

# 🔥 Morning Power Up 🔥 By Andrew Bass - Day 1-150 Notes By Nuz Watt

## 🔥 Morning Power Up 🔥 #1 Published September 18, 2022

16min <https://rumble.com/v1klwi9-morning-power-up-1.html>

- A new mindset that will get you more prospect FASTER
- Be mindful and ask yourself...
  - ◆ Where is the real you?
  - ◆ Are you your body
  - ◆ Are your memories?
  - ◆ Are you your emotions?
- You observe those feelings. You vs. Not you.
- **Identify negative emotions and be the person in control of your feelings. Not the other way around.**
- “That is not you.” “Get back to work.”
- Finish up with a “Tate Meditation” that powers you up!
  - ◆ “Young Kings, close your eyes...Focus on making yourself feel excited...Imagine yourself destroying your goals with ease...Do it until you cannot contain a smile...now when the smiles come...open your eyes...let’s go.”

## 🔥 Morning Power Up 🔥 #2

15min

[https://www.youtube.com/watch?v=vaDE4u-mQRo&ab\\_channel=AndrewHUCopywriting](https://www.youtube.com/watch?v=vaDE4u-mQRo&ab_channel=AndrewHUCopywriting)

- Most people don’t want to be free. YOU are different.
- You are a 1/1000
- The inner self is your ally.
- Use your emotions to move forward
- Impose your will upon your inner-self
- The world has robbed you of the ability to struggle.
- **Copywriting campus is about enlarging your capacity as a person (not just making quick money on the internet)**
- Expand your brain and become a more powerful version of yourself through the tools inside the campus
- This is the work of your life

### 🔥 Power Up #3 🔥 - New System Goes LIVE!

14min

[https://www.youtube.com/watch?v=zTNnNr3ekvE&ab\\_channel=AndrewHUCopywriting](https://www.youtube.com/watch?v=zTNnNr3ekvE&ab_channel=AndrewHUCopywriting)

- The Bootcamp is designed for you to come out the other end as a new man
- Build a brotherhood who picks each other up inside your legion
- **Detach from the moment and analyze ways for you to win**
- "What would god have me do?"

### 🔥 Morning Power Up #4 🔥

17min

[https://www.youtube.com/watch?v=VyRW2NG-Gec&ab\\_channel=AndrewHUCopywriting](https://www.youtube.com/watch?v=VyRW2NG-Gec&ab_channel=AndrewHUCopywriting)

- Continually evolving every system
- Do more push-ups
- Sale is the transfer of belief through a bridge of trust
- More push-ups = more beliefs transferred
- You cannot lose from doing more pushups
- Action is more effective THAN anything
- It gets you results
- Planning, dreaming, and manifesting are a lot easier than action.
- **Your days should be filled with a massive amount of actions**
- It's the only thing that will produce results in your life

### 🔥 Morning Power Up #5 🔥 Streamed live on Aug 23, 2022

11min

[https://www.youtube.com/watch?v=Di6qIOfdlnU&ab\\_channel=AndrewHUCopywriting](https://www.youtube.com/watch?v=Di6qIOfdlnU&ab_channel=AndrewHUCopywriting)

- Stress tolerance
- Don't act frantic. You NEED to be able to handle stress.
- **You will be paid in proportion to the stress you can handle**
- Put yourself in a situation where you're stressed
- Learn to relax and have confidence in yourself.
- You're either a predator or a prey in this world. Either a mover on the move.
- "I don't want to relax, this is the reason why I'm rich."
- People who choose to relax are poor
- If you want to become the man who achieves the peak in live...embrace chaos...embrace the difficulty. Use them to forge a new you that's competent in all realms of human endeavor.

### 🔥 Morning Power Up #6 🔥

13min

[https://www.youtube.com/watch?v=Gd6xGhWuLVY&ab\\_channel=AndrewHUCopywriting](https://www.youtube.com/watch?v=Gd6xGhWuLVY&ab_channel=AndrewHUCopywriting)

- People run from pain and toward pleasure
- *I am running from pain.*
- Focus on what you want. The positive. Not the negative.
- Positivity has a greater effect on your outcome
- "Become the beacon of light"
- **Be the person who lights up the room. Be a hopeful and hope-filled person.**
- Don't fight hate with hate. Fight with positivity.
- "You focus all your energy on the negative things that happened in your life...can you do the same with anything else?"

### Morning Power Up #7

- VIDEO PRIVATED

### Morning Power Up #8

13min <https://rumble.com/v1hfg6l--morning-power-up-8.html>

- 99% of people are not in control. They are acted upon.
- People do not become successful because they failed to take control
- Are you driving or someone else is driving you?
- **Have self-direction. Take responsibility for your life.**
- Look yourself in the eye and ask yourself why you are who you are. Ask yourself what you truly want. And think about how you're going to make that happen.
- Do this over and over. Take responsibility for the result.

### Morning Power Up #9

12min <https://rumble.com/v1hfzrlz--morning-power-up-9.html>

- What you do on Saturday demonstrates what you truly care about
- **If God will kill the bottom 99% of lazy people tomorrow...what action will you take differently?**
- The universe reward the people who work
- Are you willing to rise to the top 10%? Every day you are competing against these people who are willing to sacrifice everything for the opportunity.

### Morning Power Up #10 Published August 28, 2022

9min <https://rumble.com/v1hopgn--morning-power-up-10.html>

- There are reasons why some men are conquerors and most will never be
- Realize you're the superior man and take what you want

- Know your enemy is inferior
- **If you develop superior abilities, you will have the supreme confidence to reach out and take the money**
- Overcome lesser men with your superiority

### 🔥 Morning Power Up #11 🔥

- VIDEO PRIVATED

### 🔥 Morning Power Up #12 🔥

12min <https://rumble.com/v1hynm9--morning-power-up-12.html>

- A revolution is nothing more than a bunch of men focusing on a single belief
- As men, you have the desire to become a warrior
- Musashi, a ronin, has a scheduled battle with another dude.
- He was wounded from stepping on a nail.
- In his mind, he lost the battle against the nail.
- This man viewed every interaction in his life as a battle.
- What would happen if you view every interaction in your life as a battle?
- You vs. scrolling mindlessly on Instagram. You vs the alarm clock. You vs the addiction.
- Are you going to allow that feeling to win over you? If you cannot win that tiny battle...how can you win the battle against someone else?
- Impose your will on the small battle. It will carry onto the difficult battles you would face.
- Build confidence from winning many small battles.
- You are not a sheep. You are a warrior.
- Figure out how you lose and how you could win next time.
- Summon the masculine power when viewing everything as a battle
- Everything in life can be changed from small individual choices
- Decide to be strong, and be a winner who rises to every occasion because you're prepared.
- **View every interaction in your life as a battle. Gain a bunch of small wins in life so you have the strength to fight the bigger battles.**

### 🔥 Morning Power Up #13 🔥

13min <https://rumble.com/v1i3eep--morning-power-up-13.html>

- Everybody has a plan until they get hit in the face
- Don't double down on a broken plan. That's insanity.
- Pause and evaluate. Test your plans on a decent sample size.
- Planning is cool but it doesn't matter unless you take action to find out if it works well or not
- Evolution favors the adapter
- To achieve great things, you must take risks.

- Higher the intelligent risk...greater the reward.
- **The people who are most successful in your life are the people who know how to adapt to their environment**
- Expand your mental and physical capacity by changing. Fight forward relentlessly to become THE man.

#### 🔥 Morning Power Up #14 🔥

11min <https://rumble.com/vli8cbz--morning-power-up-14.html>

- How the matrix attacks you
- It's not a frontal assault, but subtle
- The most common trap is the type of content you consume
- Major platform designed to enslave and trap you to consume content
- Don't fall for that trap if you're a man who wants to break free
- **Feed/expose your brain only to content/idea from people you want to become**
- Any other source is your enemy. Improvised explosive device (IED)
- Cast off the old ways. The things normal people consume. What keeps them average? Scrolling on social media. Pornography. Etc...
- Increase your mental energy by letting go of the bullshit. Cast off what plagues your mind. Don't look at the news or dramas.
- Only choose to push positivity into your life

#### 🔥 Morning Power Up #15 🔥

14min <https://rumble.com/vlicw6b--morning-power-up-15.html>

- Compete with a higher caliber of men
- Force yourself to become better through competition
- Talk is easy. Show you're the real G by actions
- Don't waste your energy on things you cannot control. Don't get distracted by them.
- Only focus on what you can control. Focus on improving your life.
- Don't fear what's not in your control
- Choose to focus on the right thing
- Don't get angry and misled by the wrong things. It's the least productive thing you could do.
- "I never expect someone to act contrary to their nature." (Native American & rattlesnake story)
- Leave people to do what they want to do. You cannot change them.
- **Focus your energy on things you can control and influence. That you can create an effect. Remove everything else, because they only rob you of the energy to create.**

#### 🔥 Morning Power Up #16 🔥

14min <https://rumble.com/vliffnx--morning-power-up-16.html>

- Core principle for success: Self-respect
- Unsuccessful people are bitter angry, negative, and dissatisfied. They failed to take responsibility and lost their self-respect.
- If you have self-respect you will be able to hold yourself upright and earn respect from other men
- Self-respect is not self-esteem
- You earn your self-respect by taking actions
- No one wants to be around this kind of people with no self-respect who is bitter angry.
- Self-respect is the foundation of success. It's the first thing you will build.
- Build self-respect by saying you would do something and do it. Make a promise to yourself and do them. Do this over and over again.
- Be a sayer. When you fulfill your promise, you earn self-respect. The alternative is depressing.
- Transform yourself by building your self-respect from becoming a sayer.
- No one wants to work with a guy who doesn't respect himself
- People can feel your aura
- **Make promises to yourself. Keep them. Do it over and over. Watch yourself grow.**

### Morning Power Up #17

9min <https://rumble.com/vlilpnd--morning-power-up-17.html>

- There is a plague of cowardice among modern men
- People like to think they are brave
- They think when the time comes they will be able to stand up for the occasion
- "When I got a client, I will be able to write good copy"
- **You will not be able to rise to the occasion unless you defeat many small battles before that big one**
- "Too much movie makes the heart weak"
- Media is designed to take away your natural courage
- Courage is only built when you're on a good track record.
- You built bravery by being brave on small things so that you're prepared for the big things
- God favors the brave
- You choose to be brave by building good habits and cutting off outside influence that makes you weaker
- Shared sense of brotherhood makes you move forward
- Only gods and heroes are brave in isolation
- If everyone around you is counting on you to be brave, you will be.

### 🔥 Morning Power Up #18 🔥

16min <https://rumble.com/vliqx75--morning-power-up-18.html>

- View Monday is a new beginner, new opportunity. Start your week hopeful.
- You need to get tougher. You have been living a soft life filled with comfort. Never experienced real struggle. (Most people)
- Expose yourself to difficult situations
- There are reasons why some men have more capabilities than others.
- They view the world as being full of lesser men...so they conquered them.
- There used to be a coming-of-age event.
- **True happiness from a man comes from strength. And to know you have the strength is when you're tested.**
- When you have access to the internet...you have an easy enough life.
- Add difficulties to your daily life. Additional test.
- Pick a challenging test for yourself. Mentally and physically. It should scare you. That you know will stretch out your limit.
- Only do this if you're ready to face the uncomfortable truth about yourself. To know your limits and know that when you overcome them, you'll become a better man.
- Do this only if you value your own progression.
- When you become a better man...you'll be able to communicate better.

### 🔥 Morning Power Up #19 🔥

6min <https://rumble.com/vliwubj--morning-power-up-19.html>

- **In order to increase your personal capacity and comes out the other end, whether you win or lose...you will learn more about yourself and be better.**
- Pick one thing you can do...that'll make you afraid of doing.
- One specific thing that scares you just a little bit.
- This is not a daily checklist. This is powerful and difficult.
- Taking this seriously will make you walk to the other side a bigger and more capable person
- Soul searching required that you will be challenging yourself

### 🔥 Morning Power Up #20 🔥 September 7, 2022

8min <https://rumble.com/vljlokj--morning-power-up-19.html>

- Adaptable systems last longer
- Most of your standards for hard work are too low
- You should be concerned that that's your challenge
- You need to expand your limit if you want to achieve the huge endeavor
- When you're awake you should be working
- Mad action toward your goal

- If your challenge is small then you don't understand the level of dedication and focus required to achieve the goals you want to do
- Understand why you fail and realize you haven't done that
- **Blink and cure your mind. Do the boring work. Work harder. Realize that it's the minimum. People at the top work hard.**
- Everything is on the other side of the boring work. Accept it and do the reps.

### 🔥 Morning Power Up #21 🔥

13min <https://rumble.com/vlj99xz--morning-power-up-20.html>

- Don't be insane, doing the same thing and expecting a different result
- People who can stop and analyze their situation to change their approach wins
- This means constantly being aware of what's wrong and testing new ways to tackle their problems in life with SPEED
- **The faster you go through the OODA loop, the more progress you make**
- Observe what's not working, orient new ideas that could improve what you're doing, decide on specific sample size or approach, act on it with SPEED, and repeat until you reach the desired outcome.

### 🔥 Morning Power Up #22 🔥

13min <https://rumble.com/vljddrx--morning-power-up-22.html>

- You make a choice to be acted upon by the word or act upon the word
- Personal power is the power to decide who you are
- **Take accountability of your own actions**
- DO NOT give away your personal power
- You are where you are because of your own choices
- The past doesn't define what you're capable of doing today
- Choose to be a winner today, not because yesterday you were a loser, but because YOU choose to be that today
- I refuse to blame other people for my circumstances. I'm here because of my choices. And I will succeed because of my choices.

### 🔥 Morning Power Up #23 🔥

8min <https://rumble.com/vljkmch--morning-power-up-23.html>

- You have a limited space to store the information you learned
- You need to put the useful information in action to unload them from your brain and make space for new info
- You can learn all you want but it doesn't matter if you don't take any action
- **Taking action is the only way you will truly grow and get closer to your goals**
- I will apply more than I consume knowledge



### 🔥 Morning Power Up #24 🔥

11min <https://rumble.com/vljmo6j--morning-power-up-24.html>

- The biggest red flag to not work with someone is them not having control over their emotion, being emotionally unstable, and becoming frantic when challenges arrive
- It shows that they lack stress tolerance and the ability to get it together when the ships are down
- You must develop the ability to control your emotion. Choose to win over the urge to go crazy.
- You cannot lose to such a measly opponent inside your own mind
- **Become someone in control of their thoughts and actions who doesn't scream in fear when faced with a problem**
- Identify weak opponents by observing their reactions to challenges.
- Just like Khan saw the weakest in the Young Emperor's self-discipline
- Become someone who expresses self-discipline with actions. The client will know directly that when the ships are on fire this person will do their job.
- When I feel anxious or worried, I will snap out of the thoughts, blink, and clear my mind. I will be aware of the present to make the best move.

### 🔥 Morning Power Up #25 🔥

7min <https://rumble.com/vljrs5r--morning-power-up-24.html>

- Choose where you invest your time wisely
- **He who can seclude himself from the world has more time to improve his talent or organization.**
- Know that each time you lost focus during a deep work session and pick up the phone; you lost the battle to find resources for your family
- I need to keep improving my personal deep work records. If I am already good at something I need to keep on improving it and find more efficient ways to tackle a problem.

### 🔥 Morning Power Up #26 🔥

6min <https://rumble.com/vljxehr--morning-power-up-26.html>

- Plan out your day's priority before you go to bed
- Ask yourself "What do you need to do tomorrow to move the needle on x project"
- **Guide your day with precise planning so that failing to achieve your goal is impossible**
- If for the next year you wake up every day doing what you're supposed to do to achieve the goals, instead of doing what you feel like doing? How much will your life change?

- Plan your day with priorities. Do the must first.
- If life happens, adapt.

### 🔥 Morning Power Up #27 🔥

9min <https://rumble.com/v1k1zzz--morning-power-up-27.html>

- Be brutally honest and ask yourself... would you buy from your copy? Would you respond to your outreach?
- Detach yourself and go into the reader's perspective. Invest brain calories to find problems and fix them
- **Confront your weakness and do everything you can to fix them before you show them to the world**
- Present your best self to the world/client
- Let other people on the same track or ahead of you help guide you to where you want to go by ASKING throughout questions
- I will be brutally honest with myself when reviewing my copy. I will detach and go into the reader's perspective and give criticism to my copy. I will fix and repeat until the work is up to TOP G standard.

### 🔥 Morning Power Up #28 🔥

10min <https://rumble.com/v1kb9m9--morning-power-up-27.html>

- Don't navigate anything blindly. Complete difficult tasks with goals in your mind.
- You need to set high expectations for everything...and live up to them by preparing intensely.
- It doesn't mean thinking positively and believing that "everything will be fine".
- **You need to create a high standard (expectation) and live up to that standard by being proactive in your preparation.**
- I will not set low standards of anything just to say that I did something today. I will set high standards, scary standards to live up to. It's the only way I can grow at a rapid pace.

### 🔥 Morning Power Up #29 🔥

11min <https://rumble.com/v1kg7lf--morning-power-up-29.html>

- Two types of work: Working in the business and working on the business
- Working in the business for us is the normal mundane (boring) work i.e. prospecting, outreaching, and creating free value
- Working on the business is the process of improving the skills above.
- You need to pause and evaluate what is going right or wrong in your working-in.
- You should spend the majority of your time working in your business with speed.

- After the war mode marathon, pause and see what works and what doesn't. Don't spend too much time here because it doesn't bring money in. Working on your business means you improve the quality which will elevate you to a higher status. It doesn't mean shit if you don't get paid.
- I need to get back to working in my business with SPEED ASAP.
- **Understand your priority is to make money with speed but that doesn't mean you should stop improving the quality of your skills**
- Cut the wood, but don't forget to sharpen the axe.

### 🔥 Morning Power Up #30 🔥 September 18, 2022

8min <https://rumble.com/vlkk71n--morning-power-up-30.html>

- You need to turn your brain on
- Ask yourself...why do you not have want you want?
- Why you're facing this problem?
- Most people walk through life mindlessly, don't be like them unless you want to remain a slave
- **Constantly use your brain to analyze how everything works.**
- How a business work. How it functions. What are their expenses, profits, etc?
- You need to be asking why. Think for yourself. Be the person who thinks and makes the decision for your own benefit because no one is coming to save you.
- Instead of thinking about useless nonsense, I will constantly analyze ways to make more money, become healthier and fitter, and be charismatic around my friends, family, and women...for I want to be the greatest version of myself.

### 🔥 Morning Power Up #31 🔥

14min <https://rumble.com/vlkomtf--morning-power-up-31.html>

- The cure-all silver bullet to depression, procrastination, or laziness exists
- **You need to decide on doing the task and label everything else that doesn't benefit you completing it as distractions.**
- Those feeling or urges to get yourself distracted from the tasks are not you. You want to complete the task and take money.
- So when a feeling that's NOT YOU arise, blink and clear your mind. Say that's not you and GAIN CONTROL of your mind to complete the task in front of you.

### 🔥 Morning Power Up #32 🔥

7min <https://rumble.com/vlktcpt--morning-power-up-32.html>

- **If you want to be great at something you need to be obsessed with it**
- All the great students on the campus are obsessed with copywriting
- You need to dedicate time of your life to suffer at getting good at it
- Half assing around only get's you labeled

### 🔥 Morning Power Up #33 🔥

12min <https://rumble.com/v1ky2xh--morning-power-up-32.html>

- When performing cold outreach you need to value the prospect's time
- Answer "what's in it for me" as soon as possible
- Create an incentive to read
- You shouldn't come off as someone who opens their hands to take from them
- You need to be the guy who brings value to them (by teasing not revealing everything)
- You need to offer value that's worth an hour of their time. These prospects value their time to \$500 to \$1K an hour.
- **Be the giver, not the taker. It's the only right way to approach high-value people.**

### 🔥 Morning Power Up #34 🔥

12min <https://rumble.com/v1l2y4n--morning-power-up-34-.html>

- Read How to win friends and influence other people by Dale Carnegie
- "The only way to get you to do what I want is to give you what you want"
- **You need to bring value to other people's life first before you ask for anything in return**
- Be the 1% of people who outreach to successful businesses
- What's in it for them?
- You cannot build a strong relationship by being the one who takes
- Give value and exceeding expectation is the key to building a strong business relationship

### 🔥 Morning Power Up #35 🔥 - Take 2

12min <https://rumble.com/v1l8rxz--morning-power-up-35-take-2.html>

- Only choose to take in what empowers you
- You need to have an identity of a winner
- Reject all belief that you're going to fail, that you're lazy, or stupid.
- You need to be the commander of the army inside of you
- You need to have the courage to send them to battles
- Aka go out there and test your outreach
- Learn by failing
- The good news is that you have an infinite number of tries.
- Don't be afraid of working, if things go wrong, you're only back where you are now.
- Build the courage to perform anything by starting doing and failing at it at the beginning
- **You need to have the confidence to perform anything.**
- Believe that you're the fucking man

### 🔥 Morning Power Up #36 🔥

12min <https://rumble.com/v1lcy5n--morning-power-up-36-.html>

- You are moving too slow
- You need to attack every problem with speed
- You need to find the pain that will drive you to work faster
- You need to move through the word with action and speed if you want to make it
- Imagine running at a certain pace and you turn back and see a tiger coming for you...you would find the inner energy to run fast to get away. Find that inner drive.
- **Amplify your pain...find a reason to be restless and work faster.**
- You cannot stay in the competition acting sluggish.
- I will channel my pain of being stuck as a broke and bottom g to perform outreach faster to bring money in. This is the way to get out as fast as humanly possible.

### 🔥 Morning Power Up #37 🔥

11min <https://rumble.com/v1lgx9l--morning-power-up-37-.html>

- **What do you need to do right now to get money in?**
- Make every action in your life tie back to getting money in and you will see many new opportunities and refuse to waste any more time
- When competent people stay together they amplify each other's ability to tackle problems
- You need to focus on what brings money in, everything else follow

### 🔥 Morning Power Up #38 🔥

16min <https://rumble.com/v1l159j--morning-power-up-38-.html>

- **Categorization is death**
- When you choose to follow a template or what everyone else is doing blindly, you can expect a mediocre result at best
- When writing a copy, you need to detach and ask yourself which category the reader is going to put you in
- If the prospect's not going to be stoked when reading your copy you need to change your outreach
- If the reader doesn't like your copy or feel like it's the same one they've read before then you really need to put in more work
- Unique. Ultra specific. Useful. New/Only.

### 🔥 Morning Power Up #39 🔥

12min <https://rumble.com/v1lpvt3--morning-power-up-39-.html>

- This is how you remove writer's block
- Train your mind to rise to the occasion
- When you are experiencing difficulties to write... you need to identify your problems. Is it because you're lazy, don't have enough info, or spend too much time writing?
- **You need just to start working. The momentum will follow.**
- You need to ignore what you feel and do the work.
- Kill the bitch voice that comes up with excuses why you shouldn't be working right now and just do the work.

### 🔥 Morning Power Up #40 🔥

10min <https://rumble.com/v1lv11m--morning-power-up-40-.html>

- Overcome your fear
- Fear is the mind-killer and the little death of you
- **When your fear arises, decide to overcome it and push forward.**
- You will thank yourself for doing so
- Don't be afraid to be judged. You can learn the most from your mistakes.

### 🔥 Morning Power Up #41 🔥

10min <https://rumble.com/v1m09wi--morning-power-up-41-.html>

- Seek harsh criticism to progress
- **One way to progress quickly is to ask for harsh criticism on your work**
- See the details you're missing by asking for second opinions
- This doesn't mean outsourcing your thinking. You must use your full brain capacity before asking a question about your problems or work. Make sure only to ask thoughtful questions.

### 🔥 Morning Power Up #42 🔥

11min <https://rumble.com/v1m5388--morning-power-up-42-.html>

- Are you doing what a normal person would do? Or are you doing tasks that people who will get exceptional results in life do?
- Do normal things, gets normal results, and live a normal life. See your life drained out of you in real-time.
- **Put in exceptional work consistently and you can expect exceptional results.**

### 🔥 Morning Power Up #43 🔥

9min <https://rumble.com/v1m9cgc--morning-power-up-43-.html>

- Best question to be curious about as a copywriter: Why do people do things?
- What motivates them? Running away from pain and toward pleasure?

- **Ask why people take the actions they took. See the path that will motivate them to change. That's the key to making money.**

#### 🔥 Morning Power Up #44 🔥

10min

<https://rumble.com/v1md9gq--morning-power-up-43-competition-winners.html>

- Competition drives more results
- All it takes is 1 unit more of x than the competitors to win
- It doesn't matter if you're 2nd or 3rd in the competition, you did not win
- Put in the necessary work that will make sure you don't end up falling short because of stupid reasons
- **Compete with the best version of yourself who is from the same beginning and now is killing every metrics because he put in the necessary work**

#### 🔥 Morning Power Up #45 🔥

9min

<https://rumble.com/v1mhao8--morning-power-up-45-.html>

- Invest your time and energy into improving your life
- Money only amplifies your character.
- So build good character from the competency you earned from learning the skills to make more money
- **This is how to be motivated in any situation: Imagine a gun being pointed at you (or your loved one), and the hitman says "You need to do x within y time or I will kill you/his/her".**
- You'll surprisingly find ways to complete the x within the given time frame

#### 🔥 Morning Power Up #46 🔥

12min

<https://rumble.com/v1mlmd8--morning-power-up-46-.html>

- You have two section in your brain. The lower lizard brain that's slow and emotional. And the higher one that's sharp and logical.
- People resonate with what you write from using the lizard brain
- Because they're easier to digest
- People response to threat
- But you shouldn't be the threat
- The human brain is designed for survival. And changes is the key to get their attention
- You need to check off their lower Marslow needs to introduce the higher ones
- Don't be categorize
- **You need to be different to grab attention.**

### 🔥 Morning Power Up #47 🔥

10min <https://rumble.com/v1mqi0c--morning-power-up-47-.html>

- You time is the most valuable resource on Earth
- **What would you day look like if you're fully determine to accomplish your goals?**
- Audit your daily actions. Note down what you do during the day. How many mins/hrs you spend on doing x.
- Compare it to the schedule of someone you wanted to become.
- Is the the you spent worth it?
- Will you achieve your goals if you spend your time like that?

### 🔥 Morning Power Up #48 🔥

12min <https://rumble.com/v1muv5k--morning-power-up-48-.html>

14min <https://rumble.com/v1mv6yu--morning-power-up-48-take-2.html>

- Earn your personal power back
- Take notes of when you blamed outside forces for the misfortune in your life
- Take back control. Be the person who control the outcome in your life.
- If you help the chick out of its shell, the chick will die within 24 hours. You need to let it struggle, for it to have the strength to make it through life.
- **Take full accountability of your own actions and outcomes. This is the way you win and become full.**

### 🔥 Morning Power Up #49 🔥

12min <https://rumble.com/v1mzljo--morning-power-up-49-.html>

- What do you need to do to get X in the next few days?
- When you ask this question you will receive the answer of what exactly you need to do to achieve your goal/tasks
- **The quality of your life is proportional to the quality of the question you asks.**
- Do not outsource your thinking.
- Use your mind to come up with an answer based on everything you know first.

### 🔥 Morning Power Up #50 🔥

- VIDEO PRIVATED

### 🔥 Morning Power Up #51 🔥

10min <https://rumble.com/v1na258--morning-power-up-51-.html>

- **Note your progress and share your goals to the public to progress faster**
- Keep yourself from straying away from your goals by having other people review them



- This is one of the good feature of HU because it allows you to receive criticism on your progress
- When you let other people know about your goals, now there is a little bit more pressure on you to complete them

### 🔥 Morning Power Up #52 🔥

15min <https://rumble.com/v1ncrwe--morning-power-up-52-.html>

- **Cram in as many activities in a short time that will benefit you in the long run.**
- Delaying gratification and choosing to invest your time in skills that will benefit you instead of scrolling mindlessly is the key to become successful
- Nothing happens by accident, including becoming rich.
- You need to focus on building the skills that will get you closer to your goals

### 🔥 Morning Power Up #53 🔥

11min <https://rumble.com/v1ni2y6--morning-power-up-53-.html>

- Having an abundance mindset is the key to winning negotiation
- **The person who can walk away from the deal wins**
- You need to have as many sales call booked into your pipeline to feel comfortable losing a prospect you don't feel great to work with
- You need to become a gem of a marketer that people beg to work with you by being very good at what you're doing and understanding of the market

### 🔥 Morning Power Up #54 🔥

13min <https://rumble.com/v1nngko--morning-power-up-54-.html>

- Start valuing your time
- I want to be making at least \$100K a year in the next 6 month. Every hour of mine will be worth \$100.
- Is your current action worth the \$100 you'll be missing out if you put in the work?
- Is the outcome worth the money you're missing?
- If the action is not in line with your goal then you should stop doing it.
- **When you find yourself procrastinating, realize that you're losing \$100 you could make every single hour that goes by.**

### 🔥 Morning Power Up #55 🔥

14min <https://rumble.com/v1nt06a--morning-power-up-55-.html>

- **It is easy to get a client but very difficult to create satisfactory fulfillment where you exceed expectation and produce results**
- When you're at this point you can leverage it to get more clients
- All the problems that you have in the beginner dissapears
- Leverage this in your outreach if you have testimonials.

### 🔥 Morning Power Up #56 🔥

13min <https://rumble.com/v1nypay--morning-power-up-56-take-2.html>

- **The quickest way to get your brain back 100% performance is getting a good night's sleep**
- Go full war mode, full focus for 3-4 day at a time and then reset.
- This way you can produce high quality result at all time
- If you're feeling foggy, slow, or having a hard time maintaining focus in a deep work session then you should get a proper sleep.
- Remove all kind of distraction when you're working.

### 🔥 Morning Power Up #57 🔥

9min <https://rumble.com/v1o3hwa--morning-power-up-57-.html>

- Force yourself into a position of abundance
- **When you book a sales call, what you should do next is try to book more calls.**
- Get your pipeline full
- Raise your confidence with stacked opportunities
- Never feel desperate for something, the high valued client can feel that desperation and doesn't think you're the man

### 🔥 Morning Power Up #58 🔥

12min <https://rumble.com/v1o8v2v--morning-power-up-58-.html>

- Testosterone is necessary for you to win competitively
- If you don't get your T count up, all the other "routine" you do doesn't mean anything
- **You get higher T by completing tasks. So, set small tasks that you must complete each day. Build up the forward momentum. Then you'll become a high testosterone man.**
- You will never feel tired when you're winning.

### 🔥 Morning Power Up #59 🔥

14min <https://rumble.com/v1oej4p--morning-power-up-59-.html>

- You need to earn your dopamine hit by work for it
- Choosing to consume content to get dopamine hits could only ruin your progress
- Only allow yourself to consume cheap dopamine after you have completed a chunk of task
- Align your rewards with completing the task
- Align your dopamine hits in a way that helps you achieve your goals
- There is nothing wrong with chasing dopamine as long as it helps you closer to your goals

→ **Earn your dopamine hits by doing chunks of work for it**

### 🔥 Morning Power Up #60 🔥

11min <https://rumble.com/vlokcnr--morning-power-up-60-.html>

→ Pause, orient, and measure your results against external factors.

→ **OODA loop your way to the desire outcome. It's the only way, no shortcut.**

### 🔥 Morning Power Up #61 🔥

9min <https://rumble.com/vloqfkl--morning-power-up-61-.html>

→ You need adrenaline to focus

→ **View every action in your life as war. It's a fight for you and your bloodline.**

→ This way you can summon the inner fire to help assist what ever you're doing no matter what it is

### 🔥 Morning Power Up #62 🔥

8min <https://rumble.com/vlowbh5--morning-power-up-62-.html>

→ Scrolling on social media is not a way to rejuvenate your focus.

→ Staying in war mode for too long will diminish your focus and your ability to produce high quality work

→ You need to know when to rest, how to rest, in order to come back and fight the long game

→ You are in this for life.

→ **Avoid burnout by having sufficient rest per war mode session.**

### 🔥 Morning Power Up #63 🔥

11min <https://rumble.com/vlp2o8z--morning-power-up-63-.html>

→ Add specificity to your goal and see the magic happens

→ You need to be able to visualize the desire you want from doing any tasks

→ **Create a vivid picture of the achievable outcome before you do any work to give you the burning desire to dominate everything.**

### 🔥 Morning Power Up #64 🔥

4min <https://rumble.com/vlp9y7q--morning-power-up-64-.html>

→ **You will never run out of option when things goes wrong if you have the attitude to believe that you can always move forward and overcome anything.**

→ Believe that you're the fucking man who can do anything

### 🔥 Morning Power Up #65 🔥

4min <https://rumble.com/vlpe4ud--morning-power-up-65-.html>

→ **When you develop an ability to write copy that motivates yourself, you will eventually develop an ability to write for other people.**

→ You will get a better feel for what needs to happen to make emotion move.

### 🔥 Morning Power Up #66 🔥

4min <https://rumble.com/v1pkbxb--morning-power-up-66-.html>

→ **Move from wanting something to deciding that you will get something**

→ Decide that you will make money from copywriting

→ Use this will power to be unique and find ways that will get money in your account

### 🔥 Morning Power Up #67 🔥

→ VIDEO PRIVATED

### 🔥 Morning Power Up #68 🔥

5min <https://rumble.com/v1qc92c--morning-power-up-68-.html>

→ If you don't know where you're going, you will get to no where

→ You need to have a defined purpose, so that making choices toward that becomes easy

→ **Have a defined purpose, so that your choices matter.**

→ The more defined you can get, the easier and obvious the choice you should make is

### 🔥 Morning Power Up #69 🔥

7min <https://rumble.com/v1qhig4--morning-power-up-69-.html>

→ **Be aware of when you're being manipulated or persuade.**

→ Everytime you read a copy, notice how you feel.

→ Reverse engineer those feelings into your copy.

→ Apply to same logic when you look at yourself in the mirror...how do you think someone else feel when they look at you?

→ How do you feel when you look at some one you admire? Do what that person does. Reverse engineer how he gets there.

### 🔥 Morning Power Up #70 🔥

12min <https://rumble.com/v1qogxm--morning-power-up-70-.html>

→ Use everything you learn in the campus to improve all avenue of your life

→ Be grateful for the knowledges you have. I am grateful to be learn to from millionaires.

→ Be proud of your work

→ **You will never feel ready for anything, you just have to believe you're the fucking man who will rise for the occasion because he works to it.**

### 🔥 Morning Power Up #71 🔥

5min <https://rumble.com/vlqrsdc--morning-power-up-71-.html>

#### → **Sought to be the man who acts upon the world**

- Act on your sloth
- Look at yourself in the mirror and ask if you're the man who acts on the world on wait for the world to act upon him
- There is only two type of person in life
- Choose who you want to be and act accordingly

### 🔥 Morning Power Up #72 🔥

7min <https://rumble.com/vlqxc14--morning-power-up-72-.html>

#### → **If you want to live the life you want you need to stop taking the path of the least resistance**

- There is only one way to become "the man", by doing difficult things
- Avoid unnecessary work, but never avoid dedication
- You only get stronger under stress

### 🔥 Morning Power Up #73 🔥

16min <https://rumble.com/vlr3whw--morning-power-up-73-.html>

#### → **How does a day you make a huge breakthrough in your thinking or your work look like?**

- Engineer what it takes to get to that flow and break through
- Competition is the key to rapid progress
- Find unique ways to do everything to stand out in the competition
- If you do what everyone else does then you wouldn't get anywhere far
- Don't be afraid to fail

### 🔥 Morning Power Up #74 🔥

13min <https://rumble.com/vlrb6ac--morning-power-up-74-.html>

- About 20% of what you learned should be rigid
- The rest should be highly adaptable
- The only way you standout when outreaching is to think outside the box
- Not everything should follow the ABC formula
- **You need to develop an ability to adapt to the market and changing trends to survive as an entrepreneur**

### 🔥 Morning Power Up #75 🔥

9min <https://rumble.com/vlrlljs--morning-power-up-75-.html>

- When faced with a problem, find a way to tap into your anger and channel it bring you the energy to conquer

- **When ever you feel tired, imagine yourself scream in rage and anger to boil your fire blood.**
- Anger is a great emotion that will get you desired result if you know how to control and use it in a way that benefit yourself
- Be angry that you are not where you want to be in life.

### 🔥 Morning Power Up #76 🔥

10min <https://rumble.com/v1rtyvk--morning-power-up-76-.html>

- Humor is a powerful tool to use
- You can learn how to use it
- Watch how comedian set up their joke and deliver their punch lines
- **Copywriting supposed to be a fun life changing experience for the readers to enjoy**
- The best way to grab attention and change their way of thinking is with humor

### 🔥 Morning Power Up #77 🔥 The Power of Perspicacity

8min <https://rumble.com/v1s2ak6--morning-power-up-77-the-power-of-perspicacity.html>

- Becoming persipacious requires a lot of mental energy. Most people are not willing to do this.
- If you want to become successful you need to start asking why
- Why you are not where you want to be?
- Why is that person driving a ferrari? How can he do it but not me?
- How is he on a private jet? How does he attract hot chicks?
- **You need to put mental energy to work, figure out why things are not going well, connect to dots that will get you where you want to go.**
- Refusing to do this mean one thing...becoming like everyone else. Normal. Average life.

### 🔥 Morning Power Up #78 🔥 The Key to Indefatigability

11 min

<https://rumble.com/v1s8eqa--morning-power-up-77-the-key-to-indefatigability.html>

- Being indefatigability is not about never feel tired
- It's about when you found the right path aka becoming a person who summon money out of the sky...you will do everything it takes to succeed in order to be on top
- It's about not giving up, not slowing down, not regretting, and refusing to DIE.
- **The key to indefatigability is to start with when you decide to become something (multi-millionaire before 30yo) and you refuse to give up no matter how many set back or rejection come at you.**
- Decide that you will get there no matter what.

### 🔥 Morning Power Up #79 🔥 Become a Feared Opponent

12min

<https://rumble.com/v1slcdm--morning-power-up-79-become-a-feared-opponent.html>

- Life is a competition
- It's not that difficult to beat the competition, but very difficult if you want to be the best at something
- **Ask yourself what you want to do, who you need to beat, and what you need to do to defeat that person in that field.**
- Live in a way that will get you there.

### 🔥 Morning Power Up #80 🔥 Any Realm of Human Endeavor November 9, 2022

12min

<https://rumble.com/v1sy27u--morning-power-up-79-any-realm-of-human-endeavor.html>

- You need to apply what was taught in the call to see a massive shift in your life
- Apply what you learned in the copywriting campus to become a better version of yourself...to dominate other realms of human endeavor
- **Don't become a copywriting geek**
- Reflect on what it means to be successful in life. Figure out ways to get there.

### 🔥 Morning Power Up #81 🔥 Adapt or Die

8min <https://rumble.com/v1tb61e--morning-power-up-81-adapt-or-die.html>

- If you want to achieve, you must be adaptable
- **Don't be scared of change, don't be lazy to do work, and embrace change**
- Adapt to new situations. What works now may not work tomorrow
- Find the most adaptable ways to make money. Don't be chained down by the world's economics

### 🔥 Morning Power Up #82 🔥 Mental Gymnastics To Avoid

11min

<https://rumble.com/v1tmlqs--morning-power-up-82-mental-gymnastics-to-avoid.html>

- Stop blaming others for your inadequacy
- Self-reflection
- Mental gymnastics = lying to one's self
- Face the abyss and reverse engineer. Figure out where your life went wrong. Find ways to fix it.
- Become the man who enjoys life. Not bitter about what the world pushed upon me.

- Believe that you can perform what you set your mind to
- Avoid the cope, face the abyss, and stand out in the competition that way
- **You will win if you don't lie to yourself**

### 🔥 Morning Power Up #83 🔥 When can you sit back and rest?

10min

<https://rumble.com/v1tvifs--morning-power-up-83-when-can-you-sit-back-and-rest.html>

- Work Consume Die Cycle Mindset vs. Work to Grow Mindset
- Reward = moment of the victory
- Not after years of suffering to retire and die
- Beg for a challenge. Beg for a mountain to climb. Force yourself to grow.
- As an ascender, you find yourself in the greatest joy as you climb that mountain
- Always be looking out for another peak
- A rewarding life that's more fulfillment
- No final achievement
- **Never catch yourself feeling that you've achieved everything.**
- Always keep moving forward.

### 🔥 Morning Power Up #84 🔥 Become a master of the "pain threshold"

13min

<https://rumble.com/v1uo1ni--morning-power-up-84-become-a-master-of-the-pain-threshold.html>

- The pain of staying the same must be greater than the pain of change to justify action
- When people hit rock bottom...they decide to invest in themselves
- Amplify the pain of staying the same to exceed their pain threshold. Don't ease the pain. Show them what their life will look like a week, a month, or a year from now of staying the same.
- Identify the problem, mental gymnastics, pain, limitation, and how you feel. And imagine you don't fix these problems...what will your life look like a year from now. (1year, 10year, 20year, till you die)
- Think about the problems you never solve when you're on your death bed. Are you able to sit still?
- Amplify the pain of staying the same over the threshold...and investing in the changes will not seem so bad
- You help people solve their pain with copywriting and human persuasion
- If you desire something enough...you will have it
- **Learn how to manipulate pain and desire...you'll have the key to the universe**



### 🔥 Morning Power Up #85 🔥 The baffling use of music

13min

<https://rumble.com/vluxrme--morning-power-up-85-the-baffling-use-of-music.html>

- Know where you're going. Know where you wanted to go. Don't hope to stumble upon success
- Music programmed you. Use it to your advantage.
- Pay attention to what you consume
- **Listen to music that will help you get into the desired emotional state**
- Summon that energy with music
- Sleep to awake. Passive to controlled.
- Live like a normal person, and get normal results. Live differently, and get different results.

### 🔥 Morning Power Up #86 🔥 Why "copywriting" might not be the most important thing...

10min

<https://rumble.com/vlv6itw--morning-power-up-86-why-copywriting-might-not-be-the-most-important-thing..html>

- **Copywriting enhances good offers not make an offer good**
- Understand how a product helps a person's life
- You won't be able to sell something that won't help them (like a scam)
- When you go full salesy...it comes off as if you're trying to take from them not help them
- Build trust with value then present the opportunity to change the reader's life
- Key to longevity and massive profits
  - ◆ Understand your market
  - ◆ Understand your product
  - ◆ Build trust
  - ◆ Copywriting that enhances the good offer
- Work with a brand that you believe in
- Don't skip the key steps
- Sequential and order. Copywriting persuasion has its place.
- Taking with giving value is your ticket to doom. Business is done when there is an equivalent exchange of values.

### 🔥 Morning Power Up #87 🔥 "Movimiento Es Vida"

8min <https://rumble.com/vlvgtpk--morning-power-up-87-movimiento-es-vida.html>

- World War Z is a good movie according to Andrew
- People who move service. Movimiento Es Vida. Movement is life.
- Adaptability. Think quickly. Speed.
- It's not the strongest who survives. It's the most adaptable.
- Move with speed. Develop a new angle of outreach to become unique.

→ **If your body is still, your mind is still.**

→ You need to move to survive. To create. You need to get up.

→ Moving helps you identify new ways forward. Get the blood and endorphins flowing.

→ Do not be rigid. Movement is the key to survival.

### 🔥 Morning Power Up #88 🔥 Why does it matter?

7min <https://rumble.com/v1vpf0k--morning-power-up-88.html>

→ Fulfill someone's "self-actualization" state...the more money you make

→ **Give meaning to why people should do things.**

→ Increase LTV by giving value instead of selling to them

### 🔥 Morning Power Up #89 🔥 The Great Migration

13min <https://rumble.com/v1vy5kq--morning-power-up-89-the-great-migration.html>

→ If you want to speak up, you need to be uncancellable.

→ **You need to be prepared for the battles.**

→ Don't go into battle blind

### 🔥 Morning Power Up #90 🔥 The choice-of-the-day November 22, 2022

7min <https://rumble.com/v1w9118--morning-power-up-90the-choice-of-the-day.html>

→ **You have a choice to choose who you are that day**

→ The old you died and reincarnate every single day

→ You are new every morning

→ You can choose to be exceptional or weak

→ Be actively exercising this choice

→ Don't let the world tell you who you should be

→ You make things happen, not things make you happen

→ Wake up to a life worth living

→ Be deliberate in choosing the choice that will make that life possible

→ You have the decision to make throughout the day.

→ Do you want to stay asleep or do you want to move into the life you want to live?

### 🔥 Morning Power Up #91 🔥 Attitude vs. Technique

6min <https://rumble.com/v1wi0y8--morning-power-up-91-attitude-vs.-technique.html>

→ Copywriting is 90% attitude and 10% technique

→ **You need to believe in what you write**

→ Get in the emotional state where you feel certain and convinced about what you write

→ Transfer the positive energy into your writing

- People can feel your attitude when they read your copy
- What should you feel right now? What do you want the reader/person you're talking to feel?

### 🔥 Morning Power Up #92 🔥 The first step to transfer a belief

9min

<https://rumble.com/v1wprze--morning-power-up-93-the-first-step-to-transfer-a-belief.html>

- Sales is the transfer of belief over a bridge of trust
- Put yourself in a state of belief
- The stronger you believe in something the more likely when you talk about it the listener will believe
- People can hear your conviction (trust in the product)
- Read good testimonials or case studies of the product
- You need to believe in what you're selling
- **Get into a state of absolute certainty and excitement around a product before writing**

### 🔥 Morning Power Up #93 🔥 How to remember everything you ever learn... forever

7min

<https://rumble.com/v1wx5ju--morning-power-up-93-how-to-remember-everything-you-ever-learn...-forever.html>

- Note-taking
- Train your brain to remember useful things
- Instead of writing things down while listening
- Write them at the end of the presentation. Wait till the very. Write down a summary.
- **Learn to actively memorize new information by listening to analyze. Instead of letting go from ear to ear when you listen and take notes**
- Write down the summary and how you can apply them to your day-to-day life to solidify what you learned
- This will train your brain to actively think, learn, and look for new opportunities
- I can use this new approach to improve my focus when learning and listening

### 🔥 Morning Power Up #94 🔥 Escaping "Maybe-land"

5min

<https://rumble.com/v1x3dhc--morning-power-up-94-escaping-maybe-land.html>

- Don't waste brain power worrying about what could
- Don't worry about taxes. You don't have money in your account yet
- Don't be influenced by the what if
- Focus on the now. What do you need to do to get money in?

- What is your best move today, right here, right now?
- People don't become successful by worrying about what could happen.
- They act by testing their approach and seeing where things go. No time to waste on the what if.
- **Stay in the present and make your best move to achieve your goal.**

### 🔥 Morning Power Up #95 🔥 How far are you willing to go?

10min

<https://rumble.com/v1xc2ke--morning-power-up-95-how-far-are-you-willing-to-go.html>

- Many people want to be free, rich, and powerful. But not many are willing to put in the hard work and dedication to emerge victorious
- **The amount of pleasure you desire is directly proportional to the amount of pain and suffering you're willing to endure to take it**
- Change your want to action.
- Many people go through life wanting and refusing to put in the work to achieve what they want
- The slaves want to be free. But how many slaves are dedicated to working to be free?

### 🔥 Morning Power Up #96 🔥 Time to declare WAR

15min <https://rumble.com/v1xgfqo--morning-power-up-96time-to-declare-war.html>

- Bring out your masculine indefatigable energy by deciding to fight battles
- View your life through the lens of fighting daily battles constantly. You go out to fight and take resources back to your tribe
- **Choose to declare war on your tasks, bring out the infinite energy within yourself, and be mad that you're not where you want to be.**
- People with this energy glow like a glow stick in the dark. Undefeated.
- You have a choice. Choose to walk your life as a warrior who constantly fights battles in his life or a normie who slips through life like a leaf blown through the wind

### 🔥 Morning Power Up #97 🔥 Position of Strength

11min <https://rumble.com/v1xnmb2--morning-power-up-97position-of-strength.html>

- You need to go into every interaction in life from a position of strength
- Approach everything as the winner. You need to have a confident belief in yourself.
- Own it.
- Cannot negotiate a deal? Stack your offer with a good testimonial from happy clients. Build your strength to stand as equal.

- People take advantage of the weak. Don't draw the short straw by looking weak.
- **Walk through life with a strong posture.**
- I will support my confidence and ego with true strength from the achievements I produced for my clients.

### 🔥 Morning Power Up #98 🔥 Your future as a Copywriter

18min

<https://rumble.com/v1xvcde--morning-power-up-98your-future-as-a-copywriter.html>

- Learning copywriting is not a simple quick cash grab make a quick buck
- It's you learning how business works, human persuasion, market disruption, building brands, and helping consumers and businesses achieve their goals.
- Taking money from a client and getting a retainer is just a checkpoint
- **Use what you learn inside the campus to increase your capacity as a man who brings value to the market.**
- You can use what's taught here to start businesses since you know how to bring money in.
- Aim far.
- Your work is understanding human persuasion to help businesses generate spine-chilling ROI.
- You can achieve new heights of money-making as long as you put in the necessary work.
- Trust the process of working in your business.
- I will use the human persuasion skills I learned here to interact with the outside and kill the competition by becoming the best.

### 🔥 Morning Power Up #99 🔥 Reverse thinking for superior outreach

8min

<https://rumble.com/v1y36k8--morning-power-up-99reverse-thinking-for-superior-outreach.html>

- When you want to solve a problem...think of the worst thing you could've done to fail at it
- Want to create a killer outreach? Create a list of the thing you shouldn't include in a killer outreach. List out how to fail at it.
- Now that you have a list of what NOT to do...do everything that's not on that list that'll make your problem go away.
- Apply this approach to solving any problems you have in your life:
  - ◆ How to fail at talking to girls
  - ◆ How to fail at making fitness gain
  - ◆ How to fail at making money from freelance copywriting

- ◆ How to fail at living a fulfilling life
- ◆ How to fail at taking control of your own life

→ **Use reverse techniques to list out the thing you SHOULDN'T do to solve an issue.**

### 🔥 Morning Power Up #100 🔥 Special Message December 1, 2022

20min <https://rumble.com/vIyam6x--morning-power-up-100.html>

- You're not going to be able to conquer the world alone
- The lone wolf survives but the pack thrives
- Find yourself 4-6 men who have the same goal as you
- Have each other's back
- Live up to each other's standards and expectations
- **Be an elite group that people fear competing against**
- This is the key to unlimited motivation to achieve and conquer

### 🔥 Morning Power Up #101 🔥 Escape the prison you have made

8min

<https://rumble.com/vIyh5c6--morning-power-up-101-escape-the-prison-you-have-made.html>

- The quickest to hypnotize yourself to become a winner is to choose your words wisely.
- Word that comes out of your mouth and word that play in your mind are powerful
- They can change the whole perspective of your limit
- **Do not say you can't...say you will figure it out.**
- Slaves say they can't make it
- You need to believe that you're the fucking man

### 🔥 Morning Power Up #102 🔥 The enemy of growth and how to win

13min

<https://rumble.com/vIynuwa--morning-power-up-102-the-enemy-of-growth-and-how-to-win.html>

- Comfort is the enemy of growth
- You need to get uncomfortable
- **The only way you can have meaningful growth is when you're not in your comfort zone**
- It is easy to feel like a winner when you're surrounded by losers
- If you feel comfortable...you need to be worried. Because there are people out there working harder than you. Turn on that alert and get back to work.

- Change is happening constantly...only the adaptable can survive in the long run.
- Spend your time like the top 0.01% of the population so that you're surefire out-competing the competition.

### 🔥 Morning Power Up #103 🔥 Terminate your inner quitter

14min

<https://rumble.com/v1yugmy--morning-power-up-102-the-enemy-of-growth-and-how-to-win.html>

- **A man with a way out at the back of his mind will lose the competition**
- You need to burn all your boats
- Remove all the other options
- It's either you win or you die
- If you choose to face every battle this way you will be able to summon your inner energy to survive and grow.
- You will stand out from all the half-ass men out there.
- You need them to have full conviction that this is going to work because there is no other nice option
- Remove the distraction of quitting or wasting time
- Be a cornered man

### 🔥 Morning Power Up #104 🔥 How to know you are on the right path

11min

<https://rumble.com/v1yzuxv--morning-power-up-104-how-to-know-you-are-on-the-right-path.html>

- **Instead of choosing the easy path, look for the most effective path**
- You will never have any meaningful growth from doing something easy
- If you want an easy life, quit HU, go to school, study what they told you, and you might get your dopamine hit here and there.
- If you want to know whether you're on the right path or not...what you're doing needs to be stretching your limits
- You need to be feeling some pain
- Do not chase pain, chase the most effective result you can get from an action
- Everyone can have an easy path by following what you're told by the authority
- But, what you want is the life not like everyone else

### 🔥 Morning Power Up #105 🔥 Should you be "passionate" about copy?

6min <https://rumble.com/v1z7c3o--morning-power-up-105.html>

- Someone who is obsessed will always defeat someone who is passionate
- **Don't be passionate, be obsessed with becoming rich, finding money-making opportunities, and improving your craft instead.**

- You need to suffer through the restless nights, blood, sweat, and tears in order to become successful. Passion will not get you through all that. Only obsession and indegfatigue relentlessness will.
- These power-up calls will get you there faster. A shortcut to obtain the winner's mind.

### 🔥 Morning Power Up #106 🔥 Freedom of mind and creativity is conditional on this single belief

- Live no playback

### 🔥 Morning Power Up #107 🔥 Unconventional method for eliminating distractions

6min

<https://rumble.com/v1zom5t--morning-power-up-107-unconventional-method-for-eliminating-distractions.html>

- You need to set clear intention for the rest of your day
- **An empty mind is ready to be filled and programmed by outside force**
- The reason you cannot fill (distract) the ocean is that it's full of itself
- Set a clear intention before every single day begins
- Wake up and get on it. Don't wait for the feeling to arrive. Eliminate all possible distractions by setting your mind to completing the task.

### 🔥 Morning Power Up #108 🔥 What was Neo's FIRST step?

8min

<https://rumble.com/v1zvopq--morning-power-up-108-what-was-neos-first-step.html>

- You have been living in the matrix all your life...you need to rebuild your muscle atrophy.
- Strengthen your body by training and controlling what you eat
- **Strong body = strong mind = strong determination to conquer**
- You are the only one who can make this choice
- Remove all the junk that will weaken your mind

### 🔥 Morning Power Up #109 🔥 Exactly what I would do if I were a student

15min

<https://rumble.com/v201x42--morning-power-up-109-exactly-what-i-would-do-if-i-were-a-student.html>

- Idle hands do the devil's work
- **You need to dedicate at least 1hr to practice your copywriting skills**
- And constantly reach out to at least 10 prospects a day to make sure you fill your schedule as much as possible with new opportunities
- Do not be afraid to ask for a high price. Price what you're worth. If the deal falls off, that's not a big issue. Clients are limitless.



- Nothing worth it or fulfilling comes easy.
- Adapt and improve to the market constantly or you will fall off and become irrelevant
- Complete every task with speed

### 🔥 Morning Power Up #110 🔥 Creativity, fear, and making the brave choice

6min

<https://rumble.com/v207y7o--morning-power-up-110-creativity-fear-and-making-the-brave-choice.html>

- Creativity requires branching out from the norm
- That means there is risk
- Your new approach could work like a charm or flop like a dead bird
- When you're stuck, most likely it means there is an uncertainty, fear, or doubt
- **You need to overcome that fear of failure and try everything you can**
- If you fear this then you will never be ready for war

### 🔥 Morning Power Up #111 🔥 Winning no matter what

4min

<https://rumble.com/v20cm42--morning-power-up-111winning-no-matter-what.html>

- **Do not let outside forces influence you away from what you must do**
- The fact is...you did not complete your task. It's not "I did not complete my task because I was tired"
- Indefatigability. Train your mind to complete the task no matter what the environment tries to persuade you not to do.

### 🔥 Morning Power Up #112 🔥 But what about AI?

6min <https://rumble.com/v20j3wy--morning-power-up-112but-what-about-ai.html>

- AI copywriting is just a tool
- **AI cannot invent, they can only mimic**
- You are capable of storytelling, using metaphor, and specific emotions that a robot can't fathom
- If you want to stay ahead of the competition and not be replaced easily, you need to put in the work that will make you be the guy who really understands other people's problem. Not just a guy who wants money or a commodity who saves up people's time.

### 🔥 Morning Power Up #113 🔥 Testing like a genius

6min <https://rumble.com/v20pcjm--morning-power-up-113-testing-like-a-genius.html>

- Come up with a hypothesis before testing i.e. outreach without compliment would perform better

- Split test each variable
- Send half of the mail without compliment and the other half with a compliment
- See which one works best
- That's how you perfect your craft
- **Split testing every single thing you want to maximize the effect**

### 🔥 Morning Power Up #114 🔥 What you should do immediately after landing your first client

8min

<https://rumble.com/v20vmtq--morning-power-up-114-what-you-should-do-immediately-after-landing-your-fir.html>

- You need to be on the same page with your client
- **Set the expectation with your client that you're a professional who solves problems**
- Approach the fulfillment by walking them through the whole process. You write them the first draft. You and the client go back and forth on the revision to find the perfect voice for the brand. Then you decided whether you're the one who sends them out or not. Or let the client handle the sending out.
- You need to give them a clear picture from A to Z and each of the major checkpoints.

### 🔥 Morning Power Up #115 🔥 "How do I summon the burning desire to succeed?"



7min

<https://rumble.com/v210yjn--morning-power-up-115-how-do-i-summon-the-burning-desire-to-succeed-.html>

- Choose to feel disgusted when you are strayed from the path to your goals
- When you have a genuine discipline to complete a task no matter how you feel...you will no longer need the burning desire
- **You need to feel shame when you're not doing the right thing.**
- I choose to feel like shit when I catch myself doing something I'm not supposed to do.

### 🔥 Morning Power Up #116 🔥 Congratulations where congratulations is due

5min

<https://rumble.com/v217mwq--morning-power-up-116-congratulations-where-congratulations-is-due.html>

- **Throwing yourself at struggles is the key to move forward in life**
- Turn your brain on and ask good thoughtful questions
- You can never grow in comfort
- If you fear the struggle you know that's the right path to take

→ Keep doing it and when it no longer feels worse then move on

### 🔥 Morning Power Up #117 🔥 Single greatest indicator of success

6min

<https://rumble.com/v2ldqpc--morning-power-up-117-single-greatest-indicator-of-success.html>

→ **If you are persistent with your goal you will win no matter what**

- Stay in the game until it's over
- People who quit after difficult challenges never will win anything fulfilling
- You need to want to succeed
- I will succeed no matter what
- Learn from your mistakes

### 🔥 Morning Power Up #118 🔥 Who do you even think you are?

5min

<https://rumble.com/v2liypw--morning-power-up-118-who-do-you-even-think-you-are.html>

- Believe you're the fucking man, that you can do anything
- **What do you need to believe to become the best copywriter?**
- You will not become if you do not believe you will

### 🔥 Morning Power Up #119 🔥 What to do about Christmas?

4min

<https://rumble.com/v2lojp6--morning-power-up-119-what-to-do-about-christmas.html>

- Holiday season is a great opportunity to outreach to serious businesses that doesn't stop the grind
- Competition is also reduced because most people who aren't serious will take the break
- Never stop grinding and be persistent, you will always come out winning.
- **Do the hard work especially when you don't feel like it, because many will and they will beat you quick.**

### 🔥 Morning Power Up #120 🔥 The Daily Checklist for Copywriting Domination + Q&A

52min (19min)

<https://rumble.com/v2lwwge--morning-power-up-120-the-daily-checklist-for-copywriting-domination-q-and-.html>

- A good environment to work in is nice to have. Not an excuse.

- You shouldn't spend too much time deciding what to do. Decide your #1 priority and do it. It's only appropriate to feel overwhelmed. That you might not be able to finish them all in time. That's only right.
- **Do a difficult task every single day (with rest days of course) and in no time you will become a monster at x.**

### 🔥 Morning Power Up #121 🔥 Success in the New Year

8min

<https://rumble.com/v221na4--morning-power-up-121-success-in-the-new-year.html>

- If you do what is normal...you will only obtain the normal result
- **Don't wait for the right time...do it now**
- Most people will wait for the new year to begin working on their goals. Don't be like most people
- Get a head start now
- You are in control of your own mind and actions
- Rise to the occasion. Do the hard work. Out-compete everyone while taking minimum breaks.

### 🔥 Morning Power Up #122 🔥 Is Copywriting SAFE in 2023?

17min

<https://rumble.com/v2274kc--morning-power-up-122-is-copywriting-safe-in-2023.html>  
↓

- If you're lazy...you're never safe
- Rising to the occasion is key to becoming successful. Never wait for feelings or motivations. Decide and action.
- Take advantage of 2nd opinion in the real world. Give advice and receive advice. The lone wolf survives but the pack thrives.
- Apply the OODA loop to your problems. Go through the loop until you achieve the desired results.
- Never stop sharpening your tools.
- Take advantage of new tools.
- **If you're the reason that money is coming into the bank...there will always be a demand for you.**

### 🔥 Morning Power Up #123 🔥 Copywriting Christmas message

9min

<https://rumble.com/v22c620--morning-power-up-123-copywriting-christmas-message.html>

- **Leverage AI to become a better copywriter**
- Copywriter who is mediocre and doesn't understand the market is being replaced by AI
- You need to be the person who masters the tool

→ AI is a tool.

### 🔥 Morning Power Up #124 🔥 The real "thing" all humans buy

11min

<https://rumble.com/v22gcg4--morning-power-up-124-the-real-thing-all-humans-buy.html>

- Don't focus on the product, focus on the results
- People want to get the change not the product
- So you must paint a clear change they could get without focusing on the product. Focus on the dream of getting that change, or the pain of staying the same
- You can leverage AI to reduce the workload
- **Sell the dream, not the product**
- Focus on the positive impact the product is going to bring the client
- Business owners don't want new copywriters, they want better results for their businesses.

### 🔥 Morning Power Up #125 🔥 "How can I be positive all the time?"

15min

<https://rumble.com/v22lung--morning-power-up-125-how-can-i-be-positive-all-the-time.html>

- Never feed negative thoughts.
- Don't dwell on them and do not give them power
- **Only choose to believe that you can achieve anything if you put your mind and body into it**
- Idle hands do the devil's work. Don't waste a minute being brain-dead and aimless
- If your mind is a vacuum, something negative will fill it.
- Be in control of what fills your mind.
- Plan your day, hours, and minutes with clear intent that will get you closer to your goals
- And if you need to...watch funny videos to lift your mood and smile.

### 🔥 Morning Power Up #126 🔥 How to eliminate distractions like the pros

21min

<https://rumble.com/v22sfh6--morning-power-up-126-how-to-eliminate-distractions-like-the-pros.html>

- **Avoid distraction by creating friction to your bad habits**
- Secure the environment you work in. Don't work on the bed, you'll fall asleep. Don't work where you play or relax, you'll end up doing those.
- Remove all distractions. Put your phone in the other room.

- Promise yourself to do work, then reward yourself for 15-30min by completing the work then do the regressing habits
- Blink and clear your mind

### 🔥 Morning Power Up #127 🔥 How to spark enough energy to get to work, even when you feel tired

29min

<https://rumble.com/v22yeeq--morning-power-up-127-how-to-spark-enough-energy-to-get-to-work-even-when-y.html>

- **Set aside time in the morning to do the most important work when you're fresh. Only eat quality food that expands your energy. Only say positive and encouraging statements about what you're doing.**
- Create a block of time where you will work no matter what at the beginning of the day.
- Do the work that will put you in a better position. Leverage your fresh mind.
- Consume food that doesn't ruin your energy level by fucking up your insulin
- Hypnosis yourself into thinking that doing x will get you the fun y result
- I.e. I can't wait to reach out to more prospects, get positive replies from them, get paid shit tons of money, and buy my family a better life.

### 🔥 Morning Power Up #128 🔥 Invincibility (and monumental success as a copywriter) is a choice

10min

<https://rumble.com/v234p9y--morning-power-up-128-invincibility-and-monumental-success-is-a-copywriter-.html>

- You can become invincible to the Matrix's mind attack by choosing to not give it any attention
- Instead, you behave as if everything is normal. Focus on your own growth.
- Don't let outside force influence what you had to do
- Blink and clear your mind of non-sense
- **Be relaxed and in control of your emotions when under challenges...that's the only way to the top.**

### 🔥 Morning Power Up #129 🔥 Becoming the Copywriting "Mad Scientist"

18min

<https://rumble.com/v23amm8--morning-power-up-129-becoming-the-copywriting-mad-scientist.html>

- Test possible idea you have out
- There is a fine line between insanity and genius

- If you want to create something exceptional, you'll have to walk very close to that line
- You need to develop an abundance mindset when it comes to reaching out to client
- Never feel desperate for anything. If you gets it cool. If not, no big deal there's always a new client to reach out to.
- **Become mad that you're willing to go insane for something to work**
- When you're living differently from others, people will think you're not same and feel uncomfortable around you.

### 🔥 Morning Power Up #130 🔥 The most important thing you can do in 2023

27min

<https://rumble.com/v23fll0--morning-power-up-130-the-most-important-thing-you-can-do-in-2023.html>

- Overnight success is real but it takes hours days or years of work to occur
- **Decide to put in the work every day and you will come out winning no matter what**
- Result compounds
- Small action leads to big results if you do them consistently
- Do the daily checklist every day. Have your daily checklist of tasks you must complete
- If you can complete it every day you will progress extremely fast
- People underestimate how much you could accomplish in a year and overestimate how much they could do in a day
- Your Indefatigability to challenges determines your future success

### 🔥 Morning Power Up #131 🔥 The Power Of Identity

19min

<https://rumble.com/v23kmcs--morning-power-up-131-the-most-important-thing-you-can-do-in-2023.html>

- Have a resume built (website with testimonials and work samples)
- Assume the identity you wanted to be.
- The identity that makes you stronger, wiser, and harder to kill.
- Remove all negative thoughts and limitations you have on yourself
- Your potential is limitless
- People don't purchase a product, they purchase the identity that product brings
- Take advantage of Maslow's Hierarchy. The higher you can make a change in the pyramid, the more money you make.

- **Paint a clear picture of what identity the reader will receive when purchasing the product. The clearer this is, the more powerful the copy is.**

### 🔥 Morning Power Up #132 🔥 Do you suffer from sales "blindness" ?

14min

<https://rumble.com/v23pxlu--morning-power-up-132-do-you-suffer-from-sales-blindness.html>

- When you interact with other people you shouldn't be self-absorbed
- Focus on the other person, not your goal
- **When you outreach, you shouldn't try to sell your skills, but focus on how the prospect will improve his business from your offer**
- Read How to win friends and influence other people by Dale Carnegie multiple times
- You don't want to be that guy who tries to take from every encounter

### 🔥 Morning Power Up #133 🔥 "Wait have I been SOLD to???"

8min

<https://rumble.com/v23utoy--morning-power-up-133-wait-have-i-been-sold-to.html>

- **You need to believe in what you're doing for it to produce good result**
- You don't work with someone who you don't like or believe that their product/service will not be able to change their audience's life
- Someone who have believe that what they're doing is the right thing and a good thing will always outcompete someone who doesn't believe in what they're doing

### 🔥 Morning Power Up #134 🔥 The cure for procrastination

20min

<https://rumble.com/v240vcg--morning-power-up-134-the-cure-for-procrastination.html>

- An empty mind invites hesitation
- Keep moving forward at all times
- Action beats meditation
- Fear of failure is the killer of all progress
- You have the choice to never procrastinate again by taking actions
- As little as the action may be, it doesn't matter as long as you do something.
- **Keep moving forward with intent and you will never procrastinate again.**



### 🔥 Morning Power Up #135 🔥 How to trigger energy each morning

30min

<https://rumble.com/v248jlg--morning-power-up-135-how-to-trigger-energy-each-morning.html>

- Before you go to sleep, know what you will conquer the next day
- In life, there is no excuse. You either win or you lose. You have either done it or haven't done it.
- You need to find your source of unlimited energy.
- Find your nuclear power plant that replaces your current source of energy like motivation, discipline, or goals.
- When you have defined your purpose in life, and use it to get up in the morning to act on your purpose, you'll find that you have an unlimited amount of energy.
- Add what fulfills you as a person to the list of things you do as well.
- **Link what you're conquering each day to your defined purpose and you will receive the unlimited power to wake up before the alarm rings every single morning.**

### 🔥 Morning Power Up #136 🔥 "A man convinced his will is of the same opinion still"

12min

<https://rumble.com/v24derw--morning-power-up-136-a-man-convinced-his-will-is-of-the-same-opinion-still.html>

- You cannot convince someone that they need your service
- You can change someone's beliefs if they're unwilling to change. No matter how many facts you present to them.
- Choose to work with people who want you
- **Having an abundance mindset will set you as a professional who isn't desperate.**

### 🔥 Morning Power Up #137 🔥 The question that will change your life

10min

<https://rumble.com/v24i9iy--morning-power-up-137-a-man-convinced-his-will-is-of-the-same-opinion-still.html>

- The quality of your life depends on the quality of the question you ask.
- **You ask a specific question to identify the roadblock your avatar or you're facing**
- The more clear and specific it is the easier you can write something that will resonate with them and the easier people can help you
- It doesn't matter how intelligent you are if you cannot direct that intelligence and energy toward solving problems that the world values.

### 🔥 Morning Power Up #138 🔥 "Action beats meditation"

11min

<https://rumble.com/v24lsg8--morning-power-up-137-action-beats-meditation.html>

- When faced with a problem, treat it like an ambush. Push through.
- Sitting around thinking will never solve a problem. Only actions.
- When you have time to sit and think about a problem you're not moving fast enough. Move so fast that the problems go away because you solve them by progressing.
- **The morning routine is cool but not as cool as you wake up in the morning and knock off all the task lists you created**
- When in doubt or hesitating, just keep working.
- I have not been taking action since August because I am afraid to fail. Now all I will do is take action. To become a better problem solver, pilot, and fighter, Mr. producer and man.

### 🔥 Morning Power Up #139 🔥 "How do I know if this is the right path?"

23min

<https://rumble.com/v24r5ym--morning-power-up-139-how-do-i-know-if-this-is-the-right-path.html>

- If you want to live the 1% life, you have to sacrifice what the other 99% aren't willing to.
- Things like "favorite shows" are a small price to pay for your success.
- Stop looking for a way to implement the 20% work and 80% outcome rule
- Work with what you learned and push forward. Become obsessed to win with this skill
- I have the ability to fly airplanes, write persuasively, and close clients. I will work on improving these skills to be the best at what I do.
- **The way you get rich in this world is by providing value at scale.**
- Do the hard work especially when you don't feel like it.

### 🔥 Morning Power Up #140 🔥 A more resourceful state

19min

<https://rumble.com/v24wfp4--morning-power-up-139-how-do-i-know-if-this-is-the-right-path.html>

- This is how you get yourself into a more resourceful state where opportunities come to you on autopilot
- **Change your physiology from a depressed bum to a winner with high T by improving your posture, chest out, back straight, and looking up above the horizon**

- This will improve your mental state and put you in the zone
- The key is to become the man who's in control. Do the push-up, not react to the negative that the world tries to drag you down
- Second is the to set a clear goal to do x. I want to get more replies on my outreach. Change your body, set your goal to complete the task, and execute.
- Almost all mainstream creation in this world is designed to bring you down and distract you from growing higher
- You need to become the person who refuses those distraction
- Every growth begins in your mind. You need to take control of it.
- Train your mind to ignore negative feelings that will prevent you from achieving your goals
- Once you have made improving your life by working toward your goal a purpose, nothing will be able to stop you.

### 🔥 Morning Power Up #141 🔥 Important realization on the path to mastering marketing

14min

<https://rumble.com/v252s5k--morning-power-up-141-important-realization-on-the-path-to-master-marketing.html>

- If you're in this program for more than 3 months and haven't made any money...there's something wrong with you.
- But that's okay we're all here to change that
- Becoming a master market means understanding how to test your method until you achieve the desired results
- When writing an outreach, ask specific questions like "how am I going to make my prospect stop and read my email, and by the end of it he's feeling so excited and happy to finish them that he would offer to hop on a call with me right away."
- **When solving a problem, you need to know what kind of result you want first. Built from the final product and back to where you are.**

### 🔥 Morning Power Up #142 🔥 Focus on the "25m target"

17min

<https://rumble.com/v25a398--morning-power-up-142-focus-on-the-25m-target.html>

- **Focus on one thing at a time. Strike off your daily checklist.**
- You will never have an overnight success if you don't put in the necessary work daily
- Do something. Take action. You will get there.

### 🔥 Morning Power Up #143 🔥 The best sales advice I ever got

6min <https://rumble.com/v25hg4n--morning-power-up-143.html>

- Find the problems that people are having and give them the solutions

- In your outreach, don't focus on the offer (email, captions, posts, etc..) but focus on the pain i.e. their channel dying and not getting sales from their product...and show them you know how to get them to their goals
- **Simple sales advice 101: Know your prospect's goal, ask what problem is blocking them to reach their goals, and then give them solutions that will get them there faster.**

### 🔥 Morning Power Up #144 🔥 Secret recipe for Free Value

15min

<https://rumble.com/v25olnu--morning-power-up-144-secret-recipe-for-free-value.html>

- People respond well to threats and opportunities
- When reaching out, grab your prospect's attention by mentioning the problem they face in their niche e.g. Dentists wanting people to come back for their annual checkups.
- Identify the goal in the niche you're reaching to find out the road blocks/problems to get the prospect to read on
- Introduce the unique offer on top of what they're doing (familiarity) without getting categorized
- **Grab attention of your prospect with their problem, then offer a unique spin on a familiar approach to solve their problem**

### 🔥 Morning Power Up #145 🔥 Why the pushups?

11min <https://rumble.com/v25u9bc--morning-power-up-145-why-the-pushups.html>

- Doing 100 push-ups will not make you look like a greek god but it will build your self-respect
- If you can keep the promise to yourself then you can do the same for your client
- Why would you fulfilled someone else's work when you can't even keep your own promises?
- **Build self-respect and unwavering conviction in your word by doing 100 push up daily. Say what you mean, mean what you say. Your word is Iron Will.**

### 🔥 Morning Power Up #146 🔥 Why consumption is for cowards

17min <https://rumble.com/v25zr3w--morning-power-up-146-why-the-pushups.html>

- The man who sits and consumes choosing to not do anything other than learn is a coward. And I have been acting cowardly for 5 months.

- The only time you should consume is when you're trying to solve a particular problem. If stuck at x, go watch content on how to fix x, then come back to the work.
- When you come up with the excuse to "go back and revisit" the materials, is your brain tricking you into thinking that you're not a coward for not facing the challenge head-on.
- You need to get rid of all the cheap dopamine consumption to get the real thing.
- **Only practice in a way that makes you money**
- When choosing what do always choose to take action rather than consume content
- Focus on the real thing, not the cheap fake stuff that they're shoving in your face.

### 🔥 Morning Power Up #147 🔥 "How can I actually help businesses?" + Success Stories

22min

<https://rumble.com/v264gf2--morning-power-up-1467-how-can-i-actually-help-businesses-success-stories.html>

- You need to believe that you can do it again.
- Remember the feeling when you land that first client? Recreate every step it took you to get there.
- The key to winning your prospect's trust is to present a highly detailed researched and smithed work that he thinks you get it.
- To do that you need to research his dream avatar thoroughly. Understand everything about the avatar from top to bottom.
- **Know that you will rise to the occasion and fulfill your task no matter how you feel.**

### 🔥 Morning Power Up #148 🔥 The best place to hide a secret...

11min

<https://rumble.com/v26a14e--morning-power-up-149-the-best-place-to-hide-a-secret-....html>

- Is in the FAQ aka the handbook where people don't really visit.
- If you're struggling then it's a good chance for you to rise to the occasion, become someone who will elevate your tribe to another level
- **Going to war builds a man. You need to suffer to obtain the life that you want.**

### 🔥 Morning Power Up #149 🔥 What time should I wake up?

14min

<https://rumble.com/v26eut6--morning-power-up-149-what-time-should-i-wake-up.html>

- Start your day early to get the most out of it
- **Work on copywriting when your mind is the freshest**
- Get sufficient rest so you can do the same for the next day
- Don't do the most demanding workout first thing in the morning. Do some push ups and pull ups to get your blood flowing only.

### **Morning Power Up #150** **"Why make all this money?"**

18min

<https://rumble.com/v26jq2a--morning-power-up-150-why-make-all-this-money.html>

- **When you know the "why" you'll be able to endure any "what".**
- Sit quietly and ask yourself: Why are you working this hard for.
- When you know the answer, you will have the advantage that most people don't.
- A reason to push forward no matter what comes at you.