

An Introduction to...

*A Competitive Fundamental Strategy
for Earning a Living*

*In the most competitive, rapidly changing, complex and
technologically advanced global marketplace
in human history*

A book by Toby Hecht
Founder and CEO, The Aji Network

An Introduction to
A Competitive Fundamental Strategy for Earning a Living

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The Book's Purpose

The purpose of this book is to help ambitious businesspeople “*earn a living*”, or produce enough *wealth* during their careers, to live a good life their entire lives in the most competitive, rapidly changing, complex and technologically advanced global marketplace in human history.

Only earning significantly higher incomes, or about 60% more than was considered adequate in the past, enables businesspeople to afford to live a good life while they are raising their families and to save enough money to continue to live a good life throughout 25+ years of unemployment, or until they are 90+, without fear of running out of money before they die.

Our students at *The Aji Network* accept our claim that they need to earn \$400k-\$4m annually to produce capital-at-work of \$5m+ (in today's dollars) before they retire. This will provide an annual income of \$200k+ during their old age to pay for the goods, services and health care everyone requires in order to survive, be free and live a good life.

To fulfill their intentions to become wealthy enough to live a good life throughout their entire lives, ambitious businesspeople need a new kind of business knowledge to help them produce the competitive advantages needed in today's challenging global marketplace to increase their current incomes to new levels.

The Aji Source Fundamental Strategy

A Top 1% Competitive Fundamental Strategy

This book introduces *The Aji Source Fundamental Strategy*, a 12-part competitive fundamental strategy.

For more than 30 years about 5,000 businesspeople have used The Strategy to compete successfully in the top 1% of today's rapidly changing, increasingly complex, intensely competitive and technologically advanced global marketplace.

Executing The Strategy has made it possible for many businesspeople to fulfill their financial, career and business intentions with incomes between \$400k-\$4m.

I began to anticipate the new competitive and marketplace situations we all face now almost 40 years ago after opening one of the first computer stores in Silicon Valley. I invented *The Aji Source Fundamental Strategy* for my personal use in order to understand what was happening in the marketplace as computers became increasingly powerful.

In fact, many customers and vendors -- Apple, IBM, HP and DEC, for example -- noticed my ability to think and act effectively, strategically and competitively because we were rated the best chain of retail computer stores in the country. As we were noticed in the marketplace they began asking me to teach them how I performed so well with what they assumed were just simple new tips and techniques.

Yet, after discovering I was actually using a 12-part competitive, fundamental strategy to design our specific tactics and strategies, The Strategy was all that my customers wanted to learn.

I began offering to teach The Strategy, and the tactics or “strategic knowledge” needed to execute it, ten years later as the fourth industrial revolution began to take hold and pensions with lifetime healthcare were squeezed out of the marketplace.

Business owners, executives, managers, salespeople and individual businesspeople began to notice that the “old” labor-based and task-oriented skills invented during the third industrial revolution did not enable them to compete successfully.

The work ethics, reliance on common sense and business knowledge now being called “obsolete” by CEOs of large public corporations did not allow them to make enough money to pay their immediate expenses *and* save enough money to afford 25+ years of unemployment during their old age.

It’s no coincidence that some businesses’ competitive and financial difficulties began just as the most aggressive and competitive businesses and businesspeople around the world began to use their computers *strategically* in complex action plans made possible by their computers. These new global competitors were creating a hyper-competitive global marketplace by using computers and the internet to produce and fulfill new offers with compelling and complex designs at a speed no one had ever seen before.

At that time what I came to call “The Pivot” away from reliance on obsolete knowledge towards learning how to think and act with The Strategy and its “strategic knowledge”, rather than with task orientation, was still private and personal. Only two groups of individuals would accept my offers:

Those who figured out they needed to face an entirely new set of competitive pressures and earn a great deal more money to afford 25+ years of unemployment during their old age

Those who were already rich and wanted to become richer

Thirty years later we find ourselves working in the most competitive, rapidly changing, complex and technologically advanced global marketplace in human history, made possible by the capabilities of computer-driven machines and the internet.

Now, CEO’s, business owners and businesspeople are recognizing that they need “The Pivot” to compete successfully in such a rapidly changing marketplace. Some are re-educating as many as 100,000 of their employees at a time in order to enable them to exploit computer-driven machines and the internet.

They realize the business practices invented during the past three industrial revolutions are no match for the new competitive and marketplace situations created by global competitors using computers strategically and who can speak to everyone's customers from their computers all day, every day.

The degree of direct competition businesspeople face from the world's most aggressive competitors is unprecedented, to put it mildly. Global competitors aren't "somewhere else", or out of sight, anymore. Competing directly against them can't be avoided, escaped or ignored successfully. They have moved their marketing right into the offices of everyone's customers, who, every few minutes, receive a steady stream of fresh, new offers 18" in front of their eyes.

The business knowledge invented for the third industrial revolution is the wrong "human technology" for today's intensely competitive global marketplace, which is the fourth industrial revolution unfolding rapidly and with increasing complexity. It isn't effective, strategic or competitive in current circumstances.

Businesspeople who continue to rely on it can't "earn a living", when the *new meaning of earning a living* means making enough money to pay for immediate expenses while also saving enough to afford 25+ years of unemployment during old age without relying on pensions or lifetime healthcare.

Businesses who hire them are unable to produce or maintain the competitive advantages and superior value needed to compete successfully and fulfill their financial or business ambitions.

Businesspeople and the businesses who hire them need to learn a new type of "human technology", a competitive fundamental strategy that articulates *what they need to do* such as design fresh, new offers that are highly-valued and scarce, and the "strategic knowledge" that shows *how to execute it* or how, exactly, to design a new offer.

Businesspeople need The Strategy and "strategic knowledge" to earn a living in order to survive, be free and live a good life throughout their entire lives, or until they are at least 90 years old.

Businesses need it to fulfill their financial and business ambitions.

“Strategic knowledge” is the capability, or know-how, needed to execute, improve or invent an action plan that is effective, is itself strategic rather than task-oriented, and is competitive.

It enables businesspeople, or businesses, to design and produce new competitive advantages and superior value that extend and become more powerful throughout their entire career, or the life of the business.

In this specific instance, “strategic knowledge” is the know-how required to execute *The Aji Source Fundamental Strategy* well enough to compete successfully in the top 1% of today’s global marketplace.

This “strategic knowledge” includes capabilities to design a steady stream of fresh, new ***offers, practices, narratives and strategies*** that are scarce relative to demand and to use them *strategically* to produce:

Tactical and strategic Networks of Capabilities

Increased autonomies

Highly-valued accomplishments

Identities of superior trustworthiness, value, authority and leadership

Highly-compensated leadership roles

Powerful business organizations

The ability to anticipate new threats to avoid, obligations to fulfill and opportunities to exploit in the marketplace

Briefly, what are offers, practices, narratives and strategies, and how do people use them to produce competitive advantages, superior value, increased enterprise values and high incomes?

“Offers” are announcements Sellers -- employers, employees, customers, vendors and colleagues -- make when they are willing to make a promise to help people or

businesses take care of their human, financial, career or business concerns, on the condition that they pay a Purchase Price.

Making offers people want badly enough to pay for is how businesspeople and businesses actually make money.

This is why it is so important strategically and competitively that businesspeople learn how to design their own.

“Practices” are named actions, such as selling, accounting, leading or manufacturing, which businesspeople and businesses design and execute in order to produce competitive advantages and superior value with their offers.

Designing fresh new practices is a way businesspeople need to use their computers and the internet to compete effectively enough to fulfill their financial, career and business intentions.

And it’s not hard to do. It’s just a very different way of thinking strategically and competitively that computers have made possible and competitive pressures have made a new requirement in order to “earn a living” and/or become richer.

“Business Narratives” are action narratives that dramatists call plots.

They all have the same fundamental organization and structures. They have a beginning, middle and end that are called the exposition, conflict, rising action, resolution and denouement.

Learning to design new ones that are complete and coherent, as well as effective, strategic and competitive, in less than 15 minutes is essential in rapid change and not very difficult with “strategic knowledge” and a strategic checklist.

Businesspeople and businesses use Business Narratives to:

Design, produce and sell their new offers

Announce their goods and services to the marketplace

Explain the descriptions, meanings, relevance, value and purposes of their goods and services

Make commitments to transact

Fulfill their commitments and produce satisfaction to open new opportunities

Develop their careers

Design, speak about and execute new specific strategies

Build their identities of superior trustworthiness, value, authority and leadership

Increase the enterprise value of their businesses, and their incomes

“Strategies” are action plans.

They are *commitments* to perform a *sequence of tactics* to produce a *sequence of situations* that progress towards fulfilling the strategy’s intentions, or produce the *“strategic objective”*, which is the *purpose* of the strategy.

Effective, strategic and competitive action plans designed and executed to fulfill businesspeople’s financial, career and business intentions are infinitely more powerful and competitive than task orientation or trying to figure out what to do using common sense as the action unfolds.

I designed *The Aji Source Fundamental Strategy* for my personal use in building my career and businesses in an already highly competitive marketplace, Silicon Valley, as it was becoming more competitive, complex and technologically advanced.

The Strategy has now enabled almost 5,000 business owners, executives, managers, salespeople and individual contributors to compete successfully enough in this marketplace to earn a living, or to become rich, with very high incomes and enterprise values for their businesses.

The Strategy's Objectives

The Aji Source Fundamental Strategy is a 12-part *competitive fundamental strategy* that enables businesspeople and businesses to compete successfully in a marketplace of rapid change, increasing complexity, compelling new designs and ever more powerful computers. I explain more about competitive fundamental strategies in the next chapter.

The Strategy's purpose for *individuals* is two-fold.

Its first purpose is to enable businesspeople who lack a pension with lifetime health care to “earn a living”, which means to make enough money to pay for their *immediate expenses* while also *saving* enough money to afford 25+ years of unemployment during their old age. This often requires them to increase the value of their offers, practices, narratives and strategies enough to generate incomes between \$400k and \$4m.

Its second purpose is to enable businesspeople who are rich to become richer, or accumulate up to \$120m in capital-at-work, so far.

The Strategy's purpose for *businesses* is to enable business owners, executives and managers to use The Strategy as a set of fundamental and sequenced instructions to *design* their business organization's strategic orientation to:

Produce, maintain and increase their offers' three fundamental competitive advantages -- (1) speed to market, (2) complexity and capabilities, and (3) compelling designs -- and superior value they design with it in order to fulfill their financial, career and business ambitions.

Educate and retain their most valuable, productive and competitive employees, who are certain to leave if they realize management has not produced highly-compensated roles, or sets of commitments, that enable them to earn a living.

My “private pivot” has become a “Public Pivot”

In the 80’s I began making my own private claim that businesspeople who continued to rely on obsolete business knowledge and refused to be financially responsible for their value, productivity, incomes and savings by depending on future entitlements, could not possibly think or act competitively enough to avoid running out of money during their old age. If their intentions were to make enough money with their careers and businesses to live a good life until they were at least 90 years old -- which is the most important and dignified purpose of work -- they were certain to fail.

Their knowledge was made stale, clichéd, obsolete and uncompetitive the moment businesspeople got personal access to computers. No matter how hard they resisted adapting, they were going to lose and suffer.

For 30 years I listened to self-righteous baby boomers “debate” whether financial and marketplace realities, and basic math, actually applied to them personally. I heard their arguments that they couldn’t possibly run out of money even though they weren’t earning or saving nearly enough money to last until they were 90-years old. I tolerated their disingenuous, undignified, irrational and “entitled” decline of my claim as I moved forward with those who would listen and they moved forward into a future of poverty they later said they did not see coming or couldn’t believe was happening to them.

Yet, now I can say without a doubt because of countless articles reporting baby boomers’ too-low incomes and savings, incompetent thinking and real fears that they will run out of money now that it is too late for them to recover, that their failed financial expectations and current dire financial situations prove without any doubt that no one is a special exception to today’s financial, competitive and marketplace realities. The career, financial and life-threatening result of relying on obsolete business knowledge and future non-existent entitlements is now public.

For ***individuals*** in today’s marketplace their own private proof that they are using outdated business knowledge and are not being financially responsible is simple and straightforward. It’s right there in their incomes and savings accounts, or it isn’t. Either people are able to earn enough money to afford their immediate expenses while also saving enough money to afford 25+ years of old age, or they are not.

For example, to retire today with an income of \$200k -- which is the most common minimum amount my customers conclude they need in order to survive, be free and live a good life when they are old -- requires \$5m in savings.

Because of average 3% inflation, those about 14 years from their 60th birthday, or around 46-years old, need to increase the amount they need to \$7.5m while those 24 years away, or around 36-years old, need to double the amount to \$10m.

When businesspeople are not making enough money, it means their offers, practices, narratives and strategies are not valuable or productive enough against current standards of value. It means the global marketplace's business skills have passed them by and they have fallen behind competitively. It means their efforts to build a successful career or business whose most fundamental and dignified purpose is to enable them to "earn a living", are failing and will continue to fail until they learn "strategic knowledge". It means *they face a future in which they are certain to run out of money before they die, which makes it impossible to live a good life.*

For *businesses* the proof is similar. As long as businesses continue to hire employees whose knowledge is stale, mediocre, "obsolete" and uncompetitive, owners, executives and managers cannot compete successfully enough with them to fulfill their financial, career and business intentions.

Public proof of my business claims began appearing in early 2016 when CEOs and HR departments *began announcing their dissatisfaction* with their employees' "obsolete knowledge" and with their persistent declines to learn what I call "strategic knowledge".

Now CEOs are clear that businesspeople's current skills, whatever they are, will only be relevant and valuable for a maximum of six months to two years. And, the largest global investors are pressuring CEOs to *upgrade their employees' business knowledge* with something like The Strategy's "strategic knowledge", or *risk being fired.*

These claims and actions create their own self-fulfilling prophecy. If changing marketplace situations caused by changes in technology, demographics, economics and politics do not make businesspeople's skills out-of-date within two years, the millions of serious businesspeople being forced to upgrade their business skills to learn "strategic knowledge" by their employers and customers will force the obsolescence more quickly, anyway.

Now that investors, CEOs and HR Departments are working to compel businesspeople to upgrade their strategic and competitive business skills as hundreds of articles in major newspapers are reporting, the speed with which businesspeople's skills become obsolete will increase. This transforms learning "strategic knowledge" into its own competitive domain, which means that businesspeople find themselves forced to *learn it better* than their competitors.

This “Public Pivot” away from work ethics, common sense and business knowledge that are stale and uncompetitive became even clearer when CEOs declared they were *declining to hire or promote businesspeople who are not learning* how to compete successfully in a marketplace of rapid change, increasing complexity and ever more compelling designs for goods and services.

This means the employment, promotion and increased income opportunities for businesspeople who decline to learn new business knowledge, are diminishing. In economic terms this is the marketplace yelling at individuals and businesses as loudly as it can, to adapt or step aside. Those over age 32 are already late.

To get back in the game, so to speak, businesspeople and businesses need to learn The Strategy and the “strategic knowledge” needed to execute it in order to compete successfully and make enough money to fulfill their financial, career and business intentions.

The Aji Source Fundamental Strategy and the “strategic knowledge” needed to execute it effectively, strategically and competitively has proven for more than 30 years that it enables businesspeople and businesses to compete successfully in today’s rapidly changing, complex and intensely competitive global marketplace.

Those who learn The Strategy increase their value and productivity in the marketplace by **81%** on average within two years and produce a **651%** return on investment, according to almost 5,000 semi-annual income reports from businesspeople as they learned The Strategy.

And they succeed without relying on labor-based, task-oriented work ethics, common sense and business knowledge.

The Strategy is a new human technology

Another way to think about The Strategy is as a new human or business technology that is capable of enabling businesspeople and businesses to exploit the strategic and competitive opportunities produced by *computer-driven tools* and *the internet*. Using labor-based and task-oriented work ethics and business knowledge invented for the last industrial revolution shut these opportunities down.

Some technical businesspeople call The Strategy an algorithm. This works because it is a set of fundamental instructions businesspeople follow over and over again to think effectively, strategically and competitively regardless of the specific competitive and marketplace situations in which they find themselves.

The very first difficulty businesspeople have when trying to make sense of The Strategy's power, or to understand its nature and operations, comes from the casually descriptive, important-sounding but flawed explanations produced by politicians, reporters and marketers about the meaning and role of "technology" in the marketplace. Their glib explanations lead people to believe that something vaguely referred to as "computer technology" is the cause of the new competitive situations they face. It's not.

Global competitors -- *people* -- who know how to *use* computer-driven machines and the internet effectively, strategically and competitively, are the cause of the new marketplace and competitive situations we all face. This is what learning The Strategy and "strategic knowledge" produces. People who don't confuse knowing how to *operate* their computers and open software programs that requires little new knowledge with knowing how to *use* them *strategically* and *competitively* with "strategic knowledge" are the cause of the unprecedented speed, complexity and competition we see every day on our computers, and not the computers themselves.

There's nothing unclear or mysterious about what is going on in the marketplace. And nothing is hidden. It's all right in front of us. What you *don't* see in the marketplace is computers doing anything because they have no more intention to produce a competitive outcome, valuable offer or very high income than a rock or tree.

What you *do* see is *people* who we call "global competitors" using their computers and exploiting their strategic and competitive knowledge with the intention to fulfill their financial, career and business intentions.

Those who have adapted their knowledge so they can use their computers and the internet effectively, strategically and competitively are succeeding. Those still relying on obsolete, labor-based and task-oriented work ethics, common sense and business knowledge are gradually being marginalized into markets, roles, careers and businesses where they can't earn a living or save enough money to avoid running out of it during their old age.

Technology is always and only human action and knowledge that *produces* and/or *uses* machines or tools to fulfill our intentions. It is never a machine or tool, except in casual, shallow and slick marketplace or political conversation.

People executing *The Aji Source Fundamental Strategy* use their computers and the internet effectively, strategically and competitively to design a steady stream of fresh, new offers, practices, narratives and strategies that are unique and valuable enough to be scarce relative to demand at the rate of a new one every 15 minutes, or so. Then they use what they have produced *strategically* to generate competitive advantages and superior value in order to fulfill their financial, career and business intentions.

People with “strategic knowledge” and their intention to make money -- not the machines themselves -- are the source of the new competitive pressures and marketplace situations we all face.

A human technology such as *The Aji Source Fundamental Strategy* is a method of thinking and acting people use to exploit a machine's or tool's capabilities to amplify their knowledge in order to fulfill their intentions. Fundamentally, it's no different from having to learn how to use a hammer effectively, strategically and competitively. The same fundamental principles apply.

First, human technology is the knowledge or methods people invent to *produce new machines or tools* to amplify their abilities to think and act in order to fulfill their intentions.

Second, human technology is the knowledge or methods people invent to *use the new tools' capabilities* competitively in order to fulfill their financial, career and business intentions.

The Aji Source Fundamental Strategy belongs to the second group of human technologies.

Just as someone who lacks the human technology to build a computer can't make one, people who lack the human technology to exploit computer-driven machines and the internet effectively, strategically and competitively can't make use of them to fulfill their financial, career and business intentions.

Instead, they *misuse* their computers without realizing it. They use them the way people used automobiles as merely horseless carriages, instead of machines that would change the world and force them to change, too, if they wanted to earn a living with or around them.

Businesspeople using stale business knowledge and common sense use their computers to complete tasks they already know how to complete without having to learn anything new. They use them as laborsaving devices invented during the third industrial revolution, despite the swirl of quickly changing new threats, obligations and opportunities produced by global competitors.

In their defense, businesspeople have a difficult competitive problem to deal with. The only evidence they have that their knowledge is obsolete and not highly-valued is their too-low incomes and savings, and the announcements made by the most powerful investors, business owners, executives, HR Departments, economists and business philosophers.

To assess the problem effectively and realize they need to invest in learning The Strategy and "strategic knowledge", businesspeople have to first understand that the meaning of earning a living, becoming rich and competing successfully in the marketplace has changed, as we have discussed in this chapter.

As is true with virtually any tool ever invented for business, from a hammer or pencil to a super-computer, the more effective, strategic and competitive is the knowledge of The User, the more valuable, productive and competitive are the outcomes The User is able to produce.

The opposite claim is also true.

The more mediocre, obsolete, stale, clichéd, and uncompetitive is the knowledge of The User, the less valuable, productive and competitive are the outcomes they produce.

A Preview of The Aji Source Fundamental Strategy

Using computer-driven tools and the internet to compete successfully enough to fulfill financial, career and business intentions is the purpose of The Strategy and the “strategic knowledge” businesspeople use to execute it.

Here are the two most fundamental tactical and strategic uses of computer-driven tools and the internet, as shown in Parts #5 & #6 of The Strategy. These uses are effective, strategic and competitive enough to enable businesspeople and businesses to fulfill their financial, career and business intentions:

Part #5 - To produce a steady stream of fresh, new offers, practices, narratives and strategies (OPNS) with highly-valued marginal utilities (more on this later) to make them scarce relative to demand at the rate of a new one every 15 minutes, or so, using:

Part #1 - Life, Career and Business Ambitions

Part #2 - Philosophies of Care and Power

Part #3 - Strategic Knowledge

Part #4 - Ethics of Power

Part #6 - To use newly produced OPNS strategically to generate competitive advantages and superior value as you establish and build:

Part #6 - Strategic networks of capabilities

Part #7 - Increasing autonomies

Part #8 - Highly-valued accomplishments

Part #9 - Identities of superior trustworthiness, value, authority and leadership

Part #10 - Highly-compensated leadership roles

Part #11 - Powerful business organizations

Part #12 - Anticipations of future threats to avoid, obligations to fulfill and opportunities to exploit

The first four parts of *The Aji Source Fundamental Strategy* enable Part #5.

Part #5 enables the production of Strategic Networks -- Part #6 of The Strategy -- which are networks of colleagues, employees, employers, customers and vendors who help increase autonomies, produce highly-valued accomplishments and superior identities, etc.

And Parts #7 - #12 are the sequence of strategic objectives made possible by businesspeople's and business's networks.

The more effective, strategic and competitive people and businesses make their networks, the more competitive advantages and superior value they can produce with their computers and the internet in the most complex, rapidly changing, competitive and technologically advanced global marketplace in human history.

NEW Strategic and Competitive Capabilities

Enabled by The Aji Source Fundamental Strategy

- #1 - ***“Earn a living” and become rich***, or richer
- #2 - ***Produce thought and action*** that is always coherent with reality’s operations
- #3 - ***Avoid making mistakes*** that thwart fulfilling financial, career and business ambitions with offers, practices, business narratives and strategies that are incomplete, mediocre, late, task-oriented, obsolete, clichéd and uncompetitive
- #4 - ***Anticipate all fundamental human, financial, career and business concerns, situations, capabilities and strategies*** required to compete successfully in rapid change, increasing complexity, compelling new designs for goods and services and ever more powerful computer-driven machines
- #5 - ***Anticipate new competitive and marketplace situations*** created by reliance on computer-driven tools, the internet, “competitive pressures” and “marketplace drifts”, which are changes in technology, politics, demographics and economics
- #6 - ***Exploit and cope effectively, strategically and competitively*** with the 3 most fundamental competitive advantages -- speed, complexity/capability and compelling design

#7 - ***Make money*** by producing a steady stream of fresh, new offers, practices, narratives and strategies with highly-valued marginal utilities to make them scarce relative to demand

#8 - ***Use newly designed offers, practices, narratives and strategies strategically*** with:

Ambitions

Philosophies of care and power

“Strategic knowledge”

Ethics of Power

Networks of Help

Increasing autonomies

Highly-valued accomplishments

Identities of superior trustworthiness, value, authority and leadership

Highly-compensated leadership roles

Powerful business organizations

Anticipations of future threats, obligations and opportunities to avoid, fulfill and exploit

... to produce, maintain and increase competitive advantages, superior value, enterprise values and very high incomes

#9 - ***Enable autonomous “Competitive Learning”*** to fulfill challenging business missions and personal financial, career and business intentions

#10 - ***Get the “X”*** by being first to market with superior capabilities and compelling designs for newly offered goods and services

The Business Professional's Course

The next class begins October 1st

Apply today

The Business Professional's Course (The BPC) enables ambitious businesspeople to learn *uncommonly* powerful distinctions and practices for producing competitive advantages, *superior* values, **incomes of \$400k to \$4m** and capital at work to fulfill their life, financial and business ambitions.

Students in The BPC enjoy an average **81% growth in income** and **651% annual rate of return**, and many start to see results in as little as **100 days**.

The April 2016 graduating class produced a **137% increase in income** and **1098% return on their investment** in tuition.

To apply:

Call Micah Hecht at (408) 730-2234

Email Micah at micah@theajinetwork.com

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Buying a subscription to the book now as it comes out in serial form is a good idea because it will give you time to read, think and design with each chapter.

Subscribing will also give you time to invite your colleagues, employees, employers, customers and vendors to read it, too, so that you can all begin to *think and act together strategically* to increase your incomes.

Use the book with your networks to learn all 12 parts of *The Aji Source Fundamental Strategy* so you can think and act together to fulfill your business, financial and life ambitions.

Buy a subscription to The Book (\$35.00)

Go to <http://www2.theajinetwork.com/bookssubscription>

Read A Gentle Walk Through The Aji Source Fundamental Strategy (no charge)

Go to <http://www2.theajinetwork.com/A-Gentle-Walk-Through-The-Strategy>

Watch a video of the author teaching an overview of The Strategy and ***Read a brief description*** of each Part of The Strategy (no charge)

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Speak with someone at The Aji Network

Send an email to micah@theajinetwork.com or call us at (408) 730-2234