THE FLOW PRINCIPLES

an in-depth guide to the 5 key principles to living a life of effortless abundance and joy
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Flow. You know that quasi-mystical state where everything you want and need just seems to show up in your life at the perfect moment? Where synchronicities abound and it begins to feel like life is conspiring in your favor? Yeah. That’s what we’re talking about. We’ve all experienced it at one time or another, but for most of us it (unfortunately) tends to be a fleeting experience—one that comes and goes of its own free will despite our best efforts to hang on to it as long as we can. But we believe it is much more than that. In fact, we believe that this mystical state of flow is actually how life is supposed to be. And it has become a borderline obsession of ours to decode the underlying principles that give rise to such flow states in our lives.

Now let us be clear, there are two types of flow that need some distinction. The first was popularized by Mihaly Csikszentmihalyi, a brilliant psychologist and...
researcher who characterized flow as a state of hyper-awareness, accelerated learning and development and synergy between the body and mind leading to almost superhuman levels of performance and creativity. This absolutely is flow—but more specifically, it is situational flow that is by very definition a fleeting experience.

The kind of flow we are talking about is more similar to the Taoist concept of ‘Wu Wei’, which loosely translates to effortless living. In essence, what we are describing is a way of life—not a transient experience, but a more or less permanent state of being that brings our lives into alignment with the fundamental spiritual principles that give rise to qualities we all secretly and not so secretly desire: happiness, joy, ease, effortlessness, abundance, peace, prosperity, present moment awareness, self love and acceptance.

After nearly a decade of studying, experimenting, experiencing, contemplating, meditating and being personally mentored by masters of the art of living in flow, we have decoded a set of principles that when followed, consistently lead to the experience of lasting states of flow... and everything that goes along with that like exponential growth, wild success and effortless expansion in the direction of your highest
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They are, in part, a deduction and deconstruction of our personal experiences and the experiences of highly successful, highly self-actualized mentors, friends, leaders and colleagues and part timeless principles that have been espoused by mystics, sages and wise men and women for millennia. However, this is, to our knowledge, the first time that they have been systematically applied with the sole intention of producing a life grounded firmly in the awesome, profound state of flow.
Just as animals are born with an ingrained set of instincts, we too come into this life with an 'emotional guidance system', for lack of a better term. Spiritual teachers call it intuition, Daniel Goleman, Ph.D. calls it emotional intelligence, however you slice it we're talking about an inborn sense that reliably guides us toward those activities and actions that lead to our highest good and rapid growth. The most powerful, clear and recognizable of which is a palpable feeling of excitement and/or inspiration.

These specific feelings are your internal compass that steadfastly point you in the direction of flow at all times. That's why they feel so damn good. They are your human instincts kicking in to help you navigate the often stormy waters of the sea of life. Nature, God, evolution, the universe, the quantum field... whatever you want to call the innate intelligence that organizes

"Let yourself be silently drawn by the strange pull of what you really love. It will not lead you astray.
- Rumi
the incredible complexity and dance that is existence as we know it has bestowed every living creature with the primal ‘tools’ they need to thrive. Excitement and inspiration are your tools, you’ve just never been properly taught how to use them (like so many essential life skills that are conveniently not taught in school).

But unlike animals, we have a logical, rational mind that can choose to override our most fundamental programming and that, when left unchecked, is where we get into trouble and ultimately slip out of the flow. Which brings up an important point: living in the flow requires trust—trust in the principles themselves if nothing else.

I, that is, Justin, was lucky to have very financially (and otherwise) successful mentors who lived steadfastly by the principles of flow and attributed every ounce of their success to it. It wasn’t hard for me to understand that the principles worked flawlessly. But you may have to take my word.

Actually, don’t take my word. Think of this as an experiment. Test the principles out in your life and see what happens. If you follow them faithfully—even just one wholeheartedly—they will prove themselves to you through firsthand experience and that beats the heck out of anything we could ever tell you is true.
And at the very least, you’ll have a damn good time. I mean after all, we are suggesting you follow your highest excitement and inspiration. How can that not lead you somewhere enjoyable?

And that’s really the essence of this principle. Calibrate your decisions to doing whatever is in your highest excitement and inspiration in any given moment... and buckle up because you will be experiencing quantum leaps in your personal growth, success, expansion and every other area of your life in short order. Trust that things will work themselves out, because when you live like this, they always do in a more perfect and synchronistic way than you could ever have planned. Such is the beauty of flow.
In the simplest terms, if you do not accept what is happening in your life in any given moment—pleasurable, painful and everything in between—you are in resistance to it. And resistance, by its very nature, takes you out of the flow. The two are incompatible—opposite ends of the spectrum. And so to stay firmly in the flow, you must move into acceptance.

Acceptance is the easiest, hardest concept you will ever learn. All you have to do is just be yourself and accept whatever you are experiencing and feeling with an open heart and mind. It truly is the most natural thing in the world. Kids and animals are masters of the art—perhaps that’s why many call them our greatest teachers. True masters of acceptance and flow.

Ever notice how happy and free they are? Ever notice how fun life seems to be for them? The simplest things are their greatest pleasures. Sure they get
upset and frustrated, but it comes and goes like a cloud passing effortlessly through the summer sky. Fleeting at best.

That is the gift of acceptance. When mastered it basically guarantees the closest thing you can get to lasting happiness and peace of mind in this life. And it will always snap you instantly back into the flow, no matter how far off the path you may have strayed.

Guiding many clients through these principles over the years, we have noticed that there is often an underlying assumption that acceptance implies doing nothing. That to move fully into acceptance means you have to become a monk, or worse yet, endure needless suffering and relinquish your ability to change your circumstances for the better. That certainly is one way to go about it, but it’s actually fundamentally misunderstanding the principle of acceptance.

Acceptance doesn’t mean complacency or enduring suffering or renouncing your material possessions and permanently checking into a monastery. It means profoundly accepting what you are experiencing in the moment, whatever that may be, perfectly illustrated by this quote from Zen Teacher Sunryu Suzuki Roshi (a true master of flow if there ever was one):
In classic Zen fashion, he has captured the essence of acceptance. Love yourself and what you are experiencing, but that also means loving the desire to change your life for the better. It is a paradox like all great spiritual truths. The key to tapping into it is to simply let go of how you think things should be and be at peace with whatever is arising in your heart and mind at any given moment. And, if after that initial step if you still prefer to experience something different, from that place of radical acceptance, by all means, make changes in your life. Flow is not about accepting a less than ideal reality, it’s understanding that there is wisdom in what you are experiencing, even if it is not at first obvious. However, to see the wisdom fully you must first move out resistance and into acceptance. Because, there you will find the silver lining and the silver lining is everything. It’s the thing that is not at first obvious but is the gift (or sometimes lesson) hidden in what you are experiencing.
Take, for example, the story of how Jackie and I met. After a client of mine connected us by phone, Jackie happened to be passing through Santa Barbara (where I live) on a journey up the California coast for an event. She decided to stop by for the day so we could get to know each other better seeing as how we had both been teaching flow independently with great success. Maybe we’d have dinner and she’d continue her journey northward in time for the conference she was attending a few days later.

But life, or should I say, the flow, had different plans. The morning she was set to leave Santa Barbara, she came down with intense stomach pains. So intense, in fact, that she thought she should go to the emergency room. To make a long story short, after getting admitted to the hospital it quickly became clear that she was going to need emergency abdominal surgery for a freak umbilical abscess. All alone in a city she had never been to before, she was stranded in the hospital by herself. Except that I lived down the street and was there for moral support throughout the experience. In the midst of the experience it sure seemed like life had struck her down out of the blue. But there was greater wisdom at play...

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You see, Jackie had been nomadic for the last three years—that means she had literally been travelling non-stop visiting up to 20 countries or more in a single year. She rarely stayed put in one place longer than a few days before she was off again... she was living her highest excitement 24/7 and it was to be exploring the world seeking out peak experiences in beautiful destinations with those of like heart and mind.

If she hadn’t come down with this freak abscess, she would have zipped right through town and that would have been that. I would have been a fun new acquaintance and nothing more. But because she was stranded—literally hooked up to an IV drip and virtually taped to the hospital bed, she stayed put for an unusually long time. 7 days to be exact. And in those 7 days we dropped in deep. I sat with her through one of the most difficult and unpleasant experiences of her life and we dove deep into our philosophies on flow, comparing notes like two scholars seeking to unravel the great mysteries of life. And something magic happened. We discovered a deep friendship and understood through our talks that it was our destiny to teach together and bring flow consciousness to the world. And it never would have happened if she wasn’t forced
by circumstance to get emergency surgery in a strange
land far away from her family and friends.

On the surface, it seemed like everything was falling apart, but the silver lining is that she opened up a whole new chapter in her life that would turn out to be one of the greatest things that ever happened to her.

Since that fateful day and very much as a direct result of it, Jackie and I have gone on to travel the world together teaching flow consciousness to thousands of people around the globe in some of the most incredibly beautiful destinations on the planet. We’ve also launched an intensive flow training program (Flow Mastery) which has seen over one hundred students graduate to date. There’s also a book in the works and we’re conducting groundbreaking research into the nature of reality and consciousness, developing cutting-edge healing techniques that will go on to help millions of people in our lifetime achieve extraordinary levels of flow and peace. In hindsight, it is quite clear that Jackie’s abscess was indeed a gift in disguise.

Such is the wisdom of life—nothing is what it seems at first glance and even in the worst of situations, there is indeed a gift.
that gift, it makes it very easy to be at peace with what’s happening and shift out of resistance and into the deepest gratitude you can possibly experience.

Despite how it may appear on the surface, life is not random. Everything is conspiring in your favor, especially when it seems like it’s not. The idea of flow implies that there is a greater wisdom and rhythm to life than we may yet be aware of. The principle of acceptance is all about acknowledging, honoring and aligning yourself with that wisdom.
All great achievements ... must start from intuitive knowledge. I believe in intuition and inspiration ... At times I feel certain I am right while not knowing the reason.

- Albert Einstein

Intuition is a funny thing. It doesn't always make sense, but it's always right. If you ask a spiritual teacher they'll tell you it's a message from your soul and if you ask a scientist they'll tell you it has something to do with the quantum field. Personally we believe it's kind of like Switzerland—somewhere in the middle—a mixture of both the known and the yet to be known.

But regardless of what we or anyone believes for that matter, learning to tune into and heed your intuition is one of the most powerful things you can do to calibrate your life to the flow. That's because your
intuition dynamically adjusts itself to the ever changing circumstances and conditions that exist whenever you need to make a decision.

It takes into account a huge number of variables that your conscious mind cannot even begin to comprehend, let alone process, and guides you (effortlessly, of course) towards the choices that will provide the most beneficial outcome for you and everyone involved.

Imagine for a second that you are playing a game of chess against a powerful supercomputer. How many moves in advance can you see before things get hazy? Maybe two or three at most until the number of possible combinations of moves and countermoves you and the computer could make becomes so complex it is beyond the capability of your conscious mind to keep track of, let alone make sense of.

Now consider the supercomputer you are playing against. In a few nanoseconds—instantaneously for all intents and purposes—it can foresee every possible combination of potential scenarios that could occur and make the ideal move given whatever circumstances are present at that very moment.

If you haven’t guessed it already, the computer is
a metaphor for your intuition—one of your greatest allies for getting you firmly into the flow.

But let’s be clear here: intuition is a two way street—it’s not always excitement and inspiration. Sometimes it’s a gut wrenching ‘hell no’ to a job you’re about to take or some other potentially life-changing decision where you’ve got some skin in the game.

Take Steve Jobs, for example. His intuition told him to drop out of college and study calligraphy. That was his highest excitement in that moment... and I’m sure his parents were simply thrilled with his decision. But Steve marched to the beat of a different drum and heeded his intuition—aligning himself with two of the core principles of flow—and where he ended up is the stuff of legends.

The principles always lead to your highest fulfillment and growth. Always.
I (Justin) met the love of my life who later became my business partner and best friend on a random street corner at one o’clock in the morning. Two strangers, passing in the night who stopped to talk simply because we each thought the other seemed interesting.

My first mentor, who took me under his wing and gave me his time freely, who normally charged a fee upwards of $150,000 per year to work with multi-millionaire and billionaire clients, walked into my life one night as just another customer at the health food store where I worked at the time. The conversation quickly veered from supplements to spirituality and my life was forever changed from one moment to the next.

We’ve all had experiences like this, where something unexpected changed the course of our lives, often in surprising and miraculous ways. A chance

“Whenever circumstances take me out of my normal routine, I know a miracle is about to happen.”  
- John Ramos
encounter with a stranger. The tragedy or challenge that ultimately becomes a blessing in hindsight. The book that somehow finds you at just the right moment in your life. The opportunity you never expected in a million years that suddenly falls into your lap...

This is the principle of being open to all possibilities in every moment in action. And its not really something you do, per se. Its a state of mind. A state of being. A way of approaching life that is intensely liberating and imbibes each moment with a sense of childlike curiosity and wonder that keeps you firmly in the flow at all times.

There is a saying that you don’t get what you want, you get what you expect. Just like the chess analogy from the principle of intuition, you can only ever see a sliver of what’s truly possible in any given moment. And because we don’t know what we don’t know, most of us keep our expectations within that limited range. But the flow is unlimited. The flow is wild and free and carves its own path through the terrain of life.

And so in order to stay firmly in the flow, you must begin to expect the unexpected. You must trust that indeed life is conspiring in your favor and what you seek is seeking you in very clever and creative ways.

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You must operate in a reality of infinite possibility at all times so that you stay open to the magic that is waiting in the wings all around you. Anything is possible in every moment and when you live like that’s true, suddenly it is. Although it’s rare, many people do live like this. Do the names Steve Jobs, Elon Musk or Oprah Winfrey ring a bell? Because they all firmly live in the realm of infinite possibilities. And they all have another thing in common: they are billionaires that live dream lives few of us can even imagine.

Such is the nature of living in infinite possibilities. It opens you up to realities that others believe is impossible and therefore keep themselves from experiencing.

Stay open to infinite possibilities, follow your excitement, inspiration and intuition and trust the wisdom of life and you will quickly be on the fastest path to flow and your dream life that exists.
If you do what you’ve always done, you’ll get what you’ve always gotten and if you are content with how your life is at this very moment, well then you’re probably already living by some or all of the principles of flow to varying degrees.

But we know this to be true: above all else, we are here in this life to grow and to live fully and passionately in pursuit of our dreams. There is no end goal. No final destination. Because whenever you get there, another one appears. Such is the nature of life. It is an ever evolving dance upward and onward—towards higher levels of consciousness—towards more refined levels of awareness... and the ladder goes as high as you’re willing to climb.

And each rung of that ladder requires you to do something different. To get outside of your comfort zone and grow. But instead of letting life drag you...
kicking and screaming through periods of change, the 5th principle of flow offers you, as always, an effortless path. One in which you preemptively seek growth and align yourself with the most fundamental rhythms of life.

The 5th principle of flow will invariably bring you face to face with the unconscious fears you hold within your heart and mind... and catapult you through them to a level of freedom and empowerment that most can only dream of. In the words of the perennially loved mythologist Joseph Campbell, living in flow takes you on your ‘Hero’s Journey’—the fastest, most deeply transformational path towards your highest fulfillment and growth.

But unlike the other principles, the 5th needs a bit of clarification. Unlike the other principles, the 5th is not an absolute. It works only when used in conjunction with one or more of the other four. Doing the opposite of what you normally do without the clarity and calibration of your highest excitement or intuition may lead you astray. We can already hear the hecklers insinuating that we are suggesting you start using drugs or breaking laws or whatnot. Perhaps those are in your cards. Heck, we’ve done our fair share of both
and we turned out alright. And we might even argue for the better.

What we are really getting at though, all joking aside, is the fact that you should never do something that doesn’t feel right just ‘to do the opposite’ for opposites sake. You should always strive to live in alignment with as many of the principles as possible at any given moment.

And ultimately that is really the only overarching guideline there is to offer. The more deeply and fully you can live by the principles, the better your life will get—mentally, emotionally, spiritually, physically, financially and so on, ad infinitum. It’s really that simple. If it was any harder it wouldn’t be effortless and that would never work with the flow.

But if you find yourself struggling and failing miserably at doing so, then don’t worry. It’s a simple fix. Just accept that you are failing and suddenly you’re precisely where you need to be. Back in the flow, realizing you never even left in the first place.
If you’ve made it this far, then you have a great foundation for launching your journey into flow. Those who are tenacious can leverage these five principles for some incredible growth, expansion and success in life and business.

But this is just the beginning.

Flow is not a quick fix, it’s like a martial art—the path goes as deep and high as you can handle. And as much as you now know, there is just as much as you don’t. The truth is flow starts from within you and in order to fully and permanently lock yourself into flow, effortlessness and infinite possibility, you must rewire yourself for it at the most fundamental levels: mentally, emotionally, energetically, physically and beyond.

It’s not hard, but it also requires expert guidance and a supportive community, which is why we have created Flow Mastery, our cutting-edge flow con-
sciousness training designed to completely rewire every part of your being to operate in flow 24/7 so you can begin to experience how incredible your life can become.

Imagine experiencing exponential growth and success in your life and business in remarkably short periods of time... imagine making quantum leaps in your personal and spiritual growth so fast that you accomplish more in a week than most do in a year. Imagine letting go of every limiting belief, fear, anxiety, worry, emotional wound and trauma you have been carrying around with you for most of your life. Imagine your life and business becoming effortless, abundant and freeing. This is flow and it is available to everyone who goes through the process of aligning themselves with this way of life.

Jackie and I have spent the last decade of our lives honing this process into a science and we’ve walked thousands of people through the process. For those who show up and apply what we teach, it works every time, without fail.

So if this is something that is in your highest excitement, join us for the next round of our Flow Mastery training program. Learn more by clicking here.
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