

FOCUS CLUB

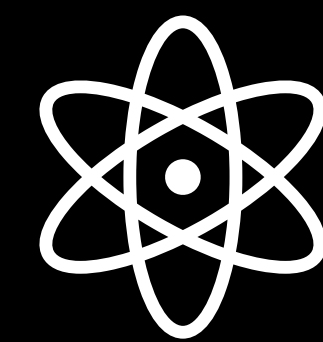


June 2018

ARTIFICIAL VS. REAL

Hypothesis: Doing hard
stuff is good for you.

**disclaimer: I have no data, not very scientific*



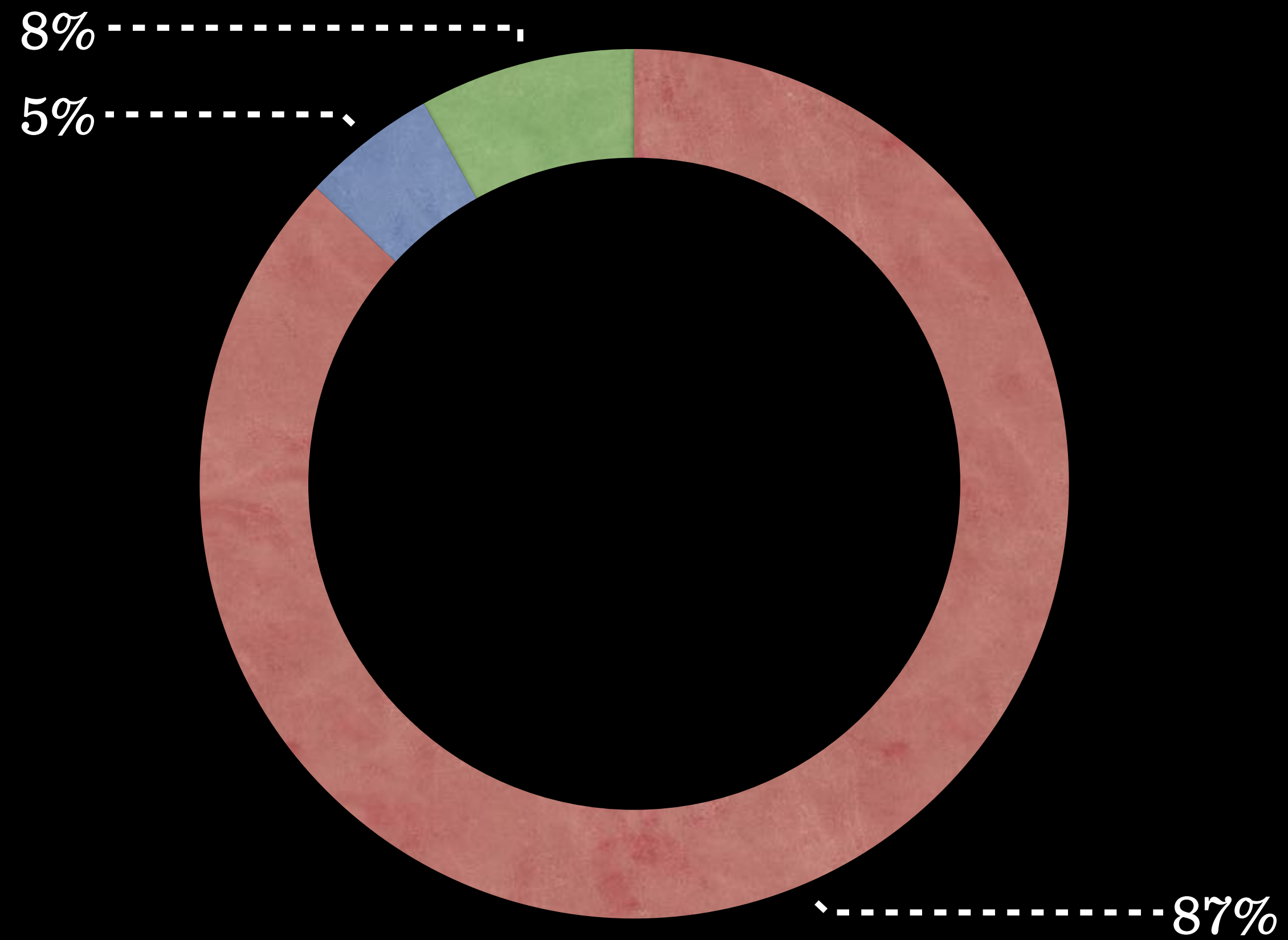
We'll come back to this.

**Assumption #1: We were
made to engage real things.**

Assumption #2: There is a trade-off for everything.

Average American

● Indoors ● Vehicle ● Outdoors



ARTIFICIAL

REAL

Indoor / HVAC

Outdoor / Weather

Social Media / Text

Face to Face / Relationship

Fast Food

Make it Yourself

Fake Furniture

Real Furniture

AI

Research / Library

Screens

No Screens

eBooks

Physical Books

1. ARTIFICIAL ELIMINATES PROCESS

Fast Food vs. Make it Yourself

- Processed Ingredients vs. Fresh
- Drive through Window vs. Grocery Store/Market
- Instant Gratification vs. Time/Energy Preparing
- No process vs. Engaging ingredients, smells, touching, chopping, heating, cooling, stirring...

Gym vs. Outdoor Gym

- Controlled Environment vs. Outdoor Conditions
- Artificial Light vs. Sunlight
- Sights and Smells vs. Sights and Smells
- Monthly Membership vs. Free
- Controlled Experience vs. Adventure, Opportunity for unknown

Social Media vs. Relationship

- Curated feed vs. Messy Everyday life
- Surface level relationship vs. Depth and being known
- Convenient vs. Difficult / Intentional
- No social skills vs. Developing relational skills

Fabricated Character vs. Real Character

- Distressed clothing/tools vs. Actually worn and used
- Buying the right gym clothes/equipment vs. Actually working out and being active
- Buying salvaged furniture vs. restoring a piece of furniture yourself

When we engage the artificial we eliminate process

- We go through the drive through vs. cooking ourself.
- We eliminate the possibility of engaging outdoor conditions in our gym.
- We open an app vs. have lunch with a friend, or at least have a phone call

PROCESS    **GOAL**

PROCESS

GOAL



THE ARTIFICIAL SAYS

I want the end result with none of the work.

THE REAL SAYS

Process is a good thing. I'll engage the hard work because I know it's apart of achieving my goals.

**2. WHAT IS THE FRUIT OF
ARTIFICIAL THINGS IN MY
LIFE?**

**3. WHAT IS THE FRUIT OF
REAL THINGS IN MY LIFE?**

Hypothesis: Doing hard
stuff is good for you.

**YOU CAN'T BUY
THE LIFE YOU WANT**

A Few Suggestions to Engage the Real

- If you have a primary digital workspace, create a analog space somehow.
- Engage something real every day. Step outside / roll the windows down / listen to your surroundings / sweat
- Call people instead of text them. Better yet, have a coffee / lunch
- Are there one or two artificial things in my world that I could do without?

Q & A



JOANNA

With so many voices, gurus, amazing products out there...how do you overcome the inner-struggle that your idea or project is already being done by someone else? For instance when creating something like "The Focus Course" how did you tune out other voices or products, or did you allow them to help you fine-tune your vision?

JUSTIN

What are some things you guys do to create margin and a sense of calm at the Blanc HQ?

JUSTIN

Tell us more about the Frontier Journal!

frontierjournal.net

