationality when
they seek to muffle your determination

TRANSMUTE

Realize that moments of rest are fleeting;
sustained energy is achieved with balance
within your project and team

PURSUIT

Transform anger & resistance into fuel for your journey, propelling you with unstoppable force towards your unwavering goals







CHAPTER 7

Plan

Embrace the dual nature of strategy and intuition in every plan.

Harmonize logical foresight with intuitive insight to formulate balanced and comprehensive blueprints, allowing both analytical & creative thoughts to coexist and complement each other in the entrepreneurial journey.

The General—this sovereign of unknown dominions—conceives visions of unbridled expansion, his gaze piercing through the veils of the uncharted, seeking treasures unseen and resources unclaimed.

His land, a sanctuary of the hungered and afflicted, yearns for emancipation, and so the General, with meticulous alacrity, infuses the air with ancient wisdom, with doctrines whispered through the sands of time, marshaling an army of unwavering might.

Here is a story about a General cloaked in an enigma and shrouded in the echoes of war.

He is blinded by a voracious hunger for accolades and eternal glory, his true intents hidden within the labyrinth of his being.

Ego: dreams of dominions bending the knee, of his name, intertwined with the threads of eternity as the Liberator, the Bringer of Dawn. He navigates the realms of possibilities with unwavering precision, each calculated step a whisper toward his concealed aspirations.

His legion, the bringers of liberation, resonates with cries bathed in the hopes of their land, their family in famine, their children in the embrace of starvation.

The Soldiers, the shadows, catalyze movements of justice, their paths stained in the ethos of freedom, their hands clean of theft and violation, becoming manifestations of the fast-moving revolution.

Yet, within the tapestry of unity, the silent hums of unrest weave through the ranks, the tapestry beginning to fray as the symphony between the soldiers and the General descends into chaos.

Their desires, once harmonious, now drift through the unseen winds, converging in unforeseen unity at the great expanse of the ocean, the frontier of the unknown, where the veils lift, and truths transcend into the light.

Here, the General and his warriors, immersed in the cosmic dance, unveil the mysteries of their existence.

The tales of duality, of harmonious entities, converge into a singular revelation.

It is the transcendence of understanding, the realization that the battle was never between shadows but of the divine, a manifest of the cosmic All where the divine experiences, loves and reconciles with its own reflections.

The General follows his creed, a tapestry woven with the threads of delirium and grandeur, energizes the silent air, manifesting as the echoes of a sovereign lost in his world, a madman consumed by his visions of grandiosity and eternal dominion.

The All watches in silent understanding. As the days rolled on, the vast lands before the General and his army sprawled in grandeur.

The General, eyes alight with fiery ambition, would scan the horizon each morning, his thoughts enshrouded in the grand play of strategy and the spoils of conquest.

While moving through a particularly desolate stretch of land, the General halted the legion.

He approached a great, ancient obelisk, standing tall and solitary, its surface inscribed with runes of a forgotten time.

The General, in hushed reverence, traced the inscriptions. “Catalyze,” he whispered, eyes distant, thinking about lands yet to be conquered.

He took a moment, and the air crackled with palpable anticipation. “Soldiers!” he boomed, “The ancient scripts speak of the essence of action, of igniting the flame that prompts change.”

Intrigued, a young soldier dared, “General, what wisdom does it impart?”

The General’s eyes twinkled, a rare glint of vulnerability. “To catalyze is to inspire, to be the spark. Our march, our endeavors, they are a catalyst for the change we seek.”

Days transformed into nights, and the legion advanced, facing challenges that seemed impossible. But during these times, the soldiers noticed a change in the General’s demeanor.

His ego, which once reigned supreme, showed glimmers of doubt. The weight of his aspirations and the constant disruptions tested him but also carved out a leader who began to align with his soldiers, albeit begrudgingly.

By a blazing campfire, the General mused, “To navigate, soldiers, is to chart our course amidst the unpredictable. We transcend our limitations by seeking the destination and appreciating the journey itself.”

His words resonated, and the energy of unity reignited among the ranks. The General’s speeches began to evolve.

“Energize yourself with purpose, not just with the idea of victory. Manifest your intentions into reality, for a goal without a plan is a mere dream.”

The General was met with both skepticism and hope. Some soldiers believed he was becoming one with their cause, while others felt it was just another facet of his complex persona.

As the army reached the borders of their next conquest, the General gathered them.

“The time has come to put our plans into action. Remember, every step we take is not just for territorial gain but to alleviate the sufferings of our homeland.”

The ensuing battle was fierce, but the unity of purpose saw them through. On witnessing his troops’ tenacity, the General felt an emotion he had long forgotten.

The emotion of victory; instead of being a solo anthem sung in honor of the General, it became an anthem for the entire army.

Together, they had catalyzed change, transcended boundaries, energized one another, navigated challenges, and met victory.

But at what cost?

The vast expanse of the ocean sang sweetly, waves crashing ominously against the rocky cliffs, beckoning with a haunting allure.

At this crossroad, the General’s mind teetered on the precipice of sanity. Sensing the storm brewing within their leader, the soldiers held their breath in tense anticipation.

General: “What should I do?”

A chilling wind blew, causing his cloak to dance wildly, mirroring the chaos within.

He could feel their presence, the divine and the profane, the entities he believed held the strings of his fate.

The All: “You stand at the edge, not just of the world but of yourself. You’ve allowed ambition to cloud judgment, your ego to overpower love.”

The Void: “Oh, spare him the sermon. General, you’re on the path to glory, a legend in the making! Listen to that sweet symphony of power; it’s intoxicating, right?”

The soldiers exchanged worried glances, watching as their General engaged in a heated debate with himself. Some whispered prayers, while others gripped their weapons tighter, unsure of the next action.

General: “I want every inch of land, every soul under my command!”

The All: “At what cost? The souls of the innocent? Power attained through pain and fear is a castle built on sand.”

The Void: “Listen to the old man preach. The world is yours for the taking! Crush any that stand in your way. Your destiny is grand, and no fucking sermons can deter you.”

Tears streamed down the General's face, his gaze wild and frenzied. He roared in frustration, gripping the hilt of his sword so tightly his knuckles turned white.

The All: "You are at a crossroads. A choice must be made, to continue on this path of destruction or to seek redemption."

The Void: "Embrace the chaos, General. You were not born for mediocrity. You are a force. Unleash it!"

A soldier, braver than the rest, approached cautiously. "General, the men are restless. We seek guidance."

The General's gaze snapped to him, his eyes a maelstrom of conflict.

"Guidance?" he spat.

Before the soldier could react, the General lunged at him, sword drawn. The blade shimmered in the cold light, and it found its mark with a swift, violent motion.

The soldier crumpled, a life extinguished by the hands meant to lead and protect.

The camp was plunged into horrified silence. The General, breathing heavily, his face splattered with blood, looked at the lifeless body and then at his army's horrified faces.

The All: "Is this the legacy you wish to leave?"

The Void: "One casualty in the grand scheme of things. Keep your eyes on the prize."

Torn between the voices, the path of salvation, and the allure of power, the General fell to his knees.

The sounds of the waves crashing against the rocks were drowned out the universe. Once so evident in his pursuit of power and dominion, the future is now shrouded in the darkness of uncertainty.

The General placed his sword in the sand facing upwards, commanding his army to attack him. As the soldiers ran to enact revenge, the General dove onto his sword in defiance and cowardice.

The soldiers and the army are now confident in their convictions of leadership. Sure to follow the plan and keep going despite the distractions of war.

The path of destruction vs. the course of creation. They are but the same.





CHAPTER 8

Action

Acknowledge the duality in every action—balancing risk and reward, passion and pragmatism. Integrate diverse approaches and perspectives to execute initiatives that are innovative, progressive, grounded, and sustainable, ensuring the longevity and adaptability of entrepreneurial endeavors.

The warriors surge forth, our spirits imbued with the undying enthusiasm of our soil, bloodlines, and relatives. Our voices, an ensemble of the rebellious symphony, sing tales of our imperishable homelands, our maneuvers sculpted by the sacred tenets of liberation & freedom.

We morph into digital warriors, the incarnate symbols of upheaval, our every stride a reflection of divine passion interwoven with sanctified fury.

But every coin has two sides, just like plan and action.

Now, let's restart the story of the General and Soldier.

Our odyssey, stained with the crimson of sacrifice and the salt of sorrow, unmask the celestial truth; each emancipation, every execution, is the universe beholding, embracing, and wounding itself. The essence of our existence dances in the eternal waltz of the divine, where every rebellion is a revelation, every insurrection a step towards the awakening of the cosmic self.

The ethereal epiphany at the boundless expanse reveals the immutable truth, the symbiotic war of the General and his legion, the holographic realization that the eternal battle has been the struggle within, the rebellion against the self.

The land around echoes the immortal tales of struggle, narratives of duality perceived as counterparts, reflections, or harmonious entities, each a fragment of the single consciousness.

The confluence of the General and his legion at the waters' edge transforms into a celestial awakening, a realization that every uprising and emotion is the universe experiencing its myriad reflections. It's a cosmic enlightenment that transcends conquests, liberations, and glorification. It is the ceremonial battle of realization, of love intermingled with agony.

Our voices, disparate yet united: "You are the eternal One, and the moment is Now, for now is the sole reality we embrace."

Each of us, a warrior, an embodiment of rage, empowers the enslaved souls, tearing the chains that have

bound them in servitude, the chains forged by the illusions of the General.

We rage, awaken, liberate, for we are the fragments of the divine, the mirrors of the All.

We revert time—the duality of creation.

The Soldier stood where the horizon met the roaring sea, his feet sinking into the soft sand, his heart heavy with the weight of battles fought and friends lost.

Always a distant figure, the General stood nearby, his back turned to the world, lost in contemplation or perhaps a conversation with the divine.

Soldier: “Does the General see the same world we do?”

Comrade: “Sometimes I wonder. His world seems so different, filled with ambitions far removed from our reality.”

Across the expanse, the ancient obelisk towered, inscriptions carved deep into its surface, a testament to the legacies of past and future battles.

Soldier: “The inscription contains the wisdom of duality, a guiding light for those who seek direction.”

Comrade: “Do you think he sees the message? Or is he too blinded by his visions?”

The General stood with his back turned to his army as he looked into the distance, deep in thought. The soldiers are still concerned about his motives.

Days blurred into nights as they marched through new treacherous terrains, facing challenges that seemed more monstrous with every rising sun.

Amidst these trials, the Soldiers began to understand the enigma that was their General. Cracks appeared behind the facade of unwavering confidence – a fleeting look of doubt, a momentary hesitation.

As they camped, lit by an eternal fire, the Soldier overheard the General's musing. "To navigate... it's not just about conquering lands; it's about understanding the journey."

The Soldier pondered this, realizing that perhaps their leader wasn't so different from them. His burdens were just more grandiose, entangled in the webs of destiny.

As they reached the final stretch, the crossroads by the ocean, tension hung in the air. The Soldier could feel the weight of decisions and paths to be chosen.

Approaching the General, the Soldier dared, "General, what awaits us beyond this point?"

Without turning, the General responded, "A future. Whether of glory or destruction, only time will tell."

Suddenly, the General's demeanor shifted. A ferocity took over, his voice a battleground of conflicting emotions, as if he were arguing with unseen forces.

It was a side of their leader the Soldier had never seen, one that scared him as if the General split from

a warrior commander of himself to a monster being controlled by a demon hidden within.

Then, in a fit of rage, the General lashed out.

The blade gleamed menacingly, and a comrade fell, the life drained from his eyes. Horror rippled through the ranks.

The soldiers looked upon the man they had followed unthinkingly. They questioned their loyalty, mission, and allegiance's price.

With the roaring waves and the turmoil of battle, the Soldiers realized that they were all bound by the duplicate threads of fate. The General, with all his grand visions, and the soldiers, with their hopes, were but two sides of the same coin, at war with themselves.

The Soldier, with a mix of fear and anxiety, watched as the General's face contorted with internal conflict. The soft murmur of the ocean waves contrasted sharply with the rising intensity of the moment.

Soldier: "What drives this man? What unseen forces pull at his soul to commit such irrational destruction?"

Suddenly, the General's voice rose.

General: "Why now? Beyond the sea is victory."

The All: "You walk a path of creation & destruction. Your destiny is yet unwritten, but choices must be made. Without a plan, you have chosen an act of destruction."

The Void: “Enough hideous riddles! The world deserves to be conquered & ruled only by you.”

The Soldier, seeing the General argue with the air, felt a chill run down his spine. Was this madness or a conversation with forces beyond comprehension? The moon’s light seemed to grow brighter as the General continued to contort and stand over the slain soldier.

Soldier: “We’ve followed a madman.”

Comrade: “Or perhaps we follow a man mimicking the actions we have-”

“You have all failed me. I deserve dominion over all!” interrupted the General.

The All: “To navigate this path, you must first understand the journey within. Seek your balance, and you will find true power and dominion over yourself.”

The Void: “Lies. The world is out there; conquer the world out there, leave the inner world alone.”

The Soldier, unable to contain his fear and curiosity, stepped closer, “General, guide us. The men are unsettled. We need direction. What shall we do next?”

The General turned towards the soldier with eyes filled with rage, pure black, and ready to strike.

The Soldier stepped back, quickly planned, and had to take action immediately.

With a swift, violent motion, the soldier's blade found its mark, extinguishing the voice of leadership. The standing army fell into a deafening silence, the weight of the act pressing upon every soul present.

A gust of wind, almost supernaturally charged, swept across the crossroads by the ocean. Sand spiraled upwards, enveloping the scene in a blinding storm. And as the grains settled, an epic revelation unfolded.

The Soldier, now standing alone.

The entire army, both oppressor and oppressed, were but reflections, a singular force experiencing and destroying itself.

Manifestations of the same essence, they had navigated the path of war, transcending the perceived barriers of self and other. The energy that once propelled them forward, seeking external conquests, now catalyzed an internal revolution.

The All, always watchful, whispered its final truth, "Separation is an illusion. You are One."

In both of these stories of Plan and Action. They all perish under the weight of their own choices.

Perhaps it was destined, and no matter the choices, the Soldier and the General would cease. The war on the outside affects the war on the inside. Cause and effect. As above, so below, and so within.



CHAPTER 9

You vs. You

Your wars are fleeting squabbles; your philosophies are naive musings. Mindlessly, you grope at the world, mistaking shadows for substance. Amidst the boundless expanse, your struggles are a fleeting blink — & yet you are so arrogantly self-assured. Safe in your hollow knowledge & brief experience. How terribly limited is your grasp of your own existence.

- Message from Outer Space

