



How to Choose Your Just Right Project

Lesson #1 - The Greatest Myths about Choosing Ever Written

Shall we bust the myths that may be making it harder than necessary to choose your project? Oh yes, let's!

Read along, and do any suggested exercises that make you want to poke me with a sharp stick or run far away. (The more you feel like doing that, the more likely the exercise is exactly what you need to do.)

MYTH #1 - There is ONE thing you're supposed to be doing with your life and if you aren't doing it, you're off track and need to examine your whole life before you choose.

The idea that it is superior to do one thing with your life was popularized in the 1960's during the space race between the U.S. and Russia. Governments wanted more scientists. Yep, it's as simple as that. This one thing for one life is a cultural construct!

However, there was a different cultural construct during the Renaissance. At that time, you were more lauded if you did a number of things well.

The truth is, some people know from a very young age what they want and they spend their lives mastering it. But many more people have a



different experience. They dip their toe in. They experiment. And their life purpose shows up by exploring what beckons to them and trying things out. The idea that there is a fixed purpose in life that has only one expression is a hurtful myth that only serves to make people feel “wrong.”

MYTH #2 - If you choose wrong, you’ve wasted your time and money in this course.

This is only true if upon completion of this course, you immediately slip into a state of amnesia. Whatever you do in life, you will learn and grow in the process as long as you show up, take action, and do a little reflection (all built into the course). You can’t choose wrong because you will be in a different place with new or sharpened skills at the end.

MYTH #3 - You have to produce a MAJOR piece of work in order to make this course worthwhile. It has to be groundbreaking, innovative, important and it must really, really matter.

Like to put a lot of pressure on yourself? Blimey. Let’s look at how important work comes about: by iteration.

You learn, you make, you assess, you do it again. Go ahead, look at the work of your favorite scientist, artist, designer, business person. Did their most important work spring fully formed out of their head one day? Is



there any indication they knew - or cared! - that this would be "it?" Did they even agree that this was their most important work?

Major, important, seminal are all made up future judgements that do nothing more than distract you from iterating. What matters is the learning and evolving that you do as a human over the course of your life, not any one result or impact. This kind of pressure is a myth fear uses to keep you defended and not creating.

MYTH #4 - If it doesn't work out, you are less than as a human.

Imagine looking into a baby's face and telling her, "If you don't do great things in this life, you are worthless. You do not matter. You should not be loved, not have fun, never laugh, or in any way enjoy your life."

You recoiled didn't you? Why is that? Because you instinctively know that each human is worthwhile just because, and when we are with a baby, we touch that innate goodness that is at the core of each of us. That core is still very much who you are and nothing you do - or don't do - affects or changes that perfection.

Your beingness and worth are never on the line. If you learn anything from this course, please let it be that you no longer confuse your worth and dignity with what you accomplish.



MYTH #5 - If you don't have one big passion, you're defective and will always be lacking and never able to really create much.

If there's one myth that needs to be eliminated from this world, it's the myth of passion as some be-all end-all indicator. Explore what makes you come alive - in fact, you already are! You aren't sitting around all day doing nothing. You're already doing things that make you come alive, it's only that you dismiss them or stop short with them before you make real progress.

Stop putting such big expectations on what you do. Separate what lights you up from what stories you have about "passion." Stop believing in some mythic future when you glow with purpose, never get sweaty, always look and smell perfect, and everything is easy all the time. How boring would that be anyway?!?

Passion is present right now. Have more experiences and reflect on them. Notice what you can't help but do. Notice who you can't help but be. Stop judging yourself! Do more of what challenges you! That's what you want to pay attention to, not some monolithic ideal that is out there, waiting for you to find or discover.



MYTH #6 - If you choose something now, it must be your choice forever.

A lot of people talk about finding your passion as if it's this one thing that comes from one, unchanging human. Think about the term we're so familiar with: life purpose. Ugh. It makes me feel tight just writing it.

I like to think that there's more than one of me inhabiting my body and my mind and that I'm a damn lucky soul to be able to have so many lives to live. And so many purposes to explore.

Does this mean that just because I might have multiple interests that I get a pass to be reckless with them, that I get to exploit and squander them, and never hold myself accountable to them? I guess I could, but I sure as hell wouldn't be where I am now if that was the path I'd chosen. Rather, I choose to look at my life as a series of projects and each one has its own purpose. When I pick a project, I devote my whole self to it. And I give it everything I've got in that moment.

With this course you're simply choosing one project... for now. It is not your forever. Feels lighter, right?

MYTH #7- You need more info to make a decision. You need to research.

Challenge this myth for yourself. Do not ask anybody ANYBODY for the next 7 days what you should do about anything, especially this course.



Instead, each time you find yourself seeking outside information, ask yourself, "What do I already know?" Make notes. I'll bet you a solid gold toilet (Austin Powers movie reference) that you know everything you need to know already to make an informed enough decision.

MYTH #8 - You have to choose the practical project, not the one you really want.

First of all, who says that choosing what is practical for you is better than choosing what you desire? What facts can you offer as proof? And just in case you need a refresher on what facts are, here are a few examples:

I need this much money to pay my rent and this is the ONLY way I will get it.

I have to make the tuition payment for my kid's school by the 1st.

I am going through a divorce and need to get a better job in the next six months

Here's what facts are not:

Practical projects pay more.

I'll be homeless if I dedicate the next 7 weeks to writing a first draft of my zombie mouse novel.



I'll never be taken seriously if I write about what I really want.

We're very good at parading around opinions and stories as facts.

Make sure to check your stories as the door. In the end it might be that right now a practical project is the right choice for you. But my belief is that you've got plenty of time to devote to the practical and giving yourself a little bit of time to just do what you REALLY want, will pay off in ways you can't even predict.