5-Hour Rule

The Ultimate Research-Backed Learning System To Overcome Info Overwhelm, Learn Valuable Knowledge And Skills, And Turn Your Knowledge Into Financial Freedom

For Entrepreneurs
who want to start or grow a business

For Professionals
who want to land a dream job or get promoted

For Thought Leaders
who want to build an engaged following online

Join Learning Ritual Now

Based on HUNDREDS of academic studies, the learning habits of Thomas Edison, Sara Blakely, Bill Gates, Elon Musk, Jeff Bezos, Oprah Winfrey, and Warren Buffett, and my entrepreneurial successes over 20 years

trusted by thousands of successful entrepreneurs and professionals from companies like Microsoft, Intel, Tesla

Microsoft · intel · Tesla · headspace · EPSILON

As a lifelong teacher, **I measure my success by the success** of my readers and students — and I'm confident if you apply what you learn on this page, you're a few steps closer towards an exceptional career, business and life...

First, a bit of context:

Over the last 20 years, I've been a **leading entrepreneur:**

The White House · 30 Under 30 · Ernst & Young Entrepreneur of the Year · Bank of America · Bloomberg Businessweek

I've launched businesses with **millions in revenue...**

And most importantly **I've impacted the lives of tens of millions of people worldwide** through my writing, including some of the best entrepreneurs in the world...

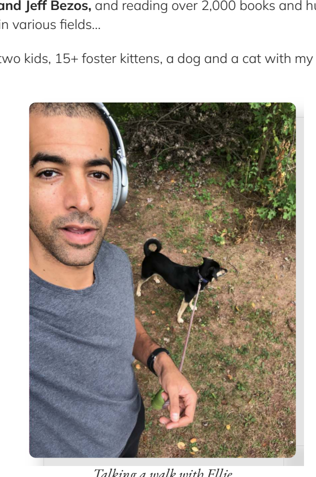
"I wish [Michael's book] had been around when I was younger. [It] is an inspiration..."
— Paul Orfalea, founder of Kinko's Inc (billion-dollar company acquired by FedEx)

"Every student should read [Michael's book]!"
— Mark Victor Hansen, founder and co-creator of #1 NY Times best-selling series Chicken Soup for the Soul® (500 million books sold)

"Michael is one of the smartest entrepreneurs I've ever met."
— Eben Pagan, entrepreneur and investor (sold over $100 million dollars in online courses to over one million paying students, collaborated with Sir Richard Branson and Tony Robbins)

And along with 10 years of studying the minds of successful people **like Bill Gates, Oprah Winfrey, and Jeff Bezos,** and reading over 2,000 books and hundreds of research studies in various fields...

(all while raising two kids, 15+ foster kittens, a dog and a cat with my wife of 20 years, Sheena :)



Talking a walk with Ellie

I've discovered a simple rule of success.

I call this **the 5-Hour Rule.**

Tens of millions of people love the 5-Hour Rule; in fact it's been viral all over the internet...

Inc. More than 1.0 Million Views!!!

1,030,110 Views

YouTube More than 2.4 Million Views!!!

2,446,430 Views

67,000 Likes

It's also been featured by top publications like:

Entrepreneur · Forbes · Harvard Business Review · Inc. · TIME

And I'm excited to share with you the **entire system to implement the 5-Hour Rule,** so that you can start using it for yourself today.

As an entrepreneur and teacher, I promise that **the 5-Hour Rule is the single most powerful habit** you can implement in your life and it's one that's been proven over and over again.

Rachel Theriot
Founder at Rachel Theriot & Team

I'm now 6 months into my own business

A year ago, I was in year 16 of a successful corporate career; I was a Marketing Director for a $2.2B business unit in a $16B multinational healthcare corporation. It was good, lucrative work where I made a difference, but I have always wanted to start my own business.

Because of Michael's 5 Hour Rule, I'm now 6 months into my own business and am working to make sure I never have to go back to a corporate job.

Alex Mera
Solutions Analyst at Tango/04 Computing Group

The single most clever decision I've made

Investing in the course and the coaching service is the single most clever decision I've made in the last 10 years!

It's not only the golden, distilled bits of practical and actionable knowledge you share, it's the habits and attitude transformation I'm experiencing. I'm getting much more and much faster than I expected!

Sanda Solofoson
Managing Director at COREALI Event Management

My business to the next level

I built an event management company in Madagascar with multiple employees within three years. However, over the last year I hit a plateau that I haven't been able to overcome.

I was losing hope. But using Michael's 5-Hour Rule helped me see this challenge from a different light and opened my eyes up to new ways of learning. Now, I'm on my way to taking my business to the next level, and I see the light at the end of the tunnel.

Who The 5-Hour Rule Is For...

Are you a curious, ambitious entrepreneur, thought leader or professional? Can you relate to any of the following?

- **You're feeling overwhelmed by a flood of information every single day.** Have you noticed how new information is growing exponentially every single day? Have you been feeling more and more behind... wondering how you are going to keep up with it all?
- **You understand the importance of focus, but you're pulled in a million different directions.** You know you need to learn a lot faster and better — realistically, a dozen different skills — to start or grow a business, or get your dream job. But where do you start? And what's the highest leverage thing to learn?
- **You're already learning, but you're not getting the results you want, and you realize you need a system.** Do you spend considerable time learning... but just never end up applying what you learned? Do you forget what you learned (after just a few days or even hours)? And when you do apply what you learned, it's not as systematic as you like...

If you experience any of the above, you're not alone. I've been there myself (which I will share in a bit).

On a deeper level, feeling like you're self-sabotaging yourself — feeling like you won't ever get the progress and results you want in life — is frustrating. It can even be downright demotivating.

Especially when you have ambitious goals to achieve, and you're spinning wheels as the days go on... instead of building more and more momentum.

Especially when the stakes of not making progress are high in a world that's changing more and more rapidly... that's becoming more and more competitive. Professionals en masse across the world are increasing how much time they put toward learning. And since the start of COVID-19, we are competing in a global, digital economy for jobs, clients and customers.

With all of these challenges, the question becomes: what's really the key to **long-term career and business success?**

After building multiple businesses and teaching thousands of students, here's what I realized: **Career and business success is NOT** about doing more (i.e. work harder, be more productive).

It's about learning faster and better

(but not just any kind of learning... more on this later.)

Before I go on further, let me first introduce myself...

Hi, I'm Michael

And inside this letter I'm going to share my research-based learning system with you.

I developed and tested this system based on **hundreds of academic studies,** the learning habits of the most successful people in the world, and my entrepreneurial successes over 20 years.

More importantly, I'm confident that this can help you overcome information overwhelm, turn knowledge into success, and **go the next level in your career, business and life.**

But first, let me share with you a story about my lowest point in life — what really inspired me to create this...

Michael Simmons

Here's what most people don't know about me...

Our company was earning over $1 million per year. We were doing prestigious events at the White House and United Nations with some of the world's most successful entrepreneurs.

And I was working as hard as I could... even going on a five-month sprint where I worked seven days a week — just to meet an *impossible* business deadline — while simultaneously raising two toddlers.

While I knew learning was important, I was mostly focused on reading popular tech publications every day... checking important news through my social network on Facebook... and reading the latest business bestsellers.

Deep down, I was feeling major FOMO (fear of missing out).

I didn't want to be left behind. Because I was so focused on doing more and more... **I eventually crashed.** After 8 years of building the business, I felt burned out. Low energy was the norm. I just wanted every day to end early.

On a very particular Wednesday, I snuck outside to the car (so my wife / business partner wouldn't see) to play Civilization (the game) on my iPad... at 3:00pm... *for the rest of the day.*

Whenever someone in the neighborhood walked by with their dog, I shamefully hid the game.

At that point, I knew I needed to change, but I had **one big problem...**

What the hell do I do next?

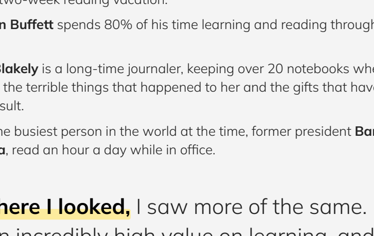
That's when I made one of the best decisions I've ever made. I started studying the minds of successful people... But not just any successful people. I studied people who are successful because of skill, not because of luck, inheritance, network, or celebrity. Here's the criteria I used:

- **They have had a huge impact on the world.** Specifically, they started with nothing and made something that improved other people's lives or used their earnings to improve other people's lives.
- **They have a multi-decade track record of career success.** Markets go up and down. Environments and paradigms change. By focusing on people with a long track record, I removed people who were merely in the right place at the right time at a single point in their life.
- **They have extensively shared their lessons with the world.** I narrowed down the list to people who have written books, have been interviewed extensively, or shared their thoughts publicly in other ways. This allowed me to actually understand how they think, vs. guessing or speculating.
- **They are serial, self-made entrepreneurs.** While not all entrepreneurs are worth learning from, I have found that studying people who built incredible wealth from scratch, more than once, without having inherited it, tend to be some of the most resourceful and innovative people on the planet (and as a result, have some of the best models for career success).

And here's what I discovered that **blew my mind...**

The Strange New Currency

Self-Made Billionaires Agree It's More Valuable Than Money



As I studied how successful entrepreneurs and experts think and make decisions, I saw an incredible pattern...

Many of the world's most busy, successful, impactful leaders and innovators, spend a surprisingly large amount of time learning (in the form of reading, reflecting, and experimenting). For example...

- **Bill Gates** has spent an hour a day reading for his entire career. He's also taken a yearly two-week reading vacation.
- **Warren Buffett** spends 80% of his time learning and reading throughout his career.
- **Sara Blakely** is a long-time journaler, keeping over 20 notebooks where she logged the terrible things that happened to her and the gifts that have unfolded as a result.
- Even the busiest person in the world at the time, former president **Barack Obama**, read an hour a day while in office.

Everywhere I looked, I saw more of the same. Leaders put an incredibly high value on learning, and they never outsourced it to other people on their team.

"In my whole life, I have known no wise people who didn't read all the time — none. Zero."
— Charlie Munger, Self-made billionaire, Warren Buffett's business partner

"Intellectual capital will always trump financial capital."
— Paul Tudor Jones, self-made billionaire, investor, and philanthropist

"The information we consume matters just as much as the food we put in our body. It affects our thinking, our behavior, how we understand our place in the world. And how we understand others."
— Evan Williams, Co-Founder of Twitter and Medium

While you probably already know that learning is important, it's surprising that successful people prioritize learning so much.

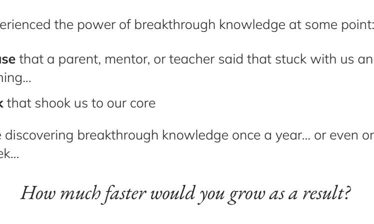
Why?

Rather than getting more and more done, they saw that learning was the single best investment of their time. And more importantly, they weren't just learning anything under the sun.

They were searching for the **rarest, most valuable knowledge** that exists...

Breakthrough Knowledge

The Top 1% Of All Knowledge In The World



Somewhere out in the world is a paragraph, chapter, or book that would change your life forever if you read it...

I call this kind of learning **"breakthrough knowledge".**

We've all experienced the power of breakthrough knowledge at some point:

- **A phrase** that a parent, mentor, or teacher said that stuck with us and changed everything...
- **A book** that shook us to our core

Now, imagine discovering breakthrough knowledge once a year... or even once a month, or once a week...

How much faster would you grow as a result?

In fact, if you want to start a business, or grow one, or make more money, here's the power of breakthrough knowledge that most people miss:

Your Secret Weapon

Why "Breakthrough Knowledge" is Your Secret Weapon for Starting a 6-Figure Or 7-Figure Business (And Even More)

Most people learn popular knowledge i.e. knowledge that isn't rare and valuable, and that's why they get average results... which means their business either doesn't get off the ground, or grows slower than they want. (Worse still, they learn things that actually damage their minds.)

Why is that the case?

If you are learning the same thing as everyone else... **you have the same insights and make the same decisions.** And there's no competitive advantage to speak of!

Successful entrepreneurs and investors understand that to be better than everyone else, you have to think, learn and act differently...

"In order to get into the top of the performance distribution, you have to escape from the crowd."
— Howard Marks, founder of Oaktree Capital ($2+ billion net worth)

"You can't make money agreeing with the consensus view."
— Ray Dalio, founder of Bridgewater Associates (largest hedge fund in the world)

"The best projects are likely to be overlooked, not trumpeted by a crowd; the best problems to work on are often the ones nobody else even tries to solve."
— Peter Thiel, founder of PayPal and billionaire investor ($3.3 billion net worth)

If you acquire breakthrough knowledge, you will have original ideas and insights, which means you see opportunities that others would have missed — increasing your odds of starting and growing a profitable, scalable business.

That's why the **best entrepreneurs focus on BREAKTHROUGH KNOWLEDGE** above everything else they do in business. For example:

- **Steve Jobs** combined breakthrough knowledge in multiple fields (design, hardware, and software) to create something new...
- **Elon Musk** acquired breakthrough knowledge in physics, engineering, programming, design, manufacturing, and business to create several multibillion-dollar companies in different fields...

As an entrepreneur, I've experienced the power of breakthrough knowledge many times over.

As a result of learning breakthrough knowledge, my average article is read by **over 200,000 people—several stadiums full of readers** — people wonder how I came up with all these unique perspectives, and ask me for advice. I could change someone's perspective on a topic by introducing new ideas they never heard of.

When I launched a new company, we were able to create a business strategy based on breakthrough knowledge that is hard to replicate, which made us **over seven figures in revenue.**

But breakthrough knowledge isn't only for entrepreneurs...

Earn an Extra $100,000

How High Performing Employees Can Use "Breakthrough Knowledge" to Earn an Extra $100,000

Today, more and more people get paid for their knowledge and skills.

Business management expert Peter Drucker coined the term "knowledge worker" to describe this.

Unless you're getting paid to lift, dig, or carry something... You're **getting paid for what's inside your head.**

And that means you have an **incredible opportunity to increase your salary.**

In fact, by acquiring the right knowledge:

- You can deliver tremendous value to your employer without working more... and **negotiate a raise.**
- A 10% raise on a $50,000 salary is **an extra $5,000 per year**
- Over 10 years that's an extra $50,000. Over 20 years, it's **$100,000**
- And that's not even taking compound interest into consideration

Sounds far-fetched?

Uber bought Otto, a self-driving truck company with 70 employees, for $700 million

While this is an extreme example, my point is...

The right knowledge is worth a lot of money!

And it's not just about getting a raise. Breakthrough knowledge makes it a lot easier to get a promotion, or to quit and find a company that will pay you double or triple what you're making now. **It opens up a world of options for you.**

The tricky part is identifying the **rarest and most valuable** things to learn to increase your income.

Now, I know I've talked a lot about business and money... I want to be clear that breakthrough knowledge isn't just valuable from a monetary perspective.

It's what makes your life more meaningful and fun...

A Meaningful Life

How Would Your Life Be Different With Breakthrough Knowledge?

- **If you do what everyone else is doing and learning**, and you're focused on doing and learning more, you are staying on a hamster wheel — constantly having to keep up with the latest hacks and best practices.

  You end up thinking and sounding like everyone else. You're playing the game of life, based on other people's rules and instructions.

- **On the other hand, if you learn breakthrough knowledge,** you're essentially carving your own path to not just career and business success... but life in general.

  You become a lot more interesting and valuable to others, because you have unique insights that most people don't. As for yourself? It's how you control your life and your future... and really, playing the game of life all on your own terms.

And ultimately, as a 39-year-old dad of two awesome kids, I personally believe that we are here — on this planet, in this moment, as learners — to learn, and to **teach what we learned.**

- **If you learn average knowledge,** you pass down an average, and forgettable, legacy.
- **If you learn breakthrough knowledge,** you not only make a difference in your loved ones' lives... you are also giving them the best gift they could ever have.

Put this in another way...

Learning breakthrough knowledge isn't just the solution to overcoming information overwhelm and getting results from your learning...

It's also THE most important thing a human being can do to grow, evolve and self-actualize.

Now, knowing that breakthrough knowledge is difficult to find...

I've spent the last few years developing and testing a unique system that will help you systematically find and apply breakthrough knowledge...

How I Created The First Ever

"Breakthrough Knowledge System"

Now, as valuable as breakthrough knowledge is, you still need a system to process and apply it to get the results you want.

And because I love learning so much, and I see the power of learning in business and life... I wanted to create the ultimate learning system — a system that works no matter what situation you're in. One that's "stress-tested" just like a million-dollar race car.

As I was on my mission to create this system, I collaborated with a top artificial intelligence researcher — whose clients include some of the largest companies in the world — **and I learned a mind-blowing fact from him...**

According to the researcher, human beings and artificial intelligence actually share the same exact process of learning...

And here's how the underlying process works:

- **Information is collected.** We humans collect data through our senses. Artificial intelligence collects information.
- **The information is analyzed.** We humans use our brains and all of the accompanying processes that come along with it to understand and make predictions about the world. Artificial intelligence uses algorithms.
- **That information is used in the real world.** Based on the predictions from the information collection and analysis, we take action. Artificial intelligence does the same.
- **Feedback is received.** We get feedback on whether our predictions were accurate. Both human beings and artificial intelligence use the feedback to improve what information to collect and how to analyze it.

The only difference is, artificial intelligence is able to systematically and rapidly optimize this underlying learning process... while most of us aren't even aware of it, let alone improving!

Pause for a second here, and consider the implications of what I've just said, because it's truly profound...

Just like it's now possible to activate longevity genes via certain diets...

If you're able to make this learning process conscious, and even accelerate it... you'd be **activating a superpower that lies dormant in most people.**

Now, while I was excited about what might be the universal learning process... I also wanted to verify what I've discovered.

So, I put it to the test in a few ways..

First, I did deep research to uncover stories of other credible people teaching this process in one form or another... and more importantly if the process really did work. (After all, my goal is to create the ultimate learning system — **based on what has absolutely proven to work across time** — rather than reinventing the wheel.)

And here's what I found

In the 1960s, a US Air Force fighter pilot and military strategist — who went by the name of John Boyd — taught a very similar process. This led to some bold military innovations — **including the world's most popular lightweight jet** — as well as a wave of business breakthroughs around the world.

In 1974, Chris Argyris, a Greek American business thinker, and his longtime MIT collaborator, wrote about their interpretation of the process in their academic book.

And much more recently... I interviewed Dr. Theo Dawson, an award-winning learning researcher and consultant to organizations like the U.S. Federal Government and Harvard University... and I learned that **she came to the same process after over twenty years of her own research.**

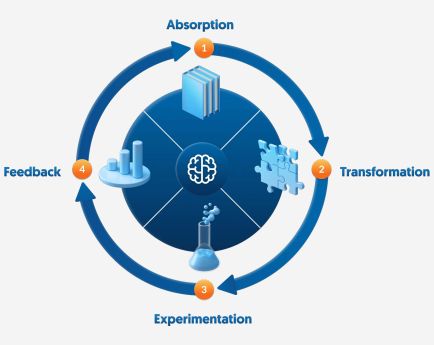
At this point, I knew with confidence that I had the makings of a **learning machine that anyone can benefit from...** (as long as they're willing to put in the work)

Over the last six years, I integrated the best of their insights with my own... and vigorously tested, improved, retested every single part of the system — by coaching hundreds of entrepreneurs and professionals, reading through hundreds of academic studies in the learning field, and of course, applying what I learned to my business and life...

After six years of working on this system, I'm excited to share it with you for the first time, in full step-by-step detail...

The Learning Loop

From Breakthrough Knowledge To Breakthrough Results



The Learning Loop is simple but **revolutionary.** Four simple steps, designed with one singular purpose:

Turn Breakthrough Knowledge Into Breakthrough Results

The Learning Loop transforms what you learned on multiple levels... so that you go from absorbing information to creating real-world results.

And while it works for any knowledge... when you combine this along with breakthrough knowledge, **you effectively skyrocket the rate of your learning and results.**

And here's what students have experienced when they go through the loop...

1 Absorption

Tap Into The World Of Breakthrough Knowledge

As you leave behind the world of information overwhelm, distractions, and mediocrity, **you eliminate the top five sources of junk learning** — so that you can go into a peak state of physical and mental energy, and absorb breakthrough knowledge at the fastest rate possible.

Once you're in a fully focused state, you tap into the **three sources of breakthrough knowledge:** people, information (e.g. books), and experiences, and find breakthrough knowledge in each.

2 Transformation

Reprogram Your Mind With Breakthrough Knowledge

As soon as you absorb breakthrough knowledge, you "print" it into your mind — never forget about what you've learned! — and **reprogram your mind.** Which means you notice mistakes in your thinking... you have a lot more creative ideas and insights... and you see deeper patterns in what you're learning.

And the way you do all this is as ancient as it gets... it goes all the way back to the times of the Greeks and Romans, and it has been validated by the National Teaching Laboratories. **It's called the Explanation Effect:** teaching what you learn to yourself and to others.

3 Experimentation

Turn Breakthrough Knowledge Into Results

Once you've absorbed and transformed breakthrough knowledge — making it an integral part of your mind — **you take action and get results in the real world.** Before you take action though, you first overcome procrastination by dismantling your limiting beliefs and confronting your fears...

Once you're ready to act, you systematically identify **the highest leverage experiments** and test what you've learned (which is what Amazon, Facebook and other successful companies do to find big opportunities).

4 Feedback

Accelerate The Learning Loop a.k.a your Breakthrough Rate

After taking action in the real world, you get feedback on what you've done. According to Anders Ericsson (researcher of the 10,000-Hour Rule) and other researchers, feedback is **what separates top performers from everyone else.**

Why is that? It's only with feedback that you know what's actually working (vs. what you think is working)... and even the hidden "error codes" that cause mistakes in your thinking... **it's almost like playing the game of life on "easy mode"... with a cheatsheet!**

To sum it up, the Learning Loop is all about absorbing breakthrough knowledge, transforming it, turning it into action, and getting feedback — **all so that you can get life-changing results** (be it create more income, impact, and freedom in your business or career..)

And if you want to apply the Learning Loop into your life, I'd like to invite you to join me for my coaching program: The Learning Ritual

The Learning Ritual

The Ultimate Research-Backed Learning System To Overcome Info Overwhelm, Learn Valuable Knowledge And Skills, And Turn Your Knowledge Into Financial Freedom

"The Learning Ritual is my best money spent on learning ever, and I spend a lot of money on courses."
— Niels Peekstok, Owner at Levitate.Amsterdam

"I didn't think I could find time to learn. After going through the course, I jumped to 10 hours of deliberate learning per week!"
— Benjamin Mena, Chief People Connector at Select Source Solutions

"I am always eager to learn but never took my learning to the next level. The Learning Ritual is great: it combines theory with a lot of examples and exercises that I could easily apply to my everyday life. I feel so much more focused with my learning, especially when it comes to becoming an expert in the areas I want... I love it! If you are interested in learning faster, Michael knows exactly how to make it happen, and will help you get there. Of course, you have to be committed to your learning :)"
— Jorge Oteiza, CEO at Criteria ALyC

What You Get

To make sure you succeed we designed a

comprehensive support system:

Six Modules Of Classes

Module #1

5-Hour Rule

In this module, you will learn how to use our time-saving system to **immediately free up 5 to 10 hours** per week, so you can focus on what matters most to you.

A lot of people think that they don't have time to learn. With my strategies, you will be able to find time to **learn valuable knowledge and skills every day** (no matter how busy you are right now).

In fact, **you will likely find much more time than you think.**

You'll discover...

- **A completely different way** to set learning goals and unlock your motivation to learn (so that you feel like a kid in the candy shop).
- **How to find time in your hectic pockets of time** (in your schedule, and even when you are busy with other things).
- How to learn hard skills that will **you you back forever** (without feeling like you're forcing yourself).

Module #2

Bulletproof Habit

In this module, you will learn **how to "mentally program" your brain** to do the right things automatically, even single-day even when you're busy, tired, or resistant.)

Specifically, you will learn how to create a bulletproof learning habit, so that you **rely on minimal discipline to learn consistently.**

You will also learn **the biggest mindset challenges that stop learners** from learning and mastering what they learned, and more importantly how you can overcome each challenge.

You'll discover...

- **The Zoom Loop** (the mental "energy vortex" that kills most people's productivity (and what to do instead)
- **How to present yourself from self-sabotaging** your own success (as revealed by two Harvard professors)
- **How to "magically" summon your motivation** when you're in endlessly similar mode (all it takes is just five words)

Module #3

Breakthrough Knowledge

In this module, you will learn how to **rapidly find breakthrough knowledge** in a world of information overwhelm.

While most people learn mainstream or junk information that hurts their career and business success, I will share a simple breakthrough search helps notice opportunities and skills that most people miss — **ultimately making you in-demand.**

What would breakthrough knowledge look like for you? That could mean finding **the 1 chapter in the book** that changes everything, or finding an online **expert** who is successful in their field, not just (so that you can replicate their success).

You'll discover...

- **How to eliminate the top five sources of junk learning** (so that you can go into a peak state of physical and mental energy, and learn faster than you ever could)
- **How to filter for the highest-quality information** with the three questions that separate mediocre information from life-changing experiences, and find breakthrough knowledge in each.
- **An emotional signal** that you might have found breakthrough knowledge (as one of the greatest scientists in history discovered).

Module #4

Sell Your Sawdust

In this module, you will learn **how to create and share valuable knowledge.** Even if you have never forget what you learned, you'll also learn how to **turn your notes into assets you share or sell**, which can be a powerful motivation (and an asset **I call this process "Sell Your Sawdust".**

While note-taking has been increasingly popular, I realized that there are some problems that most methods don't address:

Note-taking often leads to procrastination. (It might make you feel productive, but it doesn't lead to real-world results. And, capturing notes isn't enough — from my years of taking notes, it doesn't lead to the result learning.

You'll discover...

- **How to set up a "learning factory"** to systematically organize and monetize breakthrough knowledge that you learned
- A proven step-by-step format that will **make your notetaking a lot more effective and valuable.** (It's what I've used to rapidly learn multiple topics and demonstrate my expertise over the years.)
- **How to share your insights,** so that people are blown away and shows what you wrote (and even become your online followers).

Module #5

Smart Bets

In this module, you will learn **how to turn your learning into action,** and get results in the real world.

Once you've absorbed and transformed breakthrough knowledge — making it an integral part of your mind — you will learn how to make smart bets.

Smart bets are life experiments that have **the potential to transform your life.** This is the most successful process (by far) I know do to overcome career plateaus and find big opportunities.

You'll discover...

- **How to overcome procrastination** by dismantling your limiting beliefs and confronting your fears
- How to build a portfolio of smart bets that could change your life
- How to take action on the least bet

Module #6

Breakthrough Results

In this module, you will take **your smart bets to the next level** by learning how to get feedback (be it data or conversations with other people). This is how we will create breakthrough results.

According to Andrew Ericsson — researcher of the 10,000-class fame — and other researchers, **feedback is the most separates top performers from everyone else.**

Why? It's how you know if learning is actually creating results or not. Without feedback, you risk learning or applying the wrong things (without even realizing)

You'll discover...

- **How top performers get transformative feedback,** while most people get surface-level comments. (I learned this from Elon Musk, Steve Jobs, and Michelangelo.)
- **How to identify blindspots** that are holding you back from your best
- How to turn your feedback into even more learning and results

Learning Ritual Mastermind

Three Months Of Weekly Group Coaching Calls

Being able to learn on your own is crucial, but if you want to truly transform yourself, **having outside support is critical.** Look at any world class performer in any field, and you will see a network of people supporting them.

Specifically, **they have top-coaches give them feedback each step of the way** — ultimately helping them get results in way less time...and minimizing the pain of trial-and-error.

And that's why I decided to include three months of group coaching to **help you find the breakthrough knowledge you need.**

It's a simple, effective support system....

Without having to pay the expensive price of a one-on-one coach.

For three months, you will get one live group coaching session every week, alternating between Getting Stuff Done and Implementation Q&A sessions:

Getting Stuff Done

Crush procrastination and distractions...and work on the one thing that will create the most results in your life.

Implementation Q&A

Get your most pressing learning questions answered, and leave each session with more clarity and confidence

Join Learning Ritual Now »

Exciting, Right?

So at this point, I hope you're excited as I am about the Learning Ritual and what it can do for you. It's as comprehensive as it gets.

But because I really want to make this a no-brainer for you...

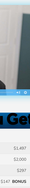
2 Breakthrough Bonuses

Two Bonuses Specially Designed To Further Accelerate Your Journey Of Breakthrough Knowledge

Rather than throwing together a bunch of random bonuses like more courses do...

...I carefully curated these supplements with my team and other experts, so that we could make sure that you get the right support you need. I want this to be the most comprehensive learning system you'll ever see.

...and that means making sure I have zero stones unturned. So here's the rundown of what you get in each of these bonuses:



Bonus #1

In-Depth Interviews With Top Learners

I pride myself on building deep relationships with smart, interesting people. **In these interviews, you'll get first-hand access to some of the smartest thinkers I know.**

- **Eben Pagan: Investor** who has coached people on their business, and has interviewed people like Richard Branson, Tony Robbins and other top entrepreneurs
- **Emerson Spartz: Internet virality expert** who founded Dose, a big digital media company with over 1 billion in funding, featured on Forbes 30 Under 30
- **Jordan Goldman: Chief Marketing Officer** at Gemini, a cryptocurrency company with 5M+ users, and former Twitter executive
- **Col Kenyon: Computer science professor** at Georgetown University, also a New York Times bestselling author of seven books
- **Spencer Greenberg: PhD Mathematician** and entrepreneur who specializes in artificial intelligence

They are pre-packed with unique insights on learning as a professional and entrepreneur.

If you're not sure where to start finding some breakthrough knowledge, start here!

Bonus #2

Learning Ritual Vault Access

You also get a "database" of my in-depth answers to almost any learning challenge you might face. Let me explain...

In each weekly Q&A session, Learning Ritual students have asked me many questions.

My team and I have recorded all of these group coaching calls, and we've created a knowledge into a list that you can access anytime you want.

We now highlight the exact questions Learning Ritual course students have asked, so that you can skim through the list and pick out ones that are most relevant to your situation.

Mukarrah Nadeem
Software Engineer
Breakthrough Insights

I made the biggest deal — over five figures

My GF, a no-entrepreneur before Learning Ritual wasn't motivating... I just wasn't excited about what I do. Or about learning anything new.

After the Learning Ritual, I felt transformed... not only I have a clear vision of my business, my business has grown. I just always have some kind to work with me. So I also made the biggest deal — in fact, I'm not sure if it will happen. I'm preparing a proposal. I didn't have to do most of the work! On top of that, I'm also preparing a proposal for a partnership with a company. I'm pretty sure I'll get towards other important things in life like my family and learning.

Nate Brooks
Video and Photo Producer
Learning Ritual Coaching

Learning Ritual should be the first course that a person takes

It's the best product I have gone through in the last 2.5 years... And I have studied and learned from some of the best minds over the last 10 years... people like Jim Rohn, Tony Robbins, Jay Abraham, Dan Kennedy, Brian Tracy, and so on.

This course has stimulated my interests like I have not been in since 1994. I am so engaged and inspired. I am now carrying out a microcosm of these learnings daily to learn, and so as to all the inspiration because of the well organized and immensely profound information that I learned in this course. Each lesson was well-rounded and documented with scientific evidence.

Everything You Get

When You Register Today

Six Modules Of Live Classes	$1,497
Three Months Of Live Coaching	$2,000
Lifetime Access To Private Community Of Learners	$297
Interviews With Top Learning Experts	$147 BONUS
Learning Ritual Vault Access	$997 BONUS
Total Value	**$4,538**

You Get Everything
Only $995 or $99.95 x 12 Months

Join Learning Ritual Now »

Yes Michael, I'm In!

Here's everything you get when you register today...

- Six modules classes
- Three months of weekly group coaching calls
- Lifetime access to a private community of learners
- Two Breakthrough Bonuses

Two Bonuses Specially Designed To Further Accelerate Your Journey Of Breakthrough Knowledge

Only $995 or $99.95 x 12 Months

Join Learning Ritual Now »

60 Day 100% Money Back Guarantee

Your Investment in Learning Ritual Also Comes With A 60 Day 100% Money Back Guarantee

At this point, you're probably wondering: "Am I going to get the learning and results Michael promised if I sign up?" "Is this really the right time to commit?"

And I understand how you feel... especially when we've all bought products that promise the moon but don't deliver.

That's exactly why **I want to take all the risk away...** and make this truly a "no-brainer" for you. (After 20 years of being an entrepreneur, I've learned that the #1 thing a business can do is build trust with customers!)

Just take the next 60 days, go through the lessons, attend the group coaching calls, and apply what you learned.

And at the end of the 60 days, if you don't get the results you were looking for, just show us that you've done the homework, and **you will get a refund — no questions asked.** (Getting a refund is hassle-free, and we typically process it in a few business days.)

All that being said, **I'm confident that this will be a decision you look back on and smile...** Just like the many students who joined Learning Ritual have.

OK, now that you get the full picture of what **joining Learning Ritual feels like, here's the next step...**

Join Learning Ritual Now

This letter is now ending and the choice is yours...

Entrepreneurs
are using Learning Ritual to uncover their next big opportunity, start or grow a profitable business.

Thought leaders
are using Learning Ritual to find their next viral idea and get recognized as celebrities in their niche.

High achieving employees
are using Learning Ritual to get a promotion or raise, or finally get their dream job.

And no matter which camp you fall into... If you're dedicated to personal and professional development...

You need Learning Ritual in your life.

To help you decide what's best for yourself, I'd like to share **one last story with you:**

My dad passed away when I was 8 years old from lung cancer. He died when he was the age I am now—39.

This one event transformed my life on multiple levels.

It made me want to live life to the fullest—knowing at a very young age that any day could be my last.

Secondly, when I was a young adult, my mom told me something that hit me deeply. She told me that on his deathbed, my dad admitted to her, "Man! You were right. I should've stopped smoking sooner."

When my mom shared this story with me, I made a decision right there and then. I didn't want to go to my deathbed full of regret. I didn't want to regret not stopping something sooner when I knew it was bad for me. And I didn't want to regret not starting something sooner I knew was right for me.

But then life happened. And I realized living life without regrets is easier said than done.

In order to get in alignment, I eventually learned that **I couldn't just depend on intentions. I needed systems.**

If breakthrough knowledge resonates with you, and you see its power... Learning Ritual is the system that will help you get breakthrough knowledge — and ultimately the freedom you're looking for in your career, business and life.

Just ask yourself one question...

"Will I regret not learning breakthrough knowledge one year from now?"

The ROI on sitting on the fence is zero. The ROI on moving forward with whatever feels right can be life-changing.

Join Learning Ritual Now

For your security, all orders are processed on a secured server.