

Off To A Rockin' Start

The way this book came about is quite the story. I've always had a passion for ideas, I've always had a passion for people, and I've always had a passion for books and art. When I was a child I found that I could speed-read, and would spend days practically inhaling books of all kinds — fiction, textbooks, magazines — you name it, I read it. Instead of studying in class, I'd be writing articles for some of my early websites, song lyrics, and forum posts. From all this history, you'd think it would be obvious that I'd become an author, it wasn't to me though.

For the ten years between leaving high school and putting the finishing touches on this book, I went through all kinds of ups and downs, spending some time happily in retail, and then some time miserably in retail. I spent time in basement apartments, and I spent time in condos. During this time, I never stopped learning or creating and I always pursued whatever art called to me. Sure there were times when it seemed held back, or when

people around me's faith flagged, or when all looked lost, but I just kept on. I'd write posts for SpiritSentient, I'd create new artworks and have exhibitions and showings, and create websites. I'd keep afloat through the design and creation and leadership that came so easily to me. I'd keep afloat through things that seemed like miracles.

I did what I loved.

Then one day I was working on a blog post about visionaries, in a whirlwind of inspiration. My hands flew across the keys faster than ever (and I've typed many words at high-speed in my life), time seemed to compress, because I looked up and it was 6 hours later and the 'blog post' was basically the outline of a book.

So I ran with it.

Life took one turn after another, and I was guided to put it on the back-burner or give it a rest, to focus on the inspiration for a clothing line, or to re-design SpiritSentient, or whatever, but I never forgot it, and I'd work on here and there when an idea struck.

Gradually, it started coming together in a big way.

Around the same time, I chose to cut loose a few clients who weren't on the same page as me, and I ended up having to move because of this, but it turned out beautifully. What many people would see as awkward misery, I was super-grateful for. When this happened, I had six people offer to let me live with them, and it was heart-warming. I didn't even have to look for a place, they were practically thrown at me. I chose to live with my Aunt, who has a passion for living with other people around, and who's kids had just left. Also she was

right on Yonge Street, which was perfect for me. Not only that, but her place was just removed enough from influences and people that were distracting me that it allowed me to wake up every day and really focus on my vision and Idealution. She and I became closer than ever, not to mention I had a beautiful home and living environment to write in, and I feel like that awesomeness shines through in these pages.

So I always knew I'd be creating various kinds of art, and life conspired to help me author this, and I'm extremely grateful.

“All wrong-doing arises because of mind. If mind is transformed can wrong-doing remain?” — Buddha

Relax.

Take a deep breath and read the bold section heading. You can feel yourself relax.

This is a very good thing. I'm relaxed as I write these words, and you're relaxed as you read them, and from this very good things are happening. In fact, relaxation is a powerful part of how I've gained all my knowledge.

When we're stressed, our perspective and focus shrinks. When we're stressed we strongly limit what we're open to learning. When we're relaxed we open our hearts and minds to the world, to teachers, and to ideas in general. Plus it just feels awesome to relax :)

There are many thoughts occurring in the world *right now*. These ideas have more complexity, thought by a larger global population, and are generally more intelligent than ever before. It's estimated that people think around 50 to 60 thousand thoughts a day. Multiplying this by the current population of the globe gives *upwards*

of 340 billion thoughts a day.

Yeah, a big number.

Don't you agree that the world would feel like a vastly better place if all these thoughts were managed better, and were guided towards win-win solutions and mutual-benefit-for-all?

As you read these pages, and this chapter in particular, you'll find yourself more open and *ready for new ideas*. Many people have allowed their minds to be hardened and limited by society, parenting, and the media, but that doesn't mean you can't change things right this instant.

All the successful people in the world operate on certain principles and ideas, ones that you've probably not

come across or that you heard and dismissed. It's also likely you've not *been open* to these oh-so-cool ideas – and that's okay – just by reading a few words from this book, you're already absorbing ideas. Even the promotional text on idealution.spiritsentient.com was set up to prepare your mind to assimilate the amazing ideas in the following pages in ways that can benefit your life.

Part of this is the conversational and generation-relevant tone. I use winks and smileys in this book. I change tenses and subjects. I link to blogs and websites. There's the odd cuss-word. Just like we'd speak in our day-to-day lives. Why?

It's creative. It's honest. It confuses and shocks a little bit and keeps people on their toes. And it's valuable. This isn't done to be mean, this is done to help your mind stay flexible. A closed mind, stuck in old patterns, really limits the benefits that can come from exposure to new ideas. I see you learning quicker, faster, and easier than

you ever have. I already feel you being exposed to some ideas you adore. Like “The world is a better place, when people have good things on their minds.”

To date, there isn’t a whole lot of people explaining these high-level concepts in the language of the masses, but it can help. There’s so many people in the world, people just like you, who’d love to be introduced to revolutionary, life-changing ideas, if only someone could present it to them in ways they can handle.

It’s not often that visionary-thinkers or life-coaches will use the language of our culture, including slang, to convey their message. They’re thinking *what if they offend someone, right?* Words are certainly powerful, and I’ve put a lot of love into every one of them. We serve one another best if we express our inspired, genius selves, as purely as we can. Idealution & Thoughtsperity is creativity with style. This is spirituality with pop. We

know you're comfortable with self-expression, we know you have a sense of humour, and we know you're here to be happy any way you can.

This is not a 'normal' book. Books can have a feeling to them, you know? The bible has a feeling to it. You know it does. Cosmopolitan Magazine has a feeling to it, and so does this book. It's meant to feel deep and empowering. It's meant to help you love life. If you're reading this, there's a good reason for it. It's a cool glass of lemonade for the soul, so drink it up.

Stagnation is a common occurrence these days, but it doesn't have to be that way. Get ready to shake up your life and get it on a new track. Basically, you fucking rock and it's about time you knew it to the very core of your being. Thank you for doing yourself a favor.

“Everyone has their own private Mount Everest they were put on this earth to climb.” – Hugh McLeod

Note: Nobody owns ideas, but we’ve associated certain ideas with certain people as a tribute to their work. You might think there are ‘thought inventors’, but this just isn’t true.

Thoughts are beautiful things that we’re allowed to have by the laws of life, in a way similar to David Kord Murray (author of *Borrowing Brilliance: And Other Oxymorons*). This view is echoed by many forward-thinking people (eg: Albert Einstein, Henry Ford) who’ve shared their ideas and achieved great success in their lives. This book belongs to Jason, Arthur, and to all of you.

Okay, I have an incredible amount of love and respect for the thinkers and creators discussed in the following

pages. I owe these guys a lot and words cannot express how much they've influenced me and helped me along my path. Even if I were to not completely agree with their ideas, my love and respect for them as people and their ideas as evolutionary, is powerful. And they can do the same for you.

I respect these people, I have the same love and respect for all you fantastic readers.

Who's to say you won't be inspired to "top" some of the people listed in these pages? One seed of an idea for a business, movement, or passion of any kind, can snowball into a huge legacy that the world perks up and notices. It's completely possible that you can be a part of it, or at the very least, these ideas can help turn boring conversations into fantastic ones. Who doesn't want engaging chats?

“Creativity is allowing yourself to make mistakes,
art is knowing which ones to keep.” — Scott Adams

Thoughts are powerful. Thinking is one of humanity’s most powerful talents, and our high level of thought sets us aside from the animal kingdom. Every advance, every development, and every bit of growth we’ve accomplished to date started as an idea. It’s impossible to unthink a thought. Thoughts appear, and they have some kind of effect, and if they’re communicated in any way, they become stronger. Once an idea takes hold, and spreads from one mind to another mind, that idea’s power multiplies and it becomes a reality faster and more effectively than when it was first shared. Ideas are viral. Ideas also blend; they mate. Ideas can have ‘sex’ and reproduce. Ideas are alive and *viral*.

Society and the planet are at a critical tipping point. It’s time you got a taste of what some of the great thinkers

in our world are offering.

Throughout my own life I've had billions of conversations and during each of them, I've always intended to share at least one new idea, one 'A-ha' moment with the other person. I may or may not hear down the road that this idea I've shared has changed their life, but more often than not, I do get that kind of feedback. People often come back to me with tons of gratitude for small sharings of ideas and conversation. I'm so grateful that my parents and friends exposed me to so many amazing concepts, technology, and skills when I was young, (and through Law of Attraction, I've found so many more), that it almost brings me to tears. By coming into contact with so many creative ideas in my life, now it's habitual and natural for me to have lots of my own. **You can do this too, we're all human, we all can think thoughts.**

Reading this book is like hanging around a bunch of professionals who think cool things you wish you could've

thought :) They're good at what they do, and they do it every day. Hang around them every day, or even just once, and you can't help but pick up at least some of their knowledge and skills.

Everybody changes. The actions we would've taken as kids, are very different than the actions we choose to take as adults. Some of the most noticeably successful and influential personalities we look up to and admire looked at first, to be complete write-offs in their early years and there are many biographies include this. So what happens with these success-stories? They went through certain critical-points in their lives (usually experiences that most people hate), and through those experiences they grew and changed in big ways. By changing themselves they end up changing the world.

This process is occurring constantly in each of us to a certain degree, and person, interacting with other people, are how change comes about. All of this makes up the global change I'm talking about, and it's all driven by

ideas from “I’m hungry” to “I want to change the world.”

HOW TO USE THIS BOOK

Do you really want instructions?

Use it in whatever way you want. The whole idea of it is to applaud and encourage creativity. Each section of this book is written with the aim of broadening the reader’s mind regarding a certain topic.

Ideas in this book have at one time or another, been considered ‘out there’ (some still may be), but that is the nature of all ‘new’ ideas. Ipods, for example, were also once considered ‘out there’, as was ‘Google’ when Yahoo was king. Trends help us notice that inspired, creative action, is far better than mundane, passion-less action.

I'd like to be clear that Jason Fonceca, Arthur Hung, and SpiritSentient.com have *no affiliation or connection with the people discussed here*, other than a deep, deep appreciation for the ideas they're each spreading, and the passion and vision with which they do it. (*Which is not to say we'd be averse to connecting with any or all of them.*) I just love them.

BOREDOM KILLS

“Happiness in intelligent people is the rarest thing I know.” — Ernest Hemmingway

The above quote is spot on. Or it was. Often people look around at the world and see 'stupidity' or 'negativity'.

People get bored in their jobs, their relationships, their physical health, their social development, and many other areas. Have you ever done this? I have. Much of my childhood was filled with *repetitive patterns of judging and labeling the world around me*. I was totally dissatisfied.

I was in a miserable job that clearly was not a proper use of the skills and passion I had.

Did you know that in 2004 Gallup researchers did a survey and examined employee responses to see how employees felt during their jobs — and 59% reported feeling ‘not engaged’ and 14% felt ‘actively disengaged’. Basically what this means is that 73% of the respondents in the Gallup survey reported feeling bored and stagnant in their work.

Seventy-three percent of people are bored in their jobs? Is this right? Do you think it’s better now than it

was in 2004? How did it get this way? What can be done?

Without stressing too much about the cause, let's simply accept that it happens, and agree that the key to overcoming boredom is **FRESH IDEAS**.

A fresh idea is like an injection of lubricating oil in a machine that is dry, rusted, and clogged.

A fresh idea is like a jump-start of healthy, organic food-goodness to a malnourished body.

And even cooler than that, **fresh ideas are the playground of visionaries**. Einstein, whoever invented the abacus, Steve Jobs, and so many more, all lived, breathed and embraced new thoughts.

WHY THOUGHTS? WHY NOT FOCUS ON ACTIONS?

“Ideas without action are worthless.” – Helen Keller

The above quote from Helen Keller is not wrong. Ideas without action can easily be seen as worthless. In fact Arthur posted a message on Steve Pavlina’s forum which asked for feedback for an ‘idea’ to create a product that would help his community. Pavlina (whom I really admire) commented that “...you know you have something of ‘value’ if people are willing to pay you for [something] or if you can leverage [something] to generate income. And I mean having something to offer this very minute... not merely a promise or intention for something later. You can sell a breakfast if you wish. But good luck selling an intention.” Basically Steve was saying something similar to Helen Keller — that ‘intentions’ and ‘thoughts’ are pretty much worthless, and that action has to be taken. It’s possible that Keller and Pavlina were simply using words to explain a concept or to shift peo-

ple's focus, but the energy and sincerity in the quotes suggest otherwise. It feels like they really believe ideas without actions are worthless.

So why then am I so focused on ideas (at least right now)? It's because I disagree with Steve Pavlina and Helen Keller. I love them both, and my difference of opinion detracts not one bit from their large contribution to humanity, which I praise here and in other chapters. The reason I disagree with their understanding of "ideas and actions" is that they see ideas and actions as separate from each other. Look at Vincent Van Gogh: a completely destitute, somewhat insane artist. During his life-time he made barely enough to survive, and could be seen to have created 'nothing of value' since no one was willing to pay for it, but he in fact revolutionized the art world, and is treasured by our society. This is because ideas and actions are not separate. I'll repeat...

Ideas and actions are not separate.

Every idea results in action, even if it has to attract more similar thoughts before we notice it. Every idea changes brainwaves and neurons. Thoughts are eternal and infinite, and once they flow through a mind, they have an effect. no ifs, ands or buts. The *action* they generate may be miniscule or hard-to-observe, but it exists. Let's say a person has one whimsical thought about creating a product. This thought sets a precedent for even more similar thoughts, a stream of them. A stream of similar thoughts, paves the way for self-expression, or action. One action leads to other similar actions: habits. Habits amplify and inspire consistent action. So the value-providing action, that Pavlina and Keller both love to see, could not exist without the first whimsical thought, and could not develop without all the subsequent thoughts. All ideas are the foundation for action, they are inseparable and the connection is clear.

Ideas are the foundation of all action.

And what is a good foundation? It's the key to building relatively lasting, beautiful, monumental creations that society and the world loves and appreciates greatly.

If you want to create, it is very smart to focus on managing and purifying ideas first and foremost, because that foundation-focus, like in any building or goal, is what makes things go so smoothly and easily in the later stages of creation. A large majority of the world has been focused on actions for a long time, it shows up in quotes like the ones above.

People tend to want to skip the foundational process of managing ideas and get right to the *doing*. "I want money *now* (without any focus on my foundational ideas)", "I want sales *now* (without any focus on my foundational ideas)", and "I want a relationship *now* (without any focus on my foundational ideas)."

People are often paying attention to others' actions and their results, while not realizing that there were so many 'seed-thoughts' that were *completely inseparable from the actions*, and that those thoughts directly enabled all the wonderful results everyone is so focused on.

Anyway, clearly we're really, really big on ideas and managing their power, and we share these with you knowing you'll make best use of them.

“Ideas are fucking powerful.” — Jason Fonceca
