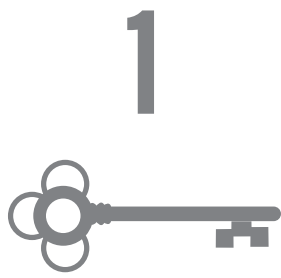


7 KEYS TO UNLOCK FREEDOM,  
PURPOSE, AND ABUNDANCE

# THE NEW MILLIONAIRE'S PLAYBOOK



**CHAPTER 1**  
PREVIEW



# UNPLUG FROM THE MATRIX: IT'S NOT YOUR FAULT

*Lift the veil that obscures the heart, and there  
you will find what you are looking for.*

— KABIR

*The Matrix* was a cultural masterpiece that reflects the world we live in. The film depicts life as the elaborate deception of an evil cyber-intelligence. I've come up with another way to describe the real-world version of it. I see

the Matrix as a simulated reality that is curated by an unconscious globally entrenched power network that uses its reach and influence to reinforce and retain its power and control at any cost, including the health of people and the planet.

The following might sound like it's coming straight out of a sci-fi movie. My intention is not to sow paranoia or feed into conspiracy theories. It might feel uncomfortable, but if you stay with me, you'll not only see hidden truths in plain sight, but you'll also see how you might have already experienced the Matrix in your own life.

A phenomenon known as *mass formation psychosis* occurs through the collective consciousness.<sup>1</sup> It is most clearly visible when a large part of a society places attention on a leader or a series of events, focusing it tightly on one small point or issue. Followers can be hypnotized and be led anywhere, even if it opposes their own wisdom and moral compass.

Being plugged into the Matrix makes one an NPC—a *non-player character*, in video-game-speak. An NPC is a term often used in video games, which has been adapted to describe individuals who seem to lack independent thought and behave like non-player characters. This term has been further linked to the Simulation Hypothesis, which proposes that our reality may be a computer-generated simulation. In this context, an NPC could refer to a person who appears to be programmed to repeat certain opinions or behaviors, akin to how a non-player character in a video game follows a predetermined script. In short, living according to the Matrix means we're letting someone else do the thinking for us.

The Matrix is a projected reality that is controlled and influenced by external inputs. The external inputs



of technology, media, finance, family, organized religion, education, culture, food, and Big Pharma constantly activate our nervous systems, curate the reality we live in, and influence internal aspects of ourselves. This isn't the real reality. It's the "reality" that others want for us. These "others" have their own agendas, which likely differ from our own. We need to break free and create our own reality.

This system was externally created and is held up through systems of control. The documentary *The Social Dilemma* opened many of our eyes. The phrase "we are the product" circulated, and maybe a few of us started to see that Big Tech is winning at our expense. The documentary even explained how they did it, pointing at the problem without offering much in the way of solutions. Most of the people I know who watched the documentary said they were frightened for their kids. The more they learned, the more their fear increased.

It's no surprise that most tech entrepreneurs I know are vigilant about restricting screen time for their kids, just as Steve Jobs was and billionaire Mark Cuban and Reddit co-founder Alexis Ohanian continue to be. For those of you who haven't seen *The Social Dilemma*, get ready to have your mind blown. You will never look at social media the same way again, and you will understand even more why you must commit to unplugging from the Matrix.

There is a concentrated effort by these systems to curate our reality for us. We are being used as a source of fuel and energy for intentions that are not aligned with our highest selves or souls. We are also co-creating and perpetuating the Matrix by subscribing to these beliefs, systems, and frequencies that are influencing us.

## START 'EM YOUNG

John F. Kennedy was on to something when he saw that our potential as humankind directly correlated with our education, and it was Nelson Mandela who wisely stated, “Education is the most powerful weapon you can use to change the world.”

If education is what we need, why do we put our children in a system for more than a thousand hours per year that is failing them?

To truly understand how the education system has put us in the Matrix, we must go back to where it all began. Compared to the span of human biological history, schools are new institutions that go hand in hand with industrialization. As industry grew, support for public education grew, and what came next was a widespread, hierarchical educational system.

In 1902, John D. Rockefeller funded the General Education Board to provide major funding for the creation of the American public school system as we know it. Although it started as a private institution, due to his power and influence, Congress adopted the board in 1903. Most of the time, the truth is easily available for anyone willing to look. Rockefeller was far from subtle. He's on the record as saying, “I don't want a nation of thinkers; I want a nation of workers.”

Industry wants worker bees who don't ask questions. Coal mines would run short of workers if their employees knew too much about the health risks. Assembly lines would fail if there weren't enough people to take orders.

Does that make Rockefeller “wrong”? Or does it simply show that he was acting out of self-interest? Perhaps he didn't have the benefit of understanding win-wins or the awareness to see that thinkers can also be productive

workers. Nonetheless, an education system that keeps us plugged into the Matrix persists.

It seems like a no-brainer that schooling today should be different from what came out of the age of industrialization. But here we still are, and the common themes for education haven't changed—sitting at desks all day, bells herding students from one subject to the next, disconnection from the outside world, standardized testing defining students with letter grades, and classes divided by age.

There is a better way. This is why Sukhi and I started a nonprofit dedicated to funding new-paradigm education projects like the Xploration Centre. We created this vision around the future we see for our three sons. To succeed in a purpose-driven world, education must support the discovery of our children's unique superpowers so that they can co-create a new world—a world where they are measured by how they make a positive impact on humanity and the planet.

## MANIPULATING THE BODY

It's not just the education system that contributes to this distorted reality. One of the reasons my friend Dave Asprey, author of *The Bulletproof Diet*, has connected with such a large audience is that he keeps reminding us how insidious the forces are that make us unhealthy. As he offers tools and guidance on becoming healthier, he helps us understand why we're frustrated and empathizes with our struggles. He also shows us how powerful the industrial food system is and how powerfully our own biology can work against us.

For example, additives in food have been scientifically formulated—designed by brilliant people using advanced

technology—to achieve profits for Big Food by getting us hooked on its products. We're not bad or weak because we can't say no to the cookie. That cookie keeps getting harder and harder to resist because of outside forces (its ingredients, plus sinister marketing) and inside forces (our gut biome and undernourished cells).

It doesn't stop with food. When my six-year-old son said he wanted to watch a YouTube video that he'd seen with his friends, I was curious and obliging. After some digging, he found it and played it for me. The video was simply a set of hands unwrapping toys slowly. When I saw this, I got a serious case of the heebie-jeebies. My immediate reaction was confusion, followed by concern.

First, I'd never seen my child quite so captivated by anything, let alone someone just unwrapping a toy. Second, I could immediately tell there was a tactic being used to captivate such a young, susceptible mind. That's when I recalled hearing about autonomous sensory meridian response, known on the Internet as ASMR—which, I noted, just happened to appear in this YouTube channel's name. When I checked the channel's stats, I saw that it had more than 7.5 million subscribers and more than 3.5 billion views.

ASMR is an experience characterized by a tingling sensation on the skin that typically begins on the scalp and moves down the back of the neck and upper spine. In simpler terms, it's a pleasurable physical reaction caused by a sound stimulus. When searched on Google, top results included "Gentle Whispering ASMR," "ASMR Helping You Fall Asleep in Bed," and "ASMR Ear Massage and Brushing."

Although a fairly new Internet phenomenon, the actual cause-and-effect of ASMR is nothing new. In fact, Craig Richard, Ph.D., author of *Brain Tingles: The Secret to*



*Triggering Autonomous Sensory Meridian Response for Improved Sleep, Stress Relief, and Head-to-Toe Euphoria*, believes it is a genetic response that's designed to mitigate stress hormones and help us feel relaxed—so much so that ASMR has been called a “brain orgasm.”

That made me curious—what happens when you continuously stimulate this neurological pleasure response unnaturally? In a survey led by Dr. Richard, 40 percent of 19,000 respondents reported that their experiences from watching ASMR videos had decreased or gone away over time.<sup>2</sup> The same way that pornography stimulates a response in the body that would naturally be promoted by sex, ASMR stimulates a physical response that would also be naturally promoted by an actual experience, such as being snuggled by a loved one.<sup>3</sup>

Why does this scare me? Because it shows how technology is making it more difficult to distinguish between real-life experiences and those fabricated to mine our attention. More importantly, we don't know the long-term impact on our well-being or our children's development.

We are moving toward a world where we have little to no control over technology and its effects on us. Not only is it being used to catch our attention, but it's also being used to alter our physical chemistry and the way we see the world. It speaks volumes that the people who seem to have the most fear and caution around the technology we use every day are the ones who are creating it.

## IT'S NOT YOUR FAULT

It's not your fault that you're anxious. It's not your fault that you feel envy while scrolling Instagram. It's not your fault that you're worried that you won't have enough



money. What you are seeing is *designed* to scare you. Most of us are losing at this game because it's rigged.

You're not to blame. It's not any of our faults that we are often trapped inside the Matrix. That gives me some comfort, as I hope it does for you as well. It also reminds us that we must take back our thoughts and reclaim our power.

Here are two things you can do:

1. Understand, at your core, that it's not your fault.
2. Know that as long as you see you have choices, you're not a victim.

Understanding that you have choices is a powerful perspective. It allows you to take back control. Recurring feelings of helplessness keep you in a rut, spinning your wheels with no hope of moving forward or having a breakthrough. We talked about how powerful the forces of attention-mining are. To thrive in the world of today, the key element is to take control of your own thoughts.

## CREATE YOUR OWN REALITY DISTORTION FIELD

Once you unplug from the Matrix, you can create your own reality. To do this, you have to understand the concept of RDF, or *reality distortion field*. Our RDF is what we experience and co-create reality through. This is how we have the power to operate in alignment with the way we want to live our lives.

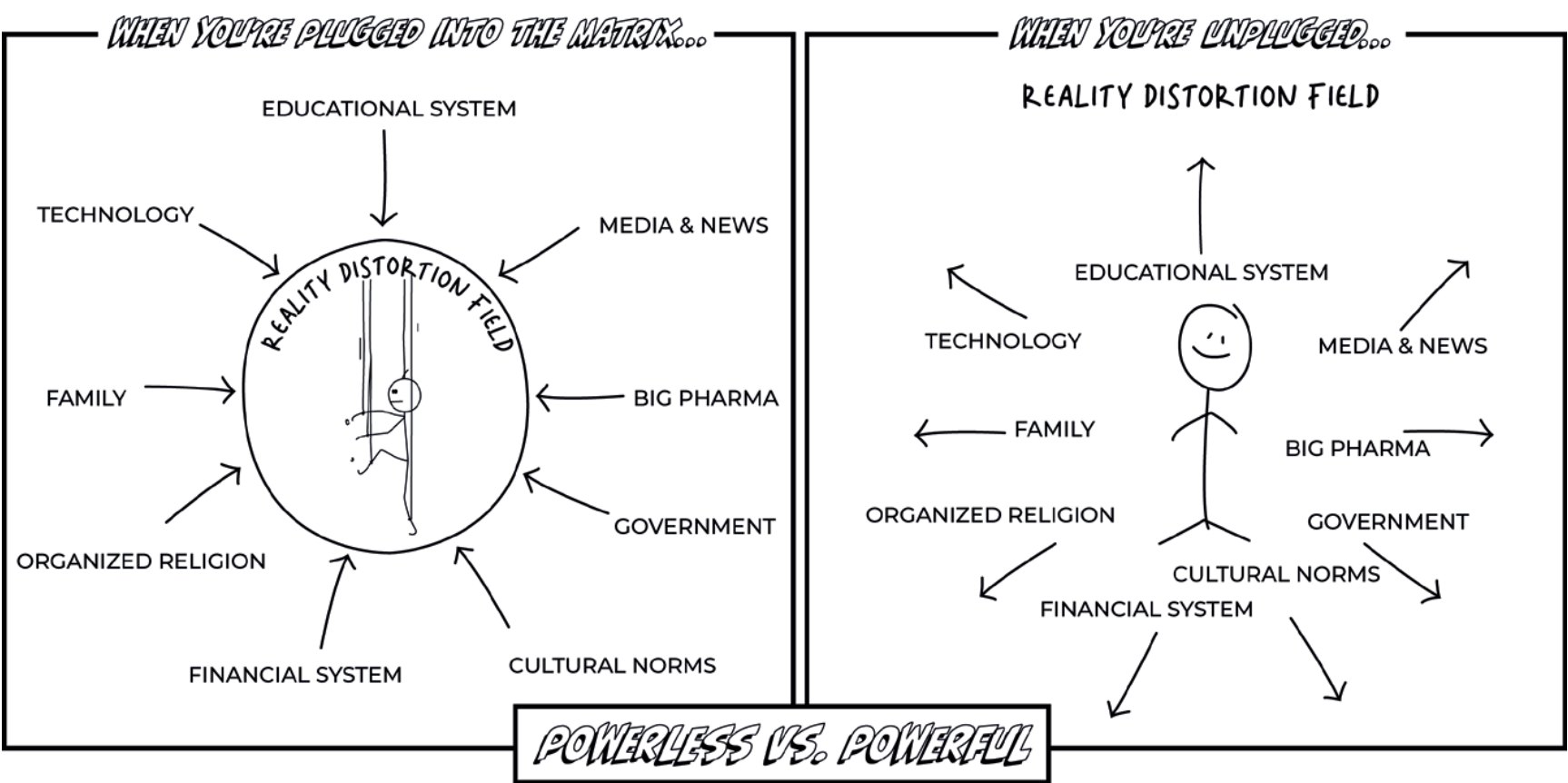
The Matrix and the reality distortion field go hand in hand. Think of the RDF as a movie theater screen onto which your reality is projected. For most humans, what is displayed on their screen is dictated by the Matrix. When

you start to awaken, you realize that you can decide and determine what is displayed on that screen. What it looks like when we are living within the Matrix is very different from what it looks like when we are in control of our thoughts and choices.

Let's examine how we can use our consciousness to create the reality that we want by going deeper into the reality distortion field. It's been associated so closely with Steve Jobs that Techopedia's definition mentions him:

A reality distortion field (RDF) is a phenomenon in which an individual's intellectual abilities, persuasion skills, and persistence make other people believe in the possibility of achieving very difficult tasks. The term was coined by Apple employee Bud Tribble to describe former Apple Inc. co-founder, CEO, and chairman Steve Jobs's ability to encourage his team to complete virtually any assigned or delegated task.<sup>4</sup>

You know how powerful the mind is. Now imagine that instead of having your mind and thoughts used against you, you could harness that power to bring out the best in yourself and in others.



In a *Forbes* article, Adam Webb describes how, for Jobs, the RDF “worked like a personal force field; blocking out the fears, doubts, distractions, and negative thoughts that prevent most people from accomplishing their dreams. It also acted like a lens, reshaping Steve’s perception of reality so that the impossible actually seemed probable.”<sup>5</sup>

According to Webb, there are two simple steps to this process: (1) Accept that perception trumps circumstance, and (2) Use your thoughts to shape reality.<sup>6</sup> This is a fancy way of saying that once you think your own thoughts, you create your own reality. Creating your own RDF allows you to be an exceptional leader, offering others the gift of expanding their own boundaries.

When you think someone can do more than they think they can, you have the ability to infuse that thought into them and expand their reality. Steve Wozniak, the co-founder of Apple, describes what it’s like to be on the receiving end of a leader’s RDF. He said, “[Jobs’s] reality distortion is when he has an illogical vision of the future, such as telling me that I could design the *Breakout* game in just a few days. You realize that it can’t be true, but he somehow makes it true.”<sup>7</sup>

## UNPLUG FROM MEDIA

Talk to anyone in the media industry, and they will recite the mantra, “If it bleeds, it leads.” No matter the form of media, its job is to hook our attention. We don’t need to distinguish between traditional and social media, because the goal is the same: to scare us, keep us watching, and entice us to consume.

TV shows are called *programs*. The networks release their *programming* for each season. If we tune in, we are

granting them permission to program our thoughts. Compared to what the Internet does to mine our attention, TV looks like child's play. Throw mobile into the mix and give the attention miners 24/7 access to our thoughts, and it's no wonder they have captured us.

The rise of 24/7 media, in all formats, has changed the way we live. It has allowed us greater access to people all over the world while disconnecting us from those right in front of us. Not only has it changed the world, but it has literally changed how our brains work.

Every time we are on social media, we are inundated with external noise. The average person spends two hours and 27 minutes on social media per day. Social media's ability to constantly capture and scatter our attention makes it harder to distinguish our own thoughts from the thoughts of others. We are literally giving away our mental energy to those who benefit from attention mining.

Through the concept of *variable-ratio reinforcement*, there is a constant stream of excitement and rewards in seeing new posts. Research has shown how this ability to capture attention has adverse effects on the brain, such as on attention capacities, memory, and social cognition.<sup>8</sup>

The more we use social media, the more difficult it is to ignore distraction in general. Not only does this affect our cognitive performance, but it shrinks parts of the brain associated with maintaining attention. Neuroplasticity, the ability of the brain to change, has a big effect on our attention and cognitive function.

Too many of us, myself included at times, are addicted to our screens. Every time we get a notification from an app, we are rewarded with a happy hormone release of dopamine. This rewires our brain to want more of it, leading to the cycle of social media addiction. If that's



not enough, studies show that brain scans of heavy social media users look very similar to those addicted to substances or gambling.<sup>9</sup>

When you look at the data, it is clear that social media is taking more than it provides. On your phone, take a look at your daily average time spent on social media. You want this number to match the one *you set*. Choose what you think is a reasonable amount of time and stick to it, so you are not giving away your mental energy.

To help reclaim your attention, take a week-long social media detox. Delete all social media apps from your phone and commit to not looking at it for seven days. Notice how you feel throughout the week and where else you spend your time without the distraction of social media.

Does this sound frightening? If so, why?

Take the time to ask and answer these questions to get an accurate gauge of how addicted you may or may not be to your phone.

In the spirit of *adding* tools and not just taking them away, I'll tell you about something that did wonders for me: a sensory deprivation tank. I invite you to check out the research of John C. Lilly, who developed the tanks in the 1950s. Lilly was an American physician, neuroscientist, psychoanalyst, psychonaut, philosopher, writer, and inventor who shared ideas with Timothy Leary, Ram Dass, and Werner Erhard. Being in a flotation tank is one of the most effective ways to remove yourself from the Matrix, and it played a big part in my healing process.

I learned that when you are isolated from external stimuli, you are in a better position to explore the nature of human consciousness. In everyday life, up to 65 percent of your body's resources are being used to counter the force of gravity, and those are not active in a flotation

tank. Because you're not experiencing sensory input, such as sound, smell, or touch, you can find space between your thoughts and yourself.

I did this weekly for a year, and it was instrumental in helping me heal my relationship with my father. It showed me, again, that once you alter your relationship to your thoughts, you will experience these types of miracles.



You have seen how external stimuli can take over your thoughts. If you don't do your part, they will forcibly influence your own internal aspects. You have also seen that the Matrix can be defeated.

As we wrap our arms around the Matrix, it helps to ask questions such as:

1. What's the motive of those who make the rules?
2. Who benefits from the situation?
3. Where is the money going?
4. Are the interests of the people making the rules aligned with your own?

Elon Musk said, "When I was a kid, I was wondering—kind of—what's the meaning of life? Like, why are we here? What's it all about? And I came to the conclusion that what really matters is trying to understand the right questions to ask. And, the more we can increase the scope and scale of human consciousness, the better we are able to ask these questions."<sup>10</sup>

Take it from Elon: try to understand what questions to ask.

For example, if someone labels you a conspiracy theorist, what question should you ask? Here are a few to try on:

1. Why am I being labeled for asking questions?
2. What is this person afraid of?
3. Where does their desire to make me wrong come from?
4. Does their opinion of me impact my opinion of me?
5. Who deemed being a “conspiracy theorist” a bad thing in the first place, and what was their objective?

Your ability to break free from the Matrix is directly related to your ability to ask good questions and see behind the generally accepted narrative. We must adopt a powerful mindset and be gentle with ourselves as we become more aware of our place within the Matrix. Because the external forces never stop, our work to connect to our own voice must be equally persistent. Reality is what you make of it. Let's leave the last word to Einstein, who said, “Reality is merely an illusion, albeit a persistent one”!



## CHAPTER 1 POWER PLAYS

- ☐ Watch (or rewatch) *The Matrix*.
- ☐ Book a float session at a sensory deprivation tank.

- ❑ In your journal, write down five beliefs you have about the world. Then ask yourself:
  1. Where did these beliefs come from?
  2. Do I actually believe these things?
  3. Do I have an emotional response if someone disagrees with these beliefs?
  
- ❑ Unplug from the media:
  1. Check your daily screen time on your phone and notice where you spend most of it.
  2. Take a weeklong social media and news detox. (Note: If you use social media for work, use these accounts solely from your tablet or laptop, or use a scheduling app to plan posts for the week ahead.)
  3. After the week is done, reflect on what you noticed during your time without social media. Answer these questions:
    - Did your thoughts change?
    - What did you spend more time on?
    - What surprised you about the week off?
    - How do you want to readjust your relationship with social media?
  4. Make changes around your long-term social media and news habits that support your chosen reality.

If you want to find out more about how to positively alter a child's relationship with technology, go to [newmillionairesplaybook.com](http://newmillionairesplaybook.com).

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