

# UNHACKABLE

CLOSE THE GAP  
BETWEEN DREAMING  
AND DOING

THE 30-DAY ELIXIR FOR  
CREATING FLAWLESS IDEAS,  
LEVERAGING SUPERHUMAN  
FOCUS, AND ACHIEVING  
OPTIMAL PERFORMANCE  
THROUGH FLOW

**KARY  
OBERBRUNNER**

FOREWORD BY **DAN SULLIVAN**  
FOUNDER OF **STRATEGIC COACH**  
AUTHOR OF ***WHO NOT HOW***

# THE UNHACKABILITY ASSESSMENT

The Unhackability Assessment® is the first step for helping you discover how to:

- Identify areas where your dreams are getting hacked
- Leverage your unique strengths
- Implement your best ideas
- Tap into your hidden ability for superhuman focus
- Become 500% more productive in work and life

Visit [UnhackableBook.com](http://UnhackableBook.com) to take the free assessment and receive your baseline Unhackability score.

# UNHACKABILITY

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# ASSESSMENT

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# UNHACKABLE

## CLOSE THE GAP BETWEEN DREAMING AND DOING

The 30-Day Elixir for Creating Flawless Ideas,  
Leveraging Superhuman Focus, and Achieving Optimal  
Human Performance Through Flow

KARY OBERBRUNNER



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## A NOTE TO YOU—THE READER

This book should have been released four years ago—at least, that was the plan. Just one problem.

I got hacked.

I know, I know, I can hear you saying, “The author of *Unhackable* got hacked?” I think it’s a little ironic too. But it’s the truth. And if that discredits me in your eyes, well, then stop reading because this book isn’t for you.

I’m aiming for the opposite effect—that you find hope in my confession. After all, if I understand the intricacies of getting hacked firsthand, then I’ll approach this important topic with honesty and empathy, not judgment and condemnation.

So, in this book, if you’ll allow me, I take on the posture of your coach, not your critic. I’m the truth-teller who’s rooting for you more than you’ll ever understand.

*Why?* You might wonder.

Simple—because the stakes are so high.

Here’s a peek into that premise.



“What’s the most damaging thing in the life of a child?”

I wasn’t ready for the question my friend Chet asked me.

Although I had no clue, I was even less prepared for the answer he gave. According to famed Swiss psychologist Carl Jung, the answer is, “The unlived life of the parent.”

That may be true, but it doesn't help us. Stating the problem without providing an answer is cruel at best. Last time I checked, no parent wakes up and says, "Today, my goal is to live the *unlived life*."

Whether or not you have kids, the analogy still applies. You have people who look up to you. Because we're all connected—look no further than the current global crisis—the way you live your life shapes the way other people live theirs.

This poses one of the underlying mysteries of this book:

*If we don't set out to live the unlived life, then how come the majority of us arrive at this unintended destination?*

Or to echo inspiration from Thoreau, why do most people "live lives of quiet desperation and die with their song still inside them?"

The answer is simpler than you might think.

It's because they got hacked!

Hacked?

*But Carl Jung never held a smartphone, and he certainly didn't have access to a computer,* you might be thinking.

I didn't believe it, either, but then I saw the trend. And once my eyes were opened, I found evidence every day. I observed a world getting hacked without even knowing.

Need another example?

I'm the CEO of a publishing company and have overseen well over a thousand people start the book-writing process. These aspiring authors tell me it's their burning desire to get published, some of them with hot, stinging tears rolling down their cheek. Finishing a book is their dream, and maybe it has been for several decades.

Then, a few months later, I hear from many of them again. These emerging authors have the tools, the bandwidth, and the ability. We even provide them with a step-by-step process to accomplish their "burning desire." But when it comes time

to do their dream, many of them experience little progress. It may be *novel* to toss around obstacles like writer's block, but everybody knows that's not the real issue.

The truth is, they got hacked too!

It's a familiar story with the person who wants to lose weight, learn a language, or start an herb garden. These dreamers have the best intentions, but they get sidelined in the midst of their doing. Blame it on the weather, the economy, or the inventor of corn chips and salsa—but that's not the real culprit.

Chalk it up to what it truly was—another Hack Attack.

What about you? Can you relate? If so, don't believe the lie—that you're just not a "finisher." It might be easier to swallow such excuses, but maybe you're not to blame. Maybe someone or something hacked you too.

If you want to close the space between your dreaming and doing, then you need the secret weapon of all super-achievers—what I've defined as Unhackability.

This message is for all those who detest the unlived life as much as I do. It's for those who've lost people with their song still inside them and felt the unbearable weight at their funerals. If you've ever driven away from a graveyard and vowed your legacy will be different, then you've come to the right book.

Read the table of contents, and you'll notice there are no chapters in this book, only days. So, this content can be digested one day at a time. Or you may want to read multiple days at a time or perhaps all thirty days at once. It's your life and your choice. Go as fast or as slow as you'd like.

One more tip—Unhackability is similar to an onion. There are many layers. You can skim the surface and still benefit—some. Or you can go deep—peeling back layer after layer—and truly become Unhackable. If this is your desire, then look for the reflective questions and action steps at the end of each day. We call this section "Close Your Gap," the place where the content becomes real.

## A NOTE TO YOU—THE READER

If you're at a difficult place devoid of belief, then borrow mine. When you get to the end of this book, you'll see why.

And now, it's time to become Unhackable. Take your first step by completing the free Unhackability Assessment® on the next page. Besides learning more about yourself, you'll also receive your unique Unhackability score.

You've been made for more and—referencing a scene from the *Dead Poet's Society* movie—it's time we hear your barbaric yawp over the roofs of the world.<sup>1</sup>

—Kary Oberbrunner

# INTRODUCTION

Heart racing and adrenaline pumping, I bolted upright in my bed. Although it was dark, I saw the outline of my wife lying next to me, still sound asleep. Disoriented and confused, I rubbed my forehead and felt the heat.

It was the middle of the night on the eve of October 8, 2014, and I'd just awakened from a dream. After a few moments of heavy breathing, I realized where I was, laid back down, and drifted off to sleep again. The next day, I found my phone, started a note, and quickly tapped out as much as I could remember—twelve lines of text, to be exact.

Those twelve lines would forever alter my life.

## MY INTRO TO HACKING

I named the note *Elixir Project*. The premise of my dream was how humans were in danger of getting hacked and in a way no one imagined. Although it began with a single thought, two years later, it morphed into a young adult near-future novel I published in 2016.

For a guy who writes business books, authoring a fiction book—much less one with dystopian overtones geared for teens—was like transforming a TED talk into a middle school assembly speech. When I shared the initial idea with my colleagues, many of them advised against it—warning that it might leave a serious stain on my publishing career. They also

## INTRODUCTION

reminded me of the fact that I knew nothing about science fiction, hackers, or teen novels.

They had a point.

I knew their caution was motivated by kindness, not cruelty. Besides, I agreed with them. I was the least likely candidate to write that book. I didn't even *read* fiction—much less write it. Plus, my graduate and post-graduate degrees had nothing to do with science or technology. And to top it off, our three kids were still in elementary school—far from being teenagers.

Still, I couldn't shake the idea. And despite trying to abandon it for several months, something kept drawing me back to it. To quote Morpheus from *The Matrix*—one of the few science fiction movies I actually had seen—it was like a “splinter in my mind,” and the only way to remove it was to write it.

So, with a healthy dose of trepidation, I finally followed author Steven Pressfield's exhortation and punched Resistance in the face. On an average Tuesday, I enrolled in an online fiction-writing course.

It was designed as a self-study course, and I blazed a trail into this foreign genre solo, feeling like a space traveler exploring a distant planet. Looking back, I see that description is fairly accurate. My research required me to venture into an underworld known as the dark web.

Many days, it felt like I had stumbled into a different universe. I discovered new terms like “cyber espionage” and “Silk Road.” I met new players like Dread Pirate Roberts and The Onion Router. I consumed new alarming content like Marc Goodman's *Future Crimes* and encouraging content such as Peter Diamandis' *Abundance Insider*.

I even encountered new websites that provided cyber-attack statistics, breaking them down into categories including cyber-crime, hacktivism, and cyber warfare.

In a way, that little dream back in October 2014 woke me up to a brand-new world. Like most people, up until that

point, I was simply asleep to the digital conspiracy growing in the shadows yet silently infecting us all.

### **A JOURNEY INTO AWARENESS**

When I first started writing my fiction book, I thought it would end where it began—with a completed young adult novel. However, once I dug deeper, I realized this rabbit hole was much deeper than I ever imagined.

So, for the next six years, I dove headfirst into a multi-disciplinary exploration of neurobiology, productivity, art, science, technology, athletics, military, and business. I mined the experts and the classics. The lines quickly blurred between science fiction and science fact. Eventually, missing pieces fell into place, and a paradigm emerged that I'll share now and expound upon later. I call it the Unhackable Circle®, and it's comprised of three components: Idea, Focus, Flow.

What I found changed the way I saw everything. It put words to the angst I'd felt for quite some time. Unable to keep quiet, I shared my findings with our global community—the Igniting Souls Tribe.

Like hard-wired entrepreneurs, they echoed my enthusiasm and test-drove the model in their own contexts. These men and women represented a wide variety of demographics and psychographics. They came from dozens of countries and nearly every sector of society—boomers to millennials, white-collar to blue-collar. Regardless of their background, their results were as riveting as mine.

In a short while, you'll hear their stories in their words. Although the details differ, the plotline sounds eerily familiar. Every single person awoke to the truth—that they too had been hacked.

This brings us to the goal of the book—a simple goal, actually.

## INTRODUCTION

Like them, I believe you were created to become Unhackable.

And the rest of this book will show you how to do that—how to create flawless ideas, leverage superhuman focus, and achieve optimal human performance through flow.

Get ready for The Unveiling.



# UNHACKABILITY

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# ASSESSMENT

If you haven't already completed the free Unhackability Assessment®, please do so now.

You'll thank me in the end.

Besides learning more about yourself, you'll also receive your unique Unhackability score.

**UnhackableBook.com**

## DAY 1

### STORY:

#### *Write Your Story*

*Live the story you want to tell.*

—Unknown

Yesterday, I walked down the tan carpeted stairs into our finished basement. Since it was an early Saturday morning, my wife and kids were still asleep. I planned on riding on my indoor bike while listening to an audiobook.

I turned left and stood perplexed. Instead of a plain white door, I saw pink streamers in tight coils. Across the front of the door, bright-colored signs screamed their warnings:

*Only Girls Allowed!*

*Kid Zone Inside*

*Enter at Your Own Risk*

*Password Required*

Since I didn't know the password, I entered cautiously—waltzing through the maze of obstacles back to my bicycle. I braced myself for any traps they'd set for trespassers. I had forgotten my two daughters planned on spending most of their Saturday in their newly furnished "Kid Zone." Cardboard,

markers, and stuffed animals transformed this dull space into a zoo, or spaceship, or whatever else they imagined.

## **REMEMBER THE SIMPLE LIFE?**

Let's be honest. Life was simpler when we were kids.

We had clarity—at least about our dreams. On ordinary afternoons, our imaginations became our reality. But then, we grew up and became adults, and everything changed. Now, we have full inboxes, packed calendars, global headlines, and thin margins.

Clearly, we're no longer in charge.

Someone or something else is running our lives. No one needs to remind us because we feel it every day. Life is happening to us, not the other way around. So, we operate on autopilot since it's easier—at least that's what we tell ourselves when we have a rare moment to think. But we don't have time to think because we've settled for a life by default rather than by design.

We're distracted from our most important work. And unfortunately, a life of distractions will never produce a life of meaning.

Sure, we have ideas, but up until now, we've been unable to implement most of them. Our unfulfilled dreams weigh heavy, like a thick coat drenched by an uninvited downpour. Although we may attribute our impotence to a variety of factors—busyness, interruptions, burnout—it's more serious than all of these combined.

Simply put, the inability to implement our ideas is a result of being hacked.

## **FIRST, THE BAD NEWS**

Although I'm an optimist, I must warn you about an impending danger. You're smack dab in the middle of a war, and you're probably not even aware of it.

I'm not a fan of hype or hyperbole. But the truth is that you're minutes away from getting hacked, perhaps before you even finish this page.

Strike that.

You could be getting hacked at this moment—in real time. I'm not referring to your computer, phone, or bank account. Those types of hacks can be remedied. The hack I'm referring to is costlier than all of those combined.

*I'm referring to your brain.*

Have you ever had an amazing idea? If you're like the bulk of the population, you started out excited, ready to make your dream come true. But then, something happened. Chances are you and your idea got sidelined somewhere along the way.

Maybe you were distracted, or perhaps you simply lost focus? If you've experienced this, then you're not alone.

Just as phones and computers get hacked, people get hacked too. Hacking simply means someone or something gained unauthorized access to a system or computer. Although we often think of electronic devices getting hacked, humans become hacked as well. Our bodies are composed of *systems* (respiratory, circulatory, digestive, and immune, to name a few), and our brains operate like *supercomputers*.

Navigating our noisy world long enough to accomplish our daily tasks—much less do our dreams—is nearly impossible, especially these days. The odds are clearly stacked against us, and temptations lurk less than an arm's length away:

- **Smartphones are hacking us:** Statistics vary, but according to a study performed by dscout, on average people touch their phones 2,617 times a day.<sup>2</sup> (Heavy users touch 5,427 times.) More than half of these sessions last less than thirty seconds and are spread throughout the day.
- **Multitasking is hacking us:** Multitasking is a myth. The brain can only do one cognitive activity at a

time. Multitasking, more properly understood as switch-tasking, decreases productivity by up to 40%. According to Forbes, “Multitasking with electronic media caused a greater decrease in IQ than smoking pot.”<sup>3</sup>

- **Social media is hacking us:** Americans spend more than two hours a day on social media, with most of that time in small, unplanned bits of time that interrupt their work or other scheduled activities.
- **Streaming videos are hacking us:** According to ReelInReel, 11 billion hours are spent watching videos on Netflix every month.<sup>4</sup>
- **Advertisements are hacking us:** *The New York Times* reveals the average person sees 5,000 ads a day.<sup>5</sup>
- **Decision fatigue is hacking us:** Researchers at Cornell University discovered the average person makes 226.7 food decisions a day.<sup>6</sup> This number doesn't take into account the 35,000 other decisions the average person makes on a daily basis. This excessive amount depletes our energy and diverts our focus.

Brace yourself. We haven't seen anything yet. Thanks to advances in science and technology, the amount of information doubles every twelve hours. Fear of missing out (FOMO) legitimately infects young and old alike, driving us to remain digitally connected every waking moment.

But have we stopped to ask the cost?

Cutting-edge wearables and ingestibles raise the stakes in real time. And although innovation isn't the enemy, unless we employ a solution, we'll soon become a generation of casualties.

## THEY WANT AN ASSET CALLED ATTENTION

Welcome to the Attention Economy—where *you* are the product. In this digital landscape, they keep score with eyeballs and eardrums. Focus is everything, and they're willing to fight for yours. They no longer track the cash. That's too far down the line. They know what precedes the purchasing decision.

*Your attention.*

We call it *paying* attention for a reason. Businesses, politicians, and even non-profits know your thoughts are worth a price, and they'll do almost anything to gain market share. Social media keeps score with likes, views, shares, subscribers, and comments.

The metrics may differ, but the strategy doesn't. If *they* can divert or distract you, they win. If they can sideline or sabotage your plans, they succeed.

It's connected to the Altered States Economy (how we use various sources to shift our state of mind), and according to research done by Steven Kotler and Jamie Wheal in *Stealing Fire*, it represents four trillion dollars. Ironically, we're choosing to get hacked, and we're footing the bill for it.

But getting hacked comes with a price more costly than dollars and cents. By adopting roles as consumers rather than creators, we fail to embody our divine destiny. Visit your email inbox for proof. In it, you'll discover everyone else's agenda for your life—the next virtual meeting you must attend, the next project you must complete, and the next practice you must schedule, not to mention the unending invitations and obligations you must consider.

Thankfully, there is a better way and a better world. As I mentioned in the Introduction, through this multi-disciplinary exploration of neurobiology, productivity, art, science, technology, athletics, military, and business, you'll soon discover the unmistakable elixir behind all idea achievement. Not just for elite performers, this secret weapon is now available to aspiring super-achievers everywhere.

Whoever said, “Ideas can change the world” wasn’t correct. Only *implemented* ideas can. The difference between these two statements is a gap as wide as the universe itself. *Unhackable* reveals the proven process to closing that gap—the gap between dreaming and doing.

## GET READY FOR THE GOOD NEWS

Becoming Unhackable has serious advantages. Here are four of the most common benefits we’ve seen in people who’ve applied the model:

(1) **Productivity:** Unhackable people are more productive.

Without even realizing it, the past few days I’ve been getting in the zone. I’ve gotten a ton of work done with book two, the house is clean and organized, and I’m on top of two other projects that would have normally overwhelmed me. My productivity has skyrocketed, and it’s only day three.

—Nanette O’Neal, author and editor

I’ve been in flow all this week, and I have accomplished so much. I can’t believe it.

—Tanisha Williams, former schoolteacher

(2) **Fulfillment:** Unhackable people are more fulfilled.

I am 86 years old and I have never been more fully alive than now.

—Pat Gano, retired

## STORY: WRITE YOUR STORY

At first, I cried because I realized all the times I had been hacked ... and that being hacked kept me from my true potential. But then, my heart was full of joy because I am now doing what I'm intended to do.

—Scott Eckelberg, speaker

### (3) **Focus:** Unhackable people are more focused.

Mind blown by this process! The daily method is working. My clarity is growing stronger. Had I not let go of the process I was stuck in and applied this proven method, I fear what would have never been.

—Wendy A. Gentry, college professor

### (4) **Margin:** Unhackable people experience more margin.

I took action and unsubscribed from half of my emails lists to reduce distractions. I removed 12 of 24 Facebook groups, 16 of 31 LinkedIn groups, three of five membership sites, and 105 of 151 email lists. I feel free!

—Jeffrey Kramer, city engineer

This is soul-searching, soul-liberating stuff. I have spent the last month walking away from those things that are not in alignment with my Boon. I needed this experience to anchor me.

—Barbara Littles, lawyer

## THE SCIENCE BEHIND THE STORIES

These four benefits—productivity, fulfillment, focus, and margin—are only the beginning. You'll sink your teeth into many more along the way.



Before we unpack the science behind Unhackability, let's take a peek at Disney. Maybe Walt was on to something. On July 17, 1955, he declared the motto of Disneyland as "The Happiest Place on Earth." Over the years, the company adopted the slogan "The Place Where Dreams Come True."

So, which is it—the happiest place on earth or the place where dreams come true?

According to biochemistry and psychology, it's both!

In his article titled "Goal Progress and Happiness" in *Psychology Today*, Timothy A. Pychyl, PhD, says—

The successful pursuit of meaningful goals plays an important role in the development and maintenance of our psychological well-being. To the extent that we're making progress on our goals, we're happier emotionally and more satisfied with our lives.

Translation?

Happiness is the byproduct when we live our dreams and accomplish our goals. But before we break out the champagne and celebrate, consider the alternative. Unhappiness is the byproduct when we get hacked and fail to implement our ideas.

Shawn Achor, Harvard-trained researcher and best-selling author of *The Happiness Advantage*, explains why. "Happiness isn't just about feeling good, it's about the joy we feel while striving after our potential."

A deeper look reveals that each of us is hard-wired to dream and do. This includes big dreams like building a house, completing a degree, or finishing a screenplay. But it also includes small dreams like exercising, organizing your garage, or getting your assignment completed on time.

When you know your daily goals and make progress toward them, you feel good. But when you're hacked, you experience mental and emotional anguish. If getting hacked becomes a

## STORY: WRITE YOUR STORY

pattern, you'll drift toward depression, emotional eating, or other unhealthy coping mechanisms.

Try and deny it, but your DNA doesn't lie.

Although we'll explore examples from a variety of disciplines, let's start with the Judeo-Christian creation story. Genesis 1:3 says, "God said, 'Let there be light,' and there was light."

God didn't say, "Let there be light," and then get distracted playing Xbox or get sucked into binge-watching the latest series. Instead, we see a zero gap between ideation and implementation. In other words, God didn't get hacked.

IDEATION → IMPLEMENTATION

DIVINE DESTINY

Unfortunately, we humans get hacked all the time. We fail to implement our ideas. Our new normal means we go from ideation to frustration or stagnation. Instead of embodying our divine destiny, we settle for a depraved reality instead.

IDEATION → STAGNATION  
IDEATION → FRUSTRATION

DEPRAVED REALITY

As long as we keep getting sidelined and sabotaged, we'll remain stuck in an endless cycle of angst. Scrolling our latest newsfeed or social media channel won't silence our ache.

We know something isn't quite right.

We hear it in the melody lines of movies and music.

We understand we were meant for more, but we're not sure how to translate that into everyday life.

Only when we revisit the "playground of life" do we discover a significant clue.

## **A WEIGHTY WORD**

I'm the blessed father of three young—but growing—kids.

All I need to do is listen closely to them during playtime, and I'll hear one particular word often. It's the same word my parents used when they were kids. And it's the same word their parents used in their childhood. In fact, it's been passed on through generation after generation for several thousand years.

Abracadabra is made up of three Hebrew words: father, son, spirit.

Linguists label it as the most universally adopted word pronounced in other languages without the need for translation.

We used the word without even knowing what it meant. Most often, we said it when we wanted to make something magical happen.

Abracadabra means "I create as I speak." And it's literally translated, "It came to pass as it was spoken."

Even as children, we longed to experience a zero gap between ideation and implementation. We wanted to speak into existence the thoughts dominating our minds and the dreams inhabiting our hearts.

But maybe abracadabra was never intended to be only make-believe.

## **IS IT TIME FOR A NEW STORY?**

Kids of all ages love stories. In the beginning of time, the oral tradition was how we remembered our past, understood our present, and prepared for our future.

## STORY: WRITE YOUR STORY

Today, we tell stories to help us process our place in this world. We spin thousands of micro-stories every day. We'll say things like:

- You don't deserve that *because* ...
- You should let someone else speak first *because* ...
- Nobody values your opinion *because* ...
- You aren't one of those people *because* ...
- You were never good at that *because* ...
- You didn't really want it anyways *because* ...
- No one ever listens to you *because* ...

Stories bring context and meaning to the moment. Unfortunately, these same stories often hold us back. They create prison bars around what's possible.

In the conversation about becoming Unhackable, it's easy to sabotage ourselves before we even start. If we're not careful, we'll bring an old story right along with us. We'll say things like:

- You'll never implement your idea *because* ...
- You always get distracted *because* ...
- You've never been good at staying focused *because* ...
- You've always quit before achieving your goals *because* ...
- You'll never do your dream *because* ...
- You'll always get hacked *because* ...

The story we tell ourselves *now* shapes our reality *later*. After coaching thousands of people over the past two decades,

I've realized that we humans tend to do something odd. *We argue for things we don't want.*

In one breath, we'll say how we want to become more productive and focused. We'll fantasize over having greater fulfillment and margin in our lives.

Then, in the next breath, we'll say things like, "Yeah, but you don't understand ..." We'll spend exorbitant amounts of time and energy trying to convince ourselves why it can't happen for us.

The truth is we don't get what we want—we *get what we argue for*. Here's why. The reason is found in the old adage, "Where your focus goes, your energy flows." When we focus on why it won't work or how it can't happen to us, we waste energy and emotion betting against our desires. Essentially, we stack the deck against ourselves by directing our creative power toward unproductive action.

Trying to quit cold turkey won't stop the cycle. Rather than hoping to drop the bad habit, we should replace it with a good one instead. This yields productive action.

We'll close this first day with a simple yet powerful exercise that will give you the ability to create a new story.

## UP UNTIL NOW

Denying your old story is an exercise in futility. It feels inauthentic to ignore your personal history, like you're trying to swallow a lie. So rather than attempting to forget your past, create the space for a new future instead.

One of my mentors taught me three powerful words that make this possible: *up until now*. It won't feel impressive in this moment, but use it in real time, and you'll feel the magic. The next time you tell yourself an undesirable story, use *up until now* as a preface. For example:

- *Up until now*, I've never implemented my idea ...

## STORY: WRITE YOUR STORY

- *Up until now*, I've always gotten distracted ...
- *Up until now*, I've never been good at staying focused ...
- *Up until now*, I've always quit before achieving my goals ...
- *Up until now*, I've never done my dream ...
- *Up until now*, I've always gotten hacked ...

These three words will allow you to change your story rather than regurgitating the old one subconsciously swimming in your head. In a way, it's a weapon to ward off the self-sabotaging thinking that's hacked you in the past.

*Up until now* gives you permission to write a new story instead. Think of it as your first act of co-creation, a legitimate effort to return to your childhood days. You'll sink your teeth into a simpler version of life once again. In this world, you'll

- create ideas and implement them effectively
- architect your attention and invest in the things important to you
- find and utilize the needed resources to accomplish your dream
- exponentially increase your impact upon the world
- organize your life around flow—where you feel your best and perform your best

As I mentioned in my personal note to you at the beginning of this book, at the end of each day, I'll provide you with one clear action step. For example, today, I'm challenging you to write your story. By doing this, you give yourself permission to create a new future. Take this action, and you'll start closing

## UNVEILING

the gap between dreaming and doing. Most importantly, you'll discover how to become Unhackable.

Abracadabra is closer than you think.

### **CLOSE YOUR GAP DAY 1: WRITE YOUR STORY**

1. In the past, what story have you told yourself to explain why you didn't achieve your goals? Please list as many micro-stories as possible via bullet points.

For example:

- I didn't have the resources I needed ...
- I didn't have people who supported me ...
- I didn't have the necessary experience ...

2. Does this past story serve your future dream?

## STORY: WRITE YOUR STORY

3. Go back to your micro-stories above and change the beginning. Insert the words “up until now.”

For example:

- *Up until now ...* I didn't have the resources I needed.
- *Up until now ...* I didn't have people who supported me.
- *Up until now ...* I didn't have the necessary experience.

4. Now, write your new story. Rather than focusing on what you don't have, write out what you want instead. Don't write in the future tense—*I will have* or *I will be*. Instead, write in the present tense—*I have* or *I am*.



# HUMAN KNOWLEDGE ONCE DOUBLED EVERY THOUSAND YEARS. TODAY, IT'S EVERY TWELVE *HOURS*. NO WONDER WE CAN'T KEEP UP!

Welcome to the Attention Economy—where you are the product. In this digital landscape, they keep score with eyeballs and eardrums. Your attention—even for a few seconds—translates into cold, hard cash they're willing to manipulate and even hack you for.

The truth is, you're getting hacked every day, and you don't even realize it. A hack is when someone or something gains unauthorized access to a computer or a system. Want to know something scary? People can be hacked. It happens millions of times a day. Your focus is the prize—and they'll hack you to get it.

Does this sound familiar? You cleared your schedule, woke up early, and informed your family and friends you're unreachable. An entire day dedicated to finally working on your dream.

Buzz. Ring. Beep. Five minutes in, another disruption. Notifications flash across your screen. Focus. Where were you? Your phone vibrates. Now you crave a distraction and the dopamine fix. Scroll. Scroll. Who are you kidding? Productivity plummets. Morale declines. Your dream gets sidelined and sabotaged—yet again. **Unless you're Unhackable.**

**Better than money, power, or connections—*Unhackable* is the new secret weapon of super achievers—the ones who live their dreams.**

Kary Oberbrunner made it his mission to discover if humans could become Unhackable. After a six-year exploration of neurobiology, art, science, technology, education, athletics, the military, and business, he emerged with an answer—the unmistakable elixir behind all idea achievement and productivity.

This book reveals that answer in 30 daily missions. Discover how to

- create a life you love defined by freedom, finances, and fulfillment
- tap into your hidden ability for superhuman focus to get more done in far less time
- organize your life around “flow”—where you feel your best and perform your best
- wake up every day thrilled to live your dream

**Ditch the hype. Tap into hope. Science fiction has blurred into science fact. Time to become Unhackable.**

Award-winning author and international entrepreneur Kary Oberbrunner makes high performance, productivity, and goal achievement a breeze for busy professionals struggling to maintain laser focus in a world riddled with distraction.

**KO KARY  
OBERBRUNNER**

**E**  
**ethos**  
collective

