

# Power Phrases

- Imagine competing against me. Imagine competing against me in 5 years. Imagine competing against me in a decade.
- You have a duty to God, the Staib bloodline, your younger self, and everybody in this world that you care about.
  - **Your dad** built a business in his 30s while he was making 100K+ per year just so he could raise you and your siblings right. He stayed up at night trying to get clients and build a completely new stream of income on his own for you to be raised in the situation you were raised in – Pay him back
  - **Your mom** bought the keyboard and guitar for you when you wanted to try and make music. Your mom stays up late thinking about you every night and lets you pursue anything you want. Your mom supports you even when you royally fuck up, and make a thousand-dollar mistake by drinking too much alcohol. Plus she started working again to pay off your mistake – Pay her back.
  - **My younger self** did the right things even when I didn't believe I could achieve anything. He just worked because it was the only option for him – Are you going to let that kid down?
- Ask the girl, shoot the shot, launch the business, run the ad, quit the job, take the risk. When you're 85 years old and on your deathbed, you're not gonna wish you had fewer crazy stories.
- If you REPEATED everything you did today for the rest of this year, would you be proud of all the work you did or would you be embarrassed that you wasted another year?
- You need to have your heart broken. You need to have it completely f\*cking crushed. The woman you love needs to f\*ck someone else or your dad needs to die or your business needs to fail after you tried EVERYTHING to keep it alive. You need to get knocked the f\*ck asleep. You need to go to jail and sit alone with cockroaches for months. And then you need to be laughed at and humiliated. And then you need to get back up. Dust yourself off. Look yourself in the eyes. And smile. Because they haven't stopped you... have they? Maybe... Just maybe... Well, it seems like... They can't stop you. THEY. CAN'T. STOP. YOU. NOTHING CAN STOP YOU. So you just need to get back up and keep fighting until you win.

## Goals

- **Have one \$5k/month before August**
- **Look at your wrists – 190 lbs**

## Rewards Earned

- A car

## Appearance And How Others Perceive Him

- Calm – I never complain, and I never get flustered or shaken when a problem shows up.
- Attractive – when I walk in a room, every woman or man feels my presence – They can feel the fact that I'm a G.
  - With any girl, all I have to do is shoot my shot or make a move and she's mine.
- Respected – Other guys I know or who walk by think, "Brendan's a G" or "Brendan's an incredibly hard worker" when they see me.
  - People don't ever talk down to me or disrespect me in front of my face.
- Intimidating – Everybody breaks eye contact with me first. I walk into any room with a "don't fuck with me" aura.
- Confident – I'm firm in my identity and comfortable in my own skin. I don't change my actions based on what people in lower positions say to me.

## Day In The Life

- I wake up before the sun is up and don't hesitate for a second before I get out of bed and start working – I'm get excited to finally sit down and work again.
  - I have raw energy because I'm sober and well-rested – I got 7+ hours of sleep the night before
- I work relentlessly for 2-3 hours undistracted in the morning
  - While I'm working, I can see the orange, pink, and yellow colors in the sky from the sunrise leak through my window.
- I listen to my morning music, shower, and think about the problems I'm dealing with in my clients' ad campaigns.

- I can consciously walk down the street to my lectures – I’m not worried about what other random people think about my outfit or the way I walk.
  - People can see my chest outline through my shirt and can see the indents on my thighs just below the pant line on my shorts – Walking around like Mike Thurston with the arm sleeves on my shirt tightly wrapped around my bicep and tricep – I fill out the shirt and shorts.
- I sit in my lectures, look around, and dominate the room because I know I’m the most capable man in there – I can sit wherever I want, by whoever I want, and I’m not thinking about what random people think about me because I’m firm in my identity.
  - I don’t care about what other less successful people think about me.
- I walk back from class, sit at a coffee shop, a healthy restaurant, or on a rooftop pool, and make money online.
- I go to the public gym and I can work out without being self-conscious or thinking about how small I am.
  - I’m content in my own skin because I know who I am – I’m not worried about what other people think of me as I work out and I can really train hard in public gyms as a results.
  - I steal all the hot girls’ eye contact from the other guys in the gym – They’re all looking at me because I’m a G and I own any room I walk into.
- I feel the stress from all my work, but I smile through it and feel proud of everything I’m accomplishing at my age.
- I go out to dinner with my girl at a nice restaurant and don’t even look at the price of the meal I’m getting.
  - I can get what I want with no worry about how much the bill is.
- I wrap up all my work after the sun goes down around 9 PM and meticulously plan my next day.
  - I feel excited thinking about all the things I get to do the next day and can't wait to go to sleep, wake up in the AM, and work.
- I chill with my boys and/or my girl to laugh, talk shit to each other, and watch a movie and/or cheese about random stuff on TV.
- I light a candle, get ready for bed, go to sleep feeling proud of myself, and I feel real excitement thinking about the work I get to do and the money I get to make the next day.

## Most Competitive Version of Myself

- What would he do with his time today?

- All my non-negotiables x5.
- I'm not going to spend a single second on instagram or social media.
- I'm not going to waste a single second during my work sessions — Every single second is hyper focused deepwork.
- **What advantages would he create for himself?**
  - He'd build a 10/10 body.
  - He'd know how to fight.
  - He'd surround himself around the right people
- **What things are you afraid of doing right now, have been putting off, that he would do even though he's just as scared as you?**
  - Outreach: In person outreach, email outreach, TRUE warm outreach
  - Ask for help
  - Being himself
- **What garbage would he cut from your life this week to be as productive as possible?**
  - He'd only hang out with people on his same mission
  - He wouldn't drink an ounce of alcohol — In the very rare case he does, he'd contain himself, and still perform exactly the same the next day as he would if he didn't drink.
  - He wouldn't chase casual sex or women at all — He'd absorb women and focus on his mission.
- **What habits would he have?**
  - He'd wake up 1.5 hours before the sun rises — 4:30 - 5:30
- **How would he track and measure his progress, output and success?**
  - The \$ coming into his bank account daily, weekly, monthly, yearly.
  - The # of hours he spends on work every day
  - His daily macros
  - The weights he trains with
- **How would he use the Real World more effectively?**
  - He'd be active in the chats asking questions and getting reviews from the experts.
  - He'd be helping other people to deeper his understanding of marketing himself.
  - Check the wins channel daily to fuel his work or back up his competence.
- **How would he use and improve his existing network?**
  - HE'D USE HIS MILLIONAIRE FATHER AND GRANDFATHER TO HIS ADVANTAGE
  - He'd be using his school network better



- **What beliefs would he focus on this week?**
  - “If someone else can do it, I can do it”
  - “My mindset is optimized around competence”
  - “I perform no matter what’s going on or how I feel”
  - Competition — He knows everyone has the same resources as him, and understands it’s up to him to use those resources better and beat out everybody around him.
- **What would he not tolerate about your current life?**
  - How I spend my time late in the day.
  - How unproductive my g-work sessions usually are.
  - How I perform when the work gets hard or when extra challenges get thrown at me.
- **What key objectives is he obsessed with achieving? Why?**
  - Having the ability to move and travel anywhere in the world at any moment in time.
  - Retiring his family members, protecting the Staib bloodline, and giving them everything they’ve ever wanted.
- **What would this version of myself do if he needed to hit \$3k/month within the next month while maintaining his grades, or else his mother would get killed?**
  - Work every waking second he’s not doing school.
  - Go complete monk mode.
  - Who would win: The guy thinking with this kind of urgency, or yourself right now?

# Photos





