

AGOGGE NEW IDENTITY

Ideal Version of Yourself 3-6 Months From Now

Today's Date: Sat 10th November

30 days Deadline: 10th of December

90 days Deadline: 9th of February

6 Month Deadline: 8th of May

Power Phrases (2-3)

I am Xavier Moulton and...

- I do the HARD things that no one wants to do.
- I do exactly what I say I will do, I stick to my word.
- I am THE FUCKING MAN

Core Values (2-3)

- **Tenacity** - Persistence through difficulty. (Working Hard)
- **Valiance** - Courage in the face of fear or danger. (Bravery)
- **Indomitable** - Impossible to subdue or defeat. (Never Give Up)

Daily Non-Negotiables (2-3)

Base Non-Negotiables:

- 2 GWS (45 min each)
- Training (min 200 push ups or gym session)
- 3L of water

Stretch Non-Negotiables (Targets):

- 8 GWS (45 min each)
- Gym session or 2 mile run

Sacrifices (2-3)

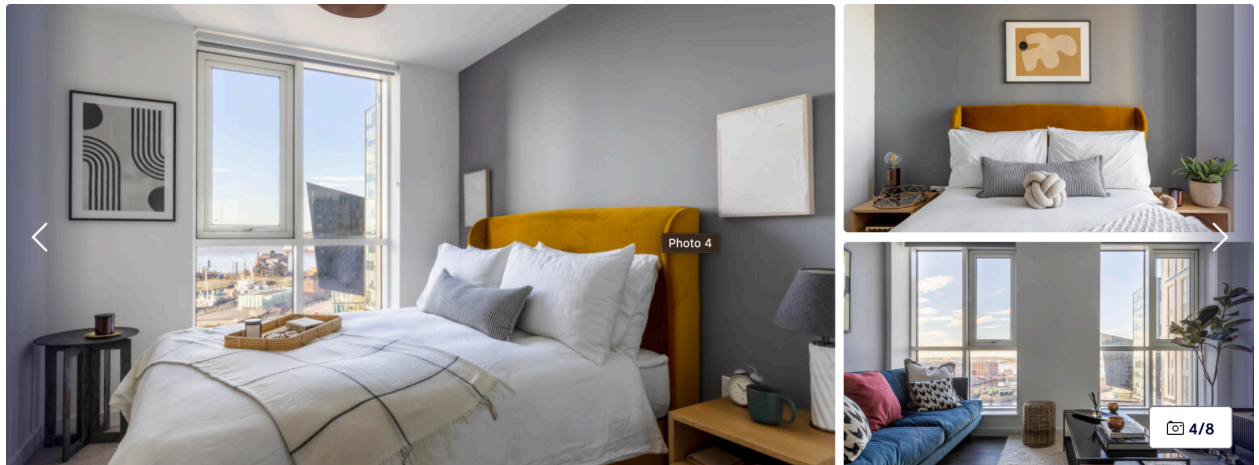
- Cheap dopamine scrolling (no insta, youtube or X)
- No Sugar
- No Shit food

Goals Achieved

- Landed 4 clients
- Made 3 of them £100,000 each (6 months)
- Netted £30,000 profit myself (6 months)
- £5,000/ month in recurring payments (this will allow me to move into my own apartment & buy a GR Yaris)
- £2000 next 30 days (Total income)
- £10000 next 90 days (Total Income)

Rewards Earned

- Earned enough to rent my own apartment.



BUILT FOR RENTERS

Flat 320, The Copper House, 25 Strand Street, Liverpool, L1 8AT

£1,510 pcm £348 pw ⓘ

MARKETED BY
Apo, Liverpool
21 Strand Street, Liverpool,

apo_

- Earned enough to buy a GR YARIS



- Taken Family on holiday to France to see the family
- Booked and paid for family holiday to Italy 2025



Entire villa in Fermo, Italy

15 guests · 8 bedrooms · 10 beds · 9 bathrooms

£586 night

- Taken Abi out for the christmas markets

- Bought myself a new Macbook pro



APPLE MacBook Pro 14" (2024) - M4, 1 TB SSD, Silver

- macOS
- Built for Apple Intelligence
- Apple M4 chip
- RAM: 16 GB / Storage: 1 TB SSD
- Liquid Retina HDR display
- Battery life: Up to 24 hours

£1,799.00

From £72.91 per month for 36 months*

Buy now pay within 12 months*

+ Buy a bundle >

Delivery available

Store collection available

View product

Add to basket



- Took My family out for dinner at Chez Jules
- Took Abi out to dinner at yum cha
- Took Abi down to London for a weekend.
- Took Abi to an airbnb up in the lakes for a weekend



Dome in Nether Wasdale, United Kingdom

2 guests · 1 bedroom · 2 beds · 1 bathroom

£150 night

- Took the boys out to a steakhouse



- Bought two new suits, grey and black
- Bought a whole new wardrobe, mostly none branded.

Appearance And How Others Perceive Him

- **Built like a brick shit-house**
- Toned, no excess fat.
- Clear skin
- Clean fade and sharp beard
- **Well-dressed**
- Charismatic & interesting
- **They see me as a leader**
- They come to me to solve their problems
- They trust me entirely
- Someone with unstoppable determination
- A force for good

- I am reliable
- **I am the hardest worker**
- I am generous
- **My word means something**

Day In The Life Stories.

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..."

Morning:

6am...

I wake up, stretch, crank out some push ups and remember how grateful I am. Then head out for a 10 min walk to clarify my mind.

Grateful for breathing another day. Grateful that all my loved ones are still around. Grateful for another day of opportunities. Gratitude practised.

Now, a curtain of ultimate discontent comes over me. I am pissed. The position I am in now is not good enough. My achievements are not enough. I have bigger goals. Bigger dreams.

I am the one to save my bloodline from incoming slavery. The fire inside of me wakes up. I write down my goals so they are crystal clear in my head. I go over my hourly plan, making any changes needed. Time to get to work!

First up... Training.

I LOVE training, it sucks. Which is exactly why I do it. Everyday, I am training myself to like pain and suffering. Because that is what separates the strong from the weak. The overachievers from the average man. I REFUSE TO BE JUST AVERAGE.

I put myself through brutal torture in the gym. I feel myself getting stronger with every rep. I LOVE the pain. It proves to me that I am the type of guy who does the hard things. I leave the gym sore but proud that I DESTROYED my first challenge of the day.

8am...

Time for the second challenge of the day. 6 work sessions on client work. I go deep working on the marketing systems I am putting in place for my client. First task is to understand their market as I am working in a new industry with a new client.

Start the timer... 2 hours. I stretch my mind to put myself in the shoes of my target market. I immerse myself into their life fully. I know what their desires, pains, fears are. I know more about them than they know about themselves.

Times up. Step number 2... Put together the system that will convert cold traffic through meta ads → sales page → Sales = Money In. This is a brand new funnel to me and my brain starts to doubt my ability.

I shoot down these pathetic inner thoughts. I WILL NOT BE BETRAYED BY MY OWN MIND! So I get back to RAW ACTION. I test, revise, get feedback from TRW until I have a system that is printing money for my client.

2pm...

I have a call with the client. Show him the system. He likes it, and wants to test it. It starts printing money as soon as it's live. Now we'll test it for 5 days and refine it after that so it makes him even more money.

3pm...

3rd challenge of the day. Cold calling. I have 100 calls to make in the next 4 hours. So I get started straight away. NO WAITING. 60 calls down. No sales. My brain starts to throw weak thoughts. It tells me to give up, we've already made money today. Just relax.

But I won't. In the next 40 calls I landed 2 clients on £1.5k retainer deals. Extra £3k per month in the bag. 3rd challenge destroyed. All I do is win.

4th challenge. Create action plans on how to fulfil for both clients. Tedious and boring. But needs to be done. I am the guy who does what needs to be done.

8pm...

A day of conquering complete. Now it's time to celebrate. I take the family out for dinner in Heswall. Gusto's. We reserve it for special occasions most of the time. But I wanted to have italian.

We spend the evening laughing, joking and planning future events and holidays. I love my family and being able to spend this time with them is a blessing. I could only do this because of how hard I work.

I will only be able to keep creating experiences with my family if I stay working as hard as I am. This reminds me of my dreams and aspirations. This is my why. Retiring my parents is nearly possible. That is the next goal.



