



*To Design Superior Offers, Practices, Narratives and
Strategies*

Know Why Money is a Fundamental Concern

(It isn't obvious.)

This coaching can be as simple as learning to look left rather than right, up rather than down, or behind rather than always to the front.

The point is, that when ambitious businesspeople look in the *wrong* directions

- ... because they are proven to be ineffective, task oriented and uncompetitive by the incomes people are able to generate with them when they do,
- ... they cannot fulfill their intentions to produce top 1% annual incomes between \$400k and \$4m that they need to live a good life throughout their entire life.
- ... in The Fourth Industrial Revolution (IR#4) using their computers, the internet and Networks of Capabilities.

Once we know what direction to look, all we have to do is learn what to focus on -- notice, observe and assess -- when we look.

Remember, what we “see” with our eyes is biological and what we interpret when we “look”, which is discursive or cultural, are not the same thing.

Success, especially *superior* capacity to notice, observe and assess, is *never* what our eyes see.

It's *always* about the *superior* narratives we learn to speak to ourselves when we "*look*".

This coaching can have the same *tactical* and *strategic* life vs. death importance as knowing where and how to look with our eyes can.

"*Looking*" the wrong direction *to make an interpretation* about danger can get us killed by a car, while looking the right way can keep us out of immediate danger.

"*Looking*" the wrong way with our narratives about money *to make an interpretation* can cause us to miss "the" opportunity we need to have enough money for the last decade of our lives.

"*Looking*" the right direction when designing, crafting or speaking an offer, practice, narrative or strategy can open up, or keep open, the opportunities we need to earn, save and invest enough money to survive, be free and live a good life throughout 40 years of adulthood and 20-30 years of old age.

Simple.

In this case, instead of coaching to look to the right or left, this essay has ambitious businesspeople "look" in the direction of *fundamental* truths and underlying mechanisms, instead of towards *specific* appearances, manifestations or superficialities.

To design superior interpretations about the importance, utility and worth of money, or the financial value of an offer, practice, narrative or strategy, "look" for underlying principles, laws and mechanisms, rather than at their superficial, peculiar or unique manifestations.

True, the coaching means ambitious businesspeople have to learn all the principles, laws and mechanisms to look for, but many fewer of these exist than specific manifestations of them.

The Principle of Marginal Utility, for instance, is at work *everywhere* in the marketplace and completely alters the financial value of different offers, practices, narratives and strategies.

Once ambitious businesspeople know to look for the Principle's existence and effects, rather than its gazillions of seemingly unrelated manifestations, competitive thought and action making *interpretations* about financial values becomes much less confusing.

What are specifics about money?

First, the “nature” of money is clearly not obvious or a matter of “*common sense*” because most people confuse money with currency, or dollars,

... which is a misunderstanding that *always* causes failure

... when people intend to earn top 1% incomes.

“Specifics” are peculiar or unique sensations, thoughts, actions, appearances, concerns, situations or capacities.

By definition, specifics exist in momentary locations, times and situations and are not (necessarily) meaningful or relevant for any other location, time or situation.

A specific's descriptions, meanings, relevance, value and purposes are peculiar and unique, too.

Specifics can be “generalized”, but they cannot be interpreted fundamentally to produce powerful interpretations about underlying principles, laws or mechanisms.

People who look to specifics about money -- sensations, thoughts, appearances, actions, etc. that occur in some moment or situation -- are blinded to deeper or underlying philosophies, principles, laws and mechanisms that would enable them to think and act powerfully in any other domain of action or concern. Their way or direction of looking with specific narratives necessarily blinds them.

People who look at money specifically see only its *specific* descriptions, meanings, relevance, value and purposes. They see money as:

Currency, dollars, coins and bills

Credit or debit cards

Useful for paying the mortgage or rent

A means for getting what they want when they want it

A necessity in specific circumstances, but not needed in others

Important, useful and worthwhile when they need to buy food, clothing, a vacation or gasoline

The reason they have a job

But they do not and cannot see money as a *fundamental concern* for people that *always* has the same underlying causes and effects on people’s and business’s capacities to transact in order to:

Take care of the *fundamental concerns*

Produce satisfactory *situations*

Acquire capacities to think and act *effectively*

To:

Cope with or avoid *threats*

Fulfill *obligations*

Exploit *opportunities*

What are fundamentals?

“Fundamentals” are underlying principles, laws, mechanisms and philosophies -- concerns, situations and capacities -- that exist and are in operation at *all* times and under *all* circumstances:

They make people who we “are”.

Their descriptions, meanings, relevance, value and purposes constitute the existence of people and businesses.

They explain how and why people and businesses do what they do, *always*.

They reveal the essential structures and functions of human life, including their social systems and businesses.

Their central and vital importance enables effective anticipation of thought and action, and of the consequences or breakdowns caused when people fail to respect their existence.

Their permanence forms a background from which everything specific can be interpreted.

What are fundamentals about Money?

“**Money**” is the *capacity* to transact for goods and services everyone needs to take care of their most fundamental concerns that requires them to have something to offer to exchange for the goods and services they need to survive, be free and live a good life.

Having money, or the capacity to transact, is not an “option” people can decline, defy or do without.

The moment people have no money is the same moment they become unable to take satisfactory care of their most fundamental concerns, and begin to suffer.

Knowledge of money’s *fundamental* role enabling people to take care of their concerns and avoid suffering is essential for *designing superior* offers, practices, narratives and strategies.

When ambitious businesspeople look to fundamentals to make *interpretations* about money’s importance, utility and worth or its descriptions, meanings, relevance, value and purposes, rather than specifics, they can see that money is a central concern and phenomenon to the existence of humanity.

When people, including a community of people, have no money, they suffer first and then die sooner than if they had money.

Without money people cannot take care of their health, housing, transportation, food, family, play, community, education, career, dignity, spirituality, situations, etc.

Without *enough* money people cannot take *satisfactory* care of their concerns.

They can take care of their health, for instance, but not well.

They can afford to live somewhere but not a healthy or very nice somewhere.

They can call their family, but not visit them.

They can get around, but they have to take public transportation and walk long distances.

They can buy food, but not good food.

Money, or having offers of help others value enough to pay for, is a fundamental source of capacity *to transact with others* people require to survive, be free and live a good life, whether it is in the form of a gift, favor, charitable contribution, traded good or service, or currency exchanged for a good or service -- each is money *if* people are willing to pay something for them.

“Offers of help” to take care of concerns; produce situations; and acquire capacities to think and act effectively are peoples’ most *fundamental* form of money.

Offers *are* money.

People who look at money *fundamentally* see its *underlying* descriptions, meanings, relevance, value and purposes. They see money as:

Offers, practices, narratives and strategies that give people *help* taking care of their human, financial, career or business concerns

Offers, practices, narratives and *strategies* that *help* people gain the capacity to:

Take care of their *concerns*

Cope effectively with *situations*

Acquire new *capacities* to think and act effectively, strategically and competitively

Execute, improve or produce *strategies*

The means by which all of us get the help we need to take care of our most fundamental concerns

Practical necessity for avoiding threats, fulfilling obligations and exploiting opportunities everyone requires to survive, be free and live a good life

Important, useful and worth the time, energy, money and lost opportunities required to “make” it

The objective or result of every task, tactic and strategy people and businesses perform

To produce strategic and superior offers...

To fulfill their personal ambitions and business missions in a rapidly changing and *highly* competitive global marketplace, ambitious businesspeople need to see the underlying or fundamental concern that money is for every person and business.

To produce competitive advantages and *superior* value with a steady stream of new, *uncommon*, strategic and *superior* offers, practices, narratives and strategies, ambitious businesspeople *must* understand the nature of money as a fundamental concern for:

Accumulating *strategic* knowledge, power and help

Avoiding threats, fulfilling obligations and exploiting opportunities

Taking care of concerns, producing situations, and acquiring necessary capacities to think and act effectively.

To earn, save and invest enough money to survive, be free and live a good life throughout 40 years of adulthood and 20-30 years of old age, ambitious businesspeople need to see money as the objective or intended result of every task, tactic and strategy people and businesses perform.

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