

A life of realized adequacy is far more fulfilling than one of elusive excellence

# aim for the middle



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

## m.k. jackson

The foremost authority on designing a life that's good enough

### book

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Author **M.K. Jackson**

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*I'm far more likely to cure a ham than I am to cure cancer.*

~m.k. jackson

### publisher



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

### synopsis

The self-help industrial complex is an \$11 billion industry. Yet most people remain unmoved, unmotivated, and unimproved because every book, course, and program is a metric crap-ton of hard work—way more work than someone who needs self-improving could or would ever do.

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

***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 ineffectual cornerstones of the self-help industrial complex such as goal setting, journaling, affirmations, and getting up extra early every damn morning just to set goals, journal, and affirm.

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 Happiness, Success, and Love.** Self-sabotaging, ruinous notions brainwashed into your noggin from an early age such as *Try harder*, *Dream bigger*, and *You can accomplish anything if you work hard enough*.

**The Five Pillars of an Adequate Life.** Built upon a stable foundation of not trying so hard, these tenets support a more realistic attainment of happiness, success, and love.

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!***

### author


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*.

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

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