

(100 SQUATS)

<https://www.youtube.com/watch?si=JnIAGXbfwXJi7l0l&v=OaCH0t6muiU&feature=youtu.be>

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Copy Review Aikido Submission:

4 Fundamental questions:

Who I'm talking to?

Mainly fathers who are business owners - CEOs, executives, or regular 9-5 around age 30-45 who are not their best selves either physically because of all the work OR their relationship is a disaster due to them not being present at the household... etc

Where are they currently at?

They are pretty well off financially, just need a ton of work (not being comfortable) from where they are at in life... also need much improvement with their kids and spouse/GF who don't seem to respect them as much even though they are providing a shit ton financially.

Where do I want them to go?

I want to persuade them at their level and tone that they can understand they need to come into an in-person (make men strong and uncomfortable type of boot camp) immersion with an experienced coach, they need to be told the absolute truth but 60% of the men who read these emails prob won't care and go along with their day drinking beer, watching sports games or just working all night on their laptop, phones, etc... trying to get them to fill out a quick jot form so they apply to this 'in-person boot camp' that can completely change their mindset and perspective on what it is to be the best version father.

What does the reader need to experience, so I get him there?

The reader needs to experience urgency, some good intentional ol' fear like Tate did with all the young men when he FIRST was all over TikTok and all social media platforms to convince them (smoothly) enough to understand that if they do not be uncomfortable and enjoy being uncomfortable as a man, that life will only BE MORE UNCOMFORTABLE for being too comfortable and complacent.... I get humans do not like discomfort or change especially a cold audience BUT I would like to convince them first by relating like the CEO experienced all the tough times to hook them to then persuade them by going into fear then HOPE and high desire-based feelings.

Self-analysis:

1. Needs more specificity and flow for sure, seems like my tone might be too harsh...
2. Need to get them to understand why they need to (Desire) keep reading and why I am credible or relatable to get them to even want to open the email and join our immersion men's program.
3. Also, I feel like my way of (storytelling) could BE MUCH MORE IMPROVED

(EMAIL SEQUENCE — IN-PERSON BOOTCAMP FOR MEN)

Email 1:

Subject – “. . [name] You are not a loser, tough love will heal you

I know EXACTLY what you are going through as a busy man, who *secretly regrets* that (Extra) sip of alcohol. . . Escaping from most of your problems and drowning yourself with booze to (hopefully) forget all *the responsibilities you have as a (hardworking) man.*

Not confronting what needs to be confronted... Like your last argument with your loved one or kid you had.

Bro... I've been there... Not being AWARE of the degree to which my mistakes were 'mentally destructive'.

It is worth mentioning that my mistakes were slowly and **unknowingly affecting my health and mental state**, (piece by piece) not wanting to realize the physical damage it was causing me.

[“Among males, 62,039 liver disease deaths occurred, with 50.2% involving alcohol.”](#) *That does not include heart disease, higher risk of depression, etc...*

. . Sipping on too much booze will **NOT help you physically, spiritually, relationally, and financially be ‘the man’ well-rounded in all 4 areas of life.**

Non-loser traits: *“Strong. Purpose-driven. Attractive. Financially Satisfied And Free from location and time.”*

Not trying to scare you. *(Here is what I mean).*

You have been compromising your entire life, and you have not admitted it until now.

I have felt stuck trying to breathe for some alone time to relax after a full day at work, still expected to perform with “perfection” in the household while (trying) to juggle businesses and bills to pay. . .

“BLAH BLAH BLAH. . . “ I woke up to my rage and confusion and decided I had to take a small step back to see where I needed to go in my life. . .

. . Hesitated to face ‘me’ in my (own) bathroom mirror and tell the truth of how much of a LOSER I WAS, to then a couple of years later become an NFL Champ *and once again* back to a broke ‘loser’.

There is a 99% possibility that you are experiencing ‘cognitive blindness.’

Blinded whether you should drink only a few cold beers or completely cut that crap out of your life cold turkey.

I wouldn't be successful, sober, or even jacked if I had not **sold my Super Bowl Championship Ring 8 years ago to pay my rent** and groceries and reflect on every “insignificant” mistake I made.

... Selling that ring helped me get through my financial struggles.. Like having to shamefully file for bankruptcy. You are 1 “insignificant” decision away from changing your entire life.

Fast-forward to 2023 I have several booming bankable businesses, a sweet wife, and three sons who are proud of their father (aka me), and my achievements finally got me to **feel genuine pride in myself**

“These transformation stories speak to me.” says the business owners with family who (thought it was impossible) to **change their clingy ways like Jayson here:**

"I was 250 lbs. overweight, 52% body fat, diabetic when I met Setema. My body was literally more fat than muscle because I was not willing to confront myself or tell the truth. I was hiding. With Setema's help, and the help of the Coaches, I have dropped more than 130 lbs. and 15% body fat, AND I am no longer a diabetic. My confidence is at an all time high, I know my purpose, and my business has grown exponentially. In 2022 alone I have created \$100K in passive income with Setema's help."



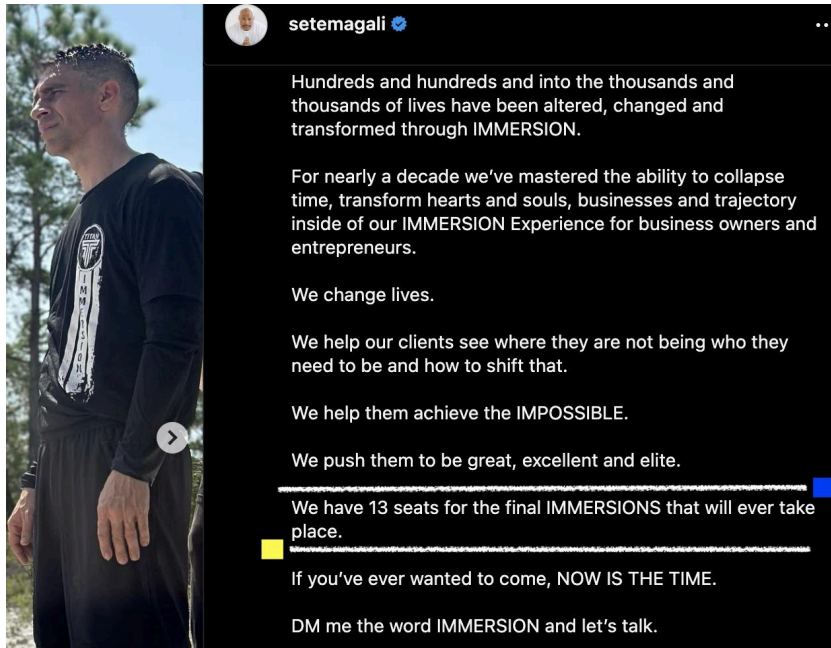
Jayson Merchant
Owner, Carbon Hill Pizza Bar

I show you these **results** not to brag, only to impress upon you that it is possible for you too if you tell yourself the god-honest truth.

*This (in-person) experience takes place in November, and **it might be the last time we ever do this**. You don't have to do it alone.*

You know a coach with a decade of experience can (logically) cut your learning curve by half... time is precious in a fast-moving world... Why not be a 'full stacked man' sooner?

I posted it on my Instagram, so you DO NOT think it is that (alarming fake urgency crap):



You are now aware that you possess the ability to improve [Name]. I want to assure you that YOU are NOT a LOSER!

[Become a 'full-stack' \(respected\) man, not a loser here.](#)

Email 2:

Subject - *"your relationships are your largest purpose to self improvement"*

[Recipient's Name], My friend.

As a man-to-man (real talk), do you know what the UNIVERSAL truth is?

The truth that will unquestionably change your outlook on life.

It is that LOVE DOES NOT LIE. . . EVER!

You will start to earn your right to feel *important* and *valued* in relationships like Levi here:

"Setema helped me relearn how to be a father. As much as I hated certain things about the way I grew up, it was what I saw. It was what I knew. And I started to repeat it. After joining Circle of Champions, it's really helped me see other ways of parenting and building the type of relationships I wanted with my children. Now, I can listen to them be present with them. That's something I could never do before. I learned to CONFRONT! Confront my own inner demons. Now I face hard things head on."



Levi Te'o
General Contractor

... Earning your 'place' as a man in this world requires you to become valuable even **in relationships with your kids**, or your relationship will *fade* if not confronted as Levi did.

He joined one of my masterminds' "circle of champions" to improve as a father and *become VALUABLE to his closest relationships... His children.*

If you become 'selfish' to improve yourself, it will be a positive domino effect on your (near to your heart) kids...

. . Then with your partner. . Or EVEN in relationships with your **values, morals, integrity, and positive thoughts.**

Because without *values, morals, integrity, and positive thoughts* **you will be making countless mistakes and end up like (Average Joe) “Bob” here:**



Sadly, most **men today end up confused, single, and purposeless like “Bob”**. . .

. . **You don’t need to carry that FAT burden.** . . (Only) if you are serious about becoming the best husband, best father, or best MAN then [click here so you do not end up like “Bob”](#).

Email 3:

Subject - “decisions earn YOU rights to freedom and financial stability.”

Here me out, [Recipient's Name],

The average person makes as many as 35,000 decisions each day - that's about 2000 decisions per hour.

We all know the *saying* that it **only takes one decision** to change your life completely.

- *Deciding whether to eat healthier or bite that crunchy cookie 1 more time.*
- *Debating if you should drink 1 more beer or that glass of cold water.*
- *Determining to either exercise at your local gym for just for 1 hour or relax at home to binge 'The Witcher' on Netflix.*

My main point is that *making a decision isn't hard, we do it every hour.*

What is hard is deciding to let go of all your vices whispering at you to come back.

What is hard is deciding to start something new and unfamiliar. . .

. . Don't let starting something new stop you from bettering yourself [Name]. . .

. . Here is the definition of a decision:

"A decision is a choice or judgment that you make after thinking about what is the best thing to do." (aka the best thing for you!)

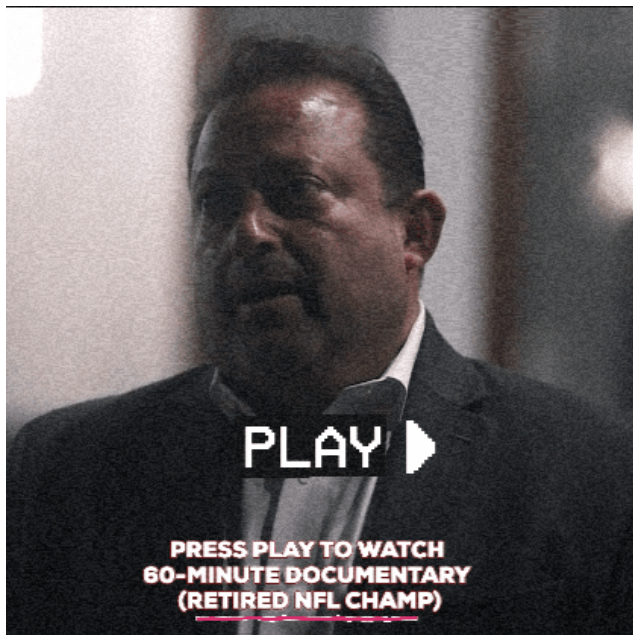
Just because you think you know what the right decision is doesn't mean it will be the correct decision.

In fact, most people in general make the wrong decisions.

The righteous thing to do is to accept the truth and picture who you want to become.

Want to be a typical flabby, broke, insecure guy *or* an incomparable, irresistible, rich guy?

Only if you want to become incomparable, irresistibly confident, and rich in your near future, click 'play'.



[Setema Gali] - *NFL Star For New England Patriots.*

'The Revolution of Better Men is Upon Us.'

FYI - You will never tolerate being helpless and feeling powerless ever again.