

Reading Group Design

9/24/14

- The idea is to position the group as a meeting place for young, motivated, contemplative, goal-oriented men and women to take part in heightened discourse on books and reading materials in the areas of personal development, spiritual enlightenment, and the general pursuit of a "successful" life.

- As I transitioned out of the college environment and entered the professional world, I had no intention of discontinuing my personal development / education. To the contrary, I felt that it was now uniquely my responsibility to monitor my own learning, keep myself motivated, and continue tracking towards my goals.

- Unfortunately, I ~~was~~ was / am subject to two challenges in this quest...

- 1) Instead of finding myself in a Liberal Arts university environment surrounded by like-minded young learners, I was tossed into the general population where it becomes difficult to find peers that are truly living a heightened, motivated life, tracking towards BIG goals.

- 2) I found most of the available reading materials to be tailored towards adults who are trying to "turn the boat around" that ~~has~~ ^{may have} been sailing in the "wrong direction" for many years. Especially approached alone, the reading did not seem tailored to a young man or woman who is looking to design an accomplished life from the ~~the~~ jump.

- My intention is to build an exclusive, carefully and organically grown group of young adults (20-35) who would allocate a portion of

9/24/14

their time to weekly reading assignments and follow-up writing and/or discourse on these readings.

- Membership will be determined by invitations from current members (only after successfully being ~~accepted~~ accepted by a unanimous vote of current members following their first book, as well as the completion of two subsequent books does the invitee become confirmed as a member and earn an invite of their own) or through an application process. A member only earns an invite per 1-3 books read (undecided)
- First member is Matt, with whom I read *Intelligent Investor* by Benjamin Graham. The second is Dan with the plan being that our second book is *Status Anxiety* by Alain de Botton.
- A website is needed as the main portal through which we track membership, readings, and reactionary writing by our members.
- Initial page would require a login / password ... or you would have the opportunity to apply, with or without a member referral name.
- Web page would show all of our past titles, current titles, and membership biographies. Somehow need to plan or design how members collectively react to readings. Is it through a blog or submission of reviews or what?
- The ultimate goal here is to build a brand that attracts young, interested, driven minds — your membership is a badge of inclusion in an intelligent group. Additionally, our endorsement of other readings or activities becomes a marketing strength to authors.

9/24/14

- Another long held idea of mine is to design a series of books, motivational programs, etc. for young folks BY young folks. Perhaps this brand becomes the germ of that idea, our name being the vehicle for ~~the~~ personal/professional development material that is intended to build habits for a successful life at an early stage ... rather than coming from the angle of: "you've got a life you've lived in a way that has made you unhappy, here's how to fix it."