

# Lifestyle Design & Cheating Life

1. Context

2. How I became interested in Lifestyle Design

3. The 4 Hour Work Week (The Book)

(4.) Ideas & Strategies (In between)

5. Q&A

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# IDEA: Fool Yourself

You are the easiest person to fool!

Don't **delay**, instant gratification can  
be good, **get busy living!**

# Context: Why LD?

- Aim: To get you **thinking** about **Lifestyle Design** (hobby)
- **Information overload**, interrupt driven, multi tasking, continual shared attention. We're all **bitching** about it.
- "Sex is the one activity we still **single task**"
- We're not designed for this, it's not natural.
- **Martial arts** for information workers: ~GTD methodologies.  
Can't help us **cope** with the volume!
- So.. what do we do? (Methods vs Principles)

# Context: Change

- We cheat! Don't play by the rules, or don't play
- Something I like to call: "Cheat Life".. Fight Club for knowledge workers
- Challenge the work ethic: **W4W** is BAD.
- Post information overload thinking
- "The future is here, it's just not widely distributed yet" -- William Gibson

# IDEA : Anti-Flow

Avoid continual shared attention : Enemy of flow

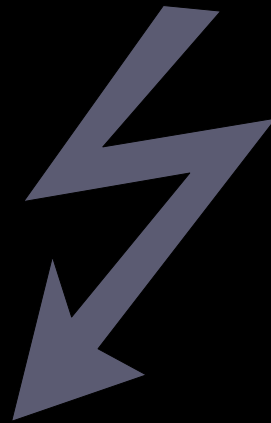
**Low information diet!**

# My Story

- How I found my new **hobby**..
- **Strange** time in my life
  - /dev/gf, single dad, work changes
  - R50M.. new venture, out of a job, freedom and time.. NB!
- A good friend gave me a **book**: The 4HWW

# IDEA: Think Big

Big ideas are easier, less competition!



# My Story

- I found a number of **parallels..**
  - Don't read the news
  - Corp sponsorship: wine tours, squash and sports cars
- Re-evaluate what was **important**
  - Fav thing: taking Mia Swimming

# IDEA: Ignore

What I learnt from a 2 year old:

Blatantly ignore things that are not  
**exciting or interesting!**

# 4HWW Summary

- About a guy.. email 4h on a Monday, travels, fun, new rich, financed by "muse".. a business he runs with MBA
- "Low information diet is the new breakfast of champions"
- Exploiting the rulse: Chinese kickboxing champion
- Challenge to break out of the mold.. stare at people, ask girls for their phone numbers, haggle about price, learn to **not** finish things, build a **reputation** for being stubborn

# IDEA: Happiness

- It's **not** about happiness, it's about **excitement**.
- Happiness is an **outcome** not a goal
- Focused obsessions are more fun
- It's **not** about slacking, still have to work hard

# IDEA: Cost

- Don't let things own you
- "That's not what it cost, that's what you paid for it"
- Balance long term (investment) and short term income (cash flow)

# Questions?

[www.swimgeek.com/blog/](http://www.swimgeek.com/blog/)