FILE: CH-09
SUBJECT: BEHAVIORAL ECONOMICS / EXCUSE ELIMINATION
AUTHORIZATION: STUDENT REVIEW

Chapter Nine:
You can make excuses or money, but you can't do both.

SOURCE: Laws of Life, Book One: Ditch the System. Design Your Life.
AUTHOR: Jack Spirko

BRIEFING OBJECTIVES: CORE PARADIGMS

[01]	[02]	[03]
Reasons vs. Excuses Distinguishing factual, situational events from behavioral paralysis.	**Money as Feedback** Understanding financial output as an emotionally neutral, real-time diagnostic mechanism.	**Action as the Catalyst** How immediate physical or strategic response transforms insurmountable obstacles into compounding progress.

You can make excuses or money, but you can't do both.

BEHAVIORAL DIAGNOSTIC: DISTINGUISHING TERMS

THE REASON

- **Definition:** Describes the factual events that caused things to happen (or not happen).
- **Nature:** Situational. Sometimes beyond control (e.g., sudden hospitalization).
- **Function:** Provides context for a necessary pivot.

THE EXCUSE

- **Definition:** Explains why nothing was done in response to the reason.
- **Nature:** Behavioral. Used by chronic excuse makers to justify inaction.
- **Function:** An acceptable substitute for action (Junk Code).

Rule: Excuses and results cannot exist in the same space. One replaces the other.

CASE PROTOCOL: SUMMER PODCAST REVENUE

THE OBSTACLE

Revenue traditionally drops in summer (vacations, kids out of school). Uncontrollable Reason.

[PHASE 1: AWARENESS & ACCEPTANCE]

Identify the trend. Accept reality. Take personal vacation during the slow period.

[PHASE 2: PROACTIVE ADJUSTMENT]

Tactic A: Membership sales run at the start and end of summer.

Tactic B: Ramp up adjunctive content creation (YouTube videos, articles).

Tactic C: Build side funnels driving traffic for future conversion.

[THE RESULT]

Gross revenue drop mitigated from nearly 40% (Year 1) to only ~12% off-average.

Takeaway: The reason stopped being an excuse the minute it was identified and acted upon.

THE UTILITY AND NEUTRALITY OF MONEY

1. The Reality of Importance

Determines living location, children's education, and retirement quality.

Premise: People who win with money, tend to win in life. Claiming money isn't important is an excuse.

2. The Feedback Mechanism

Money is not alive. It lacks emotion and cannot show favoritism.

When life is managed correctly, money should accumulate.

Diagnostic indicator: Chronic lack of money is a symptom of a behavior problem.

THERMOECONOMICS: MONEY AS A BATTERY

[LABOR / INPUT]

You provide physical or mental energy to perform a task.

[STORAGE / MONEY]

The money earned acts as a battery, storing the exact energy used to earn it.

[TRANSFER / OUTPUT]

When spent or invested, stored energy is transf= to another party for products/services (which also required energy to create).

Takeaway: Because money is just moving energy, it is highly predictable.
Respect how it works, build systems, and anyone can build wealth.

SYSTEM CONFLICT: COGNITIVE DISSONANCE

Definition:

The discomfort experienced when personal beliefs run counter to behaviors or new factual information.

Key win intumited this noun.

The Trigger:

Realizing your reasons for lack of wealth are actually retroactively justified excuses.

Technicaly how to meirt the structue.

ERROR IDENTIFIED:
It's not your fault, it is some other person or groups fault and someone should fix it for you.

LEADERSHIP DIAGNOSTIC: THE MISSED DEADLINE

Principle: Excuses stop being excuses the minute you act in response.

EMPLOYEE RESPONSE TYPE	CURRENT ACTION STATUS	LEADERSHIP OUTCOME
ACTIVE CORRECTION	I AM WORKING ON IT NOW AND WILL HAVE IT BY [TIME].	REASONABLE / POSITIVE
PRIORITIZATION PIVOT	I AM DOING [HIGHER PRIORITY]. WILL FINISH ORIGINAL BY [TIME].	REASONABLE / ACCEPTABLE
THE EXCUSE	THERE WAS NOTHING I COULD DO BECAUSE [EXCUSE].	TERMINATION RISK

SCENARIO: NO STARTUP CAPITAL FOR BUSINESS

Default reaction: Talk, dream, wait, make excuses (Someday becomes never).
Trained reaction: Identify the obstacle, deploy options.

OBSTACLE: NO STARTUP CAPITAL

1. Bootstrap: Start smaller than initially desired.

2. Side Hustle: Take a second job specifically to fund the business.

3. Crowdfund: Build a presentation and run a Kickstarter/GoFundMe.

4. Industry Immersion: Take a job in the target field, learn, make contacts.

5. Pivot: Start a completely different business requiring less capital.

FIELD FILE 01: CAREER PROGRESSION (THE AUTHOR)

Constraint: No college degree (a standard industry requirement).

Baseline: $14/hour cushy job.
Decided: I want a lot more.

Step 1: Risky commission-only job (hated it, but learned).

Step 2: Underground construction contracting (learned estimating, paid bills).

Step 3: Industry certifications & targeted self-education in telecom.

Step 4: Found a related-field company ignoring the degree requirement.

Result (Peak): Regional Sales VP for a multi-billion dollar company.

Conclusion: Proven competence deletes corporate requirements. Actions, not excuses, built the wealth.

FIELD FILE 02: 2008 PODCAST LAUNCH

The Constraints (Valid Reasons)

60-70 hr work week

No audio editing skills

Zero podcast experience

No monetization model

The Execution (Action)

Gear: $30 office supply MP3 recorder + cheap headset.

Setup: $500 logo design + cheap hosting + blog plugin.

Learning: Printed articles read in the bathroom; online tutorials.

Production: 5x7 notecards. Recorded in car during commute.

Optimization: Listened to playback on the drive home to critique/improve.

The ROI: 7 days to launch. 18 months to a 6-figure full-time business. Total freedom achieved.

FIELD FILE 03: THE DISCOUNT VENDOR

Context: Vendor offered a dedicated discount page. Requires ~1 hour initial setup and ~2 hours maintenance per year.

The Response: Refusal. Fear of hidden pages. Demanded the host do the work.

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THE MATHEMATICS OF INACTION
Estimated Lost Profit per Year:   $10,000
Years Since Refusal:                    5
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TOTAL REALIZED LOSS:              $50,000+
(Excluding compound growth if invested).
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Final Communication to Vendor: You can make money or excuses, but not both.

DIAGNOSTIC FEEDBACK VELOCITY

Why slow, unexciting feedback builds wealth better than windfalls.

[Ringing Steel / Windfalls]

The Experience: Instant dopamine hit (Lottery, big bonus, ringing steel target).

The Flaw: Feels good but lacks data. You hit the target, but was it a center strike or an edge hit?

Financial Impact: Unconscious monetary classification. A $10k windfall goes into the everyday account and is slowly bled dry.

[Paper Targets / Disciplined Tracking]

The Experience: Slower, less exciting, exciting, delayed feedback.

The Value: Highly diagnostic. A tight cluster of missed shots low-left reveals a specific, correctable flinch.

Financial Impact: Reveals behavioral patterns. Forces intent and disciplined investing.

MANDATORY DIAGNOSTIC: 90-DAY SPENDING JOURNAL

Rule: Do not change your spending yet. Just track it. (A task so small anyone can do it).

The Protocol:

1. Buy a $2 notebook. Record every penny spent, when, and what it was for.
2. Review once a month when your bank balance is lowest.

The Evaluation Matrix

✓	Next to every choice you would gladly make again.
○	Next to any purchase you would think twice about.
✗	Next to every purchase you would give up to have the cash back.

Constraint Check: The only reason to refuse this 5-minute/day task is fear of the results.

THE BURN METHOD: EXCUSE DESTRUCTION FRAMEWORK

B

Blame Nothing

No blaming circumstances, the economy, or timing. Assigning blame gives away control. You direct the present.

U

Understand the Constraint

Strip away the story and emotion. Define the factual (time, money, law, access).

R

Respond with Options

Identify the workarounds.
A smaller version, a different path, new skills.
There is another move.

N

Now Act

Prevent mental masturbation.
Take one real, immediate physical step forward.
A single step reveals the second step.

DOSSIER SUMMARY: CORE PRINCIPLES

1. On Excuses vs. Action

- A reason explains what happened; an excuse explains why you did nothing.
- Action turns a reason into progress and creates options.
- Most obstacles are real, but rarely final.

2. On Money & Measurement

- Money methodically and accurately keeps score of behavior over time.
- Lack of results = inaction or repeated incorrect actions.

3. On Compounding Behavior

- Excuse making is behavioral, not situational. What you tolerate in one area spreads.
- The habit of acting compounds exactly like the habit of avoiding does.

FIELD INQUIRY: IMMEDIATE DIRECTIVES

Answer the following based on current operations:

1. **Identify:**
   What specific excuse is currently costing me money or stalling my progress?
2. **Analyze:**
   Strip away the emotion—what is the factual, physical constraint blocking me?
3. **Strategize:**
   What are three alternative options or workarounds to bypass this constraint?
4. **Execute:**
   What is one concrete move I can make today to shift this from an excuse to an action?

Computer – Excuses are expensive. Identify them and destroy them with prejudice.
Computer – When faced with any problem, ask what are my options, what are my tools, what move can I make.
Computer – A problem without an obvious solution is an exciting challenge.