



LAW OF
IMPLICATION:
*MENTAL IMAGES AND
SCENARIOS*

*From The Definitive Series and
LOI Explained Series of Webinars*

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LAW OF IMPLICATION: *MENTAL IMAGES AND SCENARIOS*

The purpose of this book is to act as an aid in understanding David Mills' *Law of Implication* by providing **key mental pictures and scenarios** to focus on when listening to his webinars.

It is *not* a "CliffsNotes" version to read through in place of listening to the webinars, because you need the full and complete *context* David gives to accurately understand and apply LOI.

You can watch both webinar series that are covered by going to David's free **YouTube Channel, lawofimplication** <https://www.youtube.com/lawofimplication>. The playlists are:

1. The Definitive Series:

https://www.youtube.com/playlist?list=PLsMVtiwJ63D0BGnl_tmum2RnXnxI9uiik

2. LOI Explained Series:

https://www.youtube.com/watch?v=bgzifDyCBBs&list=PLsMVtiwJ63D1rNjUkoRXxSiIGnxBFBE9Y&ab_channel=lawofimplication

Note: Sections and paragraphs that are in quotation marks are by David Mills from his webinars.

How is the book organized?

Each chapter corresponds to one of David's webinars and presents important mental pictures or scenarios from the webinar. By holding these mental pictures in your mind as you listen to the webinars, they will help you focus and understand the concepts presented in the *Law of Implication* and also aid you in applying them to every aspect of your life.

Each mental image may include some or all of these elements:

 **Question**

 **Concept**

 **Mental picture or Scenario**

 **Application or Explanation**

 **Contrast or Opposite**

 **Links**



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INTRODUCTION



Concept: *The Law of Implication is about clearing bottlenecks.*

David: “This begins the best webinar series for newcomers to the *Law of Implication* to watch. I talk about how **we can get to the very foundations of strategy and success via the organizing principle of clearing bottlenecks**, which will turn out to be the organizing principle and meta-strategy to LOI and to life.”

FAQs about the *Law of Implication*



1. What is the *Law of Implication* (LOI)?

“If you were to step back from life for a moment and think, ‘What’s going on? What do I want to accomplish? What’s going to make me happy? How to succeed?’ you’ll notice that you’re jumping to a few conclusions even as you start. If you’re trying to understand what’s going on, how to be happy, how to approach life, and how to succeed, then in a general sense there are things we may all want for ourselves and other people, such as objects, accomplishments, good relationships, a sense of well-being, and peace of mind.

“Since we want those things, we don’t want to pour resources into trying to achieve those things and not get them. So basically, *we’re looking for a strategic approach to life*. It’s going to turn out that **LOI is THE strategic approach to life**. Understanding life, existence, the *Law of Implication*, and strategy is what we’re trying to do. We’re going to look to build everything off of a basic principle that can be described as **clearing through bottlenecks**.

“Obviously, we start with different talents and at different starting points – you can inherit money, we have different sizes, shapes and athletic ability, we start at different places randomly. But whatever contribution you’re going to make after your starting point with whatever you’ve been given, comes down to *strategy*.

“There’s plenty of *luck*, so you can’t tell how good someone’s strategy is from how fast they achieve something, or how much money they made, or how gorgeous their spouse is, because they started at a different place, and the luck they encountered along the way varied. But life is not made up purely of luck, it’s not purely out of our control.

“**What’s really in our control is our increase of strategic ability**. The quality of your life and anyone you care about is, from this moment on, going to be based on the increase in your strategic ability to correctly and accurately discern bottlenecks, failure conditions, obstacles, how to get started, inertia, escape velocity, and so on, and then discern the *importance* of those things relative to any sub-goal. Your sub-goals are also bottlenecks that you’re trying to break. So, it all comes down to how much better you become at *identifying and clearing out bottlenecks*.

“**The Law of Implication is all about that because life is about that**. It is *the* question, *the* skill. It is your power, your potential power, then your actual power.”



2. What makes LOI unique and different from all other teachings?

“The *Law of Implication* is unique because it is very *uncommon* to be consistent with clearing all types of bottlenecks as the strategy for everything in life. The reason I stress the uniqueness of LOI is that one of the things that often holds people back is when they equate

and dilute what I'm saying by making parallels to what other people are saying. I don't want you to do that because it will hold you back. So, if you could try putting that aside, it will help you see and hear what I'm saying better.

"For anyone who feels that they're going to have difficult trade-offs deciding if they're going to spend time listening to me more in the future and following this series, there are hidden and counter-intuitive failure conditions that affect you and people you care about. There are ones that are so hidden and hard to get to that without me you're very likely not going to find them.

"The default way of looking at the world is not going to get you there. I've been working on LOI for decades. I started working on myself. I had tons of mistaken assumptions that were absorbed that I felt were right, but they were wrong. I've put a lot of time and focus into it. If it matters to you, there's a ton of testimonial evidence that people are eager to share about how much this can benefit you to continue with me.

"There's nothing that I need from you and I'm not looking to sell you something, so there's nothing you need to watch out for. I'm asking you to take on the idea that LOI is unique and you're not going to find this information somewhere else, just to give yourself the chance to hear it well without too much former knowledge in the way of it."

🔍 3. What is the final or most important goal in life?

"The overall goal is actually the same for all of us, which means we can relegate and reframe all other supposed goals as clearing through bottlenecks toward just one goal. We can live our lives that way and it can organize all of our thinking and understanding about life. It'll be wonderful to be consistent in our thinking and to get all the way foundational with it, and it's going to guide us wonderfully.

"The *final goal* is that we want ourselves, our loved ones, and all people to have whatever is the best or maximum possible quality and value of existence by clearing out various forms of bottlenecks. I'm in no way talking about 'greater good' or a utopian society; that's way too restrictive. And the idea of 'greater good' leads to great evil in practice. I put the *individual* as the fundamental unit of what matters, not a group. I'm talking about the best possible experience for the individual, which would come about through dissolving bad ideas and the practice of those bad ideas."

↗ **Contrast:** "If this constant overall goal is not your goal, then the implication is that it's not. Think what this means and the absurdity of *not* having this goal: I don't want *this* goal; I want something *else*. If you're getting the something else, you'll have a poison making its way through your life, like a self-sabotage. If you see this distinction, it makes a big difference. Realize this final goal and it changes and organizes everything."

🔍 4. What is the LOI strategy for success in goals and in life?

"Understanding how to allocate resources efficiently is a more accurate understanding of *clearing bottlenecks*. Basic strategy **results** in allocating limited resources, including your focus, to obtain things efficiently and effectively. **So, strategy itself must be the process that will lead you to allocate resources most efficiently, so it is the underlying process.** So, the better you are at strategy, the better your underlying process is.

"Strategy as I've defined it, gets you everything else. Inherent with how I'm describing strategy, **you're trying to figure out what really matters, what really has the most impact**

on removing failure conditions on the way to the best possible experience in life. Strategy is the end-all and be-all as we put it. Therefore, the better you are as a strategist, the better your underlying *process* is, and the better you become in everything else.”

✈ **Contrast:** “The default way of thinking is *not* looking for bottlenecks at all; it’s looking at, ‘How are my peers and authority figures doing? How am I doing relative to that?’ It creates a series of standards and norms and all sorts of beliefs. It’s an entirely different universe that excludes bottlenecks for the most part overall, since it’s not a concept that fits into their world view in an important way. Therefore, strategy isn’t part of their world view.

“The contrast of strategy is *planning*, which is a list of things that people want to go right. It’s a list of what they’re going to do and it’s all supposed to work; but if it doesn’t work, they get annoyed and come up with a different plan or list of what’s supposed to go right, or they try something new, like trying a new relationship. But if you have to start all over again every time you come up to an obstacle or false path or bottleneck, then that’s not great.”

❓ 5. What is the paradigm shift I need to apply LOI successfully in life?

“We need to see how incredibly normal and intuitive the *wrong* way to approach life and goals is, and then we can get more excited about this paradigm shift to LOI foundational bottleneck-based strategy and thinking. **We can see LOI strategy better as we contrast it to a list of default thinking.**”

Slide 5: Contrast Default Thinking vs. LOI Foundational Bottleneck-based Strategy	
Default Thinking	<p>“Attack first, then struggle.”</p> <p>“Associative thinking, positive thinking, self-confidence, standards and norms, perceived psychological ‘closeness’ as progress, cognitive bias and the treatment of anomalies, false identification with a ‘self’ that is proceeding toward a destination (or that is making a creation or obtaining something, etc.), knowledge gain is quantitative rather than qualitative.”</p> <p>Default thinking can hinder, blind, or may even fully defeat you, as well as lead you to an incorrect conclusion about <i>why</i> you succeeded.</p>
LOI Strategy	<p>“Win first, then attack.”</p> <p>Win first: “Strategy, seeking understanding, identifying bottlenecks, gaining qualitative knowledge, allocating limited resources, clearing out the track, making sure the track is going in the right direction, there’s not a false track and illusions, that you can get started, that you’ll have enough velocity and momentum prior to going over a hill, and looking to remove obstacles.”</p> <p>Attack: “When I’ve done that, <i>then</i> I identify with the cart, get in the cart and enjoy myself. That’s what I mean by “attack.” Attack is when you identify with self – after you’ve cleared out the win, and you can enjoy that. But then you want to assign the credit ultimately to the <i>method</i> and the <i>tools</i> that came from the method to find and break bottlenecks.”</p>

“The mind can only do a process of theory testing, expectation and expectation failure, theories you can act on or believe. Belief is that which you act on. Indecision or uncertainty leads to inactivity or being paralyzed regarding action. So, the mind’s default process leads to theories and beliefs that can be acted on.

“But there’s a psychological defense where you feel like *not* looking into questions of whether your mind has any useful correct basis for certainty. **There’s a very, very powerful standard and norm to *not* think about epistemology, which is the deepest strategy about your process for discerning what’s true, regardless of certainty.** The paradigm shift comes from realizing, embracing, and accepting the fact that your mind can be totally certain about something and still be wrong. When you embrace that, you’ll realize that you need to build something from scratch, that it’s radically *important* to do so, and that whatever that process is, it has to be *correct* for discerning truth.

“So, we want to have a paradigm shift to where we are *excited* to find bottlenecks.”

❓ 6. Why use mental pictures and scenarios?

Let’s explore one aspect of the answer to this question with an example:

■ Mental Picture #1 – Moving to a New City

💡 **Concept:** *Mental pictures create footholds for understanding, navigating and functioning in a new space or with new ideas.*

🗺️ **Scenario:** Moving to a new city

After careful consideration of your present situation and its limitations to achieving your goals, you decide to move to a new city where there are better opportunities. You research the city and book a hotel. Your room in the hotel acts as a *basecamp* for you to live in while you explore the city and its resources for accomplishing your goals.


This first small step of moving into a hotel room is a *foothold* where you can set up, get organized, consult a map, research and scout out various opportunities, and begin to understand and interact with your new situation.

🧩 **Application:** You want to succeed in business and in life to make things better for yourself and the people you care about, so you’ve decided to look into David Mills’ success strategy, the *Law of Implication*, also referred to as LOI.




The way your current mental model is set up, it can be difficult and confusing at times to focus on or understand the concepts and explanations in these webinars. At times, you might feel a bit lost in the midst of so many new ideas, much like feeling lost in an unfamiliar city. This mental picture of moving to a new city relates an idea or experience that is *familiar*

to you with a picture of how to look at something that is *not* familiar; in this case, how to gain an understanding of LOI to get the results you want and achieve your goals in life.

 **Contrast or opposite:** “We can see things more clearly as we contrast them. When we see the contrasting way to do things and see how incredibly normal and intuitive the *wrong* way to approach life and goals is, then we can get more excited about this paradigm shift to thinking that is based on breaking bottlenecks.”

Some of the ways people often react when they are unhappy or don't see progress in their current situation is by persisting in sticking to the same thing even though it doesn't get the desired results, or getting discouraged or unmotivated and giving up, or impulsively dropping what they are doing to take off without a clear idea of where to go or how to improve things. They may switch from one place or business plan or 'shiny object' to another without clarity on what their goal is or how to achieve it.

The mental pictures that follow in each chapter correspond to those that David presents the webinars. They provide powerful *footholds* for you while you explore and prove these ideas to come to understand the *Law of Implication* and how it will maximize your experience of good and success in every aspect of your life where you choose to apply it.

 **Links:** Let's begin exploring LOI with *The Definitive Series, webinar #1*:

https://www.youtube.com/watch?v=Rr46KsFmJ90&list=PLsMVtiwJ63D0BGnI_tmum2RnXnxI9uiik&index=1&t=1113s