Different Future

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Chapter 1: The future can be better

The future can be better than the present. We can stop doing the things that make life suck and start doing the things that make life beautiful.

A better future is one in which you are able to become who you are. You are able to do what excites you. Your life is filled with love. Your days are filled with more pleasure and with more of the experiences you want to have. A better future is one in which you are financially secure, learning, growing and achieving. You will always have enough work and responsibilities, but you should also have plenty of free time to play because life should be fun. Your life will get better when you start doing the things that you want to do and stop doing the things that you feel forced to do.

Maybe this is the way you are already living today. If not, then why not? What are you working toward if you are doing something different from what you want to do? Are you sure that you are on the path toward earning enough money and freedom that you will one day, very soon, begin doing what you want to do? If not, what's the point? Maybe it would make sense to consider something different.

Work culture, especially startup culture and all of its conventional wisdom, tells us to sacrifice everything at the altar of a good idea. But if it is required that we sacrifice everything, how can we be so sure that it is such a good idea to begin with? A good idea is something that should make life better, today, not only in some imaged future. What does the concept of a "good idea" mean to you? Is a good

idea something that merely fills a market niche? Or is a good idea something more meaningful or profound?

So many startups fail to make life better because, right from the start, their founders unquestioningly think they have to sacrifice everything, to force themselves to do what they are told they have to do, and then they force their partners and employees to do the same. It is ugly to guilt yourself into doing something and even uglier to manipulate others into doing what they do not want to do. Nothing beautiful can come from such ugliness. No "good idea" justifies misery and ugliness.

Generally, there are some things which prevent us from moving in the direction of a better future. Jobs suck. They suck up our time, our energy, and they force us to do things that we do not want to do. Most of what we are required to do, at least in some small way, is harmful to the planet or runs against the interests of other people. The problem is, we feel that we don't have a choice because unemployment and poverty sucks even more. Poverty sucks us into a depression where there is no path toward a better future. This is why most of us chose to hold our noses as we hold onto a job. I don't think it would be at all controversial to say that both employment and poverty suck. What I am suggesting is that neither option is inevitable. A better future must be one in which there are choices beyond either being poor or being forced into a job.

Life should be fun, yes, but of course anybody who wants a better future has to do at least some amount of hard work. I will define work as something we do for the sole purpose of providing value to others in order to earn a living. Some people earn a living from 12 hours a day, the smarter ones work 4 hours a week, but all of us must do some work just as we also have to exercise and eat well. When you do work that you chose for reasons that you understand, then work can be a healthy part of your life. But you should never lose site of the purpose of your work. When it comes to work, your goal is to make the minimum effort required to earn enough money to live the life you want. Work should be something done well and something fundamentally done for you. Work does require that you serve someone else's needs and provide value to others, but the reason you do it is purely for yourself. If you work from a sense of guilt, you are working for the wrong reasons and are being manipulated by someone else.

People talk of finding a career that they love, which I think is nonsense. There is no such thing as finding work that you love. If you love it, then don't call it work. Call it play. The truth is, even if you are a famous singer, some of the things you do are play (hopefully singing and maybe songwriting) and other parts are work (sound checks, PR, and taxes). Work is that which you do solely for the purpose of money or survival. All of us must work, but a better future is one in which people are free to make their own choices about when, where, how, for whom, how hard, and for how long they work.

Human beings naturally do good things when we are happy, when we are filled with love, and when we are free. Authority tries to tell us otherwise because authority cannot exist without someone to oppress. Our oppressors need us to believe that we need them. Yet if you look inside yourself, you know the truth. Even if you someday find yourself as free as a bird in this life, you would also find that you have no intention of doing any harm to anyone. You want deeper connections with more people, maybe you want a wilder sex life, maybe you want to create something brilliant or beautiful, or maybe you just want to lay on the beach for most of the summer. But I don't think you would do anything bad or harmful to anyone else if you were free.

Even if there were no limits, if all of life's possibilities were suddenly open to you, what you would want to do is to laugh more, explore a bit, maybe take more naps, or maybe create something that other people would love. Maybe you would work toward something that would make the world a better place. When we are living according to our nature and when we are un-coerced by power and authority, we are mostly harmless and basically good. I'm not saying that we are perfect, but we are good. You know it because you know yourself. Do you think other people are so different? For the most part, people only do bad things is because they are persuaded or forced to. I know you are good, just as I know that I am good.

I don't know you yet, and you don't know me either. I'll start by telling you about me. As I write this, I'm 41 years old. I am a graduate of the University of Colorado, where I earned an MBA in Technology Management (whatever that means). I worked in enterprise software sales for about 20 years. I only mean to say that I do know what it feels like to have the normal lifestyle; the marriage, corporate job, the routine. But 10 years ago I made a big change.

I moved from Seattle to the Slovak Republic. My wife and I made this move by playing a clever trick on our employers. At the time, she was working for an online retailer and I was working in inside sales for an enterprise software company. One day, I told my boss that I was moving to Europe because my wife had a once-in-a-lifetime opportunity. I said that I could continue working for them and that my performance would not suffer. After not even a minute of thought, my boss decided that they would keep me on as long as my performance does not suffer.

That same day, my wife told her boss the same story; that her husband has a once-in-a-lifetime opportunity to move to Europe and that she could keep doing her job from there. Her employer agreed as well. Days later, we moved into a rented flat in Kosice, Slovakia, with much more freedom but with the same income that we had in Seattle. This arrangement went on for a few years. By escaping the office, I had achieved a new kind of freedom and it was beautiful.

Many years later, when I was working as a sales contractor for another company, I realized that I was still not as free as I wanted to be. I decided that I no longer wanted to depend upon one employer at a time. In today's dynamic world, depending upon one employer for all of your income leaves you too vulnerable, too dependent, and too financially insecure. So I started a sales agency. Now, rather than relying on one employer, I run sales campaigns for up to 10 clients at a time. I'll tell you more about that later. My point in telling you this is that 1) I know where you are coming from and I've been there (though now I'm someplace totally different in my life), and 2) there are infinite ways to accomplish things if we use a little bit of imagination and creativity.

Nobody is going to hand anyone a better future. You have to create it for yourself. In shaping your better future, you have to fight to discover who you are and what you want. Then, simply find the courage to walk away from what isn't working and toward something that excites you.

So as I was saying before I got into my story, if we're going to create a better future, then we all have to start by doing what we want to do. We then have to allow everyone else to do the same. A better future is not going to be created by bending ourselves into unnatural shapes or by sacrificing ourselves to some higher goal or mission. For most of my life, I had this wrong. Now I have it right and I want to help you get there too.

I have an idea, which I am going to share with you. This idea is as huge and significant as web-based app or platform that has ever been created. It is my highest calling in life. But each time I have committed myself to working toward this dream, I immediately started down the path of trying to do things in a way that we are "supposed to", yet in a way that I don't want to. These days I pay attention to my intuition, and my intuition is telling me to share it with you rather than trying to do it alone.

Why is this idea important? This invention will set us all free from the limitations of authority and will end the isolation that currently exists between people. It will allow us to know all of the people we should know and to do all of the things that excite us. It will make it possible for anyone to earn a living and to get things done very easily without the need for a job. It is also quite simple and elegant to build. So what is stopping me? Why don't I just do it instead of writing about it?

First of all, I'm not a developer. I don't know how to write a single line of code and the last thing in the world I want to do is to learn how. It isn't my role. These days, I earn enough money by working roughly 2 hours per day running that virtual sales agency that I started telling you about earlier (my "muse" business). Aside from this, I am also pretty good at designing stuff and selling it. I know how to solve problems. I am also a musician and writer, so I know how to express an idea or an emotion. But there is no way that I'm going to build this thing on my own. So what am I supposed to do with this idea? That is the question I have been asking myself for a long time.

Conventional wisdom says that, to launch this startup, I need to put together a team of founders. What that really means is that I am supposed to convince a few people to spend months working on my dream with no pay. Then, when we have some kind of minimum viable product, we are supposed to become part of a rigid startup incubator, boot camp, or otherwise spend our time trying to find investors. Of course raising capital means twisting this brilliant idea into a business that exists solely for the purpose of making a profit (which it will, but that isn't the point of this). All the while, the founders are supposed to sacrifice so much of our precious time on this planet doing things that we do not want to do. I am supposed to leave this beautiful life of freedom I have created in Eastern Europe, stop writing and recording songs, stop hanging out with my friends, and stop traveling for pleasure. Conventional wisdom tells me that the only way to make this kind of thing happen is to spend less time doing what I love, be less of who I am, and spend all of my energy executing on the plan in order to please investors and make a boatload of money. This is just how it is done, right? I used to buy into this, but I don't believe it anymore. I have discovered that there is a better way, a new way. Not because we are lazy, but because we are smart. Please consider this with an open mind because this might be your first step toward a better future.

Have you been involved in a startup? How did it make you feel? I have been down this path many times. I have forged ahead despite being sick to my stomach with the feeling that something isn't right. I have quickly exhausted myself, forced myself to do things that are not in agreement with my nature, and in doing so I have become just as miserable as so many others. This is the perfect recipe for not just misery, but failure. This is how a brilliant idea gets swallowed-up by a system of "just how things are done". This is how today's economic system takes an idea that can easily change our lives and twists it into something that is only concerned with profit and in sustaining the current world order. But the question I have been asking is this: what do we actually need traditional investors for anyway and why do we have to play by their rules? Why not do this our way and make our own rules?

Obviously there are thousands of people out there who can play the role of startup founder better than I can. Maybe you know the right people, maybe you are tougher or more willing to sacrifice everything at the altar of ambition. We are told that the path toward greatness is laid with sacrifice, hard work, and a willingness to play by the rules of the game. I agree that some of these elements are essential for success, but there is a balance. Nonetheless, our culture of blind ambition has convinced us that we must do anything, even if it means destroying our health or selling our souls. We are expected to shut down our feelings so that we can become driven by discipline and sacrifice alone (not excitement, not inspiration, not enjoyment). This, we are told, is the only way to achieve something great. But think about all of the people you know who believe in these rules. Even if they are successful, what truly great things are they actually creating? Are these things truly making our lives better in any meaningful way? I don't see it.

How am I supposed to create this beautiful thing that sets us all free while I am at the same time doing the opposite of that in my life and asking others around me to do the same? It would be impossible for something beautiful to come from something ugly. Impossible for something unique to come from a life that is defined by conventional wisdom. Impossible for something fun to be created in a process that is deadening or painful. Let's call this our competitive advantage. We are going to live in a way that is beautiful just as we create something beautiful.

It seems to me like nothing significant, meaningful, or important is coming from today's startups. They are all about playing by the rules and fitting in to a system, they are motivated only by money and, as a result, they aren't thinking big. Todays' entrepreneurs are designing meaningless inventions for a small subset of people who are just like them. They are isolated in a bubble. How can you design something for the millions of people around the world who want to be free, to be happy and joyful, and to have fun when your life choices are the opposite of that and you surround yourself with people just like you?

I live in the real world and, before I leave this world, I want to leave behind something for the billions of others who also live in the real world. I also want to change your world. I am going to tell you about something completely different. I will reveal every single detail of the idea, but first, in the next few chapters, I need to explain a bit more about why this idea is so huge. This is about a different future. Look around you now and remember this moment because the future is going to be a hell of a lot more fun than the present.

Chapter 2: Do whatever you want to do

Creating can be fun. As I write this on a sunny summer afternoon next to an open window in my boxer shorts, I am having fun and am filled with positive feelings. To write this is to express myself as I naturally do. I also feel this way when writing songs. If I don't feel this way, I know that this is nature's way of telling me to stop creating because maybe that particular thing isn't great.

When I create, I am transported into a fun space of play where the outside world doesn't exist. I am engaged and I get a little bit excited about what I'm doing. If not excited, at least I feel that I am able to focus without too much effort. Also, I feel as though my life has purpose and meaning. I get that feeling when I am on my laptop recording and mixing a song. Of course I also get that in other areas of my life; for example, in writing messaging for a sales campaign. While other people may find these things difficult, for me these things are play because they are easy for me and I am really good at them.

Maybe you feel the same way building web apps as I do making music. Maybe you find yourself becoming fully-alive when writing code or pitching to investors. What do you enjoy creating or working on? Think of a moment when you were doing something, when you were creating something, and you felt content, calm, and focused. You felt like you didn't want to stop because there's nothing else you would rather be doing in that moment. If you have experienced this, then you should pay attention. What was the thing you were doing and what were the circumstances? If you aren't sure, just start paying attention to how you feel when you are working on something or creating. When do you enjoy the process? When do you hate it? Pay attention to this. This is nature nudging you in the right direction.

There are, indeed, times when something that was fun stops being fun. I have a friend who was passionate about brewing his own beer. He couldn't stop talking about it. Then he got a job in a brewery and he was surprised to find that the passion soon faded. In the brewery, he was forced to come into work early in the morning, he was given a set of tasks and instructions, and in the context of this job he could no longer experience the thrill of his unique creative process. Creating stops being fun when it feels forced or coerced. It is a tragedy when something we love is transformed into something we dread.

Creating also stops being fun when we become blinded by ego or ambition. I told you about how much I love creating music, but there was a time when music stopped being fun for me. My ego wanted my songs to be heard by a larger audience, so I started doing all of the things that we are told to do in order to be successful in the music industry. I recruited other musicians and started a band. Now I had to chase three guys around to try to get them to come to practice. I had to book concerts. I had to try to get our songs on the radio. I had to hire a PR agent. It got expensive, time-consuming, and started to have a negative impact on other areas of my life.

I hated doing all of those things. What I really wanted to do was to write songs, to play guitar, to sing, and to find some kind of small, appreciative audience for my music. The irony is, I had already accomplished this before starting the band. I was already a solo artist who released my music under a free, Creative Commons license. Everything was great, yet despite this I forced myself to spend 3 years with this band. I found that I was no longer writing songs, I wasn't getting better as a musician, and I wasn't doing very well in reaching an audience either. Why? I was doing all of the things I was "supposed to" be doing, I was lost in blind ambition and ego, I was determined, I was on a mission, and

as a result music was no longer fun. No matter how much hard work and effort I put toward this project, I wasn't creating anything great. Ironically, the great songs we did record were songs I had written long ago, on a beach, when I was in an entirely different state.

Eventually all of this became obvious and I quit the band. Months later, I found that I had fallen back in love with music. I had written some beautiful new songs. I had started recording on my own again. In the following year, I had effortlessly stumbled upon a new sound and released a new album. I was producing more work and better work, just as music was fun and easy again. This experience led me to the understanding that the same thing can happen with this idea I'm about to share with you. Let's make it easy. Let's make it fun. Not because we are lazy and not because we are going to cut corners, but because, paradoxically, this is the way to create our greatest work.

Let's think about work rather than play. I won't go as far as to say that work can be fun, but I will say that there are some kinds of work that you are really good at and some kinds of work that you are really not meant to do. Too often, working in a job requires that too much of what you do is not the kind of work that you are good at. Maybe you aren't good at company politics. You would rather work at home in silence, yet you are forced to come into the office every day and to sit in highly-political meetings. Maybe you are in sales and your strength is in writing sales letters, yet your boss forces you to cold-call.

Whether playing, creating or working, you are at your best when you are doing what you choose to be doing. Ask yourself, "How can I achieve the required objective in a way that is simple and easy? How can I allow excellent results to flow from me with minimal effort?" Think about how it would be possible to spend more of your time doing the things you are good at and less of your time doing the things you are not good at. How might this be done? I'll give you a hint: find other people to do the things that you don't want to do so that you can focus on what you do want to do. I'll cover that in the next chapter and then will explain how this idea will ultimately help us all accomplish this.

We should all stop forcing ourselves to do things we do not want to do. We should all stop allowing others to force us to do things we do not want to do. Finally, we should all stop forcing others to do things they do not want to do. Not only does this make life miserable, this is not even the way to achieve the best result. Coercion is not the path toward excellence or world-class creative output. It is most certainly not the path toward a life that is fun or beautiful. So let's stop it. Let's try something different.

Chapter 3: You can't accomplish much in isolation

If you do decide to focus on doing only the things you are good at and the things you want to do, then you will pretty quickly run into a problem. You will find that there are things that need to be done which you don't want to do. This is when you need to find other people to help you.

You can't accomplish much on your own. When I was working in software sales, I was expected to sell expensive, complex solutions to executives at large companies. My strength is in writing the pitch. But a well-written sales letter will not get results unless it is sent to thousands of the right people. This requires research, hard work, and a workflow that is obviously very different from writing. It requires a different mindset and skill-set. I hated this part of the job and I wasn't very productive in this area.

Now, in this job, let's say you finally have some level of interest from a sales prospect. Next, you have to talk on the phone. Can one person really be expected to be good at writing, presenting over the phone, meeting with a client in-person, doing the grunt-work of researching contacts, and sending thousands of emails? As an employee, this is what I was expected to do and it sucked. I found a better way. I'm going to get to the startup idea, but first I would like to briefly tell you about my muse business because I think it provides a good example how work can be done in a better way. You might even apply this example to turn your expertise into a business that works for you.

I started a sales agency so that, rather than hiring inside sales reps, companies could outsource this function to me. My advantage is that I structure the work differently. I handle the campaign strategy and I write the messaging because that's the part that I do well. I pay a team in India to do the research according to my instructions (because that's the part I really, really don't want to do and one person could never keep up anyway). A different person sends the emails. Another person handles the responses. Finally, another person schedules and confirms the calls and the client talks with their prospect directly as we get out of the way.

With this optimized process, everyone is specializing and doing what they do best. Also, I don't manage anyone. I simply define the process so tightly that everyone knows exactly what to do and pay is structured so that everyone has an incentive to get the results that the client needs. Many of the people working for me are free and, like me, work only a few hours per day, at home, on their own schedule. This is a model for work that doesn't suck.

I am grateful for how my life has changed after starting the sales agency. Now, rather than relying on one job, I have up to 10 projects running simultaneously. My income has tripled, my work has been reduced to 2 hours per day, I am free to travel and work from anywhere in the world, and I no longer have to worry about being fired from a job. Good things happen if you specialize by doing what you want to do. Find other people to do the other stuff and then scale the whole thing up until you are making the money you want to make.

Now let's consider how this relates to the startup idea I'm going to tell you about. Why would I reveal my idea? Aren't I worried about you stealing it? No. I have come to understand that this thing, though it has so much potential, will remain only an idea unless someone builds it. Even then, we will need people to decide to use it and to get the word out. Nothing happens in isolation. So, if isolation is the enemy, why would I hold back from sharing the idea?

The problem we are going to solve is this: today it is really difficult to find and meet the right people. There is no way, today, to look at another person and to clearly see and understand what they are good at and what they love to do. Yes, we share our likes, our tastes, and our opinions on Facebook. We advertise our work experience and accomplishments on LinkedIn. But today there is no mechanism that makes it clear to others what we want to do, what we love doing, or what we are good at doing. We go through our lives largely undiscovered and, therefore, are not living up to our potential. Similarly, it is too hard to discover others when you need to find the right person for the job. There is simply too much friction preventing us from meeting the right people.

There is no mechanism that exists that makes it easy for you to find people who are good at doing what you need done. What if, on the other hand, you could easily search across millions of people to discover those who would love to do exactly what you want done? You could easily hire (or work with, or sell to, or play with) people who want to do exactly what you want them to do. Now also imagine that you would experience a steady flow of people coming into your life who want you because of who you are and what you want.

This is the idea. I call it "Infobeing". You might call it whatever you want to. It is a search engine of our wants. It is a way for people to connect and to do stuff based on their compatible wants. It uses the Internet to make us free to do everything that we want to do while ending the problem of individual isolation.

Today's economic system is designed to keep us isolated so that we are more dependent upon authority. The elite understand that if you were living your fantasies in the company of other people, you would not be watching their crappy content and advertising. They know that if you were earning a living by working 2 hours a day from home, you would not agree to their low-paying 40-hour per week jobs. They know that you would not be shopping to fill that void inside of you if the void had already been filled because you were living the life of your dreams. They know that they would not be able to sell you expensive, mood-altering medications if you were in a great mood already. Corporations know that you won't buy their stuff and you won't obey their authority when you are free, independent, and having fun doing what you do best.

I have come to understand that our entire corporatist / capitalist system depends upon keeping us disconnected from each other and isolated. Today, society is organized by corporations and institutions. Our important relationships are not so much with each other anymore, but with these entities. This is a huge problem, and this is what we can so easily change with Infobeing. Infobeing is a People Economy rather than a Corporate Economy. I'm going to share my idea freely and I'm going to show you everything.

Chapter 4: Steal this idea

I am going to share every detail of my idea. You might choose to steal it and to build it yourself. You might even become a billionaire because of it. I will take the risk that you might go ahead and do this without me and that I might never earn a penny. Even so, I offer this with love and will be grateful when the idea has become a reality. Actually, I look forward to using whatever you create.

More likely, I expect that at some point in the process you will find that you need my help just as much as I need yours. Maybe you need someone to join you on this journey and to share ideas with. Maybe you will need help piecing together the right team, or someone to shine some light on what you are doing. We will probably come to a mutually-beneficial arrangement so that we both contribute in the areas where we are strong and we both profit in a way that is fair.

Let's think bigger. Maybe this enterprise can be a co-operative. I want to explore an alternative company structure that is democratic. Even at this early stage, I am receiving interest from many capable developers around the world. Why not join together as equals in a co-operative where we make all important decisions democratically. For me, it is no problem to share ownershi and decision-making authority equally with 5, 10, or 100 other people. I know that this thing will either be a success of epic proportions (in which, we will all be filthy rich) or it will be a complete failure (in which case, it won't matter if I have greedily retained 90% ownership because I will be an owner of nothing significant). In other words, let's do what is best to make this as successful as it can possibly be. At the same time, let's each focus on doing the pieces we are good at and letting others fill the gaps. This is precisely how this project will be easier and will feel effortless. See what I mean? Let's let go of the ego and greed so that this will work.

I'm not worried about these details upfront because we'll figure it out when the time comes. You are a good person and you will do what is fair. If this isn't the kind of person you are, then I don't care what you do because any attempt you might make at creating this life-changing, beautiful thing will likely fail to become what I imagine anyway. Even if you succeed at something on your own, in the end it won't be the beautiful thing I am describing anyway.

As you consider this idea, I would like to suggest only that you listen to your intuition. Does this idea make you excited? Do you see and feel the potential in a clear, intuitive way? Are there areas where you disagree with me about the way forward and you would want to do something entirely different? Do it. Do you find it cool that you actually know how to build this thing while I am completely unable to build anything that functions at all? Do you see how this can change the world? Do you feel like there is anything you can do to contribute that would be easy and fun for you?

If you do decide to start tinkering with this, then please continue to pay attention to how you feel during the process. Are you feeling excited about getting started? After some time, are you still having fun thinking about and talking about this? Are you using your best skills and strengths? Are you better at this sort of thing than someone else is? If it doesn't feel right, please stop for the day or stop for good. Please just do something else.

In my life, I have stopped asking anyone to do anything. I do only what I want to do and you should do the same. Also, there is no rush. If you do steal this idea and start building it, you should take your time.

Any creation is the result of thousands of unique decisions. Therefore, nobody else is going to create exactly what you will. There is no competition. When you do your best, in your own time, without a huge ego or ambition, then you will begin to feel some sort of mysterious creative force working through you. It will come together almost without effort. So don't force it. If it is meant to be, then it will happen for you. If you get frustrated, stop. Just try your best, that's all. No more and no less. Only do what you want to do when you want to do it. If you need help, ask for it and see what happens. But don't try to coerce anyone into anything because you don't want anyone on your team whose heart is not also on the team.

Maybe you will read on just out of curiosity. Maybe you will stop now because you aren't feeling it. Or maybe you will read straight through to the end and find that you understand it perfectly and want to get started. Whatever you feel, whatever you think, it is perfectly wonderful and beautiful.

Chapter 5: The User Experience

Infobeing (or you can call it anything you want to) is the place where you go when you need to meet new people. The purpose for meeting these new people is to enable you to do what you want to do. The way it works is that you describe everything you want so that you become instantly connected to other people who have compatible or complimentary wants. The result is that you easily form mutually-beneficial relationships, centered around your wants, in order to get things done and experience what you want to experience.

To use the simplest example, if you want to sell a purple sofa in Seattle, you will instantly meet someone who wants to buy a purple sofa in Seattle. If you don't find the person right away, you will leave that want "open" until the right person comes along. So what? Can't you search Craig's List for that? True, but where can you also find the perfect drummer for your band? Where can you find someone to help you assemble the new IKEA furniture you just bought? Someone to fix your garbage disposal? Or, if you are good at fixing garbage disposals, do you have a steady stream of people coming to you asking for help and paying you for it every day? If you are good at designing 3D print models, are you easily able to find clients willing to pay you to design what they need? Are you able to easily find a woman in your town who shares the same sexual fantasy as you? Maybe you want to travel to India but you want a local travel companion who wants to do the same thing. Or maybe you have some kind of rare expertise that you want to share with the world. Surely somebody out there is looking for someone just like you to speak at their next event, but right now it would take far too much time and effort to find you. With Infobeing, the process of finding the people you want to meet will be effortless and it is all done in one place. This doesn't exist today and this changes lives by removing barriers.

If you want to do stuff, if you want to grow and develop, if you want to pursue a passion, even if you just want to make friends, you need to meet the right people. You already know they are out there, but how can you connect with them? Today, there is no systematic way to connect with all of the right people. Twitter allows you to find people by the keywords of what they write, but Twitter provides no way of knowing who a person is, what person wants to do, or whether they would be open to you. "Interests" and "wants" are completely different things. Interests are about passing time and inaction. Wants are about action.

Take a few minutes and try to write down all of the things that you want. Then think about how you would make this happen today. Here's some of what is on my list:

- I want to meet a keyboardist to perform with me in Slovakia. Today, I would have to already know him or start spamming people on Facebook to ask if they know anyone.
- I want to meet a web developer to build my social media site. Today, I would have to spam people one-by-one. Or, as I am doing now, I could write a book and promote it to a bunch of the wrong people with the hope that it somehow finds its way to the right people. With Infobeing, I would find people as easily as typing this sentence.
- I want to meet-up with people in Mallorca, Spain between June 16th to June 23rd to hang out on the beach and go out at night. Today, I would have to first go there and approach strangers in-person. But I'd feel better if I could meet a few people online even before I go.

- I want to meet a woman to do X, Y, or Z. Today, I would have to meet lots and lots of women through various dating sites or clubs, get to know them, and work this into conversation. With Infobeing, I would be able to list this want discretely, so that only women who have listed the same want would see me and I would see them.
- I want to find freelance work for any company looking for sales leads. Today, I have to rely on outbound email campaigns that target every possible Sales VP. With Infobeing, I would have immediate access to people who have expressed a need for prospecting help.
- I want to find people in India who are looking for freelance computer work. Today, I work with an agency who hires and manages these people, but if I could find them directly then the person doing the work would get paid more and I would pay less for the work than I do today.

I could go on and list dozens of wants like this, but you get the idea. We all have a list of unfulfilled wants, and the key to fulfilling most of them is meeting the right people. With Infobeing, we could check one place each day to see an updated list of all the people who have expressed compatible or complimentary wants. We could easily connect, get to know each other, negotiate terms, and start doing whatever it is that we want to do together right away.

Spam emails and cold-calls exist today because Infobeing doesn't. Companies pay a lot of money to be introduced to people (this is how I have made my living). But nobody wants to bother 100 of the wrong people to get to the 1 right person. It is incredible to me that this is how we are still doing things in 2016. It is crazy. Nothing like Infobeing exists today and I'm tired of waiting. Social media sites like Facebook, Ello, Twitter, or Tumblr are designed to help us craft an image for our friends, share our likes, and voice our opinions. But it isn't really designed to help us express our wants or to systematically meet new people. Nobody questions the idea that we are still relying purely on chance to meet the right people. Why? Infobeing is social media designed to help us do stuff in reality, to move forward, to meet the right people, and to take action.

Dating sites are designed to present who we are and to project an attractive image. But relationships break down because people may want two different things. What if you could start the relationship on the basis of compatible wants?

Sites like Craig's List or eBay are great for selling and buying stuff, but it can be frustrating and time-consuming to browse all the stuff you don't want in order to get to what you do want. Also, they are limited to buying and selling stuff and the human being you are buying from or selling to isn't really a factor.

The Infobeing model is the only design that allows people to connect based on any kind and every kind of want. Everything you see on the site is completely relevant to you and what you want. Whether you want to buy something, sell something, hire, find work, meet-up, borrow, lend, give away, or be given, you can easily express what it is that you want in a structured sentence. Then, the algorithm instantly connects you with all of the people who have a mutual need or compatible want.

Now I will reveal to you, in detail, how this works. This is a database-driven model where users store their wants as structured sentences. You create sentences for the purpose of finding others and being found by others. The point is for your sentences to match with the sentences created by other users. Each want has several components, which I am about to explain.

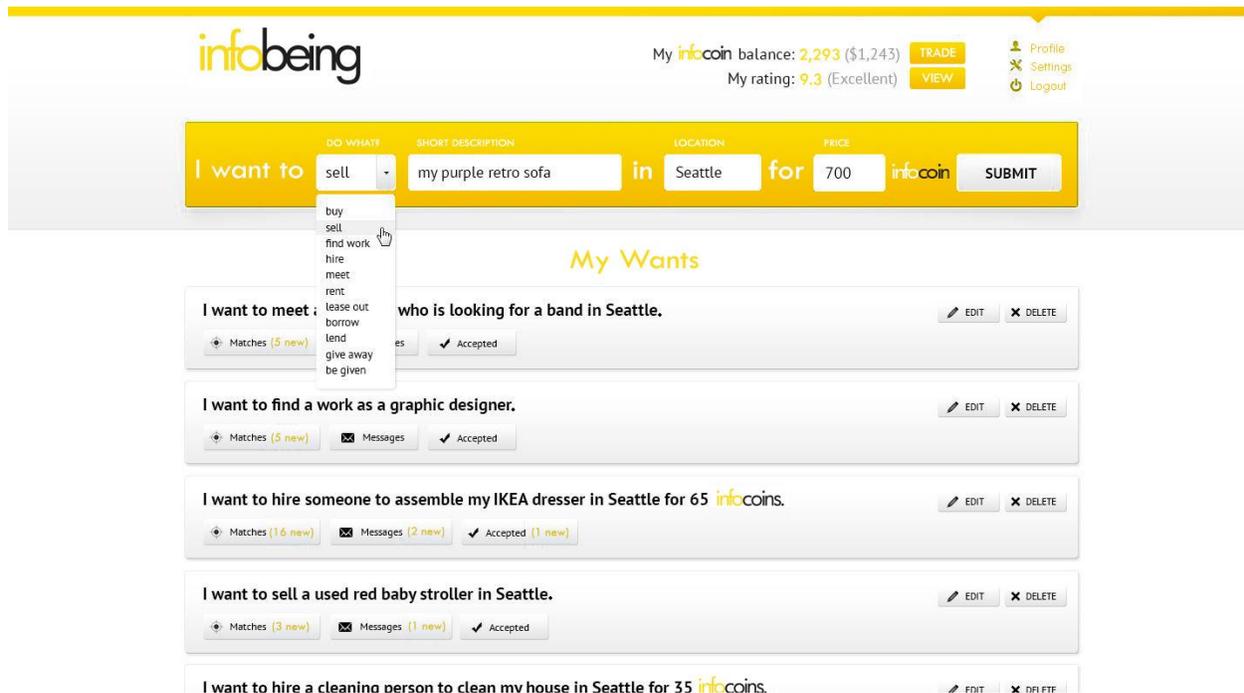Here is a mock-up of the site. The structured sentence is created in the top section (in the yellow box).

Image 1

As you can see, users create sentences starting with "I want to".

The next part is the verb and is expressed as "do what?" There is a drop-down mentioned with choices that encompass all of the things you might like to do that involve another person. The options are as follows:

- Buy
- Sell
- Find work
- Hire
- Meet
- Rent
- Lease out
- Borrow
- Lend
- Give Away
- Be given

These options represent the full, complete range of any want we might have as it relates to another person. Most of the options are transactional. "Meet" is the exception, the catch-all category (as in the case of "I want to meet a drummer to join my band" or "I want to meet a man looking to date…"). These verbs are matched with their complimentary opposites. Users who express a "Buy" want are matched with users who express "Sell". "Find work" matches with "Hire". "Rent" matches with "Lease out". "Borrow" matches with "Lend". "Give away" matches with "Be given". "Meet" is the exception. It

matches with "Meet". Make sense? If not, please go back and re-read because it is so simple and elegant that your mind may have drifted.

The next part of the structured sentence is the "short description". This is where users describe, in their own words, what they are looking for. The more descriptive you are, the more potential matches. The "short description" is matched by simple keyword search technology. Third-party search functionality can be used for this. By combining standard keyword-searching with the "do what" matching described above, we deliver a level of relevance unavailable elsewhere.

The next part is "Location". This is pretty self-evident. If you want to meet someone locally for a specific want, you will select this. Otherwise you will leave the default of "Anywhere". You will only match with people who match your geographic preference for that want. "Anywhere" should only match with "Anywhere". If you are selling a sofa, you will want to meet someone locally because you don't want to ship it. If you are looking for freelance work, you will want to meet people anywhere.

There is a forth element and that is "price". In the case of buy and sell, rent and lease out, and similar transactions, it would be helpful to include price in the structured sentence. This would allow a buyer to list a "no greater than" number and seller to list a price. Obviously this would improve the relevance of matching so that users do not have to wade through a lot of irrelevant matches.

You may find ways to improve upon this model, but I believe that this structured sentence model allows enough flexibility for users to express any kind of want as it relates to meeting other people. Furthermore, it does so in a way that makes it pretty easy to connect users to each other based on compatible or complimentary wants.

Let's go back to my mock-up, Image 1 above. At the top of the page, the user has the ability to create new wants. Beneath that, she sees all of the wants she has already created. From here, she can edit or delete wants.

Below, in Image 2, notice that every want shows any new matches and any new messages from other users.
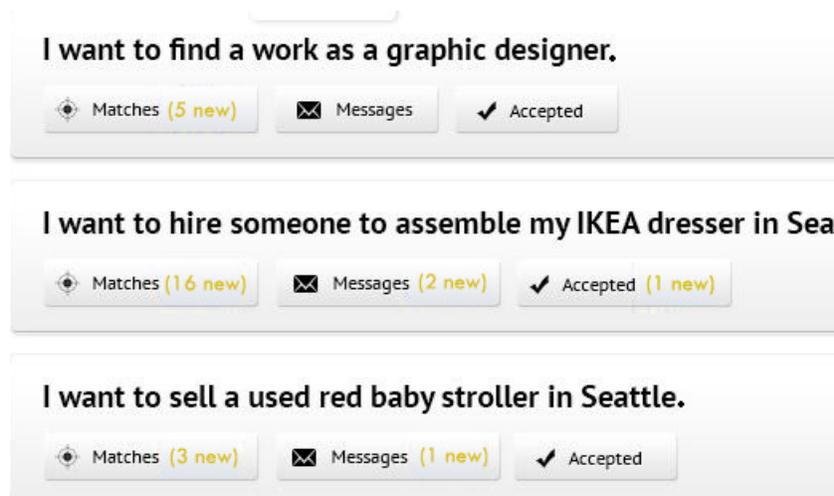

I want to find a work as a graphic designer.

Matches (5 new)   Messages   Accepted

I want to hire someone to assemble my IKEA dresser in Seat

Matches (16 new)   Messages (2 new)   Accepted (1 new)

I want to sell a used red baby stroller in Seattle.

Matches (3 new)   Messages (1 new)   Accepted

Image 2

Users simply click the "Matches" button, above to click-through on a want to view matches (see Image 3, below). This is where you view the sentences submitted by other users that match one of your sentences:
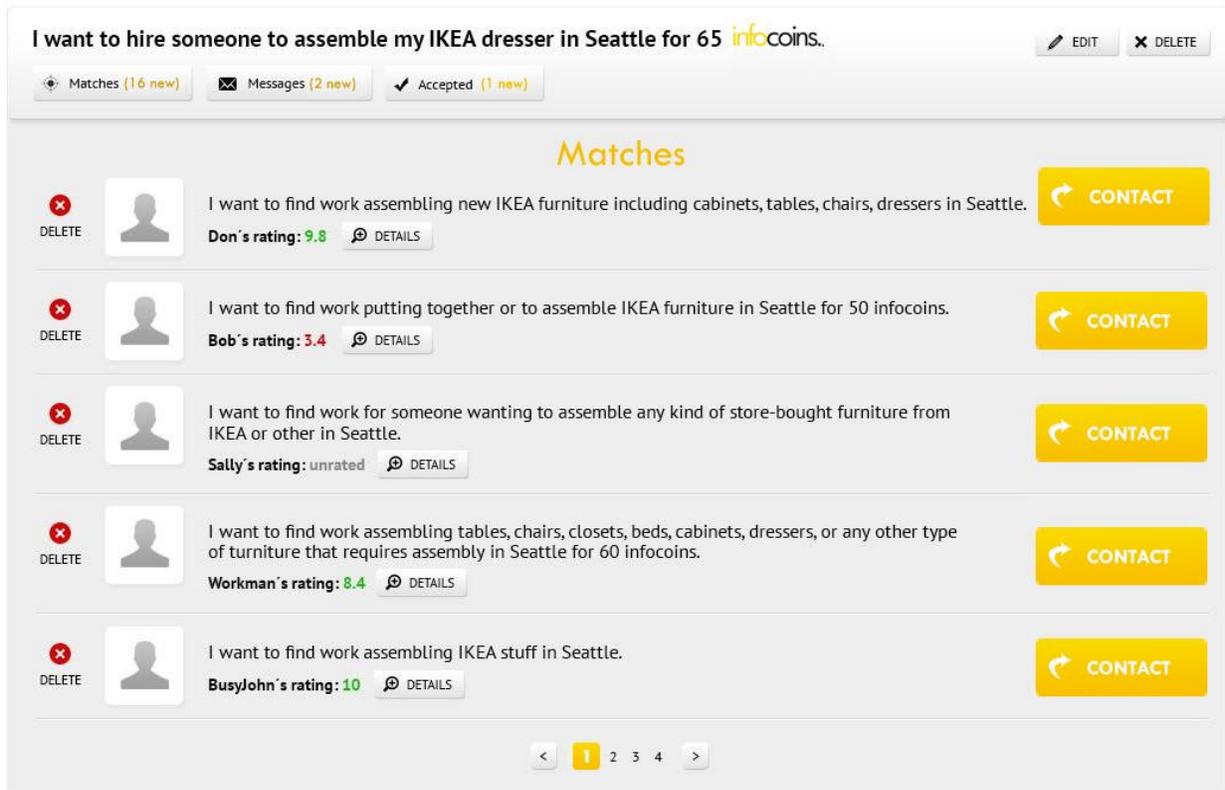

Image 3

Imagine if meeting people was this easy. Each match shows you the matching sentence that the other user entered, along with perhaps a user rating, a way to click-through to view further details, and a contact button. From the contact button, there should be functionality that allows the two parties to correspond and ultimately to come to an agreement. Perhaps there could be an "Agree" button that, after both parties have clicked, they are committed to following-through on the agreement. There may also be a way to rate other users on how well they have lived up to their side of the agreement (which would build trust and accountability into the system).

Note that each want also includes a "Details" button. Here, users can include a long description, images, background information and anything else they want to share about their want. Providing detail here ensures that only the right people will write to you and that, when you write to them, they can easily understand what you are thinking before responding.

User Profiles

Unlike social media sites, notice that Infobeing is not centered around the concept of a user profile. Everything is, instead, structured by wants. People are complex and they have varied interests and wants. Some things we are comfortable making public and some things we want kept hidden. We want users to feel free to list their "socially appropriate" wants such as finding work, but we also want

everyone to feel safe expressing their very personal wants having to do with, for example, their sexual fantasies and desires. Infobeing makes you feel safe to express all of it, because in doing so you know that the only way another user can see your want is when they have expressed a compatible want. It isn't embarrassing if you both want the same thing, right? Because of this design, Infobeing is a safe place to not just express who you are, but to express what you want one day, and to live it the next.

Once again, you only see the wants of other users if those wants match with yours. If a user has multiple wants that match with yours, perhaps you will see this and realize that your compatibility with that person is very high. But you will only see the ways in which you are similar, not the ways in which you are different. This allows everybody the freedom to be similar in some ways, and connect in those ways, while keeping their differences hidden.

So, unlike social media sites, Infobeing doesn't really use the concept of a user profile. If there is a public user profile at all, it should be very basic. It may contain an image, that's it.

In order to improve matching results, however, there should be a private profile. Users should be able to enter private, hidden keywords describing themselves. These keywords will be matched with the "short description" field to improve match relevancy. For example, if Bob submits "I want to meet a drummer in Seattle", it will match with Joe, who has entered "drummer" as a keyword to describe himself in his private "about me" profile. Joe, on the other hand, may have submitted "I want to meet a singer in Seattle to start a band". Likewise, his structured sentence will match with Bob because Bob has the keyword "singer" in his private profile and has created a want having to do with joining a band. Because the "short description" is including the keywords in the private profile, both of these users will see each other's sentences and it will be a perfect fit.

The private profile keywords will be useful only for matching "meetup" wants. It won't be a factor with the other, transactional verbs (buy, rent, etc.) because, with respect to these kinds of transaction, details about who the person is don't really mater. Once again, the purpose of the private, keyword-based user profile is to improve matching by allowing users to describe themselves and categorize themselves for matching meetup wants. However, none of the keywords will ever be made available to other users. The personal profile keywords are only to be used for matching against the "short description" text in other user's wants.

I have gone through the user experience briskly. I have given you all of the details you need and very little else. If you are not completely clear on the design of this system, please go back and re-read this brief chapter, pausing after each paragraph to be sure you understand what I am proposing and why each feature is important.

Chapter 6: Virtual currency and the meaning of all of this

The purpose of Infobeing is to make people less dependent upon the corporate economy. When people are able to easily connect and to do stuff together in the way that I am describing, they will be able to get more done while spending less time and money. For example, if you can find someone to fix your car, you may not need to spend $500 at the garage. If you can find someone willing to rent out a room to you in New York City, you'll spend a lot less than you would on a hotel room. Why not take this concept even further and consider powering all of this with a virtual currency? This would allow for transactions to take place entirely outside of the real-world economy.

This is powerful. What we are creating with this system is an alternate economy. This is something different from today's corporate-controlled capitalist economy, something different from socialism. I call it a "People Economy".

From the beginning, the entire idea for Infobeing was something political for me. I had become tired of the arguments of both libertarians and also, on the flip side, progressives and social anarchists and everyone else in-between. They offer complex analysis rather than simple solutions. People are so good at criticism and yet so few of us offer any practical alternatives. We protest and debate because we hope that the system will change. We foolishly hope for the day when corrupt power will somehow magically become not corrupt.

There are so many eloquent people who spend their lives pointing out every detail about what is wrong with the system, people who are tracking the never-ending stream of injustice, who rightfully express outrage about all the wrongs, and who go through their lives with a profound sense of guilt because they want to do something. The problem is that they don't know what to do about it and nothing ever seems to get better.

I don't want to be one of those people. I am imagining what we could actually do to create a better alternative. I believe that, when you offer a better alternative, people will follow. It does no good to tell someone that their job sucks, or that they are destroying the world with their work, if you cannot offer them an alternative way to earn a living. Nothing is more persuasive than offering someone a better lifestyle. That's how capitalism originally gained such widespread acceptance. But the system is beginning to fail. Most of the new wealth is going to the top and everyone else is getting poorer. Jobs are being outsourced or automated. The current system is now failing to deliver the goods. The good news is that, now, we actually have the ability to use the latest technologies to structure society differently and to go beyond capitalism. That's what this is. It isn't social media and it isn't a tech startup. This is a true revolution because we are changing the social and economic relationships between people and then powering this virtual economy with a virtual currency.

People resist ideas, even the ones that are good and ones that are true. They even resist facts. The reason they resist is that they are fighting for their own survival within a competitive system that they understand very well. Your friends and neighbors are simply trying to hold onto their jobs so that they can pay the mortgage. They cling to their popular opinions because they are afraid of being mocked as outsiders or abandoned by their community. This is why you cannot beat people over the head with opinions or truths. It doesn't work unless there is an incentive, and the best incentive is to offer a better alternative.

We will not convince corporations to change. They are doing what they are designed to do. We cannot convince the billionaires to stop buying elections and to stop exploiting us. We cannot convince the Democratic or Republican party to represent us when they are raising most of their money from the billionaires. We cannot tell people that they need to travel more and relax more when they are dependent upon a 40-hour per week job with little vacation time. In fact, there isn't much we can change unless we have first put forth a system that makes us free. Otherwise, we are only asking people to swim upstream, and who are we to ask anybody to do anything so terribly difficult?

But what if we built this alternate system? What if this alternate economy was called the People Economy? It could be like a new form of capitalism. Rather than depending entirely upon corporations, we will start depending more upon ourselves and each other. What if all of this could happen quickly and easily, without having to fight a single battle with the ruling elite? The truth is that we are already free if we choose to be free. Let's use that freedom, and the technology already available to us, to design a better life that is made possible through a virtual economy that is organized differently and far more efficiently than capitalism.

This virtual economy should run on a virtual currency. Right now, we place our faith in Dollars and Euros for the simple reason that we need a currency to get things done. But there is nothing inevitable about these real-world currencies other than the fact that this is how our employers pay us and this is what the stores accept. If we are creating an entire economy made up of people rather than companies, why not use our own virtual currency?

Bitcoin and other crypto-currencies have been pretty successful. Now imagine that we introduce our own version of something like this. Because of the way this People Economy is designed, the value of our currency would be tied directly to the skills, values, passions, and wants of the best and brightest people in the world. Imagine the strength of a currency that is derived directly from the value of human capital. In time, this may end up being the world's strongest economy with the world's strongest, appreciating currency.

To explain further, transactions in this People Economy could be done with points. People can earn points by doing work or by helping others. People can hire help or buy stuff by spending the points they have. People can also buy points with real-world currency. People can sell points (converting them to real-world currency) when they need real-world currency to pay the rent or buy a sandwich.

By using a global, virtual currency for transactions on Infobeing (or whatever you want to call it), we would encourage people to spend the points within this economy whenever possible rather than cashing out for real-world money. In this way, our economy would be setup to grow and we would have all of the flexibility and power of financial policy and banking right within our own People Economy. Put simply, imagine that we are the central bankers of a new economy that we are founding. I hope you understand the power of this proposition. That means we control the money supply, perhaps the exchange rates, and aspects of monetary policy.

My concern is that, if this works and we do combine it with a virtual currency, it is potentially so powerful that it would be perceived as a direct threat to the ruling elite. Could it be designed in a way that makes it difficult for them to squash us? Maybe something peer-to-peer? I don't know. If not, the system would also work fine without an integrated virtual currency. We could simply use Paypal for

transactions. Still, it seems to me that, despite the political risks, including a virtual currency is the holy grail of what should be built.

Chapter 7: The life experience

I have already revealed the high-level user experience. You are perfectly capable of figuring out the details that I have left out. You probably even disagree with some of the suggestions I have made. Maybe you see the potential of this model, or maybe not. I'm not trying to convince you of anything; rather, I just want to share the idea. Here I will try to describe what life may be like after this system gains mass adoption.

I believe that to end isolation and to facilitate greater freedom is to change everything. We can no longer accept a system that is designed to keep us isolated from each other and turned against each other based on our differences.

Today's corporate-controlled system is designed to keep us just isolated enough from each other so that we are dependent upon the system. The corporation is one way of organizing work, but I am proposing another. There is nothing inevitable about hundreds or thousands of people sitting at desks under one roof and working to make investors rich. The most capable among us do not need a boss to tell us what to do. Instead, we could take short-term or long-term contracts and work from anywhere.

Of course companies will still exist into the foreseeable future, and will still employ people who are more suited to the false promise of security that comes with the employment lifestyle, but what I also foresee in the future is that a greater percentage of the work might be outsourced to freelancers. Infobeing would make it easy for organizations to find the right freelancer for the job. It is far easier to define a task or job and source it through a system like Infobeing than it is to hire someone, provide benefits, train them, and manage them on a day-to-day basis. This is an attractive proposition to the business community because it allows them to do more with less. We can have our freedom, earn a living on our terms, and they can have their profits. The way that we win is to make sure that we create no enemies. Let's make sure that everybody wins so that there is no resistance.

Much of this, what I am describing, is already happening every day. Take the example of my sales agency that outsources the role of an inside sales team. I have pieced together a team of freelancers and we deliver better results to our clients at a fraction of the cost of doing the work in-house. With Infobeing, running my sales agency would be even easier because I could more easily tap into an unlimited pool of talent. As this happens on a larger scale, more people will be shifting toward lives with more freedom. We will work on our own terms, according to our own schedule, and will earn as much or as little money as we need as we do as much or as little work as we choose.

As we build this economy, it is critical to establish a culture in which people demand fair fees for their work. We do not want this to turn into Guru.com, where it seems like a bunch of inexperienced people from India are bidding for jobs at $1 per hour or less. I want Infobeing to be the place to find the best talent and the most capable people who are asking for the income that they deserve. I would like to promote a supportive, teaching culture in which we actively discourage our users from trying to win gigs by low-balling on price. When you provide value and you are good at what you do, others will pay your price. We have to teach our users to ask for what they deserve. It will be a cultural thing and I will gladly own this responsibility. It is essential that we continue to provide a philosophy and framework, not just a tool. This is a movement, not an app.

This is another problem with today's start-up culture: the belief that the user experience is everything, that something can be so well-designed that it requires no deeper understanding or philosophical framework, no understanding, no belief system to underpin the technology, no soft-skills that required to get value from it. Why not engage users on a higher level to maximize the value of the tool by building a belief-system, a way of thinking and doing things? Let's build an entire culture around this.

I want to inspire users, to give them new ideas and tell stories about what is possible and what other users have done. Infobeing is the place to live the life of your dreams. Before the Internet, we couldn't imagine a reality where we could instantly find out anything about anything with a simple search. Before Facebook, we didn't know that there was an unfulfilled need in us to share pictures with our friends (something that almost never happened a few decades ago). Infobeing is similar in that it transforms human relationships by providing a new social and economic fabric that connects us person-to-person in such a simple, elegant, and fun way. If that last sentence sounded like a sales pitch, sorry. But you get my point.

Unlike today's social media, this is not just a fun way to pass time (though it is also fun and addictive because you are constantly meeting interesting people). Infobeing will change our lives because it will change what we can do, who we can know, and it will offer the possibility of new experiences that were unavailable to us. Over time, all of this will fundamentally change who you are and, together, we will rise up and go further than those around us who continue to cling to the old system.

Most of us don't realize how isolated we still are. Do you feel isolated? Oftentimes I do. Can you imagine how exciting and compelling it would be to easily meet and connect with all of the people you want to know and should know? You know that there must be people out there, perhaps even right next door, who want to do exactly what you want to do. But these days there is no way of knowing about them. In today's system, we rely too much on chance. But there's nothing inevitable about leaving this essential part of our lives (who we meet) to chance. It's just that we are used to how things are done today. But, in truth, the way we go about meeting new people and forming relationships today is completely inefficient, totally archaic, and the entire mindset is really holding us back from the different, better future we crave.

They say, "It's not what you know, it's who you know." This is understood very well by the graduates of Harvard and other elite universities, but what about the rest of us? With Infobeing, the well-connected elite will no longer have this advantage over us. Let them shake hands and try to fit-in with a bunch of posers all talking about the same careful, boring things. Meanwhile, the rest of us will be on Infobeing building our own, completely personalized world-class network of people who are exactly the right people to fulfill our every need, to live-out our every fantasy, and to join us on our unique life adventures. Let our uniqueness connect us, not our ability to conform. We no longer have to be so alone, and therefore we no longer have to be so powerless and dependent. It is precisely this dependency upon today's authoritative system that makes us unfree. Let's change it.

Our culture subtly teaches us to be afraid of other people. The message is that you can't trust others, right? There are lots of bad people out there, right? Nonsense. You have a good radar and you can easily determine the character and the trustworthiness of the people you meet. You will continue to use your own common sense so that you do not get into any compromising positions with any new person you meet. Besides, we should be more afraid of authority than we are of each other.

One person sure to exploit you and take advantage of you is your employer. Who causes more health damage, or damage to your finances than the advertising executive? Who, other than the sales associate employed by a retailer has ever convinced you to buy a harmful product? Distrust corporations, distrust the elite. Instead, trust other people like you. I am not naïve, but I am also not afraid of other human beings. I am, however, afraid of human beings who are employed to carry out the self-serving agenda of the corporation or the state. I'm also afraid of the people who are made desperate because they are unserved by this corrupt, self-serving, and unjust system. I would like to offer these people a better alternative so that their full potential can be realized.

The corporate-controlled system wants us to be afraid of each other and to distrust each other. Once again, that's because they want us isolated. They want us isolated so that we are dependent upon them. They want us dependent upon then so that they can exploit us for their own power and profit. We can break this cycle when we understand that people are not scary. To the extent that they are, it is the result of a terrible system that makes them desperate (whether employed or unemployed). Let's fix it. Let's work together directly.

It is isolation, not freedom, that makes people creepy. It is misery and despair that leads to commit terrible acts. What we are doing is ending isolation so that people can be beautiful. Let's turn off the TV, stop reading the news, forget the films we are watching so that we can believe in ourselves and know ourselves. Let's connect with real people so that our real lives become more interesting than any fake story we can watch in the movies. That's the idea, and it isn't just a wild fantasy. Many of us are doing it already, Infobeing just makes it easier.

Chapter 8: The business model

This is not primarily about business. This is about creating a better way to organize society. At the same time, without a self-sustaining business model, this would never work. This needs to scale, and as we do we will need to grow revenue. This brief chapter is meant only to point out that this idea is sound from a business standpoint.

When I was trying to get this venture started going the traditional route (raising venture capital), I put together a website designed to present the basic idea and pitch to investors. Please visit www.infobeing.com. From there, you can read about my ideas regarding the business model. This pitch was created during a time where I was trying to appeal to investors. Perhaps it will give you some insight into how we might eventually present this to potential business partners or investors.

The business model presented on that site is dependent upon a virtual currency being incorporated into the site. Bankers understand that nothing is more profitable than owning your own currency. That is perhaps the ultimate source of power and independence. I would recommend that you carefully review the "Business Model" tab on that site to learn more about this option.

Whether or not Infobeing is to be based on a virtual currency, there is another potential source of revenue in advertising. Infobeing neatly categorizes everything that people want, and it does so in a way that makes it easy to target the world's most highly-relevant advertising. Like Google, we could place sponsored ads, matching the user wants, in a special section of the site.

Another possibility is that, whether or not transactions are conducted using virtual currency, we could take a percentage of each transaction (like eBay does).

The purpose of this section is only to point out that there are at least three revenue models to consider. We will work out the specifics as we begin building critical mass. There is no point to go through a detailed financial analysis until it is clear that users love what we are creating and that the site is gaining momentum. That said, the revenue model should be introduced early-on so that users aren't shocked later.

I don't think it makes sense to focus on funding in the early stages. The only exception is perhaps some sort of crowd-funding, which may be a possibility if this idea starts to gain traction (even, potentially, before the site is launched). I would like to explore the idea of making this company a worker-owned co-operative. Perhaps we, as members, would decide to also grant voting rights to investors (or not). We could decide that later though a democratic process. Much thought needs to be given to the legal structure of the business, and I look forward to brainstorming with you.

How much money do we need to raise to launch this? Don't you think that this can be built using free, open source technologies? I guess the primary expense is the domain and web hosting. If you want to launch it under the Infobeing name, I already have that covered. I also have an LLC setup in the US so that we can get started (though, as soon as we see momentum, we should setup another entity and move things over to that).

My business philosophy is this: let's not get stuck dealing with legalities, financial projections, or even partnership agreements unless something is actually happening. Are we building something people care

about? Are we creating interest? Are we gaining users? Is the system starting to work? Then let's take care of that other stuff to prepare for growth. The worst outcome would be to spend our time doing all of that, to wear ourselves out, and to end up with a site that doesn't deliver anyway. We have to operate on trust, build a relationship, build something beautiful, and bring people into our world. Then you and I will already have a wonderful, trusting relationship established so that we can deal with this other stuff. As we get to know each other, we will treat each other fairly in everything we do. That's just how I'm wired. I suspect that anybody who is compelled to work on this with me is similar.

Give this some time. Think about your life, the world around you, and try to imagine this different future. If, after some amount of soul-searching, you feel that this is something you would like to do, then let's do it. Let's build a basic site, let's find some early adopters, let's make it happen. We can't see the full journey ahead of us, so let's just stay focused on that part of the road we can see and then make good decisions as we go forward. We'll know when the time is right to deal with the financial and business aspects. Don't sweat it. Above all, let's take it easy and have fun.

Chapter 9: Moving this forward (or not)

Like you, I have managed to meet the special people in my life sometimes by chance and other times through great effort. This way of doing things is outdated, inefficient, and is holding us back. I am introducing the idea of Infobeing because I know it will make meeting people much easier and more fun, which will enable us to easily design the life of our dreams.

I don't want anything from you. The last thing in the world that I want is for you to do anything that you don't want to do. There would be no value in the outcome unless you are doing it completely for yourself. If something doesn't feel like "your thing", don't do it. I either want this to be your thing or I want you to do something else.

I don't think any man or woman has ever accomplished anything of great value by doing what they were supposed to do, what someone else convinced them to do, or what they felt obligated to do. In our habit of trying to get others to do what we want them to do, we are destroying all of the great things that they might otherwise do. I want to either help you or get out of your way so that you can achieve your potential, your greatness.

Whether or not we end up working together, thank you for being open to my thoughts and my ideas. It is a great honor that you read this. I will probably go on writing about this, talking to people about these ideas, and being very much involved in making Infobeing happen. I think it would be fair to assume that if you write to me at mark.manney@infobeing.com, then I will get back to you. I am open to you. If you would like me on your team to help you build this new People Economy, I will do my part and we will be stronger together than alone. If, instead, we both come to the understanding that something isn't feeling right, we will simply move on.

Even if you don't want to do anything with this, I would greatly appreciate it if you could share this eBook with others if you think it is valuable. I'm sure that you're at least curious to see what would happen if this thing came to be. So, if you feel compelled, please share it far and wide.

Most of all, I hope that you had fun reading this, that you have fun tomorrow and the next day. Anything that is right and good has to also be fun. May you find your own, unique kind of freedom so that you can live your life, not serve someone else's. I also hope that your life is filled with people you love, care about, and want to know. I will write more about this on my blog (www.abscondo.com). Thank you and I am humbled by your presence in my life, whether or not we come to know each other. Have fun.