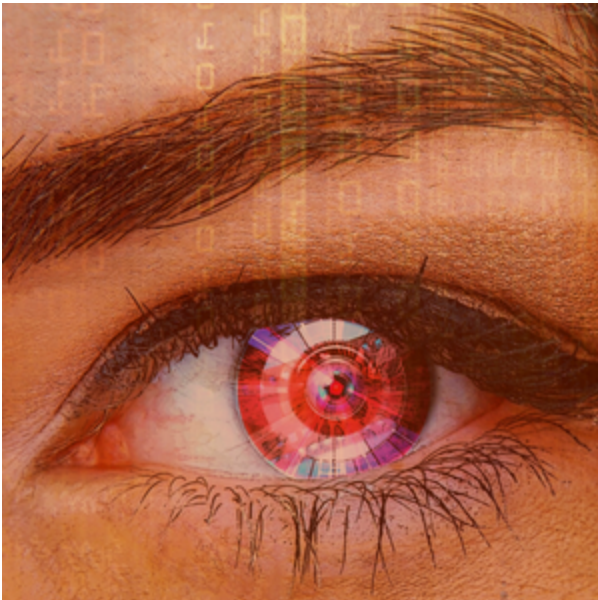# ELIXIR PROJECT

Sometimes you need to go with your dreams.

Over two years ago, on October 8, 2014, I woke up from a dream in the middle of the night. Heart racing and adrenaline pumping, I realized where I was and fell back to sleep. The next day I found my phone, created a note, and quickly typed out as much as I could remember, 12 lines of text to be exact. These 12 lines would change my life forever. That note was named **Elixir Project.** The premise was how humans were getting hacked, and in a way no one imagined.

FACT or FICTION?

Young Adult Fiction? Seriously? That's what I thought. After all, I am a six-time traditionally published non-fiction author. What business do I have writing fiction? The truth is, I don't. And yet, the advance readers—many who "swear they never read fiction"—can't put the book down. *Elixir Project* is a near-future thriller with sci-fi overtones.

Many fans of *Inception, Minority Report,* and *The Matrix* movies or *Divergent* and *Hunger Games* books have found themselves on the edge of their seats reading *Elixir Project*. The audiobook version that released on November 15 has gained over 50 reviews in the first 24 hours. Here is just one:

"He nailed it. This is a fantastic story! Well thought out, extremely well written, great, believable characters! This book is a solid example of great fiction—all the important techniques are there, the story arc is solid, the highs and lows are spaced out well enough to keep the heart pumping, the end chapter hooks keep the pages turning.

The characters are voiced uniquely and they each had a story to tell. Oberbrunner masterfully tied key elements throughout the story giving it a sense of wholeness. I loved how there was a hint of romance, but not overbearing. Even with a female main character—like Hunger Games. ELIXIR Project will stand on its own."

—Nanette O'Neal

Elixir Project is BOTH Fact AND Fiction!

Why I Wrote the Book

Even more than fiction, many readers will interpret the book as a modern day metaphor. It certainly mirrors where our world is heading. We live in a society of increasing distractions. The super achievers in any area (business, relationships, athletics) will be the ones who master what I call Unhackability.

Often we think of electronics getting hacked. However, people get hacked every day too. This becomes clear when we unpack the meaning of a hack:

hack¹ 🔊 To gain unauthorized access to a system or computer

Just like phones and computers get hacked, people get hacked too. A deeper look reveals that our bodies are comprised of **systems** (skeletal, muscular, digestive, etc.) and our brains are like **computers.**

The result? We get hacked. Often!

The majority of people agree that other people and things often gain unauthorized access to their ideas, dreams, and goals.

THE PROBLEM = We are blessed to serve thousands of clients from dozens of countries. But several years ago we noticed a disturbing trend. Although many of these clients began with the best intentions and the clearest directions, somewhere along the way they got sidelined and sabotaged. Somewhere between ideation and implementation, they got hacked.

THE SOLUTION = This bugged me, and I knew I couldn't rest until I found out why. I set out on a mission to identify the problem and then hopefully a solution. I unpacked the elements of my own idea achievement. I also took a deep dive into neurobiology, productivity, high performance, success, science, technology, and many other disciplines. I researched the work of dozens and dozens of experts including Mihaly Csikszentmihalyi, Steven Kotler, Jamie Wheal, Marc Goodman, Cal Newport, Anders Ericsson, and many, many, more.

THE PARADIGM = In the process, I discovered what I call the Elixir Project Paradigm. It's built around Idea, Focus, Flow. These three components—Flawless Idea Anatomy, Deliberate Magnetic Focus, and Optimal Human Performance—are the essence of Unhackability.

Where This is Going

Now that you know a little of the backstory, I'll wrap it up quickly. Obviously, we're excited with the early success of *Elixir Project*. This fiction thriller is already garnering excitement with influencers interested in turning the book into a film.

What thrills me just as much is how the book reveals a blind spot most people suffer from on a daily basis**. Getting hacked**! We've developed a FREE Unhackability Assessment© that reveals people's unique "hackability score." And we've identified 64 hackability profiles. We're taking this framework into all sectors of society: business, athletics, education, faith, etc.

We've developed Elixir Project Experience©, a solution to help people move from ideation to implementation rather than from ideation to stagnation and/or frustration. This 30-Day Program helps people experience Unhackability in work and life. The course launches on January 9, 2017, and beta testing has revealed unbelievable results already.

Three Things I Need From You

1. **Sample the Book:** I get it. We're all busy. All I am asking is that you invest 10 minutes beginning in chapter 1. => http://bit.ly/ElixirProject12

   I get tons of books sent to me too. But one reader said, "*Elixir Project* is where the world is headed in the next 5-10 years." I've selected you from more than 7 billion people for a reason. I believe we share a similar passion for seeing our friends, families, and clients "hack free."

2. **Share the Message**: If you find the message relevant and compelling, I'm asking you to consider sharing the message with your circles of influence. I'm willing to do my part to help. If you'd like me to share with your followers via podcast, blog, radio, webinar, social media, etc. I'm here to serve. I've done all the work for you. You can access my digital media kit.
   => http://www.elixirprojectbook.com/media

3. **Become an Affiliate**: We'd love to reward you with 50% commissions for people you send our way. It's as easy as people clicking your affiliate link. Help someone experience Unhackability in work and life *and* get paid for it.
   => http://www.elixirprojectbook.com/affiliates

   Thank you for your time. Please reach out if you have ideas, questions, or comments. My confidential email address is below. I look forward to hearing how we can partner.