

AGOGÉ NEW IDENTITY TEMPLATE

Ideal Version of Yourself 3-6 Months From Now

Power Phrases (2-3)

- I am Xavier Moulton and I do not give in to temptation.
- I am Xavier Moulton and I do what needs to be done no matter what.
- I am Xavier Moulton and I am the one breaking the cycle.

Core Values (2-3)

- I am Brave
- I am Dedicated & Obsessed.
- I am a man of Ultra High Standards.

Daily Non-Negotiables (2-3)

- 1 hour intense training session
- 5 hours client work
- 1 hour copy breakdown
- 15 min OODA loop before sleep

Goals Achieved

- I made £10K this month (July 2024)
- I made Over £30K made over the past 6 months
- I am 85 kg, lean muscular frame with no excess body fat (12%)
- I have worked with at least 5 different clients.
- I can bench over 100kg.
- I can squat over 150kg.
- I have developed my French to a level where I can have a clear conversation with my family.

Rewards Earned

- I have purchased a new car on finance (a black BMW M4 competition)



- I have taken my family out for nice dinners at fancy restaurants.
- I have taken my girl out for fancy meals & experiences.
- I have taken my girl to Paris for a weekend.
- I have proven to my parents that I will be able to fund their retirement in the next few years.
- I bought myself a brand new MacBook Pro 16-in M3 max to work from.

Appearance And How Others Perceive Him

- I have a muscular physique with no excess body fat (visible 6-pack)
- I am Well groomed, trimmed beard and a buzz cut.
- I am always the best dressed man in the room (simple clothes suits when necessary, no big brands)
- I am lighthearted most of the time but stoic when I need to be.
- Other people have ultimate respect for me and what I have done over the past 6 months.
- Others see me as charming and charismatic.
- Others want to listen to me because I always have a good story to tell.
- Others see me as lighthearted and playful, not taking things too seriously (until I need to).

Day In The Life

Make it as vivid as possible. What does he FEEL like as he goes through each part of his day? Add images vision board style. Use the first person and present tense, i.e. "I walk through the streets..."

- I wake up at 8AM, with my blood on fire. Utterly excited for the development I will make today. Developing in every aspect, from copywriting skill to physical power.
- Jump out of bed and do 100 push ups to start the day right, making them as difficult as possible so I FEEL the pain and discomfort.
- Then straight outside for a 10 min walk with my dog, no distractions. I spend this time remembering what I am eternally grateful for and expressing gratitude to God for all the blessings I have and that are to come.
- Soon as I get back I write my goals list down on paper. I imagine the future, upgraded version of myself. Focussing on the DISCOMFORT of my current state and how I can work harder and DO MORE.
- At 9AM I catch Arno's usual daily live call in the business mastery campus, take notes on key aspects and remain in awe at the levels of value he drops everyday.
- From 10AM to 1PM is my first deep work session.



- I dive headfirst into the challenges that lay ahead as if I was a Spartan facing certain death at the hands of the Persians.
- Overcoming every problem and uncertainty with SHEER FORCE.
- Unwavering in the face of discomfort and unease and through massive action, I provide so much value to my clients and their customers in just 1 deep work session.
- A focussed 3 hour deep work session is never easy but at this point it is second nature to me.
- At the end of this battle I reward myself with a feast for lunch and spending some quality time with my family.
- From 2PM to 4PM is the second deep work session of the day.

- Forcing my way through the hardship and any problems I had not resolved in the first session I create even more value for my clients and their customers.
- I know solving any problem is done through massive action so no matter what I have to do, it gets done.
- The difficulty never fades but this is exactly how I know I am 'on the bleeding edge' (as Professor Andrew says) of growth and ultimate development which is exactly where I need to be.
- At 4PM I tune into Andrew's daily live call, the unlimited motivation and fireblood energy comes back in waves. I take notes on important concepts and then I go straight to the gym.



- Training is never fun, until I made it fun. Pushing myself further and further every day. Seeing just how far I can go. Putting myself through hell and smiling through the pain because it is the best sign I am where I need to be.

- Today I am training back and I hate it. My back has always been underdeveloped even now. But smiling through the exercises I don't want to do is what makes me a respectable man.
- At 6PM I shower and ponder all the problems and answers I have come up with today, thinking "how can I make them even better". And I sit down for my third and final deep work session.
- This time I am finishing any little piece from previous work sessions and then breaking down successful copy word by word. Dissecting every emotion and affect every single word has on the reader and translating that into how I can create the same effect in my projects.
- I am obsessed with understanding exactly how it affects a human and how it can influence them to make decisions. It is almost a dangerous level of obsession. But every day I feel like I am learning something new. A different aspect or angle I hadn't thought of before.
- At 9PM I reward myself with spending a quality night with my girl.



- I dress up in a fine Italian suit, like a G. She puts a nice dress on and we go to a fancy restaurant in the middle of town.

- I order steak, a meal for kings. We have a great time feasting and drinking wine. I am grateful for the relationship she and I have.
- As the day of conquest comes to an end, I total my wins and decide how I will win more tomorrow. How I will do better. How I will conquer more and more until the universe is forced to give me everything I could ever want.
- I pass out in my bed, excited for the next day of conquest and to do it all over again.