

THE **MANifesto**

A Success Blueprint
For Modern Men

Phase 1: _____

Warrior Activation

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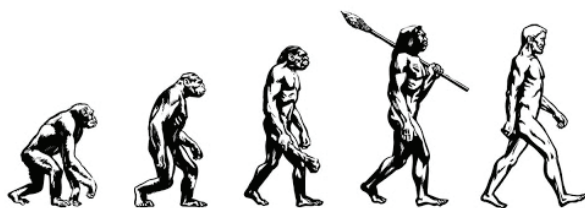
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Part I -

The Movement Into Mature Masculinity

— *An Opportunity For The Ages* —

In 2009 The Dalai Lama famously stated ‘the world will be saved by the Western woman’.

While a beautiful sentiment - and one that I can easily get behind - I laid awake the entire night after hearing him say it.

I tried hard to neglect my annoyance, not allowing myself to question the wisdom of this great spiritual man - a man who represents the type of patience, kindness and peace I want so badly to see in the world!

But after a few days of gnawing, internal tension I finally allowed myself to ask the question ‘why does this seemingly beautiful statement from the Dalai Lama bother me so much’?

The answer came flooding out like a stream of light in the form of another question - one that is so obvious, and terrifying, that it sunk deep into my consciousness and ended up changing my entire understanding of what it means to be a Man in our modern world:

| **‘Has the world given up on MEN?’** |

Fast forward a decade later and 2020 hits Planet Earth like a ton of bricks.

First Basketball legend Kobe Bryant dies in a tragic helicopter crash with his daughter and several others.

Deep mourning for Kobe goes well beyond the sports world as people remember his fiery, brash, and arrogant personality embodied within a supreme talent that only sought one thing: to be the very best. Kobe’s ‘Mamba Mentality’ becomes famous, a philosophy best characterized by friend Tamika Catchings:

“Everybody’s been talking about Mamba Mentality, and I’m like, ‘Why does it take somebody passing away to live life like that?’ Why have we been OK with people being mediocre, and then when you see somebody like Kobe, who exceeds the norm, we celebrate it? At what point in life did not living to your highest potential become OK”?

And then Coronavirus hits, sending the entire world into a tailspin of quarantine and self-isolation. Kobe’s tragic death suddenly seems like a lifetime ago as the entire human engine grinds to a screeching halt.

As the pandemic completely alters our lives the movement for racial equality

reaches a tipping point with Black Lives Matter. Millions of people take to the streets to protest the systemic racism that has existed in our culture for far too long.

The uprising is so potent that it actually puts news of the Coronavirus on the backburner.

Mother Nature then has her say, reminding us just how bad our ecological situation really is with massive wildfires in the west coast (of the U.S.) and huge storms and hurricanes in the east coast.

And amid all this we found ourselves ensconced in a political environment that is more polarizing and divisive than we've ever seen. It's SO polarizing that the mere mention of Donald Trump or politics evokes a strong reaction in virtually every person alive during this time.

To say 2020 will be remembered as a year of reckoning is an understatement. It may take years, even decades, to fully understand the economic and social implications based on everything that's transpired in this one year.

And while all this uncertainty can feel overwhelming, this ebook is being put forth for men who wish to learn how to use this intensity as a springboard for creating a new & better future for themselves....

But before we get into it, I first want to clearly state that this MANifesto is not a stand for anything specific within the political spectrum. While some of you may be wanting me to reveal 'which worldviews' this writing supports, our main purpose here is to diffuse the polar energies which are the source of so much damaging tension.

This may be hard for some men to hear - but the fastest way to evolve out of this messy stage in human history is to remain calm, centered and fully accepting of ALL the worldviews and ideas being thrown in our face every day. We must learn to surf the intensity without getting lost in it.

This is actually a very hard thing to do, as the 'pull of the poles' is very powerful and all the arguments can be extremely persuasive. 'How can we NOT act....how can we not be outraged....how can we not take a stand for what we believe, what we KNOW, is right' - goes the rumbling of the logical mind!

But we can never end war and hatred with more war and hatred.

Now, there is a large segment within Manhood that is not ready to hear & accept this. There are many people in our world who need the war, the battles, and thrive in the sensation that 'I am right and they are not'.

If you are agitated by what I'm putting forth, and feeling annoyed thinking 'alright this guy wants to sit on a mountaintop and just observe what's happening in the world while we need to be out there making things better and shifting all the misinformation and evil that's out there' - than this writing is not for you. And that's totally OK...I take no offense to any man who decides to put this writing down at this point.

Please know this upfront: This work is directed towards a small - but rapidly growing - segment of men in our world who are interested in activating the next phase of their lives during this chaotic time.

This doesn't mean you become desensitized or disconnected from the pain and suffering happening around us, it just means that you learn how to create separation from the intensity and focus on the things that you DO have control over.

And what you have most control over in this life is how you REACT to things.

This MANifesto, therefore, is a blueprint for Life Mastery designed for modern men during this critical moment in time. The following pages contain a series of perspectives and practices that can help you stand in your center and unleash greatness in every aspect of your life.

While it's incredibly easy to feel disempowered by our seemingly floundering world, a 'New Manhood' is being forged as we speak - and the men who are on the evolutionary precipice of this movement inherently know, and feel, that amid the breakdowns we are also experiencing a Renaissance.

And a big part of this Renaissance is a new & emerging Manhood that has the ability to say 'yes I have opinions, but I know they are not 100% right and true for everyone' while at the same time understanding that 'others have opinions too - but they are not 100% right and true either'.

This realization promotes a level of relaxation and spaciousness in a man's mind that allows him to focus on the most important things - items in life where he can and will have an impact.

And there is no time to waste. While it may appear 'things are falling apart' it also means there are new worlds and limitless possibilities being born from the muck. The men who take action steps towards realizing this emerging future will be the ones who lead the way.

Brothers - this MANifesto could not be more needed or timely. Buckle up because you're about to go on a powerful, life-changing ride....

— *Masculine Qualities vs. Feminine* —

Before we explore these perspectives and techniques it is vitally important we address the use of certain terms, most notably: man, woman, masculine and feminine.

‘Man’ denotes the gender of a human being who was born into a physical male body while ‘woman’ describes a human being who was born into a physical female body.

More importantly - the word ‘masculine’ describes the traits, values, frequencies and characteristics associated with Masculinity while the word ‘feminine’ describes the traits, values, frequencies and characteristics associated with Femininity.

Masculine and Feminine refer to qualities, not physicality.

While our history associates masculine qualities more commonly with physical males and feminine qualities with physical females - men and women are brought into this world and nurtured with both qualities.

This book, therefore, is not solely ascribed for physical males. It was written to name, honor and to amplify healthier versions of Masculinity, something that is much needed in our world today.

Whether you are a man, woman, trans - it does not matter. The system being revealed here works universally to **uplevel the Masculine Traits** that reside within all of us.

The MANifesto may, at times, use the word ‘man’ when the more proper term might be ‘masculine’. This is a dilemma of linguistics. We toyed around with naming this manuscript ‘The Masculine-Festo’ but it didn’t resonate as well!

Not to make light of the importance of language in any way, but we wanted to shine a clear light on our use of terms. We hope the fundamental limitation of language does not affect the potency of this transmission in any way as our deepest intention is one of radical inclusion and acceptance for ALL beings.

Furthermore, going back to the initial quote from The Dalai Lama there is a vast movement of people who are finding tremendous value opening up, accessing, and amplifying the divine qualities of the Feminine - and this is certainly a wondrous and much needed thing happening in our world.

While an amazing and necessary thing by itself, the rise of The Feminine further exposes the notion that ‘the world has given up on men’ - which could more

accurately be conveyed as 'the world has given up on The Masculine'.

This MANifesto represents a direct transmission of all that is good, all that is beneficial, and all that is powerful when it comes to a more evolved and healthier version of Masculinity. For the world to truly be 'saved' we need BOTH - active, alive and vibrant versions of the Feminine and the Masculine.

What happens when the healthy Masculine meets the healthy Feminine? Birth. Life. Evolution in physical form.

What's really been missing is a movement of positive, nourishing Manhood.

But it's time has come. We are here now dictating His Story. You, my brother, are entering into a sacred rite of passage who's only outcome can be the complete unleashing of your New Man. Let's DO this....

— *Your New Man* —

You may be wondering why I started this manuscript with a questionable statement made by such a universally respected man as the Dalai Lama?

Because it's imperative we are first connected with what the most negative parts of our Masculinity looks like, and feels like.

We must be able to recognize the worst in us to be able to transcend towards the best in us.

If we don't humbly admit, at least internally, that there is some truth to the idea that Masculinity lends itself to more destructive and irresponsible behaviors than our Feminine sides - we'll never truly break free into more cherished experiences of freedom.

And if we don't humbly admit that the irresponsible behaviors, carelessness, and aggression we see in the 'outer world' also lives within each one of us - we'll never turn things around and open up new doorways towards more exciting futures!

Please know this upfront - the purpose of this manuscript is something much greater than providing another beat-down of how terrible masculine influences are on this planet.

Our purpose here is something much more exciting, tangible and needed in our world....

You see, in addition to taking in all of this 'META' data regarding the shortcomings of collective Masculinity I've also been on the ground running.

For the past two decades I've been working with men, coaching them, mentoring them, learning from them. I've created cutting-edge programs with world-renowned male teachers - people like Eckhart Tolle, legendary Integral philosopher Ken Wilber, Tony Robbins - and have worked with over 20,000 brothers from all over the world.

And here's what is SO fascinating - while it's incredibly easy to see the collective narrative of Masculinity as being 'harmful, bad, and damaging' the experience of talking to real men is radically different. Here's a truth which never makes headlines:

Men are freaking amazing.

We are filled with hope, excitement and energy. We want to change the world, mostly for the better, and we want to serve and protect our people. We want to be

successful, we want to create abundance, and we want to share this wealth in the form of creativity and passion with everyone in our lives.

There is a massive disconnect between the cultural narrative about Manhood and what is true for 99.99% of men in our world.

There is goodness in men. There is greatness in men. There is limitless hope in YOU.

And I write these words to refute what His Holiness, The Dalai Lama, said all those years ago.

While women can absolutely change the world, there is a raw power inherent in Masculinity that can be harnessed to do the most amazing things.

We, as men, are stewards of the land. We, as men, are masters at creating worlds. Yes, we might have created one that has strong elements of destruction, rationalization and suffering in it - but embedded in our DNA is the ability to change, to solve problems, and to make the necessary hard decisions to course correct for the betterment of our people.

And when a man decides to up-level his life - and is shown a clearly structured system that allows him to do this - watch out. **The Mature Masculine is masterful at execution** and contains the raw power to create virtually any world imaginable.

What you'll find in these pages is an outline for a tipping point that is already underway - a great shift where the pure nature of our Greater Masculinity becomes positive, life-affirming and world-changing!

This process is not something you'll read about in the news and it isn't something most people speak directly about, mainly because what we're talking about is the unfolding of evolution itself which rarely has a narrator in the present moment.

We are in a very unique moment in time where the great pains and old ways of Immature Masculinity are on the threshold of transforming into new and wondrous expressions of what it means to be a man.

But even more than this, this writing provides a series of guiding principles and core practices that have been curated through decades of on-the-ground training and wisdom that has been around for hundreds, even thousands, of years.

This means roll up your sleeves. Get ready to practice. For real.

While it can be exciting and intoxicating for us to philosophize about the greater story happening, the truth of the matter is that these 'big' changes happen

through the vehicle of the individual. The vehicle of YOU.

This means that the greatest role you can play in this evolutionary process is to focus 100% on yourself and get your life as optimized, joyful and abundant as you possibly can.

**Our goal here, therefore, is to have YOU
| become the most unleashed, fully realized, |
passionate and on fire version of yourself
that has ever existed.**

This might sound selfish to some, but I assure you it is not. Making sure you are fully nourished in your work, relationships, health, finances, romantic life and all your primary domains (which we will cover here) is paramount to birthing what I call The New Man.

And this New Man is a beast. He is filled with vitality, vision, passion and energy. He is deeply in touch with his unique talents, effortlessly flowing through life as success and abundance come naturally to him without the downfall of grandeur, showboating or arrogance.

This New Man - your New Man - is deeply happy and joyful. He is the example he wants to see in the world and your 'best version' actualized in human form. He is YOU - unfettered, unapologetic, and indestructible.

The time of the New Man has come. Let's do this....

— *What We're Up Against* —

Before we reveal the precise recipe by which your most exciting future unfolds, we must first lay out what we are up against. It is critically important you understand how the nemesis operates because your New Man will only become victorious when the old, decrepit and immature ways are fully transcended.

And we need to deal with a hard truth:

There is a terrible disease running rampant through Mankind.

While this disease is not limited to men, the repercussions on the Masculine are universal in nature.

There is no name for this disease, yet we all know it quite intimately.

We don't talk about it directly, because there is no uniform language that encompasses its totality.

We have countless ways to describe it, and we each resonate with the vast array of symptoms.

This disease does not discriminate, although it has been sliced and diced in countless ways to demonstrate how it affects different sects of men.

I call it The Disease Of The Limited Mind, and it can be described like this:

We are all born with limitless potential, energy, ideas and creativity - but as we get older the systems & structures of our world become overbearing and impinge a heavy tax, draining our natural sense of excitement until it's almost completely gone.

The Disease sucks the excitement and joy out of our lives, and most of us are unaware of its existence. We've simply bought into the story that 'this is just the way it is' and we blindly go through life allowing it to sap all our energy and vitality.

This leads to an almost universal experience for men to look in the mirror at some point and ask 'how the heck did I get HERE in life'?

The important thing to understand about The Disease Of The Limited Mind is that it's systemic, meaning every man is affected by it - and it robs us of our fundamental human ability to feel excited, grateful and FREE.

The Disease saps our ability to dream big, to feel wonder and awe, and to wake

up each day with a deeply inspired curiosity about what today might bring. Although we don't think about it this way our minds have become sequestered and compartmentalized into tiny versions of it's ultimate capacity.

And when the mind is limited, our circumstances and situations become limited as well.

This is why our matrix of circumstances - money, relationships, careers, purpose, health - always feels incomplete, like there is something we are missing or could be - or should be - doing better.

It's the Disease Of The Limited Mind my brothers, and it creates tension, stress, doubt, fear and often leads to confusion, depression, despair and at its very worst manifests in addictions, phobias and physical diseases.

This Disease has become universal in our culture because we've pretty much stamped out the type of self reflection that is necessary to combat it. The result, unfortunately, is a society of modern day men who:

1. Are not satisfied with their lives, no matter how hard they try
2. Can never seem to find a consistent experience of joy
3. Use distraction and rationalization as tools to make themselves 'feel better'

Brothers - if you are feeling me on the general description of this disease nod your head up and down right now or say YES out loud. It's OK to admit that some, if not ALL of what I'm sharing here rings true for you on some level.

Like I said, this is not something we usually talk about at parties. It's a weird, subjective and taboo thing to speak about especially among men. But it's incredibly important to understand this Disease exists, is virtually universal, and runs behind the curtain of our daily lives.

To dive a bit deeper, the most common symptoms we experience with regard to The Disease Of The Limited Mind include:

- A sense of mediocrity, boredom, and frustration about life's circumstances
- Not being able to muster the energy, clarity, or hunger to change course
- Deep frustration and confusion about not knowing exactly 'what to do'.
- A muddled mind that lacks focus, discipline, and the ability to push forward

Now let's talk about the good news:

First, please know that it can be incredibly healing just to hear that this 'Disease'

exists and is universal among us. Awareness IS part of the healing process, a critical step. Our clear naming of this Disease right here, on this page, is freeing and healing. Allow that to sink in.

Second, the MANifesto is specifically designed to combat the insidious nature of this Disease, and rip it to shreds from the inside out. You are very close to experiencing this. Know this and feel it.

How can I be so confident about this, you may be asking? Aside from the real life experience of the actual men who've done this, the true brilliance of this process lies in its investigation of the **root cause issues** that hold us back - that hold ALL of us back - from tapping into and experiencing life to the highest degree.

This writing and the processes within it are NOT band-aids. Our goal here is nothing less than true liberation for every man who follows along.

Underlying our entire mission here is helping you gain a crystal clear understanding of how this Disease operates, and then teaching you how to harness its foundational energy in new & life-affirming ways.

The result? Learning to play with life-force energy, as opposed to against it.

This is why I often tell men this formula 'can't NOT work if you just follow along'....

— #1 Prerequisite For Success —

OK you are excited. I get it.

You are thinking ‘I am freaking READY to feel fully unleashed and to leave behind this universally limiting belief system’. And you want to know how to make sure this process will work for you over the long term!

There is only one requirement for predictable success in this work: **hunger**.

Because the Disease we are dealing with is a universal poison, every man can benefit and make this MANifesto a life-changing experience for himself. But unfortunately, this is not how this plays out.

Some of you will get it, and use the transmission here to skyrocket towards new levels of success, happiness and calm while others will not. And there is only **one glaring difference** between the men who rocketship and the ones who remain stuck: *hunger*.

The men who succeed here, quite simply, have had enough.

It might be that they've had enough of playing small in life. Or maybe they've had enough of their self-limiting beliefs, or uncontrollable anger issues. Perhaps there is some deep longing they are just discovering they can't live without, and have found this work as a potential path for achievement.

There are countless motivations. But there is only one hunger.

And this hunger must be **felt**. It can be a burning pit in the belly, a constant hum of anxiety, or even the source of sleepless nights.

Some say this type of hunger is a bad thing - that we should run away from desiring so strongly and that what I'm suggesting here is in actuality the very source of immature aggression and destruction that men are causing in the world today.

Nope. Not even close.

Many years ago I became enamored with Buddhism. I read many books and went deep into meditation practice. I even spent 4 months in a cabin in the woods in pure silence without talking to another soul so I could best experience the reality of 'emptiness' as flouted by the great teachings.

One day a teacher of mine suggested a book called Introduction to Tantra - The Transformation of Desire by Lama Thubten Yeshe - and I read the whole thing.

I discovered that the root of 'Tantra' had very little to do with harnessing sexual impulses usually ascribed to it in the West - and that Tantra was actually an ancient form, perhaps the most ancient form, of Buddhism known to man.

In the book Lama Yeshe describes Tantra as being so intrinsically powerful because it teaches us **how to use desire**, and then streamline it for actualizing our deepest intentions. I remember he wrote 'you can't stop your hair's desire to grow' - underlying the power of our body's intent to grow, change and evolve.

Hunger is our mental and emotional expression of this basic desire to grow, change or evolve.

When a man comes to this work, picks up this MANifesto and can't put it down - I know what's in store for him .

He is ready.

He has reached his YES moment (more on this below). The door is open, and the outcomes have already been determined. The only part up in the air is the specific nature of the journey ahead, a fact that isn't daunting anymore but exciting and anticipatory!

| **Hunger is the driving force for transformation.** |

Hunger burns away judgement, fear, and the inability to act.

While we can't teach hunger, we can prompt it, poke at it, prod it. But the actuality of garnering true hunger for change can only be realized by the individual man.

Hunger is a choice.

In fact, it must be a choice. If we find ourselves sitting around waiting for hunger to magically manifest we will most assuredly die before that happens!

This means you can choose to be hungry. You can feel in this moment that you've had enough of self doubt, anxiety, mediocrity, fear, lack of intimacy, rage - and you can commit to doing something about this.

The MANifesto does not benefit men according to circumstance. Any man with access to a computer, phone or tablet in this modern age can reap huge benefits by going through this process as it's about to be explained. But you must access your hunger.

Is there a 'type of man' who benefits most from this work?

Corporate CEO's with 8, even 9 figures in their bank accounts benefit from this system because they often feel isolated and 'off path' to what they really want / need to be doing. These successful men have forged huge successes, and in doing so have created a unique form of prison that is nearly impossible to describe except to others who are having a similar experience.

The beauty of The MANifesto for men like this lies in the harnessing of already-laid success patterns and learning how to re-focus the energy towards new intentions. Men of this stature experience tremendous relief just by the inner admission that 'I need to change course, at least in some way'.

When these men get a hold of this work - watch out! Massive, wondrous changes happen on many levels....

Alternatively men who are just starting out professionally, or who are experiencing burnout or amid the throes of the dreaded 'curse of mediocrity' can take this work and bust through glass ceilings they didn't even know existed.

We've seen self-described 'normal, middle-of-the road' men create the most wondrous works of art, begin careers they had only dreamed about, and find relationships that were pipe dreams before they began!

Human potential is a real thing. You have a high ceiling, much higher than you realize right now.

The anxiety that's generated by the chasm between your 'highest potentials' and your current experience of life has blinded you to the truth. And what is the truth? You CAN do anything. You CAN bust loose. It is your DESTINY to break free.

The only question is, will you take the more noble path now - or will you let it pass you by yet again? Will you commit to getting this done, or will you remain playing a smaller game than you intrinsically know you can? **Can you locate and activate your hunger?**

One of the very first outcomes men often report is the re-discovery of the wondrous *sense of possibility* that has gotten drowned out somewhere along the way. It's a feeling you will recognize because you've felt it before, perhaps last when you were a little boy. But it's an unmistakable feeling that can drive you towards boundless heights!

How do I know? Because I have seen this over and over again, with thousands of men.

I remember Mel, a beautiful family man with a 'good' career who got on a call with his brothers in tears and held up a huge stack of papers - showing the artifact of a completed book he'd had the desire to write for over 20 years and was somehow, miraculously able to get it done in just 6 weeks.

I remember Robert, getting on the phone with a group of men who were strangers only weeks before and sharing how he'd somehow been able to cut his debt by 60% in eight weeks. I remember the look on his face: thrilled, puzzled, awe-stricken all wrapped in one.

I remember Patrick - coming online to share a story of remarkable healing between him and his son whom he'd been estranged for years. He literally used one technique in this Matrix you are about to get access to and it changed the entire course of his life.

I remember Timothy holding up a Cigar Box filled to the brim with hundreds, telling us that he was using these principles to see if he could generate some extra cash. Within 8 weeks the man 'miraculously' looked in the box and saw over \$10,000 in cash waiting for him!

Coincidence? Luck? Chance? No.

These brothers accessed something very powerful in their unique operating systems and were able to achieve incredible things because they released themselves from the spell of limitation. And it all started with the YES moment....

— *The YES Moment* —

Working solely with men for so many years, I can tell you that there is something called the ‘YES’ moment that is unique to the Masculine. By nature men tend to be more judgemental with a higher ‘BS detector’ than our feminine sides.

And when it comes to any kind of growth or development work, this BS detector gets active REAL fast (believe me, I know this as well as anyone)! This isn’t a bad thing of course, it’s part of a healthy internal system of judgement that enables us to ‘choose wisely’ the things to engage with.

The YES moment happens when a perfect storm transpires in a man’s life:

1. He experiences **hunger** via some form of transition, challenge or realization
2. Something valid, trustworthy comes along (book, guide, teacher, opportunity)
3. Some ‘other’ level of support makes him feel comfortable to move forward

When these three things happen, a man is called to say YES and move towards some new level of life experience. He is called to transform, evolve, and step into the next layer of his greatness.

The moments leading up to the big YES are usually challenging for men. Confusion or rationalization often set in. Some men feel weak for needing assistance. Others are scared of what they might uncover.

Either way, just getting to the YES is a huge milestone - and in my two decades worth of experience is about 80% of the battle for men.

Once the YES happens men are free to unleash a beautiful part of our shared Masculine Heritage by showcasing mastery and precision at navigating through rough waters or rocky terrain.

Men, once they say YES, experience very powerful results when flowing through this process.

Why am I sharing this? To motivate you to say YES. Nothing to hide here. I am a stand for your greatness - nothing more, nothing less. And there is more for you to do in this life.

Not taking the call, or saying no, results in more pain and suffering. We all know men who refuse to grow or learn, remain stuck, and are even proud of their

unwillingness to change.

Growth is not always easy. It is frequently messy and imperfect, and it takes courage, strength and resiliency to say YES.

But that is why you are here. That is how you got to this point of reading these very words right here, right now. Because there is something within you that needs / wants / knows it's time for a change. It's time for a leap forward.

It's now time to dive into these principles. Let's DO this....

Part II - The System



There are only a few principles and exercises necessary for this MANifesto to be completely life-changing. While they each have massive individual value, your life-changing transformation occurs when you engage in this Matrix in the precise manner recommended.

There is a saying our New Man lives by: how you do anything is how you do everything.

As you absorb this manual and engage in the practices I implore you to be hyper aware of HOW you are flowing through this process. It is virtually guaranteed that how you engage with these principles is a symbol for how you engage in other areas of your life.

Here is my #1 recommendation to you: do this differently. Consciously break whatever patterns hold you back in life by engaging in this process differently.

That means you need to **step into the discomfort**.

YES there will be discomfort. These words, these practices and this process will no doubt create levels of resistance within you. It is designed to do this. Your life won't really change unless you meet discomfort head on.

This is absolutely essential for you to know upfront and for you to say YES to. This is how true change happens, and is the proper outlet for your hunger that is now fully activated.

SO with this said, I want you to take a moment right here, right as you are reading these words - and I want you to say these words out loud:

'YES I am in. YES I will do what it takes. YES I am ready to bust loose and break free. YES - this is MY freaking time.'

Say this sentence a few times. Nod your head up and down as you say it. Get UP and move your body, jump up and down and get INTO it as you say these important words. Use every ounce of energy in your being right now to say YES!!

YES, YES, YES.

Accept the confusion of those sitting next to you in the cafe. Allow your family to come running into the room wondering 'what the heck is going on'?! Scream these words from the mountaintops if you have to. Use your body, your voice, and allow your Ancient Masculine Power to **come forth right now**.

Don't dismiss the importance of this. We are moving the energy away from the deadened qualities of judgement, doubt, cynicism, fear and towards vibrancy, excitement, inspiration and unlocking your greatest future!

Yes. Now we are ready. Now you are ready. The energy is electric. Let's talk about the Warrior.

— Masculine Archetypes —

To this point we've been talking about 'Masculinity' broadly. But it's important to explore the nature of our unique Masculine Qualities a bit deeper so we can easily unlock the greatest versions of ourselves.

The frame we use in this MANifesto is the notion that there are 4 primary lenses, perspectives or **archetypes** every man can relate to in terms of his ideal masculine self.

Archetypes are defined as “deep formulations and patterns of the psyche which express primal modes of thought inherent in the evolutionary structure of the human brain”.

Through his extensive research and experimentation, the formidable Carl Jung argued *that archetypes arise from the most basic levels of the collective unconscious and connect us to the instinctual energies shared by every member of our species.*

While there can be many different psychological archetypes, the four that we are concerned with in The MANifesto are: The King, The Warrior, The Magician and The Lover.

The moment we hear the terms *King, Warrior, Magician, Lover* we instinctively connect with the frequencies of each. It is not hard for us to feel the majesty, power and nobility of the King. He sits on his throne looking out onto his plentiful domains - the kind, empathetic ruler who is a master at making wise decisions.

We can feel into The Warrior - the powerful, relentless, indomitable spirit who pushes forward at any cost, vanquishing enemies and becoming the inevitable hero of our stories.

The Magician connotes the mystical, magical and nefarious parts of our selves - the part of our psyche who taps into wisdom, and who always can see the bigger picture (but who also never takes himself too seriously, and keeps the situation light and even comical).

The Lover is the master at feeling, relating and sensation. The Lover represents our barometer for human connection, and must balance sensuality and bliss with his unique power to feel the pain and suffering of others.

These 4 archetypes symbolize different frequencies of our existence, each having their own unique talents, drives and essence.

These archetypes live within each man. These archetypes live within YOU.

And while we can easily sense into the different flavors, wants and needs of each archetype **our focus in The MANifesto is that of The Warrior.**

While each archetype offers us tremendous value, and the upside of activating the highest potentials of each is infinite, we must focus on accessing, rousing and unleashing The Warrior first and foremost.

Why? Because his energy enables us to push through the crudest, most obvious layers of limitations by instantly dissolving the consistent, negative perceptions that plague our everyday lives.

It's easy to romanticize about unleashing the King, tapping into the mysterious powers of the Magician, and amplifying the empathetic Lover. But if we are really honest with ourselves there are some obvious components to how we show up in our daily lives that we need to move past.

There are frustrations, self-doubts, layers of confusion, displays of emotional immaturity, sadness, withdrawal, apathy, addictions, cynicism, distractions and so many negative symptoms that plague us as modern men.

Our first step must be to break free from the outer-layer of these behavioral defaults. This is Warrior's work.

The call of This MANifesto and ensuing steps is to have you tap into and unlock the true Warrior within. The part of yourself that is infinitely strong, and has the keen ability to completely focus on the task at hand. A few important facets to the Warrior:

1. He has single-minded focus and unwavering loyalty to a larger goal.
2. He is a master at acquiring new skills, and takes time to get the necessary training that equip him to defeat any obstacles that stand in his way.

This is you - right here, right now. This manuscript is a training manual. You are acquiring the necessary perspectives and skills to defeat The Disease of the Limited Mind (our shared enemy).

Your task right now is to radically improve your circumstances so you can experience a life of freedom, joy and success and in the process make a bold stand for the betterment of humanity by being the example!

This, my brother, is Warrior's work.

It's important to know that these archetypes are not completely independent from one another. They are all, in actuality, different shades of energy along a shared spectrum.

But what we've found in all these years of training men is that unleashing our most vibrant, powerful, and clear-headed Warrior is a huge benefit to the King, Magician and Lover archetypes within us.

As The Warrior comes online in a manner that is healthy, nourishing and genuinely serves the betterment of ourselves, people and planet - the entire Kingdom benefits. This process takes skill, and the activation of our Vibrant Warrior is the focus of the rest of this manuscript.

Let's GO....

— *Warrior Activation* —

In the beginning of this MANifesto we talked about how this work represents a movement of men. We implied that this burgeoning, electric and new version of Masculinity is here to ‘tell a new story’ about what Healthy Manhood is really about.

We flat out said that this movement IS the very thing that can change the world (with all due respect to The Dalai Lama).

And this is all true. And exciting. But it’s imperative to not get lost in the larger story.

While it’s easy to feel disempowered by all the absurd examples of Immature Masculinity we see in our world, the fact remains that our ‘movement of energized and purpose-filled men’ strengthens one man at a time. There isn’t some magic pill where you are all of a sudden miraculously embroiled in our legion of enlightened Warriors and Kings.

In fact, this is one of the things many of us have been fighting against for decades. There is nothing more damaging than quick-fix developmental tools and strategies that promise huge results and deliver nothing over the long term.

Especially for men who, as we’ve talked about, have a very strong BS factor already built in.

Know this going in - **effort is required.**

You are not going to change the trajectory of your life just by reading this manuscript. You need to take action, and that action needs to be specific. The Warrior within you is always a YES to this call - feel him right now.

The Warrior thrives in short, intense bursts of growth. He is able to achieve even the loftiest of objectives when the roadmap is well structured, the timeframes are short, and there are predefined rules for engagement. This is how you set your Warrior up for massive success!

If we were to come to you and say ‘please commit the next 18-36 months for our slowly progressing system of life transcendence’ 99% of you would be off to your next agenda item without ever looking back. This Warrior doesn’t thrive this way.

For these reasons your New Man must be sober and clear-headed when choosing a pathway for change. For your Warrior to be fully unleashed, the process must unfold in clear stages with very precise instructions that are tied to tangible results.

First, let's state the most obvious fact: You are already IN this process. Getting to this point in the manuscript is a symbol of your YES and the first step in fully activating and realizing your New Man.

Think of the words here as code, each word activating hidden layers of truth, lighting you up more and more from the inside. But The MANifesto is also an access bridge for your next steps.

While the words here are the necessary first act, we must prepare ourselves for the next stage right now, while we're 'in it'.

And the next stage for you is to embody the changes being described here in your everyday life.

Men - we're so often overwhelmed by the biggest, sexiest things thrown in our face, but this MANifesto is a recipe for *real change*. And real, life-altering changes are in store for you by learning how to up-level your experience in the mundane, everyday moments in your life.

I often refer to the magic of the following series of exercises as 'in the moment' techniques that rewire your inner perceptions of external stimuli. As you grock the power of this concept incredible new experiences are in store for you because this isn't about changing circumstances or situations, *but shifting your internal perceptions about them*.

As an Activated Warrior you will soon look back at your 'old' self and marvel at the unconscious relationship you had with your perceptions of things. You feel deep, bowing gratitude to the choice you made to wake yourself up to the raw power inherent in shifting your perceptions.

You almost laugh out loud at the random, victimized and powerless ways you used to walk through life as your new superpowers of observation and patience course through your daily experiences....

Brothers - this means that the down-and-dirty, REAL shifts can only happen while you are in your everyday life, walking around, experiencing whatever you normally experience.

Do you really want to change the trajectory of your life? Do you want to genuinely make a positive impact on the world? Then learn to meet your next moment of unconscious anger, withdrawal, rage, sadness, fear (or whatever negative pattern most shows up for you) - and **in that moment** make a choice to act *differently* than you normally would.

That is power. Raw power.

The ability to meet these normal, everyday, and mostly unconscious moments with a new level of awareness is at the core of a new superpower flowering among Modern Men. The ability to control your unconscious reactions symbolizes a burgeoning ability to harness The Disease of the Limited Mind into new & empowering future behaviors.

This, my brothers, is the fastest way to set yourself free. This is the greatest and most potent use for the Warrior within - and the work he's been striving to do for eons.

Remember - we are no longer called onto the battlefields with swords and axes to demolish flesh to serve a greater purpose. Modern times call for different measures, and our Warrior's task is now much more subtle, but infinitely more powerful.

The journey inward for The Warrior strips away all unconscious blocks to the limitless nature of our transcendent selves. As you dive deeper into these practices the Warrior's work immediately reveals new sources of power, inspiration and creativity.

Men flowing through this system are instantly re-born. They are connected again with their true power - feeling free to create, to serve, and to express themselves fully. They become magnetic beacons of self expression, rousing in others a sense of motivation, excitement and hope that represents the very best of our Masculine field.

Consciously setting the Warrior loose on the internal blockages is a monumental moment for every modern man. You can already feel the energy within you changing, moving, morphing to make way for the raw power of this timeless archetype! Allow him to do his work. Call him forth with the greatest of prowess and intention by saying:

'Great Warrior within me - you are released from your slumber and now fully activated to do your great work! Free me now from all limitations and negative thinking! Set me on my highest path now'!

Yes - *free this Warrior inside you*. Allow him to roam the hallways of your unconscious mind, breaking negative patterns and unveiling hidden gems of truth and creativity.

But we can do even more than just 'calling him forth'. We can be infinitely more effective and certain that the results we want so badly become our actual life's experience. We can even turn our loftiest dreams into *predictable outcomes*. How?

We engage with The Warrior through a system. We guide him through

a system that has a long and honored history of working. While the Warrior archetype has wondrous wisdom built into his DNA, we can accelerate his achievements by guiding him through a process designed for only one thing: guaranteed success.

Thankfully systems like this are not a novel concept. There are mountains of wisdom that have been passed down for countless generations - from Man To Man - describing various 'rites of passage' or ceremonial ways by which we have historically helped each other move from immature masculinity to fully realized, mature MEN.

Its mind-boggling how much wisdom has been lost or forgotten about in our modern world - another reason why the Immature Masculine has taken center stage in our reality. But again, our mission here is to bring this back - to name Mature Masculinity with great clarity, and to give YOU the precise steps for activating your New Man through the unleashing of the healthy Warrior.

What does this mean? In one sense it means this entire manuscript up until this point has been the 'setting up' phase for you to actualize the grandest potentials for your life!

We must now talk about ***how to get this done***, and lay out the specific process for your Warrior to unleash himself and actualize your highest potentials. Let's GO....

— *Personalized Application* —

The words in this manuscript are powerful. They represent a mission statement describing a new and emergent type of man whose time in our world has come.

The descriptions of our core philosophy are complete, sound and solid. But the real magic of this system lies in the '*how to apply*'. What I'm about to reveal is revolutionary, and symbolizes the inherent need for our New Masculine to come about in a New Way.

For countless eons, wisdom and knowledge and processes like this were passed down through generations via parchment, scriptures, books, spoken word and via our most basic methods of communication.

That's the way it's always been, and The MANifesto plays this ancient process forward with this writing. But given we are engaging in a remarkable new leap for what it means to be a Man in our modern world, the process must match the energy of our time.

And we can do much better than times in the past! By utilizing current technologies we can dramatically accelerate the transformative process by making it digitally accessible, interactive, and *community-driven*.

This means you have an opportunity - right now - to engage in the Direct Activation of your Inner Warrior through an online system designed to magnetize everything we've been covering in this MANifesto.

Brothers - we so easily recognize the evils and detriments to certain components of modern life (a reality that has many people wondering 'have we lost ourselves' and 'are the world's technologies moving too fast') but we must also be able to recognize the wondrous benefits of our digital age.

Wisdom can now spread anywhere around the world at the speed of light. Millions, hundreds of millions, even billions of people can now gain access to knowledge that previously was very hard to come by!

This is completely, 100% relevant to our work here. Because while you can sit and passively read this MANifesto and gain tremendous value from it's transmissions, there is an infinitely more effective way to maximize your results and unleash your New Man with the greatest of certainty:

| **Your next step is to engage with other men
via a curated process that enables you to
fully 'Activate Your Warrior'.** |

A New Masculinity for a New World begets a New Way to get it done - and I invite you into a personalized experience that empowers you to access so much more relevant information than mere text could ever do.

Your way into this Activation is by scheduling a personal, 1-1 phone consultation with either myself or one of my team members so we can explain precisely how the process works.

Its slightly different for each man - but I urge you to take advantage of this offer and book your 1-1 consultation with us today so we can take the next step together:

[>> Secure your free coaching session and START the activation process now](#)

You are here because you've reached your tipping point, you are hungry, and you understand what is at stake from both the largest scale and the context of your individual life.

Setting this personalized meeting with us is your path forward. They are your next link in this powerful chain of emerging Manhood. This is The Way:

[>> Meet With Us Today](#)

The rest of this MANifesto covers the ***three primary categories*** that comprise the overall process of Warrior Activation. The three categories are:

1. Life Blueprinting
2. Transforming Negative Thinking
3. Brotherhood & Community

While it's imperative you continue reading the rest of this manuscript (finishing what you begin is absolutely essential for the realization of your New Man) it does not inhibit you from starting the next layer of your work right now.

The remaining pages are dedicated to describing the crucial practices of *Life Blueprinting, Transforming Negative Thinking and Brotherhood & Community* - but meeting with us personally will commence the **embodied experience** for achieving your most sought after results.

This is such an incredibly crucial point.

As men we need to get into our bodies, we need to move, feel, connect and physically engage in this life-changing process. While it's comforting to sit and read this manuscript - true Warrior Activation necessitates more.

What happens when you actually begin the process? Warriors are born and fully activated. It is a crazy and amazing thing to witness.

For the thousands of men who've done this process, and who are doing it now, the results are exponentially greater than anything they've experienced in the past.

The 'Matrix' of practices themselves are potent, powerful and life-changing - but it's the power of the community, the brotherhood, the felt sense of connection that really makes this process come alive. Warriors - take this unique opportunity now and start your process:

YES - I'm IN - I Want To Meet With You In the Next Few Days

We are setting out to play a massive game here, and it requires more than sitting on a comfortable chair or couch and passively reading this Manuscript. You inherently *know* this.

Think of the process as a bootcamp for your mind.

Remember, The Warrior thrives in short, potent training environments that are deeply organized and vetted. The Warrior achieves his full activation through the invocation of working with other men, and being able to celebrate small wins as symbols for the larger victories ahead.

And what about *The Disease Of The Limited Mind* - the scourge that's plaguing the lives of modern men? Are you experiencing its symptoms right now? This is an ideal time to 'do the work' right in this moment:

Do you feel any discomfort, apathy, laziness, judgement, sadness, fear, anger, or thoughts popping up like 'I'll get to this later' or 'I'll start the online portion after I finish reading this manuscript' or 'I don't have access to a computer right now'?

Notice these rationalizations *right now*. This is the Disease flaring you up and holding you back.

Fight through whatever hesitation you have in this moment. **Take uncommon action** and [find your way to the webpage](#). Activate Your Warrior in this instant! That's how we change our lives. That's how we change the world.

Know this - whatever rationalizations / hesitations you might have, you can overcome them. This, right here, is the 'in the moment' investigation we have been talking about. Remember, you are already IN this process. The question becomes - are you *truly* a YES to your highest potentials?

As mentioned, completing this manuscript is NOT a prerequisite for starting this life-changing process. The Great Warrior within - the one who is infinitely

hungry for change - needs to experience it as much as you need air. Go to this website and **Activate Him Now**:

[Warrior Activation Starts Here](#)

Now, brothers, we move on to the incredible power of life blueprinting....

Part III - The Practices



— *Life Blueprinting* —

While there is incredible power in Activating Your Warrior via short-term and intense initiations (i.e. the magic that can happen in 6 days) - there is also infinite power in giving yourself the space to take the long view of your existence.

For many men, the series of practices contained within this modality of *Life Blueprinting* will be the very thing that ignites clarity, excitement and inspiration that's been missing in life for a long time.

The overarching technique we're covering here is so potent, and so foundational in our ability to create massive levels of success and joy that I often marvel at the fact this process wasn't taught to us in school. And the very premise is incredibly simple:

In order to achieve our loftiest ambitions and biggest dreams we must consciously map out the **specific nature** of this 'most desired future'. We must be able to see *and feel* precisely what happens in this future - and the more we are able to clearly visualize it the faster it can manifest into reality!

Most modern men don't do this, and have never done this. Sure, we have *thought* about our futures, we may have had a few moments of inspiration or clarity about what the most exciting version of this future might look like.

But we haven't taken the time to really think and *feel* into it. We haven't mapped it out using our imaginations. We haven't allowed ourselves the opportunity to 'throw it all out there' and sense into the specific nature of what we truly want to happen. And we haven't *systematized* this powerful practice, until now.

When men first encounter this Life Blueprinting process, they are stunned to realize how murky their internal vision of the future really is. When prodded to produce clear definitions regarding specific experiences, achievements and outcomes there is often confusion.

This isn't something to be ashamed about - our culture isn't set up in a way that trains us to 'live with the end in mind'. Think about it:

As boys we were sent to school, told to study certain predefined subjects, prodded to develop interests, encouraged to explore these interests, chose 'majors' and 'minors', and then we were sent out into the workplace to establish a 'career' and make some money.

What a random and dispassionate trajectory! No wonder 99.99% of modern men feel uninspired, bored and checked out!

The work of The Warrior must begin with the creation of an inspiring, open-ended, and foundational narrative that taps into the sense of possibility, hunger and potential that we have been developing in this MANifesto!

This narrative or ‘life arc’ is an active and flexible blueprint that establishes *in written form* the key objectives and experiences our New Man strives towards. We are talking about the essence of potent life design, and this manuscript provides the general outline for this process while the deeper experience (including all the specific worksheets and community support) lies within the 6 day Warrior Activation.

The results when a man successfully creates his life blueprint are astounding. Some men have clear revelations around the work they are doing (or need to be doing). Others have key insights about their primary relationships (or lack thereof).

Across the board this process stirs a level of excitement, intrigue and motivation that is fundamental to our success. An ‘instant waking up’ is often reported and we have seen men even have dramatic physical benefits by engaging in this process.

Completing your *Life Blueprint* instills a level of ease, relaxation and peace that is rare among modern men. We talk a lot about the benefits of having high-energy, excitement, and vibrancy in our lives, but a huge benefit to Warrior Activation is a new-found ability to feel calm, at peace, and the ability to go through life with a relaxed confidence that exudes ‘all is well’.

While the Warrior’s role is to slash through all the ambiguity, self-doubt, and confusion that often rears its head during the Activation - it is the dawning of an undercurrent of peace that marks the Mature Masculine, and your New Man.

The act of creating this Life Blueprint provides this calm, and is a true missing piece in the lives of modern men (and why I marvel at the fact we weren’t taught to do this at a young age).

Regardless, you are here now, you’ve found this - and here’s how to do it:

Living With The End In Mind:

The way The MANifesto dictates the process of Life Blueprinting is unique, but like most everything else written here will appeal to your most common sense.

In this case, when mapping out your most desired future we must start by thinking with the very end in mind. And by ‘the very end’ we are talking about your ultimate demise. Your death. The end of your life.

Yes - I know this is seemingly a morbid topic to begin working from. But contemplation of one's own death is quite a freeing exercise, as we're about to see.

The first step in this process is to sit down and write your own eulogy. A eulogy is a speech usually written and delivered by a loved one at the time of someone's passing. Eulogies have a long history in humanity - and for our purposes here will be incredibly useful.

The specific WAY you produce your eulogy is critically important. Because you are writing this while still living, it's crucial to tap into the qualities of curiosity and imagination when doing this. On top of this, the other most important quality in accomplishing this task is *lightness*.

YES - the goal here is for you to have FUN with your eulogy writing. This is where the magic happens. Let me break down the task into more specifics:

First, you must choose a person who has written / is speaking this eulogy. This could be someone who's in your life now (a partner, child, business associate) - someone who 'knew' you quite well.

It is also completely OK to 'create' a person who is delivering your eulogy. This could be a future child, future partner, future business associate - all depending on what it is you are hoping to create for your future.

This is why lightness and playfulness are important here. While the topic is morbid, the exercise should be creative, open and revealing. This is an opportunity for you to sense into 'what do I really want to create for myself - and WHO is this person speaking about me at the time of my demise'!

Have FUN with it.

Second, it's important to *fully write* this eulogy from the mind / perspective of this 3rd party. This will allow you to dis-engage from your own ideas / perceptions about yourself.

Third, and most importantly:

You must write this eulogy with the notion that you have lived a long and fruitful life, and that you have achieved EVERY dream and outcome you could have ever hoped! This is your opportunity to use an active imagination and *just for a moment* live with the idea that you have actualized the most ideal version of you.

This is the place where many men become stuck - consumed with beliefs like 'I'll never have that kind of money' or 'I'm not good looking enough to get that kind of partner' or 'I'm not smart enough to build that kind of success'.

Yes, this is it, right here. This is the magic of this process because it will confront you with your most stringent and deeply held limiting beliefs about yourself. If done correctly you'll meet The Disease Of The Limited Mind head on. This is GOOD - the practice is designed this way. In order to transcend towards better life circumstances we must meet The Disease and dissolve it directly.

If / when you encounter hesitation or confusion in this process the recommendation is to 1) just be aware of the limiting beliefs and 2) let go of them just for the purpose of this exercise.

This is just for FUN, remember.

The whole point is to table these limiting self-notions so you can experience (even for a few minutes) what the ideal version of yourself actually DOES in this life!

Fourth, as you write it's important to share the specifics of your accomplishments and achievements. The more specific the better.

I've seen men create entire narratives and alternative worlds when doing this practice, and this is highly encouraged. Allow your mind to roam free. Allow your imagination to soar. Tap into the unknown world of experiences, adventures and people you are going to encounter.

Allow the person delivering your eulogy to share stories about your life, even if they haven't happened yet. If you find your hand is just moving and 'free writing' by itself, keep going. This is an opportunity to bring some of the untapped wisdom buried in your unconscious to the forefront.

There is magic here!

Fifth, and lastly, make sure the person reading your eulogy shares a bit about ***how you made people feel*** during your life.

While the achievements and accomplishments are important, the most valuable information you will uncover here is with regard to the affects your personally and 'type of man' had on others during your time.

WHO were you? Were you funny, sporadic, spontaneous, a journey-man, grounded, solid, trust-worthy, a family-man, the eternal fun-loving bachelor, exceptionally honest, a teacher, a rock, absurdly generous, a lover, someone who changed the world, on and on....

Understanding WHO this man is that creates your most desired future is at the heart of this exercise. What are his primary ***Qualities as a Man***? As we move forward in this process you'll discover ways to practice *being this man* in your everyday life.

Crafting the legacy you want to leave behind, then understanding the version of yourself who achieves this legacy is absolutely game changing when you do it right. So allow yourself to be in this fictitious person's shoes writing about you, your life, and calling forth the emotions you evoked in others. There is such gold in doing this.

Continue Life Blueprinting By Working Backwards:

Once you have a eulogy you feel great about (a strange sentence indeed) - you continue the life planning exercise by working backwards.

The next step is the creation of your 5-year plan, a remarkably powerful part of the system. Let me explain why:

Many years ago I was very frustrated in a few areas. I approached my mentor and told him I was losing hope, that no matter how hard I tried to 'plan' things out and generate a positive mindset I was still disappointed and frustrated with how *slow* things were moving.

I had recently written a 1-year plan (it was soon after New Years) and I found myself feeling down about it, like I was continuously going through the motions of this repeated exercise every year but it never seemed to yield great results.

He asked me what one of the main areas in life I wanted to see an improvement, and I told him my career. He asked me what I wanted to achieve career-wise, and I easily expounded a litany of outcomes, achievements and dollar amounts I wanted to see.

He then asked me 'if all goes perfectly well do you think you can achieve all these things in the span of one year'. I thought about it, and the answer was a pretty easy 'no, most definitely not'.

Then he asked me about another area I wanted to see big improvements - and I shared openly about how I badly wanted to be in a relationship, one that would eventually lead to marriage and maybe even kids one day.

He asked me again, 'if all goes perfectly do you think you'll be able to achieve all of this in the span of one year'? And the answer was obvious - no way. I'd first need to meet someone, have a little romance, propose, get married, live together for a while, get pregnant (and this by itself takes 9 months)!

He then asked 'what about in the timeframe of 5 years, do you think you'd be able to achieve this entire arc of relationship and family in the span of 5 years if things go really well'?

I thought about it for a moment, and with this new frame it became much more

reasonable for all the necessary pieces to occur. I nodded my head ‘yea, I could see this all happening by 5 years from now’.

Well, this was a shift.

He then flipped back to my career aspirations and asked me if I could visualize achieving even my loftiest aspirations using a 5 year timeframe. I thought about this for a while, really thinking about how old I’d be in 5 years, and then reported back ‘YES, if things go well and I work hard I’ll be able to achieve everything in 5 years’.

He then asked me how I felt. And I felt amazing. On fire. Inspired. Secure. I felt like I could get it all done.

The lesson was ridiculously powerful, and relevant for our purposes here.

Using a 5-year tool is an incredibly effective and realistic way to map out your major goals in life.

Why? Because planning over the course of 5 years provides much more space for you to visualize accomplishing even your biggest goals as opposed to using shorter terms like 1 year, which consistently sets you up for failure.

The men who create fantastic, inspiring 5-year plans after they’ve written satisfying eulogies are setting themselves up for massive success. There is wonderful magic in the art of using *spaciousness* when life blueprinting - and mind mapping using ‘5 years’ as your new barometer for achievement is a completely freeing experience.

1 year planning is too short. We are setting ourselves up for failure when hinging our most desired outcomes with a 1 year plan. The magic lies in the 5 year mindset.

And once this 5 year mission is accomplished, we don’t stop there. We do take the next step and craft a powerful 1 year plan - but it’s created within the context of the eulogy → 5 year maps you’ve already laid out so your 1 year plan becomes a very realistic, relaxing series of goals for the ensuing 12 months.

The two most important elements which empower ‘Life Blueprinting’ to unleash MAGIC in your life are **micro-commitments** and **small wins**.

Micro-commitments refers to your ability to craft - then systematically achieve - a series of bite-sized tasks that are connected to your larger goals. The fastest way to unleash your Great New Man, therefore, is to take baby steps. We do this by starting out using small, incremental actions that always lead towards the desired objectives (further revealing the power of *thinking with the end in mind*)!

Small wins refers to your experience of consistently accomplishing these micro-commitments.

Setting yourself up to win generates a positive spin cycle and establishes an internal *culture of achievement* as opposed to the suffocating, overwhelming 'I'll never get to doing all that I want to do' thinking that plagues the minds of most modern men!

This *culture of winning* becomes intoxicating, addictive and you excitedly take positive actions each day because they are merely 'links in a chain' connected with your clearly mapped-out ambitions.

Brothers - the fastest way to bust free in this lifetime is to take some time to structure the nature of your grandest existence. The best way to create this structure is to begin with the END first, and then work backwards. It's game changing to do this.

This process leads a man into the limitless capacities of his greatest life.

After the 1 year plan, you create a 6 month plan. After the 6-month plan you craft the all-important **1 month plan** which dictates a small project that represents your New Man's ability to achieve and bust through ALL limitations.

The 1 month plan is incredibly important - because after you finalize the longer term planning this 1 month project symbolizes your ability to 'get something done'. This is critically important for The Warrior within you - he needs to set his sights on something tangible, realistic and then go out and achieve it!

We have seen the most astounding outcomes happen from the 1 month projects, men achieving things they never, EVER thought they'd be able to accomplish. And now all of a sudden the magic happens in only a few weeks. How? The raw power of potent life design, structured thinking, and removing the completely ambiguous nature by which most men are going through life.

YES! This is why New Men are born in this process.

Enact Life Blueprinting In Community:

The mastery of this process happens in the HOW. While you can certainly go out on your own and start crafting a eulogy, 5 year plan, 1 year plan, etc...there is a better way.

In the digital [Warrior Activation system](#) - you are provided a detailed instruction manual for each step in this process. You are provided templates, worksheets, video instructions and shown examples provided by other men.

You are also immediately connected with a community of men who are navigating this process *with you*. The power of brotherhood when doing Life Blueprinting can not be understated. As men, we gain inspiration when we hear and see other men flowing through the system, and feel a wonderful solidarity as we stand side-by-side with one another, in the trenches of our deepest inner explorations!

When you activate *Life Blueprinting* with support and accountability partners you exponentially increase your odds of winning. As we'll see in an upcoming section the community aspect of this isn't just some 'cute, fun' thing to talk about - it's a technology that pushes men out of mediocrity and into greatness.

Because the structure of this system is so vetted and sound, it's remarkable what men are able to achieve in only 6 days. After these 6 days you are off and running creating real & tangible changes in your life. Let's DO this my brothers, come into the digital system now if you haven't done so already:

<https://manforman.us/free-30-min-consult/>

Now let's move to the next step and part of this process which completely squashes negative thinking and useless behaviors for the rest of your life. Just a small feat....

— *Reprogramming Negative Thinking* —

The Disease Of The Limited Mind is perhaps most obvious when we shine a light on how much negative and useless thinking we have ruminating in our lives.

Negative thoughts - and a general *negative orientation* to our external environments - is a plague that most modern men are not aware of and therefore never do anything about.

We assume that ‘our minds are our minds’ and ‘the world is just the way it is’ and we succumb to all the negative stimuli and perceptions as *just the way things are*.

And even for those men who’ve already ‘done some work’ around this it’s often shocking and humbling how deep the curse of negative thinking really goes.

But there is incredible hope here my brothers.

While this type of systemic negativity is a harsh reality that our Activated Warrior and New Man must face - we must realize that we have a choice in terms of how to think and orient to the stimuli in our lives!

There is a ton of research, books, practices and teachings out there which aim to address this part of the Disease. We might even view the entire ‘personal development and growth’ industries as mechanisms for helping people deal with this one limiting aspect of our human reality.

‘Change your mind and you change your life’. Sounds good, but how do we actually do this? And *what could possibly make this MANifesto unique* in terms of its ability to accomplish such a deep rooted shift?

The first universal step is to realize that you CAN actually change your mind and stamp out even the most deeply held negative thought patterns and behaviors.

You must believe this is actually possible because if you don’t, and your beliefs are deeply entrenched in the notion that ‘there’s no way I can actually change something so foundational’, then you have already lost the battle.

The great news is that modern science has given us incredible data regarding the nature of our human brain, including the concept of *Neuroplasticity*. Neuroplasticity is defined as:

“the ability of the brain to form and reorganize synaptic connections, especially in response to learning, experience or habit formation”.

Our brains are remarkably fluid. We CAN change the course of our thoughts, a reality that **physically** ‘reorganizes synaptic connections’ - which means that there is a scientific and measurable basis for the art of changing the trajectory of our minds.

One of my favorite quotes around this was uttered by a mentor of mine, NY Times best-selling author Dr. Rick Hanson who said ‘you change your mind, to change your brain, to change your mind’. Think about that.

Right here, right now, you have the ability to change your mind (intention) - an act which can then change the physical functioning of your brain (neuroplasticity) - which then results in a larger ‘changing of your mind’ (transformation)!

This is not some new agey, spiritual mumbo jumbo. This is a very real opportunity afforded by our physical and mental wiring.

Feel into this with excitement my brother! Why is it exciting? Because what this means is that all the negative, self-doubting, fear-filled, anxious and depressing ways you’ve experienced in your past are *changeable*. You can actually move past this. Say this out loud right now:

YES I am excited at the notion of leaving behind all my negative ways! YES I believe it is possible! I am open and curious to engage in these practices that make it so. YES I am ready to feel fully liberated and free!!

Get into this feeling of possibility now. *Know* this to be true. Feel like a huge, dead weight is being lifted off you as you say these words.

Repeat that sentence above with *ENERGY*. Get up and move your body as you say it - because when we change our physicality it does wonders for the mental and emotional upgrades already in progress.

Within the confines of this manuscript, and detailed much more thoroughly in the 6-day digital Warrior Activation system, are two categorical models for accomplishing this part of your transformation:

1. Pattern Interrupt
2. Tracking

We will cover the basic premise of these categories now along with some basic ways to begin practicing. But remember, this system comes to life in the fully flushed out digital system. And this is especially true for *the art of squashing negative behaviors*.

***Pattern Interrupt* and *Tracking* are two techniques designed to completely eliminate negative thinking and self-limiting behaviors out of your life once and for all.**

While powerful modalities by themselves a huge part of the reason they are so incredibly effective has a LOT to do with combining them with the totality of practices being put forth here.

Life Blueprinting and Brotherhood (as we'll cover in the next session) are integral components towards establishing a much more positive perception of your general orientation to things. The process of *Life Blueprinting* generates incredible levels of excitement, hope and inspiration about our futures!

This is NOT disconnected from our task here. We need to access this excitement, hope and inspiration as tools for our success in uprooting deeply held negative thought patterns that unconsciously swirl through our daily experiences....

And as we'll soon see in our investigation of 'conscious community', brotherhood is a *massive amplifier* towards leaving all our the decrepit, negative thoughts behind for good.

Remember, this MANifesto is a **Matrix** of work. When all the pieces are practiced together ridiculous transformations are in store for the men who do it right. Even in very short periods of time.

So read on, get the gist of how to do this, and then [engage in this system](#) to really begin employing these tactics in your everyday life!

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Pattern Interrupt:

The premise of pattern interrupt is simple. We spend the great majority of our lives doing physical activities that are virtually unconscious. But when we practice ***adding awareness*** into these unconscious activities the most amazing things begin to happen....

The manner by which we practice pattern interrupt is by altering the unconscious behaviors *in the moments* we are doing them. The best way to understand PI is to jump right into some recommendations:

Notice how you wash yourself in the shower. Chances are you do the EXACT same thing over and over again, never even thinking about it. In the practice of pattern interrupt, next time you are in the shower change up your routine.

The same goes for how you dry yourself after showering. I guarantee that you

never even think about this, and just dry yourself in the exact same way as you have for years. Next time, change the pattern - do your feet first, then your hair, then your arms. Physically shake up the manner by which you do the most basic, unconscious routines!

How about the way you open doors and enter into a room? Next time change hands. Use your opposite hand while brushing your teeth or shaving (be careful)! As you start to understand the premise of pattern interrupt it will dawn on you that you are on autopilot for virtually 99.99% of your every day actions.

Pattern interrupt is the act of adding physical consciousness to that which has been unconscious for a long time, and there are large implications (and benefits) for doing this.

While the practice sounds 'simple or trite' - it is a potent technique that not only shakes up the mundane routines but starts to loosen the neural connections in your brain, giving them more space and awareness to 'choose different outcomes' in a variety of ways.

So while you start eating your pasta differently, know this technique is working much deeper than this. Over a short period of time you will notice greater awareness flow into 'other' types of behaviors because you're amplifying your ability to notice the unconscious nature that mandates virtually ALL of your normal life.

Men have healed life-long addictions by using pattern interrupt.

How? Addictive patterns begin long before the larger experience of 'acting out' happens - and through this practice we become hyper aware of the budding tendencies and underlying thoughts that often 'begin quietly' - a fact which gives us the ability to *nip larger patterns in the bud*.

Pattern Interrupt also brings more liveliness into your 'in the moment' experience.

You become more vibrant, more present, more aware - with *awareness* being the core of the superpower we are cultivating here. And the fact that we focus on physical behaviors is relevant. By connecting our physical actions and sensations with the deeper layers of mental processing we unleash a tremendous power that has laid dormant in your New Man for too long.

Pattern Interrupt may sound light and innocuous, but it is not. This is a deep, lifelong practice that unfolds in layers of potency for the men who engage!

And speaking of pasta - let me share with you perhaps my very favorite pattern interrupt practice - chewing. In our programs, and starting in the 6-day

Warrior Activation, we instruct men to chew every bite of food 30 times before swallowing.

There are so many wondrous benefits to doing this. First, almost everyone becomes immediately aware of how unconscious they are regarding their eating habits. Chewing 30 times before swallowing proves to be a very challenging thing to do for many men - but the benefits are so extraordinary that we push men to really explore this.

Second, digestion begins in the mouth where simple sugars are digested by enzymes in the saliva. When we wolf down our food we aren't giving the body the ability to unleash its natural talents.

Third, sending nicely processed, broken down food into the stomach is infinitely easier on our digestive tracts - easing aches, discomfort, improving elimination and also improving energy levels in the physical body!

Fourth, chewing 30 times also slows us down in terms of *the amount* of food we eat - giving our body the opportunity to signal that it's full. Men often eat much less when they get accustomed to chewing 30 times.

Fifth, we come to enjoy our food more, actually experiencing the taste and smells that suddenly reveal themselves as we slow down.

Sixth, there have been the most remarkable reports how this act of chewing 30 times changes the entire situation at the dinner table. We have letters from men sharing how this one act alone has drastically improved relations with partners, kids and loved ones. I've known men who now refer to chewing 30 times as their religion (no joke)!

Pattern Interrupt (and this one example of chewing 30 times) is a wonderful representation of how we can make some incredibly simple changes that unlock massive, life-changing results.

Tracking I - Your TWO Qualities:

Now we get to tracking. If there is one superpower you take away from the myriad of life-changing gems encased in this MANifesto - let tracking be it.

While I did not originate the 'tracking technology' you are about to learn (it comes from an antiquated lineage that's well over a thousand years old) what I'm about to share here is incredibly unique.

We must start by recognizing that tracking one's behaviors with the intent to 'change' is *not* a new concept.

Tim Ferriss, the wonderful maestro of *The 4-Hour Workweek* and *The 4-Hour Body* refers to tracking as ‘the fastest way to change a given behavior’.

But when people talk about the power of tracking they almost universally refer to it in terms of tracking *measurable* behaviors. Do you want to stop eating sugary foods? Track what you eat every day. Are you interested in dropping pounds? Measure your weight every morning. Want to build more muscle? Track the hours you lift weights each week.

In these ways, tracking is incredibly effective.

But because our investigation in this MANifesto is more fundamental than merely experiencing a shift in our physical appearances the question becomes: can we use the power of tracking to make a transcendent dent in our deeply held thought patterns and behaviors?

The answer, of course, is absolutely YES and in some ways this entire manuscript has been a prelude to the introduction of this life-changing technique. This, my friend, is where many of the pieces come together and you are finally able to **bust loose** out of your small & limited reality into the infinite breadth of your greatest possibilities!

Let’s think back for a moment to the Life Blueprinting part of the system.

In that process you were instructed to write your own eulogy. In your loved one’s speech, which touts the most idealistic future for yourself, you were told to explore ‘how this incredible version of yourself, the man who accomplished everything you ever wanted in life, **made other people feel**’.

This question is relevant because The Man who achieves your most incredible, idealistic future is different from The Man you are right now.

The Man who achieves your biggest dreams walks the Earth exuding different qualities than you do today. Think about it. He is better in some very important ways, and there is a difference between the way that ‘he shows up’ and how ‘you show up’ right now.

This isn’t a bad thing. It’s actually an incredible thing to realize because within this realization lies the seeds for a completely altered future for yourself. And when you are able to *systematize the process of becoming This New Man* (as we are about to do right now) it flowers into nothing less than utter MAGIC in a man’s life. Hear this:

Once you are thoughtfully able to understand and visualize the essence of your Greatest Man, you can grow into him consciously.

I often tell men that it almost becomes like ‘being an actor in your own life’ - a part of the process that sounds light, but has serious & massive repercussions on the trajectory of one’s existence! Let me give you an example from my own life:

When I first did this process years ago I was able to easily visualize the outcomes of the career I wanted so badly. My eulogy and 5 year plan were replete with a felt sense of impact, financial rewards, and all the excitement that came with my astounding success!

The question still remained - how was I going to make this happen?

My coach at the time guided me to uncover **2 Key Qualities Of The Man** who achieved these lofty ambitions, and he explained to me that they needed to be qualities that weren’t active in my life at the time.

When I reviewed my eulogy and 5-year plan it became painfully obvious that the version of myself who achieved all these things was: persistent, focused, disciplined, and was a master at thinking with a *long-term* lens.

This was humbling because at the time I cherished my spontaneous and creative ways - I felt my ‘ups and downs’ and often nonsensical behaviors were just part of the genius that made me, me. I had a whole story running that ‘these qualities were the best of me’ and that my most ideal future would have to unfold honoring my complete lack of discipline and focus!

But I read my eulogy like 30 times. I poured over the 5 year plan over and over again. And it was beyond clear that The Man who achieved this life was a builder - he moved slowly, thoughtfully, was incredibly disciplined and focused and he took his time to do things!

This was a mind-blowing revelation, and one that I couldn’t ignore.

Being able to see the most important qualities of my New Man, and then being able to systematically employ them in my day-to-day life has been the most transformational thing I’ve ever done - and for every man who has done this similar things are said.

So we must start with a recognition of your TWO qualities.

What are the two foundational ‘ways of being’ that represent your New Man - qualities that are not very strong in your life at the current moment? This level of awareness takes the Disease Of The Limited Mind and spins it on its axis because once you have this information you can change yourself in the most remarkable ways using Tracking.

Now, in the 6-Day Warrior Activation program we provide additional worksheets and ways to think about identifying these two life-changing qualities. For some men, they are obvious. But for many others, it takes some thinking to really hone in on the precise nature - and *essence* - of this New Man you are calling forth.

If you have not started your digital journey do so now! This is the ideal time because as we dive deeper into the tracking technology the extra support will go a long way:

<https://manforman.us/free-30-min-consult/>

Tracking II - The Technology:

Once you have soundly identified the two most important qualities of your New Man - and you can clearly see the through-line of how activating these qualities directly relates to the outcomes you want to experience - you then move forward to becoming this Man by TRACKING them.

But, like everything in this MANifesto, the way we track the qualities is where the real genius lies.

What I'm about to explain is *such* a mind-blowing tool - one in which, surprisingly, you don't need to practice for a very long time to experience the life-changing benefits.

When a man gets to this point in this system, and he has methodically run through all the ideas and techniques being presented here, and he has a clear recognition of these two qualities and understands the power inherent in tracking them - 95% of the work is done.

This means you have done ALL the necessary preparatory work - and now you are ready to simply go out there and experience the wondrous benefits. This is where the rubber meets the road and how the changes you have thought about, dissected, visualized and accelerated in your mind become reality *in the moments* of your life.

The tracking system directs you to simply:

Track These Two Qualities 4 Times Per Day.

This means that four times per day you will stop for a brief moment and physically write out a short segment in a notebook, online system, phone (we'll talk about the mechanics in a moment) that relate to the TWO qualities you have pre-chosen as representing your New Man.

There's one more important detail. In each tracking session (there will be four per day) you will make note of one positive example of this quality playing out in

your life, and one negative example.

You will *not* think long and hard when making the individual entries / segments. They need to be quick, matter-of-fact moments where you simply ponder the chosen qualities and pinpoint a positive example and a negative example, you write them out and move on.

This is a form of Pattern Interrupt at its finest. What you are doing is interrupting the unconscious flow of your life by shining a consistent, bright light on the most important qualities that you've pre-determined (through all this work) represents the best version of you.

What happens when you do this, even for a short period of time? Your awareness around these 'ways of being' skyrockets and you notice very big changes in the way you show up in the world.

This is your New Man coming online in the moments of your life.

I can not even begin to share the scope of life transformations that happen when men do this work. It is beyond wondrous how fast the results transpire.

A few very important details about Tracking:

First - It's important to do your very best and track actual, tangible and REAL things that happened with regard to your 2 chosen qualities.

This is often hard at first because you'll come to session-time and think "I don't have a negative example of *patience* (for example) in the last 3 hours" - but the important thing is to just do your very best - write down an entry and move forward. This practice should not completely disrupt your day, it should be a consistent, unemotional, and mechanical 'check in' that happens four times per day where you simply reflect one positive and one negative example of your 2 chosen qualities.

What you'll come to discover very soon is that these key qualities are *always* in play. The practice of tracking reveals how present they always are. How do I know? I've trained thousands of men in doing this - and it's a universal experience that unfolds in predictable ways.

Second, the most important thing *by far* is getting in the habit and sticking to the '4 times per day' rule. This can be challenging, discomforting, and the easiest thing to rationalize away ('I'll get to it later' or 'this is stupid, I'm not seeing any changes in these last 2 days').

The Disease Of The Limited mind hates discomfort - and this tracking exercise creates a universally felt experience of discomfort right off the bat. You need Your

Warrior here. He needs to be active, alive, mindful, and in charge of you pushing forward on your entries four times per day. This is his domain.

Do this practice like your life depends on it. Because it does.

Third, what about the mechanics for keeping tabs of your tracking? There are many ways men do this, and in our digital Warrior Activation system you will be given templates for how to keep amazing and organized tracking entries. Pictured here is an example from my own personal tracking sheet during a time when I was tracking **Integrity** as a vitally important quality:

TRACKING SHEET - EXAMPLES
Quality - INTEGRITY - Radical Honesty in All Communications
Day 1:
P: Being forthright and honest with how I can help Gary and Linda - didn't exaggerate
N: Really letting Genevieve down, not doing the hours I have signed up for, not DELIVERING, and lying
P: Was really clear with Yeske about where the platform is, and that I needed more time to plan
N: Was trying to be cool to Mary Shores, that I'm meeting Tony's son now, subtle lie, I am not meeting him until tomorrow.
P: honest with Jim B about how / where I think I can help him
N: lying again about where I was in the park during the shooting
P: Was honestly trying to connect with Alex around the vaccination topic and give her my truth
N: Was righteous and not really listening to Alex, and feeling her concerns around vaccination (I feel I'm right)

BUT it's important for you to design and nail down your own system for tracking. You must find the path of least resistance - the unique way you KNOW you can, and will, do this every day.

Fourth, how long do you need to track in order to experience the benefits? First, let me say you do not need to use this tracking mechanism for the rest of your life (although I know some men who can't live without it). Many men come to use it in phases, but it is a strong recommendation to start by **engaging with a minimum of 30 days of practice.**

You will see benefits before one month is over. But 30 days is a great period of time to experiment with this life changing practice for the first time.

As you will find, tracking tends to take on a life of its own - it is a wondrous, self-affirming and liberating energy that works to radically up-level a man's life. The hardest part is moving past any confusion, ambiguity or doubt as it comes up in the beginning and just track these two qualities FOUR times per day.

You simply put your head down, and trust this process. This means doing your very best in each entry to identify a positive and negative example of the qualities

that you have identified as being the most important for your future....

Fifth, here is a huge amplifier for succeeding with this practice, and one that plays with the wondrous benefits of neuroplasticity:

Every night before you go to sleep, review your tracking sheet. Focus your attention on the ONE most positive thing you did that day. Allow yourself to think and *really feel* into the wondrous nature of this action. FEEL into the power of your emerging New Man as he acts this way all the time.

Why do this? Because focusing on it strengthens the new *neural connections* happening in the brain. You ‘change your mind, to change your brain, to change your mind’, remember? The more intensely you can feel the power of this one daily action, the closer you become to achieving even your most ambitious dreams!

Sixth, can you switch up the qualities to track? Yes, this is the beginning of a great life experiment and a practice you can use for your remaining days - so you are not tied down to the two qualities you choose right now.

However, it is recommended to stay with these initial qualities for the inaugural 30-day time frame. It's more important to generate **120 total entries** over these 30 days than questioning the value of the qualities themselves!

The Warrior Activation system is flush with additional perspectives, examples, training videos and data from other men who use Tracking with incredible benefits. If you haven't yet started this (it would be unbelievable getting to this point in The MANifesto and not scheduling your FREE 1-1 call with us yet) now is your time:

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One last thing I'll say about tracking, and it relates to the origin. I first learned about this unique practice as it was mentioned in one small paragraph in an obscure book called *The Diamond Cutter* (obscure but amazing!), where the author described it as an ancient Buddhist practice called ‘Tundruk’ which translates directly to ‘six time book’ - connoting the monk's use of the practice six times per day as opposed to four.

I became highly curious as the author said something to the effect of (and I'm paraphrasing here) ‘while I won't cover this in great detail the tracking mechanism is actually the most powerful thing I'm mentioning in this book’ as then he continued on with his tale. But I took his words seriously.

I began playing with this form of tracking myself, and found the most incredible results. I then began introducing it to other men in our training programs -

and they had the same, wondrous outcomes. Truly life-changing things were happening!

While I've modernized it a little bit (I recommend *four daily checks* as opposed to six because I found, through experimentation, that six times per day was challenging to sustain while four entries worked great) - I want to name and honor the origin of this wonderful, life changing technique as an example of my own intention to embody *humility* and *integrity* in the world (now I'm off to mark these two examples as 'positives' on my sheet)!

OK Men - let's bring this home now and talk about the true power of Brotherhood!

— *Brotherhood As A Technology* —

We talked plenty about the Disease Of The Limited Mind, but it's important to talk about another disease plaguing modern men: Isolation.

As modern men we have become extremely isolated from each other and it limits our abilities to achieve greatness in very direct ways.

As men it is in our DNA to flow through experiences, ceremonies and even 'rites of passage' together. In virtually every culture around the world there is a rich history of utilizing the power of community to assist the transition from Boyhood to Manhood.

This is what we DO as men - and it's an art that has been stamped out and lost in our modern world. The pain of NOT having this is very hard to understand. If you are living in a desert for years surviving on one liter of water it is hard for you to imagine what life is like on the shores of a vibrant, lush, water-fed community.

Modern men are living within an invisible prison of isolation, and it's terribly confusing because the digital age *makes us think* we should be more connected and community-oriented than ever before! But we are not. We are alone, isolated, stuck within our own self-made prisons without any connection to the wondrous power of true community.

For most of us, we don't even know what we are missing until we get even the smallest taste of what's possible through conscious community.

This is why The MANifesto is released in unison with an interactive, digital experience that is not merely a 'nice, cool option to have' but a CORE part of the system.

Do you really, genuinely want to break free and experience all the potentialities being revealed in this New Man process? Then de-isolate yourself and learn to use brotherhood as an actual tool for growth.

If every other perspective and tool in this MANifesto represents tried and true teachings within a clear system for change - then brotherhood is the magnifying glass, the true amplifier, for making it all happen.

And guess what? This community of men is thriving. It is growing and expanding. It is a movement of men who are waking up using these simple tools - men who are experiencing the power of doing it together.

But like everything else in this MANifesto it is not just a random sentiment. The

technology of brotherhood has very specific *rules of engagement* that have been tested to ensure that each man's experience gives him the best ability to achieve his most desired goals.

Success in this process involves a healthy mix of personal motivation, discipline, willpower (which is why we must activate the Warrior inside) plus the ability to surrender into a greater sense of brotherhood. These are skills.

Inherent in the understanding of '*Brotherhood as a Technology*' is the realization that this is NOT just about you coming online, getting the support you need, and then thankfully moving forward after achieving your goals. Brotherhood implies something more than this, and entails every man to be a conscious and present supporting mechanism for the other *men* flowing through the process.

If this sounds like a responsibility, you are missing the point. A huge part of the terrible pain of isolation we are all experiencing is the lack of giving back that we, as men, inherently need to feel valued in the world.

We all have incredible talents, gifts, and ideas - and when a man is shown a place where he can 1) get the support he needs and 2) be of genuine service for other men - this becomes a massive win-win that fortifies the positive spin cycle already underway!

The 6-day Warrior Activation system provides you this opportunity, and why it is such an integral part of the process. No matter where you are in life there are things you can do and say that will help someone else. You need to find real outlets that allow you to do and say these things. This is the best of Manhood in action.

Here are a few more details regarding this potent framework for community engagement, and our most critical tenets for brotherhood success:

- The events must be clearly laid out with a structured rite of *passage* at its core. As you'll experience in the digital system we take this seriously where there is a beginning (intention), middle (core process) and an end (celebration).

You must experience the power of different sized groupings of men. You'll be

- motivated to form a triad or quad - a 'small' group of 3 or 4 men who are your closest accountability partners while also being a part of consistently shifting groupings of 8-15 men at a time
- There must be consistent gatherings where the whole brotherhood (a much larger group) comes together to create a space of deep learning or shared intention. Technology is amazing at getting this accomplished
- Underlying everything is an understanding that to 'change the world' we must first change ourselves - and we inherently know that as enough of us take this ON our external reality changes. We are each the *tipping point* in action

While it's easy to feel overwhelmed, confused and lonely in our intense world, the manifestation of this ***Man For Man community*** is a true shining light. Warriors and Kings are being unleashed in the most powerful ways. Men are helping other men do this, and witnessing the transformation of others has proven to be a big accelerator to the process.

We don't often see the best versions of healthy Masculinity in our world. We rarely (if ever) see inspiring examples when looking at our political, economic, business and social systems. The cultural narrative of Masculinity has been usurped by our lesser, more immature qualities - and this is what grabs the spotlight more than anything.

But this is changing. It is changing on a daily basis as more and more men do this work, better their lives, and shine the diamond of their New Man. Mature Masculinity is actually spreading very fast, and it's happening *below the radar* of all the immature versions dominating current reality....

Don't worry about the systems of the world. Worry about you. Get yourself not only in a 'decent' situation, but fully unleashed. Connect with the rapidly expanding movement of men who GET IT (like you do) and who are taking the risk to be great.

This is the call of this MANifesto. This is the call of Evolution itself.

Your choice right now is to say Yes or to say No. It really is that binary. Saying no is suffering - a deep searing pain that necessitates you to numb yourself, distract yourself and live a life of rationalizations and remaining small. You know this road all too well. This is why you are choosing a different path.

Saying YES means stepping into discomfort. Saying YES is risky because there are unknown factors on the horizon. But saying YES also affords you the opportunity to genuinely access and express your truest nature while living on this Earth. You might fail at times, you might meet moments of confusion, doubt or even ridicule - but this is the path of Greatness. It always has been, and you know it.

Our path here is clearly defined. Your job now, if you haven't already done so, is to log-in to our digital Warrior Activation system and begin your 6-day process with the men who are called as you are. This path requires nothing more than for you to say YES as the roadmap is already crafted.

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And now we close this MANifesto....

— CONCLUSION —

Conclusion can be a misleading term because while it certainly denotes ‘an end’ to something it also represents a new beginning. And that’s what this manuscript is - a new beginning for every man who picks it up, soaks in its transmission, and then begins practicing the core techniques.

We started our journey together by laying out the most obvious challenges put forth by Immature Masculinity - the ‘old’ parts of our collective psyche that continue to be the main storylines in our reality. But we were quickly able to see how this narrative is dying off, and that men from all over the world are stepping up into new levels of awareness around ‘what it means to be a Mature Man’.

We were able to see that as more and more men say YES and consciously shine a light on their abilities to break free, and create a magical life for themselves, the old narrative loosens its grip. We change the world by changing ourselves - a process which is well underway.

We’ve also come to see that what’s being revealed here is an entirely new narrative - the tenets of a New World that are marked by men who are awakening to what it means to be the healthiest, most vibrant, and truly powerful versions of themselves.

We’ve uncovered with wondrous clarity that our best path forward is to become an active participant in this movement - a process that has us fully leaving behind any impulses that have us sit around and stress about the ‘state of the world’ or seep in powerlessness or victimhood.

Our next step is to activate and energize the most vital and life-affirming qualities emanating from our new sense of Manhood. We now know this is the best contribution we can make towards up-leveling circumstances in our world - and we are ready to do what it takes to make it happen.

We have activated hunger. We are ready for this, knowing this time is different. We can feel it in our bones, and we are ready to unleash our greatest version NOW.

We clearly see the various archetypes branded into our masculine DNA - the notion of a King, Warrior, Magician and Lover - and understand that our primary purpose right now must be to fully activate the Warrior. We know his role is crucial - pushing us forward to vanquish all the confusing, frustrated, unhealthy and fear-filled ways that ruminate our decrepit thinking.

The Warrior is Activated right now.

But we also understand that it's not merely about his Activation. This is not enough, and we must attune ourselves with systems that have been around for countless generations whose only purpose is to magnify the potent, life-changing energies of the Warrior.

These systems require The Warrior to commit to short, yet extremely powerful periods of initiation that unveil a luminous, graceful transition from Old to New. YES - we inherently know this is The Way for our New Man.

This system requires The Warrior to think about his life with deep reflection. He starts by contemplating his own demise and then crafts a life-changing blueprint by systematically working backwards. The Warrior uncovers a sense of peace and relaxation along the way, understanding the full arc of his highest potentials can only be activated through an introspection of his entire life.

Our Warrior then takes a long hard look at the negative nature of his internal dialogue and begins addressing, then uprooting, the negative orientations that have plagued his mind for too long.

He adds incredible awareness to even the most mundane normal activities by interrupting patterns, opening up wondrous spaciousness in his mind for the changes already underway.

He connects again with the idea of his fully realized New Man - the one who has achieved everything he could ever hope for while being in this body, and understands the primary differences between this idealistic version of himself when compared to where he stands right now.

He recognizes two key qualities of this New Man - and systematically commits to becoming him by consistently tracking himself, an act that physically rewires the mind towards a predictable future.

But perhaps more than all of this, The Warrior knows he can not do it alone. His nature is one that gravitates towards isolation, being solo, and handling the pain and suffering by himself - but he realizes that this moment in time calls for something radically different.

Our Warrior connects with the burgeoning movement of New Men - a frequency of Mature Masculinity that has now embodied in the form of a global, digitally connected, and powerfully driven community bonded by shared intentions.

Our Warrior marvels at the opportunity being afforded to all his brothers - just as the world feels like it is truly breaking apart the magic of spirit provides the very solution he has been waiting for.

The time of transcendent change is upon us. All that is required is action. We

know what to do, the path is clearer than it has ever been. Each step forward strengthens a burgeoning trust that continues to disarm our most frightened, cynical and apathetic selves.

As The Warrior fully heightens his capabilities, the powers of The King, Lover & Magician - the other 3 archetypes that live within all Men, come together to unleash a new version of Modern Man that not only saves the world, but salvages Himself.

We are here now, doing this. The only words we can think of to embody the wonderment of this moment are Thank You.

Thank You.

Thank You.

Let's do this.....

- Your MANifesto