

If you're
unhappy,
unsuccessful,
and unloved,
it's because
you're trying
way too hard.

epk



take aim

It's the best-selling book that's been made available to millions of people around the world.

It has changed at least one life that we know of for sure.

And it's responsibly priced at \$14.95—that's a measly .000218¢ per word. So the more you read, the more you save.

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aim for the middle

how to achieve happiness, success, and love
through the unbridled power of mediocrity

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If you're not happy, successful, or in love it's because you're trying way too hard.

The self-help industrial complex is an \$11 billion industry peddling the same old shopworn wares—unleash this, let go of that, these prophecies, those secrets, this many habits, and that many agreements. Yet most people remain unmoved, unmotivated, and unimproved. Why? Because every book, course, and program is a metric crap-ton of time-consuming hard work—way more work than someone who needs self-improving could ever do.

But what if you could achieve your desired results of happiness, success, and yes, even love, without all the drudgery...?

Aim for the Middle: How to Achieve Happiness, Success, and Love through the Unbridled Power of Mediocrity gives the boot and the finger to all those time-consuming, ineffectual cornerstones of the self-help industrial complex like goal setting, journaling, affirmations, and getting up extra early every damn day just to set goals, journal, and affirm. Imagine how amazing you'll feel once the oppressive weight of excellence is finally lifted from your shoulders, freeing you to live a life less extraordinary.

Within the pages of this book, you'll discover the fundamentals for designing a life that's good enough, including...

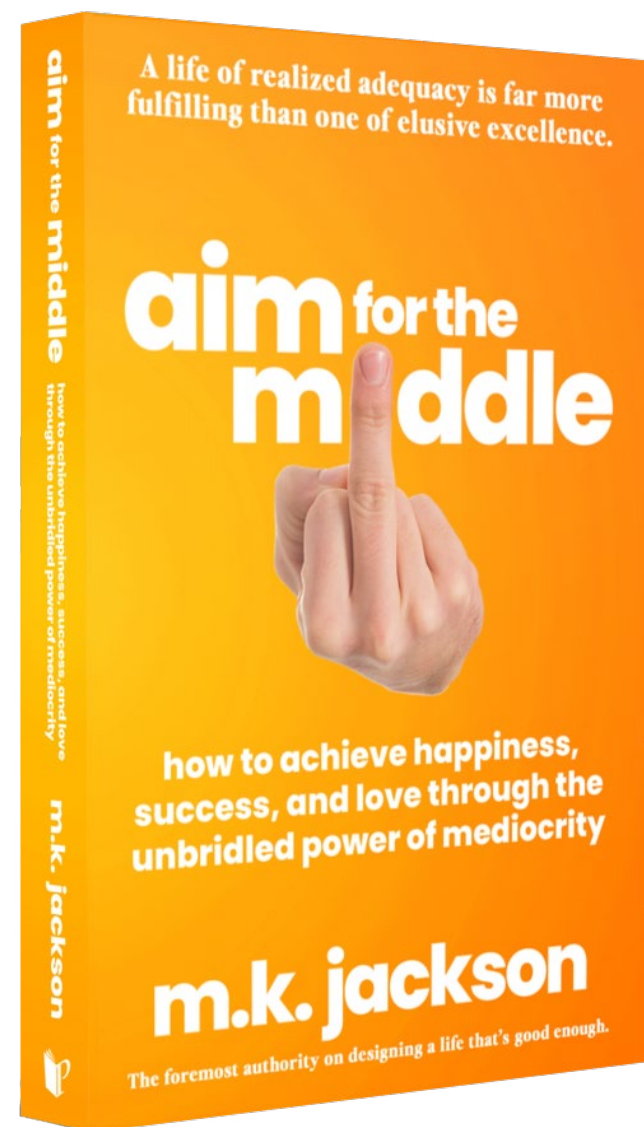
The Mediocrity Principle. Scientific evidence that mediocre performance is not only humanity's default, it's our cosmic birthright. Proof that a life of realized adequacy is far more fulfilling than one of elusive excellence.

The Five or Six Destructive Beliefs Preventing You from Achieving Success, Happiness, and Love. Self-sabotaging, ruinous notions brainwashed into your noggin from an early age, like *Try harder*, *Dream bigger*, and *You can accomplish anything if you work hard enough*.

The Five Pillars of an Adequate Life. EZ-to-master principles for a more realistically attainable life of happiness, success, and love built upon a stable foundation of not trying so hard.

Packed with pop culture references so it's EZ to understand, ***Aim for the Middle*** is your wake-up call with a snooze button. If you're willing to embrace good enough, turn it into just enough, and make it more than enough, you'll be astounded at how adequacy can transform your life.

You have a rendezvous with mediocrity!



aim for the middle

how to achieve happiness, success, and love
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m.k. jackson

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M.K. Jackson has authored countless resumes, several essays, and numerous unfinished books including *Baby's First Exorcism*, *Testicular Manslaughter*, and *100 Years of Mold and Mildew*.

Jackson has more degrees than a thermometer, all of them overstated, underearned, and equally useless: a Bachelor of Arts (can't get a job with it, can't teach with it), a Master of Fine Arts (can't get a job with it, but can teach with it), and a Doctor of Divinity (can't teach with it but can officiate weddings with it).

The author currently resides in Los Angeles, California with his childhood friend, a large, anthropomorphic white rabbit.

He's available for weddings (Jackson, not the rabbit).



The only known photograph of the author (seen on the right).
Original 1970s Polaroid black and white snapshot.



aim for the middle

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author's statement

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I had it all: a well-paying job with benefits, a newly betrothed spouse, savings in the bank, and most of all, my health—everything required to be happy, successful, and loved.

And then, within two years, it all went away. I was laid off, divorced, and diagnosed with a brain tumor. My savings dwindled, the pandemic hit, and my cat died. From bruiser to loser, I was unhappy, unsuccessful, and unloved.

The thought of rebuilding every component of my life from the ground up—especially as I entered the middle of my fifth decade—was beyond daunting, it was... exhausting. It was tough enough getting everything the first time around—and even then, I couldn't hold onto them.

Nevertheless, I begrudgingly laid out new, bigger and better goals for my triumphant return: My next-level career. The relationship of my dreams. Own a home in Los Angeles. Bank a million bucks. Write a best-selling book. Eat healthier. Lose twenty pounds. Lower my carbon footprint. Start smoking so I can quit smoking. You know the list—everyone does. And *that* got me thinking...

Why do all these things define happiness, success, and love for me? (For anyone?) More importantly, why are they so difficult to achieve? I mean, I'm an American. At least one of them is my unalienable right, right? So, *is the problem me... or the goals?*

Sure, I wanted to be happy, and successful, and loved, but that seemed to require some lofty-ass goals. And, if I was being truly honest with myself, based on my situation at the time, probably beyond what I was capable of accomplishing.

It's true what "they" say: In the darkest times, one discovers who they really are. And I discovered I'm a man of mediocre means. From my school grades to my performance reviews, straight down the middle average. Ordinary. So-so. Meh. It wasn't a statement of self-deprecation. It was an honest assessment of outcomes vis-à-vis my abilities.

The greatest gift for happiness, success, and love I ever gave to myself was to overconfidently embrace my limitations. Oh, how powerful it is when you blissfully know where your capabilities end and your inadequacies begin. I'm far more likely to cure a ham than I am to cure cancer—and that's okay.

Thus began my odyssey into the methods of mediocrity. A journey in which I learned to embrace good enough, turn it into just enough, and make it more than enough. The result of which is my book: ***Aim for the Middle: How to Achieve Happiness, Success, and Love Through the Unbridled Power of Mediocrity***. Attestation that a life of realized adequacy is far more fulfilling than one of elusive excellence.

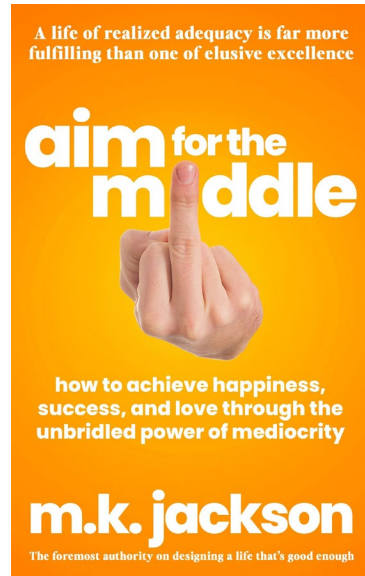
M.K. Jackson
December 2024



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