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I Dō Canon: Life by Design Challenges the Assumptions That Shape Our Lives — Who Designed Your Life?

Drawing on four decades of experience, author Dennis Estes examines how achievement, responsibility, and inherited expectations can lead people to build successful lives they never consciously intended.

SARATOGA SPRINGS, Utah — September 2026 — Author Dennis Estes will release *I Dō Canon: Life by Design* on October 1, 2026, introducing a six-volume work that examines how people come to build their lives, the assumptions that shape their choices, and the difference between living primarily by default and consciously designing the life they intend to live.

Developed through more than four decades of experience as an entrepreneur, martial artist, teacher, and mentor, the Canon addresses a question that can remain unanswered even after a lifetime of accomplishment: Does the life a person has built reflect what they consciously intended, or has it been shaped by expectations and definitions of success they never stopped to examine?

Across those roles, Estes observed how easily achievement and responsibility can become substitutes for consciously deciding what gives life meaning. The work emerged from a central question: What becomes possible when people stop living primarily by default and begin acting with conscious intent?

“I didn’t write *I Dō Canon* to tell people how to live,” Estes explains. “I wrote it because I’ve seen how easily we can spend a lifetime building a life without stopping to ask whether it is the life we consciously want to live.”

Rather than offering a conventional formula for self-improvement, Estes asks readers to consider what remains when expectations, conditioning, and inherited definitions of success are examined more closely, creating space to recognize how personal choices influence the lives people ultimately build.

The work is intended especially for people who have fulfilled responsibilities, pursued careers, raised families, or achieved conventional measures of success yet still wonder whether the life they are living reflects what they consciously intended. It also speaks to readers encountering crossroads or reconsidering long-held assumptions.

At the center of *I Dō Canon: Life by Design* is the idea that the Way is not simply found but remembered and lived. Estes presents meaningful living as an ongoing practice shaped through awareness and deliberate choices rather than a destination someone permanently reaches.

The Canon does not ask readers to reject their accomplishments, abandon their responsibilities, or adopt someone else's definition of a meaningful life. Instead, it invites them to examine the assumptions underlying their choices, recognize patterns that may no longer serve them, and consider what it would mean to consciously participate in the direction of their lives.

Estes positions himself as a continuing participant in that process rather than an authority over another person's life. His perspective has been shaped by success and failure, relationships, personal challenges, and decades of building, teaching, leading, and mentoring.

I Dō Canon is not a martial arts manual or religious doctrine. I Dō, rendered in English as The Way of Conscious Intent, acknowledges the philosophical roots of Estes' journey while expressing a broader invitation to awareness, responsibility, and personal authorship.

About I Dō Canon

I Dō Canon: Life by Design is a six-volume work by Dennis Estes, published by JAZE 11 LLC under the I Do Canon imprint. Its scheduled publication date is October 1, 2026.

Additional information is available at idocanon.com.

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Review copies and interview inquiries are welcome.