

The Success Process

Getting an Edge through

Planned Discipline - Part One



By Anthony Hustle

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The Success Process - Getting an Edge through Planned Discipline - Part 1

One of the hardest things to change in life is behavior. We all know the endless cycle: set a goal, work on it for a while, lose motivation, forget the goal and go back to where you started. That's usually the way it goes. The reason it is so hard is because the daily tasks take over the day (work, chores etc.). You usually don't see any meaningful success toward achieving your goal so you simply give up. Life goes on at the end of the day.

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Every once in a while you wake up and you feel extremely unhappy because you still don't look ripped, you still haven't achieved financial freedom, you still don't have a hot girlfriend, you still eat bad food and you still are not happy overall. That's exactly the point at which you feel sorry for yourself and the cycle resets - you lose motivation and the daily grind takes over. The problem is that you don't have a Success Process that works. As a matter of fact, you have no process at all. You are a leaf in the wind when it comes to pursuing your goals. If this sounds too harsh to take for you, look in the

mirror and tell yourself: I am very happy where I am and I have achieved everything I wanted. I didn't write this book so you can impress your friends. This is strictly between you and you.

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Part 1: How to Create Success

#1 Set & Focus on the One Goal (OG)

The number one problem is that people chase too many goals at the same time, getting lost along the way. It's hard enough to say lose 10 kg (~20lbs) of weight. But losing weight, while learning Chinese and trying to found a startup is not 3x harder but maybe 1000x harder. Imagine a room full of rabbits and you have to catch one. If you want to catch one rabbit, it's best to focus on one rabbit and chase that rabbit hard until you catch it. If you keep switching targets, you will never catch one. You will end up empty handed. As the Latin proverb goes: "If you chase two rabbits, you will catch neither." This is intuitive to most people. So let's stick with that notion.

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The main idea behind focusing on one thing is to do fewer things and better. Steve Jobs quote hits the nail on the head: "Focusing is about saying no." As you narrow down your choice to One Goal at the time, you must be as proud of defining that one goal as you are of letting go of some very promising

alternatives. You have to be proud of saying no to a lot of good ideas to be able to focus on the best idea - this is key.

The first step before you can narrow down your One Goal is to figure out what that one goal is. Note, in The Success Process, I focus on working alone - the team perspective adds a bit of complexity as you need to bring the team along, but the general ideas can be extrapolated.

Bad OG: Meet as many attractive women as possible before getting married.

Good OG: Increasing the number of sexual encounters with beautiful woman from zero to one per month by the end of this calendar year.



#2 Accept & Deal with the Daily Grind

What usually happens when people set goals is that they forget them after about a month. The famous “New Year’s Resolution” such as stopping smoking or drinking less alcohol lasts for January and then people go back to their old habits.

This is totally normal: we all get caught up in the daily grind. Life gets hectic and we get sucked into our usual habits as soon as stress overtakes. The best way to deal with it is to accept it. Accept the daily grind. The problem is when you let your OG overwhelm you such that you fail to deliver on your other life commitments. This causes stress. At that point, you have to stop everything, focus back on your daily grind (such as your job or paying your bills) and before you know it, you have forgotten your OG. So you cannot just stop your life and focus on the OG. To affect behavioral change takes time: going cold turkey or all-in is a common mistake people make. If you want sustainable behavioral change, you need a better plan than a New Year’s Resolution. So how do you do it?

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#3 Find & Execute Your Success Levers (SL)

Imagine your OG as a huge heavy rock that has been sitting there for years and is very hard to move. Simply pushing on it won't move it even one inch. To move it, you need a tool. You need to find a big metal bar and a fulcrum so you can leverage your weight and move the heavy rock. You might move it one inch the first time you try. But, over time, the inches add up and you will eventually move the rock until it has moved a few yards and is finally out of your way. Archimedes expressed this idea as follows: "Give me a lever long enough and a fulcrum on which to place it, and I shall move the world"

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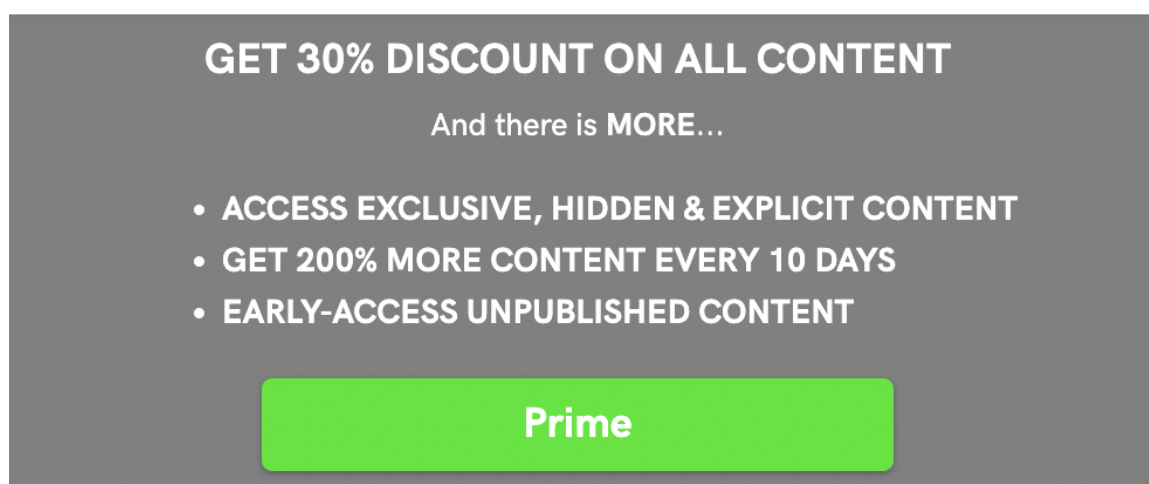
That's the perfect metaphor. You need levers to move your OG. Those levers are called Success Levers because they affect success if executed persistently. The biggest mistake people make when trying to affect change is to focus on the OG. The OG is an abstract idea. It's something that can be measured, but it is abstract in the sense that you cannot do anything concrete about it. You cannot control the OG. The OG is the outcome that you can observe, but there is nothing concrete you can do to affect this outcome directly. Let's take an example: if your OG is to lose 20 pounds of weight in 10 weeks, what concrete action that you control can affect this OG. You can sit in a room and think about losing 20 pounds all day long and it won't help at all. The answer is none. You might say: well, I can start by drinking no beer or eating no sugar. That's right. But those are not actions that are directly informed by the abstract idea of losing 20 pounds. Those are measures (0 beers and 0 sugar) that are derived from the abstract idea of losing 20 pounds. Those are Success Levers (SL).

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Now we have completed the entire Success Process overview. In Part 2, we will implement the process for having sex with beautiful women. This will function as a template which you can use to tackle any life goal you may

have. Keep in mind, you are changing your behavior and that is a hard thing to do. As I said, 99% of people can't even resist the snack between lunch and dinner. So you would be out of your mind to expect this to be easy. You need discipline and patience. This is a process not a one-off event. Keep working at it and keep changing your OGs and SLs during your OG Meetings. As with the gym, learning languages, dating women, or learning to walk, results will follow if you keep working on it.



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The Success Process - Getting an Edge through Planned Discipline - Part 2

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Part 2: Applying the Success Process to Seduction

#1 Defining Your One Goal (OG)

You always start with your One Goal (OG). It's your north star: this is what you want to achieve and everything else is a derivative of that. So you start with the end game and work your way forward to the actions you execute on right now to get closer to your OG.

In Part 1, we have listed the criteria of a good OG. In case you forgot, let's revisit the criteria a good OG follows:

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1. Start with an action word: a verb
2. Have a simple, measurable and attainable objective
3. Have a deadline
4. Be set, committed to and owned by you
5. Be one of maximum three OGs

The important thing is to think before you start. You need to first figure out what the right OG is or otherwise you might be chasing a pipe dream or some elusive goal that makes no sense. So you explore all options first and then you decide which one is the OG that best represents where you want to be in the future.

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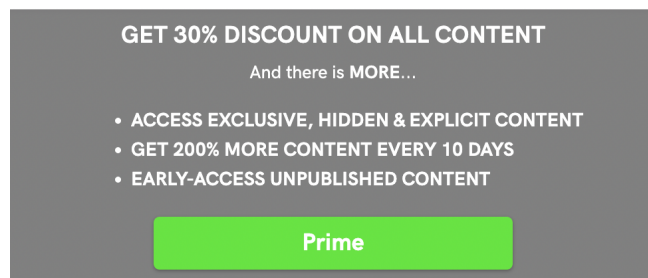
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Everyone has different aspirations with women. Mine are very simple and they depend on whether I want to be with a girl long-term or whether I want to have just have sex. I am not a huge believer in male-female friendship. The girls I tend to like, I also want tend to want to have sex with and therefore it always ends in complications. If you are different, you need to adjust for that. But let's go with me, because that is the best way of making

this template as real as possible. Remember, OGs are personal and you need to own them.

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Let's assume I am simply looking for sex at the moment and don't want a long-term relationship. So let's write down what comes to mind and see why it's important to think before you act. Before I start, of course, I am ruling out paying for sex: taking girls out for drinks is fine (even to nice places), but a contractual arrangement where sex in exchange of money or goods is agreed ex-ante the date is not what I am looking for. There are many shades of grey to this but a simple question to ask that clarifies it is this one: if you turned off the money faucet and were living a simple life, would the girl still be around? If the answer is no, then you are paying for her attention and it doesn't count in my eyes. The girl has to want and enjoy sex without the promise of gifts, money or so called "sugar daddy" arrangements. Let's move on.

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Table 2: Finding Your One Goal

OG Idea	Current Result	Desired Result	Deadline	Rank
Dating as many women as possible	2 per month	2 per week	By the end of next week	4
Having sex with as many women as possible	1 per month	1 per week	By the end of next quarter	3
Dating as many extremely beautiful women as possible	1 per year	1 per week	By the end of next month	2
Having sex with as many extremely beautiful women as possible	1 per year	1 per month	By the end of next quarter	1

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#2 Defining the Success Levers (SLs)

You first need to remember that OGs cannot be worked on directly. LGs are the levers you can pull every day to move yourself closer to achieving your OG. That's the good news. Assuming you found your LGs, you know what you have to work on today to achieve our OG. Unfortunately, there is a drawback: to even get a little bit closer to your OG, you need to move the LGs a lot. Imagine you are sitting in a boat in the middle of a river. You know you have to paddle if you want to get to land, but you have no paddles. So you have to use your bare hands. Every stroke moves your boat only a few inches. So you paddle your ass off and barely move. But over time, the strokes accumulate and you move a lot closer to land. It doesn't happen quickly, but within 2-3 hours you finally make it and reach land. This is exactly the way to visualize SLs.

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Every day you go to work relentlessly on your SLs. Every day it seems like you are making little progress. But you know that you are making progress as you can see that you are moving toward your OG little by little - you know this because every week you review your SLs and your OG. This is covered in the Success Dashboard section later on. All you need to know now is that you will have a (weekly) meeting during which you clearly understand how much closer you are getting to achieving your OG.

The painful part is that you have to keep working on your SLs hard for extended periods of time to achieve your OG. After you have determined your OG and found your SLs, it's not a very creative or glamorous way of being. Achieving success is boring. But what matters is that the Success Process works and that's exciting because so far you have failed to reach your OGs. Thomas Edison has coined a quote that fits 100%: "Genius is 1 percent inspiration and 99 percent perspiration."

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Let's step back for a second: as we already found out in Part 1, sometimes it is quite obvious what your SLs are. For example, if you want to lose weight, your SLs will be related to two activities: intake of calories (input) and burning of calories (output). That is, how many calories do you consume and how many calories do you burn. Your weight loss equals input minus output of calories. Therefore, all your SLs will have to be related to that equation. So let's figure out this same basic equation for your OG of sleeping with beautiful women.

The equation that will determine whether you achieve your OG of sleeping with one extremely beautiful woman per month is the following:

$$A = B * c$$

Where,

A = number of sexual encounters with extremely beautiful women per month,

B = number of extremely beautiful women you approached per month,

c = average percentage of women you will sleep with

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Now c, the conversion rate from approach to sex, it is not going to be as straight forward. Of course, c is a very seductive variable for the novice and many people obsess about it: that is so because it sounds obvious to improve your “game” to sleep with more women. That’s what you see when you go out: “Some guys just know how to talk to girls, so I need to learn that, too.” That’s the usual argument you hear. It ticks all the “self-improvement” boxes in the world: have better game, look better, drive a faster car and have more charisma and you will get laid as a result, right? Not so fast my friends. So let’s break c down into its component parts:

$$c = D + E + F, \text{ for } 0 \leq c \leq 1$$

Where,

D = health, physical appearance and hygiene,

E = your success in business (power) and fame,

F = your ability to make women want to sleep with you (seduction skill)

The ratio c has to be between 0 and 1 as it is the conversion rate: you can achieve more than 100% and you cannot get below 0%.

If c is 3% then you could say 1% is D, 1% is E and 1% is F. That adds up to 3%. So let's examine each variable. Looking better is quite an easy variable to tune. Of course, if you are in a wheelchair and weigh 400 pounds, you won't ever look like an underwear model. But you can still make the most of it and look the best you can. Women do differentiate based on looks - don't kid yourself. But women also respect men that are taking care of themselves. So sorting out your wardrobe, getting lean and mean, and taking good care of your hygiene (hair, skin, teeth etc.) goes a long way with women. This is not a text on men's grooming so I will let you figure that out. Just realize that this is very much in your control so you have to figure it out and work on it. You wouldn't sleep with a girl that smells bad, has a bad sense of dress, bad skin and is grossly overweight. So don't expect it vice versa. No woman with choice will settle for a disgusting man: women spend

all day on this subject and they can tell from miles away whether you take care of yourself or not. If you don't, you stand zero chance with extremely beautiful girls. In this sense, a rather generic and often tossed around phrase is what matters most when it comes to D: just be the best version of yourself.

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However, let's bust a myth surrounding D that most men fall victim to: "looks" alone won't get you laid, not even with average looking women. I have many friends that are incredibly good looking, but don't have sex regularly.

Sometimes they get lucky and do have sex without putting in much of E or F, but this is not a regular or planable thing for them. Unless they sort out E and F, nothing happens in the bedroom department most of the time. At least not regularly and predictably.

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So if you thought that cutting weight, buying a new Armani suit and getting a fancy haircut will get you laid, you are wrong. You can't just doll up and stand at the bar like a pretty girl. This works for beautiful women, but not for handsome men. Figuring out D is foundational stuff. It's a necessary but not sufficient condition for achieving your OG. I consider it in the same category as SL1 (moving to a city with lots of women). Once you achieve SL1 and SL5, they are done. They are non-continuous. You can slip back into looking bad or moving back to a rural area, but usually you won't as you will feel different once you changed after seeing the difference in your environment - going back from "looking good" and living in an area teaming with attractive women to not looking great living in rural town will very bad. Raising your standards is the most powerful way of getting ahead in life. And, most importantly, as soon you slip on either SL1 or SL5, you won't get laid any longer.

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So what do you learn from the above ranking of SLs? In terms of the Success Process, you started with this rather complicated decomposition of:

$$A = B * c$$

$$\text{where } c = D + E + F$$

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Using the technique of ranking SLs derived from your OG allows you to break this hard-to-understand decomposition down into 5 simple instructions all aiming at two simple ideas: approaching beautiful girls and executing the plan. Basically, 3 out of 5 SLs (SL2, SL3 and SL4) are aiming at one thing and one thing only: going out and approaching attractive girls. Showing up is 50% of the game and it's the hardest thing to do consistently. Secondly, you need to have laser focus on the right approach and you need to execute it every single time no matter how you feel: that's the Straight Line Sex System. Think it through again: you started with an abstract goal of having sex with extremely beautiful girls. Now, you have five very simple instructions you can follow every day that will consistently push you toward that goal. That's powerful.

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Next, we need to derive a schedule and a way to measure your progress along the way. So let's build your Success Dashboard now.

#3 Creating the Success Dashboard

The objective of the Success Dashboard (hereafter, SD) is very simple: measure your SLs and see if you are getting closer to achieving your OG. The SD tells you whether you are winning or losing within two seconds.

To achieve the above, the SD has to be a simple visual illustration. Second, it has to compare expected to actual SL and OG metrics so you can tell whether you are winning or not (by the way, that's why SLs have to be measurable). Third, the SD has to state each SL and OG and you have to keep the SD somewhere (very) visible (like your desktop background, your fridge, your daily organizer or similar).

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To be honest, while this sounds like a lot to keep in mind, in reality, it is really simple: it's just a simple exercise of measuring your SLs and OGs, visualizing them so an eight year old can understand what's going on and then displaying the SD prominently so you are aware of it all the time. Let's get on with it and put together your SD.

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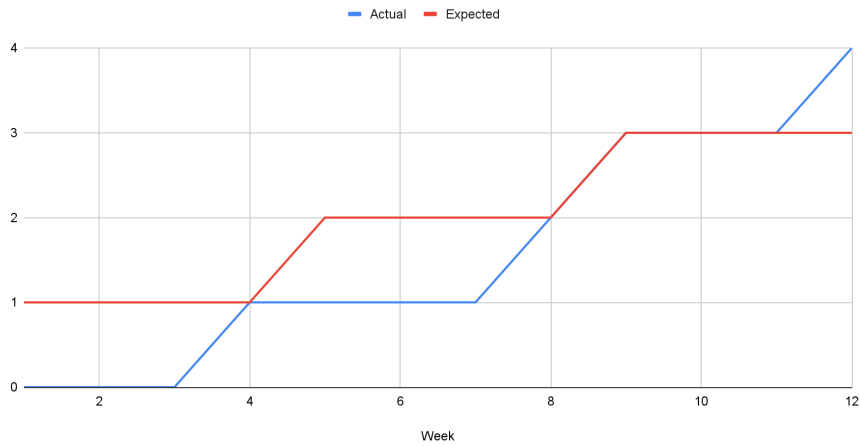
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Full Success Dashboard

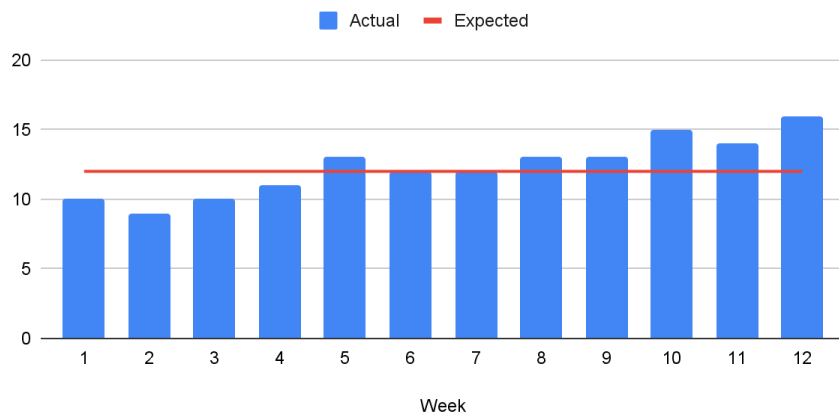
Graph 1: OG Success Dashboard

Increase the number of extremely beautiful women I have sex with from one per year to one per month by the end of next quarter



Graph 2: SL Rank #1 Success Dashboard

Go out 2 days per week for at least 3 hours to approach 12 extremely beautiful women each day.



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#4 One Goal Meetings

Management is a fancy word used by MBAs and people that want other people to do their work for them. What I mean when I use the term management is this: you need to review the Success Process every week to keep yourself accountable and stay on top of progress. That's what the weekly One Goal Meeting (hereafter, OGM) is for.

Managing the Success Process is an activity that you carry out every week at the same time. It accomplishes 3 goals:

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- review last week's SLs and commitments,
- review whether you are moving toward the OG,
- make new commitments and changes to SLs so you can move toward your OG the coming week

We haven't talked about commitments thus far, but we will introduce them now. Commitments are promises that you make to yourself every week. The goal is to determine next week's three highest impact activities that will allow you to get closer to achieving your OG. For example, in the first 4 weeks you may have found that you couldn't do the 12 approaches because you didn't get out of work on time (SL2 violation). You may have also found that you didn't stick to the Straight Line Sex System because you simply forgot the sequence of events and the lines/moves (SL8 violation).

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The commitments to yourself for next week will help you tackle those issues: first, you start work 1h earlier so you can leave work at 5pm sharp. Second, you find and scope out your three logistical venues that every date follows and third, you learn 3 lines/moves by heart for each step of the logistical sequence of the Straight Line Sex System. This way, you avoid all the issues that prevented you thus far from achieving your SLs. Since the SL moves the OG with a certain lag, sticking to the commitments will therefore push you closer to achieving your OG.

The OGM is a short and simple meeting with yourself. You answer **4 simple questions** and you note them down in a spreadsheet.

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Concluding Remarks

The Success Process is based on teleological philosophy. Teleology states that you behave in ways that are consistent with your current life goals. That means, you do whatever you can to support your current lifestyle. By lifestyle, I mean your view of the world and yourself and not just what car you drive and what clothes you wear. Changing your lifestyle requires courage. It requires you to take ownership of what it is that you want to accomplish and the fears that go along with conquering those accomplishments. All the excuses you make to not pursue new goals are a reflection of your lack of courage, complacency and ultimately your desire to keep your current lifestyle.

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You may wish you were more like this person or that person. You may claim that you cannot be more like that person because you are not: extroverted, nice, intelligent, smooth, disciplined, good-looking or whatever you wish you could be, but are not. You may even go as far as hating yourself for not being more like someone you admire. You may also pity yourself for your own terrible past that has led you to where you are today: your parents got divorced, people lied to you in the past, your dad had problems with alcohol, you suffer from anxiety or you grew up in any other of millions of unfavorable conditions. Humans like to blame bad luck for miserable situations they find themselves in.

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Adlerian philosophy deals with this problem in a real way: unlike Freudian etiology, it doesn't allow you to blame your past for your current situation. It doesn't allow you to blame your childhood traumas for being stuck in self-loath today. And it doesn't allow you to not bring up the courage to change your lifestyle. While it's a tough reality to accept, every argument you bring forward that is in support of your current allegedly hopeless situation is a fabrication of your mind. Your mind's goal is to avoid the risk of exposing you for who you really are and what you are really made of. Sticking with your current lifestyle allows you to do exactly that - in other words, your mind supports your current lifestyle.

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These are not just meaningless works. Let's stick with this book's theme of being highly practical: assume you see a really beautiful girl walking across the street and you feel a sudden rush of anxiety when you think of the idea of approaching her. Suddenly, you go into self hate mode: your mind tells you all the things that are simmering underneath the surface: you are not attractive enough, you are not smooth enough and this type of girl does not date guys like you. You instantly start hating yourself, again, like you always do when you see a beautiful girl. You probably wish in that instance that you were cool like some other guy you now picture in your mind. That guy has it all and if you had it all you could do it, too. But you just weren't born lucky so you won't be able to pull it off - you can't go over there to chat up the beautiful girl.

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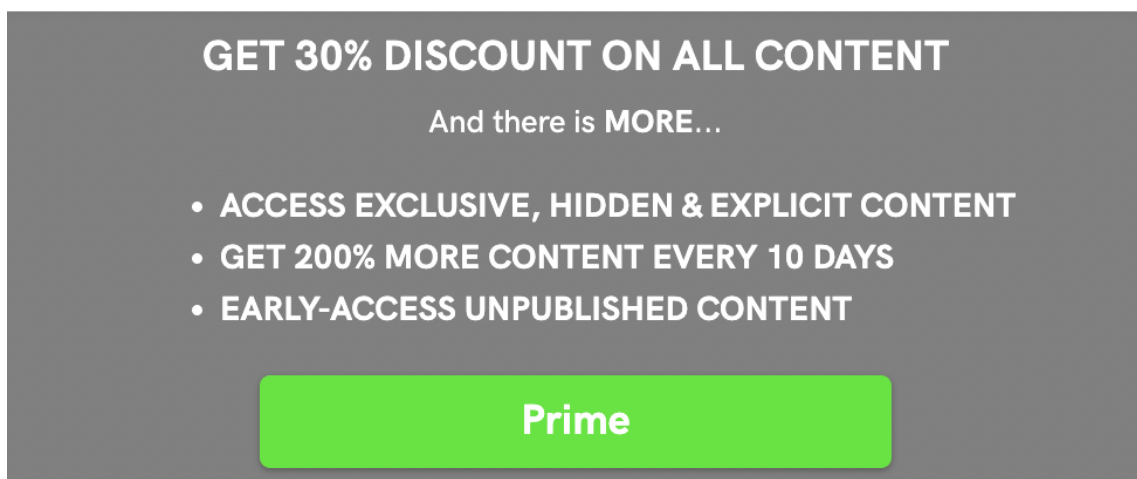
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In a less extreme case, you might tell yourself that you could do it, but you don't have time now because you are going to work, to the gym or you have to catch that train to meet your friends. In both cases, your mind is finding ways to avoid approaching the girl. Surely, a 3 minute chat to get her number wouldn't make you miss anything important or life-changing - at least that's true in 99.9% of the cases when you see a beautiful girl that you would love to sleep with.

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Why is your mind doing that to you? Because your mind wants to keep its lifestyle as it is. It doesn't want to risk and explore the unknown. It doesn't want to find out the truth: it wants to keep up the illusion of hypothetically

going over there and chatting her up. At least then you preserve the chance that you could have sex with her hypothetically speaking.

But if instead you actually conquered your fear and approached her, you would find out the truth. All hypothetical illusions would evaporate instantly. There would be one simple truth: does she want to go out on a date or not? There is nowhere to hide anymore. If she rejects you, you have no more excuses to make. You cannot say any longer: "If I didn't have to meet my friends now, I would go over there to talk to her and for sure I would have a chance." If she rejects you, you don't have a chance with her any longer. All plausible deniability is gone the second you embrace the unknown and approach her. And this is what your mind hates: your mind's goal is to stick with your current situation - so you are currently behaving consistently with your goal and making excuses to not approach her is simply a method to stay consistent with your goal. That's Adlerian philosophy: you behave in a way that is consistent with your current lifestyle and goals. Teleology prescribes doing the opposite and it's a tough medicine. Change takes courage - teleology is the philosophy of courage.

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The Success Process is an extreme form of teleology: it not only embraces the courage to change your life by pursuing your goals, but it goes further. It gives you a system to manage change in the most effective way possible. This realization will take you time to come to, but once you do, you are on your way to get what you want out of life.

“We have nothing to fear, but fear itself.”

Franklin D. Roosevelt

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