

QuickStart Guide

to

The Four Maps of Happy Successful People

by

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QuickStart Contents:

What are the Four Maps?

Science Straight Talk: How do they work?

How to get involved with other “Mappers”



You Can Change Your Life by Drawing a Picture

Hi, I'm Aaron Allen, co-author of [The Four Maps of Happy Successful People](#) and co-creator of the Four Maps. You might be wondering: **What are the Four Maps, and how do they work?** You also might be wondering how you can change your life by drawing a picture. Welcome to the Four Maps QuickStart Guide :). Let's get right to it.

What are the Four Maps, and How do They Work?

The Four Maps are a visual, interactive system for personal development. They are four pictures that you draw every day in order to have a better life. The pictures are very simple and easy to draw, even for children, but the concepts and neuroscience behind them are truly cutting-edge. You will customize these pictures to fit your life and your goals. The whole process is fun while also being powerful on a personal level.



Each of the Four Maps focuses on a different area of a successful life, in order of importance. Through years of teaching and research my father (Bob Allen, co-author, bookselling legend, and all-around good guy) and I have found that successful people almost universally have four things in common.

1. They have clarity and purpose. They know what they want, and they know why they want it.
2. They have an invincible attitude. They work to view the world in a positive light, mostly because they are able to prepare for and anticipate anything that might try and stop them.
3. They have a ritual of important habits that they complete every day, rain or shine. The more personalized the ritual, the better.
4. They have a strategy in place to GET THINGS DONE! They are really, really good at setting specific goals and taking baby steps towards them.



Bob and I believe that everyone can be enormously successful as long as they have these four aspects on lock-down in their lives. In other words, there is nothing inherently “special” about successful people. Success, happiness, and fulfillment are available to anyone willing to work.

The great thing about humanity that I’ve noticed in my life is that almost everyone is trying to be better. Everyone wants a better life, and most of us want a better world. I wonder what brought you to this QuickStart guide, and what you want (or need) out of life? Do you want to lose ten pounds? Do you need to improve an important relationship? Do you need to make more money, or switch to a career that gives you more time freedom? Maybe you just feel stuck, generally, or listless, or unhappy? What do you want? Clarity, anticipation, ritual, and task management are the tools you need to go get it.

Those four things might seem pretty obvious to you, but the problem isn’t knowing what to do, the problem is putting it to work. We live in the information age. We know what to do, or we know where to get information. But many of us still struggle to reach our goals.



We struggle because of bad habits we've built up, we struggle because we get distracted, and we struggle because our brains just don't like change.

The Four Maps are a system to help you overcome those struggles.

“System” is the important word in that previous sentence. Information overload can be paralyzing! Systems help us simplify and focus—key ingredients to getting things done. The Four Maps are going to help you identify what you really want in all areas of your life, and then they are going to provide you with a fun daily way of remembering, recommitting, and planning for your ideal lifestyle. How do they work, you ask? Read on!

Science Straight Talk: How the Four Maps Work in Your Brain and Your Life.

You can change your life by drawing simple pictures. What? How? You're crazy.

I might be crazy, but not in that way :). You *can* change your life by drawing the simple pictures in the Four Maps. There are three reasons why.

1. People are forgetting machines and pictures are the best way of remembering anything.
2. Pictures are active learning. They require you to take action. They brain changes when we take action.
3. Pictures can be made a **quick and easy** habit. Habits are the key to growth.

The full book goes into each of these reasons in more depth, but here's a quick summary:

1. People are forgetting machines and pictures are the best way of remembering.

The world is full of distractions, and our brains can actively work to keep us forgetting what's really important. What's the most efficient way of dealing with it? There is a term in neuroscience called the "Picture Superiority Effect" and it basically means this: our brains are much better at learning

and remembering images than they are at learning and remembering text.

The common-sense way of saying this, passed down through centuries, is:

“a picture is worth a thousand words”. There are so many great books on

personal development out there in the world. Bob and I have read

hundreds, maybe thousands, of them in our combined lifetimes. But there

are very few (if any) books that try to teach success principles using the

Picture Superiority Effect.

You can read book after book on self-help and not get the same “kick” in

terms of brain-change and impact that you can by looking at a simple

picture. Each of the images in the Four Maps is worth a thousand words.

Each of the images in the Four Maps is a memory aid, a “visual mnemonic

device” to help you get to heart of a key truth or concept. You can be

reminded in one picture what it would take you an entire book to re-learn.

2. Pictures are active learning. They work on a different part of your brain. They can change your brain.

There are lots of ways to try and improve yourself. You can read a book. You can take an online course. The more interactive the better. The brain wants to “play”. It doesn’t want to just sit and receive information.

I’m writing this QuickStart guide in mid July 2016, right before the release of the [Four Maps of Happy Successful People](#) and right at the start of the Pokémon Go craze that’s sweeping the world. So I’m feeling like making a connection between the Four Maps and Pokémon :)

If you’ve never played the game it involves going out into the real world while looking at your smartphone and trying to “capture” digital creatures that appear on your phone screen. People are so excited to catch their favorite digital Pokémon that they are walking into traffic. It’s fascinating culturally to see it all unfold, and I have to think it will be outlawed for public safety reasons soon. But the point is, it’s active. It’s interactive. It’s about getting up off your a** and getting moving.

A book or a course or a seminar is a passive way of taking in information. Too often the info goes in one ear and out the other. When we take notes

we can improve retention dramatically. When we take pictures, we can remember even more.

It's also fun to draw the Four Maps—it's a fun physical experience. As a general, super-obvious, rule of thumb, we humans like to do things that are fun. Any system that's trying to get you to do something every day had better be fun, or you simply won't do it. What good is a system that you don't use? I could go into a rant about game theory, but this is a QuickStart guide, not a sermon :). The bottom line is that pictures help you take action. Bob and I didn't want to write another book that was all about taking in information. We wanted you to take action, because we want you to reach your goals—that's our number one goal :)

2. Pictures can be made a quick and easy habit. Habits are the key to growth.

There's just never enough time, is there? If you look online, there are thousands of "Life-Hacks" to help you maximize your time. Think of the Four Maps as the ultimate "Inner-Life-Hack". You can complete the Four

Maps in 10 minutes everyday, and, because of the picture superiority effect, they will provide you with powerful clarity, motivation and planning. In order to get the same level of motivation and planning with something else you would have to spend far more time. Maybe even read an entire book or attend a costly course.

Also, because the Four Maps are a step-by-step, or map-by-map :), system, you can easily make them a habit. More and more science is pointing to the fact that building habits is the key to success and long-term growth.

Conclusions are nice, so here is a one-sentence summary of the science:

The Four Maps are a simple, fun system that uses the picture superiority effect to help you powerfully find your clarity, prepare for challenges, and plan your tasks—all in less than ten minutes each day.

(okay maybe I cheated a little bit with the dash...let's call it a one-and-a-half-sentence-summary)

How to Connect with other “Mappers”

More and more people are falling in love with the Four Maps. If you want to connect with other “Mappers” please come join us on our official Facebook Group. Bob and I are the moderators, and we love interacting, answering your Four Maps questions, and just generally being nice to one another.

The name of the group is “The Four Maps of Happy Successful People Official Community” Or you can just click this link, [HERE](#)

Everyone who adopts the Four Maps is going to customize them in all sorts of little ways, just like customizing your car. That’s wonderful, and it’s one of Bob and my favorite things to have people send us their “hacks”. Feel free to do so on Facebook. Alternatively, you can connect with Bob and I directly by sending us an email at connect@robertallen.com



We're much quicker getting back to emails than to Facebook Messages.

We get a lot of emails and we try to read and respond to as many as possible. So, send away!

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