

# IncurablySuccessful

**Your Blueprint for Authenticity:**

**Heal Your Past, Live the Present, Create Your Masterpiece**

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*About the cover art*

**Life sometimes seems cast in stone, while the true gold lies within.**

The cover of this book depicts the breaking point. The black obsidian represents the walls we build around ourselves and the patterns from our past that keep us captive. But true strength only emerges when that shell cracks. When what you never dared to show is finally allowed to be seen.

The gold flowing outward is your authenticity: an unstoppable, liquid energy released the moment you stop surviving and start creating. This is not a transformation into something new, but the uncovering of what was always there.

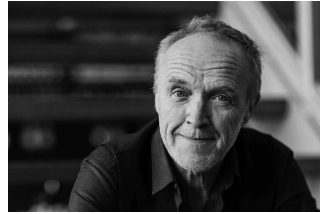
**Let the old crack. Release your masterpiece.**

# Incurably Successful

Your Blueprint for Authenticity:  
Heal Your Past, Live the Present,  
Create Your Masterpiece

# Foreword

Whenever you think  
This is the end  
You are standing on the edge  
Of what begins



It must have been about twenty years ago  
that I wrote those lines for a song,  
while outside the leaves were falling from the trees  
and autumn made its entrance in full glory.  
I was old enough then to know that life moves in cycles,  
like the seasons,  
and that you must follow them above all else,  
rather than desperately clinging to a status quo—  
though that is somewhat part of human nature.  
Since then, life has become much more fascinating.  
You get stuck.  
You fall.  
You get back up.  
You grow.

It is all here in this book.  
When I read it, it was a celebration of recognition,  
offering me an overview of a path I have followed myself  
and continue to follow.

Sometimes you need a map  
before entering unknown territory.  
This is such a map.

Stef Bos

*- author, entrepreneur, philosopher, but above all, human being*

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#### Stef Bos

# The Spark – Igniting Change

## Chapter 1: The Turning Point – The Moment of "Incurable"

The walls of my life began to crack in 2016. My parents—my origin and the blueprint upon which I had built my world—entered a bitter divorce. I was 32, and the ground beneath my feet began to shift. "Was this my fault?" a tiny voice whispered in the back of my mind, an echo of old insecurities. I had always been a closed book, emotionally inaccessible, a product of a childhood where feelings were tucked away like unwanted guests.

My father, a shadow in my youth; my mother, emotionally unavailable. They were shaped by the scars of their own pasts, a legacy of unprocessed pain that hung over our family like a shadow. Generation after generation, the burden was passed down—a silent curse I had unknowingly inherited.

My life was a carefully constructed facade. The picket fence, the house, the kids, the business. Everything you could ever want, except for the fulfillment. Beneath the surface, an unrest simmered that I could no longer ignore. I was a master at hiding. 117 kilograms of unprocessed emotions, stashed away behind layers of fat, work, and fleeting intimacy. I was addicted to achievement because I thought it was the only way to be seen, especially by my father.

It was a life without color, without depth. A constant search for something I couldn't name, a void I filled with everything except myself. I escaped into food, work, and sex, seeking temporary relief from the pain I felt deep inside. Longing for the fulfillment of love led to a sexual addiction far removed from healthy desire. Financially, I was just getting by, but there was a hunger for more—a longing for a breakthrough that would finally give me the recognition I so desperately craved.

Then came the moment: "the divorce," where guilt finally shook me awake. I asked myself the one question that changed everything: "How old do I actually want to become?" The answer hit me like a sledgehammer: "100, but not like this." Not this heavy, not this numb, not this empty. I realized I was on a dead-end road, a path that would lead me nowhere but an early grave.

I had always been fascinated by words, by their power. "Incurable" was always associated with illness, with decay. But I decided to redefine it: "There is no turning back." No going back to a life without fulfillment, without meaning. I would bend the negative charge of the word and turn it into a symbol of my own transformation.

Awareness—that was the key. The first step was simple: putting less junk into my system. It turned out that three "frikandelbroodjes" for lunch weren't the celebration I thought they were. And slowly, very slowly, I began to feel. To feel what I truly wanted, what I truly needed.

I started to move—hesitantly at first, then with increasing conviction. Running one day a week, then two, then six. The gym became my new temple, a place where I could train my body and mind. I called it trading physical energy for mental energy. I tracked what I ate—not to punish myself, but to gain insight into my own behavior.

Curiosity is my fuel. Every step forward, every lesson learned, fed my growth. Awareness is a journey, not a destination. Every kilometer I ran, every kilo I lost, every healthy meal I ate was a victory. A victory over myself, over my past, over my insecurities.

And with every victory, my self-image and self-worth grew. I began to realize that I was more than the sum of my achievements—that I was valuable for who I was, not for what I did.

Sometimes you have to lose everything to find yourself. And sometimes, just sometimes, "incurable" is the best compliment you can give yourself.

*"The world around you is a delayed echo of the voices in your head. Do you want a different sound? Then change the speaker."*

## Chapter 2: The Mirror – Self-Reflection as Fuel

The divorce of my parents was not just a fault line in my life; it was a seismic shift that shook the very foundations of my existence. I stood amidst the ruins of my own certainties, and the echo of the question "Was this my fault?" reverberated through the empty rooms of my self-confidence. I was forced to become the observer of my own life, a role I had never voluntarily chosen.

The first look in the mirror was merciless. It wasn't the reflection of the successful man I thought I was, but a portrait of a stranger—a ghost of someone I didn't know. I saw the emptiness behind the facade of my so-called perfect life, the unfulfilled desires I had buried under layers of work, food, and fleeting affection.

I realized that my Instagram feed was a metaphor for my inner chaos. A jumble of superficial images and useless stimuli, reflecting my own cluttered mind. I decided to take back control of my narrative. I purged my digital environment, unfollowed the noise, and filled my feed with the wisdom of the greats: Tony Robbins, Jim Rohn, David Goggins, Simon Sinek, Gary Vaynerchuk. Their words were mirrors that showed me not only who I was, but who I could become.

Books became my sanctuary, podcasts my mentors. I devoured information, searching for the answers I knew deep down were there. I learned that no one was coming to save me; I had to be my own knight in shining armor. I learned that

my beliefs formed my reality, and that I had the power to rewrite them.

I discovered that my greatest enemy was not the world outside, but the voices in my head. The voices that whispered I wasn't good enough, that I didn't belong, that I was destined to fail. I learned that these voices were liars, and that I had the power to silence them.



But I also discovered my hidden strengths: my insatiable curiosity, my ability to see the truth behind the facade, my drive to understand the deeper meaning of life. I learned that the world I experienced was a reflection of my own thoughts, a delayed echo of my inner dialogue.

The journey of self-reflection was not an easy path. It was a battle against my own habits, against the voices in my head trying to pull me back into old patterns. Every rejection was a test, an opportunity to prove I was stronger than my fears. I

learned that mistakes were not failures, but lessons, and that setbacks were not obstacles, but opportunities to grow.

I began to listen to my body, my intuition, the quiet voice guiding the way. I learned to see myself without judgment, without condemnation, with a compassion I had never known before. I learned that the mirror was not an instrument of self-criticism, but a window to self-discovery.

I learned that the world is an echo of your own thoughts. Send out positivity, send out love, send out gratitude, and the world will return the same to you. Have patience, trust the process, and know that everything you need is on its way to you.

The mirror is not a comfortable place, but it is the only place where you can truly find yourself. And once you have found yourself, you are incurably successful.

*"Dream in destinations, but live  
in the steps. The roadmap is not  
the terrain; the true gold lies in  
the footprints you leave behind  
as you grow."*

## Chapter 3: The Roadmap – Formulating My Vision

In the hectic rat race of modern life, we are quickly conditioned to measure success by tangible assets: the size of our bank account, the shine of our car, the prestige of our home. For years, I held myself to this external yardstick, chasing the illusion of fulfillment that material wealth was supposed to bring. But after the upheaval in my life—my parents' divorce, which held up an unforgiving mirror—a different realization began to dawn. Success, I discovered, is not a universal currency traded on the stock market of capitalism. It is a deeply personal experience, an inner compass pointing us toward the place where our soul truly flourishes.

For me, this inner navigation began with a powerful longing for freedom. Not the fleeting freedom of a weekend getaway, but the fundamental freedom to make my own choices and determine my own path, without the suffocating grip of external expectations. In my early years, I linked this core value to more conventional notions of health and wealth. A fit body and a full wallet seemed like the logical satellites orbiting the planet of my personal freedom.

But as my transformation progressed, as I descended deeper into the recesses of my own psyche and absorbed the wisdom of others, my perspective shifted. The true essence of success proved not to lie in *having*, but in *being* and *doing*. The ultimate benchmark became inner joy—the unshakeable happiness that arises when you live in alignment with your deepest values and your authentic self.

Life is not a materialistic scavenger hunt; it's not a race to collect the most trophies. It is a journey from the inside out. When you act from the core of who you are—from that place of pure, unadulterated joy—abundance and well-being follow as natural consequences. Possessions and money are the byproducts of a life lived with intention and passion, not the destination itself.

On this journey, growth is inevitable—a constant evolution that forces me to shed old skins and embrace new perspectives. I attract relationships that resonate with my authentic self like magnets, while ties that no longer serve me naturally fade away. Health becomes more than an obsessive hunt for the perfect body; it is the logical result of a life in balance: nourishing my body with nature's pure energy, moving out of intrinsic joy rather than obligation, and finding true relaxation in a full embrace of the present moment. Even the desire to make an impact, a noble aspiration in itself, transformed in my eyes from a goal into a result—a natural outflow of living my own truth.

My personal vision of success did not unfold as a clearly mapped-out route. Instead, it was an organic process, a series of small victories that acted as catalysts for the next step. Every broken destructive habit, every conquered fear, every embraced vulnerability was a mini-success that refined my inner compass.

As I dove deeper into the material, absorbing the insights of philosophers, spiritual leaders, and successful entrepreneurs,

my perception of reality changed. It was as if I were constantly zooming out, allowing me to see the complex web of life in a broader perspective. Every question I asked myself opened the door to a new answer, which in turn generated a new series of questions. Life is not a finite puzzle with a single solution, but an infinite game—a continuous voyage of discovery where the rules are constantly in motion. The true art is falling in love with the game itself, embracing the process with all its unpredictability and challenges.

My deepest dream, the fundamental pillar of my vision, has always been freedom. The freedom to create, to innovate, and not to be bound by the restrictive structures of a system that often seems more focused on control than empowerment. The direction of our business—moving away from the stifling contracts and restrictive terms of the established order—was a direct manifestation of this desire for autonomy.

In my early years, my father was my subconscious role model, a figure whose approval I sought by imitating his path. But as my awareness grew, I realized that his way of doing business—characterized by constant struggle and self-neglect—was not the path I wanted to walk. I sought other sources of inspiration, looking to visionaries like Jim Rohn and Bob Proctor, who taught me the power of a positive mindset and the ability to create my own reality.

My roadmap did not begin with the rigid ticking off of SMART goals, but with a vivid visualization of the life I wanted to lead. I asked myself concrete questions: What kind of car am I driving? What kind of house do I live in? How does my body

feel? What do my relationships look like? From this clear inner image, I began to set small, manageable goals—micro-steps that pushed me toward my vision.

There were inevitable setbacks, moments of doubt, and relapses. But instead of condemning myself, I learned to see every "failure" as a valuable lesson, a chance to correct my course. Every small victory, no matter how insignificant, fed my self-confidence and strengthened my belief in the process. The focus shifted from compulsively chasing results to embracing the journey itself. The process became my life; the goal merely a natural consequence.

Visualization became my inner compass, a constant reminder of the destination I envisioned. In the beginning, I sought external motivation in inspiring speeches, but over time, I found the most powerful inspiration in the silence of my own thoughts, in connection with my inner knowing.

Flexibility became an indispensable trait on my roadmap. Life is rarely a straight line; it is a winding path with unexpected turns and challenging obstacles. The willingness to adjust my course, to let go of what no longer served me, became a sign of strength, not weakness.

The message I want to share with this roadmap is that achieving goals is not the ultimate purpose. The true gold lies in the experiences you gain, the growth you undergo, and the joy you find in the process. Celebrate every small victory, learn from every setback, and be merciful with yourself on this journey. Dream big, set your sights on the stars, because even