

# FIVEBYFIVE

## *The Beginning*

A short narrative of the conversations that shaped a philosophy

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The conversation did not begin with a website, a course, or a brand strategy. It began with a careful distinction. Dean, writing as ANuVoyce, was weighing the difference between becoming a life coach and pursuing formal recognition as a Registered Clinical Counsellor in British Columbia. An RCC requires a master's degree, supervised clinical hours, and accountability to a professional association. Life coaching carries no such requirements and is rarely covered by insurance. The practical differences were clear. What was less clear was whether either label captured what he was actually trying to build.

The name under consideration was not another variation on "life coach." It was Five by Five—later written as fivebyfive—paired with the unusual titles Reality Coach and Happiness Engineer. "Five by five," drawn from radio communication, means loud and clear. That metaphor would prove more than decorative. From the beginning, Dean insisted he was not trying to fix people. He was interested in removing the "stuff and things" that obscure clarity. The work, he said, belonged to the person doing it.

### Three Books, One Inquiry

Attention then turned to the books. The first, *I Don't Know... But Here Is What I Have So Far*, questioned certainty itself. It drew on meditation, the Tao, Buddhism, and lived experience, and it treated the admission "I don't know" as the beginning of wisdom rather than a failure of knowledge. The tone was conversational. It joked, wandered, asked questions, and admitted uncertainty. Those habits of voice would later become central to the public identity of fivebyfive.

The second book examined how one should live. It offered a revised Golden Rule that included the self, and a sharp formulation: "Judgement is comparison with attitude." The third, *Battles of Belief*, pressed into the nature of belief itself—what it is, why people cling to it, and what remains when it dissolves. A hidden chapter of conversations with an AI model appeared inside that manuscript, serving as a record of thinking in real time rather than decoration.

Across the three books a single pattern became visible. Every chapter, whatever its stated topic, was ultimately about how the mind constructs reality. Fear was a relationship with uncertainty. Ego was identity construction. Control was the tension between acceptance and resistance. Judgement was the creation of unnecessary stories. The books were not three separate projects. They were successive explorations of one inquiry.

### The Core and the Five

Out of the reading emerged a central claim. The quality of a person's life is shaped less by external circumstances, than by the way that a person constructs reality—through beliefs, frames, fears, and the stories told about events. This was not the language of manifestation. It was the language of attention, choice, and awareness.

Five practical movements took shape: Stop the Signal. Set the Tone. Pick a Station. Listen. Love Wins. At first, they appeared as a list. Later they revealed themselves as a sequence—a tuning process. The radio metaphor returned with greater force. Noise. Frequency. Attention. Reception. Transmission. “Five by five” no longer meant only a memorable name. It described the condition of someone who has learned to hear clearly.

Beneath the five movements lay something more fundamental: Core Construction. Everything else—health, happiness, healing, framing, relationships, purpose grew from what a person ‘actually believed’ at the centre. The work was not to install a new core. It was to uncover the one already present and to choose it consciously without judgement. I am... no apologies, acceptance.

## **A Course in Living**

A decisive correction arrived mid-conversation. Dean stated that he was not trying to help anyone in the conventional sense. People must learn to help themselves. Unexamined thinking was often the problem. The role of fivebyfive was not to add knowledge or motivation. It was to remove interference—fear, conditioning, noise, and unquestioned belief—so that what was already present could become visible.

The phrase ‘A Course in Living’ settled into place. ‘An Obstacle Course in Living’ was to on point lol. It carried several meanings at once: a curriculum, a direction one sets, a course correction, and the simple fact of living itself. It was not a course about life taken in preparation for living. It was a course practiced in the middle of living. The goal was competence, not dependence. fivebyfive existed, in principle, to make itself unnecessary.

The first question of the entire system became clear: What do you want to come of this? Before action, before analysis, before technique—intention. Without that question, movement remained random. With it, even small steps acquired direction. The question would appear on the homepage, in the intake process, in the seven-day course, and in the lecture. It became the doorway.

## Building the House

Attention turned to the website. The domain 5-by-5.com was registered. The design philosophy rejected complexity: plain HTML, CSS, and JavaScript; clean typography; generous whitespace; no frameworks or page builders. The site was to remain readable and maintainable years later. The homepage was not to become a fourth book. Its purpose was to create curiosity and invite the next step, beginning with the same question that governed the philosophy.

A clear division of labour emerged. Dean would remain the author of the ideas and the keeper of the voice. The collaborator would serve as architect, editor, and sparring partner—organizing structure, refining language, challenging assumptions, and ensuring that every public statement could withstand the project's own rule: say what you mean, mean what you say, and make no false claims.

Early drafts of the site were reviewed against the evolving philosophy. Claims that could not be substantiated were marked for removal or softening. Generic coaching frameworks were set aside in favour of the five movements unique to fivebyfive. The technical foundation was judged sound. The content required evolution rather than a complete rebuild.

## Principles That Held

Certain statements survived every revision. People are not broken. Most do not need more information; they need less interference. Happiness is not manufactured; it becomes easier to recognize when what obscures it begins to fall away. Healing is something one can do. Health is something one has. Happiness is the result. Judgement tends to close inquiry; curiosity keeps it open. Forever Forward. Nothing Lost.

The dojo became the preferred image for community. Students eventually help other students. Teachers remain students. No one graduates from living. Dependence was to be avoided. Competence was the aim. A formal disclaimer was drafted with equal care: fivebyfive is coaching and guidance, not medical care, psychological treatment, or clinical counselling. It does not diagnose, treat, or promise outcomes. The individual remains responsible for choices.

## From Conversation to Practice

The abstract began to take executable form. A seven-day self-study course was drafted around the five movements and the opening question of intention. Each day offered a short idea, simple definitions, takeaways, a practical exercise, space for response, and something to notice the following day. The course was deliberately small. Its purpose was not to exhaust the philosophy but to give a person something real to do—immediately, without special equipment or perfect circumstances.

Lecture materials followed. Notes and slides were prepared around the first book, treating it as the origin story of fivebyfive. The arc of a public talk began to clarify from I Don't Know... through the examination of fear, ego, control, and judgement, toward the practical sequence of look, choose, practice, notice, and choose again. Options for venues in Kelowna were surveyed. A recommended-donation model was preferred over conventional ticketing, aligning more closely with invitation than transaction.

## Where the Story Stood

By the end of the dialogue, fivebyfive was no longer a vague coaching brand under consideration. It had become a named framework with a recognizable sequence, a governing question, a set of working principles, a website skeleton, a seven-day entry course, lecture materials, and a clear boundary around what it would and would not claim. The books remained the private map of one person's inquiry. The public work was to meet people where they were—beginning with attention, intention, and choice—rather than requiring them to adopt an entire metaphysical system on arrival.

The collaboration itself had taken a defined shape. One person supplied vision, lived experience, and voice. The other organized, challenged, and built. Both returned repeatedly to the same discipline: remove what is unnecessary, refuse claims that cannot be supported, and keep the next step simple enough that a person can take it today.

The story did not end with a finished empire. It ended with a house whose walls were standing, a front door that asked a single question, and a practice that could begin immediately. The rest, by design, was left open.

*What do you want to come of this?*

**Forever Forward. Nothing Lost.**

*One voice in many. Can you hear me? Five by five. Loud and clear.*