

# MY NEW IDENTITY TEMPLATE

The Ideal Version of Yourself 3-6 Months From Now - 29th December 2025

## My Power Phrases (2-3)

- I am Asher Busingye and I'm the kind of man who faces challenges with a smirk on my face, no matter the size or difficulty. I thrive in hard times.
  - I am Asher Busingye and I'm the kind of man who will always push forward into the uncomfortable and unknown.
  - I'm the kind of man who moves with intention and a clear, vivid vision.
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## My Core Values (2-3)

- Relentlessness
  - Professionalism (paying attention to detail and leaving no loose ends)
  - Positivity (I build people up and I'm a force for good in this world)
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## My Daily Non-Negotiables (2-3)

- 2 GWS on the "one big thing" that will move me forward in my marketing career
- Reading my Identity Document in the morning and night
- Training

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# My Goals Achieved

- Landing 2-3 Clients:

I accept the upfront stripe payment of £1,000 from my third client who agrees to the terms without hesitation.

I stated my fee with conviction, did not flinch and gave him a target to strive towards for this project to succeed. He had valid objections but I demolished them preemptively with confidence, like I had heard them a thousand times and my demonstrable proof was undeniable - KCS!!!

I feel the momentary rush of excitement as it's time to replicate a big win for this client.

I take stock of all my resources because I'm bringing all my guns, and all my friends with their guns to this fight (TRW, LDCs, Agoge brothers, Experts and Captains, guides and shared knowledge).

It's not my first rodeo. I confirm receipt and thank my new client, take a deep breath as my lungs fill with fresh air and another form of conquest begins.

I look down at the stripe notification on my iPhone screen **"You have received £1,000 from..."**.

## Time to make it rain

- Gain "First Rack Hero" Role:

I write my message on my laptop and the Macbook keys click. I tag Ronan, Professor Andrew, McNabb and Brendan as I tell the story of my win. The early mornings, the times I said no to things and events I enjoy, pushing through regardless of how I felt; it all paid off. I highlight the highs and lows that have come with it and stand as a beacon of hope for anyone about to give up on this journey. The lows make this hero's journey that much greater. I reignite the fire

within myself and everyone who reads my message. It's the first step on a long and beautiful journey. I'm happy but not satisfied. Business ownership and scale is where the money is and I will win.

- Generating £10,000 revenue for my client

My client sent me a screenshot of the spike in numbers... £10,000 in revenue this month. It's a graph showing the value I've produced for her and it puts a smile on my face. A rush of adrenaline courses through my veins, to my fingertips, toes and head. The growth since we started working together has been exponential and she is ecstatic with the way I've helped transform her business. I hear it in her voice and this is my pivotal moment. I have proven my competence and opened the door to greater leverage.

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## My Rewards Earned

- Sitting at the head of a table on a night out with my two younger brothers and father. We're at a seaside restaurant in Weston-super-Mare. I take in every moment as we laugh, cutlery clinking against plates and the ambiance of the evening matching the occasion. Dim lights spread across the walls and tea lights sit at the centre of each table. We slide steak knives through sirloin and enjoy every juicy bite.

I don't look at the bill when it comes. I just tap my phone because my card always works.

- I step onto the Boeing 777 and turn left as I walk to my Emirates business class seat. I reached my target and know that this trip to Uganda will be memorable. This experience is an eye-opening peek into what the future holds when business and first class travel is the norm. It's a luxury that will quickly become a necessity.

- Andrew reads out my win of the day. Congrats come in from all around and it's a push in the direction I'm already moving. Conquering. Fighting. Winning.

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## My Appearance And How Others Perceive Me

- My garments are always well tailored which suits my build. My clothes aren't expensive but the way they fit you could have sworn I went to Saville Row. I can feel the confidence dripping off me while I walk and people around me can feel it. I catch their glance as I move through the streets. Whatever the weather.
- When I speak, people listen. My younger brothers seek my approval and my parents take my advice because I've proven competence, not needing any financial help from them at all. I'm the captain of my ship and they trust me to take them through the rough seas to prosperity.
- My parents treat me like a man because I've shown that I can play high stakes games and win. My mother listens when I speak and doesn't talk over me when I have something to say. My dad tells me how proud he is of me.
- I walk with strong posture and maintain eye contact with everyone I speak to. My handshake is firm.
- I stand at 5 ft 8 but command the room like I'm 6 ft 4. People gravitate towards me because I'm a great storyteller able to catch and control human attention. People want to hear more from me, they want to know what's next.

### Additional Questions

- **Who do you want to be?**
  - A man respected by his friends and enemies alike. A strong, competent and fearless man who always keeps his word and GETS THINGS DONE.
  - A man whose name is mentioned as one of the top earners in TRW Copywriting Campus. I've established myself as a competent G who is worth listening to and

my smart student lessons send shockwaves of energy through the campus halls.

- I want to be the man my friends and family can ALWAYS rely on.
- **How much money do you want?**
  - £3,000 retainers from 3 separate local, high margin business clients. I have negotiated a rev share of 10% on every new client I get for them. At least £9,000 retainer monthly income in total by the end of May 2026. (Money milestone)
  - I want so much money that when new money comes in or leaves my account, I barely notice a change in the figures. That's how much money is coming in on a regular basis.
  - Enough money to take Dad to the British Virgin Islands as he's always dreamed of going out there - we are sitting in business class seats.
- **What things do you want?**
  - Enough Emirates Sky Miles to fly to Colombia on business class every year
  - Brown leather chelsea boots from Thursday collection
  - A white Mercedes A65 AMG (manual gearbox) -> Have the money on hand to buy it from Raquib so I'm the first person he contacts when he wants to sell it.
  - A red Ferrari 812 superfast with yellow brake callipers and red interior.
  - A convertible, Cartagena yellow Porsche GT3 with a red top and red interior.
  - A green Kawasaki Ninja
- **Who are your enemies?**
  - The people who doubt me and think I won't amount to much
  - Anyone who has ever disrespected me in the past (or rather, who I allowed to disrespect me)
  - The little monster.
  - Short term pleasures and the people who pedal them for profit
  - Social Media companies who pay billions to capture and control my attention (YouTube, Instagram, Pinterest, Netflix)
  - The Matrix that wants to enslave me and my whole family
- **What do you fear the most?**
  - Living and dying a nobody, having overcome three-month premature birth to just be an average joe, failing miserably alongside the masses
  - **Having to work a job where I take orders from a woman and hold my tongue when I speak** - I have to ask for permission to use my own time (e.g "Can I request a holiday from A to B")

- The regret of knowing I squandered my opportunity to escape the Matrix, so my entire family and generations after me remain in the slave class.
- Having to explain to my sons why we are at the bottom of the socio-economic ladder and struggle to get by with basic necessities like food and adequate shelter.
- The look of disdain on my woman's face because I wasted the potential I had. She looks at me like *"I just had to settle for you."*
- Having to look after mum because her health has failed her. The 9-5 broke her spirit and stressed her beyond belief, and I didn't have the finances to tell her to quit her job and let me look after her.
- Seeing my father in a village hospital bed, just as Grandad was when he had prostate cancer, because I couldn't afford to pay for his healthcare. I fear him being bedridden, having lost the strength to walk and the ability to speak. He only communicates with his eyes and I see pain, helplessness and disappointment.
- **What don't you want people to say about you?**
  - *"He's full of shit. He never means what he says"*
  - *"I wonder what happened to him...he seemed switched on. It's a terrible shame this is how he's ended up."*
  - *"He never really lived up to his potential"*
  - *"He could have been so much more"*
  - *"I knew he never really had it in him."*
- **What do you want others to say about you?**
  - *"I wish I could be more like him"*
  - *"I'm proud of you, son."*
  - *"I thank God he gave you the strength to pull through. We didn't think you'd make it when you came out three months premature but here you are...you've made us all proud and put Uganda on the map."*
  - *"I wish I had the balls and backbone he has"*
  - *"He sure knows how to set a boundary. He doesn't take shit from anyone!"*
  - *"I wish I reach his level one day"*
  - *"He's the fucking man."*
  - *"When he says he's going to do something, he ALWAYS does it. A man of his word."*
  - *"If you've got a problem, call Asher. He can fix anything."*
- **Looking back over the last year, what mistakes did you make? Where did you fail?**
  - Failing to commit to a better life and acting contrary to what I claimed I wanted.

- Chasing the pain instead of the win.
- Not using **the Eisenhower Matrix with my Google Calendar** to invest my time militantly.
- Putting myself in positions where I knew the little monster had the upper hand. I failed to put systems in place to make it easier than ever to stay on the right path e.g having electronics near me around bed time, no strict cut-off time
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- What 3 skills do you lack now that you have to acquire as quickly as possible to hit the next level?
  - The skill of creating successful marketing assets that can generate my clients thousands in new revenue and change their industry forever.
  - Communication excellence - presenting my ideas to prospects so I amplify all “will they buy” levers
  - Creative problem solving + Critical Thinking
  - Emotional control
  - Closing prospects confidently and smoothly on sales call
  -



Asher B 🏆 ⚡ Today at 11:08 AM (edited)



Asher B

I've just watched the good karma sales training video and I'm going to come up with three ways to quali...

So I had call (2/2) which went well. Client gave me verbal commitment about going forward and we got clear about expectations and said he'll get back to me this week, but as you know:

*"Two is one, and one is none"*

Did a RCA on why I'm not booking enough sales calls and have come up with a solution with the help of superior Gs in here to make my current situation extremely uncomfortable this week.



Professor Andrew 🏛️ ⚡ ⚙️ Today at 2:25 PM

Excellent

This is the game G

Getting better incrementally until you hit that big inflection point

Yours looks like it's just around the corner 💪



Message @Professor Andrew







Joshua | The Cimmerian 🏹👑 Today at 1:30 PM



Took a look G, here's what I'd recommend

1. Jotting it down isn't enough you NEED to plan out your tasks and the time you'll do them in Google Calendar. I can't tell you how much easier this makes everything. Re watch the "Time Maxxing" Call, this and the Eisenhower matrix is the key to success
2. You need to make cold calling and booking calls the most important thing right now - this is our "one big thing" that will lead you to success and bring you to the next level. All other tasks and "good work" besides this and the daily checklist are secondary. Make the decision.



In the game of life and death, fear makes you weak. But if you have a purpose beyond your own survival or desires, you become unstoppable.

Take time to really think WHY you NEED this to work - fuck the cars, the women, think of your family, the lives who will depend on you G

It's only going to get harder from here and they need someone to look to for strength

September 13, 2024



Stanley Coles 🏹⚡ 09/13/2024 (edited)



Hello brother, how you doing?

Been meaning to send a massive thanks for the help on my copy a while back.

Really helped me tone my skills and run a good project for my client.

How has your client work been going recently?

Bet you've been crushing it 💪

11:50



#101

| beginner-chat/business-

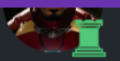


Pinned Message

\*\* 🚨 MAJOR UPDATE 🚨 \*\* If you have a current clien...

New since 3 days ago

Jump to unread ↑



ROM | Copywriter  
(Eng, Fr, Span)



11:07 AM

(edited)

GM Gs.

I'm at the local outreach step.

I have a small win, and I need advice.

Last week, I successfully pitched a local barbershop by following @Asher B 💰 🛡️ ⚡ 's advice on how to lead the conversation and lean into my target's needs. Thank you G! As a result, I am now doing improvements to their website's copy in exchange for a testimonial and a pay-what/if-you-want basis. The next call is set up with the client.

Yesterday, I also pitched a local swimming pool maintenance business. They do my pool work in the summer and I was booking them to close my pool for the winter. They do great work and are extremely honest with their pricing and servicing, but they don't have a website. So, I offered my help in creating one for them in exchange for a testimonial and a pay-what/if-you-want basis. And they happily