



SEXTON

Vivid Vision (Dec 31st, 2025)

The following is our Sexton Media 2025 Vivid Vision.

Creating a Vivid Vision brings the future into the present, so everyone has clarity on what we're building now. It's a detailed overview of what Sexton Media will look like, act like, and feel like three years from now - by Dec 31, 2025... **Sharing it with others helps it become reality!**

Overview

The Mission Of Sexton Media / The Action Academy Is To Help People Produce **Massive Impact Through **Passive and Passionate Income**.**

Through our media channels and communities we have helped over **ten million** people to date quit jobs that they hate, to lead lives and businesses that they love.

Passive Income → Passionate Income → Massive Impact

We help people grow *passive income* to hit financial freedom, *passionate income* through their own businesses, and *massive impact* on the world / communities throughout the process.

We are different from other podcasts and media platforms because we equally discuss the ART (Impact, Fulfillment, Vision) as much as we discuss the SCIENCE (Goals, Tactics, Strategies)

Our community has successful focus and navigation through the three levels of freedom:

1. **Financial** - Freedom of Expense (passive income covers monthly expenses)
2. **Time** - Freedom of Schedule "What you Want, When you Want, w/ Who you Want"

3. **Mental / Emotional** - Freedom of Thought (Impact, Purpose, Fulfillment focus)

Sexton Media Group LLC Has Five Main Categories:

Media, Education, Distribution, Investment, Advanced-Level Mastermind

(**MEDIA** - Ha, get it?)

Our Media Channels



The Action Academy Podcast is now averaging *well* over 1,000,000 monthly downloads. The show ranks frequently near the top of the “Top 100” of all business podcasts on Apple Podcasts and global charts.

Each and every episode directly impacts over 50,000 people.....DAILY. Five days per week.

The show has now become a case-study for “hockey-stick exponential growth” as it now compounds on itself each and every month.

The Action Academy has become a top destination for the best and brightest to be interviewed on. It's viewed as a “badge of honor” in the investing and entrepreneurship world to be a guest. Past guests are proud to post on their websites “as featured on Action Academy”.

We frequently get *requests* from the top authors, CEO's, investors, and business leaders to share their wisdom with our audience - and our audience devours it with actionable precision.

The average listener of Action Academy is unlike those of other shows. They finish every episode and immediately leap into execution.

I am proud to be a friend and a phone call / text away from “the person” in any given space.

I have now personally become a channel for information to flow “through” instead of “to”.

The Action Academy Podcast now prints over **\$400,000** a year from dedicated CPM advertisements with the BEST and most reputable brands / services. These advertising partners are all long term relationships and an absolute dream to work with.



The Action Academy Newsletter now has over 500,000 loyal weekly subscribers. This newsletter has served as a go-to resource of value for those seeking achievement, fulfillment, and freedom in their lives and businesses.

We are able to take complex topics and break them down weekly into digestible 5 minute reads.

Each and every issue that's sent out is greeted with hundreds of reply emails full of gratitude and additional heaps of curiosity about the presented topic.

We still boast an “unheard of” open rate percentage of over 60% - even at this level of volume. We have a sensational audience of action takers, business owners, and multi millionaires alike.

We have used this newsletter to document the entire growth of Action Academy - step by step, in order to help others along their journeys as well.



Our Action Academy Youtube Channel has now earned us the “Silver Play Button” Award as well for having passed 100,000 subscribers last year.

Our Youtube Channel has become a major education channel and we have our own dedicated team that manages it and keeps all the videos short, entertaining, & actionable.

Our Youtube / Podcast team is the best in the industry - producing attention grabbing videos and edits that other podcasters and youtubers are amazed by and frequently copy.

We now have crossed over 10,000,000 followers across all social platforms and just crossed 1,000,000 on our Youtube.

Education



The Action Academy Community has become the national leading resource for people seeking to leave Corporate America and pursue Financial Freedom / Entrepreneurship.

We take people through three dedicated levels of “professional freedom”

Captive Income: Income From Job

Passive Income: Income From Job / Side Investments

Passionate Income: Financially Free & Profitable From Passions

You frequently hear whispers in corporate break rooms across the country “Hey - have you joined the action academy yet? I started listening to the podcast and you’ve *got* to check it out.”

We are now a movement that compounds upon itself.

We have enrolled tens of thousands of people in our online education programs to date.

We are the “industry standard” for what online communities should be, with 80%+ annual member retention. We are proud to proclaim that over 30% of our community is here via referral.

Our platforms house an ever growing library of mindsets, methods, and asset class breakdowns to help people digest the worlds of “investing” and “freedom” one bite at a time.

Our members are frequently adding their own additional deal breakdowns under each asset class, so we compound on ourselves frequently.

We operate under “*less is more*” as we aim to cut out any unnecessary information or “fluff” out of every video, lesson, module, podcast, or video. It’s a point of pride for us.

The Action Academy Community also houses multiple coaches, systems, and processes helping hold people accountable to the goals that they set in the program. We attract the best and brightest investors / business leaders in the world to come coach within Action Academy.

We serve as the perfect intermediary between *mentor* and *mentee*.

Due to our industry-leading membership vetting process, potential mentors flock to AAC to find mentees to take under their wing and mentor for their businesses.

Our umbrella is so large that we are able to provide direct relationships with those *deserving* of millionaire mentorship and the mentors / coaches themselves.

We hold “accountability challenges” each and every month holding people to their goals. Every member of AAC thrives on accountability - both in giving it and receiving it.

Our podcast has served as the flagship for this education platform, as we have had thousands of top entrepreneurs contribute their material to our growing content libraries.

We operate at a 10:1 Information Ratio.

For every paid piece of content we create, we publish 10 pieces for free to the public.

We strive to make our “free content” better than the rest of the market’s “paid content”.

We give away the information, we sell the implementation.

Community

The Action Academy Community boasts over 10,000 active and engaged members.

Our members of the community fall under two categories:
Sprinters & Gunpowder

Sprinters:

Those that are running their race as fast as they can, confused as to why everyone around them is always jogging or walking. They’re sick of slowing down for others, they want to be around other people *running at their pace or faster* to force them to improve.

Gunpowder:

Those that need only *one* spark to ignite and explode. Those that are only one idea, one concept, one strategy, or one relationship away from changing their lives.

To join Action Academy, you need to have demonstrated possession of “The Action Muscle”.

The Action Muscle: The ability to go from **idea** to **implementation** within a short time period.
We don't have time for analysis paralysis. In our group you move or are removed.

Our members have either already bought their first rental properties, started their own businesses, or demonstrated a concrete representation of "being in the arena".

Our community is "The Arena."

"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better.

The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows the great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat."

- Theodore Roosevelt

A point of pride in the community is the removal of anyone that does not fit the ethos of our group - which is stated as follows:

**"As a member of the Action Academy Community, I am committed to word #1 - Action.
I give more than I take. I do what I say.
I do not spectate, I participate.
I am here to learn more, earn more, encourage and support."**

We are the ultimate collective freedom accelerant.

We hold each other to high standards and make sure each member accomplishes the following:

Crystal Clear Vision
Purpose, Path, and Passion
Massive Goals and Gameplan
Cash Flow to Cover Expenses
Resurrection of Identity
Ruthless Execution

We host multiple weekly calls with the top entrepreneurs in the world that cover their asset expertise in depth - purely dollars, documents, and data. We also spotlight community members and the genius that is within our own family!

We house some of the most actionable educational material on multiple asset classes within our asset portals. Members are able to learn, implement, and earn within each portal.

Our members frequently partner up on deals, decisions, and discussions.
We talk as much on the “soft skills” as we do the “hard assets”.

Through joining the community - the customers have access to unlimited amounts of abundance, support, friendship, capital, mentorship, and education.

Phase One of AAC is to build enough passive income to quit your job AKA “Financial Freedom”.

Phase Two of AAC is to turn your *Passion into Profit* through building your own business.

Phase Three of AAC is growing massive impact through scaling your life, business, and abundance.

The mission is for each member of our community to live a life of fulfillment, achievement, and freedom - doing what they want, when they want, with who they want while impacting others along the way.

TEAM

Our team works with us always because they **want** to, not because they **have** to.
Our entire company operates under the same core ethos and ideology:

F.R.E.E.

Financially Abundant
Ready-To-Fly
Energized
Excited

Every team member of Sexton Media has access to all of the education material as well as our own private company portal helping them reach their financial goals outside of just their received pay. I pour into each of them to get them to the point of such high level “financial freedom” that they would never leave our group for another “job” but instead to focus solely on their own companies!

Everyone stays because they “**want to, not have to**”.

The goal for each team member is to operate at 50% payment margin.

We will not stop educating and pouring into each member of the team until they are able to comfortably live on 50% or less of the income they bring in through us and their investments.

Our team pours into each other to make sure each and every person is operating from a place of financial and emotional abundance, not scarcity. We all frequently partner on deals and investments together, and emotionally lift each other up.

The Action Academy Team is encouraged to work remotely and enjoy traveling around the world with their families. We all have a deep love of adventure and new experiences.

Our team travels everywhere and it's not uncommon to shift time zones frequently when speaking to each other!

Because of this level of comraderie, when we DO meet in person it's an event that's celebrated and looked forward to for months in advance.

The community meets on a "bucket list adventure trip" at LEAST once a year and our team / spouses meet on separate tropical retreats as well together.

Our team prioritizes the Two E's: **Energy and Excitement.**

We are human power plants that light up every room we walk into.

We constantly feed off each other and stoke excitement for our grand collective mission daily.

Our culture is so insanely amazing that we have a WAITING LIST of community members looking to leave their jobs to come join our team!

We hire the majority of our team from within our community itself.

Everyone is GREAT at their ONE THING.

We specialize with no room for generalities.

Everyone has their own oar and we row together collectively.

All of us know our exact strengths and positions on this team, and each member can clearly articulate what "winning" looks like for them each and every week.

The Sexton Media Team runs smoothly on the EOS system with sensational Level Ten Meetings each and every week. Every team member knows their roles, rocks, and responsibilities.

We have every role clearly defined showing quantifiably what is "good, great, and FANTASTIC".

We strive for performances that can be verbalized in "all caps".

Nothing less.

How we do one thing is how we do everything.

We will not stop until we unlock every entrepreneur that is currently corporately captive.

Our core values of Action Academy are as follows:

Audio Matches Video
Championship Level Accountability
Trackable Excellence
Implementation Over Information
Optimism By Default
Nonstop Growth