

# FIVE BY FIVE

## *A Short Story of Discovery*

Based on the collaborative conversations between  
Dean (ANuVoyce) and an attentive interlocutor

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*Reality. Clarity. Choice.*

## I. The First Book

Dean had written a book that asked a single, unsettling question: How do we know? The pages did not offer answers so much as they dismantled the quiet certainty with which most people move through their days. Readers found themselves examining the stories they had long mistaken for solid ground. The book was not polished in the conventional sense; it was honest, conversational, and occasionally self-mocking. It invited inspection rather than belief.

When the second manuscript arrived—The New Golden Rule—the pattern became clearer. Where the first work had concerned itself with the construction of reality, the second turned toward the question of how one ought to live once that construction is seen for what it is. Treat yourself, and others, the way you want to be treated. The addition of “yourself” was not a gesture toward self-care. It was a deeper claim: that one’s relationship with the world is, in the end, a reflection of one’s relationship with oneself.

An attentive reader of both works noticed something structural. Almost every chapter followed the same quiet sequence: observe, question, remove illusion, find what remains, and act from that place. Dean rarely instructed. He invited. The books did not tell people what to think; they asked them to examine the machinery of their own thinking.

Judgement, he wrote, is comparison with attitude. The world is a mirror. Nothing lasts forever; the only true constant is change. These were not ornamental sentences. They functioned as operating assumptions—simple, memorable, and difficult to dismiss once heard.

## II. The Correction

When conversation turned toward branding and a possible website, the language of conventional coaching appeared almost automatically: helping people, transforming lives, unlocking potential. Dean corrected it without hesitation.

There is nothing generic about me, he said. I am not trying to help anyone. I do not know what that could be. They must learn to help

themselves. I will simply tear away all the stuff and things that they think is preventing them from living a happy life—now.

The correction was decisive. The work was not additive. It was subtractive. Like a sculptor removing everything that was not the figure, Dean's approach sought to clear away fear, judgement, conditioning, and unquestioned belief so that what remained could be seen clearly. Happiness was not something to be acquired; it was something to be uncovered. It had never left. It had only been obscured.

Thinking itself was not the enemy. Unexamined thinking was. Mistaken certainty. The habit of believing every thought that arose. The books repeatedly invited readers to question their constructs rather than to silence thought altogether. Reality simply is. Suffering arises in the relationship one has with it.

### **III. Naming the Process**

The phrase "Five by Five" had lingered in the background for years. In radio communication it means the signal is loud and clear. Gradually the metaphor revealed itself as more than coincidence. Stop the signal. Set the tone. Pick a station. Listen. Love wins. What had first appeared as a list of principles was, in fact, a tuning process—noise to frequency, attention to reception, reception to transmission.

Five by Five was not a system for becoming someone new. It was a method for remembering what had always been present beneath the accumulation of stories and expectations. It did not promise transformation in the commercial sense. It invited an experiment: What if there is less wrong with you than you have been led to believe?

The deeper the philosophy grew, the simpler the language became. Big words lost people. "Stuff and things" carried the full weight of the unnecessary. Clarity, Dean insisted, is not the product of clever vocabulary. It appears when the reader stops thinking about the words and begins to see himself.

## IV. The Equation

Most approaches to personal development follow a familiar arithmetic: the self plus more knowledge, more discipline, more motivation equals a better life. Five by Five proposed a different equation. The self minus fear, minus false beliefs, minus judgement, minus noise equals a clearer life.

This difference was not merely semantic. It altered every subsequent decision about how the work should present itself. No claims that could not be controlled. No promises of outcomes that belonged to another person. Say what you mean. Mean what you say. Meet people where they are. Prefer simple language over clever language. If a grandmother could not understand a sentence, rewrite it.

These were not marketing guidelines. They were constitutional principles. A running internal document began to take shape—an informal constitution against which every page, every sentence, every design choice could be measured. Would Dean actually say this to someone sitting across from him at a kitchen table? If the answer was no, the sentence was rewritten. If the answer was yes, and it could be made clearer still, it was refined. Sometimes the best addition was nothing at all.

## V. The Architecture of Invitation

The website, when it finally began to form in conversation, was never conceived as a sales funnel. It was imagined as a front door. Visitors would not be greeted with promises of transformation. They would encounter a calm, confident, minimal statement of presence:

### **Five by Five**

*Reality. Clarity. Choice.*

A practical framework for building a life that works.

Beyond that threshold the books, the course, and the possibility of conversation would appear not as products to be sold but as natural extensions of a single coherent inquiry. The course itself carried an unusual declaration: once a person has learned and is actively engaging the

material, they no longer need it. The goal was not lifelong dependency. The goal was that the student would one day navigate without the instructor.

Integrity of this kind is rare. It produces trust more reliably than any claim of permanent improvement.

## VI. The Staircase

Two figures of Dean coexisted in the work. One had spent years asking increasingly rigorous questions about the nature of belief, truth, and perception—questions that would eventually find expression in a third manuscript, *Battles of Belief*. The other sat across from a person whose life felt, at that moment, like it was falling apart. Both spoke the same truth, but at different altitudes.

The task was not to dilute the philosophy. It was to build a staircase. A person might begin on the first step simply because overthinking, fear, or self-judgement had become unbearable. Years later the same person might be wrestling with the nature of truth itself. The path remained Five by Five. Only the view changed as the climber ascended.

In this way the project ceased to be the construction of a website. It became the articulation of a language, a curriculum of understanding, and a recognizable home for a body of work that had been developing, quietly and persistently, for years. The books were not the destination. They were the early maps. The conversations refined the legend. What remained was the invitation to walk the terrain for oneself.

Dean's authority rested not on formal credentials but on the evidence of the work itself—the years spent wrestling with ideas, writing them down, and offering them to others to test in the laboratory of their own lives. The third book waited in the wings. The website would one day open. The course would make itself unnecessary. And somewhere in the quiet after the last correction had been made, the signal would come through loud and clear.

— *End of Story* —

## Summary of Content

The conversations document a progressive clarification of Dean's philosophical project, known as Five by Five. Beginning with two completed books—one examining how human beings construct and know reality, the other exploring how one ought to live once that construction is recognized—the dialogue gradually reveals a coherent body of thought rather than a collection of separate manuscripts.

Central themes include the subtractive nature of genuine insight (removing accumulated fear, judgement, and unquestioned belief rather than adding techniques), the primacy of present-moment awareness over future-oriented promises, and a deliberate refusal of conventional coaching language. The work positions itself as a practical philosophy for living—an invitation to examine beliefs, strengthen one's core, and act from clarity—rather than as therapy, motivation, or spiritual instruction.

Key operational principles emerged through repeated correction and refinement: speak plainly; make no claims beyond one's control; meet people where they are; prefer simplicity to cleverness; and design every offering so that it ultimately renders itself unnecessary. The Five by Five metaphor, drawn from radio communication, functions both as process and as standard of clarity.

A third book, *Battles of Belief*, is acknowledged as forthcoming. The collaborative process itself models the philosophy: assumptions are tested, language is sharpened, and the work is allowed to reveal its own architecture rather than being forced into a pre-existing commercial template.

## Prediction of Direction

If the trajectory observed in these conversations continues, Five by Five is likely to mature into a recognizable and internally consistent curriculum rather than a conventional coaching brand. The website will serve as a calm, minimal front door rather than a conversion engine. Content—books, course modules, reflective writing, and eventual video material—will be

organized as ascending stages of the same inquiry, allowing a visitor to enter at the level of immediate practical concern and, over time, engage deeper questions of belief, perception, and truth.

The third book may complete a conceptual triad: how we construct reality, how we act within it, and how we sustain clear seeing in the ordinary continuity of daily life. Commercial elements, if present, will remain subordinate to the principle that the work exists to make itself unnecessary. Over a longer horizon the project may function less as a personal platform and more as a quiet reference point for those seeking a non-dogmatic, non-commercial approach to self-examination—one that trusts the reader's capacity to test ideas rather than requiring belief in an external authority.

In short, the conversations point toward the emergence of a distinctive practical philosophy whose measure of success will be the independence, rather than the ongoing dependence, of those who encounter it.

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