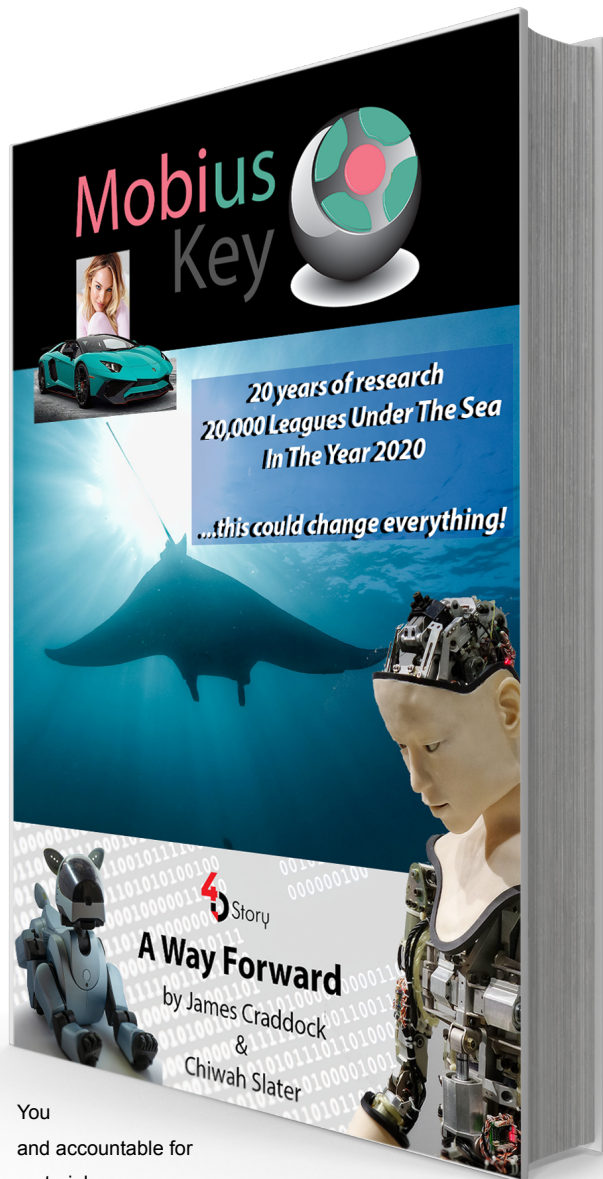




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A science fiction story interweaved with an insightful deluge of research and conjecture, coming together to represent a possible way forward.

By James Craddock & Chiwah Slater

Prologue

A large red-tailed hawk swooped down through the cloudless sky in a long and lazy reach, made widening circles as it rose on the thermal until at last it disappeared from view.

“I’ve always wanted to do that.” Aliyah’s eyes shone as she gazed up at the raptor.

“Yeah, I know. I used to lie out as a kid and watch the ravens. Swore I’d learn to soar with them. And hawks? They took my breath away.” Derik shifted his pack and lifted his free arm to encircle her shoulder. “I guess you could say it was ravens and hawks that launched me on my course in life.”

An amused smile played on her face as she tilted it up to him. “Space exploration? Setting up colonies on Mars?”

”Ultimately, yeah. But in those days I did my exploring here, closer to home.”

“Hang gliding?”

He grinned and touched a finger to the tip of her nose. “Yeah. And you’re about to get a taste of what it was like, my first foray into the air. Only for you, my love, the gentler, safer version. Paragliding.”

“Well, I’m ready for my first lesson.”

“Don’t get zee idea zey come free,” he said, wiggling both eyebrows menacingly. “Zee coach vill find some vay to make you pay.”

She landed him playful sock to the shoulder. “And they assured me you weren’t Transylvanian!” Turning her head, she drew in a deep breath of seaside air. “It’s so beautiful here. I can hardly wait to see what it feels like to be up there, gliding out over the water.”

He winced. “Ooh, sugar, we’ll make sure you get to do that. Not today, but soon. First, we’ll get you some experience flying over terra firma. We don’t want you drowning when you try to land.”

He took her hand and led her out onto the hilltop, where they dropped their packs on the ground and unpacked their gear.

“Here, let’s get you strapped into this harness, get your helmet on.”

After strapping her in and checking the radio to make sure they’d have communication, he showed her how to lay out the wing and handed her the risers. Together they sorted the tangles out of the lines connecting to the wing.

“Now turn around, and hold the risers up high. There, that’s it. Pull your elbows in close. There, you got it. Now keep them like that.” He backed away.

“Now, run!”

She took off at a trot. “No, run, babe! Really run! Get that wing up off the ground!”

After seven long runs and seven walks back to the starting spot carrying her collapsed canopy, Aliyah collapsed to the ground.

“Derik, I’m ready to drop!” she moaned. “Are you out to kill me? I had no idea this was going to be so much work. And I thought I was in such good shape!”

He chuckled. “Oh, you are, lover. In fact, I’d say you’re in ... a delightful shape,” he teased. “And yeah, it’s tiring till you get the hang of it ... pun intended, of course. But take heart! It gets easier. This is the hardest you’ll ever have to work at it. Once you get it down, you’ll be off the ground on your first run.”

“I suppose you’re going to tell me it’s easy street after that?” Leaning back on her arms, she shot him a doubtful look. “Somehow I don’t think so.”

He smoothed a lock of her hair off her forehead with his finger. “Well, in a way it is. You’ll still have to stay on your toes, pay attention so you don’t get in the way of other gliders. And so you stay in the lift, of course, so you don’t crash into a tree or ram the ridge.”

“Right. If I ram the ridge, you’re dead meat.”

“Moi? I’m the one trying to keep you alive, keep you from risking eternal waterlog.”

She groaned. “That feigned look of shock shows your true nature, Chardir,” she said, more serious than he wanted to think. “Evil, right down to the core.”

“I repeat: Moi?”

Realizing it was too bright a day to spoil it with innuendo, no matter how well deserved, she brought the gliding conversation back to the details of her training. “Once I’m in the air, I stay tight to the ridge, right? Because that’s where the lift is?”

“Right. But even there you have to pay attention, because sometimes you just can’t find much lift.”

“What then?”

“Lean away from the ridge, and look out for trees. Find a safe spot and land into the wind.”

“Okay.” She pushed herself to her feet. “Let’s have some lunch, coach. And then maybe I can try again.”

“Yeah. You’ll get that canopy up this afternoon for sure. And then a good night’s sleep, and you’ll be ready for tomorrow’s lesson.”

“Oh? And what might that be, pray tell?”

He smiled down at her, just a hint of evil. “Launching backwards. The reverse launch.”

She screwed her face into a grimace. “You’ve got to be kidding.”

He laughed at her skepticism. “No worries! It’s a piece of cake. You’ll master that one, and then pretty soon you’ll be showing me a few tricks.”

“Yeah, right.” A skeptic’s chuckle. “You know better than that.”

“Why not? You’re about to show me a few new tricks with lunch, right?”

“Right. How about you spread out the tablecloth?”

“Okay, I’ll do that.” He dug the cloth out of the day pack and spread it on the ground, then plopped down in the middle of it and pulled her down. “Now, tricks,” he demanded as she fell on him with a laugh.

“All you get right now is a quick smooch, coach. I’m starving, and we have ham on rye.”

They devoured their lunch, then both donned their glider gear.

Derik had been right: energized by the rest and the food, Aliyah managed a run that lifted the canopy up into the air, rising higher and higher. She settled onto the glider’s seat to enjoy her ride.

Never one to miss out on a chance to launch into the air, Derik took off running after her as soon as she lifted into the air. Soaring behind her, he coached her to find a thermal.

“A little more to the left now. That’s good. Now follow it, just let it take you. Attagirl.”

They spent a full fifteen minutes doing three-sixties, reveling in the freedom, the beauty, the life energy that seemed to course faster through their veins in as they flew.

“I am a red-tailed hawk!” she cried, her voice ringing with delight over the radio. “Ooh, look down, Derik, you can see our shadows! Cool!”

“Yeah, we’re two red-tailed hawks,” he agreed. “And look, I’m a bigger hawk than you. I’m going to have you for dinner!” he threatened. She really did look good enough to eat, he mused. God, she was special. What good thing had he done to deserve a woman like her in his life?

“Look, Derik, I see another glider coming. Over to the east, behind you,” she pointed out.

He turned his head to look over his shoulder. Then, when he turned back to reassure her that it wasn't headed their direction ...

Aliyah was nowhere to be seen.

Why Are These “Secrets” Being Shared?

Does it really matter why we are bringing to light these powerful insights for the time we live in?

Well of course it does because we all have a role to play in this evolution of humanity. A constant premonition of what is going to happen in the future lives in our minds in every sector of society. You **NEED** this Information!

When those of us who can ***see into the future*** are given the opportunity to be a mouthpiece for progress, we have a duty to place ourselves in the flow of revelation and portray it with the greatest **heaping of influence** we can muster.

The Bridge To Our Future Depends On It...

As you read this book, please consider how we are **living in an age** where the general consensus is that we should exercise our voice and liberate our individuality through creative expression and daringly proselyte people into that realm of influence around our ideas. In this report I purposely take a stance to etch out an argument for a **more robust and dynamic platform** by which we come together around entertainment, education, and the stimulation of ideas. There's no way one person can single-handedly alter an industry unless that individual takes a position that is so polarizing it ignites a conversation in the minds of everyone exposed to it.

That is what this report is intended to do and it is why I purposely crafted it in the manner you will *experience in these pages*. Social media channels are in the business of distribution, and they are poised to become the new media channels.

Customers are shaping the **path of the future**, therefore we must be customer-centric. This means story is poised to have even **more leverage** than ever before.

It is on these ideas we will establish, if not only in thought but also in the manifestation of a new platform, a dynamic paradigm, and quite possibly...

A Revolution

Chapter 1

A Girlfriend's Lunch

"What? You're leaving the art gallery?" Brooke's dismay was obvious. "Who am I going to do lunch with? You can't do this to me!"

Aliyah recoiled in mock terror. "I'm not doing it to you, silly. I'm doing it for me."

"But don't you love the gallery?"

"Well, yeah, but I was feeling penned in. This new job puts me out in the world. A new challenge. And my boss is a wealthy Renaissance man on a mission. Sorry, Brooke, it's a career move I can't pass up."

"Maybe," Ahn said. "But ... at the gallery you had years of experience, incredible commissions, job security. You're giving up a lot for an unknown, Aliyah."

"I'm gaining world travel and upward mobility."

Ahn raised an eyebrow. "So ... Renaissance man? How thoroughly have you vetted this guy?"

"We met at an event. He told me about these executive retreats he runs, to empower executives to lead their teams head-on into what we used to call the future." Aliyah set her wine glass down. "Now, that future has become a relentlessly self-revealing present based in exponentially accelerating technology."

"Lot of big words," said Ahn. "I'm getting a blast from my bullshit detector."

“You haven’t met Captain Bryce Key.”

“Well, tell us about him,” Brooke prompted.

“First, he’s an undersea explorer with a high-tech submarine, where the executive retreats are held. Second, he’s incredibly intuitive, and his tech connections keep him on top of new developments. And third, he’s attracting world-class executives who pay top dollar to experience the ocean in a way few can even imagine, with world-changing tech that blows the lid off their view of what’s possible—for their enterprises, and for the world.”

“K. Looks?”

Aliyah grinned. “Super-cute, Brookie.”

“Age?”

“23.”

“Excuse me?”

“23.”

“No way. You, a puma?”

“Puh-leeze, Brooke, he’s my boss!”

Brooke shrugged. “He does sound exciting. And I can be a puma. You must introduce us.”

“Shaking her head in amazement, Anh turned to Aliyah. “It sounds like you took a bath in Bryce Key’s brochure and haven’t rinsed off yet. Careful, girl. You don’t want to get swished down the drain when he decides to pull the plug.”

“You’re such a skeptic, Ahn,” Brooke said. “Be happy for her! She’s got a great new job working for an exciting man.”

“Well, I plan to research the fellow,” Anh said. “Renaissance man? 23 and wealthy enough to own his own sub?” She shook her head. “No, does not compute.” She turned to Aliyah. “Don’t burn your bridges at the gallery, girlfriend. After three years, you’re nearly vested in their retirement plan.”

“Easy, Anh. That takes five years. But I’m making this switch for the adventure and the challenge, not for a retirement plan. However, I appreciate your concern.”

“But it risks bursting your bubble?”

“Well, it does give me something to think about.” Aliyah frowned. “I doubt that Key is going to ‘pull the plug’ on the program. But what if I can’t bring in the clients?”

Introduction

Nobody wants to write the book that changes everything. Well, they do and they don't. They do because it's a sure way to a bestseller, but they don't because of the responsibility that comes with it. That is how I feel about this book.

But the time has come for this book to be written and having been chosen as the pen of a ready writer for this, I will diligently step forward and present my case to you. If in the end you are compelled to take action, that is on you and not me. If in the end you are inclined to mock, well then I need not worry, for time will eventually play through and whether this all comes out in one volume or across the sands of our movement towards singularity and other such societal likelihoods, the viewpoint shared within these pages shall have its day.

For decades now, these theories have been tested. Several businesses, an empowerment course, and more projects have been built around them to promote their viability and prove their worthiness. Some of these ideas have reached out from America as far away as India and China, in various waves of influence.

With each passing tide, the clarity of one principle has become more and more clear. Til now, the world was not yet at the point where these principles were able to be implemented.

In marketing there are 5 levels of awareness that must be heeded. The further away from level 1 you are, the more money you will spend getting your product accepted in the marketplace and the lower your likelihood of success. These five levels are:

- Most Aware
- Product Aware
- Solution Aware
- Problem Aware
- Unaware

Thirty plus years ago when I began the journey of formalizing my awareness of what you are about to become aware of, the world was steeped into the unaware stage. As these words are being written even now at the tail end of 2020, the very next day after Covid-19 stifled Thanksgiving, on Black Friday, the world is only beginning to creep up on Stage 2 of being Problem Aware. With that problem being we have left the previous age but have not yet entered into this new age where aethereal intelligence will have its purpose. We are literally in limbo right now, and the chaos of rioting and a hyper-dramatized pandemic haven't helped any. But eventually these events will fade and society will need to rebuild from what is left. That's when these models will begin to be relevant.

But for now we are far enough along that once pointed out in this writing, any reader should be able to make the jump from unaware to product aware and use that knowledge to begin seeing opportunities in the coming years.

This book will unfold by first journeying through the current state of our cultural, business, and spiritual worlds as we peer through the lens of natural, spiritual and supernatural influences invading our lives everyday.

Don't worry, we won't get too purple but some fundamental concepts do need to be established. So we will use the creation of several models mingled with a fictional story about Mobius Key that glues it all together. We'll venture into a model called The Seven Arenas of Human Experience in order to materialize some of these insights, and lay the foundation for our solution later in the book. But again, we'll stay as far out of the ether as possible and throw in some things to help keep it light.

This extended introduction will include topics such as our current state, evolving state, and the revolutionary state in order to establish a precedence that will validate any assertions made from the data. Then with that foundation in place we will use three of the five areas of marketing awareness to guide us through the revelation of what's to come. The problem, solution, and product will take you from Unaware to Most Aware and hopefully motivate you towards your own contribution.

Throughout this book, I will detail aspects of the various businesses, projects, model, assertions, and experiments that have been performed on these ideas. Furthermore, we will delve into some brainstorming about applications and products, and what they might look like should a 4D approach be applied to them. And of course, we'll be following the fictional story of The Mobius Key, which was originally produced as a 4DStory on the web, to help bring all these ideas together. (More on 4DStory later.)

In cases where the mention of someone's name may benefit them, I will include it within the manuscript. In cases where it may hurt them, we will leave that to your imagination.

When all is said and done, my position will remain the same as it is now. I am but a voice. Not worthy of acclamation for these concepts nor longing for the critical aberrations that will no doubt come out of this. With each step taken in my life, this book has gotten closer and closer to demanding its arrival and its time has simply come.

What I do look forward to in the wake of these writings will be the collaboration with inventors, businesses, entrepreneurs, marketers, artists, preachers, philosophers, and others who recognize the validity of these findings, and are in a position to take action.

Chapter 2

She's Alive!

Key led the way from his office on the Mobi to the main deck, with Aliyah following.

"Have I put all your doubts to rest?" he asked with a robust chuckle. "Or are you still thinking about high-tailing it out of here and back to dry land?"

"Well, you seem to think I can do this," Aliyah replied. "And really, it feels like a dream come true for me. So ... I think you're stuck with me, Captain, for good or ill." She flashed him a salute.

He laughed gently and rubbed his hands together. "Good, then! As you're about to see, this is a ship like none other. First, there's her physical aspect, and then her purpose, and finally, the people who make it possible to fulfill that purpose. You're already acquainted with her purpose, and I'll introduce you to the ship and some of her crew here today."

"One thing hit me the first time I came here," she said. "The Mobi doesn't look like a submarine."

"Correct. Unlike most subs, which are long and cylindrical, the body of the Mobi is 160 meters *wide*. Yet she's just seven meters high, just enough for two decks, so there's little to no water resistance."

"From the surface, she looks more like a manta ray than a submarine."

“Really? And I thought we’d managed to keep that under wraps.” A smile danced in his eyes. “We learned from nature,” he explained. “The Mobi is a living, breathing sea animal.”

“You’re speaking metaphorically, of course.”

“Metaphorically, yes, but also literally. Her systems—water purification, solar power, hydraulics, the fusion elements, all the way down to the smells from the kitchen, the glow of the lighting, the mystique of the depths—she aligns her persona anew with each mission. The Mobi literally breathes our clients in through her data collection system, monitoring their every aspect from boarding to departure. And she breathes out comfort, whatever that may mean to each of them.”

Aliyah’s face clouded. “Isn’t that invasive?”

Key waved a dismissive hand. “No at all. We do it with their permission. Basically, we explain that we custom-tailor their experience in minute detail. Who would object to that?”

“You turn it into a selling point.”

“Yes.” He pressed a button. “Now, I’m going to show you a few more.” He gestured to indicate the space around them. “This the operational deck. The systems that run the ship are up on the top deck.”

She followed him through the center of the ship to a cylindrical room. He motioned for her to take a seat at a small conference table. “This is the mission room, where we do our planning.”

At the push of a button, a holographic display revealed a variety of technical interfaces.

"When we're underwater, this room converts to a snorkel tube that extends down from the bottom of the sub. That's how we get the close-up experience of the bottom you use to lure our clients."

Aliyah drew in a quick breath as lights rendered the ocean around them visible. "The walls are glass! You can see everything, all around us!"

"Yes, the walls of this tube are made of a super-strength glass-like material, giving us a 360-degree view out into our surroundings."

He pointed to the sides of the ship. "Now, as you intuited, the Mobi is manta-like. See her wings through the glass?"

She nodded.

"Watch this." He flicked a switch, and the tips of the ship's "wings" rose and fell gracefully. "If we weren't anchored, we'd be moving away from the dock now."

"Wow, look at that. She *swims!*"

"Fast, too. In five minute we can be 30 miles from shore."

"But ... how can the wings flex like that?"

When you boarded, did you notice how soft and flesh-like her skin is? It's made of Kevlar and shark cartilage, a revolutionary invention that gives the wings an unprecedented undulating capacity.

"Aah."

He led her out of the tube to the center of the ship, where the high ceiling gave a feeling of spaciousness. "Open spaces are something you won't find in many submarines," he said.

“Oh, nice. No room for control rooms over this room, I presume?” She gazed around at the leather-padded armchairs grouped around small tables, and at the bar, pool table, and video screen.

“No, not here. We wanted to provide a lounge where our clients can feel more comfortable on their journeys, and where crew members can relax.”

He took her by the elbow. “Now, let’s go meet the crew.”

“Thank you for this tour, Captain. It will help me do my job.” Aliyah turned to catch his eye. “But I doubt you’ve let me in on all your secrets, have you.”

“Hardly. Earlier, I acknowledged that you’re already acquainted with the Mobi’s purpose.” He winked. “Well, we’ve got a few well kept secrets you’ll learn about in due time. I think you’ll come to realize there’s more to what we’re about than just the retreats.”

Chapter 3

Bring Me A Live Catch

“Captain, I think this is what they call ‘initiation by fire.’ You really think I’m ready to fly to Geneva and deal with the GM of MorriSoft?”

Key’s eyebrows lifted. “Any reason you wouldn’t be?”

“Well, other than the fact that I only have one presentation under my belt—no, none that I can think of.” Aliyah’s tone was dry. Sinking into a director’s chair in the ship’s lounge, she stared at him in disbelief. “You’re just testing me, aren’t you. You can’t be serious.”

“Ah, but I am.” He pulled up a chair and sat down beside her. “I vetted you fully, Aliyah. All indicators are that you do your best work plunging headlong into new territory.” His eyes brightened. “That’s one reason I hired you. We are *a/ways* breaking new ground here. It’s what I live for.”

“Okaaay” Her mind whirled on the stretch of the word. “You’re right, I do love a challenge. But this is major new territory for me. What if I blow it?”

“You won’t. And once you’ve landed MorrisSoft, a whole string of peripheral manufacturers will float in on their coattails. Thought leaders, every one. This is going to skyrocket our program.”

She drew in a deep breath. “Well, I’ll do my best to live up to your expectations. I hope I don’t disappoint you.”

“Not likely. Do some practice runs with Joshua. He worked for Morris until last spring and is a master of [Invisible Influence](#).”

That evening, Aliyah cornered the Mobi's public relations officer with an eye to milking his brain for every ounce of MorrisSoft intel. "Key says you know everything about Morris," she told him.

"Well, all the important things, anyway."

"What would you say is the best way to approach the sale with him?"

"First off, you're there to qualify him for an honor for which he submitted an application. Interview him, then roll it into a negative sell."

"Let him know I'm meeting with LogiSuisse next and then flying on to Paris to meet with SeguWare."

"Yeah, that's good. Lay pipe for it up front and then throw it in later with your best catbird smile, and I'm betting he'll fall into your lap. I know Morris. He won't want either of them getting the jump on him."

After Joshua finished filling her in on Morris, Aliyah thanked him and left his office. She took out her cell phone and speed-dialed Key. "Thanks," she said when he answered. "I know a little about the man now."

"You have nothing to worry about," he said.

"It's just that I've never sold an intangible. With art, I can hold it, touch it, show it to the client."

He answered in a patient and encouraging tone. "No worries. You'll have a video in your briefcase that will put him on the ocean floor with us. He'll know in his gut that he *must* do this. Just don't rush it. Be calm. Wait for him to make the moves."

"Of course."

"Atta girl. Question—Is this line secure on your end?"

“Uh, no, Captain. I’m on my cell.”

“Then remember this: I’ve been watching you for a long time. Morris won’t be expecting a ninja in his office. So dump your doubt. And bring me a live catch.”

Extended Introduction

My latest 4D assertion in the marketplace is PepperFuzion.com where I apply these concepts at a very low level, to the creation and distribution of ground pepper blends that move your spirit, while they flavor your food. It's a business built upon the idea of materializing the stories of life into a tangible and edible product. How many products already do this? Plenty. They just don't approach it from this perspective. Why does this aethereal approach matter? Because it's this shift in thinking that will allow you to begin tailoring your business and products to align with the coming age of Aethereal Intelligence. As PepperFuzion grows, more and more of these concepts will be applied until the entire empire of spices and herb distribution throughout the world has migrated through this transformation.

You are hereby cordially invited to follow this journey where influences as diverse as Don Quijote, Jules Verne, Henry Ford, Einstein, and others converge on the hinges of time to open the next portal, as we walk through it together.

As you do, it will become more and more apparent how the next phase of "progress," as we like to call it, is rooted in the 4D rendering of the unseen realm.

To clarify, I'm not speaking to the current state of business specifically. That is left to more qualified individuals like Gary Vaynerchuk. Where the focus of this book lies is, how we will soon be spiritually or ethereally connected to the products and markets we desire.

Throughout this book, when using the word “spiritual,” we’re not talking about religious belief. As a Baptist preacher and the Pastor of a small church, writing that book is a completely different set of words.

The word “spiritual” in the context of this book, refers to the unseen mechanisms that drive the human experience and how they connect to reality.

To some degree, the concepts presented will come very close to a religious context, but it’s at that point where we pull back and leave each individual to their own understanding.

Because I have a religious side, as well as a highly refined intuitive side, energy like this flows through me. But it’s not the context of this book to promote a religious dogma. It’s the purpose of this book to reveal actual mechanisms that can be used to implement these intangible concepts into tangible products and services.

Spiritual, metaphysical, or ethereal attributes of life are intangible realities that we try to materialize through psychology, physiology, chemistry, physics, religion, etc. And those who succeed at harnessing their power, end up with monetary and positional success.

Gary Vee is a master at knowing where people’s attention is and what to do to get that attention. Gary is literally harnessing spiritual power to bring about the results he is known for, but he doesn’t think of it in this way. He would go bust if he did because it’s not practical, so instead he forges ahead with strategies, perceptions, integrations, and persona. He does this in a highly effective manner but eventually his speech will have to change as well. And knowing Gary, it will

Gary is known for pivoting as new platforms take hold. Eventually Aethereal social platforms will rise and the ability to align with them will become key. Yes, in the future voice command-oriented devices will rule the day, as well

as Artificially Intelligent ones. But underlying everything will be an Aethereal Intelligence built upon similar models what's being disclosed here.

Other personalities in the motivational industry such as Anthony Robbins or Deepak Choprah, who is no longer with us, got closer to the direct use of spiritual power in the marketplace but were relegated to only using it in a mentoring way as motivational speakers and therapy-related practices.

What we're discussing here is not how to apply principles and laws to human behavior, such as these aforementioned masters were successful at wielding, but rather how human behavior and mechanical interfaces will connect, or could connect, in the future.

AI (Artificial Intelligence) can be thought of as a direct or forced connection to this invisible world of spiritual energy. With extreme computations turning mass data into targeted and personalized assumptions about behavior, AI is poised to be the interface between man and machine.

But not everyone can afford to finance an AI layer in their business. And if AI gets to be the dominant or sole player in this space, then we are going to find our humanity being diminished to a toxic level.

So another type of AI needs to be introduced, one not called "Artificial" Intelligence, but rather "Aethereal" Intelligence as eluded to already in this writing. "Aethereal" is an alternative way of spelling "Ethereal," it just works better because it allows for abbreviation "AI to be used." The ability to frame the attributes of a person in such a way that a product or service aligns with them is our priority.

This isn't anything new, after all it's what product development has been about since products have been a thing. Studying what people want and then finding a new spin on an old idea to give it to them in a way that can be monetized. So what makes Aethereal Intelligence different? It's that Aethereal Intelligence marks a new paradigm form which everything else will be deployed. It will be the final frontier in connecting people with the

products they use on a daily basis. It will be the definitive platform for all future development of goods and services. And once established, it will get married with Artificial Intelligence and technology to form the superhuman robots of science fiction. Artificial Intelligence will be the skeletal system while Aethereal Intelligence will be the machine's soul.

As we travel through this book we will be moving towards creating a single AI module, that you can think of as being encapsulated in a digital key. Once that key is turned, it sets in motion an entirely new trajectory for everything that follows. It is none other than, The Mobius Key.

Chapter 4

Takeaway Close

"What do ye think of our fair city?" Morris asked as they sat in his 6th-floor office in downtown Geneva, Switzerland. The Edinburgh native appeared proud of his adopted home.

Aliyah stared out the beveled picture window at the view of Lac Lemman. "Lovely as ever," she replied. "You have an incomparable view."

"Aye, we're fortunate. Ye've visited Geneva before?"

She nodded. "I have an aunt in Chêne Bourg."

"Aah, bonnie area." Morris nodded in appreciation. "Will ye be payin' her a visit?"

"No, unfortunately, not this trip. After my appointment at LogiSuisse this afternoon, I fly to Paris to meet with the CEO of Seguware."

The set of his jaw hardened. "Och. Pity."

Aliyah settled back to take his measure. Straightforward. Not one to dissemble, she mused. "So tell me, Mr. Morris, what motivated your application to the Mobi Executive Retreat Program?"

His expression softened. "Curiosity, plain and simple. Never been on a sub, and Ah've read that the Mobi offers quite a singular experience."

She nodded. "So it does. But ... you must have had other motivations as well?"

“Of course.” He leaned forward, as if in confidence. “When we relocated here last year, we encountered a cash flow issue right off. Recovery has been ... slow.” His brows drew together in a bleak expression. “Ah’m hopin’ this retreat will help, gi’e me some new insight.”

After leading him gently into a discussion of his aspirations for his company, she handed him the helix drive from her briefcase. “May I show you some visuals from journeys we’ve done?”

He slid it into his player.

“These are 3D images of the Mobi,” she explained. On the screen, wide wings propelled a manta-shaped ship through the water.

His expression was rapt. “Such grace! Hard to believe it’s a submarine, except it’s so bloody huge.” He looked at her. “Why the manta shape?”

“We took a lesson from nature. The manta design allows super-efficient movement, rapid acceleration and deceleration, and quick turns. Here, watch this,” she said as a lighted tube emerged from the sub’s underside.

“Like a pod in search of footin’,” he observed.

“That’s the observation snorkel,” Aliyah explained.

“Hoo safe is it?”

“Good question. Only the captain can order it lowered, because although those glass walls are the strongest part of the sub, extending the tube leaves us all vulnerable.”

She drew his attention back to the screen. “Look, now we’re diving, filming from inside the snorkel. As you see, we have an unrestricted 360-degree view

as we approach the ocean bottom. She pointed. "See those strange shapes waving around? Giant amoebas."

His jaw dropped in disbelief. "Hoo do they survive? Water pressure must be pure dead tremendous."

"In some places in the Marianas Trench it's a thousand times our atmospheric pressure, and the water is freezing. But life finds a way."

"Makes mah problems look small," he said, twisting his lips in a wry grin.

She chuckled. "Okay, this footage here was shot not far off the bottom, near Australia." A colossal squid appeared, eyes as big as dinner plates.

"Oh, he's bloody amazin'. Just sittin' there takin' us in. No fear at all." Morris sat back in his chair. "Well, with eight arms and two long tentacles, who wouldn't be fearless?"

Aliyah noted that he'd used a pronoun that included him in the tube. "I've heard they sometimes attack small whales," she said, watching him closely. "I don't know whether that's true, but wouldn't you love to see one close up like that, in its natural home?"

"An experience one wouldn't soon forget."

In a flash, the ship lurched forty feet to starboard.

He pitched forward, grabbed the arm of his chair. "What's up with that?"

"Evasive maneuver to avoid attack."

"Ah'll be ..." Morris panted. "Ah've seen mantas move like that, but this sub is what, 50 times bigger? A move like that must throw ye to the floor. *Ah* felt it."

“The Mobi passengers didn’t feel a thing.” She paused to let that sink in.

“That’s the thing about adventure—when you realize *anything* could happen, it forces you to let go. And the more you let go, the easier it is to roll with the punches.”

His brow wrinkled as he waited for her to drive her point home.

“Often, when you’re stuck, it’s because you’re hanging on too tight.”

The silence was deafening.

“We only have space for one of you—you, LogiSuisse, or Seguware,” she said at last as Morris closed his mouth and stared into space. She resisted the urge to press him.

After a long moment, he rapped the tip of his pen against the top of his desk.

“Then let’s do it, he said. “Ah’ve tried everything else. Ah’ve got to see where this takes me.”

“Smart decision.”

His tilted his head in a sideways smile. “So ... noo ye can cancel yer other appointments and go visit yer aunt.”

“No, I can’t. Sorry, but you’re likely to be forced to compete with your rivals for this spot.” Extending her hand, she flashed an encouraging smile. “Off the record,” she said as they shook, “I hope you win.”

The Current State

Online product customization and in-home catering via build-a-box retailers is a growing segment to consider. There are others but these are two that give us insight on trend.

COVID-19 was just the beginning of a new ecology throughout society. Germs, plagues, famines, and wars will only continue to rise as the whole world becomes more and more globalized, causing American's to be more and more restricted to their homes, giving rise to aetheral colonization. It's this type of colonization that will stem the tide and provide a haven for the transition, and possibly establish the norm for many. Aetheral Intelligence Colonization can be seen as a less intrusive and milder form of conformity to what Artificial Intelligence is threatening to perform on us.

The new age of digital currency and crypto contracts will be the segway into this lifestyle. It has some definite drawbacks but then again, if you peel back the curtain of most anything, the sinister underbelly is just as frightening.

This trend will conversely drive up the exclusivity of events where we would have otherwise gathered in mass. Such as sporting events, movie-going, performance theater, and concerts.

Eating and drinking have always been a social event in the form of bars & restaurants, but those too will change into venues that host only private parties and prescreened guest lists for a premium price. After all, you can't expect billion dollar stadiums like the new ones in Santa Clara, LA and Las Vegas to go unattended forever.

The colony you choose, or better the one that chooses you, needs to resonate with you at a very meaningful level so you don't tire of its participants or worse yet, they tire of you.

Colonization appears to be on the rise already, as we look around and notice this it's been happening on a much smaller scale for a while. And when I say colonization, I am using it in contrast with the masses. The idea that we will prefer to live in these micro-colonies of people over mass gatherings.

Facebook Groups is an elementary representation of what this might look like. A group of people who all gather around a specific topic of interest or a particular lifestyle/ career to engage one another and support the cause in general. Eateries and restaurants will become central to the nervous system of a colony. They will be like nodes to the colony where members can safely meet and discuss operations.

Membership sites niche down to appeal to individual's interests and desire for greater capacity in those areas and clubs of all sorts from The Scouts of America (which now includes girls, hence the name change) pep band in the school or exclusive, and dare I say secret, membership clubs such as Skull & Bones or The Masons.

But for now, all of these clans live on the outer edge of our otherwise mass gathering type of lives. We grocery together, we travel the highways and byways together, we collectively embrace national holidays and political agendas. But someday life will be carved out in isolated patterns through the use of autonomous vehicles, drone deliveries, transplantable tiny home installations, and the like.

Sovereignty is national and patriotism is flavored by the region you live in but as we move towards this more segmented reality, many of these things begin to fade from the norm and our attention gets sucked into the digital interface we use to embrace life.

For now, that is our phones, laptops, and gaming devices. But as AI matures and technology continues to fade into our reality, the need for continuity between us will become less and less critical in the struggle for

survival. In fact, efficient alignment of clans and colonies will prove to be the most effective leverage in this fragmented world, especially as things like Universal Basic Income becomes a reality for many. Colonizing to share resources will prove highly advantageous.

Technology today is at an impressionable place. This book's timing represents that fact. What kind of future does commerce represent for us? Will we simply continue to develop products with more and more features, so we have something to sell, or with greater and greater speed/miniaturization? Will we implement AI at higher levels and force-feed our products with sensory stimulating data and call that progress? Perhaps. But there is an alternative, and that alternative is Aethereal Intelligence.

We're going to digress a bit now and make a shorter-term prediction about a large segment of industry. This is a conjecture, as is most of this, seeing none of it has happened, but it is being brought forth out of viable experience and observation.

There are many markets and industries that are selling nothing more than fluff that feed on our emotional states so heavily that they have to manipulate us into buying their products because our rational minds can see no use for them.

If it weren't for vanity and pride, 80% of commerce would collapse because we buy on emotion and lament on logic, not the other way around.

For example, the publishing industry lost its usefulness with the rise of Amazon and the Internet in general. Where the printing press was imperative for the distribution of knowledge, digital digestion now fills that role, so most of the services offered by a publisher are fluff. They sell you marketing platforms, book cover design, ghost writing, and anything that will allow the vanity writer to feel they are somehow contributing to the world. But in the end, less than one hundred copies are sold and the writer goes away with his dissolution in hand.

I get it, this is just part of the process. If there are people willing to pay for an experience, there will always be someone there to give it to them. But my argument isn't against publishers. It is what it is. My argument is that people are going to shift from senseless and useless activities to activities of purpose. And this will come about out of necessity.

Chapter 5

A Surprise Visit

“Derik? Derik who?”

“Don’t tell me you’ve forgotten me, so soon!”

Aliyah jumped up off the sofa. “Derik Chardir? Is that you?”

“None other.” He chuckled. “How many Deriks do you know?”

“A few, you self-centered megalomaniac.” She laughed, adrenalin popping.

“And what do you mean, ‘so soon’? It’s been ... what, 12 years?”

“Counting them on your fingers, are you?”

“Where the heck are you, Derik?”

“At the airport. sweetheart. DIA. Just flew in.”

“You’re here? What the heck—how did you know I was in Denver?”

“I tracked you. Online. I wanted to see you, Aliyah, spend some time with you.”

She sat, took a deep breath. “Why?”

“Why the hell not? I’m here, you’re here, we used to be very tight as I recall. And I liked it, as I recall.” After a short pause he went on, “Aliyah, give me your address and I’m on your doorstep in a minute.”

Settling back into the couch, she put her feet up on the coffee table.

“Hmmm ... and how long is your stopover here?”

“It’s not a stopover. I came to see you, you silly wood nymph.”

Swinging her feet off the table, she rose and walked to her bedroom, opened the closet. “Well then, I guess if I say no, you’ll turn around and fly back to wherever you came from, eh?”

“Nuh-uh. I’m not leaving without seeing you. Just give me your address.”

She sighed. She’d cut off contact with this man, done her best to forget. Well, she’d had her reasons. Rummaging through her closet, she related her address as she pulled the tan Magda Butrym shorts out of a drawer and her peach sleeveless top off its hanger. This was going to be interesting

An hour later, she ushered him through the front door.

“Here, let me have a look at you,” he said, reaching out to put his hand on her shoulder. “You haven’t changed, Aliyah.” He drew her close, rested his cheek against her hair. “Ooh, I’ve missed you, girl.” Pulling back after a moment, he looked her in the eye.

She laughed. “You look good, Derik. Older, but ... ” No way would she admit he was still devilishly handsome.

He looked around. “You’ve come up in the world, I see, from that little East Van studio where we had such fun,” he observed. “First Avenue apartment, downtown Denver. In a complex that looks to have all the amenities, eh?”

“You still sound like a Canuck,” she teased.

“I’ve been in New York a long time, but I do my best to avoid the local twang. Including going back up to see my folks every year.” He took a drink. “You?”

“From time to time, yes. But mum and dad prefer to come down here. It’s warmer.”

“You talk a bit like a Canuck yourself, girl.”

She let out a soft giggle. They made small talk for a while, settling into a comfortable old rhythm. Reluctantly, Aliyah admitted to herself that she had missed this man.

“So ... I have to ask, you understand. You left without saying goodbye, y’know. So ... how come? And how come you never answered any of my calls, or my letters, or my emails?”

She bit her lower lip. “I’m not sure,” she said at length, eyes downcast.

“Maybe I thought we were getting too involved, and I was too young. Just 20, you know. I wanted to finish school, and ... I guess I was just scared.”

He let that go. Clearly, there was more, but he feared that pressing her now might close her off again. “Well, I guess we all get scared sometimes,” he said gently, taking her hand. “Aliyah, I meant it when I said I’ve missed you.”

“Derik ... ”

“Wait ... are you married?” He looked around, shook his head. “No scent of a man living here.”

A faint smile. “No—”

“Boyfriend? Fiancé?”

“No.”

“Then don’t say no out of hand. We’re older now. You’ve nothing to fear from me.” He smiled. “If anything, looking at the lifestyle you’ve put together, I’m the one that should be afraid, eh?”

“Maybe.”

“Have dinner with me. We’ll get reacquainted, Aliyah. If the spark’s not there, I’ll go. But I think it is. It is for me, and I can see in your eyes that it’s there for you, too.”

“Well ... ”

Rising, he reached out to touch her lips with his finger. “I’ll be going now, find a hotel. Pick you up at seven.” He set a tentative kiss on the tip of her nose, then turned toward the door. He closed it softly behind him.

Well, this was certainly an interesting turn of events. And why not? She hugged herself as she twirled dreamily around the room.

Chapter 6

Aliyah's Guilty Secret

Derik's visit had suffused her from head to toe with a warmth she hadn't known in years. But an hour later the thrill had worn off, replaced by a familiar knot of guilt in her stomach.

She faced herself in her bathroom mirror. "Are you crazy?" she asked out loud. "Get real, Aliyah. No way can you go out with him. Not tonight. *Not ever.*"

She couldn't deny the hunger, her body's desire to snuggle into his warm embrace. He'd looked even more ruggedly handsome than she remembered. That sensual mouth, his sly grin, those gentle eyes she longed to fall right into—her mouth watered at the image of him sitting on her couch.

Just chemistry, she told herself. Purely physical attraction. But the ache in her heart refused to let her off so easily.

The eyes in the mirror grew misty, and she closed them and let the tears come. I'm not the same person I was 12 years ago, she mused. The decisions I made, the decisions I was forced to make, changed everything.

And there's no going back.

I should have told him, she thought. I should have told him 12 years ago. But if I had, he'd have insisted ... on what? An abortion? Marriage?

I couldn't do either. I just couldn't. Not then. I was too young. Too young to face being a mother.

But I should have told him.

That was then, a voice inside her whispered. You did what you felt you had to do. You went through hell, and you did your best for that baby. You found him a loving home with parents you trusted.

Now quit punishing yourself.

Okay, but she couldn't let herself get involved with Derik again, couldn't let him woo her, seduce her. And seduce he would. She'd felt his need, felt it rekindle her own, deep in her heart ... and in the nether regions of her body.

No, dinner was not going to happen. Must not happen. She would cancel.

In the midst of these thoughts some part of her wandered mindlessly through her closet, chose a slim blue silk dress and matching 4-inch heels, rummaged in a drawer for a blue lace teddy, removed her sapphire necklace and earrings from their tray in the antique teak jewelry chest.

She picked up her cell phone to call—but he hadn't left a number. Might it be the same one as before? Struggling to recall the sequence, she dialed. The voice that answered was that of a young girl. Still, she asked for him as she slipped the dress over her head. "No," the voice said, "never heard of him."

She dialed another sequence that came to her mind. Disconnected. Oh. Well, and what did she expect? That he'd have kept the number from 12 years ago?

Throwing the phone onto the bed, she burst into tears of frustration, grabbed for a tissue. No, I can't do this. He'll be here soon.

She lowered herself onto the mahogany stool at her dressing table and smoothed foundation over her face, brushed on a blush, carefully shaped her eyebrows into lush arches, dabbed on just a hint of shadow, lengthened her natural blonde lashes with mascara.

Her hands trembled at the sound of the doorbell.

Reaching for a shimmering white wrap, she picked up her bag off the bed. Yes, I am doing this. Yes, I am guilty, but I'm going to get through this one evening. I'm going to enjoy it, create a memory to treasure.

One dinner, that's it. I'll tell him I have a boyfriend. Or that I'm on a celibate spiritual path. Or ... what? Please, God, put the right words in my mouth.

She stood, steadied herself with a deep breath, and walked slowly into the living room.

The bell rang a second time, and she opened the door.

Extended Introduction

Part 2

Nowadays any of us can write our book on Google Docs, print it to PDF, publish it on Amazon, market it via social media, and collect the proceeds into our Paypal account, reinvest that money as it trickles in through apps like Acorn, Stash, Robinhood, or Swell. Then when that money generates its own stream of passive income, we don't have to purchase much of anything we can just Uber our way around life by renting time and space, facilities and gear to experience just about anything we can set our minds to. Monthly subscriptions already consume over half our expendable income these days.

A long time ago I recognized the number of things I had to own vs the number of things I could rent at a lower overall cost. Such as boats. I love fishing and boating. I don't do it as much as I could, but far more than I should and my lifelong saturation of boating and fishing is filled with memories and stories that suffice just fine. I have fished with tournament pro's, been on the ocean, in deltas, and in the mountains on a creek. But I have never financed a boat or an RV or a side-by-side, just so I could plan a weekend. If ever those things were needed, they were always available to be rented or inclusive in a weekend package. The cost of that weekend package may have been 20x what it would have cost me if I owned my own gear, but the monthly layout of 5x for 6 years more than made up for it. And with so many people in debt due to their whims and toys, a lot of fishing and camping happens simply so they can justify their purchases.

But it's not just publishing that lives in this world of serving the fluff. Tire manufacturers sell you far more rubber than we need, but that's only because cars and trucks have been manufactured to need them. PC's come loaded with so much extra software that the product demands an upgrade by the time it reaches your house.

Nothing is made to last anymore, and here's how manufacturer's have discovered how to make that happen without losing their reputation as a quality producer of products. They create a weak link in their product. In computing they call it a single point of failure. It's a cross-section in the product that is both critical for functionality and justifiably brittle. In the tone and inflection of the late, great, Joan Rivers "Hello, can we talk?"

A cot that is made of sturdy metal with a fine canvas bed lining becomes entirely unusable when the rivet that holds the frame together gets sheared off in such a small tight space between the legs and where the canvas meet, that you have no choice but to discard of it and go buy another one.

The cell phone with all of its durability and waterproofness has its weak link in the headphone jack, the plug it uses is no longer standard in the industry, or the software of your favorite (fill in the blank here) won't run on it and your business, satisfaction, or lifestyle depend upon it so you replace it with the latest model. Of course this similar logic can be applied to any computer, tablet, watch, game console, etc.

Cars seem to fade from beneath the gas pedal anymore. Things like manifold gaskets, catalytic converters, electrical distribution modules, smog sensors, and more. Let alone window switches, seat covers, and sunroofs. Brake rotors are machined so precisely that they can no longer be turned for more life but rather have to be replaced and because they are so brittle, any excessive force applied to them can cause irreparable damage to them, causing your car to wobble when braking and ultimately become too dangerous to operate.

Eyeglasses have screws that literally back out and get lost, the barbecue has a switch that ignites the flame, until it doesn't. The camera you spend hundreds of dollars to install in your home because it will tell your phone when someone is breaking in, also tells you when every moth, bird, or cat traverse near it causing you to abandon your hope for impenetrable home security.

And on and on it goes. If you try to build a simple home-based business today you will discover that there are hundreds, if not thousands of dollars a month subscription-based products that you will need to engage the world in a meaningful way, enough to sell your products online. Marketing tools, video creation software, paid ads on a dozen platforms, web hosting, domain names, asset repositories, how to videos, database software, financial software, and on it goes. The density of noise online is so magnified that penetration is only effective by disruption, and disruption will cost you an arm and a leg to fabricate or buy. And even then, it's a fleeting victory.

Companies hide their customer service behind chat-bots and delayed email responses. Their FAQ approach to support and lame email responses written by someone only qualified to treat your technical issue with a script on a computer screen, leaves the business consumer frustrated and defeated. So they spend the money to purchase the higher level of support. By the time you've been bled by every marketing tool, platform fee, per transaction percentage payout, rushed delivery increases and then the cost of hiring a mentor or coach to hopefully steer you through all of this, you've deflated your profit margin into the red and now you are left with nothing but a mountain of debt, a lot of wasted sweat equity, and time.

Nothing can prepare you for these pitfalls and somehow we all seem to keep churning about in this cesspool of inefficiency, fraud, and unintelligent squandering defrauding ourselves that we are "living!"

Even food and basic necessities have become subject to this mentality. Grocery stores are full of processed junk that is only produced to make a buck or supposedly fresh/ healthy foods such as fruits and vegetables that are tasteless, artificially colored and inflated. Meats that have been pulverized by steroids, fish that has been flash frozen and premade meals that are so full of salt and preservatives that obesity and heart disease is the number one killer in our country. But then again, that's what spurs on the health and dietary markets, it's what allows fashion to keep its prices high, and it's what keeps our hospitals full so that industry can make their money.

None of this is anybody's fault alone, and the ability to fight back and go against the grain is well beyond us. It is the way things are now, and there's no turning back. Or is there?

Chapter 7

Jet Ride

Derik's eyes popped like flashbulbs at the vision of loveliness standing at the door. "Great galloping galaxies, girl, you do me honor."

"Well, thank you," she said with a quick laugh as she stepped out. "Where are we going to dinner?"

"Somewhere you've never been before." He led her to the car. "Hungry?"

"Famished!"

"Good. Since it'll be after ten when we get there, I brought snacks."

She shook her head in a double take. "After ten? Where *is* this place?"

He chuckled. "My buddy Bruce owns a restaurant in the Florida Keys. We're taking my private jet." He flashed her a sideways look. "You don't mind, do you?"

She gulped. "Uh, no."

The flight in Chardir's Cessna Citation X jet went smooth and easy, giving them time to catch up a bit on each other's lives. Aliyah gave him a brief rundown of her years at Colorado State. "My folks wanted Ivy League for me, but I had to be near the Rockies," she explained.

And Chardir told of his years as a NASA artificial intelligence engineer.

"Quantum computing," he called it, "solving problems with space exploration beyond the capacity of a normal computer."

“Pretty high-powered stuff, eh?”

“Yeah, it was. And then Pepper DeClarcq lured me to AICO.”

“AICO?”

“Artificial Intelligence Company. New York. Pepper more or less owns the joint, but I’m the CEO.”

“You like it, eh?”

“Like it? Can’t live without it.” An intimate pat on her thigh. “Space is the new frontier, Aliyah. Whether it’s space stations for humans to escape the craziness on earth, or transferring mining and industry off-planet to make this place more habitable, space is the answer. I’m carving a place for myself at the forefront on both counts.”

It was barely ten when they reached the private runway next to the Marine View Restaurant. Derik helped Aliyah down from the jet and led her to the front door, where a good-looking guy with a buff body and huge smile on his face opened his arms wide in greeting.

“Aliyah, this is Bruce Stewart. Bruce, meet Aliyah, the love of my life.”

“Aaaliiaah.” Bruce drew out her name, a sure sign he’d heard it before.

Aliyah shot Derik a sharp look, cautioned herself to keep her head. This was a one-time reunion for old time’s sake. “He exaggerates,” she informed Bruce.

Bruce winked. “He’s a dog,” he agreed as he turned to guide them down a curving staircase to a table beside a window with a lighted aquatic view. He signaled a waiter.

Once seated, Aliyah stared open-mouthed at iridescent fish and sea turtles swimming through the coral reef.

“I hope you don’t mind—I ordered ahead,” Derik said, laying a hand over one of hers. “How does Florida lobster and stone crab claws sound? With key lime pie for dessert.”

She nodded, eyes glued to the marine view. “Wonderful.”

“And a bottle of your best white Rhone wine,” he said, dismissing the waiter.

“Eating underwater,” she mused. “Your friend owns this? Lucky man. Must keep him hopping.”

“Yeah, but that’s not the half of it. He’s also AICO’s AI tech. And a financial whiz. That combination keeps him afloat—pardon the pun. I suspect most of the profit from this place goes into upkeep on the boat.”

Over dinner, she caught him up on her career at the art gallery and her move to the Mobi.

“And that’s where you see your future?” he asked, eyeing her over his wine glass.

“I hope so. Captain Key’s out to make a difference, and that’s important to me.” She smiled and sipped her wine. “What about you?”

“Following my heart into space.” His face lit up like the sun through a raincloud, making her heart skip a beat. “Getting space stations up and running. We’ll have one ready for human occupation before long.”

“Human occupation?”

“Sure.” He reached out to touch the tip of her nose. “You like adventure. Wanna live in space?”

“No, thanks.” She stiffened, remembering her resolve. “Derik, I’m afraid I’m not the girl you knew.”

“No?” His look was quizzical. “Why would I expect that? I’ve changed, too. It’s inevitable.” His soft smile shone in his eyes. “I’m going to enjoy getting reacquainted with you.”

“But—there’s something I never told you ... ”

He checked his watch. One-thirty. Standing to help her with her wrap, he bent to plant a warm kiss on her forehead. “Plenty of time to catch me up. Like tomorrow, a hike up the mountain.”

Hmmm Keeping this to a single date wasn’t going to be easy. “I’d love to, Derik. But I can’t.”

“What, hot date with another guy?” His brow furrowed. “Is that what you haven’t told me?”

“Not exactly.”

Boarding the jet for the return trip, she struggled with her emotions. She couldn’t see him again, not without telling him first. But how? She couldn’t just blurt it out.

Whatever it is she thinks she ought to tell me, he thought as the jet left the runway, I’m not sure I’m ready to hear it. Keep it light for now.

“Done any rock climbing lately?” he asked. The conversation on the flight back to Denver revolved around sports and other shared interests.

In the car, he drew her into a warm, gentle embrace. “I want you, Aliyah,” he whispered, his voice rough with emotion. “Been wanting you for years. Spend the night with me, let me show you what you mean to me.”

“Derik,” she sighed, “I can’t. I can’t just jump back into a relationship with you, not now.”

“All right, I won’t rush you.” He released her with a kiss on the forehead, turned on the ignition and slipped the car into gear.

“Please try to understand,” she pleaded, struggling to control the emotion in her voice. “You may be wanting me, and I won’t deny that I want you too. But I can’t do relationship with a man whose first love is space. It’s too risky.”

Coward’s way out, she accused herself.

He kept his eyes focused on the road. “I leave on an AICO mission in two days,” he muttered. “So I’ll be out of touch for a month.” He reached out to trace a line down her left forearm. “But I’ll be back, Aliyah, and you can be sure I’ll be coming to see you. I intend to win you back.”

Chapter 7

Security On The Mobi

The early morning sun was washing over the city by the time Chardir delivered Aliyah to her doorstep. Exhausted, she dropped her bag in the living room and made for bed.

At 2:30, she was awakened by the ring of her phone. Still groggy with sleep, she groped the nightstand for her cell. Who would call in the middle of the night? Oh, it’s daylight, she realized. Expecting to hear Derik’s voice, she didn’t bother to disguise her shakiness.

Instead, she heard a surprised Captain Key say, “Just waking up, Aliyah?”

Appalled, she sat up with a start and cleared her throat. “Excuse me, Captain,” she said in what she hoped was a clear tone. “I ...”

He cut her off. “No worries, Aliyah. I understand, you have a life. Perhaps I should call back at another time?”

“Oh, no, Captain, this is fine,” she assured him. “What can I do for you?”

“Oh. Well then, I think you’ll be pleased to know I have two new and challenging assignments for you.”

“Yes, of course! Where in this world am I going next?” She took notes in her phone as he fed her the details, asking questions as appropriate. “All right then, I will be on a plane to Seattle to meet with the CEO of Eminence Hotels on Friday, and then I’ll fly to Madrid to meet with the Director of Grupo Murano on Monday. That one sounds like it may be a real challenge. Thanks, Captain.”

“You’re most welcome, Aliyah.” His voice took on a lilt of amusement. “Are you more awake now?”

Oh, she was so busted. Good thing she wasn’t on video phone, she mused.

“Yes, Captain,” she replied in a dry tone. Deciding he might find it interesting, she told him about her jet flight to the Keys and her dinner in the underwater restaurant. “It was like being in the tube on the Mobi,” she explained. “What made it particularly enjoyable was the lighting. It was uncanny, Captain. There was only a dim light, but when fish swam close to the glass they would suddenly be illuminated. And then, as if by magic, the light followed them as they swam.”

“Hmmm, they must have some sort of monitoring to detect movement. And then they patch that logic into their external lighting system to illuminate the moving objects,” he surmised. “Very interesting. Did you see any other signs of artificial intelligence?”

“Artificial intelligence? Interesting that you mention that. The owner is an AI tech consultant.”

“Ah.” She smiled at his unmistakable upsurge of interest. “And how did you learn that, may I ask?”

“My friend told me,” she said. “They’ve worked together for years.”

“Hmmm ... And what did you say is the name of this restaurant? And the owner’s name?”

“The Marine View Restaurant. And the owner is Bruce Stewart.”

“I may look him up. I could use a good security tech to protect our clients’ privacy. Can I say you told me about him?”

“Sure. He’ll remember me.”

* * *

As soon as they hung up, Captain Key found the number for the restaurant online and called Bruce. After a brief discussion in which Bruce explained how he’d used AI to achieve the effect, Key asked about his experience with coding.

“I earned my MS in naval encryption,” Bruce replied.

Key described the Mobi’s security challenge. “Our clients are high-profile executives whose images would be adversely affected if it became known that they’d enrolled in a self-improvement program,” he explained. “And our systems collect information that could be used to sabotage them if it fell into the wrong hands. So ... I need a top-notch security analyst. Are you interested?”

“Can I do this as a consultant?” Bruce wanted to know. “I do work for other companies in that capacity, and I do have this restaurant to run. It would be impractical to expect me to come and work on board your submarine.”

“I think we can work on a remote basis,” Key replied.

“Then I’m your man,” Bruce confirmed. “Let me give you some references.”

Key added the contacts to his call list for the day. “If everything checks out when I do my due diligence, the only thing left will be to settle on terms agreeable to both of us. I foresee no problem with that.”

Both men left the call feeling a sense of satisfaction.

Interesting, Bruce was thinking. I’ll be able to apply some of what I’ve learned at AICO on the Mobi. And I’m sure to pick up some technology on the Mobi that will be useful to AICO.

Task completed, Captain Key said to himself, knowing there could well come a day when security would mean the difference between personal freedom and virtual enslavement for all humanity.

I’ll give him enough rope to hang himself, he thought. We’ll see what he’s made of before I clue him in to the real stakes on the Mobi.

Chapter 9

Death In The Family

It was 2:30 in the afternoon when the doorbell rang.

Pushing her chair back from her desk, Aliyah rose, walked to the living room, and opened the door to two police agents, a man and a woman.

“Ms. Aliyah Marsh?” the woman inquired.

“Yes, that’s me.” She struggled not to panic.

“Sister of Paul Marsh?”

“Yes, I am.” She drew in a breath. “Oh dear no, has something happened to Paul? Is he all right?”

“Ms. Marsh, I’m Officer Paddock, and this is Officer Hummel. Can we come in for a moment?” The woman spoke softly.

Aliyah pushed the screen open. “What’s happened?” Her throat had gone dry, making her question barely audible.

She gestured for them to sit down, unconsciously holding her breath as she seated herself facing them.

“Ms. Marsh, we are so sorry ... ” Officer Hummel began, his face radiating sympathy. “We’ve come to inform you that your brother and his wife were killed this morning in an automobile accident.”

Aliyah heard a plaintive wail, vaguely aware that it was her own. “Paul and Lisette? Killed?”

The officers waited in attentive silence while she absorbed this information.

After gently answering Aliyah’s dazed questions, the policewoman shifted in her chair. “Your brother’s wallet had a card identifying you as their son’s legal guardian in case of emergency,” she said. “Is the boy at home?”

Aliyah shook her head. “No, he’s in school.”

The officers stayed until they were certain Aliyah had recovered from the initial shock. She thanked them and saw them to the door.

She walked to her office to call Ozzie’s school. After expressing his condolences, the principal agreed that Aliyah could go into the classroom and get him.

That evening she sat on her nephew’s bed, cradling him in her arms. His body shook, and his tears flowed freely. Her heart broke for him. Though she hadn’t yet begun to feel her own pain, she felt his as a swirling nausea.

After he fell asleep, she went downstairs and fixed herself a cup of tea. She called Captain Key and told him of the tragedy.

“I’ll reschedule your appointments for the next two weeks,” he offered. “If we need anything at all, don’t hesitate to call. Understood?”

She thanked him gratefully and hit the “End” button, then collapsed, numb, on the guest room bed.

The brother who’d raised her while their parents indulged their whims, who’d saved her skin more than once, and her sweet sister-in-law were gone.

She couldn't fathom it. Remembering moments from their lives, she felt the first tears slide down her cheeks.

Somehow, Aliyah and Ozzie got through those first few days. She contacted relatives and Paul and Lisette's friends, made funeral arrangements, moved Ozzie into her apartment, slid imperceptibly into the mother role that had always terrified her.

Ozzie went through the motions of attending school, though his teachers reported that he was understandably distant.

On the fifth day, Aliyah dialed Anh's number.

"Oh, honey, I'm so sorry," Anh whispered. She let Aliyah talk her heart out. "And Ozzie?" she asked.

"Ozzie's living with me now, in a guest room."

"What about when you travel? Sometimes you're gone a week or 10 days."

"I'll hire a nanny, I guess."

"Oh, girlfriend," Anh said, "I hesitate to say this, Aliyah, but your entire life is about to change. And how do you think Ozzie will take to a nanny?"

"Let us just get through the funeral first, and my parents' visit," Aliyah said.

"They're always hard to deal with, but they'll come and they'll go back home. I can't think, can't make decisions until then."

The funeral over and the family gone, Aliyah checked references and hired a 24-year-old nanny. The boy seemed to like her well enough, though he hardly

spoke now. After school he'd come straight home and glue himself to Aliyah like a hungry pup, follow her listlessly from room to room.

Key called daily to check on her. Did she need anything? No, she was fine. Finally, after two weeks, she admitted she needed the distraction of work.

"I have a prince for you in Mozambique," he told her. They discussed the details, and she made flight reservations.

This would be the first real test of Ozzie with the nanny.

The night after Aliyah returned from Mozambique, Brooke called to see how she was faring.

"Oh, Brooke, it's awful," she confided. "This nanny situation isn't working out. The night I left, Ozzie cried his heart out, begged me not to go. I worried about him every minute, called the nanny three times a day on pay phones—which, from Mozambique, was quite a feat. It's not her fault, I know. He doesn't want anyone but me."

"Well, that's understandable." Was that a hint of satisfaction in Brooke's tone? "How could you expect him to take to a nanny after what he's been through, and then you being away for a week?"

"Three days," Aliyah corrected. "But you're right, it's just too much for him. And I love him as if he were my own." Her stomach lurched at that admission.

"You can't keep this up, Aliyah. The traveling. Look, I know you want this new job to work out, but ... can't you see? Now, with Ozzie, it's just not going to. Honey, I think they'll take you back at the gallery. I'll put in a word for you. 'Kay?"

Aliyah held her breath for a long minute, and Brooke was too skilled a saleswoman to break the silence. At last Aliyah let out a long sigh. “Yeah, Brooke. Maybe you’re right.”

She ended the call and dialed Key’s number. The time had come to resign her position on the Mobi.

Extended Introduction

Part 3

Well if we don't want to upset the apple cart, which we don't, then no we will never entirely change course. We will simply adapt and become more and more resilient as time marches on. It's amazing how quickly we adapted to terrorism, rioting, masks, autonomous vehicles, Internet commerce, revealing all of our info on Facebook, and more. Nothing will keep us from believing everything is alright. We are self-willed, determined, and able to digest just about anything that comes our way. We simply accept it, pivot, and reinvent ourselves.

The fears on the horizon are horrific and downright fictional in possibility. Such as maybe one of the next pandemics will be strangely passed around by fecal matter, hence shutting down public restrooms everywhere. Or the thought that a foreign power is going to invade US airspace and leave us feeling more vulnerable than ever, prompting the need to consolidate our borders into a continental region rather than a sovereign one. AI-driven nephilim rising up and living openly amongst us while the open water will begin to be developed and marketed to those who are looking for better isolation and safety from viruses and whatnot. These kinds of conjectures are wild and unsubstantiated. I deserve to be criticized for even putting them in print, but honestly I have heard of far stranger realities than even this.

So what I've described throughout this introduction is a global bubble, a market of vanity and useless commodities. And this bubble is poised to pop

much like that of any industry bubble we've experienced before. It's a bubble with the same volatilities as any other.

What would be so disruptive as to maciate entire industries overnight? Will it be another pandemic? COVID has done a fine job of clearing the field of many businesses. Will it be the threat of global war or a cyber attack that cripples critical infrastructures across the world? Maybe it'll be an ideology or a movement of ideals that causes people to abandon their trivial pursuits in search of more meaningful and organic results. Maybe it will happen as suddenly as when disco died July 12, 1979 with the infamous "Disco Demolition" night at Chicago's Comiskey Park. It's hard to say what might trigger it, but what is seemingly undeniable and unavoidable is the inevitability of it happening.

At the moment it's actually happening in waves, rather than all at once, though those waves could be so catastrophic that it feels like a sudden impact. And as it does, colonization of clans will become more and more necessary to preserve life and forge success.

When this transpires, all the ingenuity and creative approaches to life will be forced inward and the emergence of a 4D social fabric will jostle its way to the forefront. In the meantime, there will be this book, these insights, and your willingness or resistance to implement them.

Chapter 10

An Exciting Proposal

Responding to the vibration of the cell phone in his pocket, Captain Key leaned back in the swivel chair in his office on the Mobi. “Key here.”

“Hello, Captain,” Aliyah began. “Please excuse my directness, but I have to get right to the point or I’ll never manage to say what I have to say, which is ... this just isn’t working out, Captain. I’m afraid I’m going to have to resign my job with the Mobi.”

Key straightened, steepled his hands on the desk, and responded with genuine concern. “I see. Well, do you mind if we discuss this a bit, Aliyah? Is it the travel? Your nephew’s having a hard time with you being gone so much?”

“Yes, Captain, you’ve hit the nail on the head.”

“And what options have you tried, other ways to handle the situation?”

“I hired a nanny, Captain. But I’m the only family Ozzie has, and he needs to be with me right now.” She paused, more relaxed now that she’d said her piece. “And my first responsibility has to be to my nephew.”

“Of course. What about your parents, could he stay with them?”

“My parents?” Her tone was incredulous. “They’re in Canada. I ... I can’t send him to live with them. They don’t want him.” She paused. “They’re not good with children.”

“I understand. And you feel we need to stay in one place to take care of him.”

“I do.”

“Aliyah, I have some understanding of situations like this. Here on the Solomons, so many children are suffering for lack of parenting. What Ozzie’s going through is far from unique. He’s just sustained a huge loss, and it’s turned his world upside-down. And—please, don’t take this wrong—he’s using you to fill the void. It’s natural, what any child would do in his situation.”

“Yes. It is.”

“His grief over his parents’ death is going to take time to heal,” Key said gently. “But there are ways to help children move through trauma so they can recover faster. What if we were to offer him something else to help fill the void, something to turn his mind in another direction?”

“Like what, Captain?”

“Well ... what kind of boy is he? What is he interested in?”

“He’s smart as a whip, his IQ’s off the charts. He loves school—science, math, computers, history, music—everything, really.” She paused to consider. “He loves his drama class. And he’s always reading something. Adventure, science fiction, history.”

“That’s a good thing.”

“Yes, of course. He’s also quite an accomplished musician. So far he’s concentrated on string instruments, but I’ve persuaded him to take up the saxophone, which happens to be my own favorite instrument.”

“Sounds like quite a kid.”

She laughed. “That he is, Captain!”

“And what about his personal habits?”

“Well, he’s a boy, Captain. He gets dirty. He makes messes.”

“And does he clean up after himself?”

“Uh ... well, there you’ve hit on a weak area. He’s pretty sloppy. I’ve always been a bit sloppy myself, though, so we get along well on that score.” She chuckled. “Why are you asking all these questions, Captain?”

“Because I have an idea that just might help him through this transition and allow you to continue your work with us. Care to hear it?”

“Oh, yes, Captain. Please.” Her voice had relaxed considerably, he noted.

“What if Ozzie were to have an adventure, the stuff of dreams for any 11-year-old boy? What if he were to be invited to come here for a few weeks, a study vacation on the Mobi? You can come with him,” he hastened to add. “We’ll set up a suite for the two of you, the one normally reserved for clients.”

“Oh, Captain, you would do that?”

“Aliyah, I’ve invested a lot of time and money vetting and training you. If something as simple as this can keep you here, of course I’ll do it. Of course you’ll be gone for a few days while he’s here, but he won’t be sitting around the house with a nanny. He’ll have plenty of stimulating activities to keep him engaged.”

Aliyah considered this offer. “He’d miss a lot of school”

“Ah, but think of all he’ll learn on board the submarine. When he goes back to school, he’ll have stories to tell that will make him the envy of every kid in the school.”

Aliyah’s voice rang with joy. “Captain, this is a wonderful offer! Ozzie will love it, I know.”

“Start packing, Aliyah. I’ll have a jet there to pick you up Friday morning.”

Key was smiling as they ended the call, but as he reflected on what he'd just agreed to he grew more pensive. How would having an 11-year-old boy on board affect his crew? How would it impact the Mobi's executive programs? And how was his own life about to change?

Chapter 11

A Unique Vacation

When the disconsolate Ozzie arrived at the apartment after school, Aliyah came out of her office to meet him.

“Ozzie,” she said, “I think you could use something to cheer you up. How about going on an adventure?”

He set his saxophone case down and turned to look up at her, his face pale and drawn but his eyes showing interest. “What kind of adventure?”

“You know I recruit international executives for programs on a submarine, right?” He nodded. “Well, the captain of the submarine, Captain Key, has invited us to come for a study vacation on the Mobi. Would you like that?”

His eyes widened, and the corners of his mouth turned up. “You’re going too?” His brow furrowed. “I won’t go by myself. Or with Charlotte.” He grimaced. “Only boring women become nannies, you know, Aunt Aliyah.”

Aliyah laughed. “Is that right? Well, don’t let her hear you say that, ‘kay? Good thing she’s out this afternoon.”

“Are you going with me?”

“Yes, Ozzie, I am indeed,” she said, putting an arm around him. “Come on in the kitchen and let’s talk about it over chocolate and cookies.”

A transformation seemed to have come over the boy. “When do we leave?” he asked.

“Day after tomorrow.”

“Oh. Well ... what about my science experiment?” He considered his options carefully. “The yeast should be ready by tomorrow evening, and I’ll write up the results tomorrow night. Can we drop them off Friday before we leave?”

“Sure. The captain’s sending a private jet for us, and he said it would be at the airport at 9:45 on Friday. So we’ll just be able to do that.”

“A jet? A big one?”

“I think not. Other than the pilot, it’ll be just us. It’s a long flight. 14 hours. They’re 17 hours ahead of us, so ... what time will it be when we get there?”

“4:45 Saturday afternoon,” he said.

“My, you’re fast at math.”

“I know. Can I use my computer on the jet?”

“Sure.”

“Wow! I can hardly wait to tell Kyle.” He pulled his cell phone from his shirt pocket and dialed.

They planned what to take with them, and Aliyah advanced Charlotte two weeks’ pay and alerted Ozzie’s school. “Two weeks at least,” she said. “We’ll see how he’s doing.”

Key picked them up in the early morning in Honiara, the capital of the Solomon Islands, drove them to the sub, showed them to their suite. “We’ll get acquainted over dinner,” he said to Ozzie. “You must be hungry.”

“Actually, I could eat an elephant,” Ozzie replied.

Key chuckled. “Well, elephant’s not on the menu, but come to the dining room as soon as you get your stuff stowed and we’ll see what is. You’ll be amazed at the masterpieces the [Lemonade Makers](#) cook up.”

“Lemonade? Cool.”

“The Lemonade Makers are the kitchen staff,” Aliyah explained. “They make the best hamburgers in the world.”

Ozzie rubbed his stomach. “Good, that’s for me.”

After breakfast on Sunday morning, Aliyah led Ozzie to Captain Key’s office for a tour of the Mobi. The captain showed them the basics, then escorted them into the viewing tube. “Ready for a very special experience?” He pushed a button. “As you can see, we’re descending now, at 10 meters per second.”

“Now, watch what happens when I put her in Flinch Mode.” He pressed a button and the sub jumped backward. A few seconds later, the lights dimmed to near blackness.

“But ... that was a big jump, and I didn’t feel it!” Ozzie protested, wide-eyed. “How come it didn’t knock me on the floor?”

“That’s an evasive move no other sub can match,” Key said. “The reason you didn’t feel it has to do with that black phoenix medallion around your neck.” He pointed. “We all wear one. It links us into the sub’s neural network, which uses magnetic spacers, like invisible airbags, to buffer us during evasive maneuvers.”

“Captain,” Aliyah said, “you said she senses danger. How?”

“Via heat and motion sensors.”

“Is she in danger a lot?” Ozzie’s enthusiasm was at a peak.

“Never yet, but we’re prepared. Flinch Mode depletes her systems, so we would only use it in a dire emergency. As you saw, it nearly blew out the lights.”

“They are getting brighter again,” Ozzie observed.

“Then you have good eyes. Restoration takes a full 30 minutes. But no worries, she’ll never fail to restabilize. And during that 30 minutes we can use other defenses I’m not at leisure to demonstrate.” His face grew solemn. “If we ever have to deploy them, watch out.”

Ozzie’s face glowed. “Wow, Captain, I can hardly wait to do a Minecraft on the Mobi.”

Key turned a blank expression to Aliyah. “Minecraft?”

“An online scene-building adventure game,” she said.

“Yeah, I already did one on Lincoln and Einstein,” Ozzie said. “It’s really cool.” He turned to Aliyah. “Auntie, I like it here. Can we stay on the Mobi? I mean, move here? Live here?”

She groaned. “Oh, Ozzie, no, we can’t. I fly internationally, and the airport here doesn’t offer the flexibility I need. But you have a couple of weeks to learn everything you can learn about the Mobi, and have a lot of fun.”

Ozzie frowned. “Well ... ‘kay ... but do you think maybe I can live here?” He turned to Key. “Do you think I could, Captain?”

Dear God, Aliyah thought, am I losing him? So soon?

Captain Key stood frozen in place, considering. A child would be a huge responsibility, an inconvenience. But ... what an opportunity to shape an intelligent, creative mind for the good of mankind!

The Evolving State

There seems to be a buzzword floating around which is “5D.” A buzzword that hasn’t been vetted or even explained. I think it’s riding on the back of the 5G technology, but not sure. Nor do I care. It’s not about the label, it’s about the motivation behind the label and what works to substantiate it. So just to clarify, 4D is not in competition with 5D. Maybe 4D represents Aethereal Intelligence and 5D represents Artificial Intelligence. Maybe 6D will be the marriage of the two. Who knows. Who cares. This is about tangible assets, not intangible boasts.

We touched a bit on this next concept in the last chapter but now we’re going to delve deeper into it, to see more poignantly exactly how this trend is evolving right before our eyes.

What we’re doing here is building a case for the final expose of The Mobius Key. We’re laying down a path of conjectures, examples, and observations that will free your mind from the grip of status quo and allow you to see the opportunities that are available in this new frontier.

It has its elements of finality, but it’s not the final frontier, not by a long shot. However, it does represent a major axis as prominent and disruptive as Henry Ford’s assembly line, the H bomb, personal computing, terrorism, and COVID-19.

It’s an axis because it’s a new paradigm, one that we’ve been operating in on the outskirts without wholly owning. One that various fringe practitioners have embraced but haven’t integrated with practical products and services.

It's very much a paradigm that is perceived to live between the occult world and the heavenly realms, and has always been with us as part of our world. It just gets diminished and explained away by those who serve its highest masters or by those religious leaders afraid to encourage the use of it because how tempting it is to fall into dark arts. But the time has come for us to recognize this intermediate area between physical reality and supernatural servitude which is this ethereal realm, sometimes called the Acacia realm, metaphysical realm, or the 6th Sense.

It's the unseen world of metaphysics, spiritual law mingled with natural law, or the ether. The Bible describes this space from a heavenly viewpoint with very specific function and purpose. But unless you are a believer and wholly aligned with that purpose, you can't even see it. It's spiritually discerned by faith and otherwise foolishness to those who believe not. If you are not a member or partaker of the occult and its ritualistic guidelines, then you won't accept or grasp their take on these principles either. And good on you. The unseen world of supernatural entities is not to be tangled with. It's filled with deception that can cost a person their soul for eternity and often their most coveted temporal relationships, all in the name of immediate satisfaction, power, pleasure, and the facade of legacy. So realize there are unseen powers between heavenly spiritual principles and hellish cultic power, and it's the space that lies somewhere between them that we are discussing.

When Pharaoh's magicians and seers turned their staffs into snakes by throwing them on the ground at Moses's feet, they were leveraging these laws, they weren't calling up the power of Satan. They may have been doing it in rebellion against God, but they were master of natural and spiritual law, metaphysical laws as we call them today, and they wielded those powers to bring them reward at the king's hand. However when Aaron threw down his rod, and his rod ate up the Pharaoh's rod, he was

wielding the same power but with heaven's blessing because God's agenda was being carried out in that moment.

When Jesus walked on water, he didn't do so with heavenly power because that's not how heavenly power gets attributed. When he funded his taxes with a coin from a fish's mouth, when Israel crossed over the Red Sea or when Jericho came-a-tumbling down via the power of noise vibration, when water sprung from a rock or the head of an axe was retrieved by Elisha.

Note 2 Kings 6:5-7: *5 But as one was felling a log, his axe head fell into the water, and he cried out, "Alas, my master! It was borrowed." 6 Then the man of God said, "Where did it fall?" When he showed him the place, he cut off a stick and threw it in there and made the iron float. 7 And he said, "Take it up." So he reached out his hand and took it.*

Notice it is not recorded that Elisha prayed, but that he simply understood how to leverage universal law at a very high level. Yes, because he was God's chosen prophet he had great clarity on how to construct this feat, but he wasn't using prayer such as Elijah did when he stopped the drought or called fire down from heaven. He was simply using 4D power... to put it in the context of this book.

In fact, every miracle in the Bible can be attributed to a hard and fast connection between natural law and spiritual law, and could only happen in the realm we live in. These types of miracles do not exist in heaven seeing as that realm operates through purity, righteousness, as a realm built upon the holiness of God.

Throughout history, seers and mystics have dedicated themselves to these laws. The Secret and concepts such as The Law of Attraction have emerged in our modern world to shed light upon how these principles can be harnessed. Many false prophets teach these principles as a way to eternal life, that is where it falls short. These principles are not in play to justify our souls, but rather they exist as the glue that holds the natural

world together and connects with the supernatural realms of both God and Satan. But you must understand that without their existence, nothing would function as it does. It's in this realm that all the laws of psychology, aerodynamics as well as thermodynamics live. It's within these laws that objects fall to earth when dropped and fire burns at different temperatures based on its color. Or is it the other way around? Without these principles we would cease to exist in our shells. These principles are the breath of life God breathed into Adam and displayed to Noah via the rainbow. These principles are the culminated byproduct of all Earth's mechanisms working together. These principles are real, documented, and currently in use. They can seem spooky to the untrained eye, which is why they are often accursed. As well, they can be easily mingled with dark magic for sinister purposes, causing them to become evil. But they have been with us as part of our daily lives, since the creation of man. It's what books like Napoleon Hill's Think and Grow Rich are all about. Books like those detail using these laws in the creation of wealth. But there's many other ways to use them as well.

And that is in a marketplace of products purposely built upon them. So because of where the world is going, everything will have to change and shift to 4D products because though fragmented we are becoming, survival depends on unity at some level. And applying 4D Aethereal Intelligence is the way forward.

Chapter 12

Bark, Wag, Pee

Aliyah flew to New York Tuesday morning for a meeting with a prospective client, leaving Ozzie in the captain's care.

"This company develops smart wearable medical systems," Captain Key told her. "Miniature sensors, actuators, and multimedia devices for continuous non-invasive monitoring."

Looking forward to using her absence to get better acquainted with Ozzie, the captain sat down next to the boy at breakfast.

"Aah," he observed, "lingonberry Swedish pancakes. One of my favorites. Good thing we've got the [Lemonade Makers](#) managing our menu."

"Mm-hmm!" Ozzie gave an enthusiastic nod, eyes and cheeks bulging.

Key ordered the same and dug in. "How are you feeling today?" he asked.

" 'Kay. I really miss my mom and dad, though. I mean, Aliyah's great, but ..." A tear slid down his cheek. "But ... it's easier here, I guess. There's lots of stuff to explore." He turned to look up at Key. "I was thinking it would be cool to share about the Mobi at school, but ... maybe I won't have to go back? Maybe I could, like, live here?"

"We'll see about that," the captain replied, . "Who knows, once you learn your way around, you might find this ship rather confining. Not everyone can stand life on a sub."

“Really?” Ozzie eyed Key with disbelief.

“It can be confining,” Key explained. “Small spaces. Rules and regulations. It gets to some people.”

They discussed it over breakfast, then rose and left the dining hall together. As they entered the lounge, Key’s eyes lit on a table littered with papers, colored markers, and a variety of toys.

“I did some drawings of the ship last night,” Ozzie explained.

Key’s eyebrows narrowed. “And you left them *here*?” he asked, his tone incredulous.

Ozzie looked up at him, puzzled. “I didn’t think anyone would take them.”

“Well, Ozzie—remember what I said about rules and regulations?” Key’s voice was stern. “How would it be if the whole crew left things lying about?”

Ozzie looked down, his face flushed with embarrassment. “It’d be a mess, sir.”

“Exactly. One of the first rules for living on a ship is that we pick up after ourselves.” He leaned over, lifted a yellow plastic dog off the table.

“I’ll take him, sir.” Ozzie reached for the dog, then set it down again as he arranged his drawings into a pile.

Curious, Key picked up the dog again, held it up to look at it.

“Pavlov,” the boy said.

Key raised a questioning eyebrow.

“I’m training him. Here, watch.” He set the dog down on the floor near Key and held up a tiny plastic hot dog.

The dog barked.

“Now, watch this!” He held up a plastic bone, and the dog wagged its tail.

“He *sees* the hot dog and the bone, and responds accordingly?” Key shook his head in astonishment. “What else can he do?”

A glint came into Ozzie’s eyes. “Well ... you could try calling him by his name, Captain,” he suggested.

“Pavlov?”

Ozzie stood stock still, eyes focused on the captain’s face.

“What?”

“Uh, Captain ... “ Unable to hold it in any longer, the boy collapsed in a fit of laughter. “Your feet!” he squealed.

“What?!” Key’s face clouded with dismay as he spied the puddle forming around the toe of his right shoe.

“Sorry, Captain. He freaks out every time he hears a man say his name. He’s really sensitive, and my dad yelled at him one time when he was a pup. It’s a conditioned response.”

Key stared open-mouthed. “He *hears* a man say his name, and then he *pees?*”

“Uh-huh.”

“And you put him on the floor so he’d pee on my shoe.”

Ozzie flashed a hopeful smile. “In my defense, Captain, it’s just water. And not enough to hurt your shoe.” He shrugged. “You asked what else he could do.”

Key shook his head, emotions flashing across his face as he debated whether to laugh or murder this kid.

“Artificial intelligence,” Ozzie declared. “Related to my science project for school. Back in Denver.”

Key wiped the toe of his right shoe on the back of his left pant leg, then bent to pick up the mechanical dog. “I’d confiscate this,” he said, shaking it in Ozzie’s face, “but there’s someone I want you to show it to. But first, get a towel and clean up this puddle. And take all this”—he waved at the mess on the table—“up to your room. Then report to my office.”

He tousled the boy’s hair. “Brainiac,” he muttered, and turned and exited the lounge.

Ten minutes later, Ozzie sat with the captain in his office.

“I made a call to someone I want you to meet,” Key told him, opening the video conference software on his computer.

A bell announced another participant joining the conference.

“Ozzie, meet Bruce Stewart, our security and Artificial Intelligence consultant. Bruce, this is Ozzie, eleven-year-old AI genius. Ozzie, show Bruce how you make this dog, whose name I shall not speak, bark and wag his tail.”

Ozzie introduced Pavlov and put him through the two innocent paces.

Enthralled, Bruce asked, “Does Pavlov have any other tricks?”

“Don’t ask!” Key exclaimed, thrusting the dog from his desk.

Too late. Howling with glee, Ozzie caught the dog as Key grabbed a paper towel to sop up the puddle. He glowered at the boy. “Good thing my desk was clean, or I’d toss you out on your ear.”

“And what was the stimulus that made him pee?” Bruce asked, his voice rich with laughter.

“Tell him, Ozzie.”

Ozzie did, and Bruce let out a mighty chuckle. “Tell you what, Oz. You ever have any AI questions, feel free to call. Or ... maybe I’ll be calling you. You could be a good guy for a dummy like me to know.”

Ozzie beamed.

Bruce looked at Key, and his voice turned thoughtful. “You know, Captain, a kid like this could be in for a rough ride. I mean ... there are plenty of unsavory characters out there who’d grab him up in a heartbeat to further their own objectives.”

“Right you are,” Key agreed. “It’s up to us to protect him.”

Glowing like a thousand-watt bulb, Ozzie was oblivious to their concern.

Chapter 13

Robotic Threat

“Your nephew has quite a mind,” Key remarked to Aliyah, who had come straight to his office on the Mobi after her meeting in New York. “Have you seen his science experiment?”

“I drove him to school to turn it in before I brought him here.”

“Well, apparently he kept part of it. He had great fun showing off his mechanical dog.” A wry chuckle. “At my expense.”

“Oh? How so?”

“Damn thing peed on my shoe.” He smiled his admiration. “I’m not sure how he engineered that.”

“Sounds like Ozzie may be wearing out his welcome here,” she said with a smirk.

“To the contrary. Aliyah, this kid’s a gold mine! I introduced him to Bruce, and they hit it off. Now he’s coming up with ideas he can develop into saleable products.” He made a thumbs-up gesture. “You’re going to see Ozzie progressing much faster here than he would in school.”

A shadow swept over her face. “You sound like you’re thinking he should stay here?”

Key leaned forward, his expression suddenly compassionate. “You won’t be losing him to us, Aliyah,” he reassured her. “I’m hoping you’ll be spending a

good deal of time here too, when you're not out on appointments. He needs you. And ... the look on your face says we need him."

His secretary caught his eye, and he rose to go to the door. "Ezzydia's signaling me. I'll be right back." He pointed at the desk phone. "Answer it if it rings, will you? And take a message. I'm expecting a call."

He stood and walked out into the corridor.

Aliyah leaned back in her chair, deep in thought. Yes, I guess Ozzie and I *do* need each other, especially now, she mused.

Startled by the ring of the desk phone, she reached to pick up the receiver. "Captain Key's office."

A robotic voice that sounded like it had spent its formative years in New Jersey twanged in her ear. "Tell Key he's playing with the big boys now," it rasped. "Either he backs off, today, or you are *all* in for some ... interesting experiences."

"Excuse me? Who is this? And what is this in reference to?"

Click. End of message.

Open-mouthed, Aliyah stared at the receiver. No, she wasn't dreaming. The device in her hand was proof of that.

"Sorry," Key mumbled as he came back in. "Nothing serious. Now, you were asking"—he stopped short when he saw the expression on her face. "Aliyah?"

"Captain, I don't think it was the call you were expecting—"

"A call came in?"

"Yes, but—"

“Tell me about it.” He sat down. “Whatever it was, it can’t be that bad.”

She inhaled sharply, steeling herself. “A weird computer voice said to tell you you’re playing with the big boys now, and to back off or we’re all in for some ... interesting experiences.”

A deep frown spread across the captain’s face. “What the heck? The one moment I wasn’t at my desk. I’m sorry, Aliyah.” He gave a slow shake of his head. “How ironic. Well, looks like somebody’s upping the stakes here.”

“What stakes?”

“Um ... “ He grimaced and spread his palms in an expression of incredulity. “Who knows?” A twinkle came into his eye. “We seem to be making an impression. Playing with the big boys, are we?”

She laughed. “But—”

He leaned forward, forearms on the desk. “Nothing we can do about it now. Let’s get back to Ozzie, shall we? Where were we?”

“Um ... you were reading my face, telling me I looked like I need him.” Her eyes wandered to the tiles on the ceiling, then back to Key. “You’re right, Captain,” she agreed. “Ozzie and I need each other right now.”

“And it wasn’t working out with a nanny in Denver, so you were going to resign your job here.”

“I didn’t see any other way.”

“Fortunately, we’ve found another way. Ozzie can stay here, and you can come and spend as much time here as you like.” He tapped his pen on the desk, looked her square in the eye. “He’s thriving here, Aliyah.”

“I guess so, from what you say. I can’t wait to see him.” She paused. “He was begging me to let him stay. Well, it does solve the problem. I guess we can give it a go, if that’s what he wants.”

“Good!” Key tapped the pen on the desk with a flourish.

“But I’m concerned, Captain. Is he safe here? I mean, with calls like that one coming in?”

“Not to worry, Aliyah. He’s got Bruce and me both on alert for his safety.”

They moved on to discussing the outcome of her appointment with the medical device manufacturer, then concluded their meeting.

On her way to see Ozzie and break the news, Aliyah suddenly saw her deceased brother’s face in her mind’s eye. Oh, Paul, am I doing the right thing? she asked silently.

No answer came.

Her eyes filled with tears of uncertainty, and she stopped to lean against the wall as a shiver ran up her spine.

Chapter 14

Music On The Streets

Derik's month-long absence gave Aliyah time to mull over their relationship. What was she going to do about it? If she told him the truth, he'd hate her.

She had two choices: tell him, or end it.

She hadn't come to a decision by the time he returned from the space station and called to invite her to dinner. So she hedged. "Tonight? Uh, I can't, sorry. I'm out of town."

"Where are you?"

"San Francisco."

"What hotel? I'll pick you up in an hour."

Silence on her end.

His tone softened. "Take it easy, Aliyah, we'll keep it light. Dinner. For old times' sake."

"Old times' sake?"

She wasn't making this easy. "I think we once had something pretty special." He waited a beat, but she didn't comment. Perhaps she needed reassurance. "Look," he said, "I've thought it over. You're right. My space missions make me too risky for a relationship."

"Yeah," she agreed.

“But I’m hoping we can still be friends?” When she didn’t answer, he felt his confidence begin to slip. “Look, just say yes,” he encouraged, his tone soft and entreating.

Caught between utter disbelief, shame, and curiosity about his month in space, she settled at last for curiosity. “Yes then. I’m at the Sir Francis Drake. See you in the lobby in an hour.”

The Greek restaurant he took her to was warm and cozy, with flowers and a lighted candle on each table. The hostess led them to a booth off to one side and gave them menus. Derik ordered lamb chops and prawns with risotto, and Aliyah decided on the calamari and mezze platter with fresh, warm olive bread.

They both agreed when the waiter recommended a Napa dry white wine with a light fruity overtone.

Aliyah eyed him with interest as she dipped a thick hunk of bread in herbed oil. “So, Derik, what were you doing all month out there in space?”

“Lots of things. We’re in the wrap-up stages, getting ready to bring on our first industrial project.” He paused to savor a bite of lamb. “I was making sure all systems were go, that they’ll have everything they need. It’s a huge project, one we’ve spent three years gearing up for.”

She frowned. “Yes, but—what were you *doing*?”

He drew in a deep breath, exhaled. “All right. First of all, we have three docks, and this manufacturer will be using all of them. So I reviewed the docking programs, fixed the last hardware glitches there.

“Then I looked at the life support systems. That’s the real hornet’s nest. The gravity synthesizers, for one thing.”

“Gravity synthesizers?”

“Fancy name for muscle stimulators to minimize atrophy around the spine. That’s all new technology no one ever thought about until crew members started coming home with back problems.”

She plied him with questions all through dinner, which was outstanding. Afterward, they strolled looking for a coffee house.

“Hey, do you still play that fetching little sax?” he asked.

She smiled ruefully. “Not as much as I used to.”

“So what are you doing to amuse yourself these days? The Aliyah I used to know wasn’t all work and no play.”

She chuckled. Darn, he knew her too well. “Well ... for one thing, I’ve gotten into playing video games my nephew designs.”

“You have a nephew? Since when?”

She hesitated, annoyed at the familiar knot in her stomach. “My brother’s son,” she said.

On their way back to the car, they stopped to listen to a homeless musician. Aliyah dropped a ten-dollar bill into the can at his feet. “You play a mean fiddle,” she said with a smile.

“Thanks.”

“How’d you like to be doing what you’re doing now and selling music CDs?” she asked. “You’d pull in a lot more money.”

“Lady, I don’t have a CD,” he said, raising his arms as if to prove it. “It’s all I can do to come out here and fiddle. [PTSD](#), you know?” He wiped a dirty sleeve across bloodshot eyes. “I’m no good for anything since I watched my buddy take a bullet in Iraq.”

Her heart went out to him. “Look, there’s a foundation here that can help you get back on your feet. Um, [Harmonic Humanity](#) I think it’s called.” She fished in her bag for their card and handed it to him. “Call them. They have this CD you can sell. You keep the money. It’ll mean not having to rely on handouts anymore.”

He looked at her as though she’d lost her mind. “Why would they do that?”

“They’ve been homeless, too, so they know what it’s like. Someone reached out to help them. And now they want to help you.”

He looked doubtful. “Like, pay it forward?”

“You got it. Call them. They’ll help you help yourself.”

He took the card, and she and Derik resumed their walk.

“You were saying?” Derik prompted.

“Eh?”

“You’re playing video games designed by your nephew.”

She frowned. “Oh. That.” Well, in for a dime, in for a dollar. “My nephew’s a tech genius with a flair for the dramatic. I took him to visit the submarine, and the captain was so impressed with a toy dog the kid had imbued with life-like emotional responses that he connected him up with your friend Bruce.”

Derik did a double take. “Bruce? Your captain knows Bruce?”

“Yeah, I introduced them. Now he’s security consultant for the Mobi.” Aliyah shrugged. “Anyway, I guess Bruce must have been pretty impressed, too, because now he’s coaching the kid on other projects, including video game design.” She hoped she sounded more nonchalant about it than she felt.

“Interesting.”

Derik’s silence on the drive back to her hotel left Aliyah feeling slightly uncomfortable. “How come you’re so quiet?” she asked.

“Nothing, really,” he said, forcing a smile. “Just thinking.”

He was still wrapped in his own thoughts when he dropped her off.

After jetting home to Manhattan, Derik dashed off an email to his boss to confirm their eight o’clock meeting the next morning.

In closing, he added, “A tidbit for you, Pepper: Stewart is tutoring a child genius in artificial intelligence.” He paused to reflect before adding, “Something tells me that’s something you’d want to know about.”

He punched “Send” and set his alarm. He could catch three hours’ sleep and still make it. Bad form to be late.

The Evolving State

Part 2

So what does exist at this point, in the vein of this transition? Well, let's discuss subscription boxes and what they mean to us. A subscription box is a box you receive once a month with a particular subscription in it. It could be around shaving goods or dinners that you prepare yourself. It could be monthly deodorants and bath soaps or any other expendable item you might fancy.

When the buying power of a large subscription base takes hold, the participants can all receive the advantage while its organizer collects profits from performing the service. A win-win for everyone involved.

Co-ops and associations have been around doing this for some time, and you can think of subscription boxes as something similar just on a home delivery basis.

If you subscribe to one of these, you may also be someone who subscribes to many of these. You may have your entire month's needs subscribed to, saving you the trouble of shopping or even going online to shop, freeing you up to spend your time on more profitable things.

In fact if you could fulfill your entire product needs through subscription, you could completely go on autopilot about a large percentage of the things you normally acquire to stay alive.

It's like Steve Jobs who always wore blue jeans and a black turtleneck to keep from having to waste brain power on making clothing decisions. To some degree, many of us do this as we age because it saves a lot of our mental energy, that we need to focus on other things.

Next, there's services and products that allow you to build from a subset of components. Whether it's designing your own computer to spec or a tennis shoe. Many meal planning subscription plans allow you to pick and choose which foods you want to include in your box.

Our business PepperFuzion is one of those services. We offer you the ability to produce your own seasoning blend of black pepper, herbs and

spices. Once your blend is complete, you can also design your label to produce a complete customized expression that stimulates all 5 senses. The reason for the increase in these services is the fact that delivery is so mature and capable, packaging is easily customizable and available via the Internet, as well production can take place in a home or small business space with minimal overhead.

From the customer's perspective, these deliveries allow them to optimize their lives with a little planning and with customizable solutions, they can satiate that desire to purchase an individualized product without having to purchase a million items.

One of my first 4D ventures came about while I lived in Santa Cruz, CA at the turn of the century. It was a business called Flippinlures that I launched in 1999 and closed up in 2001. I have but this small image of the logo left



from that effort.

Flippinlures allowed you to input into your computer the parameters of your fishing trip, such as what time of year, the outside temp, the water temp, the clarity of the water, the barometric pressure, the type of fish you were after and others. Then the calculator would return the most optimal lure to use in that situation. To make it dynamic and as accurate as possible, we used the input of semiprofessional fishermen to quantify your results. With each recommendation they made into the system, the fisherman's results were that much more dependable because what the query returned was based on an average across all the inputs.

Each lure was identified by a unique part number that allowed you to quantify what conditions to use it in even if you didn't have the calculator. Then your tacklebox would be emulated online in a virtual tackle box where

inventory was kept. Every time you lost a lure, you would record it and we would replenish your tackle box. As you used the calculator, your tackle box would eventually reflect the optimal set of lures you would need for fishing in your area minimizing the number of lure selections you would need to buy. Hence the profitability came from the replenishment model and not the initial purchase. It was ideal, too ideal.

The concept was so successful that when pitched to various fish finder companies, it scared them just how effective a fish finder could be if it took in this data in real time and then transmitted it to the screen for guiding the fisherman as to what baits to use throughout a day of fishing, as water temps changed, daylight persisted and nightfall ensued. So much that one of the reps of both fishfinders and the fishing lures took me to lunch one day to listen to my presentation. His final response was that my system took away the number one power retailers and manufacturers have to generate revenue with their products. Selection. Which is why when you go to any store that sells tackle, you will find rows and rows of tackle. So much that it's crippling trying to make a decision. Nevertheless, within 6 months one of the Sr VP's at this prominent boating supply chain took my ideas and shopped them in China. However, he was looking for an already developed software that did the same thing and nobody had anything to offer him.

So it was dropped and shortly thereafter Flippinlures fell victim to the Internet bubble bust.

But the fact remains that anything you create in this current mass production economy which destroys selection and empowers the consumer is going to be met with industry opposition. But within a colony that operates from a common perspective, efficient modeling will be coveted and more readily implemented.

So what we see here with this trifecta of subscription boxes, customizable products, and the movement towards more and more isolation is that none of these conjectures are that far off, seeing as they are all already in place and their transformation from the old norm to a new one quite apparent. Other aberrations of this trend exist as well, such as shopping carts that suggest you might like this since you bought that, or Netflix serving up movies relating to ones you've already watched. But what none of these offer is a proactive approach to determining what you want or might need to sustain you in the most efficient and personalized way.

This is something we'll look more into later, but for now just consider what it might be like if you were able to register all your aethereal attributes with a central repository and that repository was a filter for any product you purchased. Then take that concept further and give a business the power to make those decisions for you based on your life plan and your attribute tree. With the goal would of maximizing the efficiency of your life while ensuring you always look your best, smell your best, and feel your best by optimizing as much of your life and schedule, as you give them access to. Sure, big data with the help of Artificial Intelligence does this as it collects data on your buying and browsing habits, but that is always in the rear view mirror. That's all based on your own judgment calls. The difference being that Aethereal Intelligence allows us to record your unconscious profile without your conscious Arena interrupting and your Emotional Arena interjecting. And once you've recorded your fundamental frequency, everything you build on top of it will either resonate or be dissonant with it. This provides a much keener sense of integrity with who you are. Ideally, as you allow your life products to be replenished by this aethereal based algorithm, you will become more and more dependent on its suggestions. Now you can spend more efficiently, invest wiser, and generate a more substantial revenue stream of passive income.

Then with your monthly savings over trying to make all these retail decisions yourself, you spend your time giving back, investing your expendable income, and aspiring to the highest possible level of achievement you can because through your partnership with one of these platforms, you know who you are, what you are and how you best perform and you have a built-in feedback loop to grow your money and record your accolades.

This is the x171x model of self empowerment that leverages 4D principles to maximize individual achievement. But more on that later as well, for we need to first be introduced to the Seven Arenas of the Human Experience as a foundation for making all of this happen.

So as we see our world shifting into the new norm and the infrastructures of social interaction moving towards fragmentation, the instability of it all will create a huge opportunity for everything from tiny houses that combine to make livable colonies to products that take advantage of the collective nature of these colonies. And as fast as the shift materializes, the gaps will be filled with 4D solutions from every corner of the world.

Chapter 15

Meeting with the Boss

Awakened to the sound of gentle hip-hop at six the next morning, Chardir dressed, downed a cup of coffee and a quick breakfast, and drove to the AICO building to meet with Pepper DeClarcq.

“Morning, Derik, good to have you back,” said Ashley, his boss’s secretary. She motioned with her head toward Pepper’s office. “She’s ready for you.”

Pepper continued working at her computer for a full minute after he entered, then turned to greet him with a complacent smile.

He took a minute to enjoy the view. Sleek as always in her white Chanel suit with a mid-thigh skirt and four-inch heels. Nice, he mused. “Hey, Pepper.” He raised a hand in greeting. “What’d you think of the email I sent you last night?” he asked, his tone conspiratorial.

Her face went blank. “Email? Oh, you mean about Stewart coaching some kid.” She waved a dismissive hand. “What do I care what he’s doing with some kid?”

“This kid’s a real whiz, Pepper,” he protested.

She shook her head, clearly ready to move on. “I’ve reviewed all the images you sent of the station,” she said. “You seem to have resolved every problem I’m aware of. Anything new?”

“No ... “ He let that hang in the air a moment before continuing. “The station’s in top operating condition. We’re a definite “go” on all the systems we’ve installed.”

“You’re holding back on something.” She rose from her chair to perch on the corner of her desk, legs suggestively crossed. “What’s troubling you, Derik?”

He looked her in the eye. “It’s the systems we haven’t installed that worry me, Pepper.”

He read the puzzlement on her face.

“Look, I only spent a month there, but the truth be told, it felt like a lot longer.” He rose and began to pace. “It helped that I’m a bit of an introvert. Introverts tend to do okay in space. But you mix one chatterer in with a crew of introverts, he’ll drive them nuts.”

She nodded. “They’re aware of that.”

“Come on, Pepper. No way are they going to put a crew up there and not have one who needs to run on at the mouth. Just one talker, and the whole crew will go stir-crazy.”

She rolled her eyes. “But sailors live just fine confined to a ship. And people have been living in space for years now.”

“But sailors are a highly disciplined lot, ruled by a commander with an iron fist. And the scientists living in space are only out there a year at a time, max.”

He crossed to the window and looked down at the Manhattan traffic, then turned to face her again. “Manufacturing crews aren’t sailors, and they’re not astronauts. They’re just ordinary people. And unlike scientists, they don’t tend by and large toward introversion. They’re going to require more diversions than we’ve worked in.”

She frowned. “This isn’t the first time this subject has come up, you know. Frankly, I’d like to move on.”

“But we haven’t dealt with it yet.” He knew he was pushing her, but making this project work was his responsibility.

“So ... what are you suggesting? We’ve been coaching our manufacturers for some time to select employees with temperaments conducive to thriving over long periods of uninterrupted isolation.”

“Yes, we have. And I’m sure that will help. But I’m wondering what else we can do.”

“Maybe we need some kind of mood synthesizer, to make the environment feel more like home.”

He ignored her derisive tone. “Yeah, that’s what I was thinking. Something beyond a crew lounge and movies and the Internet. Here’s my idea: What if we allowed family visits?”

“Conjugal visits?” She snorted.

“Yes, conjugal visits. And maybe children’s visits, too.”

“I suppose we could do that, but at considerable expense. In spite of all the space travel I allow you, you know, it doesn’t come cheap.”

It was a dig he couldn’t ignore. “Pepper, I wasn’t out there just flying around.”

“Nonetheless, it’s costly, and it’s a cost I’m not sure our client companies will want to bear.”

“Well, they may have to. I’ll give it more thought, brainstorm it with Bruce. He might have some ideas as to how we can put AI to work on this.”

“Good idea,” she agreed. “Are we done? Anything else on your agenda for this meeting?”

“No, I’m done. For now.”

As he turned to leave, she threw out a casual suggestion. “By the way, do you think you can finagle a way to meet that kid Stewart’s working with?”

He turned back to her. “Probably.”

“Then do that. Might be useful to shape the kinds of challenges he sets up for him.”

Chapter 16

Convolved Motivations

Back in his own office, Derik gave Bruce Stewart a call.

“Hey, buddy, glad to have you back with us plebes here on the blue planet,” Stewart quipped.

“Glad to be home,” Chardir countered. “I love space, but a month by myself is a bit much.”

“Missed us, did you?”

“Even your ugly mug, Stewart.” Then, in a more serious tone, “Hey listen, there’s an AICO reason for my call. I just debriefed with Pepper about the space station. Not sure why, but she wants me to meet that kid you’re coaching.”

“Ozzie?”

“That his name?”

“Yeah.” Bruce chewed on the request. “Well, maybe. I’ll talk to Captain Key. I’ll tell them you can pinch-hit as Ozzie’s alternative coach.”

“Sounds good.”

“We just need to get you out to the Mobi, introduce you to Captain Key.” He gave a low laugh. “A likeable enough sort, though far from your typical submarine captain.”

“Eh?”

“What, eh! I don’t speak Canadian, buddy.”

“Sorry. What’s that about the captain?”

“Just a little eccentric. Young. Big on adventure and changing the world, I think. But super intelligent, and very much in command of his ship.”

“Sounds interesting. Where are they’re docked?”

“In the Solomons.”

“South Pacific. They have a landing strip out there?”

Bruce yawned. “Yeah, there’s a little local airport where you can land.

“Good. Set it up with Key, will you? I can leave tomorrow.”

“For you, buddy, I’m all over it.”

“No, not for me. For Pepper. This request comes straight from the head honcha.”

“Oh. Right. My client.”

“Another thing—I told her we’d brainstorm ideas to make the space station atmosphere more engaging.”

Bruce chuckled. “Dancing girls. Bring ‘em on!”

“That should do it.” They shared a knowing laugh.

After he hung up, Bruce checked his watch. Four in the afternoon. Seven in the morning in the Solomons. Key would be in his office, he was sure. He placed the call on his cell phone and proposed the meeting.

“Mmmm ... I’m not sure that’s such a good idea,” Key said. “What makes you think Ozzie needs an alternate AI tutor?”

“Well, another point of view never hurts. And Chardir’s an ace. Used to work for NASA. You don’t often see a mind like Ozzie’s, and I figure the extra stimulation will do him good.”

Key leaned back in his chair, let the idea play in his mind for a moment before responding. “The boy’s mind is unique, all right,” he said. “But I think he has all the stimulation he can handle right now. I’m nixing this one. Definitely no alternative tutor.”

“All right. Just a thought. I hope I haven’t overstepped my bounds here.”

“No worries.” The captain straightened, reached across his desk for a paper clip to play with. “On another topic, I’m thinking we need to sit down together and go over the security plans you sent me last week. We could do it on a video call, but if I fly you out here you’ll get a better idea of the kinds of systems I’m looking to protect.”

Bruce smiled. He’d been looking forward to setting foot on the Mobi, wondering when he’d have the chance. “Sure thing, Captain. Weekends are busy for me here with the restaurant, but I could leave Monday morning.”

“Good.” Key opened a time chart tab on his phone. “I’ll have a jet there to pick you up at six a.m. Monday, Miami time. That will put you here around ... two-thirty Tuesday afternoon, Solomon time. You can get a rental car and be on board here by four. In time for a tour and dinner, and then we get to work.” He gave the paper clip a twist. “When will you be needed back in the Keys?”

“Sometime Thursday.”

“We can do better than that. Hmmm ... we’ll have Tuesday evening here, and as much of Wednesday as we need. We’ll fly you out of here around midnight

Wednesday, putting you at home early that same morning. If you sleep on the jet, you'll have Wednesday to improve on whatever you and I draw up here before you settle into your weekend restaurant routine."

"Sounds great, Captain." Bruce stood, headed to the kitchen for a snack. "I look forward to our first face-to-face meeting, Captain."

"As do I, Stewart. And I believe Aliyah will be here, so we can bring her in on anything that's relevant to her handling of our retreat clients." They finalized the details of their arrangement and ended the call.

Over breakfast, the captain reflected on Stewart's proposing Chardir as a tutor for Ozzie. What had motivated him to make such a suggestion? Who might be using him to get at Ozzie and exploit what Key recognized as a veritable gold mine? His gut told him that more would eventually be revealed.

In the meantime, he would get a close-up look at his new security consultant. He'd give him enough rope to hang himself, see what he did with that. Key smiled with satisfaction. He'd know before long how far he could trust Bruce Stewart.

The Revolutionary State

To evoke any of these ideas, we need to be introduced to the model known as The Seven Arena's of the Human Experience which is built upon the i6estalt! Creative Thinking Strategy.

You see attribute tagging is obviously the way to organize the data behind what people want, but the biggest impedance towards this working well for people is that our current way of deducing these desires is through the conscious choices made by each of us. And the problem with that is, most people don't know what they want or better, they don't know what they need or are best aligned with so they become victims of the influences created by marketers and advertisers.

But what if there was a way, a simple way, for each person to have their seed personality traits identified and declared without their conscious mind getting in the way of the analysis. Then when we added to that profile, we would have a valid fundamental frequency to guide us.

This is something Artificial Intelligence will never get to on its own and is in need of the assistance of Aethereal Intelligence.

So to begin, we need to traverse back to a time immediately after the great flood that every culture appropriates in one way or another in their history books. The Bible story associated with this flood is of course found in Genesis chapter 6, centered around a man named Noah.

Now before you go freaking out that I'm referring to a Bible story to make my point here, please remember two things. First, I am a Baptist Preacher and I only know how to be what I am, so some of my analogies are going to come from what I know. Second, I'm not using this as a platform to preach but rather I'm just using the instance of a story to undergird my model. How you believe beyond that, is your business. But hear me out so you can benefit from the observations made through this story.

When Noah exited the ark, the Bible records God placed a bow in the sky to confirm His promise to never again flood the world. And to date, He's kept His promise.

That bow was put in the sky to communicate a large set of insight to Noah across a very short and condensed time frame. Think about it, this man

was now responsible for replenishing the entire world of humanity starting almost from scratch, and needed to understand how the human experience worked. Noah was also isolated for 120 years as he built the ark and probably for much of his 500 year life prior to beginning construction. So social norms were not his forte.

That rainbow hung in the sky in a complete circle no doubt, as we often see when we observe rainbows from airplanes or high points of elevation. I have had this privilege on several occasions and have always been fascinated by how encompassing it can feel to be in the midst of one of these.

That bow was made up of 7 colors, with the color green (the color of God's throne) right in the middle. Red, Orange, Yellow, Green, Blue, Indigo, and Violet. The frequencies necessary to color the rainbow begin with the violet color and slow down as they approach red.

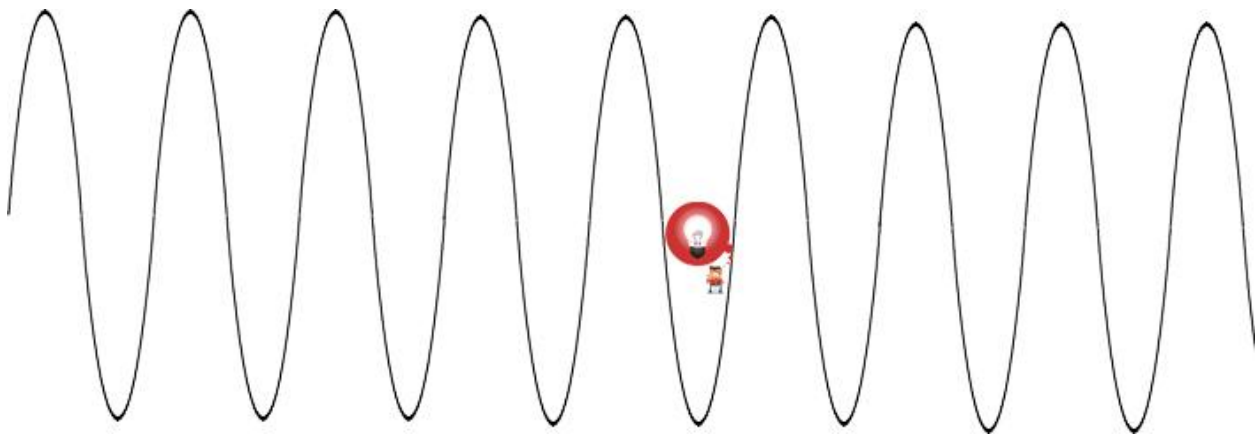
With violet operating around 650Thz (Terahertz) or 650,000 Gigahertz. And red coming in at about 380Thz or 380,000 Gigahertz. While gamma rays (rays that are at the extreme end of the violet color of high frequency rays are around 30 Exahertz which is hertz to the 18th power (18 0's.) That's a very high frequency. And radio waves which are long and slow in frequency operate around 3Khz. But note that no matter how slow these waves vibrate, they never vibrate to 0. They never stop vibrating, they are eternally diminished but never extinguished. Otherwise they would cease to be at all.

So as the outside violet world increases in vibration through hi tech airwaves and chaotic scenes across more and more media, our nervous systems are becoming heavily taxed with all of this. On the flip side, prayer and meditation, long hot bubble baths and a break in nature can help to slow down that internal vibration to create greater clarity.

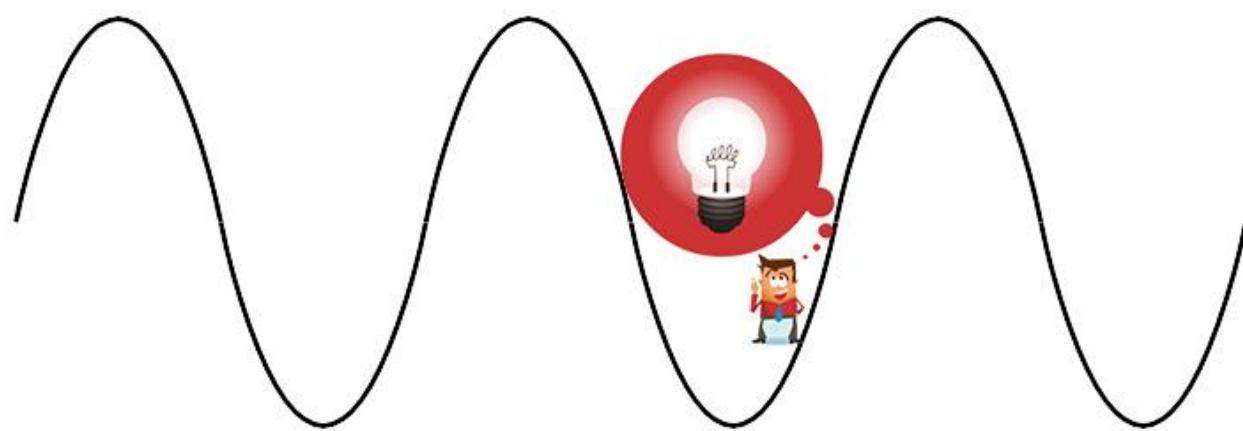
Because frequency is the inverse of wavelength (the actual sine wave) we can see that vibrating at a higher frequency is not the answer to higher levels of achievement. Slower vibration is what gives us the ability of discernment.

Take an image and place it on a high frequency that your mind and spirit are trying to ingest, analyze, and react to. That image or that subset of data is tiny and it goes by in a blink. But take that same image and stretch it out across a long wavelength sine wave and it will be larger and in view much longer. The result is you have more time to ingest it. This is why prayer and meditation bring about clarity and peace of mind because it slows down the frequency that we think on.

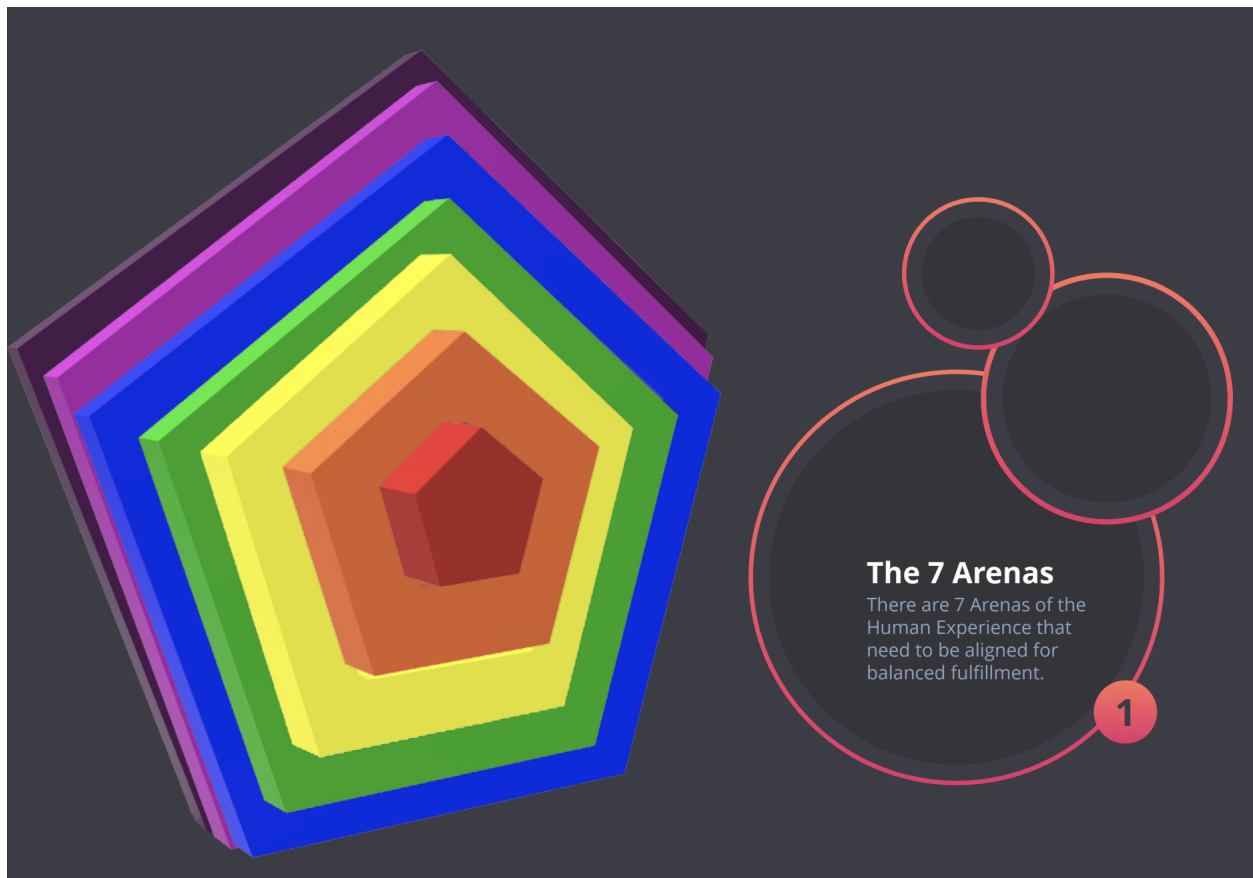
Normal Idea at High Frequency

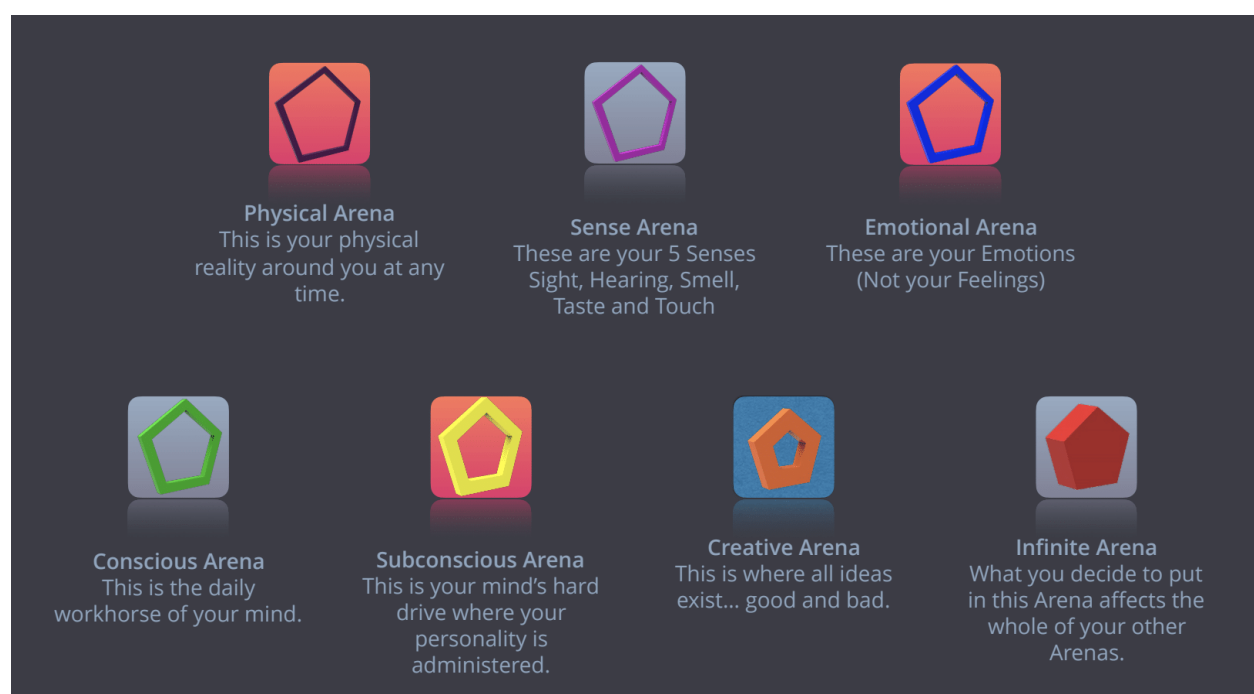
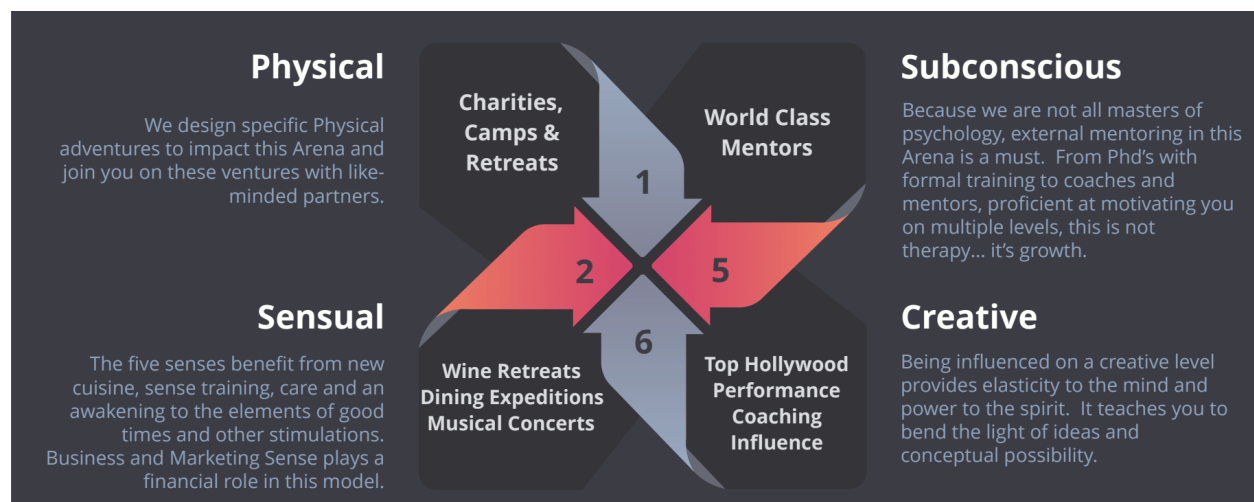


Idea During Prayer & Meditation at Lower Frequency



Here's a brief breakdown of the Seven Arenas of the Human Experience model.





* Physical Arena, Violet (Fastest Light Frequency) = Our Physical Reality outside the body



**Physical
Arena**

The External Reality We Interact With Is a High Frequency Light Source

The Physical Arena is in essence the world around you, materialized through the basic elements of earth, wind, water and fire. This Physical Arena has many attributes, but the most critical to understand is that it is a cruel, harsh and unforgiving landscape with absolutely no concern for your well being, only connection to it. This means, this Arena is your slave if you want it to be.

The Physical Arena is the most exposed Arena, it's where light first enters the human experience and it's the greatest display of the physical manifestations of light that can be created.

Since we are all familiar with the Physical Arena, we can use it to better understand the other 6 Arena's, because they all have a similar structure.

* Sense Arena, Indigo = The 5 senses through which the light travels



Sense Arena

Our 5 Senses Connect Our Internal Realities To the External World

The Sense Arena is the first Arena the light from the Physical world processes through.

Think about it, your emotions process all data before they pass it on to your logical mind.

No wonder a high Emotional Quotient is such a powerful element in the equation of success.

The Sense Arena doesn't manipulate any of the incoming light data, it simply passes it on. However, regular attention to each of these senses and total control over them will help you better manage the incoming light to the other 7 Arenas.

* Emotional Arena, Blue = Our emotions (not feelings as those are the interpretation of emotions. Emotions are common to all)



**Emotional
Arena**

Our Emotions Are the First Thing to Process the Signal We Receive From the Physical World

Ever hear the saying: "Wearing Your Emotions On Your Sleeve?" Here is where it comes from. As the third Arena of seven, this Arena processes incoming light long before our conscious mind even has time to think about reacting. In fact, without Emotional Control, your brain isn't even working with any pure incoming light, it's ALL been jaded by the Emotional Arena.

Success demands Emotional Control, in fact the higher you go the more demanding it becomes because Emotions are great celebrators of a win but bad instigators and executors of one.

Emotions can be controlled much easier when they are confined to an Arena with predefined attributes you can see, where you can control and ultimately wield them with the flare of a legendary swordsman.

* Conscious Arena, Green = Our present mind or consciousness. This is the workhorse of our brain



**Conscious
Arena**

The Daily Workhorse of the Human Mind

Grinding away at the daily norm, passing instructions across its buss from psyche to active thought, across memory modules this time-slicing processor seems to never stop, even after we've entirely given up!

The brain is a big antennae picking up signals through the senses, but also it's influenced like an antennae would be as it passes through the air. Your cranium is subjective to more nuance glamour through shortwave signals in microwave ovens to high frequency infrared range cellular transmissions.

These elements all have their own influence on your timing, rhythm, sense of well-being and overall equilibrium.

* Subconscious Arena, Yellow = Our Subconscious mind that facilitates our unconscious life patterns. Accessible through controlled means but operates largely under its own control. Programmed by the Conscious Arena.



**Subconscious
Arena**

This is the Simplest Arena to Bridle

This Arena is like a toy box.

Consider your bedroom as a kid. You sat on the floor and played with LEGO's while the rest of your toys were stored in the toy box. This is how our subconscious acts. This is not anything revealing to you until you shift your paradigm to remember we are talking about how it fits in with the other 6 Arenas.

Don't be afraid of this Arena, ever. We have so much data at our fingertips now. We can all already figuratively take our entire subconscious profile and play with it in our hands.

Your subconscious is no longer a problem. Serious, if you still don't get that all the crap put in there is bound to come out and if you don't find a way to cleanse and control it, this Arena will rule your life from old data.

* Creative Arena, Orange = The Sixth Sense or Acacia Records. The Arena where everything that ever was or will be is recorded and addressed. Accessible through an alignment with each address, usually uncontrollable except through my i6estalt! Creative Thinking Strategy method.



**Creative
Arena**

Anything and Everything that Exists Lives Here

In the Creative Arena, also known as the Sixth Sense, the Ether, or The Acacia Records, etc... Anything and everything that ever is or ever was exists in this Arena. This is common knowledge amongst metaphysical practitioners, but what isn't common knowledge is that each of those ideas; past, present or future are all addressable and discoverable. And what is only available to you through us is a system to dial in that frequency so you can leverage it to aspire to great new heights of discovery and prosperity.

You can access anything in this Arena but that's not the whole extent of its influence. With everything already recorded in it, this Arena has the ability to "resonate" and reflect light back against those fundamental frequency's being played against it.

Learning to think like a master artist, philosopher and world traveler; you will benefit from a firm grasp on the Creative Arena from a more Creative Perspective.

* Infinite Arena, Red (The slowest speed of all the light... always continuing towards 0 but never reaches it) This is the Spiritual Arena. This Arena does not dictate content, only context. It's the shape and structure of it, what you put in it is up to you.

A red 3D pentagonal prism is centered within a dark gray circle. The circle has a thin red border. Below the circle, the text "Infinite Arena" is written in white.

Infinite Arena

You Decide What Content Goes Here

We do not presuppose any content on you in this Arena, we simply show you the nature of the Arena itself, which is constant regardless of the content. The entire model is based upon truth, light and fundamental constants. If you fill the model with content that doesn't agree with it, we would suggest you study the content before assuming the model is fouled because of the extent of testing we have built into these conjectures.

The Infinite Arena serves our human experience with such an array of power. From grace and forgiveness to faith and boldness.

It operates in our higher self, near the band of Infrared, where the frequency has slowed down to a crawl and every image meditated upon, in this Arena, is magnified through a slower wavelength on which it rides.

Summary of Use: Energy enters the 7 Arenas through the Physical Arena from external sources, using the senses to gather it, and always at super high frequencies. It can also enter through the Infinite Arena through prayer and meditation, and then it's coming in at super low frequencies. Most of the energy enters through the Physical Arena and once inside, it flows towards the infinite if we allow it. Otherwise it reflects off of whichever Arena we lend credence to and affects the other Arenas as a result. A properly tuned array of all 7 Arenas will allow you to control the energy in each Arena and properly process it, leveraging the Infinite Arena as a repository for both good and bad in order to manage the surges of energy throughout. This alignment allows our divinely tuned fundamental

frequency to radiate as our personality and magnetically attracts like-persona's. When it's out of balance, our auro is muddled and discolored like mixing paints to a grey, except that with light, it mixes to white. When we mix to white, we cannot connect well with others because our light is self-serving which washes out their fundamental frequency. But when we are tuned to our own frequency and propelling that light with its proper color, then we are able to mix with the properly tuned frequencies of others to produce a cumulative white light. This is where the power of focus, collaboration and sacrifice find their greatest potential. And then with that white light, you have a laser beam that can etch something of value into the fabric of time and space.

This may seem like a lot of aethereal nonsense, but it's the foundation of what is to follow. Without getting too far into it right now, the following insight is how we boil down all 7 Arena's into a simple formula we can use to ascertain insights about a person by engaging them at a psychological level. More importantly in our ability to apply this to products, this is how this method translates between the etheral realm into physical reality.

To begin with, we must recognize that when working with light, as opposed to working with opaque colors, we have three primary colors from which all other colors are derived. Red, Blue, and Green are these colors.

Using our aforementioned model of the 7 Arenas of the Human Experience, which is built upon the 7 colors of the rainbow, we are able to get right to the core of our own personal story, with these three colors.

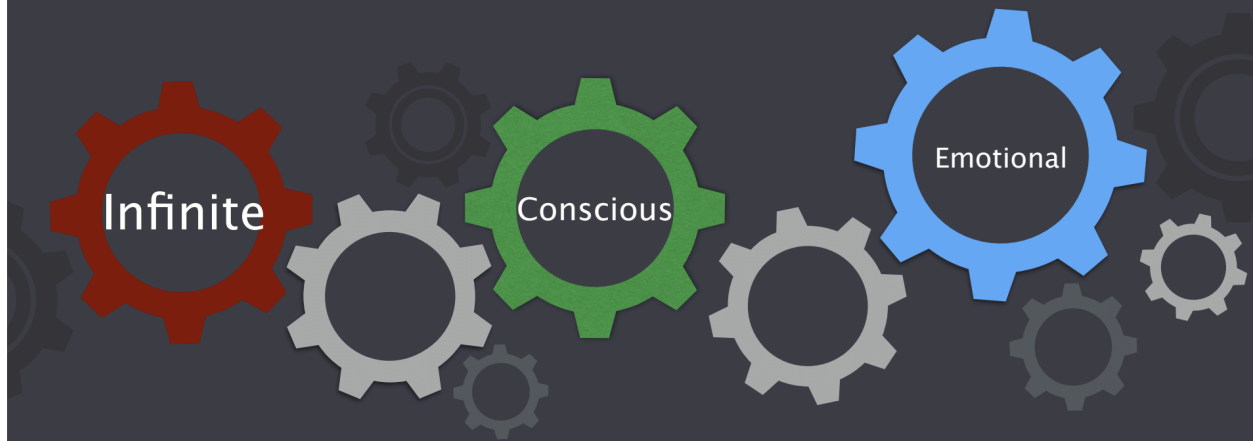
And since story is the foundation of our understanding, by asking three questions that get answered with a color, we are able to tap the unconscious mind for responses to the three questions that invoke our motivations and propel our lives forward, giving us an ideal starting point for all human interactions.

In my book “Kinetic Avatars: The Eight Characters In Your Marketing Message” we find this explanation of story.

“**Story** itself is a coupler, a liaison, and it has been this since the beginning of time. Story is the liaison between the physical plane and the spiritual plane. It is the liaison between the seen and the unseen, the tangible and intangible. Story has always been a great transformer. It has the ability to transform physical representations, such as elements of nature into spiritual application, such as representations of a heaven. It is because of story that we have the ability and the means to teach moral lessons such as Aesop’s Fables and the parables of Christ. We are able to communicate on fourth dimensional planes by using story, so as common human beings we are able to digest and adequately understand higher concepts. We are able to apply the story to our own lives and literally grow by it. This is a remarkable feat all in itself. Stories are incredibly powerful because they are windows that allow truth and information to resonate inside of us.”

One thing builds upon the other. Understanding how all of life is a story (hence why media works to control the “narrative.”) Recognize each individual carries their own story in their head, but most don’t have clarity enough to access it properly. Color is the key to accessing that story uninhibited and because we know the principles of light and the “story” in the rainbow and how it relates to the human experience, we are able to use all of this to establish a Fundamental Frequency for individuals in a precise digital representation. We of course build upon that seed with additional data, but the three questions get us to that core.

These 3 Arenas Are **Active** in the Human Experience



And Are Used to **Align** All 7 Arenas

2



What Do You Want

There are 3 Questions
that
will clear this up for
good...

What Is Your...



Greatest Aspiration

Understanding Your Greatest Aspiration is key to focusing your intentions down a path that serves you and your true purpose.



Highest Motivation

Your Highest Motivation validates your aspiration, whatever it may be. It's coming from a place of sovereignty within you.



Desired Emotion

You may not realize it, but it's an Emotion you are after. There is a certain way you want to feel whenever you desire to that drives you each and every day.



For now, let's shelve this discussion about the three questions and delve more into another model that further builds upon the Seven Arena's of Human Experience for the purpose of explaining another elusive subject, but one that further validates the substructure we are building. Creativity.

Chapter 17

Discretion

Bruce reached the Solomons at 2:45 Tuesday afternoon, local time. After asking directions he rented a car, slung his briefcase into the trunk, and made his way to the cove where the sub was docked.

A crew member led him to his cabin to freshen up after the long flight. “Feel free to roam the deck,” she said. “Just use the handrails till you get your sea legs, and stay clear of anything operational.” She smiled. “Captain wouldn’t like to hear that you’d caught your pants in a gear or slipped on a spot of oil and broken your head.”

He showered, dressed for the tropical weather, and spent the afternoon exploring the ship, taking care to stay out of the way of the crew. Inhaling the delicious aroma of salt and sea, he captured the sunset on camera.

“Beautiful, isn’t it,” a voice boomed.

Startled, Bruce turned to see a fit young man of medium height and build. He recognized him easily from their video conferences. “Captain Key,” he said, raising his right hand in a casual salute. “Bruce Stewart.”

Key smiled and returned the salute. “Come, let’s get better acquainted.”

After dinner, Key led Bruce to his office. They spent the better part of an hour poring over security designs for low-priority systems Key had considered ideal for vetting his consultant.

“It’s brilliant what you’ve done here,” Key said. “You’ve come up with ideas I hadn’t thought of.”

Bruce smiled, glad to hear that his new client was pleased.

“Our next project involves encryption to protect the privacy of our executive clients.” Key tapped his pen on his desk. “Retreat season starts in a couple of weeks. We’ll be monitoring our clients closely, gathering information they wouldn’t care to see in the newspapers or scattered across the ’Net. Think you can come up with systems for that?”

“I’m certain I can.”

“So am I.” Key rose and steered Bruce to the ship’s lounge, where they found Aliyah.

“Ah, wonderful,” Key enthused as Aliyah and Bruce greeted each other. They poured their own coffee and sat around a table in a secluded corner.

After some small talk, Bruce initiated a request. “Captain, Ozzie gave me an intriguing description of the Mobi’s ‘Flinch Mode.’ I’m wondering if I’ll get a chance to see that in action?”

Key smiled but ignored the request. “I’m glad I have both of you here,” he said, looking first at one and then the other. “It makes this a convenient time to impress upon you both how important it is that we do everything possible to protect Ozzie. That means keeping his talent and his presence on this ship a closely guarded secret.” He turned his gaze to Bruce. “This fellow Chardir, does he know about Ozzie?”

“Yes,” Bruce replied. “But not from me.”

“How, then?”

Aliyah cleared her throat. “I told him. We were walking after a concert, and I told him I’d been playing my nephew’s video games. And I told him you and Bruce were fascinated with Ozzie’s AI genius.”

Key’s eyebrows rose in surprise. “You’re seeing this guy? Chardir?”

Aliyah shrugged. “He’s sort of an old flame, come back to haunt me.”

“Come back to ... when? Since Ozzie came to live on the Mobi?”

“No, since back before my brother died. Don’t worry, Captain, I hardly think Derik poses a threat.”

“The kid’s an AI genius, Aliyah. An easy target for an unscrupulous AI team.”

“But Derik isn’t unscrupulous.” Surely he wasn’t. “Do you know something I don’t?” she asked, her heart picking up a beat. “About Derik?”

“No, just being cautious.” He looked at Bruce. “And how do *you* know this fellow?”

“He’s my best friend. He’s also the CEO at AICO.”

“Ah, I see.” Key frowned. “And ... I hesitate to ask. Who else knows about Ozzie’s talent and his presence here on the Mobi?”

“I haven’t told anyone else,” Aliyah answered quickly. “Well, other than my girlfriends, Brooke and Anh.”

Key rolled his eyes. “Need I remind you that communication with regard to anything on the Mobi is on a need-to-know basis? There’s no one else who needs to know that Ozzie’s here, or that he’s a budding AI superstar. It’s up to us to protect the boy.”

Aliyah's brow furrowed. "Wow, I never considered that my nephew's brains might put him in danger. I talk about him a lot. I'm proud of him."

"You should be," Bruce said. "I was so high on his barking, wagging, peeing dog when I saw my next client that afternoon, I wanted to tell her about it." He looked at Key. "I'm glad I didn't."

Key acknowledged Bruce's sincerity. "As I recall, Bruce, it was you who said there might be people who'd like to exploit Ozzie."

"Yeah, and you mentioned the need to protect him."

"Ozzie means the world to me." Aliyah was feeling repentant. "The last thing I want to do is put him in danger."

Key gestured decisively. "No worries." He made penetrating eye contact with each of them. "As long as we're all of one mind on this now, we'll just all be extremely careful from this moment forward about what we reveal to whom."

The next morning, Key asked Ozzie why he'd told Bruce about Flinch Mode.

Ozzie's eyes lit up. " 'Cause it's so cool! He wants to see it."

Making meaningful eye contact, Key kept his tone gentle but firm. "Ozzie, I'm only going to say this once. You are welcome to live here, on the condition that you never again tell anyone, anyone at all, anything you might learn about the Mobi's proprietary systems. No matter how cool they are."

Ozzie's eyes widened. "Not even Aunt Aliyah? She's on staff."

"Yes, she is. But here we live by the 'Need To Know' code. There are things she needs to know, and things she doesn't. And it's my job, not yours, to decide which is which. Got it?"

“Got it.” Ozzie slid down in his seat. “I guess I shouldn’t have told Bruce about Flinch Mode.”

Key laid a hand on the boy’s shoulder. “No worries. Learning to use discretion is part of stepping into manhood. And you’re doing fine.”

Ozzie’s chest swelled. “Can I still show Aliyah and Bruce what I’m doing with my video games?”

“Sure. But it wouldn’t hurt to remind them not to tell anyone.”

“Yes, sir. I will. Because some people would think they need to know the things I’m doing. Right? We’ve got to keep it our secret.”

Chapter 18

Enterprising Ideas

Aliyah pulled up a chair next to Ozzie. Empty plates and bowls spoke of the fruit, cereal, and giant bacon omelette he'd already consumed. Now he was halfway through a four-inch stack of pancakes. Where did the kid store all this food?

"Aunt Aliyah! I've got something to show you." Another bite passed his lips.

"Yeah? You know, I've never seen your dog that pees on people's feet."

He washed the food down with milk and belched. "Now you can. And you're about to witness something no one else has seen."

"Good. Then I won't feel like the odd woman out anymore."

His expression gentled. "Auntie, you should never feel that way."

"'Kay." Sweet kid.

He jumped up and grabbed her hand. "Wanna go see?"

"Sure." Breakfast could wait.

Catching sight of the dog as they entered his cabin, Aliyah stifled a laugh.

"Does he still pee on your feet?"

"Only if a man says his name. That was my speech recognition experiment. But check this out. First, I programmed him to wag his tail when I held up a toy bone. Now, I've associated the bone with a clicker."

“You’ve gone Pavlovian?”

“Yeah! Look at this!” Ozzie clicked a dog-training clicker and the dog wagged its tail. The boy’s face was one big grin as he gazed up at her.

“You added that to the programming.”

“No, that’s just it. I didn’t. He’s programmed to *learn*. So I didn’t have to touch the programming.”

“So you’re training this mechanical dog the way you’d train a real dog?”

“Yeah! Cool, huh.”

“How’d you set that up?” She shook her head. “On second thought, I don’t want to know. But—what else are you going to train him to do?”

The boy whirled around the room, a vortex of youthful exuberance. “Geez, I don’t know. Chase cats?”

“Not a good idea.”

“Chase cars?”

She frowned.

“I know. I’ll train him to lick your face! Ha, ha! He’s got a slimy tongue.”

“Eeeuuwww.”

“Oh. And Captain says don’t tell anybody.”

Key had spent the afternoon in his office, reviewing designs for steering wheels for luxury automobiles. He'd purchased this third-party manufacturing company last December, when the previous owner retired.

Satisfied, he sat back in his chair, opened a small desk drawer, and extracted a three-inch aluminum ball. Inset with four green finger pads positioned around a red button, it rested cozily in the palm of his hand.

Startled by a knock at his door, he sat up quickly and returned the ball to its drawer. "Come in," he called.

Ozzie burst in, clutching his dog. "Captain, I have something to show you." Setting the dog on the desk, he demonstrated the clicker-conditioned wagging behavior.

"You know, my boy, I think you have the beginnings of a marketable product line here," Key said with a smile. "I see stuffed animals, dolls, robots ... all programmed to respond to various stimuli."

Ozzie eyed the captain skeptically. "You're saying I could make money with it?"

"I believe you could. All you have to do is design the prototypes and print them. After that, it's just production, marketing, and distribution. It'll mean learning some new skills, but that's no big deal for you."

Ozzie drew back. "But I might have to work really hard."

Key chortled. "When the money starts flowing, we'll outsource the work." He stroked his chin, unaware that he'd switched pronouns. Grinning, he laid a hand on Ozzie's shoulder. "Yes, my boy, I think we have the seeds of a real moneymaker here."

“Do you think I can make millions?” He spread his arms wide, surveying his imagined fortune.

“Why not? We’ll get a major toy manufacturer to buy an exclusive, and turn the marketing and order fulfillment over to them. And the production as well.”

“Wow.”

“You’ll need expertise you don’t have yet, though. Tell you what—I’ll partner with you. Fifty-fifty. First thing, I’ll set up a marketing plan along the lines of my other businesses.” Key cocked his head to one side and looked Ozzie in the eye. “Did you know I’ve started sixteen successful business?”

“Sixteen? Are you a millionaire?”

He nodded. “And there’s no reason you can’t be one, too. So here’s how we’ll do it: You design the prototypes, and I’ll get them patented. I’ll provide the 3D printer, and you handle production as the orders come in—just until there’s enough volume to justify subbing the work out.”

“We’ll be partners? Me and you? Mad rowdy!” Ozzie reached out his hand. “Shake!”

Key chuckled, spreading both open palms in a “stop” gesture. “Hold on, Ozzie. We’re just brainstorming. You’re going to need your aunt’s approval.”

Ozzie’s shoulders slumped. “Yeah.” Then hope reasserted itself. “Do you think she’ll say yes?”

“Hmmm ... the arrangement does present some challenges. Distribution, for one. And temporary storage for large orders. We may need a warehouse. Maybe one of those Quonset huts left over from the war, I wonder what kind of shape they’re in”

Ozzie could barely keep his feet on the floor. “I can’t wait to tell Aliyah! I know she’ll say yes.” He turned to leave. Then, remembering his manners, he turned and saluted before skipping out of the office.

Within minutes he was back with Aliyah in tow. He managed to remain quiet while Key explained their partnership idea.

“Captain,” she said, “your guidance will make this a wonderful learning opportunity.” She turned to Ozzie for a high-five, and then back to Key. “I suppose you two will be working on this while I’m in Tokyo meeting with the three CEOs you have lined up for me?”

“Count on it.” The captain put a finger to his lips. “And let’s keep this our little secret for now, shall we?”

Aliyah and Ozzie nodded in sync.

Alone again in his office, Key sat down at his desk, opened the drawer, and pulled out the aluminum ball. His eyes glazed over and the tiniest of smiles played over his face as he sat back, rocking the ball in the palm of his hand. “Ah, my preciousssss,” he Gollummed, “yesss, p’raps we sits here and contemplates the possibilities a bitsy”

I6estalt! (pronounced “eye-gestalt”)

The Creative Thinking Strategy

Can Creativity Be Learned?

Absolutely!

Creative Thinking has been identified as the single most coveted resource of the 21st Century. It is a necessary skill in every profession. In order to move forward with product development, new marketing ideas, advertising campaigns, or even financial planning creative thinking is imperative. So what if you are convinced that you are not creative, not talented, or not capable of dreaming up the next big idea for your company? Situations like this can produce stress, stifle your greatest potential, or at best frustrate you into a creative corner, otherwise known as a creative block.

Natural creative thinking abilities vary from person to person, as does any ability. Everyone uses creativity on a daily basis in order to solve problems and produce results within their profession. So this means that whether you are an excellent creative thinker or an average one, we need to be better all the time. we need to be better than your competition and better than your last idea. Often people will hold back on their creativity so as not to run the well dry, but that is the opposite of what you want to do. Creativity builds upon itself and with the proper understanding of how it functions you can learn to manifest it at will to whatever degree you desire. You do not need to be born with these abilities, you can simply acquire them.

Creative Thinking can be learned!

You should never have to say: "I'm just not creative..."

It's simply not true!

As a young person I didn't have a creative bone in my body, but I now have the ability to manifest any creative idea I need or want...

It's almost magical how powerful it is!

Do you think that if you weren't born with the gift of creative thinking, that you can never become creative?

Creative thinking is a process not a gift!

Allow me to give you a synopsis of how it all began with me. As a young person, I was anything but creative. I found myself struggling to make good decisions, to invent, create, develop, draw, paint, make music, or pretty much do anything that seemed to require a creative mind. Suffice it to say that the deficiency was so debilitating that it set me on a course for over thirty years to find the source and sustenance of creativity. After joining the NAVY at 18, I suddenly realized that I could pursue this venture as relentless as I desired. I began the pursuit at more of a subconscious level than deliberate and purposeful. Most of my early twenties were spent partying and having a good time, rather than doing anything too serious. The beach was more for Frisbee and fun rather than exploration and introspection. However that all changed as I grew older and around 25 years old, I started spending more time thinking than I did talking. Well, more time thinking anyhow.

I was a bartender / waiter for much of the time I was at home in the NAVY and for some time after I got out of the NAVY. I had a bartender friend named Dave who told me this story about when he turned twenty-seven. Dave was a rather plain guy, not really the bartender stereotype, but he taught me how to be a great "mixologist"

as well he taught me some things about life that I really needed at that time. I recall Dave telling me about the morning he turned twenty-seven and how he awoke from his sleep. He looked around his bedroom and exclaimed, things are somehow different now. Life seemed to open up to him all at once on that morning of his twentyseventh birthday.

Well, needless to say when I turned twenty-seven, because of Dave's influence, I looked forward to that morning as well and sure enough when I opened my eyes, things did seem different. Twenty-seven was magical. I can't explain what it was, but I felt empowered to do as I saw fit to get done.

Many things were behind me and it seemed the whole world was before me.

This marked the beginning of my journey. I had been developing my creative instincts for a while now, but not like I did from that point forward.

I began an insatiable quest to understand why I was so deficient of this creativity gene that appeared so prevalent in others.

I know the Creative Thinking Strategy will empower the inventor, entrepreneur, educator, or anyone who wants to learn the processes of creativity and discover how to use it effectively in a professional environment because it empowered me in these same environments.

I have never seen these concepts in their entirety, mapped out anywhere else. Fragments of it exist within various systems and studies, but never has it been pulled together under one method, as it is in the i6estalt! Creative Thinking Strategy.

You might be saying, "I've already invested much time and money into other creative thinking courses and I just can't see how another one can help." Well truthfully I am a big fan of all those other courses.

Many of them are more powerful than what we are teaching here and quite frankly they all add to the overall scope of your creative abilities.

So then, why learn the i6estalt! Strategy? Well, first of all the premise of it is free. Just spend some time in this eBook and you will learn the basics. Not only that, it's simple. Reading through the nine aspects of the system and the overview will take you less than 30 minutes, even if you read slowly. Initially, it may not impact you with the greatest of influence and you may even respond with "Well that's common sense." Or you might shun it as shallow and trite. But, the beauty of its power comes from its simplicity. These foundations exhibit enough stability upon which to build a mountain of new understanding.

When you digest the entire contents of this strategy, and rely on them to creatively analyze the world around you, putting them into practice the next time you attempt to solve a problem, paint a masterpiece, conceive a new idea, or approach your morning toast with a desire to make it different, you will find that your creativity will be under-girded with a superstructure of understanding far superior to the myth that creativity is a fleeting sensation or a momentary insight that appears at whim and can never be summonsed at will. In fact, nothing could be further from the truth.

What will you do with your creative power!

Even a brief exposure to these principles will enhance your approaches to: problem solving, deductive reasoning, and creative development, all the while minimizing your learning curve.

On this venture I want to be your Professional Creativity Coach throughout these pages because I understand the mystery of creativity, how to bring it out of you, and how to apply it to your profession. In other words, I want to help you fabricate your

imagination to produce profits.

Creative Thinking is a valuable commodity because more than ever, it is capable of translating ideas into huge revenue's. It's also a primary component of many success principles and success seminars. Over and over you hear the success guru's refer to your need for creativity and your need to apply a creative solution to many of their strategies. It is our intention to make the i6estalt! Strategy the creativity component that is adopted into these strategies, in order to add to them, helping you to better apply their teaching.

The Benefits:

- You will become less stressed over solving problems
- You will absorb information faster
- You will learn better more from your everyday experiences
- You will become more cultured
- You will be distinguished by a unique thinking pattern
- You will be able to think beyond the obvious
- You will be able to see into the future
- You will become more confident
- You will learn to adapt
- You will learn how to let problems solve themselves
- You will acquire new ideas and see opportunities
- You may become a visionary
- You will improve your IQ
- You will become more interesting
- You will become more witty
- Your sense of humor will be enhanced
- Your awareness of things unseen will be demystified
- New patterns of thinking will emerge
- You will discover the power of your thoughts and the mind

- You will become bolder and more confident
- You will do things you never thought attainable
- You will add many more items to this list!

These benefits are accomplished through the following features of the Strategy and its accompanying Institute.

The Features:

- Ongoing training of the i6estalt! Creative Thinking Strategy
- A gateway to multiple Creative Thinking Systems
- Exposure to the creative aptitudes of other professionals
- Tools to aide your creativity
- Video/Audio Interviews and Podcasts
- Creative Resources
- A community where ideas, entrepreneurs, and inventors converge
- BLOG, Forums, interactive feedback
- Phone and Email Coaching / Consulting
- Personal One-on-One Coaching
- Creativity applications categorized by profession
- Creativity Competitions
- Creativity Quotes and References
- Just plain energy, enthusiasm, and excitement!

This system can change your whole life!

A new idea here and there can be stimulating, but the ability to uncover an endless supply of ideas is creative empowerment...

Actually, it's revolutionary!

When you downloaded this eBook, we enrolled you into our miniinstitute, "Spoodazo", The Creative Thinking Lab where through weekly email you will receive regular strategies for enhancing your creativity. As we review the creative successes of professionals, provide you with tips to expand your creativity, stimulate excessive

enthusiasm for thinking outside the box, suggest tools, and consult with artists, you will be regularly prompted to live your creative side. All children are artists. The problem is how to remain an artist once he grows up. -Pablo Picasso

Now, it's time to change the way you think...

i6estalt! Creative Thinking Strategy

Blueprint

Introduction:

The i6estalt! Creative Thinking Strategy attempts to describe the process of creativity in the creative space.

Although we believe this is the best approach to explaining creativity, it is humbly expressed it as an “attempt” because of the nature of the subject. Someone will eventually build upon this foundation and ultimately discover a more effective strategy. But for the 21st Century and what we know now, the i6estalt! Strategy of Creative Thinking is the ultimate device to unlock creative power.

There are other creative thinking systems on the market, but this one is different because it's not a system, it's a strategy. The difference being that those systems teach you methods for dealing with creativity and tricks for learning how to make those systems stimulate your creativity. We are not against the tricks and systems. We promote them as well, but there is one thing that sets The i6estalt! Creative Thinking Strategy apart as it progresses one step beyond isolated tips and tricks and that is we provide a graphical framework of just how the creative process works and operates and from that framework we propose a strategy for developing creativity. This framework culminates culminating with the ability to apply the creativity to your profession and interests. From this understanding, your own creative strategies will flourish and the systems that other creative teachers

have out there will become far more powerful and effective. Also, you will retain the information from other systems better because you will now have a foundational model to attach it to.

Once you understand the process you are then taught how to turn off and on the Sixth Sense so you can utilize it whenever you like.

Many would say that we are giving away valuable information for free by explaining this strategy to this degree. That may be the case, but we are doing this because, we want you to understand the core of the strategy so you can apply all of your creative thinking learning to it.

What you learn in these next few pages will begin to revolutionize your approach to learning, problem-solving, deductive reasoning, teaching, inventing, and many other facilities of thought. We encourage you to make the most out of this strategy and seek to apply it in your everyday functions as a creative thinker.

The i6estalt! Creative Thinking Strategy is manifest in three stages:

1. The Premise: Understanding what transpires during the creative process, how the i6estalt! Strategy functions and where the creative process resides in relationship to supernatural realms and physical realms.
2. The Principles: Accepting the principles presented in each letter, number, or symbol of the acrostic. The i6estalt! Strategy is formulated in such a way that we don't believe anything is missing from it. The principles are spread out across nine doctrines that interact with each other while also being able to stand alone. If each principle is incorporated into your thinking, each one will provide you with an independent factor of efficiency and increased power, however when synthesized together, they generate exponential results that have no comparison and can excel beyond our ability to express or

comprehend them.

3. The Process: Once you learn the fundamentals to enter the Sixth Sense, you will have the foundation of what is necessary to continually enter this arena, and everything you do / learn after that will compound this ability. The process is learned once and then applied time and time again.

The Premise

The premise is based on a "gestalt" in the mind, operating in the Sixth Sense, through a visual representation of knowledge and how it interacts with you utilizing what we call "Rods of Knowledge."

In order to describe the different attributes of this system we have developed the name, i6estalt!. We have replace the 'g' with a '6' to represent the Sixth Sense which is a result of the Rods of Knowledge aligning themselves to develop a gestalt, thus producing the creative spark that becomes the essence of the Sixth Sense. The exclamation point on the end is also on purpose as its function is to remind you of

the instantaneous and focused power wrapped up in the strategy, both in its ability to perform and in its ability to transform, at will.

This is a loosely produced graphic representation of the rods of knowledge growing up into close proximity of each other, stimulating



gestalts at the top of them allowing the energy or spark from those gestalts to create a space in the creative region known as the Sixth Sense. The ideas are not generated, as they already live in the Sixth Sense arena, they are simply accessed by the gestalts and then channeled down into the conscious mind through the subconscious, which is attached to the base of the Rods of Knowledge. The Sixth Sense is fabricated out of ideas, swirling and intermingling around, waiting to be extracted and applied.

It is important to understand that as we explore these subjective concepts, we are dealing with what may seem to some to be supernatural, spiritual, and metaphysical paradigms. We are talking about the mind and we are discussing a transition out of conscious and subconscious thought into a realm of higher powers and infinite truths. It all sounds pretty spooky, I admit. However, what we need to realize is that we are spiritual and supernatural beings, created in the image of a supernatural deity. Our realities are highly subjective to the influences we allow into our 5 senses, and our imaginations, feelings, emotions, and passions are all components of this extrasensory world. To accept that there is a Sixth Sense and the ability to access it is only mysterious to us because we have not accustomed ourselves to the attributes and superstructure of the Sixth Sense. In the book, *i6estalt! A Thinking Phenomenon*, we address this subject in a very thorough manner.

We need to understand where the Sixth Sense lives in relation to the *i6estalt! Creative Thinking Strategy*.

The Sixth Sense lives above the conscious and subconscious but below the spiritual. I use the terminology “arena or arenas” to denote these

different spheres of thought. In a hierarchy from physical to spiritual, the progression would go like this: Physical Arena > Sensory Arena > Conscious Arena > Subconscious Arena > *Philosophical Ideas > *Psychological Ideas > *Metaphysical Concepts > Sixth Sense Arena > Spiritual Arena.

*These are disciplines that have been created to distill thoughts, ideas, and concepts in each of the respective areas but they are not actual arenas of thought. Nevertheless, we include them because they are often referred to in discussions of this nature and we want you to understand where we put them in the hierarchy.

The Sixth Sense lives and mutates into the spiritual as well as the subconscious and discussions along such blurry lines can lead to religious arguments that are counterproductive to our intended purpose. In my book i6estalt! A Thinking Phenomenon, these concepts and my personal views are discussed at length.

The Principles

Rods of Knowledge are not the entire strategy, but they are at the core of it. And since Rods of Knowledge are a theoretical concept and not a tangible thing, the need for the acrostic we use is so that we have a guide for building Rods of Knowledge. The sections of this system are based upon this “word”: i6estalt!, which is pronounced "eye-gestalt." It is an acrostic variation on the word "gestalt" with each letter representing a different aspect of the system... as follows:

i = Intersection

6 = Sixth Sense

e = Education

s = Saturation

t = Trust

a = Artistic

I = Live It

t = Thinker

! = Bang!

Intersection

Like the hub of a wheel, this strategy is synergistic with other thinking systems. The “i” in i6estalt! represents an intersection or like the hub of a wheel it connects other thinking systems to it and to one another. As you take advantage of all the excellent thinking systems available, many of which we review in the i6estalt! Creativity Institute, you will discover that the Rods of Knowledge in conjunction with the Sixth Sense provides a structure for every other pattern of understanding.

As we analyze and review these other systems, logic strategies, and learning

structures, we will use the i6estalt!

Strategy to explain them and dissect them to make them even more beneficial.

i6estalt! is a method that creates a superstructure for understanding

the creative process. Once you these concepts, they guide you

and increase the power of any creative training that you endeavor to digest and utilize.



grasp

6th Sense



This is the creative environment established by the sparks of a gestalt in the mind when the rods of knowledge grow up and cooperate with one another. The 6th Sense is a term that has been applied to multiple things. Mostly to the belief that some sort of extra sensory perception exists beyond the first five senses and that we recognize it on occasion. It serves us and then it's

gone. We are always amazed by its presence and power, but not ever sure where it came from. By the way, the 6th Sense is not some anti-theistic, pagan resource that requires some type of ritual practices to attain. It's a real place with specific attributes and definable parameters. We have all encountered it, religious or not, and we have all based decisions on its influence in our lives. To ignore this is to miss out on harnessing its power. To understand this is to benefit from its influence.

Ministry leaders and spiritual counselors often enlist psychological principles, leadership techniques, sales, ad/ marketing strategies, physiology, and a whole litany of other mental and social strategies in order to find, assemble, and maintain a flock or following. Yet when we suggest the validity of the Sixth Sense, it raises eyebrows and can solicit criticisms and critiques. This is because of its close proximity to

things that truly are of a spiritual nature. That is why we spend an ample amount of time breaking down the different arenas in the book, i6estalt! A Thinking Phenomenon.

The i6estalt! Creative Thinking Strategy is another field of study to divulge the secrets of our awesome universe and another hidden power available to us.

In the i6estalt! Creative Thinking Strategy, the Sixth Sense is used in several ways.

1. To denote the arena in which all infinite wisdom and knowledge reside in an immutable state.
2. To denote the result of the spark that is generated by the Rods of Knowledge. ie: a group of gestalts will setup an environment capable of conducting Sixth Sense data to the subconscious, through the Rods of Knowledge.
3. To denote the culmination of our five senses into a sense that is instigated internal to the mind, rather than from external from it.

With those definitions in mind, let's discuss the principles of this strategy. It's really pretty simple, whenever the principles of the i6estalt! Strategy are working in unison, the resulting harmony is your Sixth Sense in action as you access it with your Rods of Knowledge. You recognize that Sixth Sense at times when you have become highly proficient at a skill that when you perform it well you say that you are "in the zone." Golfers call it this when they hit the ball and are in the zone. That "zone" is the Sixth Sense we are talking about. The Sixth Sense is akin to the creativity we all experience at one time or another. The trick is learning how to control it for the purposes of generating ideas in any creative discipline, logical deduction, creative

reasoning, and problem solving. To experience the Sixth Sense, what we need is:

- 1.) An understanding of how gestalts work
- 2.) An awareness of the environments in which they reside
- 3.) An introduction to the attributes of the rods that produce them
- 4.) Finally, to be proficient in controlling the focus point.

Education

Education is how you grow Rods of Knowledge, both formal education and informal. Revealed within these pages are strategies and resources for building Rods of Knowledge. As well, since Rods of Knowledge are not stagnant, this section will lead you to a thorough understanding of how to care for them, encourage them, and utilize them.

Education binds what you actively learn to an infrastructure of already available. Just as much as education can be a goal, it can also be a guide. Professional development stimulates, invigorates, conjugates, and mediates our understanding. The 'Education' component of the i6gestalt! system provides you with the motivation and means to secure a formal education as well as discovering the value of experience and esoteric training programs like this one.

For example, this strategy was pretty much worked out in my head many years ago, but it wasn't until recently when I finish a BS degree in theology that I was able to find the right motivation and personal confluence to arrange it into an actual strategy. Then it wasn't until I experienced the teaching methodology of Internet Business Mastery with Sterling and Jay, coupled with Ben Burchard's Experts Institute,

and Kajabi's Member site platform that I was able to find a way to

profitably deliver this information to you. The education that each of these provided brought about a staggering volume of success because they built new Rods of Knowledge that were needed at just the right time.

Saturation

This is the key to learning quickly and then applying what you've learned in a focused manner so the Rods of Knowledge can more rapidly stretch out into the Sixth Sense and retrieve the 'creative' answer you are looking for.

The 'Saturation' method of the iGestalt! Strategy structures your thinking to promote efficient learning techniques. This technique teaches you how to saturate your mind and what to saturate your mind with as you prepare the Rods of Knowledge to fire into a directed arena of the Sixth Sense.

Saturation is the key to this system because it is the key to directing yourself into the Sixth Sense by quickly building Rods of Knowledge. It's the key to increasing your faculties in any one area as rapidly as possible. Saturation is the process of collecting massive volumes of data to add to the base of the Rods of Knowledge without having to consciously absorb it therefore moving towards the point of saturation where the Rods of Knowledge are able to grow quick and produce gestalts necessary for opening up that Sixth Sense arena.

We accomplish this element of the strategy by grooming the attributes of RoK's (Rods of Knowledge) and graphically displaying them so we

can then conceptualize the subject matter's effect on our path to the Sixth Sense. By utilizing the ROK's and giving them physical characteristics we are able to emulate how thinking patterns work. Rods of Knowledge are a critical component of this strategy and many resources are devoted to them in the i6estalt! Creativity Thinking Institute.

Trust



This is a paradigm shift in thinking about creativity.

It removes the responsibility of 'creating' from the artist or problem solver, entrepreneur, or engineer and it allows them complete freedom of flexibility and exploration. Faith is a key factor in many success systems and leadership programs. It is no different with creativity; in fact it probably serves the creative mind even more handsomely.

Ideas are not generated, they are discovered. How you grow and align your Rods of Knowledge will determine what ideas you unlock.

The Sixth Sense is a large space, as large as our universe I dare say.

It operates at a very high frequency and is filled with wonders and amazement because it is made of the raw materials of ideas.

In the i6estalt! Creative Thinking Institute we look at some of these concepts and we explain just how to develop virtual Rods of

Knowledge that allow you to even conceive futuristic possibilities that have absolutely no association to current developments, hence unmarketable. However, these are the ideas that through intelligent marketing and other influences we can use to establish brand new paradigms, solve worldwide problems, and master unsolved mysteries from the past.

When we trust that there is nothing new under the sun and that everything that will ever be created has already been created, then we are not only having faith in the whole of our universe, but we are also trusting that there are more things ahead of us yet to be discovered. We know there are parallel universes of ideas that coexist with us and are often overlooked for lesser ideas, simply because the seeker is not dialed in to the best possible idea.

Trust also implies that the body of infinite wisdom, infinite creativity, and infinite answers is already established. The change in the paradigm comes when you stop trying to invent solutions and you start working to discover them by learning how to understand and control the paths to them.

What have leadership guru's like Jim Rohn and Stephen Covey taught us over the years? They teach that to be successful, you don't focus on the success, but rather we need to work on the path, craft the

vessel, prepare our own selves for the journey, and make our boat ready to sail the voyage. This is because the success exists and you just have to go get it.

Creativity follows the same idea. Trust that the solutions already exist and the product already exists, and the painting that you are working on already exists. When Michelangelo was asked how he made his statue of David, he is reported to have said: "It's easy, you just chip

away the stone that doesn't look like David. His implication was that David already existed inside that piece of marble and he just had to expose him to the eyes of those around him.

You see, if the great Michelangelo could accept that we are simply on a path of discovery and that we ourselves are not capable of creating, only of discovering then we should be able to accept that same principle as well and hopefully craft remarkable results, as did he.

On the other hand, if we don't truly trust in the reality of an immutable body of wisdom, filled with all the ideas, knowledge, inventions, symphonies, and expressions available to us, then we find ourselves pressured to be the ones to 'create' these things and to create the future, since we don't trust that one already exists. This pressure can stifle our creativity and keep us from discovering that which is actually waiting for us.

Artistic



To be an artist is to have the ability to see what is not there. It is to see on the right side of the brain and to wield the fundamentals of art

in pursuit of new ideas. In ancient times, kings and queens would always ensure that they had an artist in their cabinet of advisors for the simple reason that they could deduce dark sayings and see through the logical veils of intellectual perception. With the deadly combination of an analytical and artistic viewpoint they were better fitted to win at the game of power.

Having a fundamental understanding of the elements and principles of art allows us to see through artistic eyes and develop a working-knowledge of line, color, and balance. Such abilities are simple to obtain but are so critical to creative thinking.

Coming from a perspective of absolute zero creativity I was a clean slate when I began to study art. Even to this day, I cannot draw, paint, or sculpt with any level of proficiency. I will tell you that the only reason this is, is that I do not practice the application of the skills. It is not because I do not know what to do, where to start, or how to conceive the final product, it is simply the fact that I don't spend time drawing, painting, or sculpting, so the Muscle Memory Rods of Knowledge are not established in my thinking pattern and therefore I have very little to pull from when I try to apply what I cognitively know about art.

MMROK's are critical when we need to perform the task you are adept at, and this is something we research deeper in the book and in the institute. However, I do not need the MMROK's to use art in the way I use it. I spend my artistic ROK's on problem solving rather than on artistic productivity.

So when I began to understand the principles of art, I discovered my thought processes began to bend. I began to see around corners and evaluate things differently. It wasn't long before I realized that what

was happening came from my electronics training and my understanding of how signal propagation worked. Basically data runs on a baseline voltage, usually 0 volts. Where +5 v is a 1 and -5 volts is a 0, and 0Volts is neither, it's just the reference voltage. We think like this as well. We have Rods of Knowledge that were put in place as children, and unless they are purposely altered they remain in place as references to our thinking.

Growing up academic will typically induce an academia style frame of reference. Growing up religious will induce a different frame of reference. Growing up poor, wealthy, abused, neglected, as an only child, as one of 12 kids, etc, will all impact and create a frame of reference because Rods of Knowledge were generated during these developmental years and they have deep roots and broad bases which are tough to swap out.

However, artistic concepts build such radically different ROK's that they immediately influence thought patterns by establishing new frames of reference or references or baseline ideas (however you want to refer to them.)

By knowing what these influences are doing and how they are acting upon your thinking patterns, you are then able to purposefully apply them to an established end. Not only that, but you are able to determine what it is we need to learn to grow the new ROK's.

The 'Artistic' method of the i6estalt! Strategy will develop your artistic eye through knowledge, exposure, and expressive analysis.

Art is a major component of this strategy, but it's also a major component of all things creative. Inside the Institute, we explore the

various elements of art with the intention of teaching you to apply

these elements to your creative thinking as aforementioned.

Many aspects of creativity build upon the fundamentals of art by borrowing directly from its principles. Art is the silent hero in many break-through's and inventions. Some of the greatest marketing strategies have built massive companies as a result of the influence built around an understanding of the basis of art and design concepts. Interestingly enough, much of the i6estalt! Strategy is left-brain oriented. But that is because the artistic element is the bulk of the right-brain functionality. Actually, if you look at the strategy as a whole you will see a trifecta of left-brain, right-brain, and extrasensory. The clairvoyance of an artistic mindset is rooted in the ability to see what others do not see or even look at. By recognizing how the world is drawn, the patterns found in nature, the dynamics of color, and other such artistic principles, the creative mind starts to better manage the black and white lines of separation defining each idea. Synthesizing these lines allow us to generate more rich and in-depth patterns of thought, capable of retrieving multi-dimensional concepts, often require dilution before they can even be presented to the consuming public.

This is a massive subject and full of wonder and excitement. In the i6estalt! Creative Thinking Institute we present lots of great training, massive insight, and exciting ways to apply these principles.

Live It

It is simply not enough to learn the principles of the i6estalt! Strategy, or of any creative thinking system for that matter, and expect it to stay with you. Part of the means by which you obtain this level of

creativity is through the principle of living it. Daily you must allow yourself to see the world in different ways. You must grow with your newfound knowledge and practice with it. It will embolden you, empower you, and often lead you with child-like faith.

As you develop your creative faculty, you will discover that many aspects of life will become more exciting, fuller, and more enjoyable. With each gestalt, your mind is strengthened, growing your own Rods with each interaction with the Sixth Sense, your entire system is refreshed and empowered. With the knowledge and capability of how to grow Rods of Knowledge and direct them, your confidence will soar, your ability to deduce will improve, your desire to find new problems to solve and new ideas to discover will instill passion and fervor in your

everyday walk. The i6estalt! Strategy is not only for problem-solving but also for emotional health, physical strength, psychological stability, and the list goes on.

As with anything, if you don't use it; you lose it. Now you won't lose all of your creative thinking skills but you will definitely lose your edge. Rods of Knowledge atrophy when not kept and their fields become cluttered with weeds and pollution. Learning the i6estalt! method will teach you to take advantage of your surroundings to process creative ideas and as you do this, you will inevitably apply your creative solutions to applicable problems. The 'Live It' method of the i6estalt! Strategy exposes you to tools and techniques that will keep your creative mind flexible and sharp.

We provide games, projects, challenges, and exercises; multiple ways to interact with your kids, other people, colleagues, and your own inner voice to remain ever-sharp while maintaining your edge.

Thinker



This is the brain, an understanding of the conscious and the subconscious. A thorough dissection of how it works, what influences it, and the source of its power, as well as what assaults it to drain us of its power. An understanding of the brain will lend itself to increasing the utilization of your Rods of Knowledge. As well, we will indulge in some psychological perspectives of the mind and how it can aid or stifle creativity. Certain aspects of creativity coaching are about helping artistic thinkers progress through emotional struggles that begin in the mind and ultimately hinder creative performance.

i6estalt! is as much theory as it is experimentally proven beliefs, but more importantly it's about what you do with it and how you allow it to affect your creative life. I trust you will find ample support in our Institute and from this system on your creative journey to success!

Bang!

This is what represents our control over the process. Without the ability to control when and where you slip into the Sixth Sense and bring about great ideas, you will simply be drugging yourself with the

endorphins released from the Sixth Sense experiences and these interactions with the Sixth Sense can literally derange your reality. As well, if you don't channel your creativity, you will waste it and not apply it to the areas of your life that need it the most.

In computer phonetics, the exclamation point is communicated as a bang. This is used on the end of the i6estalt! Strategy acrostic to signify its power. The strategy is not only powerful in its raw ability to give you eyesight around corners, but it's powerful because you can control it. Actually, here is where the i6estalt! theory has both its protection from over-exposure (you can't live reality in the 6th sense) and its practicality in application. Because you can control it, it is no longer a disconnected entity of your human experience rather it becomes a magical weapon in your arsenal for success.

Chapter 19

Submarine Video Game

Much as she'd enjoyed her eight days in Tokyo, Aliyah was more than ready to return to the Solomons to catch up on Ozzie's new business partnership with Captain Key. As anticipated, she found Ozzie at work designing 3D-printer prototypes for AI-infused stuffed animals.

"Auntie, we're making super progress. Look, I already have a cat, a parrot, a killer whale, an otter, a lion, a penguin, and a turtle." He pointed proudly at the animals lined up on a shelf. "Now I'm working on a dragon."

"Wow, you've been very busy."

"Yeah! And not just with these. I'm working on an undersea video game about exploring the bottom of the ocean in a submarine." He laid the wing he was designing on the table.

"Wonder where you got that idea."

"I'm living it!" He leaned his head to one side. "Well, I haven't actually been down there yet, to the bottom, but the captain promised I'll get to see what it's like, first hand, when we do our first executive retreat."

"And you're going to base the game on what you see?"

"Uh-huh. Well, sort of, and on the Minecraft I did of the Mobi."

"And when am I going to get to play this game with you?"

“Not till it’s finished. But you can be in on building it now. In fact, I’m supposed to video-conference about it with Bruce right this minute. Wanna sit in?”

It was an invitation she couldn’t refuse. And at that very moment, the computer signaled that Bruce had opened the conference.

“So Oz, what’s up with this new undersea game?” Bruce inquired.

“I’m trying to figure out a way to make it totally unique, not like any other game in the world.”

“Okay. Well ... here’s something I’ve been thinking about, you tell me what you think. In every game I know of, the player characters are generated with attributes based on some kind of external input. What if in this game, you make it so the players’ emotional states determine their characters’ actions?”

“You mean the player characters wouldn’t have any set attributes? They just take action based on their player’s *feelings*?”

“Could be. Or their actions could be determined by set attributes, but the *outcome* of their actions would be determined by their player’s feelings.”

“Like ... a player character could have mad strength and courage points, but when they whomp on the enemy they could either come out the victor or fall on their face in the mud and get trampled. Depending on whether their player is happy or mad.”

Bruce chuckled. “You never cease to amaze me. Sure. Could be like that. What do you think?”

“I think this is rad!”

“Wanna do it?”

“Yeah!”

“So what’s the first thing you’d need to figure out?”

“Um ... how to set up the game to read the players’ emotions.”

“Right.”

“Maybe I could do it with tone of voice. You know, like if a player sounds really happy, then their character maybe finds a sunken treasure. But if they sound like they’re in a bad mood, then their character totally blows it, falls overboard or something.”

“I like that. Tone of voice.”

“First, though, the program would have to calibrate each player’s normal voice tone.” Ozzie was on a roll.

“From which to measure deviation.”

“Yeah. So the game starts off like any normal game, to give the program time to calibrate the baselines. And then once that’s done, it sets the voice-tone rule in action. Oh! I got it! We don’t tell anybody there’s a voice-tone rule. And even if they figure it out, they won’t know when it’s active. Sometimes it might not kick in at all, through the whole game! Just to throw them off.”

“Keep ‘em off balance.” Bruce grinned. “Make the game more fun.”

“Yeah. ’Cause if they knew it was voice activated, they’d try to fake it. You know, like start laughing when they’re really mad, like maybe they’re grounded or something, or somebody said something really bad about them and everybody believed it.”

Aliyah spotted a different kind of opportunity here. “On the other hand, if they did figure it out and tried to fake a good mood, that might end up changing

their mood, and make them feel better. Maybe, with time, they'd learn to manage their moods to get the results they want."

"Ho, I like that!" Bruce said. "You just made me want *my* kids playing this game." And then to Ozzie, "You need my help figuring out how to set all this up?"

"No, thanks, I can handle it. I think."

"Let me know if you need input from me. Sounds like you've got a fascinating project here. Okay, kid, I'm signing off. Call me if you need me. Bye, Aliyah." The computer signaled the end of the conference.

Seeing how adept Bruce was at stimulating Ozzie's imagination triggered Aliyah's protective instincts. "Just be sure you run this by Captain Key, so he knows what you're up to," she said to Ozzie.

"Yeah. I will. He's liked all my game ideas so far, and he'll think this one's rowdy. He even said he might help me build a video game business."

Bruce smiled with satisfaction at the outcome of the coaching session. He hadn't meant to steer Ozzie into creating a game that would be useful on a space station. But this one could come in real handy for helping a crew learn first-hand about managing their own emotional states. And earn him points with the captain and Pepper DeClarcq, his two main clients.

Chapter 20

Pyrenees and Dark Web

A week in the AICO office had Derik Chardir pining for the silence and the vast stellar panorama of the space station. He loved the view of New York from space, but immersion in civilization felt like a straightjacket.

He put in a call to Aliyah, cajoled her into agreeing to join him for a weekend campout. He'd pick her up late Friday afternoon at Honiara International Airport. It would be early morning in Pau, on the northern rim of the Pyrenees, when they landed.

"We'll hike the Béarn trails," he said. "Ever done that? They're breathtaking any time of year, but especially now, in late autumn."

"No, never have. Can I bring Ozzie?"

He frowned. So much for sexy fireside fantasies. But it would give him a chance to meet the kid, and that would please Pepper. Besides, hadn't he told Aliyah he'd settle for being just friends? For now. He could be patient.

He cleared his throat. "He's a good hiker, eh?"

"He's my nephew, Derik. Of course he's a good hiker."

"Well, why not? We'll stick to the GR10. The trail's challenging enough to test him. The weather can be cool, so bring warm jackets."

His heart singing with the prospect of an outdoor weekend with his best girl, Chardir turned to the tasks he'd set himself for the day. First on his list: convince Pepper to take action on humanizing the space station.

With that in mind, he knocked on her door.

"I've been thinking," she said by way of greeting, "about your ideas for making life on the station more comfortable."

His eyebrows shot up in surprise.

"You're right, Chardir. If we want to stay at the forefront of this highly competitive industry, our stations have to be the most human-friendly. I'm not sure about your proposed conjugal visit scheme—the cost of that would be enormous. But I want you to look into other options."

"What are other developers doing?"

"That's the question. Find out, and then we'll go one better." She smiled brightly, flicked her fingers to shoo him out the door. "Get on it. This is a task that should amuse you."

Only a fool would argue with that, and he was no fool. "I'm on it," he said, already three steps down the hall on his way to his own office.

He knew what to do. He needed someone who could hack into the recesses of corporate mindspace, someone with no fear of getting down and dirty. His friend Bruce wouldn't do it; with two kids, he had to stay ethical. But Tyler Watson? He'd have no qualms about it, Derik was sure.

He'd met the dark-web hacker at last year's DEFCON. It was his first visit to the world's foremost hacking conference. He'd been seriously impressed with Watson's expertise at avoiding detection while cracking codes and gathering protected info.

He searched the files on his iPhone, hit the number. “IBQ,” a man’s voice said.

“I be Chardir,” Derik said with a chuckle. “Watson? That’s your greeting, eh? I think you’ll remember me. We met at last year’s DEFCON. Derik Chardir, CEO of AICO.”

“Oh sure, I remember you. What’s up, Chardir?”

“We have a project I’d like to talk to you about. I can be in Atlanta tomorrow afternoon. That work for you?”

They agreed on a time and place to meet for lunch and ended the call.

By tomorrow afternoon he’d have Watson busy Identifying and hacking websites, emails, social media messages, whatever he could get into to get the info he needed.

The target: companies doing innovative research into complex systems and components that included environmental control and life support systems, logistics management, radiation mitigation and monitoring, and artificial gravity.

Derik sat back, grinning as he flashed to Key’s refusal to allow him onto the sub to meet Ozzie. Well, he’d meet the kid this weekend, wouldn’t he? He wondered why Key was so protective of the boy. He’d have Watson find Ozzie’s game development site and hack that, too. Probably a Tor site, hidden from view and heavily encrypted.

He was crossing a line, but for good reason, he told himself. If Aliyah’s nephew was being drawn into anything dangerous, he’d use this invasive action to put an end to it—to protect the kid, and for the good of all humanity.

It was a good day, even here in New York.

The i6gestalt! Process

This is what you wanted to see, I'm sure. To hear someone describe the creative thinking process surely has to be an allure of sorts. Can it be done and still be understood? Well, I give you my response:

The creative process as stated before is a process to open up a space in the Sixth Sense for the purpose of extracting the idea presented to us at that juncture in the Sixth Sense. In order to frame this space we must grow applicable Rods of Knowledge that draw close enough to one another to fire gestalts. These gestalts are the catalyst to open up a space in the Sixth Sense. That space is defined by the nature of the ROK's that were grown to access it. The right ROK's grown at the right time in perfect proximity of each other will determine the space that is opened up in the Sixth Sense.

The map looks like this:

Outside world >

Information enters in through the 5 Senses

> Information is collected by the conscious mind (Cognition or Active Learning)

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> Information is then passed to the subconscious mind

> Rods of knowledge grow out of the rich soil of the subconscious mind

> As the Rods grow they migrate towards one another > When they get close enough, they fire gestalts

> the energy from these gestalts changes the environment in that small space, this environment change is what is needed to access the Sixth Sense arena

> The Sixth Sense is accessed and spontaneously provides the answer

because it always existed in a very powerful realm

> the idea flows through the gestalt into the Rods of Knowledge, entering the subconscious through the base of the Rods, which is where the conscious mind retrieves the idea in a very recognizable form, processes it through the nervous system invigorating the entire body and its 5 senses. This alignment between the physical human experience and infinite wisdom / truth is intoxicating, revealing, and powerful. Thus when the alignment takes place we put incredible value on it. By investigating all aspects of this process, learning how to accelerate it, and then learning how to control it we are able to be

creative when and where we want without allowing this kind of thinking to unravel our normal reality.

Learning how to control the focus point is a craft that must be mastered over time. Multiple strategies exist to bring about this discipline, but it must be worked on in order to become automatic and instantaneous.

The Focus Point is that moment when the Rods of Knowledge produce the gestalts that allow access into the Sixth Sense. It's that very instance the Sixth Sense opens up and your big idea materializes.

This process explains not only creative thinking, but thinking in general. In the Institute we take apart many different thought processes and experiences to reveal the inner working of the i6estalt! Strategy within these events.

This is what allows us to identify the many attributes of ROK's and it begins to clarify the Sixth Sense as an actual place with specific parameters.

Conclusion

What you have read here is an excerpt from the book: i6estalt! A Thinking Phenomenon. These ideas are not entirely new or unique, but in this system they have emerged as a comprehensive strategy. It has been interesting to watch those in the creative space try to explain creativity over the past ten years. More and more, creativity coaches are stumbling right up to the edge of what is laid out in this strategy, pressing right up against these concepts, but never quite boiling them down to a specific and teachable methodology so that users can apply the concepts to their everyday lives. You can get a better understanding of this by visiting our BLOG at www.creativethinking.com.

Idea generation theories have always been so abstract that they were unable to be comprehended beyond the space of independent tools for stimulation. That is where i6estalt! Creative Thinking Strategy differs. Our whole purpose is to teach you valid strategies to help you immediately become a more strategic thinker, a more creative innovator, and a more successful artist while learning to grasp the concepts of the creative process.

Inside the Mobi (in our story) we are busy proving the strategy from all walks of life through interviews, analysis, and reporting. We are helping our clients absorb the strategy by teaching it across multiple platforms and mediums while introducing you to the right tools, the right ideologies, and the proper motivators for absorption. We provide application targeted methodologies for implementation. We simply show you how you can begin taking in new possibilities immediately and then grow the strength of your creative mind ultimately. And finally, the institute exposes you to a community of thinkers, movers, and shakers, who are interested in collaborating and

compelling one another to bigger and better ideas. You might call it a social portal for the next generation of thinkers.

Thank you for taking the time to read this introductory supplement. Inside the institute we are developing leading edge thinking tools to give you the edge in any environment you are challenged with.

Our institute has provision for learning, coaching, mentoring, teaching, collaboration, consulting, training, motivating, designing, and exploring. We provide entrepreneurs with startup ideas, we help innovators develop their next product, we collaborate with leaders of industry, sales, and marketing to produce corporate environments that are more spontaneous and creative.

On the Mobi, Captain Key provides pre-packaged training seminars to teach the i6estalt! Creative Thinking Strategy and the crew can also design custom training to apply it to a specific application or discipline.

Chapter 21

Girl Talk

Overwhelmed by the beauty of autumn in the Pyrenees, Aliyah shot at least a hundred pictures over the weekend. Back “home” on the Mobi, she set up a three-way video call to share the adventure with her friends, Brooke and Anh.

“Oh, I wish you two could have seen it!” she gushed.

“Are you kidding?” Brooke’s eyes were popping. “Camping out? Climbing around ... in dirt? No, definitely not, not this girl. Now, if you were talking the Florida Keys ... sure, I’d wish I’d been there. In fact—I’m going there! I won a trip.”

“Yas! When?”

“Next week. Aliyah, I want to go to that underwater restaurant Derik took you to. And I want to lay my eyes on that hunk friend of his, Bruce. Maybe more than my eyes, who knows?”

“I’ll text you the name of the restaurant, and Bruce’s phone number.”

“Paris is more my style,” Anh said. “French men. But you’ll have fun with that southern hottie, Brooke. He won’t know what hit him. And as for you, Aliyah, we all know nature’s your thing. So tell us, how did Space Man like having Ozzie tagging along all weekend?”

Aliyah’s proud smile stretched to the moon and back. “Space Man was a little taken aback, I think, at what a sharp outdoorsman my young nephew is. Ozzie

laid the fire both nights, and fixed us all pancakes and bacon and eggs both mornings. He was the first one out on the trail most of the time, and he had the sense to let the birds do most of the talking.”

“What about the nights?” Anh’s tone conveyed a hint of a tease. “Did you all sleep in one tent?”

“No, we each had our own tent.”

“That must have put a crimp in Derik’s style,” Brooke said. “And yours.”

Aliyah managed not to rise to the bait.

“I remember you telling me you were going to end this relationship,” Anh probed. “What happened to your resolve?”

Aliyah frowned. “Well ... I’m up and down about that. The man does something to me, affects me like no one else ever has.”

“Then why not just go with it? What’s wrong with the guy?”

Nothing, Aliyah thought. Not a thing. It’s me, the problem. “We have our first private executive retreat coming up on the Mobi next week,” she said, changing the subject. “And Ozzie and I will be in on it. Oh, and I didn’t tell you, did I? Ozzie and the captain are partnering on a toy business, based on Ozzie’s robotic toys!”

“Sounds like the captain and the nephew are really hitting it off,” Brooke observed. “I’d be green with envy if I were you.”

“Well ... in a way, I am. I mean, I wish I had Ozzie’s charm. There’s something about Captain Key, he’s young and imaginative, yes, yet as wise and as true as an oak. I wish I felt closer to him. He’s very approachable, but I haven’t figured out how to have the kind of relationship with him that Ozzie does.”

“And that’s what you want?” Anh’s voice rang of incredulity.

“I don’t know. Maybe.”

“Aliyah, didn’t you tell us this guy’s only twenty-three? He’s nine years younger than you. He’s filling in as a father figure to Ozzie, or maybe as a big brother. Surely *you* don’t want that from him.

“No, you’re right. I don’t. But there’s another side to it, too. You should see the way Ozzie looks up to the captain. He doesn’t look up to me that way. I mean, he loves me, yeah, but it’s not the same.”

“A boy needs a man to look up to. An aunt just isn’t the same, never will be.”

Aliyah shrugged. “I guess. Anyway, I’m glad the two of them are getting along so well. The captain’s very protective of Ozzie, you know. You’re right, like a father, or a big brother would be. He didn’t really want me taking him for the weekend. He has a thing about Derik trying to manipulate Ozzie—not like Derik would ever do that.”

Anh’s face twisted with doubt. “Aliyah, are you sure Key’s protective instincts toward Ozzie are really for Ozzie’s good? Is it possible he might have some ulterior motive you’re unaware of?”

Aliyah shook her head, yet kept silent as she allowed that question to sink in. It was a possibility she hadn’t considered. What ulterior motive could he have? Sure, he stood to profit financially from partnering with Ozzie. But he was already a millionaire, so that couldn’t be driving him. No, no worries there. The captain was one of the good guys. She hoped.

Chapter 22

Bryce Canyon Breakfast

She'd driven up through Rocky Mountain National Park for the sheer joy of it, then back down to 70 West. The drive through southwestern Utah was one of her favorites, and the straightest path from Denver to Las Vegas.

The night under the stars in the Bryce Canyon backcountry had been a delight. She'd watched the first rays of morning sun light up the hoodoos, exposing a network of fairy castles so fragile and vast it took her breath away. No matter how many times she'd seen that, the magic of it never faded.

Vegas was only a four-hour drive from here, so her two-o'clock appointment there left room for two hours of hiking and a leisurely breakfast.

A cheerful sign for a cafe in St. George caught her eye, and she pulled into the parking lot. "Waffles with maple syrup and nuts, please, and a big glass of orange juice."

Her cell phone rang. Derik! Nice surprise.

"Where are you?"

"St. George, Utah. On my way to Sin City."

"Condolences. I hate Vegas."

"Not so bad this time of year. Anyway, I'll just be there for the afternoon."

"I've got a question for you. How long since you've been sailing?"

“Sailing? Let’s see—five years?” She dimly recalled a sail on a lake with a guy she’d met at the art gallery. He’d turned out to be an ass.

“Been a while, eh? Join me for the weekend in San Diego. I’ve got a boat docked there, a fully outfitted 32-foot sloop. Just you and me.”

“Hmmm ... “

“You know you’ll love it. I see you there now, lying in the sun while I do all the work, the rays warming your skin, the wind playing in your hair.”

“Hmmm ... “

“Just say yes.”

“Yes.”

“Attagirl. Music to my ears.”

“You’re pretty persuasive. What if I want to bring Ozzie?”

“Your chaperon? No way. He has work to do on the Mobi. Projects to administer, games to create, sea horses to ride.”

“I thought you liked him.”

“I do. He was fun on the campout. Now I think we need a little alone time, you and I, to rediscover each other, let chemistry have its way with us.”

“Oh? What happened to ‘just friends’?”

“We can do that. I’m hoping you’ll find me too charming to want to resist, for long. But we’ll play it your way, all the way. I promise.”

“What if my way is, I bring Ozzie?”

“Is he there with you now?”

“No.”

“Well then. No time to get him from the Solomons. Just keep driving west, and I’ll meet you in San Diego.”

She sucked in a breath. “Oh, Derik, I just realized, I can’t. The Mobi takes off on Tuesday for our first executive retreat. It’s a really big deal for me. I have to be there. Tuesday doesn’t leave me time to drive my car back from San Diego.”

“I know a guy I can pay to drive it back to Denver for you. He’s a careful driver. Besides, you already said yes.”

“ ’Kay, but ... you could jet out to the Solomons and pick up Ozzie this afternoon. I don’t think he’s ever been sailing.”

“No. No way. Not this time.”

“Why not?”

“Give me a break, Aliyah. I’m a man. I’ve got a beautiful, super-comfy king-size bed on the boat, one I’m hoping to get you into if I can lure you beyond ‘just friends.’ With the kid along, my hopes are dashed.”

That triggered a smile. “But you like him,” she teased.

“He’s okay. But kids aren’t really my thing. Captain Key seems to do well with him. Ozzie needs to stay there on the Mobi this time.” He sighed. Might as well lay it out straight for her. “Aliyah, Ozzie scares the pants off me. Too much creative genius in one package.”

“Hmm, sounds like you. Maybe Ozzie’s just too much of a mirror.”

“Could be. I’m just glad he’s not my kid.”

That struck a tender chord, but she let it slide by as she lifted her arms to make room for the waitress to set her plate down. “Text me the details, Derik. Gotta go. Waffles. Orange juice. Bye now.”

She chewed on it with each bite. He was glad Ozzie wasn’t his kid? She guessed she could understand that. Still, it rankled.

She picked up her phone to ring him back. When he didn’t answer, she left a voice message. “Thanks for the invitation, Derik, it was sweet. But I don’t think a weekend alone with you is what I need right now. I really can’t say why—it just isn’t. And I feel like a shit saying this in a message. But no. Thanks. See you.”

He wouldn’t have wanted a child. But neither would he have condoned what she’d done. No way to win here.

The waffles weighed like lead in her stomach as she continued her westerly drive.

The following was a whitepaper I wrote in 2012, introducing the concept of a 4DStory as it would be rolled out across social media. Some terminology may not be currently applicable, but the argument for it is still viable.

4DStory & Story Integrated Marketing

Storytellers restore order and instill hope.



~Walt Disney

Storytellers restore order and instill hope.



~Walt Disney

The Reason Brands Struggle

Imagine yourself as a solopreneur or small business attempting to impact the marketplace with a brand, theme, colors, and purpose. A tall order at best. Now imagine if you are in a competitive field where the dominating brands are known world-wide, with multi-million dollar budgets powering them.

Imagine as a large corporation having to discover, develop, assort, maintain, and push out massive amounts of “relative ” content all while trying to maintain the integrity of your message.

Now what happens if your message is unclear, your purpose muddled. What if your potential clients are unable to get to know, like, and trust you simply because the theme of your

company's passion leaves them skeptical, emotionally void, and logically dismissive as viable. What if?

I know, **it's not fair to draw the line** where it *cannot* be seen, but then again that's exactly what a liquid market of constantly changing perceptions is doing to you.

Brands that struggle are because their face to the world has to be stagnant and definitive for such a long time in order to establish continuity between their prospects and themselves.

Sadly, this is a common branding frustration experienced by companies for as long as commerce has been in existence.

Advertising agencies have exploited this weakness to amass fortunes from the companies they represent.

Meanwhile **the consumer struggles to relate, understand, trust, and benefit** from the best possible solutions available to them.

With a constant onslaught of content barraging us, how are we supposed to segment our emotions in this hyper-speed society long enough to relate, much less interact?

Something has got to **give, change, or shift**.

Putting The State of Advertising Into Perspective

Wow we could talk a lot about this subject, don't you think?

Advertising has been on a journey for well over a hundred years. President Calvin Coolidge gave advertising one of its first initial nods in his 1926 speech when he said: "Advertising ministers to the spiritual side of trade. It is a great power that has been interested to your keeping which charges you with the high responsibility of inspiring and ennobling the commercial world. It is all part of the greater work of regeneration and redemption of mankind."

Advertisement at this point reached a culturally recognized point of social integration, much like the church in the early centuries.

From Benjamin Franklin's Pennsylvania Gazette which reached out



to readers with devices like headlines, illustrations and advertising, to video ads you can skip after 5 seconds on YouTube.

Advertising has a legacy all its own.



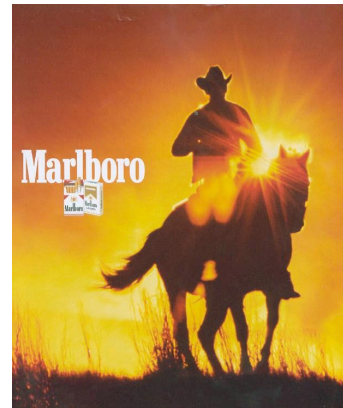
By one commonly used measure, total advertising volume in the US grew from about \$200 million in 1880 to nearly \$3 billion in 1920. (<http://historymatters.gmu.edu/mse/ads/amadv.html>)

While medicine hustlers and other swindlers manifested in the late 1800's and early 1900's, legitimate ad agencies were getting their foothold developing "unwritten" brand guidelines, methodologies and approaches to advertising. Then in 1966, Claude Hopkins wrote "Scientific Advertising" and advertising became a measurable asset of predictable cause and effect based revenue potential available to everyone. Advertising during its inception stages was intended to convince the consumer to buy on the spot. But as advertising has matured, it's receded further and further into the background of sales and has now become nothing more than the very front end of a marketing/sales funnel intended to nurture and feed the customer for some time before even attempting a sale.

The Mad Men advertising guru's of the 1960's enjoyed celebrity status and high society lifestyles on the coat tails of advertising as they perfected the psychological influences of marketing on the tv screen, across radio waves, on billboards, in magazines and newsprint.

During this time advertising became synonymous with branding and recognition. My understanding is that Marlboro during the brilliant days of the Marlboro Man, as pioneered by Leo Burnett and Jay Conrad Levinson made it a goal for the average American to see the Marlboro logo at least one hundred times a day.

Coca-Cola was probably one of the first consumer products to successfully romance an entire nation with an endearing love for a product. Saturating the military ranks overseas with cases and cases of the cool refreshing beverage locked them into a



perception of the “All American” drink, still thriving today.

And then along came Internet advertising and all the strategies currently deployed around what has been coined as “Inbound Marketing,” adding value to a prospect so they will be magnetically attracted to your product or service and leveraging automation to repeat that message by tailoring outbound emails to click-behavior as well as aligning those value-laced incentives through targeted social channels.

With the advent of Internet marketing, inbound marketing, and email automation the entire landscape of advertising has shifted from an interrupt dependent platform to one of “Oh, by the way.”

Sideways marketing has become the name of the game. Induce people to love your lead magnet or giveaway so you can collect an email and then deploy the latest technology to broadcast established marketing strategies, heightening consumer emotions through a series of interactions. Now swell that emotion behind a great big wall of anticipation, to push it over the top with a stack of bonuses that would make a



clown cry. Then all at once pull the pin allowing the doors to swing wide open with a product launch where prospects are cooed into a limited time-frame

to make their purchasing decision. Whew... it's laborious just typing it all out.

Even this report was based on a template procured through the above process. EWF Marketing acquired Rich Schefren's report writing strategy as a bonus to the Video Genesis product put out by Andy Jenkins and Mike Filsaime. Yes, the inbound marketing process works on many levels, but guess what?

It too is burning away faster than you can say "light out!"

This trend experienced an evident downturn when marketing guru Frank Kern published his free book: "How I Created \$175,000.00 Per Month Consulting Business in 90 Days" publicly declaring he was abandoning "traditional" Internet Marketing profiteering for a more lucrative and less cumbersome path with high paid consulting gigs.

Across time, advertising has migrated from asking people to buy right off of an ad to influencing them with the use of a "nurture funnel" to asking them to go through a "qualification process" to see if you will allow them to work with you or buy your product, which is kind of how Frank's process works.

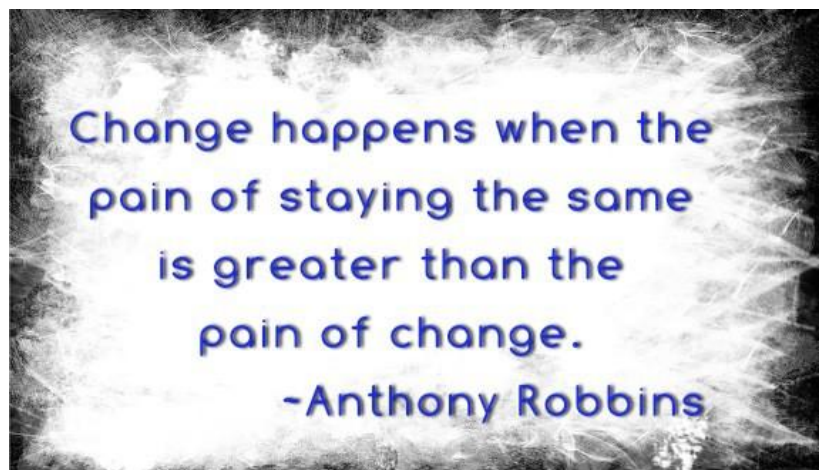
All these approaches have had their day in the sun, but as with everything, they too have faded or are fading.

It is the opinion of this report that advertising as we know it is about to disappear from the scene all together. People are tired of being interrupted, corralled, deceived and otherwise hoodwinked.

It's Time For A Change!

Try to sign up for any guru seminar and you will find more fine print than in a land deal with mineral rights.

Marketers today have manifested the art of presenting it to you at different intervals causing you to buy in along the way so you don't notice you really have no chance of taking advantage of the "Money Back



Guarantee” established on the landing page you responded to at the beginning of the process.

All these marketing tactics and “hidden” marketing strategies are ripening the landscape for Story Integrated Marketing as the new paradigm because that is what this does, it gives you a giant story to hide all your marketing messages inside of but more subtle and robust.

But wait, we are not finished with our history lesson just yet.

Though we've seen the rise and fall of various tactics and methodologies, there are all still emerging tactics. What looms on the horizon is a desperate need for a massive paradigm shift. That is what this report is all about.

As we witness the death of interruption marketing through being able to do things like Tivo our commercials, and use Netflix to view entire TV series without commercial interruption, and hopefully one day surf the web with zero ad popups, those who are still playing in this space will have a tough time hanging on.

This year’s Super Bowl commercials of 2014 flat out sucked and “flat” was the operative word.

For years, branding has been an act of developing unique

characters or leveraging the innate star power of a celebrity's own character value encapsulated in their professional persona and achievements.

Remember some of these wonderful characters we all came to know and love? The Budweiser Frogs, Marlboro Man, Pillsbury Dough Boy, The Michelin Man, Tony the Tiger, Flo, Geickos Gecko and their Caveman.

These character persona's captivated our attention and captured our IMAGINATIONS.

These characters were unique and special but they only represent a single dimension of story, actually only a single entity of a single dimension. Their stories were limited to that single character and the context in which they were cast. The most valuable aspect of their persona's were quickly depleted of any lasting power or leverage.

The Marlboro Man was rugged, the Michelin Man bubbly and jolly, Tony the Tiger is optimistic and bounding in energy, while the Geiko Caveman was fundamentally raw in every way.

These elemental aspects allowed such beloved characters to thrive but many other characters fell off the scene without nearly as much staying power because those characters were framed in a volatile context or the depth of their persona's were shallow.

When we look at the Super Bowl ads of 2014, we see the bottom of the pool where all the dirt collects and you just have to wonder "Where the hell is the drain that all this crap can go down?"

Enter Audi's attempt at pushing the envelop towards what we are ultimately introducing in this report. With their mini-story campaigns where they create a long commercial that is ultimately a short story. Then at the end of the commercial they associate the story with their brand. By doing this, they are attempting to connect to your emotions with the "story" they portray in that long commercial and then leverage the context of those emotions by transferring them to their brand through a short indicator of their logo, and product display at the end.

A valiant effort by Audi.

Audi's not the only company to attempt this, but they have come the closest to real Story Integrated Marketing than anyone else in this space.

Where this approach falls short of what is being presented in this report is in the propagation of their story. It's put out on the web in either one or two long segments in an attempt to pull us into their story but once the segment ends, the influence ends. Audi, in this context of storytelling has set themselves in direct competition with traditional Hollywood to capture your attention.

Good luck Audi, it's a tall order.

Hollywood movies are also struggling to not only profit from their blockbusters because they have to spend such high dollar amounts on technology to render the effects that keep putting people in seats, but they have worn out the common rubrics of storytelling. The hero's journey is as thin as the piece of paper the script was written on. And the channels for independent films are growing, but not nearly rapidly or robust enough to compete in the theaters.

So we are at a point where Hollywood storytelling and advertising are intersecting with extinction. But understand, there are huge markets dependent on both of these mediums and so despite the struggle both industries continue to sway their customers into parting with their money, time, and attention because there is nothing else being offered for creative advertising in media channels where entertainment is the big draw.

So advertising is struggling with their boring factor because of its flattening dimensionality while entertainment is engrossed with technology and more darkening themes, thus rotting away in the endless channels of distribution that have been their only saving grace over the past ten years.

Seriously... it's THAT bad!

The Silver Lining Is That Web Maturity Has Provided A Platform For Us To Tell Stories In A More Dynamic Way

“Storytelling In The Cloud...”

Web 2.0 was all about the ability to interact. Forums sprang up, social media emerged, and the capacity to comment on everything from what you think about products on Amazon to what you think about what your friend said about his weekend has drawn us all together in a way like never before realized.

Skype, Google Plus and other interactive platforms have increased the potential for two way communication in both audio and video.

Web 3.0 will probably never truly materialize in the public domain. It exists in the development of technology as it relates to the infrastructure running the web and the migration of computing in the cloud.

Computing began as a mainframe solution, then it migrated into the personal computer era, but now it's coming back around to a mainframe/cloud computing format.

Web 3.0 may be announced by some guru simply for the purpose of positioning him or herself as the one to claim its arrival but unless a major breakthrough affects all of us at the same time, Web 3.0 is a moving target tapered onto the end of Web 2.0 awaiting the arrival of Web 4.0.

And as it stands Web 2.0 has no real indicator that it will be replaced by anything on the horizon other than a move towards individuality because Web 3.0 is a silent infrastructure evolution waiting to meld into Web 2.0.

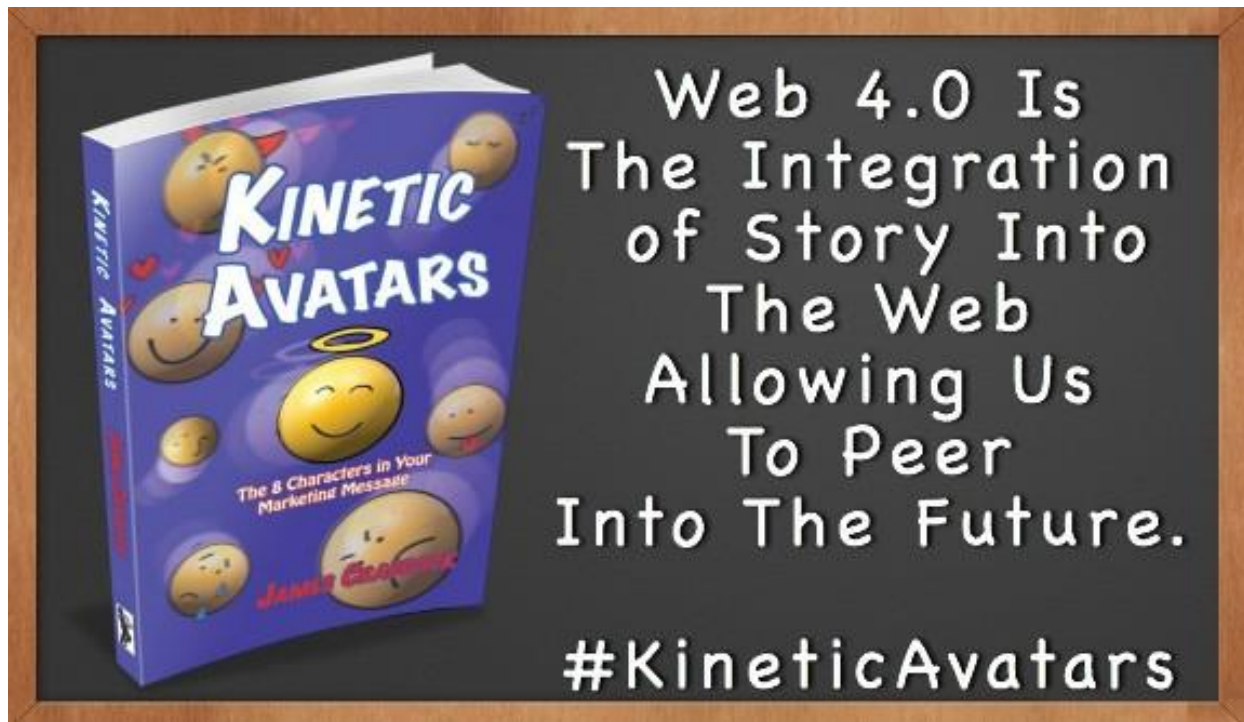
So if that's the case, where is Web 4.0 going to come from?

Good question. **Allow me to lift the veil a bit.**

This infrastructure we've all learned to interact with on a Web 2.0 platform over the past decade is what is leading us. It's so influential across all mediums that it affects each of us. It has united us on many fronts, divided us on others. It has informed us like never before and has facilitated our arrival at the upper echelon of Maslow's hierarchy of needs.

Web 3.0 (assuming you will allow us to categorize the coming evolution of technology as an infrastructure build-out and for the purpose of this report call it Web 3.0) will provide a dynamic and robust platform for Web 4.0 to bring about the next elevation in human evolution.

Web 4.0 is just as elusive as Web 3.0 with one exception, we are announcing it here. It's not dependent upon a technology or any single element of development. Actually the existing platform is



already in place, but it's concepts are so estranged from where we are now that for the most part, a collective awareness is unlikely to happen. Web 4.0 will only come about when companies decide to move across the gap into this new paradigm. It will begin with those who are willing to Look, See, and Believe.

With that being stated, an entire landscape of opportunity exists for those who understand this juxtaposition of platforms and are brave enough to act upon it.

Obstacles To Achieving This Breakthrough Exist

At Every Level of Business

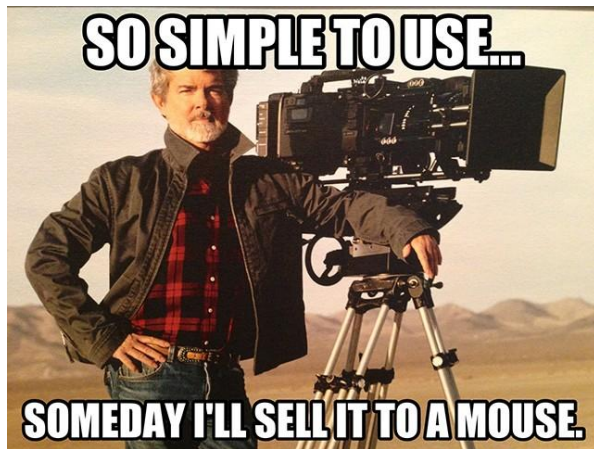
It would be nice if comprehensive ideas had a paved road to roll them out on, but instead the inverse appears to be true. Even the simplest of ideas require strategy, influence, cooperation, and a bit of luck to get them into the mainstream of ideology and acceptance.

The entrepreneur is inundated with attempts to keep on top of content creation and they are finding themselves overwhelmed by trying to keep up with the vast monuments of media put out by corporate America and as time progresses, everyone is looking to leverage more professionally produced content. But to what end?

These tactics are expected as they are doing nothing more than throwing content and money at Web 2.0 attempting to gain an edge and remain in the core consciousness of their customers.

However, something needs to throw a wrench into the works and level the playing field all over again. We need a pruning so we can all have another fresh shot at leveraging the Internet's

technology, before government intrusion and media influence swoops in to monopolize it.



Let's Talk About The Emerging Technology of Web 3.0

Holograms are going to come on the scene and for years we are going to suffer the bleeding out of the same old stories just in a new medium.

And the big scare looms as well... What if having a holographic TV set in your house doesn't appeal to us like we think it might. What if such a long awaited technological advancement falls flat but the market forces it on us and crams anything available into it?

What if seeing the next Batman or Monday Night Football spread out across your living room floor only irritates the viewer rather

than captivating them? I haven't seen 3D TV do much yet.

Then we don't have a ground-breaking technological path to follow into the future of marketing, entertainment and promotion.

Now before you start throwing stones at me, consider this. Remember the personal transportation revolution that was touted around a vehicle called "The Segway?" How prolific is the Segway? Well, unless you're an security guard at an overrated amusement park, I doubt you have much interaction with it.

How Does The Opposition Stack Up?

The most substantial obstacles we face are personified in three different characters. The Skeptical, the Emotional and the Logical.

Skeptics of anything that moves us forward will always exist and will always provide a means of critical opposition. Skeptical opposition isn't necessarily the most influential these three, but it is the most commonly expressed and the one that is most quickly spread throughout social networks.

If skepticism inhibits any aspects of the Web 3.0 movement for technology to enhance our immersive experience across the web, then skepticism will rule the day. Once skepticism takes hold, it is nearly impossible to break.

Emotional opposition is a ridiculous entity nobody wants to tackle. It's slippery and deceitful, difficult to calibrate and next to impossible to assess.

Emotional opposition can lubricate fortunes or turn them into dry

bones right before your eyes.

For most of us, emotional response marketing is difficult at best. Sure we can tell our story and if we spend enough time and money while being so transparent that it embarrasses us, we might resonate with our clientele and we might captivate them enough to ensue a buying decision. Maybe.

And **Logical** opposition plagues us all but it's easier to overcome than the previously stated ideas. Sell the features, sell the

benefits, prove your product or service has value and you've defeated your logical opposition.

The Level of Available Influence in Today's Climate is Astronomical, But the Struggle to Ascertain it is Costly, Confusing and Oftentimes Incomprehensible

Through the web we can reach everybody, right?

Home HD Video cameras can capture light in greater detail than the professional cameras of only 10 years ago. So why is it that creating compelling and impulsive content is so difficult to do?

Where are the stories that move the world, change hearts and bring us to our knees in tears?

How many amazing individuals and their struggles get overlooked and how many of the lessons we could learn get discarded onto the cutting room floor so to speak, simply because of the incapacity of most people to tell their stories on a large enough platform.

Ultimately, we need a way to liberate everyone towards

perpetuating their stories into the ether.

There needs to be a way where individuals and businesses alike can generate stories synchronized to an agenda or a business model and dynamically propagate them across the web with tracking and real time analysis.

I once volunteered at a senior living center where I sat in the company of World War II veterans who told me stories that could mobilize an army. Their bravery, amazing adventures, and wholly

owned responsibility for their actions moved me every time they willfully shared.

Stories from WW2 pilots and their temptation to shoot down a fellow pilot because of that pilots lack of ability to make a



decision when it counted, and the internal struggle that kept him from a wartime crime but yet one we can all relate with on so many levels.

And others who told stories of heroism and how they hid underneath dead bodies to keep the Japanese from locating them after a massacre.

So many stories go to the grave and with them the real human connection that teaches us all to live in the moment.

Living inside me is a passion for people's stories and their need to be told, but the only way to tell their stories and yours is to find a way to monetize the stories at a commercial level.

No, not all stories need to be monetized but we know what happens when you monetize an idea, it becomes poised to perpetuate itself.

This is where you are, where we are, and where corporate America and businesses all across the globe are. We love the entertainment value of stories, we crave the culture learning experience that comes out of stories and we need the unification that stories offer to us as individuals, cultures, and organizations.

But with such a steep medium required to tell those stories on a global level, they are deemed to fall by the wayside and become Internet fodder in lieu of cute kittens chasing balls of yarn and talking oranges.

With consideration to the value of our stories and the monetary costs invested in the infrastructure, it seems almost ludicrous that web 4.0 has not already descended upon us. Or has it?

The Frustration of Developing Content, Maintaining Continuity, and Maximizing Your Marketing Message

By now you might've heard of my book Kinetic Avatars.

If not, go check it out at KineticAvatars.EWFMarketing.com.

Kinetic Avatars lays the foundation for this argument in several ways. Content producers around the globe are struggling with how to organize their content, what messages to produce in order to broadcast their company's purpose and how to maintain the integrity of it all.

This dilemma in large organizations can be debilitating and

volatile. In small organizations it can be overwhelming to a point of stagnation. Many small businesses have foregone the notion that social media has anything at all to offer them and other than the most elementary approaches to social interaction these business have become Web-based social recluses.

One could argue that reclusion has its merits but for the most part, it is damning to the individual who is trying to accomplish anything of worthwhile mention.

How often I am coaching people whose biggest issue is that they don't leave their industry or even company walls to mingle with influential people outside the scope of their own businesses. Eventually this becomes a fundamental reason why their businesses do not grow.

Social interaction on a professional level is imperative for stimulation and revelation. Social networking is like a kinematic node that activates when stimulated.

Social preclusion is bad, but when your business is dependent upon remaining socially inept the alternatives are even worse.

Is the hassle of Social Marketing and content management turning you into a **social web recluse**?

Why Even Gurus Should Listen Closely To What I Have To Say

I know, this is a bold statement to make. After all who am I my but a visionary and a dreamer.

However, what if I put out a report on the Internet that claims I was a marketer with a strategy for taking story in it's fictional

form and adapting it to businesses so they not only have a medium by which to maintain continuity of their message but that I have also built into this medium an entertainment value that is demanded by social media.

**Well, imagine if you wrote a story that is fictional in form
but is based on the company's products and culture.**

Gurus in marketing as well as in media (both television and movies,) gurus in the magazine industry and in animation should all listen to what I have to say.

Entrepreneurs, small businesses and worldwide corporations should all heed this report.

Not because what I am saying is so revolutionary but rather because this report is going to get cycled around the web and those that are influenced by it and brought into our sphere of cooperation will stand to benefit on the leading edge of the next media revolution.

Pardon me for being so brash but I told you this was my intention.

Daily, with greater clarity, this vision of what is to come manifests itself in our marketing business.

As clients gravitate towards an understanding of how influential the entire paradigm that is before us can be, they stand the greatest chance of captivating audiences and swinging the pendulum of leverage in their favor in short order.

Those that understand how this paradigm will change the world forever shall be in the best position to accumulate

the resources necessary to take advantage of it before the advantage is gone.

This white paper along with my book Kinetic Avatars Will be directly mailed to a number of select individuals because I feel they have the greatest potential for gravitating towards an understanding for the entire dynamic of what I am talking about.

If you do not receive one of these packages, then you will be best served by digesting this report, acquiring Kinetic Avatars, and taking action immediately.

Do You Know What An Hour Of Air Time Is Worth?

Airtime rates for advertising on television can run from \$1500 a month to tens of thousands of dollars a month

For your money, you are able to broadcast to those audiences and then you also have to create the advertisement. The budget for doing this is typically out of the reach of the average business.

So, many of us have resorted to creating YouTube channels with our version of a show. Through this medium many have found success in generating interest through their channel for their product.

This ideology is very much in line with story integrated marketing. In fact, those are early adopters of story integrated

marketing.

However, for the most part those who are producing these types of shows are not leveraging them with a full marketing funnel and backend product offering

Even if you are producing a show that is gaining traction, it is still a significant production cost hitting your bottom line.

By leveraging the strategies of story integrated marketing those costs can be mitigated and significantly scaled back.

It is our goal to teach you, to show you, and to provide a resource through our process that will allow you to leverage story and all its power across the entire social web for far less than tens of thousands of dollars per month.

The Real Difference Between Traditional “Story Marketing” and “Story Integrated Marketing”

This distinction is significant because of not only the approach taken between the two but also because of the power the word “integrated” brings to this integrated strategy. It’s why we Trademarked the phrase “Story Integrated Marketing.”

“Story Marketing” is the idea of extracting an individual or company's story. It means to identify with the features and benefits directly and then cast them into a documentary that can be broadcast. By doing this, you are endearing your fans directly to your products, services, and company agenda. You are leveraging emotional triggers to teach and bind prospects to your product and services.

The distance between the story they read or view about your product and its features and the products and features

themselves is incredibly narrow. So narrow in fact, that we spend millions of dollars to draw them in just long enough to place the message in their mind but then it's quickly evaporated as they go about their life running into more compelling stories.

Advertisements and Story Marketing uses characters who are memorable as single dimensional impacts framed in a limited story context.

"Story **Integrated** Marketing" takes it to the next step by relating a company and it's theme to a story that is completely

fictional with multiple characters, setting, plot, theme, and voice to leverage all the elements of story.

What this does is it allows the consumer to feed on your story as it is connected to your brand and instead of a single character or a short advertisement, they are brought into an entire world, one that is dynamic and persuasive. It is memorable because they digest the story instead of a barrage of product features and benefits shrouded in some one-dimensional character.

Consumers will relate to the story and the characters as they are engrossed by them on an emotional level. That story then gets propagated across social media and like the image on the cover, and the video simulation at: <http://sim.ewfmarketing.com> where social media used to be flat and disassociated, will now be raised up like a TV monitor with each social channel becoming a single pixel of information through which the story is consumed.

Utilizing our proprietary formula for rolling out your story once we've created it, we are able to tell that story in real time, measuring the response of it across different social platforms and delivering it in various forms so it can be consumed across the Internet.

Let's say your three favorite social channels are Facebook, Twitter, and SlideShare. Then you may experience a video of a scene on

Facebook and you might receive a tweet that pushes you to a blog post where that scene is written in even greater detail. Possibly later that week you get an email that points to a slide presentation where one of the characters from that scene is further explored but each interaction remains in compliance with the overall integrity of the storyline, so your prospect is captivated and pulled in. Of course no good novel exists without cliffhangers and page turners, so with the consumption of each level of social media story integration, your prospect yearns for the next scene.

Because the story is branded ever so subtly but prominent, they know your company is broadcasting that story. And of course you have utilized standard traffic generation techniques to drive your audience to your story so the demographic you are reaching is specific. Add to that the fact that you can monitor these different pieces of social media you put out there, you will be able to do split-test scenes to stay informed of who is consuming what aspect of your story. Through typical social media comments and integration, you will be able to know how people are reacting to your story as it unfolds.

To be honest at that point, the dynamic range of potential is so fast that a story could take on a life of its own and literally incorporate the landscape of social consumption into its plot.



So where traditional “Story Marketing” short circuits a one dimensional metaphor you might come up with to enhance or get across your message about the features and benefits of your product, “Story **Integrated** Marketing” leaves it up to the customer to recognize those aspects of your company within the story.

And as they do, they will be memorably endeared to your company because you are the storyteller and you have enraptured their emotions with the integrity and truth that only a story can deliver when properly constructed.

In other words, instead of leading them to an explanation of your product or service's value, you allow them to bridge that gap in a revelatory manner by discovering those values in the characters and theme of your story. That's how we "Integrate" the marketing into the story... it's a revelation.

You Can Construct a Compelling Story and Draw People In As Long As The Story Keeps Moving

So, do you need a million-dollar budget to produce your story? Absolutely not.

“Story Marketing” requires that you completely get across your whole theme and do it with as much dynamic as possible in order for it to be most effective.

But “Story **Integrated** Marketing” has this “**Integrated**” component allowing you to roll out nothing more than text if that's all you can afford but with the integrity of an amazing story that is compelling, you can accomplish so much more.

When we develop a story, we leverage story rubrics that are known for their appeal. By integrating your most fantastical story ideas into our rubric and then of course seeding it with your company's personality, you will have a completely unique story to put out on the web in a dynamic way that is interactive and measurable, lighting up the social media



marquee. The story

“Integrates” into your marketing.

The Leverage & Scalability Of Your Story Can Thrust You
Into Insane Popularity!



The Concept Of Why Social Media Is So Difficult To Manage Effectively



Continuity. That is the primary reason social media is so difficult to manage. It doesn't flow like a water wheel in perfect syncopation of timing and rhythm. It's clunky and tiresome. Trying to maintain the integrity of content across an organization becomes difficult and the message gets marred. If you are developing a story, and in that story there is an element of integrity in structure, and the parameters of that story are integral with one another, then you can take the story anywhere you want to as long as you maintain continuity with the other elements of the story. But this is so much easier to do with story because of the natural integrity of its infrastructure. When the story is properly constructed, it takes care of continuity all by itself. In a well

constructed story, you have to work pretty hard to segregate that continuity and sometimes it's even impossible.

When you are creating content around your company's product's and features, the integrity of the continuity is limited by each product and if the products are not seamlessly integrated then your overall theme and message either has to be repeated with each broadcast or you have an inherent lack of continuity.

A beautiful byproduct of “Story **Integrated** Marketing” is that you will not only be pushing out your story but you will also be pushing out traditional Web 2.0 “Features and Benefits” content.

You use “Story **Integrated** Marketing” to to maintain ownership of your prospects frame of reference in their mind and then you pepper it with traditional ads if you so desire until you are able to wholly rely on the SIM approach.

Do you remember the **collective** annoyance over the ending episode of the television series LOST? This demonstrated a unified emotional response to a story.

In a very similar manner, just as a television show can capture our imagination so can the television show or story that you tell across the web in a fictional manner captivate your audiences attention.

And of course, with their emotions firmly in the grasp of your hand, you will then be able to deploy subtle, “by the way” marketing strategies and techniques both inside your story and external from the story.

Buying triggers will litter the landscape.

Which Of These Questions Are You Asking Yourself When You Consider Social Media Marketing?

By asking the questions that drive social media marketing today, you will begin to see how Story Integrated Marketing is right on the verge of exposure.

1. What should my company aim to achieve with social media?

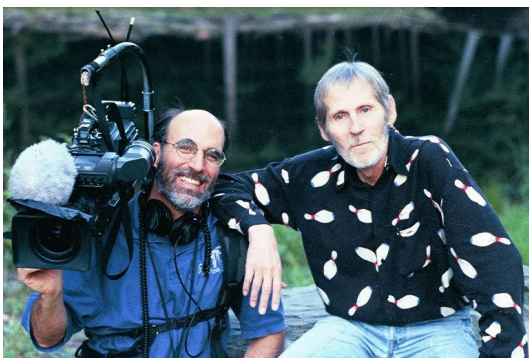
2. Who should set up and maintain my company's social media accounts?
3. Should my company have a presence on all of the popular social-media networks?
4. What are the best social networks for small businesses?
5. How often should I post new content on my social networks?
6. What types of content should I post on which social platforms?
7. How can I convert social-media followers into customers?
8. How can I measure the success of my social-media marketing efforts?
9. Who is my target audience?
10. Where does my target audience participate in social media?

***These questions are inherently
answered through the SIM approach.***

* * * * *

For A Complete List Of Questions To Ask When Developing A
Traditional Video Campaign, Visit:

Candee Productions, Inc.
301 W. Deer Valley Rd., Suite 7,



Phoenix, AZ 85027

623.266.3070

rwcandee@gmail.com

www.candee productions.com

How To Make Your Business And Your Social Media Efforts 10X More Profitable

If you can draw prospects into your story-funnel, allowing them to engage while monitoring it for dynamic integration of targeted scenes, you will have a platform that can turn social media into a great big television monitor to express fictional stories, present documentaries that highlight your company in an entertaining way not currently being leveraged.

The sooner you get on this bandwagon, the more leverage you will have to get your story out in the front of audiences before the rush begins!

You're An Untrained Storyteller, Trying to Develop Entertaining Content

Storytelling is an art and in today's climate master storytellers are the movers and shakers of this world. The ability to craft a compelling offer through story, whether it's a story about the product or an advertisement that compels you to buy a service, drives everything.

Attempting to create a story that goes viral because people love it is a task that takes an entire team in Hollywood to make happen.

So how is it we, all by ourselves think we can create a unique enough story to compel the masses? It's because unique stories are all around us, we just need someone to help us craft them and "Integrate" them.

When EWF Marketing creates story, we do so from proven rubric's just as they do in Hollywood. We begin with a formula we know works and makes a difference. We make sure that our template has compelling elements in it.

We have experienced writers putting together characters who are rich with emotion, depth, and purpose.

We leverage stereotypes and settings that generate interest and have fascinating histories so we can expound upon them and keep your readers reading.

We realize most people don't have storytelling down scientifically much less creatively. That is why we offer our services as storytellers. But just as important, we realize most businesses don't understand the full impact of story written around marketing can have on a campaign.

Jack Canfield's writing course is one of the best in the world. It's not because Jack is such an inventive writer, though the short stories in his "Chicken Soup for the Soul" series are amazing, but because he with Steve Harrison understand how to write the book with marketing in mind.

They know how to put together the most compelling approach to the story knowing ultimately this is the writer's desire... to sell his/her book.

Jack and Steve are probably two of the most probable individuals to pick up on Story Integrated Marketing and move it forward because they are already exhibiting aspects of this medium in their approach to writing a book with marketing built-in.

From knowing what your prospect or customer base wants all the

way back to how your story connects with your product/service is paramount.

How Story Should Be Told Inside & Outside Your Business

First of all, story should be crafted by storytellers within your company, not by everyone in the company. That being said, it is imperative to allow everyone a channel to contribute story ideas because this story, for as long as it flows out of your business, is a byproduct and an integral part of your entire company.

Metrics: The Future of Dynamic Storytelling

We mentioned metrics earlier, let's take a closer look at how this might work.

We all know the value of split-testing campaigns, book covers, ideas, etc. The same goes for story.

Metrics are the idea of monitoring very specific elements of content so you know how they are performing out on the social media fringe.

Not only in social media is this important, but also in email campaigns and direct mail.

In storytelling, this idea can allow you to adjust your story as the metrics reveal appetites in your readership. This is how the reader will interactively experience the story. As the story is consumed, users interact with it and the metrics and analytics

pick it up, alerting the writing staff to how each character is being perceived.

As you can probably tell, a synthesis begins to take place as we morph into a unified story-state between reader and writers.

Ultimately, this kind of intelligence will allow good storytelling corporations to hide pieces of their story on partner's site and then drive traffic to those sites to consume that part of the story.

And you can consider the rise of “adaptive marketing” where consumers can personalize their interaction with you... The possibilities are actually endless. More about this in a few.

How Story Integrated Marketing Principles Came About

It was around 1996 and I was in Las Vegas for EDS, the Electronics Distributors Show. This is a huge convergence of electronic component manufacturers, reps, and distributors to show off their wares and make connections with each other. This was probably my third time being at the show and I was less than enthralled by all the spectacles. I had finished my meetings and my mind was reeling about loftier concepts than strategic partnering and distribution models.

I was in a typically hurried mood walking through that one casino with the great big sky built into it. I was brainstorming and taking notes on my Palm Pilot. Yes, it was that long ago. We actually sourced components to 3Com in those days that were part of the initial production runs. Pretty exciting.

Anyhow, as I paced along I would stop and jot down notes around

this idea that was evolving in my head. I named it at the time, Leit Motiv around the idea of a musical motif that gets repeated over and over but with a different approach each time.

leit·mo·tif also leit·mo·tiv (līt'mō-tēf)

n.

1. A melodic passage or phrase, especially in Wagnerian opera, associated with a specific character, situation, or element.
2. A dominant and recurring theme, as in a novel.



At this point, I had sat through enough corporate training to choke a horse and I hated every minute of it. I wanted something more stimulating and engaging. I realized you could accomplish so much more by defining the theme and then creating a script that

played out in the company over a period of time. I felt this would be more dynamic and would ultimately impact the hearers more than boring corporate classes would.

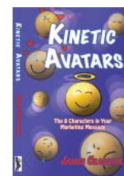
So I paused on my journey from one event to another several times to jot down notes regarding this training approach. You can get the Leit Motiv white paper, i6estalt! Creative Thinking and Kinetic Avatars: The Eight Characters In Your Marketing Message on Amazon.



i6estalt! Creative Thinking Strateg...
By James Craddock



LeitMotif Learning: Corporate Train...
By James Craddock



Kinetic Avatars: The 8 Characters I...
By James Craddock

With the uprising in social media and Internet Marketing best practices, it began to re-emerge as I studied and gained traction in the web-based marketing industry.

And now, for the first time ever this report is revealing it anyone who wants to read it and take action on it.

A second influence has to be contributed to SIM as well.
Flippinlures.

A silly name to a wonderful project that went down in flames along with the rest of the dot com bust.

Again, twenty plus years ago I built a company that never got off the ground but the ideas set forth during that mission led to the principles behind Story Integrated Marketing.

Flippinlures.com was a website where fishermen could choose



what attributes fit their current fishing situation and the website would return which lure you should use in that situation.

From what type of fish you were fishing for to the color of the water, the sky, the temperature of the water and ambient air, barometric pressure, and plenty of other attributes that affect fish responses.

So well thought out was this concept that we ultimately had opportunities to reveal these plans to Garmin, Lowrance, and Hummingbird. Hummingbird at that time had incorporated barometric pressure into their fish finders but as they stood at the water's edge looking inward they missed the boat entirely. It was even reported that West Marine "took" the idea to China to source an existing product that did the

same thing, but to no avail. Of course, this was our idea and not yet on the market. (Still not on the market either..)

The fish-finder market is a market with very narrow margins. That was the primary reason the flippinlures idea was never adapted.

Garmin was not under the same pressures however, their reasons were much more practical. They are an engineering company and a very good one. They did not feel they needed to rely on gimmicks.

And so, flippinlures was dismantled and relegated to a powerpoint presentation and ultimately every shred of its existence was deleted from hard drives, except for the few images you see on this page.

We also had a part numbering system that allowed a fisherman to identify his lures in the tackle box whether he had a computer on him or not. Simply by looking at the number you could identify its purpose.

We built a replenishment system that allowed new lures to be shipped directly to the fisherman once he updated his account.

The lures were kept in a database repository where they were exposed to professional fishermen who independently entered their own opinions regarding the attributes of each lure.

When a user filled out his "calculator" form, the system would

return the lure(s) that fit the criteria from the most preferred to the least, in groups of three. Those lure choices were the result of an algorithm that averaged the input of all the fishermen who contributed their opinions, based on their weighted influence score.

Each fisherman had a weighted score based upon his registration and if he was semi-pro, there was a points system that would calculate his weight and determine how influential his feedback was to the overall program. With each tournament he fished, his tournament score contributed to that ranking. At the time, it was actually the only ranking system amongst fishermen that existed.

The images you see here are characters from the story we built around the project.

Flippinlures was not just my first attempt at “Attribute Marketing,” it was also the first time I wrapped a product in story.

Jimbone was a character created based on me and my persona. He was an engineer who loved to fish but could not catch a fish to save his life. He was a clueless goof and a bit clumsy, but honest, sincere, and easily humored.

Fishbone was his counterpart, always willing to bite on the lures Jimbone threw out. (No surviving pics of Fishbone seem to exist.) Given Jimbone’s lack of a grasp on reality, it was good that Fishbone couldn’t resist a flippinlure because Jimbone fished in the most precarious places. From urinals to water fountains, lakes and streams, to the ocean and even in space, Jimbone thought of himself as the world’s greatest fisherman.

The character’s were fun and the scenario’s we put them in were like Dennis the Menace cartoons, each one encapsulated in a simple scenario ultimately connected back to the storyline of Jimbone and Fishbone’s relationship.

With such a fantastical storyline, it resonated with young children



just as much as it did as a branding device for the adult market and posed as a medium to bond dad's and lad's. So we developed a tool belt filled with ways for young fishermen to occupy their time while dad's were fishing. Temperature tools for the water and air, depth finders (a weight on a string with markers,) sky and water color charts, etc.



simple app on an iPhone and connect to the server through the phones cellular radio or the data could simply be included in the app for offline use. When we let go of pursuing the idea, we let go of the url as well. For twenty years that url sat in the repository of one of those companies that buy and sell url's and only a few months ago did it return to public domain. Guess who owns it now?

Our brand was so compelling, the logo was was affixed to the tail of Jim Faulkerson's "Nitro Bullet" Top Fuel boat as he attempted the world record under our sponsorship.

Well, enough reminiscing. Story Integrated Marketing works best when you apply some of this logic to it. We've all heard of a Digital Asset Management database (DAM,) such as Razuna, MerlinOne, or NorthPlains. Well, anyone in the video production business is familiar with an asset database. It's where sequences of scenes and reusable footage can be stored along with scripts (text,) images, and audio. Once tagged these assets are available to be accessed programmatically. By loading the database with elements of various storyline rubrics such as

the hero's journey, or a narrative rubric such as a fairy tale, a personal narrative, or realistic fiction we can develop a story rubric for clients in very short order, once we know their applicable attributes.

In a very flippinlures fashion, we are able to deduce a client's theme and map it to our SIM rubric as attributes. Allowing us to generate sample text, images, audio and video producing a generic storyline that will later be customized to the client.

Of course there is nothing new or special about this process, but as a primary element of the entire process it does give us the ability to "Integrate" marketing into story as intended by the SIM process.

How SIM Extends Beyond The Web



Television studio's are tough to compete with when it comes to producing stories that captivate, but we have an advantage. We are not producing a single

show or even a series of shows that can be digested in a single sitting.

SIM stories and video's and other media are rolled out in fragments, across social media for the purpose of captivating our audiences little by little as they move around the web, during the typical course of their day.

They are interactive at a scene level and leverage the power of sharing and immediate feedback.

Our stories roll out not only on the web, but also in person, being acted out in coffee shops, bars, restaurants and as flash mob recreations in the middle of malls.

Once a story is conceived and mapped to a company's theme, the story is divided into pieces and rolled out onto the web, through various social sites, available for consumption at the viewer's leisure.

The 4DStory Flow

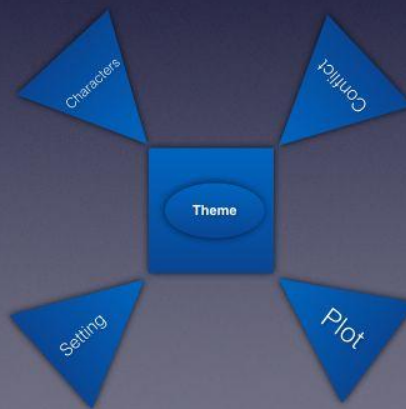
Metaphysical Layers

- 1) **Story Leverage (Heroes Journey)**
- 2) **Kinetic Avatars (Characters)**
- 3) **The 3 Questions that bring the characters to life**
- 4) **Arenas Characterization of the Characters**
- 5) **Story / Business Theme**



Steps to Plan a 4D Vortex

- 1) Core Product = **Story Theme**
- 2) Goal List = **Plot Points**
- 3) Customer = **Protagonist/ KA**
- 4) Pillars = **Settings**
- 5) Funnel = **Conflict via Scenes**



Story Engagement Monetization Model

- 1) Social Webs = **Free**
- 2) Members Area = **Email List**
- 3) Back Stage = **Low - MidRange Products**
- 4) On Stage = **High End Products**
- 5) Full Story Integration = **Core Product**



Below is an image of our website when Mobius Key was in production across the web as a 4DStory.

We Integrate Your Brand Into A Fictional Story And Broadcast It Across The Web

*To Attract Prospects,
Emotionally Engage Them,
And Convert Them Into Raving Fans*

A 4DStory is an emotional experience that shows us new worlds,
and provides fascinating insights into the world we live in
while it pushes, pulls, tugs and connects with our most visceral instincts.

Story Integrated Marketing®... Content Marketing That Performs

SCHEDULE A STRATEGY CALL

You want your content to stand out on the web

...and your not alone. But coming up with new and fresh content ideas all the time can be quite difficult, which is why Major Corporations like Intel and Marriott have been producing short films for several years now, to attract and mold fans to their brand through entertainment. But not everyone has the multi-million dollar budget necessary to accomplish this.

So what if you had the storytelling monetization power of a Hollywood studio, for a fraction of the cost?

You could then produce your own entertaining story across social media and attract millions of fans around your brand while amplifying new and existing revenue streams.

And what if, utilizing a Story Brand format of messaging, your 4DStory was intentionally designed to connect with fans on a superconscious, emotional level, within a desired demographic? Well, then you would have some **More Powerful than a movie** to market your business to the global economy.

Engagement

The characters in a 4DStory are represented in social media by their own digital footprint and their own "Architect." An architect is a real person who interacts with fans on social media as the character, embellishing the storyline and deepening fan engagement, while leveraging their character's celebrity status to promote your products and services.

Monetization

Because a 4DStory is entertainment, it can generate revenue just like a Hollywood movie does. Not only can you use it to drive traffic and increase brand awareness, but you can merchandise the popularity of it through the sale of branded merchandise, scene sponsorships, product licensing and more.



Production

4DStory utilizes a proprietary technology called:

Story Integrated Marketing®

to align your brand within a fictional story to attract prospects and customers at the highest levels of emotional awareness, by integrating your marketing message into the characters, theme, setting, and plot.

Syndication

Staffed by 350 Digital Creators, Translators, Audio/ Video Specialists, Writers & Editors around a systematized process currently in certification for ISO9001 & ISO27000 we can Produce, Syndicate and Monetize a 4DStory around your brand & its themes.

Social Responsibility

Social responsibility often requires a separate marketing campaign, but with a 4DStory you can dynamically align with your cause. This allows you to involve individuals from the nonprofit, perpetuate donations and leverage good will for both entities.

Consider the impact difference between a leading edge 4DStory campaign that entertains and fascinates prospects over the traditional concept of churning out the same repetitive message over and over again.



Produce a 4DStory

Creating your own 4DStory can be fun and rewarding. By packaging your theme into the 8 characters represent in your marketing message we are able to establish your core message firmly in your prospects heart and mind through a process we've created called: Story Integrated Marketing®.

READ MORE



Resell 4DStory

Resellers packaging and reselling a 4DStory are immediately set apart from every other reseller on the market because you literally become an entertainment studio as well... a 4D Studio. A 4DStory screams that you are not only on the leading edge of technology, but also of implementation and strategy.

READ MORE



Sponsor a 4DStory

Not every business is in the position of being able to fund and produce a full blown 4DStory but that doesn't mean you can't leverage one. For a minimum monthly fee and a commission to the 4D Studio, you can be promoting your products and services through a popular 4DStory.

READ MORE

“

4DStory is a completely new approach to the ultimate goal, connecting with one's potential customers... a new strategic arrow for the marketer's quiver.



Steven Hartov,
New York Times Best-Selling Author

“

4DStory is a new model designed to help us experience a greater understanding of our own inner workings as human beings and the world around us...



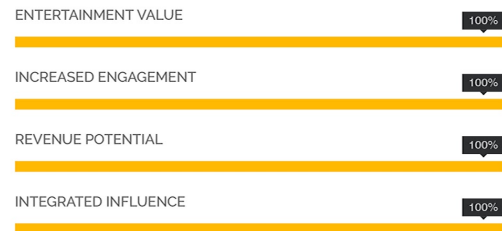
Steven Memel,
Celebrity Performance Coach, Author, Speaker, Entrepreneur

What Sets Us Apart

The industry of Content Marketing has grown so much, that content is becoming even more difficult to produce at the highest levels.

By adding an entertainment layer between the prospect and your brand, we are able to integrate your message into an fun and interactive medium that never gets old, never runs dry and never repeats itself. We are not setting ourselves apart so much as we are defining the coming paradigm of content marketing on the web.

How We Compare



Our Latest Projects

From working with non-profits and magnifying their cause to promoting a custom furniture manufacturer as we demonstrate the effect of art in the lives of 4D characters, we are integrating themes and manifesting new ways to penetrate the hearts and minds of our customer's prospects.

Follow our flagship 4DStory and its characters at: MobiusKey.com.

Benefits of Producing a 4DStory

- Driving Traffic to a Sales Funnel
- Develop New Business Relationships By Writing Prospects Into Your 4DStory
- Merchandise the Characters and the story
- Sell Sponsorships (Scenes)
- Auction Product Placement
- Use the characters to promote paid events
- Never run out of Fresh Content again
- Activate the Emotional Core of your fan base
- Leverage Digital Marketing Strategies for Monetization

Our Services

We write your fictional story or adapt an existing one, integrate your marketing message, craft the scenes and characters, produce the content, syndicate the story to 65 social media channels, build and maintain a home page, 4D Character pages and complete digital profiles.

We can also provide an integrated Sales CRM, Email Autoresponder, and Affiliate Program to completely focus your brand around a 4DStory.

Sales and Marketing departments have never had a more cohesive way to perform together.



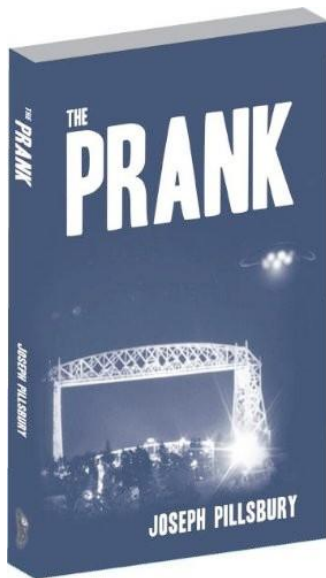
KeyDifferenceMedia.com/Dominate
[Production Process](#)
[Case Studies](#)

Get Started Today

4D Storytelling is in its infancy. Our clients today are enjoying the opportunity of being on the forefront of an exciting technology that is still unique in their industry.

[Schedule A Call Now](#)

For example, let's say we decide to roll out Chapter One in the first week of the month of May.



In week one, we decide to roll out the entire chapter. Let's use the first chapter of a wonderful book called "The Prank" by Joseph Pillsbury, a "Next Generation Indie Book Award Winner."

In chapter one, a mysteriously lighted shape floats across the barren sky undetected by human eyes. After crossing through downtown, it seems to follow the shoreline of Lake Superior as the yellow and red flashes of light bob and weave across the sky. By morning's crest it has positioned itself for the onslaught of human interaction by sneaking up on a small town in Duluth Minnesota.

This chapter in the book is barely a page long. It sets the stage for the entire story but I can only imagine how much backstory and other elements of the mysterious ship the writer would have loved to include, but for the sake of the book's rhythm, couldn't.

In SIM style, he could have rolled out this chapter across multiple social channels, leaving clues and using links to direct people around the web for various elements of this initial chapter.

Over on YouTube, there's a short video showing this object in the

sky. Possibly repurposed from a sci-fi “B” roll found in some producers asset inventory, sourced through a broker.

Then over on Twitter, a scene not found in the book is streamed out little by little to reveal dialog of what one of the major characters found later in the book might be doing during that period of time, deepening our understanding of that character’s role.

A few Facebook posts go viral with UFO interviews related to the scene creating speculation and deepening the possibilities of the plot.

And over on LinkedIn, the business parody is beginning with a free giveaway lead magnet called “The 7 Deadly Sins of Assumption” as it relates to the assumptions made about the mysterious flying object in the story. A link to the YouTube scene is included in that LinkedIn post for reference.



Then you have Pinterest, such a wonderful platform for laying out setting elements by displaying photography shots of the downtown area, a few urban pics of where it was first noticed in the sky, and an artist’s rendering of what it might have looked like to a wide-eyed 13 year old if he had seen it in the sky that first night.

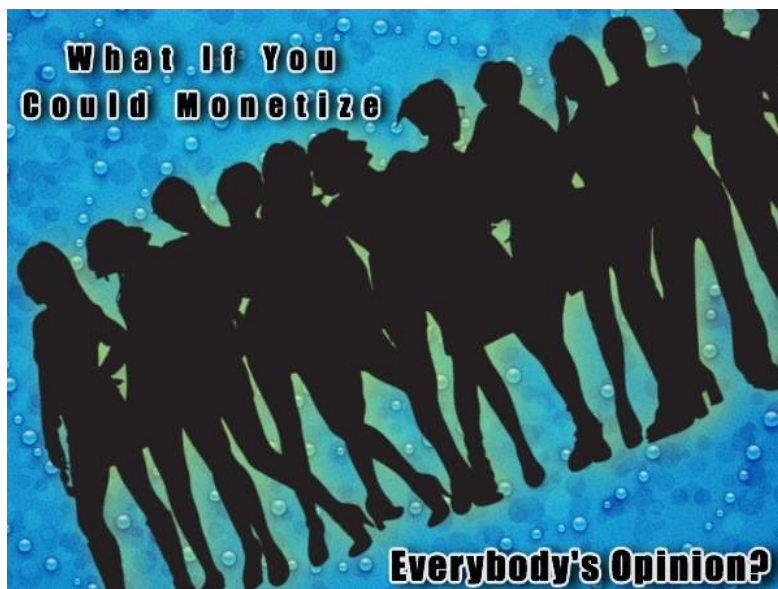
And unsuspectingly enough, on MeetUp.com there are already groups forming to start chasing the story across the Internet and to go treasure hunting for the gems we will hide along the way.

On DIGG, these fragments of stories are making headlines because of their interaction and kinetic sharing.

Finally, a flash mob has assembled at the mall and they release a bunch of mylar balloons from the second story balcony and a team of laser pointers make flashing colors bounce off the balloons as someone on the first floor holds up a sign to indicate the name of the story they are acting out. A group of dancers with an iPod and some loudspeakers entertain the audience with a well choreographed rendition of "Phenomenon" by 1970's rock band UFO. All of this of course is being filmed and used as viral fodder to direct traffic to other sites that can take advantage of the popularity of the story while kinetically producing even greater depth for the original story.

And we've only released the first chapter of a thirty chapter novel. This is going to be exciting!

How You Control Your Story - Crowdsourcing At It's Finest



How do you control the story so it's told like you want? Maybe you don't! Maybe the story unfolds itself once you've simply initiated it. You then join in the clamor and do your best to saturate the channels for the greatest influence.

Or maybe you do protect your story and allow nobody to add to it. The decision is all yours, but why would you want to inhibit the kinetic responses of crowdsourcing. After all, that's what social media is all about.

Let's put an end to the story that gets botched by the studio's

and let's develop a medium by which story can be aggregated and produced according to the reactions of the human spirit.

The interactive nature of SIM and the ability to monitor the story as it unfolds is highly intuitive. It's kinetic and should not be contained, only influenced.

A traditional story teller might find frustration in this, but a marketer will see it as a dream come true. A way to connect the emotional responses of individuals while engaging them in the process to ultimately develop a product or series of products that will be exposed to them at the height of an emotional buy-in related to that product. Oh yeah...

Future storytellers will also salivate over the opportunity to write to spontaneous feedback and eventually only seeds of story may need to be planted and the whole thing can then simply be molded by the writing staff rather than dictated. The result is dynamic story telling that always hits the mark.

A Quick Synopsis of Implementation

Our process is specifically built upon marketing models created by our firm. By leveraging these models we're able to manifest powerful and predictable outcomes.

We begin by setting up PAYDIRT as our infrastructure. PAYDIRT is our model that leads us through a project. It's an acronym that looks like this :

Path

Assessment

Yielding

Development

Implementation

Repositioning

Testimonies



In the **PAYDIRT** model, the first letter in the model is “P.”

P = Path

Our path is developed by leveraging another model. So, to begin with we analyze and determine our ideal customer and his market through the lens of Kinetic Avatars.

(kineticavatars.ewfmarketing.com.) We then develop each character in this model to produce a clear understanding of what our marketing message needs to be and to who it should be directed.

By leveraging this model, we discover how each character in the model will affect our business. We utilize it to determine the transformation the customer will process through as a result of purchasing and utilizing our product. Then with the client's circumstances all summed up, the Path is identified and we move on to the next stage.

A = Assessment

We assess in order to determine the path, so this step is integral to defining the previous step, our path.

Y = Yield

At this point we ask the client to yield to where we are going. We work with them to make sure they are emotionally, financially,

and intellectually capable of moving to the next stage. We ask them to allow Story Integrated Marketing to take hold and play out. We ask them at this point to commit.

It is then and only then that we move into the stage where we start extracting the story and building it up.

D = Development

This is where we begin to develop the necessary components, including configuring the story.

On the marketing side, we build lead funnels, landing pages, web pages (all the same haha) and producing media kits, developing launch campaigns and content for those campaigns, and so on.

I = Implementation

We implement what we have developed and rollout the campaign at a rate that is conducive to the client. We automate the story so it will drip onto the web and play on the social media screen of 1,00 social media sites. (Whoever thought someone who think it a good idea to diminish FB into a pixel... haha, oh well someday they will be a leading media channel of Story integrated Marketing shows!)

R = Reposition

Now the Story Rubric has been developed and characters, theme, setting, etc have all been settled on and a story has been written around them it's time to reposition the client as a story teller... and a good one at that!

T = Testimony

Finally, we incorporate the capturing of testimonies in a timely manner while the clients are still in raving mode. We use these testimonies to further the client's agenda. Oh yeah, did I tell you we can capture testimonies about characters and channel them into the story? Yeah and the testimony piece encompasses feedback, survey analysis, SEO, and the interactive ball of ball of

proverbial wax.

So, Kinetic Avatars works with PAYDIRT, which is the implementation path of Story Integrated Marketing.

This is why using models is so powerful... but that is a subject for another report or book. ;)

Skyrocket The Results Of Your Social Media Marketing

I'm still not convinced you fully grasp and understand the big idea here and why Story Integrated Marketing becomes the defining fulcrum of a shift in paradigms to allow Web 4.0 to mature.

And I take the blame for that. I am a terrible communicator and an even worse leader, but what I will tell you is that it doesn't take rocket science to know that if entertainment is what grabs people's attention, and social media is the most robust platform to date for hosting entertainment media, then it doesn't take much to make the leap that if a decent enough system was put in place between the two... Presto! Magic will happen. What do you think? Are we crazy or is this truly the end of interruption marketing as our primary means of influence?

There are entire industries staged and ready to make this shift, it just required a report like this one to bring them all together.

This is how stories in books that are out of this world but were never properly marketed can be resurrected and given a new life. Novels that perfectly echo a company's theme and purpose but nobody ever recognized them as patterns for business success.

Imagine the company who buys the rights



to redistribute "Gone With The Wind" as their company theme. Or Homer's Oddysey, a story bounding with the elements of Fate and Free Will, Piety, Justice, Pride, Lies and Conceit, Tradition and Custom, Suffering, Principles, Loyalty, Perseverance, Family and Hospitality.

Seriously, who gets to leverage this 2,000 year old story as the basis for their “Story **Integrated** Marketing” campaign, devising new plots and exploiting its characters in the context of a modern day “Once Upon A Time?”

As a marketer, implementing Story Integrated Marketing with your clients will make you their hero, because not only are you developing a leading edge approach for their voice but you are also in a position to manifest more than just financial prosperity, as you help them express their greatest fantasies through story!

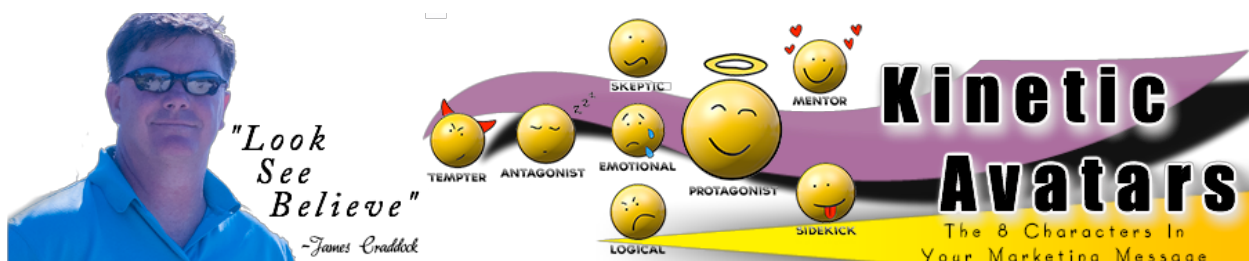
You are quite possibly going to make them and their stories famous!

"From Flat Marketing To Dynamic Storytelling" Why We Are Revealing These Secrets!

Revealing "Story Integrated Marketing" through this report is my way of telling you we have created a complete process for producing these stories and putting them into social media in both an automated and manual way. We have developed a process to extract your story and subsequently create your story in a fast and almost automated way.

I want to draw attention to our services, yes, but we cannot serve the entire market. The whole paradigm shift will come when media producers and marketers start aligning themselves around artists who can extract and portray these stories. The stories that don't make it to the silver screen are about to unfold through SIM because this methodology provides a way to monetize every single story in the archives of our society which will perpetuate new and inventive results. Most of the stories people know and would like to tell would never be believable because reality always trumps fiction. But put the two together, and the lines between the two become so blurred that it's quite possible history will be rewritten in the process.

The purpose of my book "**Kinetic Avatars**" is to create a wedge



into the minds of those who are willing to Look, See, and Believe on levels that are 4th dimensional. It is to change the approach to the marketing message and look at it through a more creative lens for the sole purpose of revealing the power behind creative thought and the possibility of aligning these different industries.

This is the paradigm shift needed to bring us into Web 4.0 and into the upper echelon of Mazlow's hierarchy of enlightenment. In my opinion, this is the catalyst that will make what every artist knows innately available to the whole world, and that is that there is a more robust way to SEE. And in a monetary way we are now able to empower the "starving artist." like never before. Artists, writers, and creatives will be the most valuable resource in the Conceptual Age. You better harvest the good ones while you can!

The Conceptual Age Is Upon Us...



Maybe you get it, maybe you don't but all I can say is that it's coming. Whether as a result of this report or some other tangible

explanation, Web 4.0 is about to begin and it will center around “Story Integrated Marketing” or some version of it, as the entire media landscape shifts to accommodate it.

Chapter 23

Faces Under The Ocean

“Tell me, Jared, why did you choose the Strait of Gibraltar for your underwater discovery retreat?”

“The area has always intrigued me, Aliyah. I’ve often thought I might once have lived in Atlantis.” Jared Palmier, CEO of SeguWare, shifted in the seat between her and Ozzie in the Mobi’s glass-walled observation tube.

Aliyah’s eyebrows rose sharply. “You believe in past lives, and the lost city of Atlantis? I thought scientists were agreed both were pure fiction.”

“Who knows?” He drew in a deep breath. “It’s possible this area was once above sea level. Inhabited, even. Or not. All I know is that all my life, I have felt the pull to come here.”

“And you never did?”

“Not until now.”

“Anything special you expect to find here?”

Palmier stared off into the distance. “Fulfillment of a dream,” he said. “The ability to use our software to do the impossible, to rescue humanity from extinction by greed.”

He turned to face her. “Aliyah, I confess I do have one misgiving about this.”

“Yes?”

“Yes. Although I look forward to expanding my perspective, I do not wish for anyone to suspect I’ve turned into a personal-development junkie. What would that do to our company image? We’re supposed to know who we are, not be lost in an identity crisis.”

Aliyah’s eyes widened. “I never had the impression you felt you were in an identity crisis.”

“Not at all. But I want to be careful we don’t broadcast a misconception.”

She laid a gentle hand on his arm. “Chill, Jared. We have ample security measures in place. I guarantee no one will hear a word about this retreat.”

They turned at the sound of Captain Key’s approach.

“We’re in the area you wanted to visit,” he said with a nod at Palmier. “As you can see, we’ve arrived on the edge of the Spartel Banks.”

“Close enough to reach out and touch the land.” Palmier stood with his nose glued to the clear mylar viewing panes.

“Yes, you almost could.” Key spoke slowly, his voice low and hypnotic. “Down here on the bottom, you see things you would never have suspected up top.” He cleared his throat. “Same with the mind, don’t you think?”

Palmier cocked his head to one side and gave Key a puzzled look.

“While you’re here, Jared,” Key went on, “we’re going to mine the bottom of your mind, your heart, and your soul. We’re going to find resources you can tap to make your business the highest possible expression of your greatest aspirations.”

“That’s what I came for.”

Handing him a five-by-seven-inch card, the captain pointed to a wall chart showing seven interlocking circles of different colors. “As you’re aware, Mobi instrumentation

has already begun mapping you in seven arenas: your physical body, your five senses, your emotions, your conscious mind, your subconscious, your creativity, and what we call the Infinite, your spiritual arena.”

Palmier’s lips moved in a quirky grin. “Hmmm ... don’t know as you’ll find much spiritual arena to map. I’m sort of out to sea on God. Pardon the pun.”

Key chuckled. “Notice that I didn’t mention belief in God. What we’re after is the man behind the belief—or lack of belief.”

He indicated the card in Palmier’s hand. “If you’ll just sit back now ... and let your eyes close ... reflecting deeply on those three questions ... letting the world go for the moment ... allowing your answers to well up from the core of your being ...”

Ozzie high-fived the air as Palmier sighed and leaned back, letting his eyes close.

“Your answers ... will bring out the color ... of your core perspective,” the captain droned. “The Mobi maps your color ... to provide you ... the highest possible viewpoint ... on your own nature. It goes without saying ... you’ll find the end result ... incredibly insightful ... and empowering.”

As though in time to some distant lullaby, Palmier’s head bobbed in a slow figure-eight pattern as Key and Aliyah rose to leave.

Ozzie stayed behind, his attention riveted on the landscape, his hands busy drawing what he saw.

“By the time Jared leaves the ship,” Key said to Aliyah, “I promise you he will have an understanding of himself that will ensure a reorientation of his company in a direction that’s absolutely in line with his higher purpose.”

“Captain! Aliyah!” Ozzie surprised them by racing to their table in the lounge. He

thrust a drawing into Aliyah's hand.

"What's this?" she asked, looking from the drawing to her nephew's face and back again.

"A formation I saw in the rocks," Ozzie enthused. "What does it look like to you?"

"It looks like ... a face," she said.

"Whose face?"

She studied the drawing more closely. "Not sure. Whose face is it?"

"It's Monsieur Palmier!"

Aliyah looked at the drawing again. "Yeah ... OMG, it does look like him." She smiled up at Ozzie and handed the drawing to Key, who nodded his agreement.

"It's him, alright."

"I saw his face in the rocks, at exactly the place he told us to take him," Ozzie insisted. "I think it means something. Like maybe this is *his* spot. WDYT?"

Key scratched his head. "I think you should shoot a copy for our records, and let him take the original home with him. It will be a powerful anchor for the new self-image he's about to unearth."

"Sure, Captain! YAS!"

"Who knows, Ozzie—if you start finding faces under the sea for every exec we take on retreat, we'll have to get you a crew T-shirt."

Ozzie howled. "What if I do? Won't that be amazeballs?"

Lying in bed looking back over the first day of their first executive retreat, Aliyah felt a deep glow. Palmier—the first client she'd onboarded—would leave with more than he'd bargained for. Ozzie's drawing had given the captain another reason to appreciate her nephew. And Ozzie was making a place for himself as a member of the crew.

She thanked her lucky stars she'd hooked up with Captain Key and the Mobi.

Chapter 24

Snake Or Eagle

Captain Key stood gazing with his thumbs in his pockets at the array of robotic toys lined up on the shelf over Ozzie's bed.

"What you have here, Ozzie, is a wonderful testament to your creative genius. But at this stage, your Pavlovian toys are only a better mousetrap. Same goes for your video games."

"I know. We need marketing."

"And what's the first step in marketing?"

Ozzie's facial expression made it clear he hadn't the least idea.

"Research. For starters, you need to know who's likely to want your toys."

Ozzie laughed. "That's easy, Captain. Kids!"

"Boys? Girls? What ages? Where do they live? Where are they already buying their toys? And who does the buying—the kids themselves, or their parents or grandparents?"

Ozzie grimaced. "You said we'd hire the marketing out."

"We will. But don't you think an understanding of marketing basics will be indispensable when it comes to ensuring that the firm we hire does its job right?"

"Okay. But ... where do I start?"

“Well ... consider, who would have the answers to all those questions I just asked?”

Ozzie’s face lit up like a lightbulb. “Other companies that sell toys!”

The captain beamed. “Oh, my boy, you are good. Now, go find your answers.”

The next few days found Ozzie deeply enmeshed in Internet research. Following the captain’s lead, he followed up with phone calls for his “school research project.”

His schoolboy charm slid him through the defenses of gatekeepers who found him just too cute to believe and greased the wheels for conversations with marketing vice presidents.

Reading between the lines, Ozzie’s mathematical mind began developing stealth algorithms to tap into the toy companies’ new product projections.

“Captain!” Ozzie yelled as he burst unannounced into Key’s office. “Look at this!”

Key looked up in surprise tinged with annoyance. “Don’t you know how to knock?”

“Oof, sorry, sir. I know I should have. But—look at this!”

Key suppressed a smile as he reached for the paper Ozzie held out. “And what have we here?”

“Copper Armadillo’s product development plans for the next two years!”

The captain frowned as he perused the sheet in his hand. “They gave you this?”

“Not exactly. I used an algorithm I developed.”

“What?” Key looked up in disbelief. “You’ve become a hacker?”

“A hacker?” Ozzie stiffened, then burst into a laugh. “I guess so! I mean, I didn’t think of it that way. I was just looking for information. But yeah, I guess I hacked their system.”

His laugh was cut short by the stern look on Key’s face.

“You can’t do this, Ozzie. It’s not right.” His tone was sharp. “And you don’t need it. Just do your research up front, and you’ll have what it takes to corner this year’s toy market.”

“But they own the industry. I’m the new kid.”

Key looked the boy in the eye. “Yes, literally. And that’s your strength. You’re thinking along fresh, new lines. Once you’re out there, the others will see what you’re doing and some will jump on the bandwagon. But they’ll have to run mighty fast to keep up with you.”

The captain pursed his lips. “I think there’s more at stake here, Ozzie, than you’re aware of.”

Ozzie frowned. “Gee, Captain, I thought you’d love it. You said you wanted me to get a handle on the marketing.”

Key drew in a deep breath and exhaled slowly, taking a moment to find the right words. “I do,” he said. “But—” Laying the paper on his desk, he motioned the boy to take a seat.

“Look,” he said, “there’s a question here no boy should have to face head-on until he’s got a few more years under his belt. But here you are.” He tapped his pen on the desk for emphasis, leaned forward. “And what’s really at stake here, Ozzie, is nothing less than *what kind of person you choose to become.*”

Ozzie drew back sharply. “Oh. You think—”

Key nodded. “I was seventeen when that question caught me by the balls. Most men don’t run up against it for real until they’re in their twenties or thirties. Forties, even.”

His lips curved up slightly in a sympathetic smile. “You’re just thirteen. But here you are, at a major crossroads. What you do at this point, and at other such moments in the future, will determine who you become as a man—what difference you make in this world, how others see you, and ultimately, how you feel about yourself. For the rest of your life.”

“Captain, it’s just an algorithm,” Ozzie protested.

Key nodded, examining the paper in his hand. “I know. And this kind of corporate espionage is done every day.” Looking up, he sighed. “But it’s wrong. And probably illegal.”

He pinned Ozzie with a direct gaze. “Here’s what it comes down to, Oz: Which do you choose to be? A snake, or an eagle?”

Ozzie’s head rocked from side to side as he weighed the captain’s question. Slowly, the corners of his mouth edged up. “I bet you chose eagle,” he said, his voice soft with admiration.

“When I was seventeen, yes, I did.” Key sighed deeply. “I regret to say I’ve not always been so wise. It’s an ongoing struggle, not a one-time decision. But I like to think the eagle’s winning.”

He got up from his chair, laid a hand on Ozzie’s shoulder. “I’m leaving it up to you, Oz. You’re young, but I think you’re man enough to make the right decision—now, and every time you look at yourself in the mirror.”

Ozzie nodded slowly, then rose and extended his hand. “Thank you, sir. I guess you’re right. Just because I *can* do it, that doesn’t mean I *should*.”

Alone in his office, Key picked up the paper the boy had left behind. Intrigued, he studied it. Opening the little desk drawer, he drew out his three-inch ball and pressed the keys to install the algorithm. “We shall see what we shall see,” he whispered. “Snake, or eagle? Who am I today?”

Are you wondering what Captain Key's empowerment program looks like from the inside? XL7LX incorporates the production of a 4DStory to produce your legendary story across the web as a 4D Character. And as the highest vision you have of yourself comes to life in the hearts and minds of your followers, you will actually begin to morph into that image as you engage and respond to your fans.



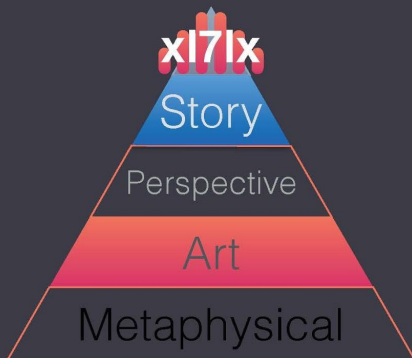


This presentation is on the xl7lx Premium Program for Affluent individuals seeking to become more.

Through a unique blend of elements and a powerful network of influencers, there is nothing on the planet like this.

xl7lx determines your personal destiny, enables you to go after it and then promotes your vision, so you can acquire it.

This program is not for everyone, after all it's base price is \$100K a year, but for those it resonates with... it's more value than money can buy.



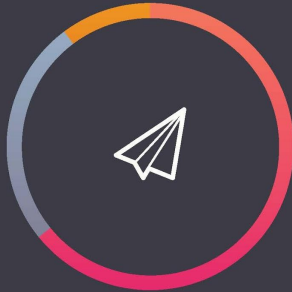
Every Legend Is Born With a Map

Discover the Legend-Maker Premium Program

Innate to the human experience is a blueprint, given at birth (or arguably before) that dictates the trajectory of one's life purpose.

Getting at it, especially outside the framework of original nurturing, requires a unique map.

This presentation will introduce you to the MAPS process we have instituted to bring about the Legend You Were Born To Be.



xl7lx From Top Down

To begin this journey, we must consider the process in reverse.

For two reasons, first... the metaphysical isn't as important in implementation, it's there as a foundation.

Second, the highest elements are the most relevant.

These four elements are what we use to create Legends.

- 50% Story
- 22% Perspective
- 20% Art
- 08% Metaphysical



Story

Become the Legend of
Your Own 4DStory



What is a 4DStory™

Telling a story has always been limited to linear time and interaction was always kept silent until after the fact.

But in a 4DStory, interaction is immediate as scenes are embellished around ongoing cultural events as they are broadcast in real time.



#1 We Write Your Story

The first step in the process is to extract the story of your legend and lay it out as a 4DStory through our trademarked approach of Story Integrated Marketing®

#2 We Produce Your Story

By building a 4D Studio, A 4DStory is produced through traditional strategies of digital storytelling formatted for the social networks. But by leveraging different interactive technologies... we can go far beyond this.



#3 We Broadcast Your Story

To broadcast a 4DStory isn't merely scheduling social media posts and strategically retargeting followers, it also includes deploying live "Architects" to act out the characters.

#4 We Monetize Your Story

This can not only return your investment, but it can even produce a massive ongoing revenue stream. Literally millions of targeted fans can be garnered to follow your 4DStory and turned into revenue through traditional Internet Marketing Strategies.

**We Use a 4DStory
To Promote Your
Legend**




xl7lx Empowerment
 The Legend You Were Born To Be

9

To Grow Your Story, We Lay a Proven Foundation
Inspired by Top Talent



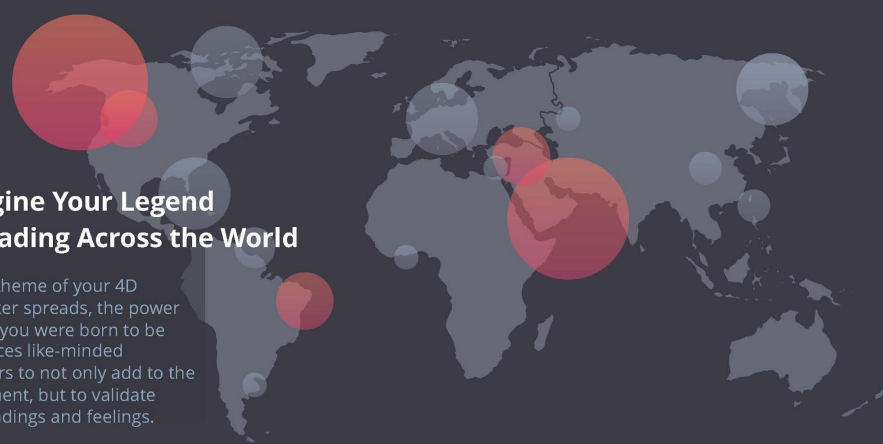






- 1 We create your theme, as eluded to in our corporate training pamphlet: "Leit Motif."
- 2 Your Characters are built upon the concept of our book, "Kinetic Avatars: The Eight Characters In Your Marketing Message."
- 3 Finally we employ the most creative ideas, perpetuated by our creative thinking strategy in our eBook: iGestalt! Creative Thinking Strategy.

These books may be found on Amazon.



Imagine Your Legend Spreading Across the World

As the theme of your 4D
Character spreads, the power
of who you were born to be
influences like-minded
followers to not only add to the
excitement, but to validate
your findings and feelings.



Perspective

Apply The Legendary
Stories Of Others



Physical

We design specific Physical adventures to impact this Arena and join you on these ventures with like-minded partners.

Sensual

The five senses benefit from new cuisine, sense training, care and an awakening to the elements of good times and other stimulations. Business and Marketing Sense plays a financial role in this model.

Charities,
Camps &
Retreats

World Class
Mentors

Wine Retreats
Dining Expeditions
Musical Concerts

Top Hollywood
Performance
Coaching
Influence

Subconscious

Because we are not all masters of psychology, external mentoring in this Arena is a must. From Phd's with formal training to coaches and mentors, proficient at motivating you on multiple levels, this is not therapy... It's growth.

Creative

Being influenced on a creative level provides elasticity to the mind and power to the spirit. It teaches you to bend the light of ideas and conceptual possibility.

As you will learn in the subsequent sections, there are 7 Arenas to the Human Experience, 4 of which are passive and can be influenced to help guide the other 3... of which only you can manage.



We connect you to: Top Influencers



Guidance

Business and Marketing Coaches, Financial Planners, Mentors, Spiritual Leaders & Top Influencers



Performance

Professional Football Players, Business Stars, PR and Marketing Celebrities, Military Special Forces, International Photographers and more



Artists & Artisans

From Painters, New York Times Best Selling Authors, Actors, Comedians and Musicians

One of the most prolific ways to promote your legend is to connect to top-level influence and when your endeavors are connected to celebrity's in the area of life you are aligning, you find new levels of possibility. Oftentimes, their stories are all you need for a breakthrough. These partnerships, and many many more, are available.



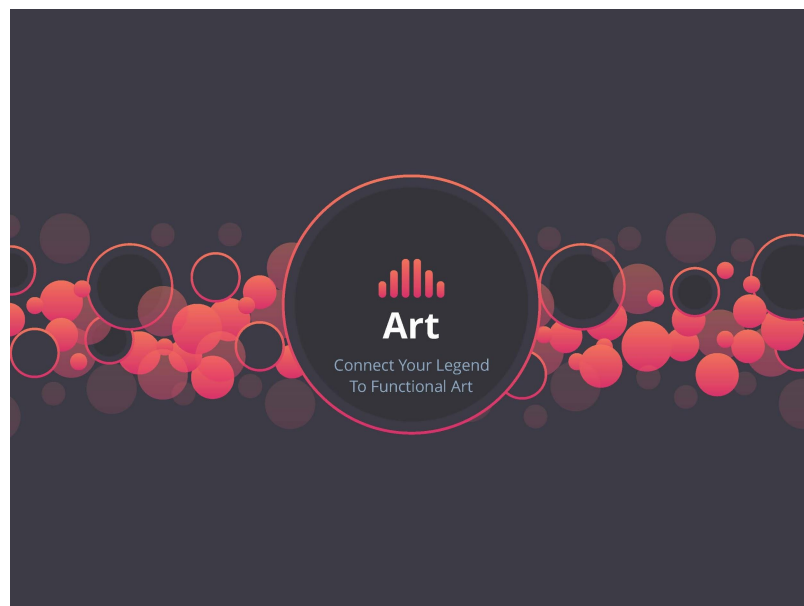
This charity is created in **your own name** in alignment with the theme of the legendary life you are living.

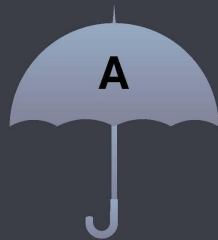


A charity in your own name can skyrocket your social influence by promoting your awareness to social responsibility, and by creating immense emotional depth to your 4DStory.



No better way to expand your celebrity circles than to invite them to be part of your influential charitable causes.





Connect

Art has the ability to connect you to elements of your inner self



Communicate

Art speaks with words beyond our ability to fabricate within the confines of language



Collaborate

To influence others with your ideas, often the best medium is to use

With the knowledge of The Legend You Were Born To Be, we then materialize your vision in a geographically artistic way that can permeate your reality on a daily basis.



+



+



=

**Custom Map
Tables**

Two of the top wood woodworkers in America, one of the top ten blacksmiths in the country, and the foremost Cartographer in Canada collaborate to create your own custom black walnut or mahogany table with a geographical interpretation of your ultimate destiny carved into it.

These tables forever preserve your vision and the hope of its purpose.



These Exquisite Pieces of Functional Art Are Tuned To Your Highest Vision

The purpose of co-creating a Map Table is to allow these magical pieces to connect your inner artist to your external reality through a functional coupling physical space.

xl7lx guides the hands of talented Artisans to manifest the artistic expression of your highest vision.

These are not just pieces of furniture... they are Functional Art That Speaks to the Soul.

1

Define your
Highest
Vision

2

Translate it
through a
structured
Metaphysical
Layer

3

An Artisan
Interprets
Your Vision

4

Take possession of
a Legendary
Hand-Crafted
Rendering of Your
Vision

5

Grow from this
bridge created
between the
Physical and Infinite
Arenas



Chris Brackley - Cartographer

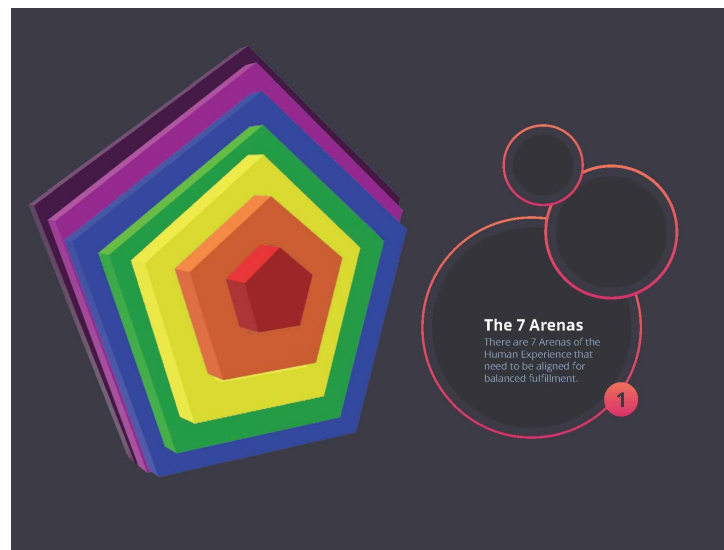
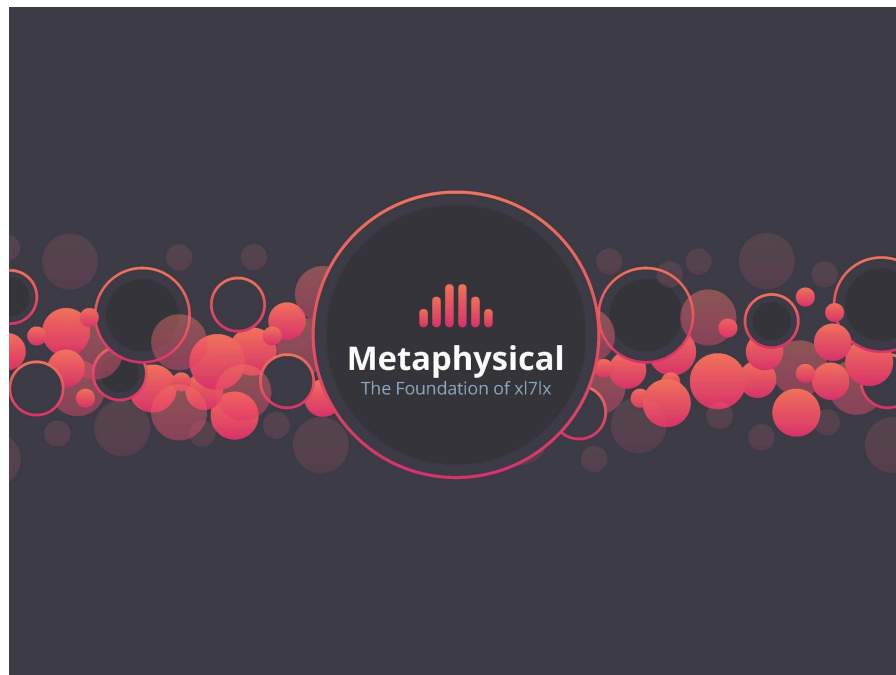
Chris has been a leading cartographer in Canada for over two and half decades. His passion for maps stems from a deep personal commitment to reconnect people with place, combined with a love of design and illustration. Over the past twenty years, he has drawn maps for the Wildlife Conservation Society of Canada, Maclean's, Ontario Ministry of Municipal Affairs & Housing, Toronto Harbourfront Centre, Harper Collins, and Canadian Geographic.



Andrew Chambers - Blacksmith



Andy began his career as a welder/fabricator in the early 90's, but it was not till 2001 that he found his true calling as a craftsman. He'll tell you that the first time he swung a hammer and struck hot metal, he knew it was love. From that experience was born an unrelenting urge to create using fire and metal. From concept, to design, to creation, all projects crafted at his forge in South Buffalo are intended to contain not only distinct physical beauty, but an experience for the client that is not found in mass produced items. Each element of every project is individually forged with attention to detail and exceptional craftsmanship.





Sense Arena

Our 5 Senses Connect Our Internal Realities To the External World

The Sense Arena is the first Arena the light from the Physical world processes through.

Think about it, your emotions process all data before they pass it on to your logical mind.

No wonder a high Emotional Quotient is such a powerful element in the equation of success.

The Sense Arena doesn't manipulate any of the incoming light data, it simply passes it on. However, regular attention to each of these senses and total control over them will help you better manage the incoming light to the other 7 Arenas.



Emotional Arena

Our Emotions Are the First Thing to Process the Signal We Receive From the Physical World

Ever hear the saying: "Wearing Your Emotions On Your Sleeve?" Here is where it comes from. As the third Arena of seven, this Arena processes incoming light long before our conscious mind even has time to think about reacting. In fact, without Emotional Control, your brain isn't even working with any pure incoming light, it's ALL been jaded by the Emotional Arena.

Success demands Emotional Control, in fact the higher you go the more demanding it becomes because Emotions are great celebrators of a win but bad instigators and executors of one.

Emotions can be controlled much easier when they are confined to an Arena with predefined attributes you can see, where you can control and ultimately wield them with the flare of a legendary swordsman.



Conscious Arena

The Daily Workhorse of the Human Mind

Grinding away at the daily norm, passing instructions across its buss from psyche to active thought, across memory modules this time-slicing processor seems to never stop, even after we've entirely given up!

The brain is a big antennae picking up signals through the senses, but also it's influenced like an antennae would be as it passes through the air. Your cranium is subjective to more nuance glamour through shortwave signals in microwave ovens to high frequency infrared range cellular transmissions.

These elements all have their own influence on your timing, rhythm, sense of well-being and overall equilibrium.



Subconscious Arena

This is the Simplest Arena to Bridle

This Arena is like a toy box.

Consider your bedroom as a kid. You sat on the floor and played with LEGO's while the rest of your toys were stored in the toy box. This is how our subconscious acts. This is not anything revealing to you until you shift your paradigm to remember we are talking about how it fits in with the other 6 Arenas.

Don't be afraid of this Arena, ever. We have so much data at our fingertips now. We can all already figuratively take our entire subconscious profile and play with it in our hands.

Your subconscious is no longer a problem. Serious, if you still don't get that all the crap put in there is bound to come out and if you don't find a way to cleanse and control it, this Arena will rule your life from old data.



**Creative
Arena**

Anything and Everything that Exists Lives Here

In the Creative Arena, also known as the Sixth Sense, the Ether, or The Acacia Records, etc... Anything and everything that ever is or ever was exists in this Arena. This is common knowledge amongst metaphysical practitioners, but what isn't common knowledge is that each of those ideas; past, present or future are all addressable and discoverable.

And what is only available to you through us is a system to dial in that frequency so you can leverage it to aspire to great new heights of discovery and prosperity.

You can access anything in this Arena but that's not the whole extent of its influence. With everything already recorded in it, this Arena has the ability to "resonate" and reflect light back against those fundamental frequency's being played against it.

Learning to think like a master artist, philosopher and world traveler; you will benefit from a firm grasp on the Creative Arena from a more Creative Perspective.



**Infinite
Arena**

You Decide What Content Goes Here

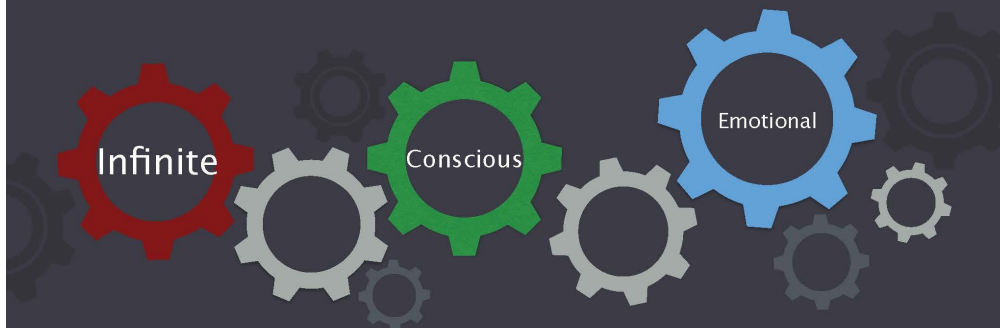
We do not presuppose any content on you in this Arena, we simply show you the nature of the Arena itself, which is constant regardless of the content. The entire model is based upon truth, light and fundamental constants. If you fill the model with content that doesn't agree with it, we would suggest you study the content before assuming the model is fouled because of the extent of testing we have built into these conjectures.

The Infinite Arena serves our human experience with such an array of power. From grace and forgiveness to faith and boldness.

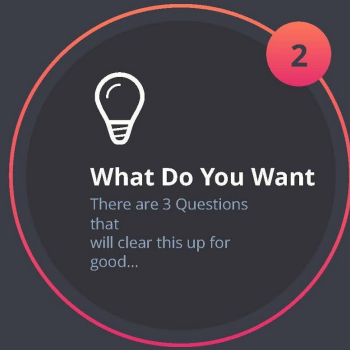
It operates in our higher self, near the band of Infrared, where the frequency has slowed down to a crawl and every image meditated upon, in this Arena, is magnified through a slower wavelength on which it rides.



These 3 Arenas Are **Active** in the Human Experience



And Are Used to **Align** All 7 Arenas





What Is Your...



Greatest Aspiration

Understanding Your Greatest Aspiration is key to focusing your intentions down a path that serves you and your true purpose.



Highest Motivation

Your Highest Motivation validates your aspiration, whatever it may be. It's coming from a place of sovereignty within you.



Desired Emotion

You may not realize it, but it's an Emotion you are after. There is a certain way you want to feel whenever you desire to that drives you each and every day.



James Craddock
Legend Maker

To do great things, sometimes you have to break the rules. We've re-invented empowerment so you can have the most leverage to become

The Legend You Were Born To Be

For me, guiding someone to their destiny isn't something I do so I can fund my life. Making Legends out of people like you is what I do as a lifestyle. The more I can be directly involved in the experience of your transformation, the better.



Steven Memel
Top Hollywood Performance Coach



"James Craddock is an inventor. A tirelessly creative inventor of new models designed to help us experience a greater understanding of our own inner workings as human beings and the world around us...I have the highest respect for James and for the work he does. I highly encourage you to read his book. It may very well change your life forever."

-Steven Memel, Creator of "The Science of Switching On,"
Celebrity Performance Coach, Author, Speaker,
Entrepreneur

Steven Hartov
New York Times Bestselling Author



"Having worked with James Craddock on product development, from concept to fruition, I can attest to his amazing creativity and laser-like focus. *Kinetic Avatars* is a completely new approach to the ultimate goal,

connecting with one's potential customers. It is brilliantly conceived and written, a new strategic arrow for the marketer's quiver."

-Steven Hartov, New York Times Best-Selling Author



Jerilynne Knight
Systems & Automation Coach



The indomitable James got right in my face, relentlessly going after the bottom line transformation I bring to the world. He was kind, in that way that says "I'm not letting up until you friggin' get this!" He helped me get clear that I bring profits and improve ROI (return on investment). I hadn't "gotten" that and boy, do I hope it doesn't take you as long as it did me to figure out your bottom line transformation!

I knew they were both on track when I thought I would throw up, my Fear Grenlin was having a heyday, my stomach was rolling and I couldn't stop crying and dancing around the house at the same time.

This is lifechanging stuff.

It wasn't comfortable. Can't say it was "fun" and boy oh boy, was it a gift beyond measure.

Talk about life changing!

MemorRel

Brooks Anderson
Founder, Artifact Timber LLC



This stuff is mind-blowing James. You've done so much with what you've had to work with. This will evolve into a spectacular platform. I really believe we have the pieces coming together to build a grand enterprise. Thank you for all of this and for teaming up with me to help carry this down the field. Let's get that touchdown. Holy cow.



Rod Smith
CoFounder, Helping Hands For Freedom



"You Are The Real Deal
Mr. Craddock"

Robert Cunningham
Embed, Author & International Photographer

"The choice to hire James Craddock was one of the better decisions of my business career. From the moment I brought him on, until the completion of the project, James was a pleasure to work with. He always pushed me beyond my own perceived limitations, gave me creative and innovative solutions to various problems, was a quick thinker, and a wise council. I have no hesitations in recommending him, and would be eager to work with him again."



David T. Fagan
"The Icon Maker"



"Stick with James. ...

He's a Rainmaker!"

*David T. Fagan, Co-Author of
"Guerrilla Rainmakers" with Jay Conrad Levinson*

Chapter 25

Gaming Perspectives

“Woohoo! The Broncos are shaping up for another great season!” Ozzie turned from the television in the Mobi lounge to share his excitement with Aliyah and Captain Key. “They’re gonna make the Super Bowl again, I just know it.”

Aliyah chuckled. “You may be right. Though personally I’m still a Lions fan. Faithful to the end to my home team.”

“Geez, auntie, you’re not in Vancouver anymore! The Lions are bird poop next to the Broncos.”

She stood up and glared at him, hands on hips. “Oh, that’s so, eh?”

“What are you two arguing about?” The captain looked from one to the other as though they’d lost their minds. “You’re in the Solomons now. We have some really hot football teams here.”

“Nuh-uh, I checked them out,” Ozzie declared. “They’re more into rugby here. And Australian-rules football. Unless you’re talking Samoa, of course. That’s a different story.”

“What’s wrong with Australian rules?” Key looked offended.

“Nothing, except they wear sissy pants,” Ozzie said.

Key hissed. “Shorts, you mean? So what? The game’s a lot more dangerous without all that padding your American teams wear.”

Ozzie shrugged. "Well ... it's just not American football, that's all."

"You sound like you're feeling homesick," Aliyah said.

"Maybe, a little." But then the boy's natural good humor asserted itself. "At least we have TV. We may not get all the Broncos' games here, but I can still keep tabs on them."

When the game was over, Aliyah excused herself to go plan an upcoming business trip to New York. Ozzie trailed the captain out of the lounge.

"I've been thinking about a business simulation video game," the boy ventured as he followed Key to his office.

"You mean like *Roller Coaster Tycoon*? *Sim City*? *Mass Effect 2*?"

"Yeah, but with a new twist. One that leaves those games in the dust."

Key laid a hand on the boy's shoulder as he opened the door to his office. "I'm all ears," he said as they entered.

"Well, Captain, last week's retreat with Monsieur Palmier got me thinking about the seven arenas. You know the way a player's tone of voice affects their results in my submarine game?"

Key nodded, watching the boy with interest as he sat down behind his desk.

Ozzie plopped into the chair across from him. "Well, I'm thinking I'll use the seven arenas that way in this game. Maybe the players are 'CEOs,' and each one's seven arenas influence the way the game plays out."

"Hmmm ... their avatars take on their seven arenas? Is that what you have in mind?"
Key gave his chin a pensive rub. "Interesting idea."

“Yeah. Here’s how I see it: Each CEO’s objective is to build a business that not only makes a profit, it also lights up their seven arenas to fulfill their highest purpose. The winner’s the one whose seven arenas light up first.”

“So ... each CEO starts out by answering our three key questions?”

“Yeah. Their answers define their greatest aspiration, their highest motivation, and the emotional result they’re hoping for.”

Key smiled. “You really paid attention in that retreat, didn’t you?”

“Sure. And that sets the colors of their seven arenas. Every arena has a color, from physical to spiritual. Just like Monsieur Palmier’s did.”

“I like it. So ... each turn presents a challenge, and the CEOs score depending on how their chosen responses line up with the colors of their seven arenas.”

“YAS!”

“And when the CEOs top out on their ability to resolve a problem, their avatars are forced to evolve in one arena or another to keep the game moving.” Ozzie had lit a torch to the wick of Key’s enthusiasm.

“Yeah!” Ozzie gave a double thumbs-up sign. “And the players themselves learn from their avatars!” He laughed. “We force them to become better gamers by evolving their vision of what is possible. OMG, Captain, this is cool!”

Key leaned back and rubbed the back of his neck. “Ozzie, when do you think you’ll have this game to the point that we can test it out?”

“You mean you and me?”

Key nodded.

“Give me a couple days, sir. I have a lot to figure out.”

Key tousled the boy's hair. "How about we keep this idea just between us for now, hmmm?"

"You mean, don't tell Aliyah or Bruce?"

"For now, I think we just let it gel between us. See how it develops." Tapping the desk with his pen in one firm stroke, he looked Ozzie in the eye. "This game could be a real winner for you in the marketplace, Oz."

Ozzie's chest swelled with pride. "I'll let you know when it's ready, Captain. I gotta get to work!" He gave a hurried salute and rushed out.

Key sat back in his chair and drew his aluminum ball from its drawer. Keying in Palmier's seven arenas as defined in last week's retreat, he fingered the buttons to create imaginary challenges the game might present. Colors played across his monitor in combinations that hadn't come close to emerging during the retreat.

"Ah, my precious," he whispered to the ball, "our boy genius has come up with a powerful tool for evolving our retreatants' perspectives."

He suppressed the urge to share with Ozzie the possibilities the ball had just shown him. A gut feeling told him the ball was a more powerful key than he knew, and until he got to the bottom of it he'd best keep that to himself.

Chapter 26

Gaming Perspectives

Captain Key shifted to look at his desk clock. Eight o'clock. He'd missed dinner. No matter. He'd call down to the kitchen and have something delivered.

As it had so many evenings over the last few months, the ball in his hand had captivated his attention and he'd not given any thought to eating.

He wondered about its potential, which he knew he'd just begun to explore.

Last year's International AI Conference had awakened his interest in biocomputing. Listening to military intelligence officers expounding on the future of AI, he'd realized that even with their advanced training, their thinking was limited by their own mental box.

Visualizing his own concept of that box, turning it inside out and spiraling it on a 3D axis, he'd viewed possibilities that had set him on fire, possibilities he felt sure that even the best military minds would have missed.

Over the ensuing months, he'd progressed from paper models to 3D computer modeling to setting up his own lab and building the biocircuitry that had led to the device he now held in his hand.

Hmm, eight o'clock ... four in the morning in Florida. He was itching to talk to Bruce Stewart, but he'd have to wait. He rang the kitchen and ordered a delivery.

Two hours later, he punched a button on his cell phone. Bruce's answering voice suggested he'd been roused from a deep sleep. "Have you no mercy? I was at the restaurant till three," he grumbled.

"Rise and shine, Stewart."

Evidence of Bruce's struggle to pull himself together echoed into the captain's ear. Key suppressed a chuckle, secure in the knowledge that Bruce would endure this small personal sacrifice for a prime client.

"Yeah? Whazzup?"

"I have a question for you. How soon do you think there'll be a biocomputer available for practical applications?"

Surprised at the question, Bruce hesitated. "Is this a joke, Captain?"

"No, no joke. Consider it a theoretical question." Key waited through a silence he felt certain was filled with silent curses on the other end.

"Well ... back in 2016 they were saying maybe ten years," Bruce said at last. "But as you know, things have speeded up considerably since then. I haven't heard any recent predictions."

"Hmmm ... the military is playing it close to the vest. Silence on something as big as this usually signifies a breakthrough they want to keep under wraps."

"I'm sure they're working on it. If I had to hazard a guess, I'd say probably sometime next year. 2022 at the latest."

"What do you think's taking them so long?"

"Huh? Captain, that would put them four years ahead of schedule."

Key smiled a secret smile. “I suspect they’ve already developed it, that biocomputers are already in use in the highest echelons.”

“No, I don’t think so.”

Key pressed on. “In fact, I have it on good authority that the army has one that’s kinesthetically conductive and biorhythmically connective, fully capable of interfacing between human and artificial intelligence.”

“No way. Where’d you hear that?”

“Hmmm ... let’s just say I have my sources. I hear they can create a mental data dump by just opening the right input gates.”

“No, they’re not there yet. I would have caught some sign of it.” Bruce yawned. “Give it a year or two, though, Captain, and what you’re suggesting may become a reality.”

“Well, that’s what I’ve heard.” Key paused to reflect. “Could be I’ve stumbled upon a bit of military disinformation, though.”

“Yeah, they sometimes spring leaks like that to make terrorists think we have channels that give us advance notice of any move they’re about to make.”

“Could be that. But there’s always the chance it might be valid.”

“I seriously doubt it.” Bruce’s voice took on a note of suspicion. “Captain, you woke me up at dawn to talk about this. What’s going on?”

Key gave a deep, throaty chuckle. “Sorry to wake you, Stewart. Devil made me do it. You can go back to sleep now.”

“Gee, thanks. Now I’ll probably dream about military rodents sucking my brain. I guess they could, you know—get all your dirty little secrets, suck them straight out of the mind of your security consultant.”

Key made a face, flicked his pen in a single tap on the desk. “I’d say your job’s about to get a lot tougher, Stewart. How you going to protect me from that?”

“You and my other clients. Dunno, Captain. I’ll think of something. Maybe we’ll come up with our own biocomputer, play some counter-espionage.” He laughed aloud.

“We’ll come out with a breakfast cereal with a nano-device in every bite that sends disruptive messages to the brain of any mental intruder.”

“Hmmm, well, it’s something we need to think about, isn’t it.”

“Agreed. That it, Captain?”

“That’s it, Stewart. Let me know if your dreams enlighten you on this topic.”

Key sat back in his chair, still marveling at the intricacies of modern technology. Had he really managed to install Ozzie’s algorithm into the ball by holding it in his mind as he keyed in three simple strokes?

The military might not yet have the technology—he doubted they did. But apparently *he* did.

Yeow. And he’d only been playing around with biocomputing for his own amusement. Now he saw that the possibilities were endless—exciting! And terrifying.

Chapter 27

Tip Of The Iceberg

Long after dusk, the evening was a scorcher in the Solomons. Aliyah and Ozzie followed Captain Key out of the sun, down twenty-two steps, and into the Mobi lounge.

“Are we ready for next week’s retreat, Captain?” Aliyah dropped into an armchair, and Key and Ozzie settled into the other two in the conversation corner opposite the kitchen.

“I believe we are,” Key said. “And I’m happy to say we’ve had an update from Palmier, after his first two weeks back in Paris.”

Aliyah’s eyebrows shot up. “Oh? What does he say?”

Key’s smile lit his entire face. “Let me read you his text.” He looked at Ozzie. “How’s your French, Oz?”

Ozzie squirmed, screwing his face into a frown. “Uh ... I haven’t learned French yet, Captain.”

“Then I’ll translate. He expresses his gratitude. He says, ‘Thanks to the Mobi retreat, I now see huge potential for taking greater positive advantage of my team here. I have opened the doors for team members to funnel their creative inspiration directly into our software projects, to which they have responded with energy and enthusiasm.’ Not bad, huh?”

Aliyah threw up her arms in celebration. “Captain, that’s wonderful!”

“He concludes by saying, ‘The team spirit is high. My people work together now like never before.’ And,” Key continued with a grin at Ozzie, “he says, ‘Tell young Ozzie they were amazed by his drawing of my earthen ‘face’ and insisted on hanging it on the wall of the employee lunchroom.’ There you go, Oz.”

Ozzie let out a whoop.

“So we’ll be looking forward to more of those drawings, should the opportunity arise.” Key leaned forward, turning to Aliyah. “I’d like to revise my answer to your question. We are *more* than ready for our next retreat.”

“That would be Melinda Ashwood? The Templeton Hydraulics CEO?”

“That it would. Based on Melinda’s answers to our three key questions, it is obvious our program will move her exponentially forward. Especially given our new resource.”

Aliyah cocked her head quizzically to one side. “New resource?”

“Oz, I think it’s time to clue Aliyah in to your new game. That okay with you?”

“YAS!” Ozzie reached out to give his aunt a playful nudge. “You’re going to love this, auntie.”

“Your nephew has created a business simulation video game we’re calling *Decision Wizard*, for want of a better name. It can be played by two or more players, or by a single player against the game itself. Fill her in on it, Ozzie.”

“Well, after I learned about the seven arenas in Monsieur Palmier’s retreat, I thought up this game that pushes players to make better and better decisions. The game poses challenges, and then it assigns colors to the players’ responses based on how well they match up with their highest aspirations.”

“As determined by their answers to the three questions at the beginning of the game,” Key explained.

“Yeah,” Ozzie said. “The better the match, the more points they get.”

Aliyah’s mouth fell open.

The captain stepped in. “Here’s the key—the game keeps challenging the players to come up with even better answers. And as they do, the players evolve their own seven arenas, their highest vision of what they’re capable of.”

“I see.” Aliyah gave a slow, pensive nod. “So ... the game evolves them. Makes them more whole.”

“Precisely. In the case of our CEOs, it will turn them into better leaders. With that in mind, I intend to introduce *Decision Wizard* into Melinda Ashwood’s program,” Key announced.

Bracing her fingertips on both sides of her skull, Aliyah raked her fingers upward through her hair. “Wow. Imagine what Palmier’s updae would have said if he’d been able to play this game during his retreat,” she mused.

“True. But we will always be innovating. Everything comes in its own time,” Key reminded her. “We could make the game available to Palmier, I suppose, and to all our CEOs. Let them take it back with them, continue getting benefit from it.”

“Maybe they’ll want to share it with their teams, or at least their managers,” Aliyah said. She saw Key’s eyes light up. “What, Captain?”

“Oh, nothing,” he hedged. He had to keep a hold on himself here. The ball must be kept under wraps, at least until he had a better grasp of its monitoring abilities and the market domination potential of linking it to the game. Could he resist linking them? Should he? Too many unanswered questions here. “You’re right—of course they’ll want to use the game to evolve their managers.”

“Captain, why don’t we put the game online and make it available to everybody?” Ozzie piped up. “Wow, think of the income it would haul in!”

Key rubbed a hand along his jaw, considering. Hadn’t he been encouraging the boy to develop revenue sources? “You’re right, Ozzie. It’s a perfect revenue generator. We’ll call it the *Quantum Leadership Development Game*, or some such thing.”

“Yeah. Geez, this is cool.”

Taking a deep breath, Key leaned back in his chair and stretched out his arms in an expansive gesture. “We live in an auspicious time,” he observed with a smile. “While the rest of the world is at odds over oil, religion, and power, we sit here accumulating an arsenal of weapons to enhance the greater good.”

Aliyah stood up and stretched. “I think I need to go out and walk and assimilate all this potential,” she said. “And as for you,” she said, smiling down at Ozzie, “it’s late. Time to hit the sack, don’tcha think?”

As Ozzie rose and Aliyah turned to leave, the captain raised a forefinger to make one further point. “This is only the tip of the iceberg, Aliyah. This and some other ideas gelling in my mind are taking our entire game plan to a new level. Starting now.”

Aliyah shook her head, laughing. “Please, save it for tomorrow, Captain. I don’t think I can absorb any more right now.”

“Yes, I understand. But very soon—if not tomorrow then the day after—we shall have another talk. The next time I call you to my office, you’d best come wearing a big, strong hat. Because what I’ll be showing you is sure to blow the top of your head off.”

Alone in his office, Captain Key opened his computer to Ozzie’s new game. One more round before bed!

As he played, his thoughts turned once again to synchronizing the game with his biocomputer ball. The Mobi’s data-gathering technology would provide real-time data on each CEO’s evolution as he or she played Ozzie’s game. Using that data to create a dynamic profile that fed into the ball would keep his finger on the pulse of their needs, moment to moment, from the physical to the emotional to the spiritual.

And keep him perfectly poised to cater to their every need.

Key sensed that he'd barely scratched the surface of the ball's potential. He blew out a forceful breath as he contemplated the enormous opportunities for economic gain that would come with providing services at such an unparalleled level.

Inhaling, he squared his jaw. It was up to him to guarantee the ethical deployment and management of this ground-breaking technology.

Was he up to it?

He rubbed his palms together in eager anticipation.

PROBLEMS - SOLUTIONS - DANGERS

We have demonstrated and discussed a number of applications that have been tested using the 4D method of aethereal learning. The 4DStory you've been reading about on the Mobius was deployed across the web at a professional level, but we realized it was going to take a movie budget to perpetuate it and we did not have those funds. The concept worked, but not without more horsepower. Flippinlures failed primarily to poor leadership, and that was on me. I was 23 at the time and had no clue.

But the problem isn't the underlying logic, rather like any business it's everything from efficiency, funding, timing, and mostly market awareness. Even making this book known is not easy because it's still outside the purview of most.

It's like a model that drives an algorithm. Nobody needs to buy the model or wants to because nobody has application for the model. The model merely exists to give skeletal understanding to how the coding will be applied. For a model to work though, it has to have tangible handles that can be latched onto. This book has gone on long enough, but without transforming ideas into actual products, we fail to benefit from it all.

With so much detail, that seems impossible but there is a solution. We built up this idea by explaining what creativity is with the i6estalt! Strategy of Creative Thinking. We took it further when we flushed out the Seven Arenas of Human Experience. From there it mutated into Story Integrated Marketing as laid out in the book Kinetic Avatars; The Eight Characters In Your Marketing Message. And the new deployed a full fledged 4DStory using Digital Content on the web, with the x17lx high performance program that is the foundation to the idea of a hyper-productive colony. I produced a magazine for the better part of 2015 that demonstrated these concepts.



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Motivational Insights

HOW TO FIND yourself a peek inside 7Arenas

xl7lx as an Empowerment program is built upon a series of understandings all centered around light and the 7 colors of the rainbow. This model permeates our empowerment approach.

Light is fundamental to everything we do. And I know what you're thinking... this has nothing to do with Real Estate. But it does, it has everything to do with it. You see we are experts at Automation, Systems, Social Impact, CRM's, Sales Techniques, Marketing Strategies, Influence, and all the other stuff we offer as "market-value." But our passion doesn't stop with just helping you make money, that's simply a means to an end. The real reason you do what you do is to get to what you really want to do or be. And we want to help you become **The Legend You Were Born To Be.** This is the where the real power lies in both your success and joy of being a Realtor. Unfortunately, that higher vision is often clouded by a lack of clarity or the many critical voices that surround you. But when you break everything down into its most fundamental elements, you will recognize some important

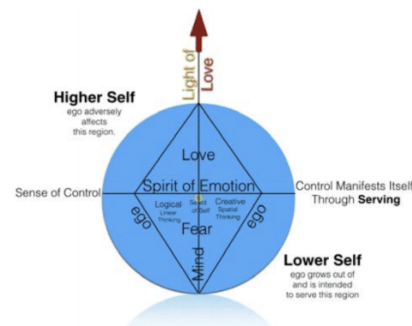
discoveries. Things like... there are only two elements in this world, Love and Fear, with a clear line between them that boils down to control. Seriously, it's crazy but that model permeates everything we do and are about. Thinking along these lines makes decision-making so much easier, but it's rare that we see it so clearly. We either live out of Fear or Love and one has a stronger pull than the other. Can you guess which? And it boils down to the fact that no matter which element we live out of, as long as we feel "in control" we accept living out of fear as whole. But it's just a facade and it puts us on the teetering edge of imploding; making us irritable, hard to get along with at times and fabricated. Because after all... "we are happy to show you your new home." The problem is, this all comes out way too obvious when we try to connect with clients. Arrogance, judgmental, distant and flat out unengaged is the result. The video on the next page gives you a brief overview of how we break down the human experience into 7 distinct "Arenas." This process allows us to teach the model and how it relates to our lives and then break apart the training we receive into each one of these different Arenas, providing a targeted methodology for applying the most basic principles. Ultimately leading to a far more satisfying approach to living our lives with far less confusion.

03 xl7lx technology edition 05

Motivational Insights



If you saw Real Estate "transactions" as a means to an end, so you could live the life you were created for, do you see how you would approach the process more like a system and less like a lifestyle? That's a major disfunction with many agents because when it becomes your lifestyle, homeostasis sets in and you spend all your time trying to balance your "career" with your life. But if you set your vision higher, relate to your blueprint and find qualified buyers who resonate with your higher goals, your levels of service and your passion... success will systematically align with purpose and things will start working together for good, like magic.



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And now we've launched PepperFuzion.com,



a website where you can order ground pepper blends custom made with personalized labels. How is this 4D? It's a product that transforms story into physical substance. It's a mediator between the aethereal and the physical, a transmutation of story to DNA through digestion, aromas, and flavor. By framing the stories in a 4D way, we open the space up to new trajectories of growth as it takes off. It allows us to think about how we would colonize around the product and integrate it into a colony. We do not utilize the three questions at all in this business model, but we could. By asking clients to answer three different questions we could map their answers back to a database of color attributes assigned to each spice and from that create blends that would relate to them in unique ways. In fact, someday we will, but that's still a ways off.

The world is fracturing as we speak. Globalization is a foregone conclusion, we are just in the midst of its transition. Sinister as it may seem, we still have to face the reality and embrace what is to come. Products that connect people at an aethereal level will emerge. Artificial Intelligence is the other method, and some integration between the two is inevitable.

Companies will hire around aethereal data as well as collected data, in order to organize their work force into colonies. In fact, they already do through resume

sites like Indeed, where data is being crunched by AI to determine the best mix for a company.

With Aethereal Intelligence, you can find out a person's fundamental color frequency and then from there mix their colors for aethereal matching. I would love to try and launch a dating site use these principles. Someday perhaps.

Once you know a person's fundamental frequency (color) you can then look at the red, green, and blue levels that color possesses and determine their motivations and tendencies. For more granular aberrations of insight, you can use AI to mine the red, blue, green of each of those dissections as well. The result is a complete unconscious profile of an individual with seamless fluidity in its accuracy.

This is the reason 1984, the book, will never become a reality even though many aspects of it already are pushing that envelope. It's because there is no need for AI or any other machine to constantly monitor an individual to try to get at the psychological profile desired. That is the hard way to go about it. The simple way is to use aethereal intelligence and apply logic to the results of that unconscious DNA.

However, you need a way to deploy this to the masses and that's where colonization happens. As systems and platforms arise to catalog individuals and their Aethereal profiles, colonies will begin to naturally form.

A platform where you submit to have your profile analyzed, and then detailed for you, gets applied to a product inventory that has been attribute tagged. The Artificial Intelligence then handles the scheduling and delivery of the products that give you the greatest life-advantage based on your 4D profile. As consumer confidence rises, and the system becomes more efficient, fewer and fewer consumer choices will need to be made, freeing up time and mind-share for use on things of greater importance such as art, exploration, curing diseases, and lifting up others.

I know, this is all idealistic and futuristic. I get that. I'm just pointing out a path to such an idealistic place because that seems to be where mankind is trying to go.

With 4D strategies in place, they will get there and in better fashion than if they try to retain the Artificial Intelligence route wholly.

So how do we make this transition from the aethereal to the physical in our products and services?

We simply use the three questions as the basis to generating 4D Seeds. See when we create 4D characters for a 4DStory, we create their color and use that to guide the character's development. We mix that color and figure out their Kinetic Avatar profile as detailed in my book *Kinetic Avatars; The Eight Characters In Your Marketing Message*. Those characters will now attract like-minded people and naturally form a like-minded colony.

By creating these 4D Seeds, you can apply them to anything, any product or service at will. By creating these 4D Seeds you end up with the unconscious profile of your ideal customer and from there you simply build a colony that caters to that profile. Of course, their Fundamental Frequency isn't the only data point we would use to build a profile, rather we will pad it with further data collection and surveys of our clients, but all at their discretion and willing participation.

There will be a transition period before these 4D profiles serve efficiently and of course the market will get tapped along the way. AI and other tech will have to be integrated, but fortunately there's nothing new to design, just new ways to apply what's already out there working in the fuzzy area.

From Wikipedia... **Max Lüscher** (September 9, 1923 – February 2, 2017^[1]) was a Swiss [psychotherapist](#) known for inventing the [Lüscher color test](#), a tool for measuring an individual's psychophysical state based on his or her [color preferences](#). Besides research, teaching and practicing psychotherapy in Basel, Lüscher worked for international companies, amongst other things giving color advice. His book *The Lüscher Test* has been translated into more than 30 languages.

Lüscher believed that [personality traits](#) could be identified based on one's choice of color. Therefore, subjects who select identical color combinations have similar

personalities. In order to measure this, he conducted a test in which subjects were shown 8 different colored cards and asked to place them in order of preference. Colors are divided between "basic" (blue, yellow, red, green) and "auxiliary" (violet, brown, grey, and black).

Colors	Meanings ^{[1][2]}
Blue	"Depth of Feeling" passive, concentric, tranquility, calm, tenderness
Green	"Elasticity of Will" passive, concentric, defensive, persistence, self-esteem/assertion, pride, control
Red	"Force of Will" ex-centric, active aggressive, competitive, action, desire, excitement, sexuality
Yellow	"Spontaneity" ex-centric, active, projective, aspiring, expectancy, exhilaration
Violet	"Identification" unrealistic/ wishful fulfillment, charm, enchantment
Brown	Bodily senses, indicates the body's condition
Black	Nothingness, renunciation, surrender or relinquishment
Grey	Non-involvement and concealment

After subjects placed the cards in order from most liked to least liked, they were asked to evaluate the extent to which their personalities matched the descriptive statements formed by Lüscher of each color.

The results of the Lüscher-Color-Diagnostic contain indications pertaining to personal assessment and special, professional recommendations as to how psychological stress and the resulting physical symptoms can be avoided. It also offers additional information for verbal and homeopathic therapy.

However Max's approach was ultimately discredited because it lacked **construct validity** and is considered as example of the **Barnum effect**, where the results were vague enough to be applied to a broad range of people. Basically, Max tried to categorize his findings and then apply those to people in a generalized way. Though his study on color was wholly accurate, his application failed and he ended up losing his position in the market due to this error. However, his work did not go unnoticed.

There's a man in his 70's named Dale Schutt who still speaks with Max on a regular basis. He has to speak to him through a facilitator because Mr. Luscher lives in Germany and is relegated to a very docile life after his stroke, causing his speech to be indistinguishable across the phone. Dale has spent the better part of his 70 + years studying color and over 30 years doing research at the guidance of Max Luscher and has expanded upon Max's theories in his work. He has tested hundreds of people with his methods and has written extensively on the subject. Dale hasn't figured out a way to apply it either, but that's where this 4D strategy comes in.

I was at a council meeting in Omak Washington, a few years back Dale presented himself to me. I was a guest at the meeting and did not know anyone. After the meeting, Dale cornered me, introduced himself and his research. Within minutes we were hitting it off and before I knew it, he was sitting at my kitchen table putting me through the paces of his color test, a mashup of the Luscher color test and his own observations.

The test took about an hour to get through all of it. I remember being mentally exhausted at the end of the process. This would not work for the masses, that's for sure.

Fortunately I already had my 3 questions articulated in writing and had a firm grasp of the Seven Arena's. So I filtered everything I saw in this research through the lens of my own understanding for one reason and one reason only. I simply

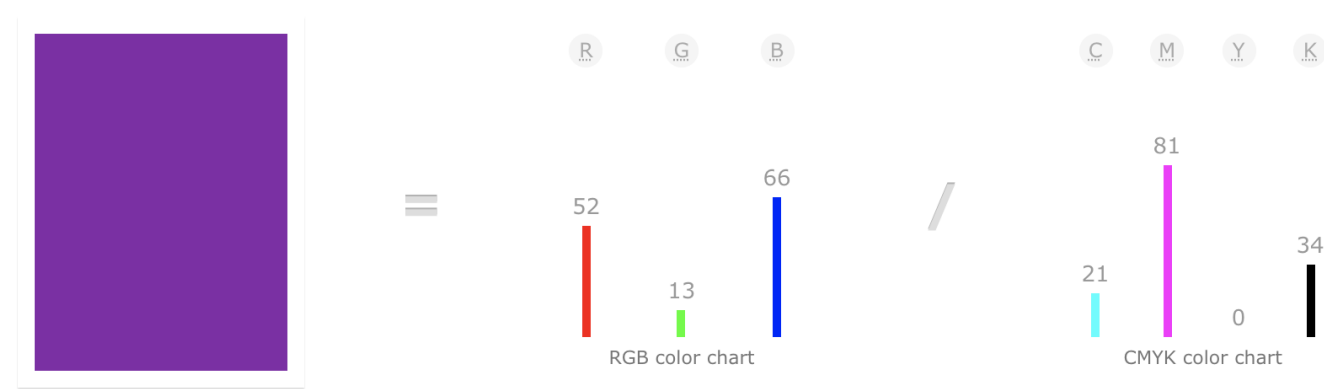
wanted to know if these two men, one whom has a doctorate degree, and had spent the better part of their lives researching what was intuitively given to me. And the answer is yes, all their research pointed to the fact that there's no doubt color is a direct path to the unconscious mind and answer cannot be consciously manipulated. Therefore, by asking the three questions we have in our 4D approach and requiring the answers to be in the form of a color, we are able to ask the questions that are core to the human experience and get answers that have not been manipulated. Even if the test subject wants to manipulate them. It's uncanny how it works. And of course it only takes seconds to answer the questions, then you're done.

I have performed this on countless people and with each pass, the responses we've given to people have always been in alignment with their own personalities and profiles.

I have taken a number of profile tests such as Sally Hogshead's Fascination Test, Strong's Assessment, Strength Finder 2.0, and the standard DISC assessment. Then I compared them with my own fundamental frequency to discover they were both in alignment. To see these tests, you can visit my CV site at JamesCraddock.me. My fundamental frequency is #8520a9.

Here are the results of my own 4D test. It shows my spiritual motivation in red is 52, my conscious motivation is very low, 13, and the emotional influences are the primary driver of the things I do at 66. If you can't see this from what I've written in

this book, then you're not paying attention.



Question 1:What is your greatest aspiration/ life-goal

Question 2:What is your primary motivation for achieving this goal?

Question 3:What will be your primary emotional response to achieving this goal?

Answer 1: _____Answer 2: _____Answer 3: _____

The answers are given with the appropriate hexadecimal number that aligns with the color you are choosing from this table...

FFFFFF	000000	333333	666666	999999	CCCCCC	CCCC99	9999CC	666699
660000	663300	996633	003300	003333	003399	000066	330066	660066
990000	993300	CC9900	006600	336666	0033FF	000099	660099	990066
CC0000	CC3300	FFCC00	009900	006666	0066FF	0000CC	663399	CC0099
FF0000	FF3300	FFFF00	00CC00	009999	0099FF	0000FF	9900CC	FF0099
CC3333	FF6600	FFFF33	00FF00	00CCCC	00CCFF	3366FF	9933FF	FF00FF
FF6666	FF6633	FFFF66	66FF66	66CCCC	00FFFF	3399FF	9966FF	FF66FF
FF9999	FF9966	FFFF99	99FF99	66FFCC	99FFFF	66CCFF	9999FF	FF99FF
FFCCCC	FFCC99	FFFFCC	CCFFCC	99FFCC	CCFFFF	99CCFF	CCCCFF	FFCCFF

I pair well with other purples, greens and complimentary yellows. My daughter in fact is a yellow and my wife a green, and I can attest we are all ideally paired.

You can see how I would seek other blends based on the various observations of color theory.

Color Schemes with #8520a9



Complementary Color



Analogous Color



Split Complementary Color



Triadic Color



Tetradic Color



Monochromatic Color

Dale Schutt felt called to follow a lifelong path when he was but a small child under the age of 15. He's been diligently pursuing his research and will till the day he expires but it's my belief that he can't prove it any more and that he'll never deserve credit for his the dedication to these principles and for confirming my own research, other than right here in the pages of this book simply because he, like Max, had no way to easily apply them. But fortunately with 4D, we do.

So, the dawn of hyper-productive colonization is upon us. And when we start building physical colonies for people in these aethereal colonies to live in, we will have taken it to its full potential.

Colonization at that level will include a common goal for the colony. They will use Aethereal Intelligence to colonize and a 4D platform to sustain and prosper itself. Then they will leverage that sustainability to produce good in the world, as they see fit.

This isn't a new concept really. Cryptocurrencies work this way. Once an idea is solidified and a cryptocurrency formed around it, the crypto markets itself and picks up members to join its colony. As that colony increases in value, so does the currency and everybody wins. Cryptocurrency will likely be right at the heart of 4D

colonization as a means to organize, distribute wealth, and maintain contractual agreements, etc.

What we have presented here has been a lifetime of work in a very strange arena of thought that has led to some futuristic conjectures that may or may not come to fruition. It has been a lifetime of failure and defeat with only this document to show for it.

Gone are the days of touting how successful you are in order to be heard. I brazenly admit my defeats. No path forward is ever surged in victory. Victory is a spoil that only the truly hardened ever get to know and when it arrives, it's never a struggle. The struggle came before the victory.

This book has been an attempt at laying out possibilities and shining a light on a journey that has arrived in its final stages. Either this book will launch a new paradigm or simply be available to report on the new paradigm when its achieved through other means.

I close with a word of warning about 4D. It's a new world to what we've been used to in many ways, and with it the dawn of this new age will be a rise in supernatural activity of all sorts. But that doesn't mean these concepts are a means unto themselves or that the breakthrough's of the coming years ought to be worshipped as deified concepts. In fact, it's the opposite. If an understanding of the metaphysical plane of existence and how it can be ascertained and leveraged by all of us doesn't point to the truth of God, His creation, and His Son Jesus Christ as redeemer with the power of salvation unto righteousness then we've missed the point. Of all the stories in the world with the power to save unto everlasting life, it's the story of the cross and His resurrection.

The Bible is what the acrostic eludes to, **Basic Instructions Before Leaving Earth**. Read it and heed it would be my final word of advice.

I just find it interesting that God chose several different Christian believers to deliver the concepts of color and 4D into the world. Seeing as we are already supernaturally tuned to see beyond the limitations of this realm, it does make

sense and the fact that this information could not be suppressed forever makes sense as well. But it's not the gospel and it's not something that leads to eternal life, so why allow us to deliver it?

I don't know, but I do know that if you have read this far into this book you should have had your imagination stirred and been brought to an awareness that the future is definitely going to be more supernatural than we are used to. In fact, it will be as it was in the days of Noah the Bible says and for those who believe there were significant advances beyond our own culture in Egypt, at the tower of Babel, and locked in those pyramids you will get that this is simply a big circular return to those days when this kind of power wasn't centered around the elite but rather common in society. And that in those days, man found himself fooled by his own knowledge and capacity to manipulate the unseen, judgment ensued and the rest is well, history.

I leave you now with the final chapter of Mobius Key which culminates with "The Turning Point". It's the last chapter we produced when we deployed it online. It's definitely not the end of the saga, and it will leave you somewhat hanging but that's because it culminates the paradigm shift laid out before you into a turning point. One that you have to decide whether you are willing to embrace or discard. All I know is that my work here is done.

NOTE: *Should you desire to read more of Mobius Key, contact Chiwah Slater on her facebook profile at <https://www.facebook.com/chiwah.slater> and encourage her to continue the journey. I know she'd be delighted to hear from you. ;0)*

Chapter 28

Turning Point

Bryce Key looked up and felt his heart rejoice at the *whoosh!* of his parachute opening.

He'd left the Solomons at midnight, on impulse, something he often did when he felt the need to clear his mind and allow the universe to speak to him. This was his second dive of the day.

Descending slowly, he was aware only of his oneness with the clouds above and the earth below. Floating, he knew no thought, no words—only the flooding sense of peace that seemed to dissolve the very physicality of his body to free his soul.

He remained fully awake and attentive as the ground rose to meet him. He touched down with a grace born of experience, relinquishing flight in a single step. The lightness lingered in his bones.

He would do one more dive, later this afternoon. Until then, he would lie upon the earth and let his mind and heart play, trust them to weave their magic and carry him effortlessly to new heights of understanding.

Later, his purpose achieved, he would feel good about having allowed himself this break from work.

Back on the Mobi the following morning he breakfasted alone, wringing every drop of precious solitude from yesterday's flight even as he realized he must soon enter back into communication with the world.

On the way to his office, he rang Aliyah. “Time to put on that hat I warned you you’d need and meet me in my office,” he barked. The bark came out as more of a purr. Hmmm, he admitted to himself, I’m not quite back down to earth yet.

Aware that change was in the wind, Aliyah radiated energy and anticipation as she approached Key’s office.

“Aliyah! Come in,” Key said in greeting. “We have reached a major turning point, and we need to talk.”

She entered with her eyes fixed on his, eager to hear what he had to tell her.

“So far,” he began, “our retreats have been about expanding our CEOs’ vision of what is possible for them and their companies.”

She nodded. Yes, that had been the point of it all.

“Please sit down, Aliyah. This is big.”

She lowered herself into a chair across from him at his desk.

“Okay, here goes,” he began. “I’ve developed an algorithm to integrate artificial intelligence with aethereal intelligence. It’s an organic approach, a metaphysical secret weapon if you will, that gives us the power to make each and every one of our CEOs the dominant force in their industry—and the power to guarantee that they retain that position over time.”

He emphasized his point with a tap of his pen on the desk. “Imagine, if you will, Ozzie’s game—we keep changing the name, but I believe we’re now calling it *QSE Leadership*.”

“QSE?”

“Quantum Self-Evolving. But that’s too long, hence *QSE*. It has a certain ring to it, don’t you agree?”

She tilted her head in a single nod, a smile playing on her lips.

“This secret weapon of mine has the ability to interface with the game so as to allow me to keep tabs on each player’s evolution as they play, and to identify exactly what they need, in real time, to take their business to the next step.

She saw the vision. “And once we know that, all we have to do is produce it.”

He grinned. “You got it! And production is a piece of cake. I own companies that run the gamut from research to manufacturing to marketing, and we can bring them all into play as needed. The question is, where do we start? That’s one thing I wanted to brainstorm with you.”

She drew her head back in surprise. “Why me? I’m hardly a business strategist.”

“Because you’re my ambassador, and I want to use you to your fullest potential. So far, you’ve been functioning more or less in a sales capacity. I see your role expanding now, and changing its flavor. So it’s appropriate that you be in on how we structure this.”

She nodded. “Okay.” She rose and began to pace, staring off into space—her favorite thinking mode. “You say you have research, manufacturing, and marketing available.”

“Yes.” He watched her with interest. Would she see where he was headed?

“But the research is done. It gave you this secret weapon you speak of. So ... that leaves manufacturing and marketing.”

“Precisely. The question is, which shall we focus on?”

“It’s always nice to have a new product to present to the market,” she mused. “On the other hand, all of our CEOs already have solid product lines. So maybe an enhanced media presence would offer greater benefit.”

“That’s what I’m thinking.” He rose and stepped to the middle of the room, where he stood facing her. “How much do you know about my content marketing company?” he asked.

She shrugged. “I know you have one.”

He had in fact been building his media team for several years. “Yes, I have a team trained to repurpose and syndicate content across the web better than the Fortune 100 companies can. We can dominate any conversation through videos, infographics, slides, user-generated content, image quotes, newsletters, ebooks, cartoons, podcasts—need I say more? Whatever they need, we’ve got it covered.”

“That’s saying a lot.”

“And I want to focus it on our CEOs. My team can do for them what no one else can. *And*—here’s the key—my secret weapon will identify exactly what message each CEO needs to put out at every moment, and the hands-down best media outlet for influencing their target audience.”

“In a way that catapults the CEO’s company to the head of their niche,” she continued for him. “And makes sure it stays there.”

“Precisely. From this moment forward, what we’re offering is total control of the media in their industry.”

Aliyah sighed deeply. “This is huge, Captain.”

“Yes.” He circled around her, his hands linked behind his back, then stopped to re-establish eye contact. “But it’s risky. We’ll have to be very careful. We can’t let the cat out of the bag until we’re one hundred percent certain they’ll bite.”

“Because if they don’t bite, as soon as they realize the power of what they’ve turned down they’ll find ways to retaliate.” She frowned. “I’ll be the one making the initial contact?”

“That’s what I’m thinking, yes.”

“Then it’ll be my neck on the line, as well as yours.”

He gave her a sidelong look. “That’s why we’re having this discussion. I need you to realize what you’ll be getting into so you can make up your own mind about it. It could be dangerous, Aliyah. We’re talking about media control here. Industry captains have killed for less.”

“I understand. It’s going to require a very clever, very indirect approach.”

“Yes. As usual, I will let you know whom to approach. It will be your job to entice them to come, hat in hand, begging to be included.”

“And then? What if they drop out?”

“They won’t. They won’t dare risk losing the edge we give them.”

She nodded. “Stealth all the way. Aikido and T’ai Chi, no kick boxing.” She stood quietly stroking her chin with one hand, evaluating. “I’ll have to operate under cover. For that, I’m going to need an ally or two on the court.”

“Stewart could be your man there. He’s a creative thinker—I remember you telling me about him setting up a light that follows the fish swimming outside his underwater restaurant.”

The corners of her mouth turned up as she recalled that little surprise.

“But that’s up to you, Aliyah. You choose your team, you set the rules. Run them by me, of course—I’ll be your sounding board.” He raised an inquisitive eyebrow at her.

“What do you think? Are you in?”

Could she do this? Should she? She pondered the question. Yes, there would be risk. Danger, even. But with her skills and with Key in her corner, what could come up that they couldn't handle? And as he was so fond of pointing out, she did love a challenge.

"When do we start?"

He smiled. "I'll have a new list of prospects for you tomorrow. Together we'll brainstorm some subtle, irresistible lures we can place strategically to reel them in.

"All right, Captain, I'm in," she said, her voice level and sure.