

# PLW life coaching

The introduction



# **PLW LIFE COACHING: INTRODUCTION**

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# I. PLW LIFE COACHING: THE OVERVIEW

## THE 3-MONTH INVESTMENT TO FEEL WELL EVERY DAY

What we give energy to, grows. If you're reading this, it's either because we know each other, because you want to feel better, or because you feel that there is room for improvement. Pure Love World Life Coaching, the three-month investment to feel well every day. Every day. This unconventional health, wellness, and personal development coaching is on the extreme end of the spectrum. That is why it is simple, fast, sustainable, and fun.

## WHAT CHALLENGE ARE YOU FACING?

Have you been struggling for years to feel better despite trying everything? Or do you already feel well, but fail to sustain it every day? Or are you living with the fear that feeling better is out of reach? Or have you invested your time and money in selfish health professionals only to feel worse? The problem is too many of us feel unwell. However, it doesn't have to be that way. We all deserve to feel well every day.

And it's not because we failed to improve or sustain our health or well-being that an effective and sustainable solution doesn't exist.

## WHAT DO YOU REALLY WANT?

We all want to feel well every day. Do you? We all deserve it. The question is, are you willing to pay the price, or are you a selfish well-being trader? Do you really want to feel well every day?

Then commit to Pure Love World Life Coaching, the three-month program that helps you build the foundation to feel well every day. Build it once. Do it right. Because this is the foundation that allows us to define our health, happiness, and well-being with a high degree of certainty. The purpose of this tiny investment is to guide us away from unwanted aches, discomfort, pain, and suffering so that we can have full control over how we want to feel every single day.

## LIFE IS MEANT TO BE ENJOYABLE

Life is limited in time. Why waste our lives figuring out what someone else has already figured out? The fast and guaranteed path to success is simple: we work with someone who has overcome what we're struggling with and now embodies the results we're seeking.

PLW Life Coaching originates from this principle. It was built by someone who paid a high price to figure out what works to feel well every day. Discovering it required two decades of trying everything that doesn't work until everything that didn't work ran out. What remained is what works. Pure Love World Life Coaching. Your price to pay is minimal. Commit to the three-month program, the tiny investment to feel well every day.

### ARE YOU WILLING TO PAY THE PRICE?

How we feel every day is defined by the price we are willing to pay every day. Most of us fail to pay this price because it is one of the hardest challenges we face in life. Is it complex and time-consuming? The solution is simple, fast, and sustainable, yet challenging without guidance. To feel well every day, we follow a continuous two-step process. We pay the price daily and implement it with the right effort distribution.

What is the price? Sacrifice. We trade something of lower value, deliberate and temporary suffering, for something of higher value like a sense of achievement, a firm position in life, peak fitness, certainty, sustainable happiness, fulfillment, kindness, peace, vibrant health, honesty, internal alignment, and ultimately, feeling well every day.

### HOW DO YOU WANT TO FEEL EVERY DAY?

If we want to feel unwell, we keep doing what almost all people do. We follow the conventional paths. This guarantees the following outcomes. We will never feel better, only worse until unwanted aches, discomfort, pain, suffering, and diseases take over our lives. These are the inevitable penalties. We feel unwell because we are selfish well-being traders.

We keep implementing the wrong effort distribution, investing 99% on the visible, which is the physical level, and 1% on the invisible, which is the mental and emotional level. If we want to feel well, we must flip the effort distribution and become generous well-being traders. This understanding requires fully comprehending the truth, understanding, accepting, and aligning with the six primary laws that govern reality. Violating the truth is what makes us feel unwell. Do

you want to feel well? Do you? Rise above the conventional path. Beyond unconventional. Choose Pure Love World Life Coaching. The simple, fast, and sustainable solution on the extreme end of the spectrum.

### DO MOST HEALTH PROFESSIONALS COMMIT BEHAVIORAL CRIMES?

We must investigate who we want to work with when it comes to our health and well-being, because most health professionals, so-called experts, or social media influencers, are frauds. Instead of practicing what they preach or embodying what they offer, they sit on their credentials and call themselves authors, coaches, counselors, doctors, or therapists.

Here is the sad truth: too many of them commit behavioral crimes. Instead of helping us feel better, they want us to fail because they compete. Competing means wanting to be or have the most or best of something while preventing others from doing well in order to validate our human existence through acknowledgment, admiration, popularity, money, and status.

What are the outcomes of working with them? They drain our money and time with methods that do not work, ultimately making us feel unwell, and in many cases, harming our health. The question is, can we accept that we put ourselves in this situation because we chose to work with them? To move forward, we feel compassion for their pain because they simply struggle to be kind individuals. And now is the time to succeed. Let's work with someone who truly embodies health and well-being.

## AN INVITATION FOR YOU TO PAY THE PRICE TO FEEL WELL EVERY DAY

Hi, I'm Daniel. I created this coaching approach to help me feel well every day with the intention of helping you feel well every day. The problem is too many of us feel unwell. It doesn't have to be that way. And it's not because we failed to improve or sustain our health or well-being that an effective and sustainable solution doesn't exist. Pure Love World Life Coaching is the proof of that. I started to feel unwell at age 15.

My youth was marked by bad trips, mental health facilities, and a continuous stream of avoidable problems, hardships, unhappiness, anxiety, depression, and fear. Finally, at age 38, what I once denied became undeniable: life is limited in time. That realization was the catalyst that helped me create the simple solution to feel better in a fast and sustainable way. I created this movie to serve as an invitation for you to pay the price to feel well every day, because it's actually a tiny investment. On top of that, it's simple and fun.

### 1. What Is PLW Life Coaching?

#### a. Our Mission

PLW Life Coaching is a collaboration-driven coaching approach—on the extreme end of the unconventional spectrum—built on the principle it teaches: prioritizing the invisible over the visible. We actively work on ourselves.

Our mission is to guide individuals through the 3-month investment—the program that shapes the foundation—to feel well every day—providing temporary guidance that helps them become self-sufficient in maintaining their

well-being. We practice collective personal growth with like-minded individuals—friends, family, or acquaintances. Together, we use the Six Frameworks to generate well-being—with or without coaching support.

#### b. Our Vision

Our vision is to create PLW Centers—well-being centers in secluded mountain areas where collective personal growth thrives through three-month immersive programs. These centers will provide environments where the energy of right-doing replaces the energy of wrongdoing, where like-minded individuals build the foundation for lifelong well-being together. (See Section 4 for complete details about the PLW Centers.)

### 2. Aiming for Balance and Effectiveness: Three Months to Build, a Life to Enjoy

#### a. Why Balance and Effectiveness Matter

PLW Life Coaching is founded on balance—requiring three focused months rather than consuming our entire lives with countless wellness practices, therapy sessions, or self-improvement routines. Maximum effectiveness with minimum time investment so we feel well every day and actually live our lives—spending time with family, friends, pursuing work, and enjoying hobbies.

One of the main reasons feeling well remains partial and incomplete is because we focus exclusively on wellness and fitness, losing sight of everything else that matters—work, career, family, friends, our passions, vacations. Life becomes unbalanced.

Building the foundation for feeling well every day requires

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focused effort, yet it consumes only three months—avoiding scattered sessions over years or aimless wandering through countless methods. Three focused months to build the foundation, then we're done. We feel well, and we maintain it while living our lives.

PLW is not about being an extreme purist. We keep the big toe of one foot in the mainstream and conventional world, and the rest in the unconventional world. This means we can enjoy rare indulgences—a glass of wine at a birthday celebration, champagne at a wedding, cake at special occasions. We acknowledge these aren't optimal for our health, yet we enjoy them mindfully and rarely. This is balance.

### b. Why Three Months?

Baby-step progress leads to failure. Significant progress leads to sustainable results. When we immerse ourselves fully for three months—giving it everything, doing what's required without hesitation—we generate significant progress that creates lasting transformation. The foundation is built. The habits are established. The results are sustainable.

We can think of it like raising our children. The first five years are critical—shaping a healthy foundation through loving, kind, disciplined, and structured guidance. When we invest intensely in those early years into our children's education, they carry it with them for life—as the foundation to feel well every single day.

The inverse is equally true. When we neglect those critical early years, our children carry that absence with them—facing countless avoidable problems in youth and adulthood, leading to unhealthy and unhappy lives.

The same principle applies to feeling well every day. Why

waste years of scattered therapy sessions or continuous dependence on professionals? We invest three focused months. We build the foundation once and we do it right. Once built, we will never worry about our health and well-being again.

### c. The Problem with Conventional Approaches

Conventional approaches are aimless and scattered—by design, not by accident. They're not aimed at helping us feel well and become independent. They're aimed at maximizing profit, keeping us dependent, and seeking acknowledgment. Countless therapy sessions. Countless methods. No clear endpoint.

They keep you coming back, consuming time and energy that should go to living your life. (See Section VII: What Prevents Us From Feeling Well for a detailed examination of how conventional approaches fail and why they keep us trapped in ill-being.) If you keep following the conventional paths, you'll never feel better—only worse until diseases manifest.

## 3. What Does It Mean to Feel Well Every Day?

Frameworks I, II, and III—the three Core Frameworks—offer different perspectives of what it means to feel well every day. Through Framework II (The Indicator Approach):

Feeling well every day means our existence is defined by the sustained experience of predominantly feeling mentally, emotionally, and physically well:

**Mentally**—we embody healthy thought patterns

**Emotionally**—we experience positive emotional states of being (happiness, peace, fulfillment)

**Physically**—we predominantly embody feeling good sensations of the body, are free from unwanted aches, pain, and suffering to a great extent, and are free from disease to the greatest extent

We use the Law of Polarity to define what feeling well every day means. Once we know what it means, we can clarify what we want—or its opposite. Once we know what we want, we can guide our choices to move toward it.

#### a. How the Law of Polarity Defines Feeling Well

The law of polarity states that everything has two sides based on equal opposites. There is no grey—things are predominantly either black (dark grey) or white (eggshell white). The side that predominates over its opposite defines what we embody.

#### How do we apply the law of polarity in relation to our well-being?

1. We identify the opposites: Feeling unwell vs. feeling well.
2. We assess predominance: Throughout the day, do we predominantly feel unwell or predominantly feel well?
3. The side that predominates defines what we embody: Ill-being or well-being. What determines which side predominates? Our choices.
4. Every choice contributes to one side or the other—ill-being or well-being. And our choices are shaped by what we

prioritize—Internal Powers or External Powers. This is where the minor adjustment comes in—shifting from prioritizing External Powers to prioritizing Internal Powers.

#### b. Why Almost All People Fail to Feel Well Every Day

So why do almost all people fail to feel well every day? They fail because it is one of the most challenging things we face in life. It is not complex—it is simple. It is not expensive or time-consuming—it is a tiny investment. Yet it is extremely challenging. It demands daily effort—not effort alone, yet the right effort distribution—which originates from prioritizing Internal Powers over External Powers. This is what we explore in detail next.

## 4. PLW Centers: Three Months of Collective Immersion for Lifelong Well-Being

The PLW Centers represent the vision for the future of collective transformation—the same 3-month group program described later (Section VI), but at a physical well-being center in secluded mountain areas where participants live together for the full three months.

Like-minded individuals (typically 35-45+) don't just meet for sessions—they live the process together, immersing themselves completely in the 3-month investment—the program that shapes the foundation—to feel well every day.

These centers operate on a simple but powerful principle: environment shapes behavior. When we remain in the same environment where our unhealthy habits were formed—surrounded by the same triggers, routines, and patterns—

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transformation becomes extremely difficult. We're constantly fighting against everything familiar. The PLW Centers solve this by removing us from that environment entirely.

### a. Why a New Environment Accelerates Transformation

Breaking habits requires breaking the connection between behavior and place. When we attempt transformation at home, we're surrounded by triggers: the kitchen where we snack, the couch where we're inactive, the liquor cabinet, and the people who visit us at home reinforce old patterns. Every location is tied to a habit.

The PLW Centers eliminate these triggers by placing us somewhere completely new—secluded mountain locations with no connection to our past behaviors. This isn't confinement; it's liberation. We're free from the constant battle against our environment because the environment now supports our transformation rather than undermining it.

### b. The Energy of Right-Doing

At the PLW Centers, only what supports well-being is available. No alcohol. No sugar-based products. No wheat-based products. No smoking. This isn't deprivation—it's design. When these substances simply aren't present, the choice becomes simple. We're not using willpower to resist temptation every day; we're living in an environment where the healthy choice is the natural choice.

This is the same principle we discussed in Step 2 (Preparing): when our spouse buys unhealthy products—such as sugary products or beverages, alcohol, and wheat-based products—they will be at home, and we will be tempted to consume them.

Our success is reinforced when we and our spouse share a common understanding to keep only healthy foods at home, minimizing temptation since unhealthy options are out of reach. The PLW Centers apply this principle at scale: an environment where only health-supporting options exist, making transformation practical rather than heroic.

### c. Collective Immersion: The Power of Shared Commitment

The PLW Centers take the 3-month in-person group program (detailed in Section VI) to its highest form. Instead of meeting twice weekly for 90-minute sessions and returning home, participants live together at the well-being center for the full three months. This is collective immersion in its truest sense—not just meeting for sessions, but living the process together 24/7. We implement the Six Frameworks collectively, support each other through challenges, and generate energy through shared commitment.

When everyone around us is working toward the same goal—feeling well every day—that collective energy reinforces our individual efforts. We're not isolated in our struggle. We're immersed in a community of people walking the same path, creating momentum that carries us through the three months and beyond.

### d. The Pure Love World (PLW) Centers: Architecture Designed for Transformation

The PLW Centers are well-being centers located in vast, remote areas surrounded by scenic mountains. Committed individuals connect and engage in collective personal growth through physical activities—hiking, running, mountaineering—and creative activities—thinking, writing, talking, cooking, gardening.

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The PLW Center is a simple square two-story building. The first level is dedicated to activities that promote the development of the Mind-Soul-Body, while the second level is for sleeping accommodations. The center comprises a library, areas for drawing, an audition room with a stage for interactive performances, a well-being restaurant for culinary instruction, and a gymnasium.

The typology-based architecture of the PLW Centers originates in art and functionality. It evokes familiarity through the strategic use of arcades and symmetrical axes, allowing long fields of vision. The center's design manifests extroverted features (the central axis) and introverted features (the ring-related structures and architectural elements) to facilitate a seamless flow and connection between the interior and exterior.

The courtyard is a communal living room serving as a beautiful centerpiece, inviting residents to gather, connect, and enjoy in-person interactions. Accessible from the arcades, the yard encompasses four pathways. We can walk through the outdoor tree alleys, directly through the arcades, and straight to the center, where a central fountain serves as a gathering point.

### e. The Vision

The PLW Centers don't exist yet. They represent the vision for what's possible—well-being centers intentionally designed to maximize transformation through environment, collective energy, and focused immersion. Secluded. Elevated. Removed from the noise and wrongdoing of conventional society. Places where the 3-month investment—the program that shapes the foundation—to feel well every day happens in the most supportive environment possible.

This is where the future of collective transformation lives—where like-minded individuals come together, break free from old patterns, build the foundation for lifelong well-being, and return home transformed.

## 5. What Has Real Value is Rare to Find

Everything that has value is difficult to find and does not present itself on a silver platter—whether it's a kind partner, our passion, or a temporary guide who genuinely helps, such as a coach, counselor, or therapist. Real value requires intensive search.

We can only find value when we embody value first. To find a kind partner, we must embody kindness first. To find a guide who genuinely helps, we must embody genuineness first. The opposite is equally true: if we embody toxic behaviors, we attract health professionals who embody toxic behaviors—coaches who compete, therapists who seek acknowledgment, counselors who want to look good rather than genuinely help.

Everything that is in our face—overly displayed, promoted, sponsored, advertised—is of no value. It is there because they compete for attention, not because they genuinely help. Where do we find genuine value? Through in-person interactions and word of mouth from people we trust—acquaintances, family members, friends. Those who genuinely help are spoken about—not advertised.

> **Section I** > *Now that we understand what feeling well every day means, we explore the key principle of PLW Life Coaching that makes this sustainable transformation possible: prioritizing Internal Powers over External Powers* > **Section II** >

## II. THE KEY PRINCIPLE

PLW Life Coaching is built on the key principle: prioritizing the invisible over the visible—founded on the Truth that the invisible shapes the visible.

At first, this seems abstract—even mystical. This is how the mainstream presents the Laws That Govern Reality. However, we are talking about universal laws. Because we are part of reality, they also apply to ourselves. Applied to our framework: thoughts are invisible, and equal thoughts generate equal emotional and physical outcomes. Therefore, we focus on the power of thought.

This Truth is founded on the Laws That Govern Reality: the Law of Polarity (everything has two sides: invisible and visible), the Law of Vibration, and the Law of Cause and Effect (thoughts are the cause, choices are the effect). Applied to our well-being, the invisible are Internal Powers and the visible are External Powers.

### 1. Understanding Internal Powers and External Powers

#### a. Defining Internal Powers and External Powers

Related to our well-being, when we say "invisible," we mean: the power of thought is invisible. Healthy behaviors and virtues are invisible. Discipline is invisible. Honesty is invisible. These invisible elements shape our visible reality—our emotional states, our physical states, and ultimately, how we feel every day.

**Internal Powers** are things that are invisible, within ourselves, and within our control: ourselves—our health, well-being, and happiness, internal validation, the power of thought, embodiment of healthy behaviors and virtues (discipline, honesty, transparency), resilient mindset, real life experiences, fasting.

**External Powers** are things that are visible, outside of ourselves, and outside of our control: others (coaches, doctors, therapists, fitness trainers), external validation, possessions, status, resume, credentials, titles, weight loss drugs, medication, vitamins and supplements, food and diets, fitness trackers.

**What qualifies something as an Internal Power or External Power?** The answer: Predominance. Internal Powers are predominantly invisible, within ourselves, within our control. External Powers are predominantly visible, outside of ourselves, outside of our control.

**The logic is simple:** We focus on thoughts because thoughts are invisible. Equal thoughts generate equal emotional and physical outcomes. The invisible shapes the visible. Therefore, we prioritize Internal Powers (invisible) over External Powers (visible). The more we prioritize them, the more well-being we produce. The less we prioritize them, the more ill-being we produce.

#### b. The 3 Internal Power-Driven Tools

To implement the prioritization of Internal Powers over External Powers in combination with the 6 Frameworks, we use three fundamental tools—**the 3 Internal Power-Driven Tools:**

##### 1. Prioritizing Internal Powers Over External Powers —

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The foundational principle itself becomes a tool

2. **The Laws That Govern Reality** — Universal laws including the Law of Polarity, Law of Vibration, Law of Cause and Effect, Law of Gestation, Law of Rhythm, and Law of Perpetual Transmutation
3. **The Embodiment of Healthy Behaviors and Virtues** — Using the 23 healthy behaviors and 28 virtues as our decision-making compass, including honesty, discipline, commitment, common sense combined with logic and reason, and experimentation through trial and error

(These tools are explained in detail with practical application in Section III: The 6 Pillars)

### c. Why Internal Powers Are 99 Times More Effective

Internal Powers are 99 times more effective than External Powers because they are founded on the Truth that the invisible shapes the visible. The more we align with this Truth, the better our results—the more well-being we generate. The more we deny this Truth, the poorer our results—the more ill-being we produce. This is like the law of gravity: the more we neglect it, the more we cause body injury or even physical death. The more we respect it, the more we prevent body injury.

The key principle: prioritizing the invisible over the visible. This principle is founded on the Truth that the invisible shapes the visible and respects the Law of Polarity because it has two sides that are opposite in nature: the invisible (non-physical) and the visible (physical).

Applied to our well-being, this means shifting our effort distribution by shifting from prioritizing External Powers over Internal Powers to prioritizing Internal Powers over External Powers. This is the minor adjustment—reversing the ratio from 99% External - 1% Internal to 99% Internal - 1% External. Prioritizing Internal Powers over External Powers is equivalent to implementing the right effort distribution and aligning with the Laws That Govern Reality.

## 2. Understanding the Law of Polarity: The Switch vs. The Dimmer

The Law of Polarity—the foundation of our key principle—states there are only two sides based on opposites. The invisible and the visible are opposites. When we reject the Truth that the invisible shapes the visible, we are rejecting the Law of Polarity itself.

This rejection has a direct consequence: we create our own rules. We invent our own countless methods only to bypass the Truth. We play by laws we designed—not the Laws That Govern Reality. Why? Because the Truth is, the laws by which reality governs, implementing them is extremely challenging. Reality operates like a switch—not a dimmer. The Law of Polarity states there are only two sides based on opposites: on or off, black or white.

### **Applied to our well-being, the two sides are:**

- Ill-being or Well-being
- Feeling unwell or Feeling well
- Unhealthy or Healthy
- Unfit or Fit

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- Unhappiness or Happiness
- Feeling bad sensations or Feeling good sensations
- Negative emotions or Positive emotions
- Negative emotional states of being or Positive emotional states of being
- Aches, pain, and suffering or Free from unwanted aches, pain, and suffering
- Manifestation of disease or Free from disease

Founded on Predominance—we are always predominantly on one side or the other. The side that predominates defines what we engage in, what we embody, or who we are. Choosing the right side is extremely challenging. This is why most people refuse to do the work.

### a. Reality Operates Like a Switch

The switch demands we choose a side. Choosing sides means taking responsibility. Most people refuse to do the work required to choose the right side.

### b. The Mainstream Countless Dimmer Options

Mainstream methods reject this by creating what we call the Mainstream Countless Dimmer Options. Why? Because choosing sides means taking responsibility. The grey zone allows us to avoid commitment, avoid responsibility, and ultimately, avoid finding real solutions. More importantly, it allows us to avoid the consequences of being wrong—because being wrong means we have to work on ourselves. Work requires effort. Most people refuse to do the work.

When people attack "black and white thinking," they are defending the Mainstream Countless Dimmer Options. They are defending the right to play by their own rules instead of respecting the Laws That Govern Reality. This is why

mainstream methods fail—they search for a third option that does not exist.

## 3. The Two Paths: Feeling Unwell vs. Feeling Well Every Day

These two paths are called the Path of Ill-Being (the wrong path) and the Path of Well-Being (the right path). Based on the Law of Polarity, there are only two sides based on opposites. In our case, we have two paths. One path implements the wrong effort distribution. The other path implements the right effort distribution.

### a. The Problem: Implementing the Wrong Effort Distribution

Most of us implement the wrong effort distribution by prioritizing the visible over the invisible, investing 99% in External Powers and only 1% in Internal Powers. This creates devastating consequences that prevent us from feeling well—this is what we explore in detail in Section VII: What Prevents Us From Feeling Well. This produces penalties (detriments)—ill-being, making us feel unwell.

### b. The Solution: Implementing the Right Effort Distribution

Implementing the right effort distribution by prioritizing the invisible over the visible, investing 99% in Internal Powers and 1% in External Powers. This produces rewards (benefits)—well-being, making us feel well every day.

Denying the Truth that the invisible shapes the visible leads us to prioritize the visible over the invisible, which creates a

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chain reaction of devastating consequences. Direct consequences: we use the wrong tools by prioritizing External Powers over Internal Powers, and we refuse to pay the price for our well-being. This is equivalent to prioritizing External Powers over Internal Powers, implementing the wrong effort distribution, and violating the Laws That Govern Reality.

Additionally, we reject the Law of Polarity, which states that everything has only two sides based on opposites—things are either black or white, like a switch: it's either on or off. Instead of accepting this, we invent a dimmer with countless options: the gray area. Why? Because it allows us to do what's easier for us—avoiding the hard choice between two sides.

Instead of fully rejecting responsibility or fully taking responsibility, we invent middle ground—like claiming "we're both equally responsible" in an argument when reality shows otherwise. Taking this path prevents us from feeling well.

### c. Analogy: Wrong vs. Right Effort Distribution

#### **Wrong vs. Right Effort Distribution Analogy: The Bicycle Gears**

We are riding a bicycle. Our goal: cover maximum distance. With the wrong effort distribution, we choose low gear. We pedal easily but go nowhere. Minimal distance. Minimal well-being. With the right effort distribution, we choose high gear. We pedal with purpose and cover ground rapidly. Maximum distance. Maximum well-being. Same journey. Different choice. Different destination.

The three steps diagnose HOW we arrived at our current state—by revealing which view we hold, which tools we use,

and whether we're willing to pay the price. They then show how to reverse each step, shifting from ill-being to well-being by implementing the right effort distribution through the 3 Internal Power-Driven Tools with the 6 Frameworks.

### **4. The Path of Well-Being (The Right Path): Feeling Well Every Day**

PLW Life Coaching guides us on this path—the tiny well-being investment. We feel well every day because we accept the Truth, use the right tools, and pay the price for our well-being—creating the right effort distribution and producing well-being.

#### **a. Having the Right View of Reality**

By accepting the Truth that the invisible shapes the visible, we prioritize the invisible over the visible. This is equivalent to prioritizing Internal Powers over External Powers, implementing the right effort distribution, and aligning with the Laws That Govern Reality.

#### **b. Exerting the Right Effort**

We implement the right tools by prioritizing Internal Powers over External Powers—the invisible over the visible. We exert significant effort in what matters most in life—feeling well—and use External Powers only as reinforcement.

#### **c. Willingness to Pay the Price for Our Well-Being**

Life is meant to be a happy and enjoyable experience. We can only achieve this when we feel well every day. If not, what then?

WHAT IS OUR LIFE WORTH? WHAT PRICE ARE WE WILLING TO PAY FOR IT?

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WE GET WHAT WE PAY FOR. WE GET THE HEALTH, FITNESS, AND HAPPINESS WE PAY FOR. SACRIFICE IS THE CURRENCY: WE TRADE SOMETHING OF LOWER VALUE FOR SOMETHING OF HIGHER VALUE.

Would we take groceries—nuts, fish, or avocados—from the store without paying? No. We understand these things have a price. Yet we expect our health and well-being to cost nothing. Why? Everything worth having requires payment. Well-being is no exception. We all deserve to feel well every day. The question is: are we willing to pay the price? Or are you a selfish well-being trader.

### d. Being a Generous Well-Being Trader

We are generous well-being traders—willing to pay a high price for what matters most in life: our health, happiness, and well-being.

What does paying a high price mean? Making the deliberate sacrifice: trading something of lower value—temporary challenging states of being (dislike, discomfort, fear, pain, suffering)—for something of higher value: sustainable well-being, health, and happiness. This is our daily investment.

### What does this high price look like in practice?

#### Paying the price on the Mental Level:

- Cultivating a predominance of healthy and positive thought patterns over negative, toxic, and unhealthy thought patterns—to a significant degree
- Choosing thoughts representative of discipline, kindness,

and honesty over thoughts representative of laziness, selfishness, and dishonesty

- Cultivating a positive, resilient, disciplined mindset over a victim, anxious, fearful mindset

#### Paying the price on the Emotional Level:

- Cultivating a predominance of healthy behaviors and virtues over toxic behaviors and flaws—to a significant degree
- Choosing to be disciplined, honest, and taking responsibility over being lazy, selfish, and dishonest
- Cultivating emotional states of being happy, at peace, and fulfilled over being distressed, anxious, depressed, and unhappy
- Prioritizing quality over quantity in relationships by refusing to give energy to toxic relationships—instead cultivating healthy, kind, respectful relationships based on trust rather than toxic relationships that devalue ourselves

#### Paying the price on the Physical Level:

- Engaging in cardio and challenging physical activities where we sweat significantly every other day over avoiding activity with countless excuses, staying inactive, and watching sports or movies
- Choosing to practice intermittent fasting—restricting our eating window to a few hours—over eating and snacking all day long

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- Minimizing consumption of unhealthy and addictive products—sugary products, cakes, cookies, wheat-based products including bread, and alcohol—over carelessly eating whatever we crave, acting on impulses without thinking about consequences
- Choosing daily cold showers and practicing cold water immersion to strengthen the immune system over hot showers

### **This is the practical price we pay daily to embody well-being.**

Prioritizing Internal Powers over External Powers requires sacrifice. This is inevitable. Sacrifice means trading something of lower value—deliberate, temporary suffering and discomfort—for something of higher value—sustainable benefits, increased well-being, self-improvement.

We experience resistance through challenging states of being: dislike, discomfort, fear, pain, and suffering. Just as a tree must grow roots through hard soil and rocks to reach nutrients and water, and grow branches and leaves through resistance to reach light, we must push through resistance to achieve well-being.

This is the only way to well-being. We are willing to pay the price for our well-being because we understand that it requires us to implement the right effort distribution. Prioritizing Internal Powers over External Powers—we put significant effort into what matters most (Internal Powers: our well-being, health, and happiness) and use External Powers only as reinforcement (what matters least: status, possessions, and external validation).

### **e. The Outcomes of Choosing the Right Path**

The Result: We exert significant effort for minimum time to produce maximum results. This is the definition of effectiveness. As a consequence, we receive rewards (benefits)—well-being, making us feel well.

### **f. Why Choosing the Right Path Works**

Because we accept the Truth—that the invisible shapes the visible—we do not create additional consequences. We obey the Laws That Govern Reality, especially the Law of Polarity. We respect that there are only two sides. This is why the right path works.

### **g. The Right Role for External Powers**

External Powers are not irrelevant—they matter as reinforcement. They are the 1%, not the 99%. If we prioritize External Powers over Internal Powers, we have to invest 99 times more time—for similar results. Why? Because we cannot shape well-being from the outside. The invisible shapes the visible—always.

### **h. Analogy: Internal Powers over External Powers**

When exercising, a resilient and disciplined mindset (Internal Power) is the priority. A healthy diet (External Power) is the reinforcement. Taking a weight loss drug (External Power) vs cultivating daily discipline for a healthy lifestyle (Internal Power). One is fast and easy, yet produces poor results, is unsustainable and delivers delayed ill-being. The other requires effort, yet delivers lasting results.

Now that we understand the key principle of PLW Life Coaching—shifting from prioritizing External Powers over Internal Powers to prioritizing Internal Powers over External

Powers—and the three-step process that determines our effort distribution, we examine the six pillars that make it work.

> **Section II** > Now that we understand the key principle of PLW Life Coaching—shifting from prioritizing External Powers over Internal Powers to prioritizing Internal Powers over External Powers—and the three-step process that determines our effort distribution, we examine the six pillars that make it work. > **Section III** >

## III. THE 6 PILLARS OF PLW LIFE COACHING

PLW Life Coaching doesn't emerge from popular ideas, credentials, or mainstream approaches—it emerges from doing the exact opposite. It is built on six pillars that place it on the opposite side of the spectrum to what most of us have experienced. The most transformative breakthroughs in history were first dismissed because they were seen as too radical, and rejected because they were ahead of their time.

- Built on the Reality That Almost All People Feel Unwell
- Founded on the Laws That Govern Reality
- Built on the 3 Internal Power-Driven Tools
- Born from Two Decades of Struggle
- Founded on Practicality, Simplicity, and Real-Life Experiences

- Born from the Failure of Conventional Health
- Professionals to Help

### 1. Built on the Reality That Almost All People Feel Unwell

Almost all of us feel unwell or are dominated by ill-being. There is always someone around us—an acquaintance, friend, or family member—who suffers. Very often we hear of someone who is affected by cancer and who dies from premature death. These are not random occurrences. This is the result of implementing the wrong effort distribution—prioritizing External Powers over Internal Powers.

As a consequence, we engage in a predominance of toxic or unhealthy choices and unhealthy lifestyle practices. The consequence of that: penalties. Ill-being leading to feeling unwell.

#### a. How Ill-Being / Feeling Unwell Manifests

**Ill-being or feeling unwell manifests in four major ways. Penalties range from mild to severe:**

1. **Feeling bad sensations**—unwanted aches, pain, and suffering
2. **Sugar diseases**—cancer, diabetes, and dementia
3. **Bad lifestyle-related conditions**—being overweight, heart disease, high blood pressure, chronic fatigue, and digestive issues

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### 4. **Negative emotional states of being**—anxiety, depression, and unhappiness

There are no random occurrences in this reality. Reality is governed by the 6 Laws of Planet Earth (detailed in Pillar 2). These penalties are simple indicators that we violate these laws. They are there to help us, to tell us that we are either on the wrong path or the right path.

These four manifestations of ill-being reinforce each other, creating a cycle that perpetuates ill-being. That is a tragedy. It does not have to be that way. We all deserve to feel well every day.

## **2. Founded on the Laws of that Govern Reality**

Our success in generating well-being depends on how much we respect the 6 Laws of Planet Earth. These laws are Internal Powers—part of the key principle of prioritizing Internal Powers over External Powers.

The more we acknowledge and implement them within our daily choices, the more we live a sustainably healthy and happy life.

The more we violate them, the more we generate ill-being. When we play by our own rules instead of respecting these laws, we create devastating consequences—penalties. Ill-being leading to feeling unwell. These six laws are interconnected. Together, they form the foundation on which the key principle is founded: prioritizing the invisible over the visible.

### **a. The Law of Vibration**

Everything is made of energy, and everything vibrates at a

unique frequency. Vibrations are invisible. Similar vibrations attract similar outcomes—which are visible. Vibration is our general state of being—the totality of our mind, soul, and body combined. However, for the purpose of generating well-being and feeling well every day, the starting point is thought. Equal thoughts generate equal emotional and physical outcomes. Our predominant thoughts shape our predominant choices, including our health, well-being, and happiness.

Reality is more complex than this. Yet for the purpose of this framework, we focus on cultivating thoughts aligned with feeling well, being healthy, and happy. When reinforced with the physical—healthy nutrition and regular exercise—we generate well-being.

**Example:** Anxious thoughts generate anxiety (emotional outcome). Fearful thoughts of becoming sick shape the visible: disease manifestation of the body (physical outcome). Society conditions us to expect illness—pharmacists display medications before winter comes. This is the invisible (thoughts, fear, expectation) shaping the visible (anxiety, disease).

### **b. The Law of Polarity**

Everything has two sides based on equal opposites. There is no grey—things are predominantly either black or white. The side that predominates over its opposite defines who we are, what we embody, and what we engage in. Who we are is our identity—what we have become over time. What we embody is our state. What we engage in is what we do in the moment—and over time, shapes who we are.

**Example:** We are predominantly Selfish Humans or Loving

## Section III: The 6 pillars of PLW Life Coaching

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Humans (who we are). We embody predominantly ill-being or well-being (what we embody). We engage predominantly in toxic behaviors—dishonesty, laziness, competition—or healthy behaviors—honesty, discipline, collaboration (what we engage in). If we make predominantly unhealthy choices across time, we generate ill-being. If we make predominantly healthy choices, we generate sustainable well-being.

### c. The Law of Cause and Effect

Things happen for an exact reason; magic, chance, karma, fate, destiny, or coincidences have no basis in this reality. Every cause (action) has an effect (reaction), and every choice (cause) has consequences (effect). Action and reaction are equal in their opposite. Each single thought or choice generates either ill-being or well-being.

**Example:** Toxic thoughts (cause) generate negative emotional states of being and feeling bad sensations of the body (effect). Healthy thoughts (cause) generate positive emotional states of being and feeling good sensations of the body (effect). Living an unhealthy lifestyle (cause) generates diseases and feeling bad sensations of the body (effect). Living a healthy lifestyle (cause) generates well-being and feeling good sensations of the body (effect). Feeling well every day is not luck—it is the direct effect of consistently choosing healthy behaviors and virtuous actions.

### d. The Law of Gestation

There is a gestation time for the invisible to become visible because the physical originates from the non-physical. Every thought is comparable to a seed. The quality of today's emotional and physical choices originates from the quality of yesterday's thoughts, and the quality of today's thoughts dictates the quality of tomorrow's emotional and physical choices. How much we desire and believe something dictates

how fast it manifests into visible form.

**Example:** We cultivate thoughts of feeling well and being happy. These thoughts are seeds that we plant in our mind. Over time, these seeds gestate and eventually manifest into visible reality—positive emotional states of being and feeling good sensations of the body. The stronger our desire to feel well and the deeper our belief that we can feel well, the faster these invisible thoughts manifest into visible emotional and physical reality.

Conversely, fearful thoughts of becoming sick gestate over time and manifest as anxiety (emotional) and disease (physical). The gestation period varies based on the intensity of our desire and belief.

### e. The Law of Rhythm

Planet Earth is characterized by definite cycles and eternal movement. Everything flows in and out, like seasons, or moves up and down, like the sun or moon. This law influences us mentally, emotionally, and physically in highs and lows. We are affected because we are made of vibrations, water, and energy. Whatever happens in this reality has an effect on us.

**Example:** Lows manifest as negative emotional states of being (depression, anxiety) and feeling bad sensations of the body (aches, pain). Highs manifest as positive emotional states of being (happiness) and freedom from pain and suffering. We understand that lows are temporary—part of natural rhythm. During lows, we use physical activity to shift our state.

### f. The Law of Perpetual Transmutation

Energy always moves into physical form. The thoughts we give energy to inevitably transmute into emotional and

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physical reality. We cannot fight this law. The intensity of our belief determines how fast and how strongly the thoughts manifest.

**Example:** We give energy to fearful thoughts of becoming sick—this inevitably transmutes into anxiety (emotional) and disease (physical). Or we give energy to thoughts of feeling well and being healthy—this inevitably transmutes into positive emotional states of being and feeling good sensations of the body.

### **3. Built on the 3 Internal Power-Driven Tools**

The 3 Internal Power-Driven Tools are the primary tools founded on the key principle—and the principle itself is one of the tools.

They eliminate dependency on expensive coaches, therapists, and ineffective External Powers. They cost nothing. They require no credentials. We already possess all three right now.

#### **a. The Embodiment of Healthy Behaviors and Virtues**

Using the 23 healthy behaviors and 28 virtues as our decision-making compass. This includes honesty, discipline, commitment, common sense combined with logic and reason, and experimentation through trial and error.

(All healthy behaviors and virtues are fully explained in Framework I.)

**Common sense combined with logic and reason** — The practical application of our senses and mental faculties to make sound decisions, free from bias and emotional states.

**Honesty** — Our deliberate choice to support facts and the Truth, even when challenging, fully taking responsibility and accepting reality.

**Experimentation Through Trial and Error** — Seeking Truth through direct experience, testing different approaches and eliminating less effective practices.

**Discipline and Commitment** — Our ability to give ourselves specific instructions and follow them to the letter, regardless of challenging states that arise.

#### **b. The Laws That Govern Reality**

The universal laws that shape our well-being, including the Law of Polarity, Law of Vibration, Law of Cause and Effect, Law of Gestation, Law of Rhythm, and Law of Perpetual Transmutation (as explained in Pillar 2).

#### **c. Prioritizing Internal Powers Over External Powers**

The invisible shapes the visible; effective methods prioritize Internal Powers and use External Powers as reinforcement only.

#### **d. A Practical Example Using Internal Powers: Ice Bath**

Let us consider taking an ice bath in a beautiful river—a simple practice anyone can attempt immediately. The purpose is not to show off, because that leads to detriments. Our purpose is to do it with the intention of increasing our

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well-being. To do so, we proceed by applying the 3 Internal Power-Driven Tools:

**The Embodiment of Healthy Behaviors and Virtues:** We apply honesty—honestly assessing that this practice contributes to our well-being. We apply discipline and commitment—following through on our intentions regardless of how challenging it is. We apply common sense—realizing that just because we suffer instantly does not mean it is bad—short-term discomfort leads to long-term well-being. We do it as our moral obligation to be healthy so we can be in the service of others—not to impress anyone.

**Laws That Govern Reality:** We apply the Law of Polarity—understanding that there are only two sides: beneficial or harmful. We apply experimentation through trial and error—trying different approaches to find the right balance—3 minutes at 5 to 8 degrees seems ideal.

**Prioritizing Internal Powers over External Powers:** We discover what works through listening to our inner voice—not through external validation from others. We rely on our own experience, not on coaches or health professionals.

### The Results We Observe

- Immediate benefits: Shortly afterward, we feel significantly energized.
- Short-term benefits: Throughout the day, we feel vibrant.
- Long-term benefits: It adds to our overall well-being, generates a sense of achievement, and cultivates qualities such as discipline and resilience—because it is challenging.

### e. Hangover Relief Through Direct Experience

The creator of PLW Life Coaching discovered this during a Christmas celebration. After drinking, he experienced a severe hangover. Walking, water, fresh air—nothing worked. With nothing to lose, he tried cold water immersion. Instant relief. Headache gone. Nausea gone.

This is the power of prioritizing Internal Powers over External Powers. We experience it directly without relying on external powers such as a coach. We learn how to increase our well-being in minutes—no years of study required.

## 4. Born from Two Decades of Struggle

### a. Two Decades of Struggle

Daniel, the creator of PLW Life Coaching, started feeling unwell as a young teenager. He suffered from bad trips and symptoms that caused him to leave two schools, waste valuable time in various hospitals—including a psychiatric hospital—and waste portions of his life making poor choices that led to a continuous stream of avoidable problems, hardships, and unhappiness.

Even today, he carries minor psychosomatic traces from all these years of suffering, such as slight numbness on the right side of his body and a constant state of minor dizziness. He also spent over a decade working with health professionals—including coaches, therapists, counselors, and doctors—without improving his well-being.

### b. The Turning Point: Transforming Suffering into Service

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By age 38, what he once denied became undeniable: life is limited in time. With this realization, he saw an opportunity to transform his past suffering into a tool to be in the service of others—helping them feel well every day. He recognized that feeling unwell is one of the most common and unsolved problems in our world—suffering from unwanted aches, pain, diseases, and unhappiness. This tool is what he calls today PLW Life Coaching.

### c. From Ill-Being to Well-Being

These twenty years taught him the destructive power of the mind—that everything begins with thought. He once used that power negatively, reinforcing the Cycle of Ill-Being: toxic thoughts leading to negative emotional states of being—such as anxiety and depression—and finally to physical symptoms.

Today, he uses it positively, reinforcing the Cycle of Well-Being by cultivating healthy thoughts and a resilient mindset—which he applies to his practice of incline running in extreme weather conditions. The more we experience one side of something—such as suffering—the more we understand its opposite: happiness and fulfillment.

## 5. Founded on Practicality, Simplicity, and Real-Life Experiences

### a. Practical Tools and Observable Results

**The Universal 4-Step Process**—the same structure across all six frameworks: Defining, Preparing, Applying, and Learning (explained in detail in Section IV)

**The 3 Internal Power-Driven Tools**—tools we already

possess and that are within our control, where we don't rely on external powers like health professionals or coaches

**Instant observable results**—we experience them directly when we use these 3 Internal Power-Driven Tools

**Daily application**—practical actions we implement in our everyday lives, such as taking an ice bath, fasting, or embodying healthy behaviors

### b. Simple Language and Clear Structure

**Simple language**—no wanting to sound clever or different for the sake of being acknowledged and feeling superior. Instead, it is about genuinely helping. Examples: we say "heart disease" instead of "cardiovascular disease," and "difficulty controlling emotions" instead of "emotional dysregulation."

**Parallel Structure Based on Opposites**—everything is written first in the negative then in the positive, with some exceptions—whether in a sentence, a paragraph, or a section. Examples: Being a Selfish Human → Being a Loving Human, Ill-being → Well-being, Feeling unwell → Feeling well, Toxic behaviors → Healthy behaviors.

**Founded on Predominance**—it is not about black or white, but about dark gray or eggshell white. We are always predominantly on one side of the spectrum or the other. The side that predominates defines who we are (Selfish Human or Loving Human), what we embody (ill-being or well-being), and what we engage in (toxic behaviors or healthy behaviors).

### c. Based on Real-Life Experience, Not Theory

**Embodies What He Teaches (practices what he preaches):** Daniel, the creator of PLW Life Coaching, embodies what

## Section III: The 6 pillars of PLW Life Coaching

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he teaches—feeling well every day. He practices what he preaches. His fitness marker: he runs 5.5 kilometers with 1,250 meters of elevation gain in 72 minutes.

His health marker: he has been sick only twice in 20 years—once from the flu and once from gastroenteritis. These are indicators that he feels well every day, to a fair degree.

Unlike health professionals who offer well-being without embodying well-being themselves, or relationship coaches who are single—one of the most common situations we encounter.

**Based on Real-Life Experiences, Not Theories:** What Daniel teaches is based on real-life experiences, not theories. He experienced both sides—ill-being and well-being, being a Selfish Human and becoming a Loving Human, extreme unhappiness and sustainable happiness—and therefore he is qualified to teach it.

A male obstetrician who guides women through pregnancy and childbirth—he studied it, read about it, observed it—yet never experienced it, and therefore is unqualified. Equally, a couple therapist who advises couples yet is single—unqualified.

### d. Health Professionals Rely on Credentials, Not Real Life Experience

It might sound silly and absurd, yet the truth is that almost all health professionals do not embody what they teach. They offer services based on theories, not real-life experiences. They rely mainly on credentials—and these credentials, as we know, do not require real-life experiences. Only studying something and repeating it.

The reason most of us deny this fact—or fall into the trap of working with these people—is that these health professionals master the art of spoken words. And most of us are simply too lazy to investigate who we want to work with. Yet we should take it seriously—this concerns our health. We can lose valuable years and suffer even more.

## 6. Born from the Failure of Conventional Health Professionals to Help

Working with conventional health professionals acts as a handbrake, wasting valuable years of our lives. The paradox: we seek help to improve our well-being, yet they want us to fail—our failure keeps us dependent on their services. Finding competent health professionals is like finding a needle in a haystack.

**Most health professionals—including coaches, counselors, therapists, psychologists, and doctors—deliver poor results for six major reasons:**

**They need to be the center of attention** — They seek acknowledgment, attention, admiration, and validation to feel whole—instead of genuinely helping.

**They foster dependency** — They keep us hooked to their services to maximize profits and feel superior—instead of offering temporary guidance to become self-sufficient.

**They want us to fail and compete** — Our failure keeps us dependent on their services and makes them feel superior—instead of wanting us to succeed.

**They do not embody what they teach** — They talk about health without embodying it. Their teachings are based on theories, not real-life experiences—instead of practicing what they preach.

**Their teachings are filtered through selfishness** — The information is rendered useless because it gets filtered through the need for acknowledgment, validation, and profit—instead of offering it with genuine intention to help. They want to be popular — They direct the spotlight to themselves, polishing a flawless image to attract followers and clients—instead of focusing on genuinely helping.

#### **b. Analogy: How Health Professionals Fail to Help**

##### **Analogy — A Bad Movie with Commercials**

Working with conventional health professionals feels like watching a bad movie, where the teachings meant to help us keep getting interrupted—by commercials in which they are the Stars—rendering these teachings useless. Whether they speak or write books, most of it is superficial fluff. We struggle to progress because everything they do is colored by their desperate need to be the center of attention and be acknowledged.

#### **c. Health Professionals: Their Manipulation Tactics**

Conventional health professionals work hard on polishing a flawless image of themselves to look good to the world while pretending to be genuine and kind in order to attract "followers" and clients. One tactic they use involves employing the pronoun "you" to flatter the listener's or reader's ego, all while pretending to be genuine and kind.

The goal of this tactic is to pretend to be genuine by formulating messages that feel personal. These messages are directed at the individual with the intention of making them feel special, important, cared for, and even loved. They use this approach to exploit our vulnerabilities, knowing that most of us lack unconditional acceptance and encouragement for daily achievements or our efforts in our personal growth journey. Or is it common for our loved ones to sincerely pay attention to these matters?

#### **The Conclusion**

Working with health professionals—including coaches, counselors, therapists, psychologists, and doctors—is a life-consuming mistake because they predominantly make it about themselves, instead of wanting to genuinely help.

*> **Section III** > Now that we understand the six pillars—what PLW Life Coaching is built on and what makes it work—the question becomes: Is it the right decision for you? > **Section IV** >*

## IV. IS PLW LIFE COACHING THE RIGHT DECISION FOR YOU?

PLW Life Coaching serves genuine and committed individuals—aged 35-45+—who value life and their time. Have you reached a dead end—the point where you refuse to waste more of your valuable time on methods, programs, and health professionals that fail to produce results?

If you keep following the conventional paths, you'll never feel better—only worse until diseases manifest.

What is fast rarely works. What works is rarely fast. PLW Life Coaching is one of the rare exceptions—extremely fast and sustainable. The effort is significant, yet minimal—the adjustment is minor, yet the transformation is major.

If one of these struggles resonates with you, then the three-month program of PLW Life Coaching is the right decision for you.

### 1. Have you struggled for years to feel better despite trying everything?

- Do you live with the fear that feeling well every day is unattainable for you?

- Have you invested years and thousands of dollars into your health without feeling significantly better?
- Are you suffering from sugar diseases such as cancer, or diabetes —lifestyle-related conditions, or negative emotional states of being—anxiety, depression, unhappiness—without knowing where it comes from or where to start?
- Are you experiencing recurring unwanted aches, pain, discomfort, or suffering?

### 2. Do you fail to sustain your well-being or health over time?

- Do you experience cycles of progress and regression—making lasting results feel impossible?
- Have you wasted years on scattered therapy sessions, countless wellness practices, or continuous dependence on professionals—without ever building a lasting foundation?
- Does it feel like sustaining your well-being requires enormous effort—only to fall back into old patterns without understanding why?
- Are you overwhelmed by contradictory health and wellness advice, unable to identify what really works?

### 3. Have you wasted time and money with selfish health professionals—only to produce poor results?

- Have you worked with health professionals who compete for clients, seek validation and acknowledgment, and foster dependency to maximize profit—only to feel like you're taking 10 steps forward and 9 back, or even feeling worse?
- Are you afraid of staying stuck in an unhealthy or unhappy state despite working with professionals?
- Do you suspect health professionals want you dependent—keeping you coming back for endless sessions rather than building your foundation once and being done?

> **Section IV** > *If PLW Life Coaching is the right decision for you, let's examine how the Six Frameworks work together to guide you toward building the foundation for feeling well every day—as fast as three months.* > **Section V** >

## V. THE 6 FRAMEWORKS OF PLW LIFE COACHING

If you genuinely desire to live a sustainably healthy and happy life—and are willing to pay the price in effort, time, and commitment—then implement the 6 Frameworks of PLW Life Coaching. These frameworks represent a path forged through decades of struggle and refined through real-life experiences—not theories—designed to build the foundation for feeling well every day—as fast as three months. PLW

Life Coaching guides you toward implementing the right effort, the right intention, and the right tools—all founded on the key principle: "Prioritizing Internal Powers over External Powers."

### 1. The 6 Frameworks: User Guide

This guide explains how to implement each framework.

**The Core Frameworks:** Frameworks I, II, and III serve the same purpose—building the foundation for feeling well every day—as fast as three months—so we can live a sustainably healthy and happy life—yet offer different perspectives.

**The Supporting Frameworks:** Frameworks IV, V, and VI support the Core Frameworks by helping us implement and sustain the process—following through on our commitments, growing through collaboration, and building resilience through challenging physical activities.

## Section V: The 6 frameworks of PLW Life Coaching

The Core Frameworks are complementary—they approach the same goal through different lenses: Framework I through behaviors, Framework II through indicators, Framework III through values. Choose one, combine them, or use all three.

The Six Frameworks are interconnected—the Core Frameworks build the foundation, while the Supporting Frameworks help us implement and sustain it. Framework IV ensures we follow through, Framework V provides collective support, and Framework VI builds resilience. Each framework serves a unique function that strengthens the others.

### a. Framework I: The Feeling Well Every Day Framework (The Behavioral Approach)

Framework I builds the foundation for feeling well every day—as fast as three months—so we can live a sustainably healthy and happy life—through the Behavioral Approach. It is founded on the honest 1-problem/1-solution model: being a Selfish Human (engaging in toxic behaviors and flaws) generates ill-being, making us feel unwell, and being a Loving Human (engaging in healthy behaviors and virtues) generates well-being, making us feel well.

**Analogy:** Framework I acts as a referee. Founded on the Law of Polarity—everything has two sides based on equal opposites—there is no grey. There are only two sides: right or wrong. Being a Selfish Human—engaging or embodying toxic behaviors and flaws—is the behavioral problem. It is wrong—it generates ill-being, making us feel unwell.

Being a Loving Human—engaging or embodying healthy behaviors and virtues—is the behavioral solution. It is right—it generates well-being,

making us feel well. Mainstream psychology and therapy try to cheat the system by offering countless scattered methods to bypass this reality, searching for a third option. There is none. That's why they fail.

### b. Framework II: The Mental-Emotional-Physical Well-Being Framework (The Indicator Approach)

Framework II builds the foundation for feeling well every day—as fast as three months—so we can live a sustainably healthy and happy life—through the Mind-Soul-Body Approach. It is founded on the understanding that these three levels work together through 16 indicators that reveal what supports or undermines our well-being.

**Analogy:** Framework II is like mortar. Three ingredients—water (Mind), cement (Soul), and sand (Body)—must be combined in the right proportions. Water is the invisible activator that initiates the chemical reaction. Cement is the binding agent that holds everything together. Sand is the physical structure. Right proportions, sustainable results. Mainstream puts too much emphasis on sand—the Body—while ignoring the water—the Mind. Too much sand, it crumbles. Unsustainable. That's why they fail.

### c. Framework III: The Vibrant Health-Peak Fitness-Sustainable Happiness Framework (The Values Approach)

Framework III builds the foundation for feeling well every day—as fast as three months—so we can live a sustainably healthy and happy life—through the Values Approach. It is founded on the understanding that we can only feel well when we embody its 3 essential interconnected values of Vibrant Health, Peak Fitness, and Sustainable Happiness—

## Section V: The 6 frameworks of PLW Life Coaching

each cultivated through 8 universal components applied simultaneously.

**Analogy: Framework III is a recipe. The master recipe—living a sustainably healthy and happy life—requires three sub-recipes: Vibrant Health, Peak Fitness, and Sustainable Happiness. Each requires the right ingredients. Mainstream uses the wrong ingredients. Wrong ingredients, wrong results. That's why they fail.**

### d. Framework IV: The Virtuous Thought-Choice Alignment Framework

Framework IV is our decision-making ally that supports us in feeling well every day by making the choices we intend to make, whether implementing the frameworks, running a mountain trail, quitting smoking, following a diet, or losing weight. It is centered on two guidelines—Discipline and Moral Justice—ensuring that we follow through on our commitments and align them with virtuous intentions.

**Analogy: Framework IV is a compass. The needle—Discipline and Moral Justice—guides us to make the choices we intend to make. Discipline keeps the needle steady. Moral Justice points to true north—virtuous intentions that nurture the well-being and happiness of all. Ignore the needle or follow a false direction, and we wander. Mainstream follows a false direction—selfish intentions that serve only themselves: profit, acknowledgment, validation. Selfish intentions, unsustainable results. That's why they fail.**

### e. Framework V: The Collective Self-Learning Framework

Framework V supports us in feeling well every day through

a self-coaching approach that fosters collective personal growth. It is centered on conversations with like-minded individuals—friends, family, or acquaintances—using 10 Collaboration-Driven Principles as guidelines. This method ensures that we minimize reliance on external authorities, health professionals including coaches, therapists, and counselors, because they are driven by selfish intentions: maximizing profit, seeking acknowledgment, and self-promotion.

**Analogy: Framework V is a round table. Equals sit together—no head, no hierarchy, no competition. Everyone has equal voice. Collaboration flows in all directions. Mainstream uses a podium—one expert above, clients below. Hierarchy. Knowledge flows one way. Dependency. That's why they fail.**

### f. Framework VI: The Reality Chiropracting Framework

Framework VI supports us in feeling well every day through its three interconnected purposes: as an emotional support center, as a catalyst for personal growth, and as a means of placing ourselves in an optimal position to serve others. It is centered on challenging physical activities in beautiful mountain settings, where we apply the concept of sacrifice: consciously trading something of lower value—temporary suffering—for something of significantly higher value—sustainable benefits.

**Analogy: Framework VI is a turbocharged engine. A turbocharger converts exhaust—waste—into more power. Framework VI converts resistance—discomfort, fear, pain, suffering—into amplified growth. Temporary suffering, sustainable benefits. Mainstream avoids resistance. No turbocharger. Weak engine. That's why they fail.**

## Section V: The 6 frameworks of PLW Life Coaching

These six frameworks aren't meant to work in isolation—they're designed as an interconnected system where each framework reinforces the others.

### 2. The Three Orders of Benefits and Detriments Through Sacrifice

All six frameworks operate on the same principle: we get what we pay for. If we pay the price—making the sacrifice—we receive benefits. If we refuse the price and quit—we receive detriments.

**The Three Orders of Detriments** originate when we quit before completing our commitments—when we abandon what we have the intention to achieve, whether tasks, goals, or activities:

**First-Order Detriments:** Short-term penalties we generate in the process—toxic behaviors and flaws we reinforce: laziness, dishonesty, victim mentality, blaming, quitting.

**Second-Order Detriments:** Significant penalties we generate from quitting—frustration, sense of failure, minimal or no progress, decreased motivation.

**Third-Order Detriments:** Sustainable penalties we generate from first and second order detriments, generating long-term impacts on our overall quality of life: ill-being, diseases, unhappiness, premature death.

**The Three Orders of Benefits** originate when we complete our commitments—when we achieve what we have the

intention to achieve, whether tasks, goals, or activities, without quitting in the process:

**First-Order Benefits:** Short-term rewards we generate in the process—qualities, healthy behaviors, and virtues we use and develop: discipline, commitment, determination, resilience, patience, confidence, perseverance.

**Second-Order Benefits:** Significant rewards we generate from achieving our goals—satisfaction, sense of achievement, significant progress, increased motivation.

**Third-Order Benefits:** Sustainable rewards we generate from first and second order benefits, generating long-term impacts on our overall quality of life: fulfillment, well-being, health, happiness.

Resistance arises on three levels—mental, emotional, and physical. Framework VI uses challenging physical activities as the training ground for this principle because the physical is easier to understand. However, the physical operates together with the mind, soul, and body—human existence is founded on three interconnected levels: the Mind, the Soul, and the Body (as detailed in Framework II).

Challenges manifest across all three levels: cultivating healthy and honest thought patterns (mental), cultivating healthy and honest relationships with ourselves and others and cultivating positive emotional states of being such as peace and happiness (emotional), and cultivating a healthy, functional body through balanced fitness (physical).

All Six Frameworks generate these same orders of benefits when we follow through and detriments when we quit.

Deliberate engagement in challenging states of being (dislike, discomfort, fear, pain, suffering) is the currency for generating well-being, health, and happiness. There is no other currency. Sacrifice is inevitable. Fighting this Truth only creates additional suffering.

Since facing these temporary challenging states of being is inevitable, we approach them with enjoyment, lightness of spirit, and playfulness. When we fully understand this Truth at the core of our being, this approach becomes our natural state.

### 3. The 6 Frameworks: The Universal 4-Step Process

All six frameworks are built on the same foundational structure—the Universal 4-Step Process—so that we only have to learn it once and can apply it everywhere, beyond these frameworks. Each step builds on the previous: we define what we're aiming for, prepare to achieve it, apply what we've defined and prepared, and continually refine as we go—so that we sustain and continually improve our results.

#### **STEP 1: DEFINING - Clarifying and Understanding**

Clarifying and Understanding — the results we're aiming for—by creating clear and precise definitions of these results in order to provide us with a sense of direction. The more precise the definition, the more likely we are to reach our goal.

**Analogy:** We cannot use a GPS without first entering a destination. The more precise the destination, the more likely we are to arrive. 'A farm in the countryside of Provence' could be anywhere—the farm name and address gets us exactly where we want to go.

#### **STEP 2: PREPARING - Establishing and Building**

Establishing and Building — a solid foundation to be optimally prepared for achieving the results we're aiming for—by removing obstacles and establishing guidelines in order to maximize our ability to reach them in the most effective and sustainable way.

**Analogy:** To become healthy, we first remove the extra weight and the fog caused by drugs. Extra weight will harm us if we train, and fog prevents us from knowing which choices work and which don't in relation to the results we are aiming to achieve. The guideline is simple: we only start training once these obstacles are removed.

#### **STEP 3: APPLYING - Implementing and Practicing**

Implementing and Practicing — what we've defined and prepared—by applying effective tools (minimum input, maximum output) daily in order to make choices (actions) that consistently move us toward the results we're aiming for.

**Analogy:** An honest relationship with ourselves is built by putting in the work daily. Predominance matters—more choices that support a healthy relationship with self than choices that harm it.

#### **STEP 4: LEARNING - Refining and Evolving**

Refining and Evolving — the results we're achieving—by continually observing our progress and adjusting our choices (or actions) based on what works and what doesn't work in order to sustain and continually improve our results.

**Analogy:** A sailor reaches their destination by continually observing the wind and adjusting the sails in order to move in the right direction. We do the same—observe our progress, adjust our choices, and keep improving our results.

> **Section V** > Now that we understand the Six Frameworks and the Universal 4-Step Process that structures them, let's examine the three-month program designed to implement them > **Section VI** >

## VI. THE PLW LIFE COACHING 3-MONTH PROGRAM

PLW Life Coaching is the tiny investment solution to living a sustainably healthy and happy life because it delivers maximum output with minimum input—the definition of effectiveness. To achieve these results in as fast as three months, we are required to meet specific baseline requirements.

### 1. Why Three Months?

Thought is a power that creates reality. If not, what then? Three months give us a sense of direction. We focus all our effort every day. Either we reach these results or we get close to them. Regardless, we move towards sustainable well-being.

Significant progress creates a high sense of achievement and satisfaction, sustaining our commitment. This is realistic—the creator of PLW Life Coaching achieved these results in three months.

Contrast this with mainstream approaches: incremental, poor progress over decades—tiny additions or improvements that generate minimal visible results, leading to frustration. We never reach sustainable well-being. Or even worse—we spiral into diseases and premature death.

### 2. Understanding the Framework-First Approach

Before reviewing the requirements, we must understand the foundation of this program.

There are clear roles: the coachee seeks temporary guidance for three months, and the coach serves as a temporary guide. During these three months, we do exactly what is outlined in these Six Frameworks—neither what the coachee wants nor what the coach prefers. This is non-negotiable.

The frameworks are founded on real-life experience and aligned with the Laws That Govern Reality. If this approach feels too harsh, we have the option to commit to mainstream alternatives. However, these come with a significant penalty: approaches and methods founded on dishonesty.

It's like having a car with a flat tire. At PLW Life Coaching, we align with the Truth: the tire is flat. Mainstream tells us: the windshield wipers are broken. Why? Because saying the tire is flat sounds harsh and might make them look bad. Instead, they point to something easier to hear—even when it prevents us from moving forward.

We prioritize Truth over looking good because we all want to generate well-being. We can only find the solution to a problem when we are honest about the problem.

## Section VI: The PLW Life Coaching 3-month program

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This program is on the extreme end of the unconventional spectrum. It violates every foundation on which conventional and mainstream systems are built—which is precisely why it works. Conventional systems violate the Laws That Govern Reality. This program aligns with them. As a consequence, we are required to unlearn what does not work to relearn what works.

### 3. The Six Program Requirements

The PLW Life Coaching three-month programs serve genuine and committed individuals aged 35-45+ who value life and their time. They have tried everything—exhausted every conventional method—without lasting results, and are ready to do whatever it takes during these three months to feel well every day. These individuals have a reasonably healthy lifestyle baseline in terms of happiness, fitness, and weight.

#### a. Requirements Explained in Detail

**Social Media-Free:** We are free from social media, except when used exclusively for work purposes or business client acquisition.

**A Fairly High Level of Awareness:** We understand human behavior. Most people compete—wanting to be or have the most or best of something to validate their human existence, while simultaneously preventing others from having something. This goes to an extreme: they want others to fail because the more others fail, the more they win.

Modern society operates on status, possessions, and profit at all costs. Harm to others doesn't matter. We acknowledge this sad reality and choose differently: we make choices with the intention of nurturing the well-being and happiness of all.

**Embody a Fair Degree of Happiness:** Benchmark: We are predominantly whole—our own emotional support center. We depend on ourselves (Internal Powers) to validate our self-image and emotional states rather than relying excessively on others for acknowledgment, recognition, and validation.

**Have an Acceptable or Average Level of Fitness:** Benchmark: We can run a 5K with 500-meter elevation gain in approximately 45 minutes to a maximum of an hour, without feeling overly tired or needing to stop.

**Are Considered Thin-Normal in Terms of Weight:** Benchmark: Thin-normal body composition with visible collarbones and wrists, flat stomach, narrow waist, and prominent cheekbones. A few kilograms in excess are acceptable.

**Willingness to Pay the Price for Well-Being:** We are willing to pay the price for our well-being, health, and happiness. We understand this means being generous well-being traders—making the sacrifice of trading deliberate, temporary challenging states of being (dislike, discomfort, fear, pain, suffering) for sustainable well-being, health, and happiness.

We are willing to do what it takes to build the foundation for feeling well every day in the most effective manner. We understand that feeling well is one of the most challenging things there is in life.

## Section VI: The PLW Life Coaching 3-month program

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**These six requirements are a sense of direction.** They enable us to achieve these results as fast as three months—creating the foundation to feel well every day. If we do not meet all these requirements, we can still be part of the program. However, it will take longer to achieve the same results. This is at our own risk and responsibility.

### 4. The Four Program Options

All programs include two guided conversation meetings over the course of three months. Between sessions, coachees apply the 6 Frameworks daily independently to maximize progress. Group programs—whether online or in-person—are more impactful than individual programs. We reinforce each other's mission of feeling well by motivating each other and transforming together.

It's all about energy: the more people involved, the more energy we generate. When we move in the same direction, the stronger it becomes—the more benefits we give to each other. In-person programs are the most powerful because we walk the same path together.

**Independent Practice (All Programs):** Between sessions, coachees apply the 6 Frameworks daily—either individually or together when meeting outside scheduled sessions—to maximize progress and strengthen practical application.

#### a. Program Format Overview

All program options share the same core structure while offering different formats to accommodate individual preferences and circumstances.

#### b. Two One-on-One 3-Month Coaching Programs

##### 1. One-on-One Online 3-Month Coaching Program

Two 90-minute video sessions per week conducted online, while applying the 6 Frameworks.

Total Program Price: \$3,600 (\$100/hour) with a money-back guarantee.

##### 2. One-on-One In-Person 3-Month Coaching Program

Guided conversation in beautiful mountain settings while engaging in challenging physical activities such as hiking with high elevation gain, trail running, mountaineering, cold water immersion, and alpine lakes and rivers — while implementing the 6 Frameworks. Every week we meet twice. Two format options are available:

Format A — Weekly Session + Monthly Full Day: Every week we meet twice for 90-minute sessions. Once a month, one of those sessions is replaced by a full 8-hour session — 55.5 hours total. Total Program Price: \$9,712 (\$175/hour)

Format B — Weekly Session + Weekly Full Days: Every week we meet twice — once for a 90-minute session and once for a full 8-hour session — 114 hours total. Total Program Price: \$19,950 (\$175/hour)

#### c. Two 3-Month Group Coaching Programs

##### 3. Group Online 3-Month Coaching Program

Two 90-minute video sessions per week conducted online with up to five participants who have mutually committed to working together, while collectively applying the 6 Frameworks.

Total Program Price: \$2,700 (\$75/hour) with a money-back guarantee.

#### **4. Group In-Person 3-Month Coaching Program**

Guided conversation in beautiful mountain settings with up to five participants who have mutually committed to working together for three months, while engaging in challenging physical activities — while collectively applying the 6 Frameworks. Every week we meet twice. Two format options are available:

Format A — Weekly Session + Monthly Full Day: Every week we meet twice for 90-minute sessions. Once a month, one of those sessions is replaced by a full 8-hour session — 55.5 hours total. Total Program Price: \$6,937 (\$125/hour)

Format B — Weekly Session + Weekly Full Days: Every week we meet twice — once for a 90-minute session and once for a full 8-hour session — 114 hours total. Total Program Price: \$14,250 (\$125/hour)

#### **5. The Next Step: Scheduling Your Free Call**

Review the six requirements. If you believe you are the right fit, schedule a free 30-minute call. This is where we determine together if PLW Life Coaching is the right path for you.

##### **a. Not Ready for the Full Program?**

For \$500, you receive the PLW Life Coaching booklet with

its Six Frameworks, a one-hour conversation with Daniel, the creator of PLW Life Coaching, and a money-back guarantee.

The same \$500 spent on conventional health professionals? Five sessions driven by selfish intentions. No results. Money thrown out the window.

Now that we understand the three-month program of PLW Life Coaching and what is required to implement it, let's examine the tragic Truth—what prevents almost all of us from feeling well.

*> **Section VI** > Now that we understand the three-month program of PLW Life Coaching and what is required to implement it, let's examine the tragic Truth—what prevents almost all of us from feeling well > **Section VII** >*

## **VII. WHAT PREVENTS US FROM FEELING WELL**

WHAT WE GIVE ENERGY TO GROWS. WE GET THE HEALTH, FITNESS, AND HAPPINESS WE PAY FOR. IF NOT, WHAT THEN?

### **1. The Core Problem: The Wrong Effort Distribution**

What prevents us from feeling well comes down to one thing: implementing the wrong effort distribution. Almost all people take the wrong path—the life-consuming mistake—which produces penalties (detriments)—ill-being, making us feel unwell.

### **2. The Path of Ill-Being (The Wrong Path): Three Steps Toward Ill-Being**

Almost all people take this path—the life-consuming mistake. We feel unwell because we deny the Truth, use the wrong tools, and refuse to pay the price for our well-being—creating the wrong effort distribution and producing ill-being.

#### **a. Having the Wrong View of Reality**

By denying the Truth that the invisible shapes the visible, we prioritize the visible over the invisible.

#### **b. Exerting the Wrong Effort**

We implement the wrong tools by prioritizing External Powers over Internal Powers—the visible over the invisible. We prioritize exerting significant effort in what matters least in life—possessions, status, and external validation—and are lazy at what matters most in life: feeling well. We are lazy Truth-seekers.

We are confronted with the physical world through our eyes, so we naturally conclude: what we see has the most importance, everything else is almost irrelevant. The Truth is we avoid the effort required to discover the Truth, including what exists beyond the visible—which is the same reason we feel unwell. Reality is not being dishonest with us.

Reality is simply much bigger than what we can see. The

invisible exists beyond the physical surface. It is up to us to discover this Truth. The lazier we are at seeking Truth, the more penalties we pay. If we do the work of seeking Truth through trial and error, we discover that we must align with the Laws That Govern Reality to generate well-being. What a tragedy.

#### **c. Unwillingness to Pay the Price for Our Well-Being**

We get what we pay for. We get the health, fitness, and happiness we pay for. If not, what then? Sacrifice is the currency: we trade something of lower value for something of higher value.

#### **d. Being a Selfish Well-Being Trader**

##### **Being a Selfish Well-Being Trader**

We are selfish well-being traders—unwilling to pay a high price for what matters most in life. We are cheap with our health, happiness, and well-being.

What does being cheap mean? Refusing the sacrifice: unwilling to trade deliberate, temporary challenging states of being (dislike, discomfort, fear, pain, suffering) for sustainable well-being. Instead, we trade in reverse—sacrificing our long-term health and happiness for temporary comfort and convenience. We get what we pay for: ill-being because we are selfish well-being traders.

##### **What does being cheap look like in practice?**

##### **We are selfish well-being traders on a Mental Level:**

- Cultivating a predominance of negative, toxic, and unhealthy thought patterns over healthy and positive thought patterns—to a significant degree

## Section VII: What prevents us from feeling well

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- Choosing thoughts representative of laziness, selfishness, and dishonesty over thoughts representative of discipline, kindness, and honesty
- Cultivating a victim, anxious, fearful mindset over a positive, resilient, disciplined mindset

### **We are selfish well-being traders on an Emotional Level:**

- Cultivating a predominance of toxic behaviors and flaws over healthy behaviors and virtues—to a significant degree
- Choosing to be lazy, selfish, and dishonest over being disciplined, honest, and taking responsibility
- Cultivating negative emotional states of being—distressed, anxious, depressed, and unhappy—over being happy, at peace, and fulfilled
- Prioritizing quantity over quality in relationships by giving energy to toxic relationships—instead of cultivating healthy, kind, respectful relationships based on trust

### **We are selfish well-being traders on a Physical Level:**

- Avoiding activity with countless excuses, staying inactive, and watching sports or movies over engaging in cardio and challenging physical activities where we sweat significantly every other day
- Eating and snacking all day long over choosing to practice intermittent fasting—restricting our eating window to a few hours

- Carelessly eating whatever we crave, acting on impulses without thinking about consequences—consuming unhealthy and addictive products (sugary products, cakes, cookies, wheat-based products including bread, and alcohol)
- Choosing hot showers over daily cold showers and cold water immersion to strengthen the immune system

### **We refuse to pay the practical daily price for our well-being.**

Not feeling well and doing the opposite anyway leads to premature death.

We are unwilling to pay the price for our well-being because implementing Internal Powers is too difficult. Instead, we implement the wrong effort distribution—prioritizing External Powers over Internal Powers—we put significant effort into what matters least (External Powers: status, possessions, and external validation) and are lazy in exerting effort in what matters most (Internal Powers: our well-being, health, and happiness).

#### **e. The Outcomes of Choosing the Wrong Path**

The Result: We exert minimal effort over maximum time, only to produce poor results. This is the definition of ineffectiveness. As a consequence, we receive penalties (detriments)—ill-being, making us feel unwell.

### **3. The Consequences of Denying Reality**

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When we deny the Truth that the invisible shapes the visible, we create a chain reaction of devastating consequences beyond the three steps.

### a. The Mainstream Countless Dimmer Options

We reject the Law of Polarity because it forces us to choose between only two sides: take responsibility (challenging work) or reject it (easy path). Instead of accepting this—like a switch with two positions (on or off, black or white)—we create the Mainstream Countless Dimmer Options. This is playing by our own rules. Why? Because it's easier to not take sides.

We have been brainwashed since childhood to take the wrong path—to prioritize External Powers over Internal Powers. Health professionals make this worse. They refuse to tell us the Truth because the Truth damages their image and loses them clients. Telling us that one person is predominantly at fault, that there are only two sides, that growth requires suffering—this makes them look harsh. So they compete for clients by offering comfortable lies instead. They create the Mainstream Countless Dimmer Options.

More importantly, it allows us to avoid the consequences of being wrong—because being wrong means we have to work on improving our behaviors, which requires significant effort. Most people are unwilling to pay the price because they prioritize External Powers over Internal Powers, such as looking flawless to the world.

### b. Four Examples of the Mainstream Countless Dimmer Options

#### Example 1: Countless Personality Types

PLW Life Coaching acknowledges two sides: we are either Selfish Humans or Loving Humans. We either embody toxic behaviors and flaws or healthy behaviors and virtues. Mainstream creates countless types of individuals with countless types of problems—countless personality categories (sensitive types, aggressive types, victim personalities), countless diagnoses, countless therapeutic approaches—each requiring different methods, different experts, different treatments.

#### Example 2: Safe Spaces

The choice is straightforward: either we take responsibility because we are at fault, or the other person does. Taking or rejecting responsibility. Mainstream creates 'safe spaces' to avoid this discomfort—to avoid choosing a side. PLW Life Coaching acknowledges that improvement is synonymous with sacrifice—trading something of lower value (deliberate, temporary suffering and discomfort) for something of higher value (increased well-being, sense of satisfaction, self-improvement). Just as a tree must grow roots through hard soil to reach nutrients and water, personal growth requires pushing through resistance.

#### Example 3: Shared Responsibility

In conflicts, mainstream says 'we're both equally responsible' to avoid determining who predominantly owns the problem. This is absurd. If one of us stabs the other, mainstream would say 'well, one was standing there, so both are responsible.' Reality: based on predominance, one of us takes more responsibility than the other. One of us is predominantly at fault.

### Example 4: Baby Steps / Gradual Change

Mainstream promotes 'baby steps'—moving from A to B to C to D incrementally. This generates poor progress. We see unnoticeable results, which creates frustration and low sense of achievement. As a consequence, we quit before reaching D. PLW Life Coaching: we commit fully and go from A to D. Significant effort produces significant progress.

The more we give, the more we get in return—a higher sense of achievement and satisfaction. We are more likely to reach D without quitting because the progress keeps us motivated.

The further we move from the Truth, the more ineffective we become. We try to cheat—bypassing the laws of reality by creating our own laws, by creating more than two sides. We fail because we search for what doesn't exist. There is a reason why therapists, doctors, and coaches fail to provide us with results—they work based on the Mainstream Countless Dimmer Options.

A switch is either on or off. So is a light. Either it works or it doesn't work. We are either unfit or fit. Reality has two sides. Creating more doesn't change reality—it only makes us fail.

### c. How We Got Here: The Origin of the Wrong Path

Most people were taught—or brainwashed—since a young age—by parents, by school, by society as a whole—to prioritize External Powers over Internal Powers. We have been walking backwards ever since.

This is the minor adjustment we must make: switching from the wrong effort distribution to the right effort distribution. This requires us to unlearn what we were taught and relearn how to walk forward.

We must move from prioritizing External Powers over Internal Powers to prioritizing Internal Powers over External Powers. That is all. Simple. Yet it changes everything.

## 4. Additional Obstacles That Reinforce the Wrong Path

### a. Global-Driven Factors (75%)

Society influences us in three ways: we have difficulties seeking what is right, difficulties doing what is right, and we justify wrongdoing as right.

Most humans are on the Path of Ill-Being, which creates massive confusion. If almost everyone chooses A, then A must be the right choice—so why choose B? Sugar-based products are everywhere: Sugar is a legalized drug being sold everywhere to maximize profits. It's one of the most addictive drugs, authorized for consumption at all ages—starting at toddlers in the form of juice, puree, and baby food.

Society is shaped by sugar junkies. Every celebration includes cakes, cookies, candies—birthdays, Halloween, holidays, weddings. Everywhere we go—airports, printing stores, schools, offices—every entrance is filled with soft drinks, snacks, sugary bars, and candies.

We drink fruit juice and eat fruits in excess because society tells us it's healthy and rich in vitamins. Online language teachers include sugary products everywhere to keep kids engaged and make lessons more appealing. Sugar-based products businesses are profitable. That's why they make profit

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at all costs, even if it quietly destroys the health of children and adults, leading to deadly sugar diseases: diabetes, cancer, dementia... and premature death.

Instead of realizing that sugar is what makes us tired, anxious, angry, irritated, and ultimately sick, we continue—and even increase consumption. Most humans are weak.

Even when we know what is right, society makes it difficult to do what is right. We keep eating bread and wheat-based products even though we know they cause bloating and constipation—because they're everywhere, put in front of us at every meal and restaurant. Wheat-based products generate ill-being for two reasons: gluten is difficult to digest, and they are high in sugar.

We justify wrongdoing as right because it's common. We justify drinking alcohol as a social norm. We justify taking medications for every discomfort because everyone does it—even in movies—instead of adopting a healthy lifestyle. We justify eating three large meals plus snacks because society tells us it's normal. These behaviors feel acceptable simply because most people engage in them—even though they quietly destroy our health and well-being.

### b. Entourage-Driven Factors (20%)

The people closest to us—loved ones, family, friends—often embody the same unhealthy habits we're trying to change because they are victims of society's energy of wrongdoing. Even when we know what is right or wrong, healthy or unhealthy, it is extremely difficult to consistently do what is right when we interact daily with people who have unhealthy habits—especially our partners. We share spaces and routines,

constantly exposed to their unhealthy choices. Without discipline, we become like them by repeating their patterns.

If our spouse buys unhealthy products—sugary products, beverages, alcohol, wheat-based products—they will be at home, and we will be tempted to consume them. Our success is reinforced when we share a common understanding to keep only healthy foods at home, minimizing temptation.

### c. Personal-Driven Factors (5%)

Personal-driven factors account for only 5% of our struggle, yet this doesn't mean personal responsibility is only 5%. The 5% represents what we see and can control—the tip of the iceberg. The other 95% shapes how difficult working on that 5% becomes.

We prevent ourselves from being on the Path of Well-Being by cultivating an unhealthy and toxic relationship with ourselves, caused by our flawed and dishonest decision-making system. This results from embodying more toxic behaviors and flaws than healthy behaviors and virtues.

The biggest obstacles are: denying reality, rejecting responsibility, failing to do what we intend to do, and being dishonest about our flaws and toxic behaviors. We deny reality to avoid facing uncomfortable truths, protect ourselves from consequences of being wrong, avoid looking bad to others, and avoid taking responsibility—because fully taking responsibility requires us to work on ourselves.

Learning and improving is only possible if we are honest with ourselves about what holds us back: toxic behaviors and flaws.

We cannot find a solution if we are dishonest about the problem. Most people will never live healthy and happy lives because they prioritize competing—seeking acknowledgment for being or having the most or best of something—which is exactly what prevents them from living healthy and happy lives.

ALMOST ALL OF US FEEL UNWELL. PLW LIFE COACHING IS HERE TO CHANGE THAT BECAUSE WE ALL DESERVE TO FEEL WELL EVERY DAY.

> **Section VII** > *Now that we understand what prevents us from feeling well—the wrong path with its three backwards steps—and the additional obstacles that reinforce it, the solution becomes clear. There is only one path forward* > **Section VIII** >

## VIII. THE PATH FORWARD

We have examined the path of ill-being (the wrong path) and its devastating penalties. We have explored the path of well-being (the right path) and its sustainable rewards. Everything has been revealed—the problem, the solution, the price.

**Now comes the choice.**

There are only two paths. There is one choice. There is only one right choice.

### Path 1: The Path of Ill-Being (The Wrong Path)

We deny the Truth that the invisible shapes the visible. We violate the Laws That Govern Reality by creating our own rules. We prioritize External Powers over Internal Powers. We refuse to pay the price for our well-being.

We also work with health professionals—coaches, doctors, therapists, psychologists—who violate these same laws. They want to appear flawless to the world at all costs. Because of this, instead of telling us what we need to hear to improve our well-being, they tell us what we want to hear—avoiding harsh Truths that would damage their image. They address the Untruth, not the Truth.

We are selfish well-being traders—cheap with our health, happiness, and well-being because we have a taker mindset. We refuse to accept that the invisible plays priority in reality because we are lazy Truth-seekers. We conclude that what we cannot see is irrelevant. As a consequence of that, we pay devastating penalties.

**The penalties:** Ill-being, diseases, premature death. We receive what we pay for: maximum suffering for minimum investment.

This is the path almost all people take, and the path almost all people regret.

## Path 2: The Path of Well-Being (The Right Path)

We accept the Truth that the invisible shapes the visible—even when it feels harsh. We align with the Laws That Govern Reality. We prioritize Internal Powers over External Powers. We pay the price for our well-being.

We are generous well-being traders—willing to invest in our health, happiness, and well-being because we have a giver mindset. We accept that the invisible plays priority in reality because we are disciplined Truth-seekers. We understand that what we cannot see is essential. As a consequence of that, we reap significant rewards.

**The rewards:** Well-being, health, happiness.

Life is meant to be a happy and enjoyable experience. We can only achieve this when we feel well every day. If not, what then?

This is your life. Choose. I still pay the price every single day—that's why I feel well every day.

I have struggled for 20 years trying to feel significantly better despite trying everything. Would you allow me to tell you what minor adjustment you need to implement to feel well every day—as fast as 3 months?

If you choose this path, we walk it together.

> **Section VIII** > Now that we understand the two paths before us, let's explore practical catalysts that can accelerate our journey on the Path of Well-Being > **Section IX** >

## **IX. EXTRA VALUE: WELL-BEING CATALYSTS**

These are practical catalysts we can implement independently of the 3-Month Coaching Program. They address the three interconnected levels of our existence: mind, soul, and body (Framework II).

No matter how much ill-being we embody or unwell we feel, there is a way to reduce it drastically. It comes with a price: significant effort, however involves minimal time. It is based on the key principle of prioritizing Internal Powers over External Powers.

Finally, we compare mainstream and PLW Life Coaching approaches to common health conditions—showing how our methods serve as catalysts while mainstream methods generate harm. All these topics will be discussed in detail through the mechanisms within the Six Frameworks.

### **1. Mental Level: Minimize Unhealthy and Toxic Thoughts**

## Section IX: Extra value: well-being catalysts

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We minimize unhealthy/toxic thought patterns (anxious thoughts, fearful thoughts, depressed thoughts, negative thoughts). We minimize anxious and fearful thoughts of feeling unwell or contracting diseases. These cascade from the mental level to the emotional level—negative emotional states of being—to the physical level—feeling bad sensations of the body, diseases. We prevent this cascade.

### **2. Emotional Level: Minimize Engagement in Toxic Behaviors and Toxic Relationships**

We move toward a healthy and honest relationship with ourselves by embodying a predominance of healthy behaviors and virtues over toxic behaviors and flaws. We minimize toxic relationships.

Both toxic behaviors and toxic relationships generate negative emotions, leading to negative emotional states of being (anxiety, depression, unhappiness, distress) and stress hormones affecting the body. For relationships we cannot remove, we minimize involvement. For relationships we can remove, we remove them.

### **3. Physical Level: Diet, Fasting, Ice Baths, and Cardio**

#### **a. Diet**

We remove sugar, processed food, wheat-based products, and rice. We minimize fruits and dairy. Sugar is the most addictive drug and feeds diseases such as diabetes, cancer, and dementia. Fruits are high in sugar. Berries are fine occasionally.

We eat mainly vegetables combined with nuts, fish, seafood, eggs, and roots such as sweet potatoes and yams. We drink maximum water combined with cardio and a fiber-rich diet to eliminate toxins.

#### **b. Fasting**

Intermittent fasting (one meal daily, 4pm-7pm) for 2-3 weeks to prevent shock. Then liquid fasting (broth and water) for 4 days. Return to intermittent fasting for life. Why? The more we eat, the more we prevent our immune system from doing its real job—healing us. Our immune system is constantly focused on digestion and scanning food, which it treats as an external threat. When sick, minimize food, especially sugar

#### **c. Ice Baths**

We use ice baths at 5°C-8°C temperature. They provide immediate relief for headaches and nausea. They remove pain, bring vitality, and are perfect when tired.

#### **d. Cardio**

We engage in challenging cardio every other day. If we are overweight, we lose weight first because cardio while overweight causes more damage.

### **4. Walking the Well-Being Path Together**

These Well-Being Catalysts can be implemented independently. This is what we do together in the 3-Month Coaching Program—however with exponentially greater impact. We work together for three months, motivating each other throughout.

For in-person programs, we experience these practices side by side: simple walks in nature, ice baths that awaken vitality, incline running that builds strength, hiking through beautiful mountain settings where we feel the heat, embrace the cold, and witness the power of sunrise. We transform together. The coaching program provides guidance, accountability, and the profound impact of shared commitment.

## 5. Common Health Conditions: Mainstream versus PLW Life Coaching

### a. Depression

**Mainstream:** Anti-depressants

**PLW Life Coaching:** Minimize addictive products such as sugar and alcohol. Fresh air and cardio in mountains every other day. We are part of this reality and therefore must engage with it.

### b. Constipation

**Mainstream:** Laxatives

**PLW Life Coaching:** We remove wheat-based products, and processed foods. We eat predominantly fiber-rich foods such as vegetables and nuts. Starchy roots like sweet potatoes and yams are fine occasionally (every other day). We avoid highly starchy foods. We combine this with cardio every other day. Cardio shakes the system and moves bowels. Fiber does not clog the system.

### c. Pre-Diabetes, Diabetes, and Cancer

**Mainstream:** Insulin for diabetes. Chemotherapy and organ removal for cancer.

**PLW Life Coaching:** Completely minimize sugar consumption and implement intermittent fasting. This allows the immune system time to heal and bring balance. Cardio every other day. **Note:** Not based on Daniel's direct experience, however research proves these diseases are reversible and sugar feeds them.

### d. Headaches and Nausea

**Mainstream:** Painkillers and medication

**PLW Life Coaching:** Ice baths at 5°C-8°C temperature. Cold showers.

### e. Fatigue and Being Tired

**Mainstream:** Energy drinks, coffee

**PLW Life Coaching:** We remove fruits and drinks high in sugar as they create imbalance and high fluctuations. The higher the imbalance—meaning the higher something moves in one direction—the lower something will move in another direction. This is common sense.

We minimize addictive substances that create fluctuations such as sugar, alcohol, and coffee. We use cold showers.

## f. Insomnia and Poor Sleep

**Mainstream:** Sleeping pills

**PLW Life Coaching:** We minimize negative, toxic, and unhealthy thoughts. We remove or minimize toxic relationships. We create a pitch-black room with cold room temperature.

We engage in regular cardio to sweat and clean the body. We have a healthy and honest relationship with ourselves based on honesty.

## g. Flu and Colds

**Mainstream:** Medication such as flu medicine and cold medicine. Society conditions us to expect illness—pharmacists display medications before winter comes.

**PLW Life Coaching:** We attract it with our thoughts. This is psychosomatic—mental moves to physical. Story: When Daniel was about 10 years old, kids already talked about it in November: "Soon it's time to get sick." Daniel answered: "Yes for you, however I don't have the time to get sick." We reject societal conditioning about seasonal illness. We minimize fearful thoughts of becoming sick and instead affirm our health and well-being.

We all deserve to feel well every day.  
The question is: are you willing to pay the price?  
Or are you a selfish well-being trader?

