

"You want to do WHAT?" - me (the writer)

"I want The Arena to be so stupid good and obvious a deal that *the right people* are practically forced to join." - Nic Peterson

Oook.

Let's do it then, dear reader.

ANNOUNCING: THE ARENA

A DEAL THAT IS SO STUPID GOOD
AND OBVIOUS (if you're the right
person) YOU ARE PRACTICALLY
FORCED TO JOIN

"*WAIT*" - Nic, interrupting me

"Forget about selling this. All we need to do is *show the right people* what The Arena is, what it can do for them, and we won't have any trouble filling all the seats."

Got it.

So,

Reader,

Let's make sure YOU are the right person first.

If you aren't, *that's ok*, feel free to X out the top, or, if you have this in a letter, go ahead and just tear out these pages and burn them.

STOP
Don't continue

*Don't go any further if you aren't ready
to take action.*

Here's what taking action looks like.

If you're thinking "I dunno if I can get in front of everyone and be open about what I'm struggling with," ***then wait.***

Observe.

Apply on your own.

When you're ready we'll still be here.

Now let me tell you the next thing that should deter you

**The Arena is a \$2000/year
program**

Ok?

I'm not going to make you wait or have to scroll through everything to find the price.

If you balked at anything thus far, stop reading this and *go check out all of The Guardian Academy free and first paid tier content.*

All the information you need is there.

This is not a "paying for information" kind of situation.

Still here?

Alright,

Let's see what The Arena is all about.

"How you show up DOES matter" - Dr. Jeff Spencer

We like to open with our Cornerman, Dr. Jeff Spencer, because he sets the stage so well for all of us to live to our fullest potential.

So, understand this:

Because you have this document in your hands, because you are reading this, you are already a teammate.

"Let me tell you about teammates. From The Tour de France.

This is what the Teammate Creed is: You show up on time.

Anyplace and anytime you show up, you show up on time, and the reason why is it tells everybody that the relationship is more important than ME doing what I want.

When people feel like that, they will give everything that they have to HONOR that privilege." - Dr. Jeff Spencer, Cornerman

So when you step into The Arena, you are doing so as a *teammate*. Show up. Take action. Because others are watching and how you do this *matters*.

Here's The Arena:

"I did this and here's what happened"

The Arena is presented primarily, structurally, as live workshops where you share with The Guardian Academy Team what you are working on, and receive Clarity on the next best step for you to take.

We call this simply:

"I did this and here's what happened."

You show up, tell us what you did and what happened, and we help you figure out your next steps. The next Arena you show up and again tell us what you did and what happened.

If you show a pattern of joining The Arena and not taking action, you will be removed. This isn't punishment but for your own well being.

The Arena isn't a place to gain information, it's a place to TAKE ACTION.

The action doesn't have to be "good" or "correct."

It just has to ***be***.

There's no judgement or superiority in The Arena - it's all just Data.

"I did this and here's what happened" turns into "great, based on what you want, try this next."

Everything is oriented around taking "the idea" and putting it into Action.

This is "Engaging The Field."

- To begin with, there will be 1 Arena session per month. That session will last as long as it needs to last. Whoever shows up with Action gets to speak and be heard.
- You will also receive 1 ticket to a TGA Event (and a discounted opportunity for Grey Wolf Summit), where you can experience full presence and take your Action a step further.

The Full Arena schedule is not yet written in stone. For our first cohort we will likely choose our times based on what's best for our *early action takers*.

If that sounds like *not* enough certainty for you, DON'T JOIN NOW - just watch.

Some of The Arena sessions will be broadcast live, free, so you can see what the experience is like.

We've actually already held our first Arena session, AND we had our first Arena participant step up and show us what they did.

Dave Montore is the one who has given ALL OF YOU the gift of going second.

(He was also rewarded handsomely for doing so)

{quotes}

"Hey did you tell them?"

- Nic, jumping in again

"Tell them ... what?"

"Since we're just getting started and don't have all the details perfectly in place, did you tell them **the *special deal for early adopters?***"

"... I was just getting to that ..."

AHEM

...

Because we're doing this in Cohorts, there will be *limited spots available*. AND there will be limited time that the door is open to join. If you visit the link below and there are no longer spots available, you will be presented a *waiting list*.

You **want** to be on that *waiting list*.

The next time we open a Cohort, **we will pull from *the waiting list first***.

With all that being said,

Because this is new, and as Nic said, we want this to be such a stupidly good deal ...

For the time being,

Instead of \$2000/year
we are opening The Arena at
\$1000/year just fo--

"HANG ON AGAIN"

- Nic (so rudly) interrupting me a *third* time

He continues,

"I told you to make it **STUPIDLY good and obvious**, *and that's not stupid enough.*"

Just a moment reader, I apologise, but ...

... I need a word with Nic.

"Nic, the Arena is a lot like going to one our Events, which costs what ... \$4k (Which I've already told them they get *included* once in The Arena) ... and you're telling me \$1k is not a stupidly good enough deal?"

"Let me see that"

Nic grabs the whiteboard from me and,

Starts writing...

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And, I sh*t you not

Writes the following

BETA / Early Adopter
~~\$497~~ \$397 ... or \$50/mo

Ok yea

Now THAT is *beyond* stupidly good.

Alright everyone.

Nic has gone CRAZY.

We're now opening the first public Cohort at *that stupid good price*.

I can't tell you how long *that* is going to last (I mean, look at what you get ... and for \$1k that's already a damn good deal ... but \$50/mo? I suggest you lock yourself in there and never look back ... your other option is to pay \$25k to get in at Guardian)

Also don't forget there are limited spots for the Cohort - once this fills, it closes.

The link below will take you to an order page,

UNLESS all the spots are taken,

And then you'll see a form to sign up to a waitlist.