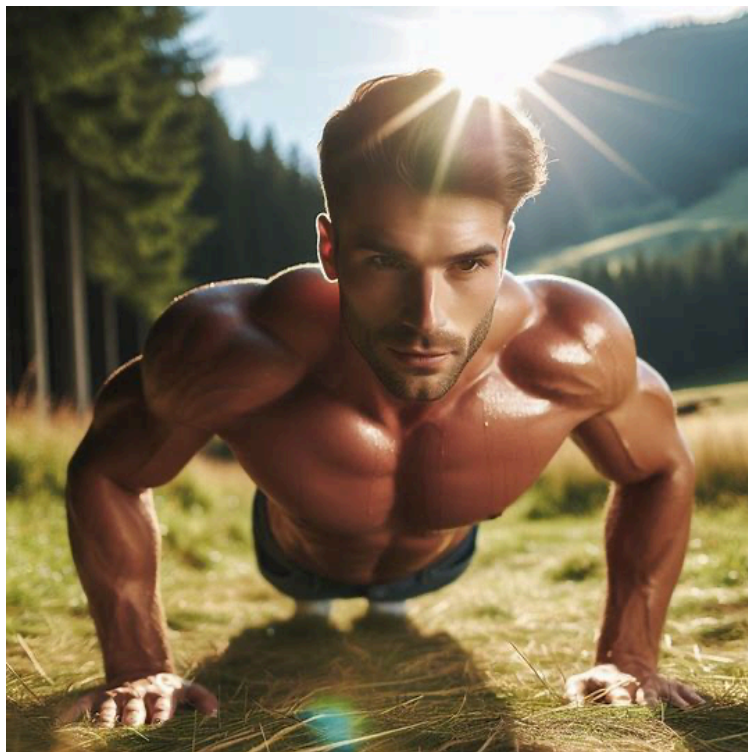


How to create your new identity

Brainstorm

Pick you in 3-6 months time:

Day in the life- wakes up, does morning routine, challenging workout and practice, power up call, and starts grinding, proficient/confident/competent copywriter, that has at least 2-3 clients that's paying me 10k a month. Wake ups everyday ready to conquer, excited to get to work and make money, manages his time extremely well but still has great times with family, Got to 3rd degree Assistant head instructor in martial arts, a highly skilled copywriter, never goes back on his word, and is incredibly disciplined in life and his non negotiables. How he feels: all around powerful confidence, the raging fire burning inside him to concur each day, joyous whenever a new opportunity or challenge arises, doesn't worry about what other people think about him, is his true authentic self.



Key habits:

- Works out and trains hard every day
- conquering each day, and being proud with how hard I worked
- studies and learns constantly
- makes killer effective copy and produces incredible outcomes for clients
- meditates everyday at least 10 minutes
- eats healthy drinks lots of water
- gets sun/outside time everyday
- even when he's not feeling it he continues to grind non stop
- does and finishes what he says, also considers before he says hell do something
- manages his time effectively, doest waste time on garbage

What does he have that you don't? What has he accomplished?

Higher level of skill in copywriting/discipline/focus/creativeness/understanding/tools. A lot More money, multiple clients that pay great, internal strength to get what he wants and does what he says, the quality to never give up, attractive girls interested in him, 3rd degree and Assistant Head Instructor title,



What character traits does he have? What does this look like in his life specifically?

He has true confidence in himself, his speaking, his abilities and all around strong confidence. He gets things done, no matter how tired, distracted, or unmotivated he is. He does what he says no matter what, and finishes what he starts in all areas of life, prioritizing most important obviously. Not worried about what other people think of himself, and is his true authentic self. Hard and efficient copywriter that produces incredible work for his clients and gets paid handsomely for his work. An incredibly disciplined person in habits, non negotiables, martial arts, work, studying, health. Easily, confidently, and calmly able to express himself in any situation. Helps others that need it without being taken advantage of. Continues to learn and grow each day. Sets some new PR everyday

How do other men perceive him? Why?

A humble man, who they can tell is successful and crushing it. They see me as a powerful and wise man who has a good heart. They're happy for my tremendous growth and not afraid to ask how they can as well. They see a big charismatic draw to him, but also someone not to cross. An open kind person but someone they know is dangerous when pushed. "I want to get there, or I want to be like him". Because I want them to see my success but notice I am still a good person, someone who can lead by example and show others that it's possible to climb out of the hole.



How do women perceive him? Why?

They perceive him as someone who's going somewhere, and becoming a very high value man, someone who can not only be their rock and security, but also someone who they can have a lot of fun and good times with. They see him as a strong, independent, disciplined, successful, confident, fun, kind, protective, assertive man, who gets what he wants, and is focused on his goals and mission, he is serious about his boundaries and non negotiables. They see him as an attractive man they want to be with. Because i want to be and be seen as that kind of person.

What are his non-negotiables that got him there?

Only watching t.v when he eats or after 7 (to start), no porn (over a year since i last watched), no scrolling looking at models, no short form content or any content that doesn't help me learn or grow. When in a relationship, he doesn't lose his focus on his mission, still is present and spends time with her, but does not over do it.

What traps did he avoid and how?

He avoided having to get a new job because his copywriting started earning enough before his savings ran out. Avoids the traps of not working when tired, unmotivated, or not feeling it because hes discipline



and a high output man. Does Not fall for the trap with women and gives them limited time or attention to stay focused on his mission.

Day in the life as detailed as possible, get images, make a movie in your brain. Use AI to help if needed

He wakes up at 7, as he uses the restroom, he uses his mental strengthening app, chess puzzles. Afterwards goes right into working out and training. Then showers, eats, brushes teeth and makes bed. Then starts the power up call, takes notes and gets started on his copy and work for the day. Always a G work session when working, never distracted by phone, is okay with working while family is over. Eats when he needs to, works and studies most of the day, produces great work for clients, or gains new clients. At the end of the day he analyzes copy, does his nae gong and other training then reviews how he did that day, sets up goals and what to do list tomorrow. On the days he teaches martial arts, he gets his G work sessions in beforehand, and teaches great lessons at the school

What are his key phrases? Ex: "I am Andrew Bass and I always do what it takes to win"

- I am Scott M_____ and I always do what it takes to win
- I am Scott M_____ I am a high output man

- this doesn't help me get my desired outcome
- I am Scott M _____ and I am capable of doing much much more.
- I am Scott M _____ capable of achieving anything I set my mind to
- I am unstoppable
- I am the master of my destiny; I create my own reality

Crystalize into a document

Power Phrases "I'm Andrew Bass and I...."

Core Values

Daily Non-Negotiables

Goals achieved

Rewards Earned

Appearance And Perceived

Day In The Life

How he FEELS as he goes through each part of his day. Vision board images