



# PLW

Life Coaching



# PLW LIFE COACHING OVERVIEW

## Who is the creator of PLW Life Coaching?

Daniel Horning, 44, creator of PLW Life Coaching, is a French author and life coach specializing in Health and Wellness Coaching and Personal Development Coaching. He is an advocate for nature, moral justice, and healthy living. What sets Daniel apart from most coaches is that he practices what he teaches to a significant degree, even when it requires considerable effort, commitment, discipline, and honesty on a daily basis. Daniel currently lives in Lake Arrowhead, California, and regularly visits his home country of France.

## What is PLW Life Coaching about?

PLW Life Coaching is designed with the recognition that life is a valuable gift endowed with finite time. It is a collaboration-driven coaching approach, focused on health, wellness, and personal development. It is designed for committed, kind, and honest individuals who sincerely aspire to embody vibrant health and lasting happiness in a fast, meaningful, and sustainable way. To achieve this, we follow a singular problem-solution model, implemented through the method of Collective Self-Learning.

The PLW Life Coaching has its limitations. However, it provides us with a strong foundation for living healthier and happier in a fast, significant, and sustainable way. Beyond that, we are encouraged to seek guidance from the right individuals: if we want to work in finance, we consult someone in finance; if we aspire to be a mountaineering guide, we learn from an experienced mountaineering guide; and if we wish to build a romantic partnership, we speak with a couple who has been cultivating a healthy romantic relationship for years.

## For whom is PLW Life Coaching intended?

PLW Life Coaching is intended for committed, kind, and honest individuals aged 25 to 65 who:

- Have the desire to join the Collaboration World with the intention of building healthy, meaningful, and sustainable relationships with Loving Humans
- Seek to embody increased well-being and happiness in a fast, significant, and sustainable way
- Continually strive to improve their behaviors to become more loving family members, spouses, friends, or collaborators

## What is the model of PLW Life Coaching?

The model of PLW Life Coaching is based on a singular problem and a singular solution. Being a Selfish Human is the problem. Being a Loving Human is the solution. What defines us as Selfish Humans? We can be Selfish Humans based on one action or as a person. Based on one action: we are Selfish Humans when we engage in choices or behaviors that are characteristic of toxic behaviors or flaws. As a person: we are Selfish Humans when we embody more toxic behaviors and flaws than healthy behaviors and virtues, to a significant degree.

What defines us as Loving Humans? We can be Loving Humans based on one action or as a person. Based on one action: we are Loving Humans when we engage in choices or behaviors that are characteristic of healthy behaviors or virtues. As a person: we are Loving Humans when we embody more healthy behaviors and virtues than toxic behaviors and flaws.

## What is the implementation method of PLW Life Coaching?

Collective Self-Learning is the implementation method of the PLW Life Coaching. It involves improving our behaviors collectively with like-minded individuals to improve our quality of life in terms of well-being and happiness by using collaboration-driven principles as guidelines for our conversations. Some examples include equal participation, the use of unity-focused language, and the practice of healthy behaviors, especially being straightforward, honest, and transparent.

## What are the benefits of PLW Life Coaching?

Succeeding in PLW Life Coaching means generating benefits by implementing its solution: being a Loving Human. Being a Loving Human is the behavioral solution that generates vibrant health and sustainable happiness. The benefits we reap are proportional to the degree to which we are willing to embody healthy behaviors and virtues on a sustainable basis—especially collaborating, being committed, being disciplined, and being honest and transparent. Or can we find a solution to a problem by being partially dishonest about the problem?

## What are the differences between conventional life coaching and plw life coaching?

There are four major differences.

First, Conventional life coaching is characterized by the fact that the source of the information and the teachings, which is the coach, is the center of attention. On the other hand, PLW Life Coaching is characterized by the fact that it focuses on the information and teachings themselves, with the coach serving only as a guide.

Second, conventional life coaching involves using the coachees as tools to provide acknowledgment to the coach, in order to validate the greatness of his methods and to validate his human existence, all while aiming to retain the coachees as long-term clients to maximize profits. On the other hand, PLW Life Coaching involves offering genuine help to the coachees on a temporary basis so that they can embody increased well-being and happiness in a fast, significant, and sustainable way.

Third, conventional life coaching lacks direction, is confusing and scattered, because it also tries to solve countless problems with countless solutions, all while acknowledging countless types of individuals who come with countless types of problems. On the other hand, PLW Life Coaching is straightforward, easy to understand, and simple because it focuses on a single problem and a single solution, all while acknowledging only two types of individuals: Selfish Humans and Loving Humans.

Fourth, most coaches who represent conventional life coaching do not practice what they preach or teach. On the other hand, PLW Life Coaching is about practicing what We preach or teach to a significant degree, even when it requires a lot of commitment, discipline, and honesty.

# **PLW LIFE COACHING**

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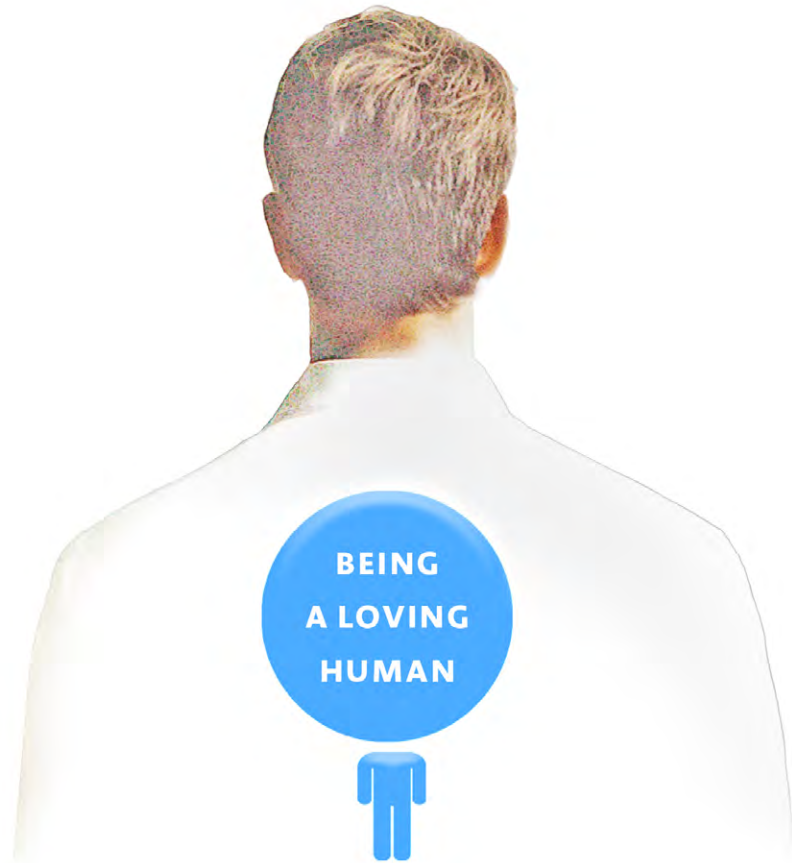
## 1. PURE LOVE WORLD (PLW)

ABOVE ALL



Pure Love World (PLW) is an Collaboration-driven personal Growth system and invitation to join the Collaboration World: a space devoted to Loving Humans.

## 2. PLW LIFE COACHING



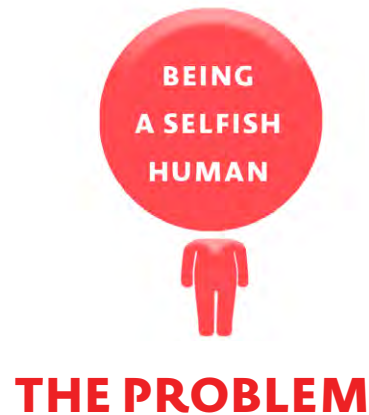
## AN OVERVIEW

### WHAT IS PLW LIFE COACHING ABOUT?

PLW Life Coaching is designed with the recognition that life is a valuable gift endowed with finite time. It is a collaboration-driven coaching approach, focused on health, wellness, and personal development Coaching. It is designed for committed, kind, and honest individuals who sincerely aspire to embody vibrant health and lasting happiness in a fast, meaningful, and sustainable way. To achieve this, we follow a singular problem-solution model, implemented through the method of Collective Self-Learning.

The PLW Life Coaching has its limitations. However, it provides us with a strong foundation for living healthier and happier in a fast, significant, and sustainable way. Beyond that, we are encouraged to seek guidance from the right individuals: if we want to work in finance, we consult someone in finance; if we aspire to be a mountaineering guide, we learn from an experienced mountaineering guide; and if we wish to build a romantic partnership, we speak with a couple who has been cultivating a healthy romantic relationship for years.

### 3. PLW LIFE COACHING



#### WHAT IS THE MODEL OF PLW LIFE COACHING?

The model of PLW Life Coaching is based on a singular problem and a singular solution. Being a Selfish Human is the problem. Being a Loving Human is the solution.

#### What is the solution?

The embodiment of a predominance of healthy behaviors and virtues is the behavioral solution that generates vibrant health and sustainable happiness.

#### What is the problem?

The embodiment of a predominance of toxic behaviors and flaws is the behavioral problem that generates ill-being and unhappiness and ultimately leads to the manifestation of mental, emotional, or physical diseases.

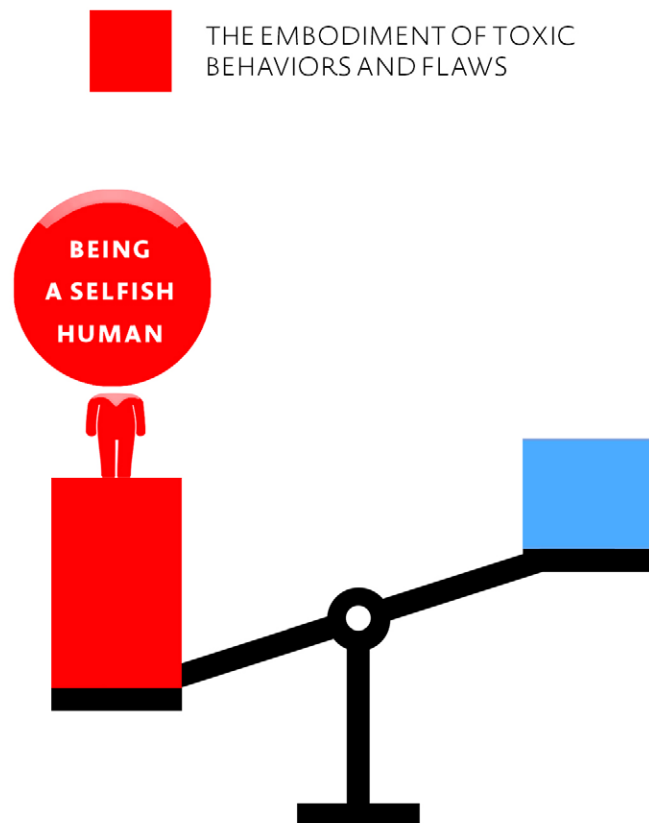
### THE MODEL: ONE PROBLEM - ONE SOLUTION



#### To simplify, what is the problem and the solution?

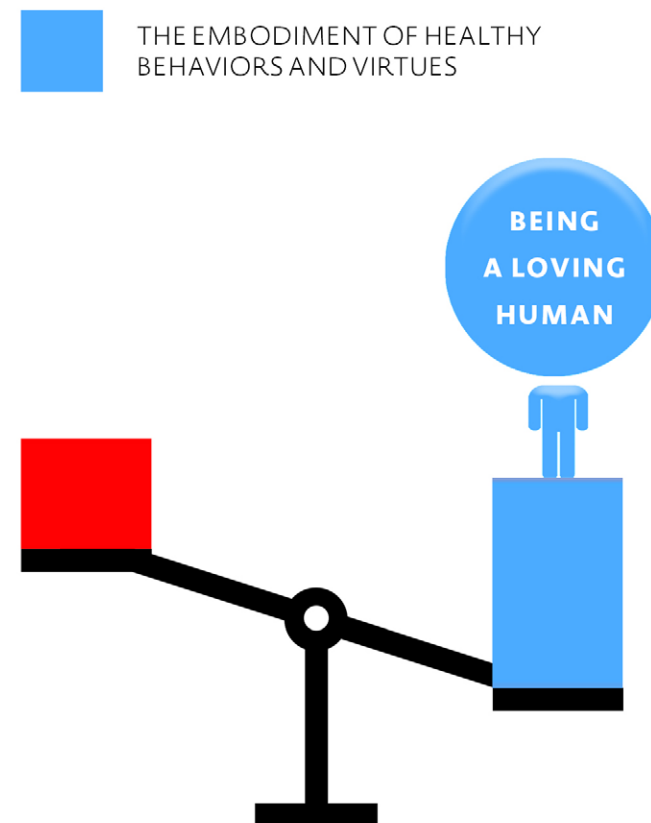
To simplify, we merge all toxic behaviors and flaws into a singular behavioral problem called: being a Selfish Human. The key to overcome the embodiment of toxic behaviors and flaws lies in a singular solution called: being a Loving Human which is equivalent to embodying a predominance of healthy behaviors and virtues.





### Am I a Selfish Human?

What defines us as Selfish Humans? We can be Loving Humans based on one action or as a person. **Based on one action:** we are Selfish Humans when we engage in choices or behaviors that are characteristic of toxic behaviors or flaws. **As a person:** we are Selfish Humans when we embody more toxic behaviors and flaws than healthy behaviors and virtues, to a significant degree.

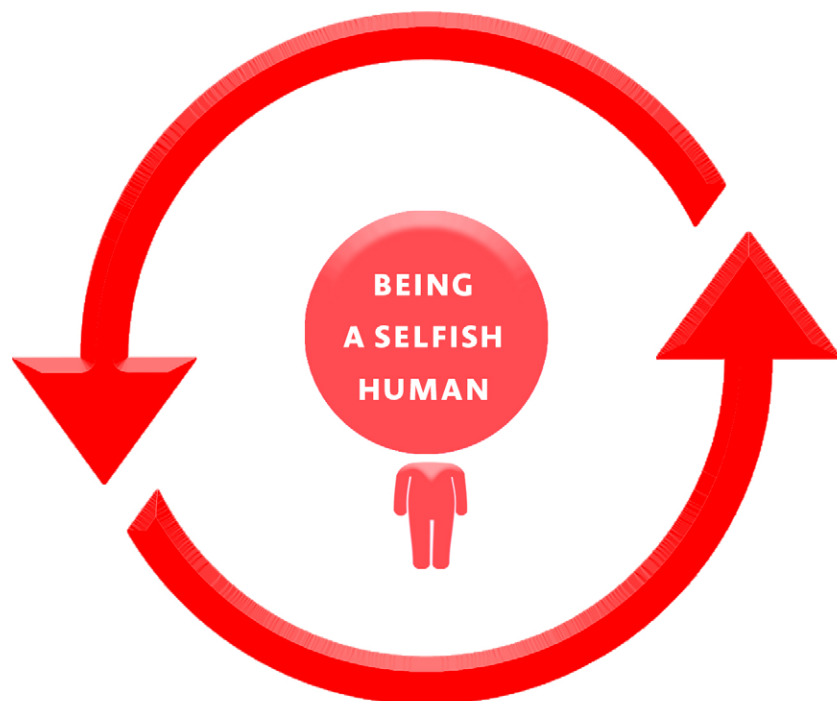


### Am I a Loving Human?

What defines us as Loving Humans? We can be Loving Humans based on one action or as a person. **Based on one action:** we are Loving Humans when we engage in choices or behaviors that are characteristic of healthy behaviors or virtues. **As a person:** we are Loving Humans when we embody more healthy behaviors and virtues than toxic behaviors and flaws, to a significant degree.



CONTINUALLY OVERCOMING  
THE PROBLEM: BEING A SELFISH HUMAN

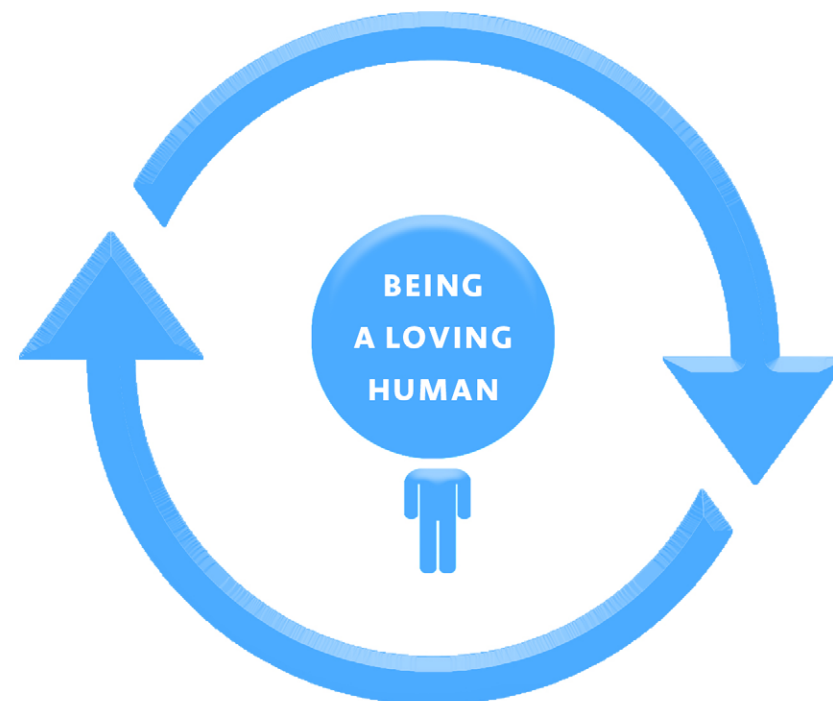


**PLWLife Coaching is a lifelong commitment of continually overcoming the Selfish Human within us, while continually working on being a Loving Human.** The

problem is that as soon as we predominantly embody the qualities of a Loving Human or values like happiness and discipline—or gain something



CONTINUALLY IMPLEMENTING  
THE SOLUTION: BEING A LOVING HUMAN



meaningful, such as a loving partner—we often become complacent and ungrateful, assuming that once we acquire or achieve something, it will remain with us forever. With this mindset, we stop engaging in the actions that helped us attain these things—effort rooted in the right intention. To embody something like a quality, we must continually repeat the actions that allowed us to embody that quality.



## 4. PLW LIFE COACHING

### WHAT IS COLLECTIVE SELF-LEARNING?

Collective Self-Learning is the implementation method of PLW Life Coaching. It can be considered a fusion of a well-being session and a self-coaching session practiced with like-minded individuals, based on the principle "what we give energy to grows." It involves improving our behaviors collectively to improve our quality of life in terms of well-being and happiness, by nurturing our well-being and happiness through the simple act of talking with one another about how to cultivate these values. Yes, it is as simple as that.

The act of talking about how we can improve our behaviors inevitably improves them.

We achieve Collective Self-Learning by having conversations with acquaintances, friends, or family members, without resorting to external forces like coaches or therapists, because they are driven by a hierarchical system, guided by dogmas, and motivated by selfish intentions such as offering help in order to gain acknowledgment or to maximize profit.

To succeed in our conversations, we use collaboration-driven principles as guidelines for our conversations and decision-making processes. Some examples include equal participation, the use of unity-focused language, and the demonstration of healthy behaviors such as being honest, transparent, and genuine.

#### Guideline 1: fully taking responsibility

We can only succeed in life or in terms of personal growth when we are honest about what is holding us back—behavioral problems, toxic behaviors, or flaws. We can only find a solution to a problem when we are honest about the problem. The embodiment of toxic behaviors or flaws is the behavioral problem that leads to ill-being and unhappiness, ultimately manifesting as mental, emotional, and physical diseases. The embodiment of healthy behaviors or virtues is the behavioral solution that generates vibrant health and sustainable happiness.

## THE IMPLEMENTATION METHOD

### Guideline 2: being genuine over seeking flawlessness

Being genuine or authentic means having a firm, reliable, trustworthy, and honest position in life. It involves making choices based on who we are at the core of our being and using healthy behaviors as a compass for our decision-making process.

In contrast, the pursuit of flawlessness means having an unstable, unreliable, untrustworthy, and dishonest position in life. This is because we make choices based on how we want others to perceive us. It involves working hard to polish a flawless image of ourselves to look good to the world, driven by the intention of feeding our selfish desire to be acknowledged by others for being or having the most or best of something in order to validate our human existence.

### Guideline 3: cultivating lightness of spirit over having an overly serious attitude

We approach our actions and goals with a sense of ease and a touch of amusement, occasionally allowing the inner child to express itself. This involves not fixating on rigid results or becoming overly concerned with the final outcome—whether success or failure. We achieve this by cultivating outcome detachment. Being overly serious takes root in insecurity; it involves seeking perfection, placing excessive pressure on oneself to achieve specific results without failure, as we perceive failures as absolute failures.

### Guideline 4: cultivating outcome detachment over being a perfectionist

Practicing outcome detachment reflects confidence and self-trust. It involves focusing on the journey of our actions and goals by viewing our outcomes as a horizon we walk toward. This naturally opens up numerous paths, increasing the likelihood of discovering the ideal route that leads to the most sustainable benefits. Exploring various paths while moving toward the horizon of our outcomes allows us to make mistakes, fostering learning or personal growth.

Seeking perfection, on the other hand, reflects insecurity or a lack of confidence. It involves obsessing over the destination and following a rigid, predefined path aimed at specific outcomes. As a result, it closes off alternative paths, including the potential ideal path.

### **Guideline 5: equal participation**

We want to play tennis, not golf. Equal participation reflects that we see ourselves as equals or collaborators, not competitors. It also demonstrates that we embody healthy behaviors such as fairness, kindness, tolerance, open-mindedness, and genuine interest in others. We must remind ourselves that a forty-year-old can learn just as much from an eighteen-year-old as an eighteen-year-old can learn from a forty-year-old. Only with this approach can we truly grow and learn in life.

### **Guideline 6: employing a unity-focused language**

We avoid using the pronoun "you" because it can suggest that we want to feel superior to others and are intolerant or closed-minded. We avoid using the pronoun "I" because it implies that we are self-centered, want to be the center of attention, and seek acknowledgment from others for being or having the most or best of something. We primarily use the pronoun "we" or "one," as these promote a sense of unity and foster tolerance and open-mindedness. The pronoun "we" also supports effective personal growth, as it includes all of us. Predominantly using the pronoun "I" would only make sense if we lived alone on Planet Earth.

### **Guideline 7: sharing one's contributions over demonstrating one's identity**

Demonstrating our ego or identity reflects our desperate need to be acknowledged from others for being or having the most or best of something. Instead, we want to talk about our efforts in our personal growth journey by sharing our experiences, whether failures or successes, how we strive to cultivate a healthy lifestyle, and make choices that contribute to the well-being and happiness of ourselves, others, and society.

### **Guideline 8: sharing experiences, not opinions**

Sincerely sharing our experiences reflects humility, vulnerability, and selflessness. It demonstrates our desire to bring value to others by contributing to their success through the honest sharing of our failures and achievements.

Opinions reveal that we lack genuine interest in others, are closed-minded, intolerant, and have a selfish desire to be right or to persuade others—driven by our urge to compete in order to validate our human existence.

### **Guideline 9: questions over answers**

Having more answers than questions reflects a lack of interest in others' perspectives, closed-mindedness, and a desire to feel superior due to our urge to compete. As a result, it prevents us from growing, learning, or seeking the Truth. Having more questions than answers reflects open-mindedness and shows that we are interested in learning from others' experiences, whether successes or failures. A beneficial question we can ask ourselves is the following: we know what we are supposed to do, but we fail to implement it. How can we move from A—knowing—to B—sustainable action?

### **Guideline 10: the demonstration of healthy behaviors, not toxic behaviors**

Healthy behaviors take root in all choices or actions we make with the intention of nurturing the well-being and happiness of all because we are Loving Humans. As Loving Humans, we use healthy behaviors as a compass for our decision-making process. Collaboration is the primary healthy behavior, with all other behaviors supporting it. Some examples include being honest, transparent, genuine, being present, showing genuine interest in others, and fully taking responsibility.

Toxic behaviors take root in all choices or actions we make with the intention of having or being the most or best of something in order to validate our human existence because we are Selfish Humans. As Selfish Humans, we use toxic behaviors as weapons to compete. Therefore, we strive to maintain their secrecy within our arsenal because each toxic behavior plays a vital role in the promotion of our best interests for personal gain.

Competing is the primary toxic behavior, with all other behaviors supporting it. Some examples include being dishonest, pretending, rejecting responsibility, being a pleaser, and working hard to polish a flawless image of ourselves to look good to the world.

## 5. PLW LIFE COACHING

- THE MANIFESTATION OF MENTAL, EMOTIONAL, OR PHYSICAL DISEASES
- THE EMBODIMENT OF ILL-BEING AND UNHAPPINESS
- BEING A SELFISH HUMAN OR THE EMBODIMENT OF A PREDOMINANCE OF TOXIC BEHAVIORS AND FLAWS

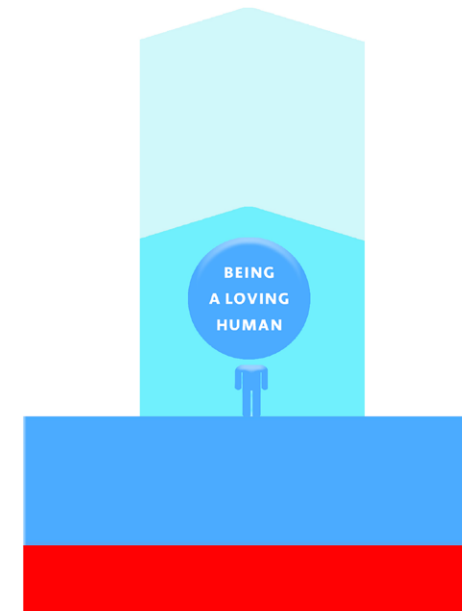


### HOW DO WE REAP SIGNIFICANT BENEFITS?

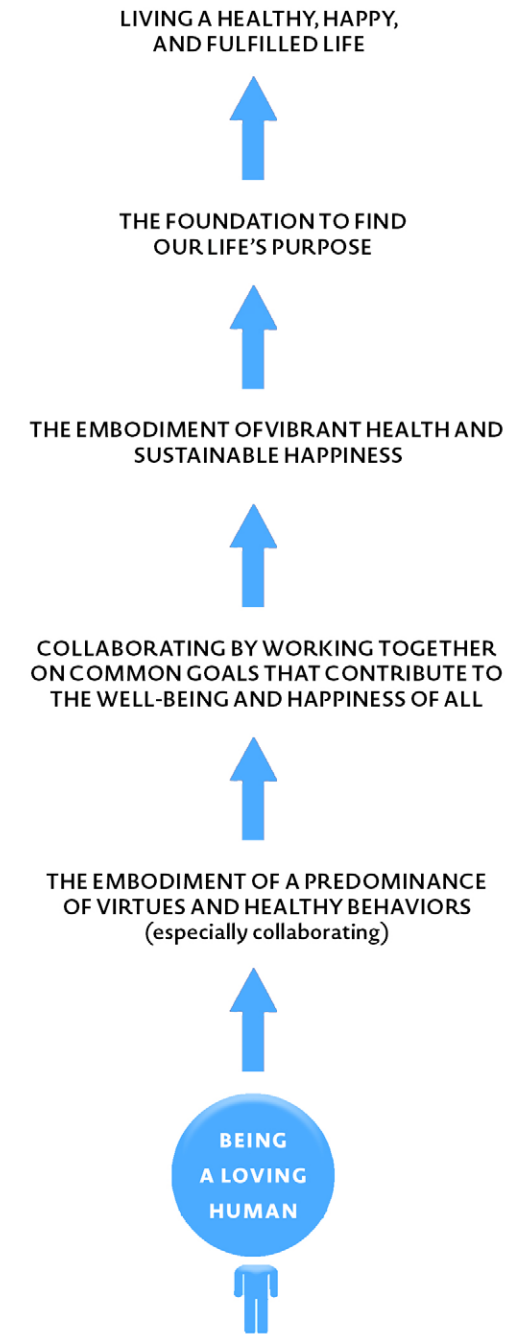
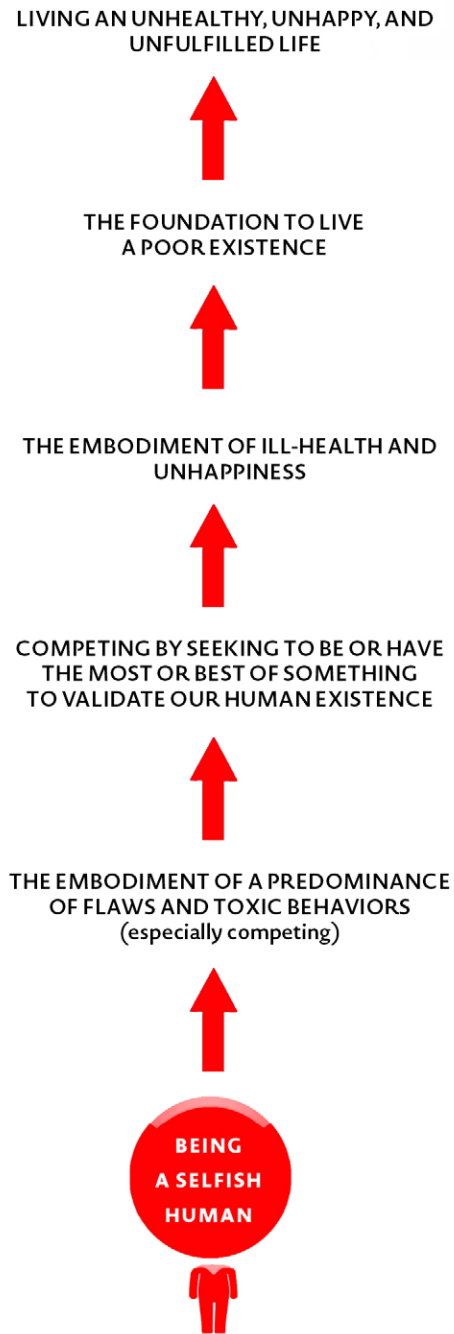
Succeeding in PLW Life Coaching means generating benefits by implementing its solution: being a Loving Human. Being a Loving Human is the behavioral solution that generates vibrant health and sustainable happiness.

## THE BENEFITS

- THE EMBODIMENT OF VIBRANT HEALTH AND SUSTAINABLE HAPPINESS
- THE EMBODIMENT OF WELL-BEING AND HAPPINESS
- BEING A LOVING HUMAN OR THE EMBODIMENT OF A PREDOMINANCE OF HEALTHY BEHAVIORS AND VIRTUES

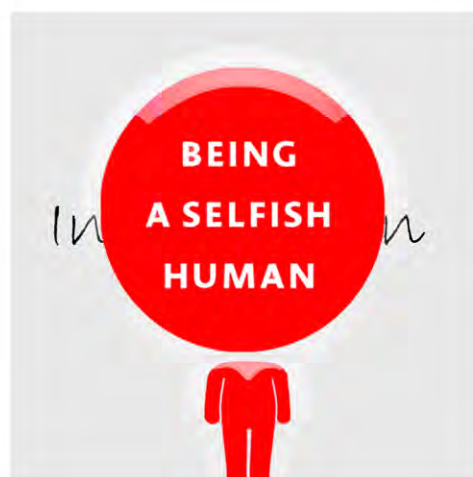


The benefits we reap are proportional to the degree to which we are willing to embody healthy behaviors and virtues on a sustainable basis—especially collaborating, being committed, being disciplined, and being honest and transparent. Or can we find a solution to a problem by being partially dishonest about the problem?





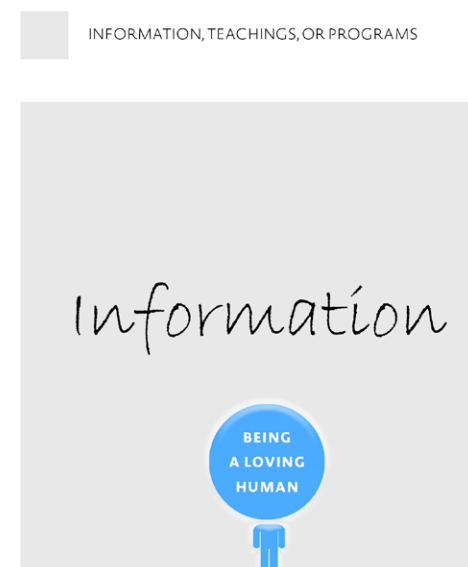
## 6. PLW LIFE COACHING



**First,** Conventional life coaching is characterized by the fact that the source of the information and the teachings, which is the coach, is the center of attention. On the other hand, PLW Life Coaching is characterized by the fact that it focuses on the information and teachings themselves, with the coach serving only as a guide.

**Second,** conventional life coaching involves using the coachees as tools to provide acknowledgment to the coach, in order to validate the greatness of his methods and to validate his human existence, all while aiming to retain the coachees as long-term clients to maximize profits. On the other hand, PLW Life Coaching involves offering genuine help to the coachees on a temporary basis so that they can embody increased well-being and happiness in a fast, significant, and sustainable way.

## COMPARED TO CONVENTIONAL COACHING



**Third,** conventional life coaching lacks direction, is confusing and scattered, because it also tries to solve countless problems with countless solutions, all while acknowledging countless types of individuals who come with countless types of problems. On the other hand, PLW Life Coaching is straightforward, easy to understand, and simple because it focuses on a single problem and a single solution, all while acknowledging only two types of individuals: Selfish Humans and Loving Humans.

**Fourth,** most coaches who represent conventional life coaching do not practice what they preach or teach. On the other hand, PLW Life Coaching is about practicing what We preach or teach to a significant degree, even when it requires a lot of commitment, discipline, and honesty.

## 7. SELFISH AND LOVING HUMANS



### Am I predominantly a Selfish Human?

Planet Earth encompasses two coexisting Worlds: the Competition World and the Collaboration World. "Selfish Humans" refers to the group or class of humans that navigate in the Competition World. It entails participating in a ruthless "taking all for myself" survival battlefield.

Selfish Humans represent a majority of humans on Planet Earth and consider each other as unequal or competitors. Competing involves seeking acknowledgment, attention, importance, admiration, and popularity from other humans for being or having the most or best of something, in order to validate one's human existence. Competing is the primary toxic behavior, and all others are secondary toxic behaviors that support it, including rejecting responsibility, being dishonest, pretending, and working hard on polishing a flawless image of ourselves to look good to the world.

## AN OVERVIEW



### Am I predominantly a Loving Human?

Planet Earth encompasses two coexisting Worlds: the Competition World and the Collaboration World. "Loving Humans" refers to the group or class of humans that navigate the Collaboration World. It involves the collective effort of individuals working together as a whole: they walk toward a horizon of common goals, nurturing the well-being and happiness of all.

Loving Humans represent a minority of humans and consider each other as equals. They are a rare category of humans who embody true kindness because they embody a predominance of healthy behaviors, including being honest, being transparent, fully taking responsibility, leading by a good example, and practicing what they preach. Collaborating is the primary healthy behavior, and all others are secondary healthy behaviors that support it.

## 8. TOXIC AND HEALTHY BEHAVIORS

### What toxic behaviors do I embody?

The procedure requires identifying the toxic behaviors we embody, continually striving to prevent ourselves from engaging in them, while simultaneously developing the healthy behaviors that directly counteract those toxic behaviors. Healthy behaviors serve as sustainable remedies. To simplify, all toxic behaviors and their corresponding healthy behaviors are assigned the same number.

#### THE SECONDARY TOXIC BEHAVIORS

#14: being intolerant / being closed-minded | #15: seeking acknowledgment from others | #16: being unreliable | #17: being reactive | #18: taking things personally | #19: rejecting responsibility | #20: being insecure | #21: being indirect | #22: disregarding others / neglecting others | #23: being self-centered

#### THE PRIMARY TOXIC BEHAVIORS

#1: **competing** | #2: being selfish / unkind | #3: being greedy | #4: being ruthless | #5: being controlling | #6: manipulating | #7: persuading | #8: being dishonest | #9: pretending | #10: being a pleaser / being inauthentic | #11: working hard on looking good | #12: creating attention



## AN OVERVIEW

### What healthy behaviors do I embody?

The procedure requires identifying the healthy behaviors we embody and continually striving to cultivate them, while simultaneously remaining aware of the potential risk that their opposing toxic behaviors could take over our being.

#### THE SECONDARY HEALTHY BEHAVIORS

#14: being tolerant / being open-minded | #15: seeking acknowledgment from within | #16: being reliable | #17: being composed / being serene | #18: being genuinely interested in others | #19: taking responsibility | #20: being confident | #21: being straightforward / being direct | #22: being mindful of others / being thoughtful

#### THE PRIMARY HEALTHY BEHAVIORS

#1: **collaborating** | #2: being selfless / being kind | #3: being genuinely generous / being giving | #4: being fair | #5: leading by a good example | #6: being supportive | #7: allowing | #8: being honest | #9: being transparent | #10: being genuine and authentic | #11: being humble | #12: being present for others | #13: being literal



## 9. FLAWS AND VIRTUES

### What flaws do I embody?

The procedure requires identifying the flaws we embody, continually striving to prevent ourselves from engaging in them, while simultaneously developing the virtues that directly counteract those flaws. Virtues serve as sustainable remedies. To simplify, all flaws and their corresponding virtues are assigned the same number.

#### N°5 THE 10 FAILURE-ACCELERATING CHARACTER DEFECTS

#19: being a perfectionist | #20: cultivating overconfidence | #21: being inconsistent | #22: being insecure and fearful | #23: being inauthentic and a pleaser | #24: being impatient | #25: being a quitter | #26: being susceptible & vulnerable | #27: being indecisive | #28: being weak-willed

#### N°4 THE SELF-INFLICTING LIFESTYLE PRACTICES

#15: feeding a self-abusive and treacherous relationship with oneself | #16: cultivating ill being and unhappiness | #17: cultivating a toxic entourage | #18: being wrongdoing-susceptible

#### N°3 THE WEAKNESS IN CHARACTER-INDUCED FLAWS

#10: chasing instant gratification or poor benefits | #11: pursuing minimal effort goals and baby-step progress | #12: chasing quick results or fixes | #13: being comfort-prone | #14: existing

#### N°2 THE SELF-BETRAYAL-INFLECTED FLAWS

#6: being dishonest about one's problems and flaws | #7: being vague in defining one's intentions, habits, or goals | #8: being uncommitted | #9: failing in doing what we intend to do

#### N°1 THE DESTRUCTIVE DEEP-ROOTED FLAWS

#1: being selfish | #2: being lazy | #3: denying reality | #4: rejecting responsibility | #5: blindly Following the Crowd

BEING  
A SELFISH  
HUMAN



## AN OVERVIEW

### What virtues do I embody?

The procedure requires identifying the virtues we embody and continually striving to cultivate them, while simultaneously remaining aware of the potential risk that their opposing flaws could take over our being.

#### N°5 THE 10 ACHIEVEMENT-ACCELERATING PERSONAL QUALITIES

#19: cultivating a playfulness-infused attitude | #20: cultivating detached humility | #21: being consistent | #22: being confident and courageous | #23: being genuine and authentic | #24: being patient | #25: being persistent and perseverant | #26: being resilient | #27: being determined | #28: being fortitudinous

#### N°4 THE SELF-VALUING LIFESTYLE PRACTICES

#15: nurturing an honest and fortified relationship with oneself | #16: cultivating vibrant health and sustainable happiness | #17: cultivating a healthy entourage | #18: being wrongdoing-immune

#### N°3 THE FORTITUDE-NURTURED PERSONALITY VIRTUES

#10: seeking sustainable benefits | #11: pursuing challenging goals and significant progress | #12: pursuing sustainable results or solutions | #13: cultivating a discomfort-welcoming attitude | #14: being all that we can be

#### N°2 THE CHARACTER-STRENGTHENING VIRTUES

#6: being honest about one's problems and flaws | #7: being specific in defining one's intentions, habits, or goals | #8: being committed | #9: succeeding in doing what we intend to do

#### N°1 THE FUNDAMENTAL CORE VIRTUES

#1: being virtuous | #2: being disciplined | #3: accepting reality | #4: fully taking responsibility | #5: experimenting through trial and error

BEING  
A LOVING  
HUMAN





## 10. PLW LIFE COACHING: THE CREATOR

Daniel is the creator of Pure Love World (PLW), a collaboration-driven personal growth system designed with the recognition that life is a valuable gift endowed with finite time. Unlike most systems, PLW is not centered on the source of the information. Instead, it focuses on the information itself. Daniel is an advocate for nature, moral justice, and healthy living. He is a French author and life coach specializing in Health and Wellness Coaching as well as Personal Development Coaching. What sets him apart from most coaches is that he practices what he teaches to a significant degree.

The coaching approach he uses involves providing valid starting points for committed individuals who have the desire to embody vibrant health and sustainable happiness in a fast, significant, and sustainable way. These starting points include books such as *Life's Formula*, and *PLW Life Coaching*.

The embodiment of vibrant health and sustainable happiness allow individuals to confidently navigate this reality we call life as humans among humans on planet Earth. Helping others is not about telling them what to do or how to do it; instead, it is about implementing the concept of Collective Self-Learning. It entails using collaboration-driven principles as guidelines for our daily conversations and for our decision-making processes. Some examples include equal participation, the use of a unity-focused language, and the demonstration of healthy behaviors like being honest, transparent, and genuine.

### Why is Daniel qualified to help others?

Besides his titles, there are four main reasons that justify his ability to offer effective and sustainable help.

#### The first reason

First, through his past experience. His youth was marked by helplessness, bad trips, mental health facilities, and a continuous stream of avoidable problems, hardships, and unhappiness. This is because he was vulnerable to the predominance of wrongdoing in our society due to the fact that he lacked parental guidance, like most of us. For the same reason, he became

## DANIEL HORNING

a victim of the selfish intentions of health professionals and social media influencers who call themselves authors, coaches, doctors, educators, motivational speakers, psychologists, therapists, and scientists.

All these past experiences gave him the strength to commit to his life's purpose: offering a fast and sustainable solution designed to prevent others from wasting portions of their lives in suffering or creating irreversible, life-consuming mistakes. One of these mistakes is offering our time to these health professionals and social media influencers. Another mistake is being dishonest about who we are and about the flaws or toxic behaviors we embody. However, a major mistake is denying reality—like denying the fact that most humans are Selfish Humans.

#### The second reason

The second reason that justifies his ability to help others is the fact that he is highly sensitive. Some call it being on the spectrum. He calls it a strength. Being highly sensitive may appear as a weakness; however, it allows us to be highly effective and serves as a catalyst for personal growth once we learn to channel it.

#### The third reason

The third reason that justifies his ability to offer help is the fact that he has lived in California for over 10 years. This has allowed him to collect the truth concerning human nature, especially about the embodiment of toxic behaviors or flaws. This is because people in California, including his old self, excessively engage in toxic behaviors because they compete at a high level.

#### The fourth reason

The fourth reason that justifies his ability to help others is the fact that he overcame the embodiment of 38 years of toxic behaviors and flaws within less than a year to a fair extent. The embodiment of a predominance of toxic behaviors and flaws is the behavioral problem that generates ill-being and unhappiness and ultimately leads to mental, emotional, and physical disease manifestations. The embodiment of a predominance of healthy behaviors

and virtues is the behavioral solution that generates sustainable well-being and happiness.

## What are Daniel's titles?

**His main titles include:**

- Being a Loving Human to a fair extent
- The embodiment of a predominance of healthy behaviors
- The embodiment of vibrant health and sustainable happiness
- And being a good example to a fair extent
- Practicing what we preach to a fair extent

Rather than valuing titles—as is the approach of motivational speakers, coaches, teachers, therapists, or psychologists—Daniel emphasizes the importance of real-life experiences and genuine skill development, which we gain primarily by applying common sense and reason, combined with experimentation through trial and error and the implementation of healthy behaviors, especially honesty. He believes that titles only carry real significance in professions such as brain surgery. In all other areas, he argues, titles tend to foster competition, selfishness, inequality, and dogma.

Pure Love World is built on the Truth to a fair degree. In contrast, the system is built on untruth, as are the organizations and institutions that confer titles for coaches in health, wellness, or personal development. This is another reason Daniel has no intention of joining them. What we lack internally is often overemphasized externally—such as health professionals or coaches who collect numerous titles to compensate for what they lack within: the embodiment of healthy behaviors, particularly practicing what we preach or teach, being a good example, and being honest.

If the system were built on the Truth, would most humans be healthy and happy? Yes. However, the facts show that most humans embody a predominance of unhealthy states and manifest diseases in the mind, the soul, and the body. Therefore, we must conclude that most humans, unfortunately, embody the untruth—including health professionals and coaches.

## 11. PLW LIFE COACHING

### SOME VALID STARTING POINTS

#### Problems require honest solutions

A problem is neither good nor bad; it simply requires the right solution. By implementing the correct solution for a problem, we can ensure it is resolved at a sustainable level. The advantage of the PLW Life Coaching is that it prevents us from wasting valuable time constantly and repeatedly searching for countless solutions to the same problem throughout our lives, because it has been designed with the recognition that these recurring problems all stem from a singular behavioral problem called: being a Selfish Human.

Unfortunately, most humans continue to implement the wrong solutions to their recurring problems because they fail to recognize that being a Selfish Human is the primary recurring behavioral problem preventing them from finding the right solutions, including how to embody vibrant health or happiness.

Assessing ourselves is the most difficult aspect of this PLW Life Coaching, yet it can be so easy if we accept the fact that what's holding us back in life—or preventing us from being healthy and happy—is the act of being a Selfish Human, which originates from embodying a predominance of toxic behaviors and flaws. So what now? All we have to do is be honest about who we are as humans—including the toxic behaviors or flaws we embody. Can we find a solution to a problem if we are dishonest about the problem? If we were to misdiagnose a flat tire as a malfunctioning windshield wiper, would we still be able to drive the car and reach our destination?

#### We do what we intend to do

Doing what we intend to do is the starting point for everything in life—whether it's achieving a goal, committing to PLW Life Coaching, completing daily tasks, losing weight, or simply cultivating a healthy lifestyle. When we fail, it is usually due to a singular problem: we failed to follow through on our intentions because we embodied one of the many toxic behaviors or flaws.

## ADDITIONAL INFOS

The more we do what we intend to do, the better and happier we will feel. To ensure we do what we intend to do, we focus on three things: using the right processes to support following through on our intentions, minimizing the number of things we set out to do—prioritizing quality over quantity—and taking actions we are capable of executing while still challenging ourselves. To help with this, we are invited to use the process of "Thought-Choice Alignment" as a starting point, as explained in all the Pure Love World books.

#### We do what we really want

We can only succeed in achieving what we intend to do when we genuinely want to do what we intend to do. The same applies to obtaining what we desire—we must truly want to possess the things we seek. Otherwise, we fail before we even begin. Everything we have accomplished up to this point has come with "ease" because we truly wanted to accomplish these things—even if they were negative, like being sick, having a toxic partner, or being unhappy. This is because thought is the power that defines our reality and who we are. More about that can be found in the book "Pure Love: The Journey of Becoming a Loving Human."

If we are not who we want to be, it is because we think the wrong thoughts and allow others to dictate who we should be or what we should do. We do not need to read books about these matters because there is only one person who truly knows who we are and what we want: ourselves, and more precisely, the core of our being. If we are incapable of getting these answers from within, it is because we never took the time to truly get to know ourselves.

Based on personal experience, the author has found most answers through intentional suffering in relation to challenging physical activities—such as being alone in the desert, running, and walking nonstop for 30 hours. Doing things with the wrong intentions—such as doing things for others instead of for ourselves—never works and will never work. Even if it does, it remains unsustainable. We don't lose weight for our partner; instead, we do it because it's the right thing to do for ourselves—to be mentally, emotionally, and physically well—which, in turn, allows us to be in service of others.

It is important to understand that most conventional methods or processes are flawed for two reasons: they were created either to seek acknowledgment or to prioritize profit. For example, autosuggestion is a flawed practice, equivalent to another flawed approach—"fake it until you make it." And, let's face it, logically, the more we truly want something, the more likely we are to achieve it.

## **The Primacy of deadness over the power of habit**

Another mistake we make is giving the power of habit too much importance. It is widely distributed in the mainstream that habit is everything. This is not true. We can only do something when we are ready to do it. When we feel that we are ready for change, or to implement a new habit, for instance, then we can implement it successfully, rapidly, and sustainably. So here again, what matters is the readiness for something—and that we can feel within the core of our being.

As an example, the author was not implementing a 22-hour fast in his daily life, because he was not ready for it. It had nothing to do with the power of habit. Once he was ready, he was able to implement it every day, which was fairly easy to a significant degree. The reason he was ready was that he had gained an understanding of the long-term benefits of fasting, both mentally and through direct experience. That is what made him ready—not the power of habit.

## **We align ourselves with the core of our being**

Being who we are, going where we want to go in life, achieving what we want to achieve, and finding answers all require us to be aligned with the core of our being. What does this mean? How we appear to ourselves is how we appear to others and society. We strive to be the person we want to be, regardless of external forces. To achieve this, we must find all the answers within our core by developing our ability to listen to who we truly are. If we are uncertain, all we need to do is be a Loving Human—someone who embodies a predominance of healthy behaviors and virtues. Three of the most valuable healthy behaviors that help us stay true to ourselves are being genuine, honest, and transparent.

## **Accepting sacrifice**

Sacrificing means giving up something of lower value for something of higher value. In relation to personal growth, giving up something of lower

value is achieved by letting go of the Selfish Human within us and replacing it with the Loving Human within us. What does this mean? We stop doing what Selfish Humans do and start doing what Loving Humans do. That includes letting go of toxic relationships or people we once considered friends. It also means distancing ourselves from certain family members. Another example is letting go of an unhealthy lifestyle, including fast food, sugary products, and other harmful substances, in favor of a healthier lifestyle.

## **MORE ABOUT SELFISH AND LOVING HUMANS**

"Pure Love: The Journey of Becoming a Loving Human" is Volume 1/4 in the Pure Love World book series and serves as an introduction to the concept of Selfish Humans and Loving Humans. It examines these concepts from a general standpoint and helps us identify them. As the title implies, this book serves as a guide for us to be—or become—Loving Humans. We achieve this by embodying their qualities. One of the book's intentions is to help us find Loving Humans, as they serve as role models, guides, mentors, or simply good examples—because we need their guidance, as this reality we call life as humans among humans on Planet Earth can be challenging at times.

## **MORE ABOUT TOXIC AND HEALTHY BEHAVIORS**

"Pure Love Self-Improvement" is Volume 2/4 in the Pure Love World book series and is the unity-driven personal growth system that represents Pure Love World. It is a standalone program founded on five guidelines. It requires us to assess ourselves in depth, based on the toxic behaviors and healthy behaviors we embody—with the purpose of achieving vibrant health and sustainable happiness—recognizing that this can only be attained collectively through the implementation approach of Collective Self-Learning.

## **MORE ABOUT FLAWS AND VIRTUES**

"Life's Formula" is Volume 3/4 in the Pure Love World book series and takes a very direct approach to improving our quality of life in terms of well-being and happiness in a very fast manner; however, it requires us to exert significant effort on a daily basis by following a three-component formula. We achieve it by assessing ourselves in depth, based on the flaws and virtues we embody. Nothing comes from nothing—and certainly not the embodiment of vibrant health or sustainable happiness. We must put in constant effort, because as soon as we stop, our quality of life decreases.





PLW Life Coaching is designed with the recognition that life is a valuable gift endowed with finite time. It is a collaboration-driven coaching approach, focused on health, wellness, and personal development. It is designed for committed, kind, and honest individuals who sincerely aspire to embody vibrant health and lasting happiness in a fast, meaningful, and sustainable way. To achieve this, we follow a singular problem-solution model, implemented through the method of Collective Self-Learning.

