

Microwave Thinking vs. Smoking a Brisket – Jack Spirko Style

One of the biggest reasons young people think they can't win right now is time. Not the lack of it —the expectation of instant results. I've called it *microwave thinking* for years. Anyone under 55 grew up with a microwave. You toss in your food, press a button, and boom—hot meal in a minute. It's a great tool for reheating leftovers. But real cooking? No chance.

Now compare that to smoking a brisket.

You don't microwave a brisket. You prep it. You season it. You get your temps right. And then it's hours of low and slow. You don't walk away. You don't rush it. You don't crank the heat because you're impatient. And here's the key part—after an hour or two, it still looks raw. Doesn't look like anything's happening. But it is. Under the surface, the transformation is happening. You just can't see it yet.

That's how building wealth works. That's how building anything real works. Business. Skills. Freedom. All of it.

Everyone wants to pop in an idea, push a button, and see results. Doesn't work like that. Not in the real world. Not with things that last.

If you try to microwave a brisket, you ruin it. If you try to shortcut your path to success, same thing—you dry it out, burn it up, waste the potential.

This moment in time? It's full of opportunity. More than I ever had in my 20s. But it still takes the same process. The tools are faster, the reach is bigger, but the fundamentals haven't changed.

You can't microwave a brisket. And you can't microwave results. Settle in for the slow cook. It's worth it.

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Let me know if this hits closer to the message you want, or if you want to swap any out.