

MODULE 1

INPUTS = OUTPUTS



In This Lesson

Newton's third law of motion

What does Inputs = Outputs mean?

Garbage in, garbage out

Christian's trip to the dermatologists

Which inputs you need to eliminate and implement?

What all the 10k+ per month publishers have in common



Newton's Third Law Of Motion

“For every action, there is an equal and opposite reaction.”

This is a law of the universe.



Newton's Third Law Of Motion

In other words..

For every input, there is an equal output .



Newton's Third Law Of Motion

An input can be many different things depending on the situation - experience, information, action, etc.

An output is a result.



What Does Inputs = Outputs Mean?



Inputs = Outputs

The quality of outputs coming out cannot be better than the quality of input that went in.



Inputs = Outputs

To get a certain output, there must be an equal input. You cannot cheat your way to a desired outcome. One of the biggest misconceptions.

Quality v Quantity - A lot of garbage in will result in a lot of garbage out.

Over a long enough time, there is no instance of someone putting in a little and getting a lot out. Nor is there anyone that put in a lot and got a little out.



Inputs For Your Brain

Be very aware of the inputs you give your brain because they affect everything in your life:

- Emotions, thoughts, actions, opinions, body, health... everything!

You are in direct control of your inputs and therefore also in direct control of your outputs.

If you are not getting the outputs (results) that you want, we have to take a look at your inputs and change those.

In this case, your inputs are everything that you put in to your brain on a consistent daily basis and everything you put in to your publishing business on a consistent daily business.



What Are The Worst Inputs For Your Brain?

Social Media:

- Stuff on Instagram, Facebook, and Youtube
- Politics

TV:

- News
- Reality TV Shows

Social life: (You become who you hang around with)

- Negative and discouraging people
- Lazy and unmotivated people
- Jealous people



Christian's Trip To The Dermatologists



What Are The Best Inputs For Your Brain?

Education:

- Books, online courses, audiobooks, informative YouTube videos

Social life:

- Positive, uplifting, encouraging people
- Likeminded, motivated people with purpose
- Selfless people that want to help you succeed



What Inputs Are You Giving Your Brain?

You must be aware of this because they are constantly shaping and molding you as a person.

Fill out the assessment below after this lesson



How big are your goals?

1 2 3 4 5

How badly do you want to achieve them?

1 2 3 4 5



"If you do not sacrifice for your goals, your goals becomes your sacrifice."



How To Improve Your Brain Inputs

We are not saying to cut out all bad things. We understand that some things like Netflix and video games serve no purpose to your goals, but they make you happy in the moment. But you must be able to make sacrifices to achieve your goals.

- Stop watching or following the news completely
- Limit Netflix to the weekends
- Unfollow all toxic stuff on IG other than family and close friends. The same goes for Facebook.
- Spend less time with the people that are bad influences on you
- Make friendships with successful publishers in the Facebook group

If you want recommendations for good books to read or YouTube channels to watch, feel free to ask about it in the Facebook group.



Inputs In Your Business

Inputs in your business = Outputs in your business



What Do These 7 Publishers Have In Common?



- They are all AIA students making over \$10,000 per month.
- They all spent hundred (or thousands) of hours doing keyword research, hiring writers, hiring narrators, proofreading & editing books, hiring cover designers, etc.
- They all prioritize quality at each step in the publishing process.
- They all invested and reinvested their earnings back into the business to grow.

Input = Output





What Do These 7 Publishers Have In Common?



Put the same in as these people and you will get the same out.



Final Words

Cut out the bad inputs, consume more good inputs and do the work.

Stop focusing on the output. Focus on your inputs and the output you want will come.

Guaranteed. It's a law of the universe...

