

the way of
f**k it

the way of
fk it**

small book. big wisdom.

John C. Parkin & Gaia Pollini



Australia • Canada • Hong Kong • India
South Africa • United Kingdom • United States

Published and distributed in the United Kingdom by:

Hay House UK Ltd, 292B Kensal Rd, London W10 5BE. Tel.: (44) 20 8962 1230; Fax: (44) 20 8962 1239. www.hayhouse.co.uk

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A catalogue record for this book is available from the British Library.

ISBN 978-1-84850-156-0

Printed in the UK by CPI William Clowes Ltd, Beccles, NR34 7TL.

*Dedicated to the growing army
of F**kunteers around the world.*

www.thefuckitway.com

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3.

When we said we were going to write another book, Leone made some initial sketches.

Gennaio
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Introduction

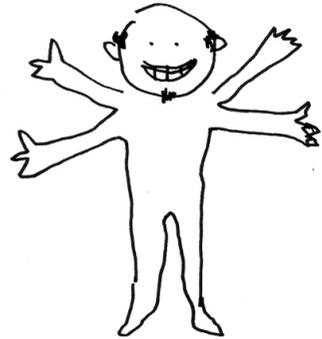
The rather beautiful process of putting this book together has been one of continuous simplification. Now, it is difficult to throw out ideas. So we had the idea a while back of writing an introduction that talked about the process of throwing things out, and also referring to some of the things we threw out... That way we'd trick ourselves into thinking we weren't really throwing them out. You see?

The mind's a tricky blighter: you have to keep it happy in one way or another.

One thing about keeping things simple: I remember that the acronym K.I.S.S. was commonly used in PowerPoint presentations some years ago. K.I.S.S. means Keep It Simple, Stupid (I think that comma was necessary, otherwise it could have read 'Keep it Simple and Stupid', and that probably wasn't the point). Now I love the sentiment, of course, but did the person who invented it have to use the word 'stupid'? Why did he (and I assume it was a 'he', I'm afraid) have to be so insulting? If a woman had written it,

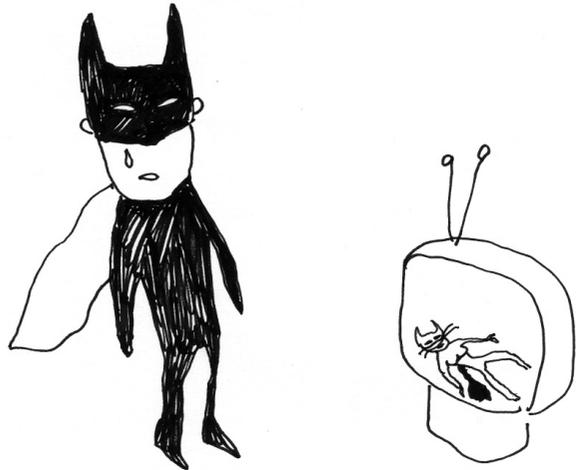
I suspect it would have been K.I.S.S., Keep It Simple, Sweetheart.

'Oh sure', I'd respond, 'thanks for the advice, I'll really try.' Instead of my rather more alpha response to the original Keep It Simple, Stupid: 'Don't call me stupid, or it'll be outside for you'.

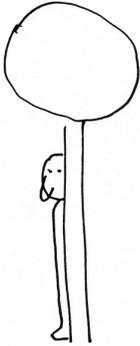


Anyway, this process of simplification also neatly mirrors the whole process we've gone through with F**k It. Reaching the realisation that this profanity can create profound change in our lives, and can actually constitute a spiritual process... would this realisation have been possible without the 20 years of serious study of meditation and Eastern philosophy, without the struggle for answers and clarity? Who knows. **But what's for sure is that F**k It supplies for all of us a wonderful, practically miraculous, shortcut to liberation in our lives.**

Maybe this is a simplification too far, but I would suggest that this very Western profanity sums up all of the best Eastern wisdom. It does so because it – quite uniquely in our (Western) language – contains the implicit suggestion that things just don't matter as much as we think they do. In two words, we realise that our problems arise because we take things too seriously, and that letting go of this seriousness, this sense of things mattering so much, can create liberation and change in our lives. This is what the Buddhists were going on about with all that stuff about attachment and suffering. It's true. It can just be hard to get your head round. Whereas F**k It is not. We all know, instantly, why F**k It works to create more freedom in our lives.



So you can do the same in your life as we've done in ours, with the process of F**k It and of this book: sure, you can study all the Eastern philosophy too, read all the self-help books, do all the therapy, but keep bringing it back to the basics, the simple. And there's no better way to do that than with F**k It.



miraculously,
with the right

One thing
together: it's
(rather than
sitting looking
each idea... always pushing each other to better and better ideas (which often
included responses like this, only possible between man and wife: 'No, that's
totally rubbish, what about this?'). It's been great.

So have a look here at some of the drawings we played with (and threw out), including some of the boys' (who, rather beautifully, always refer to this idea in their heavy Italian accent as

'fook eet').

What we've left you with in the end is the idea at its purest: quick powerful ideas as to how to use F**k It in your life, every day.

Read the book through from front to back if you want. Or use it by opening randomly and finding what's right for you at that moment. The latter process works like divination cards, providing you message at exactly the right time.

about the process of putting this book
been a joy to do everything together
the usual process of writing alone...),
out over the hills wondering how to illustrate



We've ended up with something we love, and, with the help of our supportive and inspired publisher, Hay House, we're getting it to you in exactly the form we wanted.

And we have to say, as that's not such a common

So, please, get stuck in. the magic of F**k It in your soon enough. So, we'll say of keeping it simple, true and start to unleash the magic of



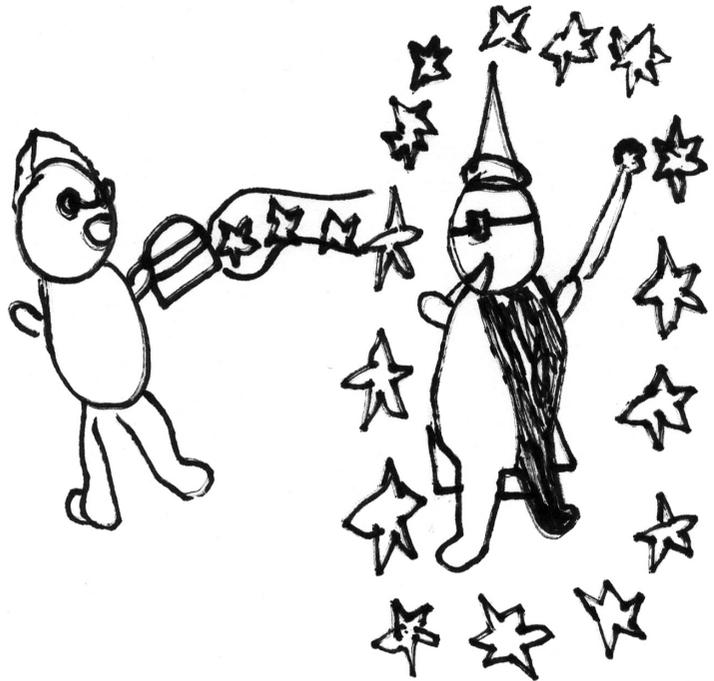
ex-creatives in the media, outcome, believe us.

Open and start to unleash life. And it is magic, you'll see it again, in the hallowed name powerful: Please open and F**k It into your life.

Pause... Later...

Okay, so we wrote that introduction on the plane back to Italy. Returning home we found that Arco, one of our boys, had done a drawing for this book... and look at it (opposite)... a magician unleashing some 'F**k It magic' (his words) for someone. By gum, this stuff surprises even us sometimes. So it now seems appropriate to open with Arco's magic contribution.

Love,
John, Gaia, Arco & Leone xx



Now begin to unleash the
magic of F**k It into your life.

Say F**k It to your
plan for today.
Open to something
spectacular happening.

