

# The End

Welcome to the end.

The end of who you think you are, and what you think you want.

That person doesn't exist.

But there is an authentic you – and you're going to set yourself free.



Freedom starts with noticing a contradiction at the very heart of our existence.

Most of the time, we try to be safe and secure. We do all kinds of strange things in the name of security, like staying in harmful situations, deceiving ourselves and others, or avoiding risks that might actually help us grow and change.

Yet we also crave freedom. We hold it up as an ideal, worthy of sacrificing life and limb. Much blood has been shed in the name of liberty, many words spoken by prophets and philosophers. Freedom has been sliced into two types: 'negative', when we are free from something - poverty, fear, slavery; and 'positive', when we have the freedom to do something - to believe, choose, speak, associate, worship. There's also the idea of absolute or natural freedom, an imaginary state of total liberty that we are born into.

Often when we think about freedom in our lives, it's about having "free time". We dream and make lists of all the things we would do if we only had enough money and didn't have to work so hard. Or we think about having the freedom to get whatever we want.

But all these things are defined for us. They're external. So can we really be "free" in choosing them?

True freedom is not contained within any of these things - because they do not last. Pursuing the things we want is actually not a quest for freedom, but for security. It's the desire to have negative freedom, to be "free from" whatever circumstances we don't like in our lives.

And here's the twist: there is, in fact, no security outside of us. None. Nothing is reliable, nothing is permanent. We run to ideas, houses, cars, relationships, and maybe most of all, we take shelter within the hard shell of our identity and sense of "self". By trying so hard to make ourselves secure, we generate the opposite – insecurity. Security, as strange as this sounds, is the source of fear. And fear is the opposite of freedom.

Without even noticing, we can become stuck in thoughts, beliefs, behaviors, habits, and assumptions that keep us from being truly free.

True freedom is unmistakable once we have tasted it. It is an inner sense of immense spaciousness and joy. It can be our companion even in the most restrictive of circumstances. This feeling of freedom comes from the ability to freely make choices that are in alignment with our authentic self. And that can only come from deep self-knowledge and self-awareness. From this foundation, we can take action that serves our true purpose.

This book is designed to help you build that foundation as easily as possible, by offering a clear, structured analysis of every core aspect of our lives - like work, sex, power, needs, and everything in between.

Each chapter has three sections. The first section, Self-Knowledge, helps you to go deeper into the topic of the chapter. The second section, Self-Awareness, provides a set of magic questions you can ask to become aware of your current beliefs, behaviors, stories, and consider what future mindset you want to have.

The third section, Freedom, suggests some paths towards liberating ourselves: the practical ways that we can shift towards harmonious and satisfying states of being. There are multiple suggestions, so that you can choose the approach that suits you best. There are as many paths as there are people.

This book is intentionally as short as possible. There's nothing extra here, no personal stories, no poetic language. Nothing but the most useful, profound knowledge and insight that we need to end the old ways, and build a new world.

Ready?  
Good. Let's begin.

