

AGOGE NEW IDENTITY TEMPLATE

Ideal Version of Yourself 6 Months From Now

Power Phrases (2-3)

- Live with no regrets
- Make them proud
- Helping others is what makes life worthwhile

Core Values (2-3)

- Creativity
- Selfishness when needed
- Discipline

Daily Non-Negotiables (2-3)

- Workout / Movement
- Learn at least 1 new thing
- Text at least 1 friend (Social life is very important to me)
- Make the life of 1 person better each day, even if it's just a genuine smile I got out of someone

Goals Achieved

- Financial freedom, earns at least 2k a month (after tax) without a 9-5
- Can do 50 burpees in a row
- Increased confidence in myself when it comes to business
- Moved forward. Tried more and different outreach, improvement copywriting / marketing skills and stayed consistent (the outcome may differ, the goal is to keep moving)
- Lost 2-3 kg (I'm in good shape, so more isn't necessary or useful)
- Got rid of porn entirely
- Role Model for some friends, for others someone to build on even further than currently

- Be able to support them in achieving their dreams, even if it's just a little financial help or someone to talk to

Rewards Earned

- Higher confidence -> Higher charisma
- Increase capabilities to survive the fight for a better life
- Increased capabilities to be there for my peers
- Made my parents and friends proud (or even prouder I should say)
- Confidence in myself built from evidence that I can do it
- Ability to quit my 9-5 towards the end of the year if I keep going

Appearance And How Others Perceive Him

- Disciplined
- In control / In charge of his life
- Persistent
- Smart and well educated
- Charismatic
- Fit and muscular
- Someone to rely on
- Stoic when necessary
- Someone who is fun and interesting to be around

Day In The Life

I wake up at 8-9 am, depending on when I got to bed the day before. I have the luxury of getting my 8-9hrs of sleep without having to get up at a certain time (afterall, the time you have each day doesn't really change and I'm not a morning person at all). I get up, do my pushUps (by then probably 60-70 in a row), put on the morning power up call and go for a little walk. By that time it will be summer again, so I can actually enjoy some sunlight while doing so.

I get back to my apartment, answer my girls morning text (we only text around 3-4 times a day back and forth, but I like to answer before diving into work), and sit down at my desk. The first task is doing some client work. For example rewriting an Ad-campaign, or an EMail. I complete that task, then make my breakfast. Something decently sized, chicken wraps for example.

Afterall, I have to hit my protein goal to stay in tip-top shape. After another set of PushUps, I go ahead and take care of another clients work. He needs a new text for his landing page, so I look at the Avatar we designed earlier this month and get to writing. I make 3 different drafts, I will

recombine them into the final one after a break, since I can't really objectively think about it right after writing. It's about 2pm now, as I head to the gym, 50 minute workout, and 1:30h later I'm already back home. I went hard, so quite honestly I don't need that much time. My daily workouts are important not only to build muscle, but also to fortify me mentally. That's why I go 6 times a week, and the 7th day is spent instead with a 1.5hr walk (something I really like to recap the last week, and think about the next one. Also, walking is by far the best time for me to think through problems and how I'll handle them). After getting back to the gym, I take about an hour to review, and slightly re-edit the copy I've written earlier. Both clients will now get 2 different drafts of what I want. In the case of the landing page, I like both versions but my client has the last say on what we'll put up. For the Ad-campaign, I will propose trying both (unless the client highly prefers one) and we'll see how well they do. After that done, it's about 16:30 by now. I take the time to eat something small while watching some educational videos, for example in The Real World or on YouTube. No unnecessary stuff allowed. At 5, I will then have a weekly call with another client to discuss what we will test next week. His EMail campaign has been going well, but he needs ideas on what to write about next. On top of that, I propose a new headline for his Search-Ads we can try and setup the next day. Since I'm doing good work, I don't really need to worry about my own outreach anymore. Referrals and my current customers are plenty to deal with. I still take some time to review outreach messages, even if not fully necessary for me, since they improve my ability to help my clients get new customers as well. It's 6 pm, so time for my hour of daily education. I take the time to learn about different topics each day, simply because I value and love learning new things. Currently, I'm balancing the financial education of TRW, with physics research because the newest developments there really spark my interests. While they are fun, another great advantage is that the knowledge often leads to very interesting and exciting conversations!

At 7 pm it's time to take care of my social circle. I will meet up with my girl and a group of friends for dinner. Although I make an effort to "optimize" my life, my social circle is something I value to this day, even above making money or working out. The key is to strike the balance. After finishing dinner at around 10pm, my girl comes back to my place and we wind down together, talking about different stuff until about 23:30, when it's lights out and time to sleep.