



# STRAIGHT LINE MAXIMS

QUOTATIONS FROM THE WORKS  
OF DUSAN DJUKICH

Straight-Line Maxims  
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FOR STRAIGHT-LINE LEADERSHIP  
AND INNER STANCE PARTICIPANTS WORLDWIDE.

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# AUTHOR'S STATEMENT

WHAT ARE MAXIMS?

What are maxims?

Maxims are brief, unmitigated pieces of wisdom, that once implemented, will produce an upgraded experience in the quality of the life you are living.

Please reread the above paragraph. These maxims, to be of use, must be applied to the physical universe.

Here are two maxims for your consideration:

1. What stays in your head, dies in your head.
2. What stays on your lips, dies on your lips.

In other words, it will do you no good to think about, or talk about, the materials in this book.

It's only what you live, that will be of value to you.

Although there are well over five hundred maxims in this publication, you will only need to utilize a few, to create significant impacts in your life and the lives of others around you.

As Ovid said, "The gods favor the bold."

So don't hesitate.

The world could use your help.

Endure,

- Dusan Djukich







CHAPTER I

# INTEGRITY

QUOTATIONS FROM THE WORKS  
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Tolerating  
your own  
weakness,  
is the real  
virus.



Did you honor your ancestors today?  
If you laughed, you didn't.

---

“Mostly the same,”  
is often “mostly not the same.”  
Notice behavior. Notice results.

---

An integrity outage,  
is usually at the source  
of low or no results.

“This ends now,”  
are the three magic words,  
that will give you back your life.

This is not to be confused  
with magical thinking.



Everything that is incomplete in your life,  
is an energy drain.

How you live  
is your religion.

There are people  
who know things,  
by believing them.

Then there are people  
who know things,  
by creating them.


Intentional creation,  
will always trump belief.

Symptoms of a fake alpha include:

1. Chronically weak results.
2. Unfocused.
3. Long emails.
4. Talks about things he never does.
5. Becomes helpless when challenged with growth choices.

Moving through life without  
an intentionally created purpose,  
is not really moving.

It's merely going  
through the motions.



Blaming others for a lack of results,  
that one is responsible for producing,  
is a hallmark of mediocrity.

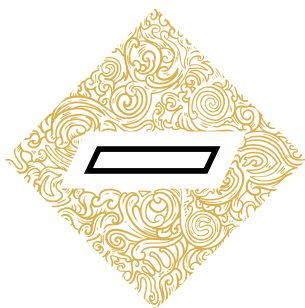
Be stronger  
than pleasure.



# FUNCTIONAL DEFINITIONS

1. **A successful life**  
A life in which you didn't hold back.
2. **Agreements**  
Are foundational to powerful relationships.  
Why would you ever be in a relationship with someone, who was loose about keeping agreements?  
Agreements, promises, and commitments are used interchangeably.
3. **Airhead**  
A person who demonstrates an absence of attention to everyday matters.
4. **Apex fallacy**  
An erroneous assumption, that asserts that properties of the most visible and potent members of a group, are held by all members of the group.
5. **Artificially constructed closeness**  
Fake love.  
Often intense, teary-eyed interactions, in order to achieve some end.  
The goals of artificially constructed closeness, are usually resources in the form of money, sex, companionship, and other types of support.  
It's simply a high drama, insincere sales strategy.
6. **Beliefs**  
Beliefs, are substitutes for certainty. They are not truth.  
When someone talks about "my truth," they are almost always referring to a strongly held belief. Grounded beliefs, can be extremely useful. Ungrounded beliefs, should be suspect.
7. **Bracketing**  
Setting aside useless thoughts, feelings, emotions, moods, conversations, etc. It's getting unwanted stuff out of your way, so that you can achieve your intended outcomes.
8. **Burnout**  
Occurs when one continuously breaks forward momentum, and has to constantly restart.  
Occurs when a person persists in trying to achieve some outcome, that he/she lacks the wherewithal to bring into existence.  
(Inadequate commitment and/or competence are major culprits.)

9. **Case**  
Uncomfortable and usually unwanted thoughts, feelings, emotions, and moods.
10. **Code of conduct**  
A specific set of commitments/behaviors, that must be owned and lived, for an endgame to be created into existence. The code of conduct you are presently living, is what's giving you your life.
11. **Commitment**  
Is a powerful declaration, that you speak into existence, that alters behavior in order to produce an intended outcome.  
Calling a lie, a commitment, doesn't make it a commitment.  
You either got your commitment, or it wasn't a real commitment.  
It's that which is demonstrated in results.  
It's that which alters and maintains behavior.  
It's an action you take, or don't take, to live a High Status life.  
Actions you take, or don't take, for the purpose of disrupting a weak life.  
It's that which closes the gap, between you and your intended results.  
It's a tool. Just a tool. You have to generate the guts, focus, and stamina to use it.
12. **Confirmation bias**  
Seeking that, which confirms existing beliefs. The individual is out to get his reality validated, as opposed to determining the truth of something.  
She just wants you to agree with her.
13. **Core actions**  
Those actions that create powerful results.
14. **Creation**  
That which is produced by a creator.
15. **Default future**  
Where you will likely end up if nothing changes.  
There are multiple futures one can experience.
16. **Distress tolerance**  
It's a person's ability and willingness to confront, and deal with emotional incidents, without being shut down by them.
17. **Domain**  
A particular area, such as health, finances, relationships, etc.



NEVER APOLOGIZE, FOR LIVING,  
HOW OTHERS WON'T LIVE.

NEVER APOLOGIZE, FOR BEING,  
WHO OTHERS WON'T BE.

NEVER APOLOGIZE, FOR DOING,  
WHAT OTHERS WON'T DO.

NEVER APOLOGIZE, FOR LOVING,  
HOW OTHERS WON'T LOVE.

- DUSAN DJUKICH -