

**A Simple 4 Part Guide to Becoming  
a Stronger Grounded Man**



**T H E**  
.....  
**Grounded  
Man**

**DECODED**

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## CAUTION

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# TABLE OF CONTENTS

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INTRODUCTION: <b>How Did This Happen?</b>	5
<b>PART I: Becoming a Strong Grounded Man</b>	
1. What One Man Can Do Another Man Can Do	7
2. Find the Lesson in the Pain	9
3. If You Are Not Growing You're Dying	9
4. We Want to Know that We Have What it Takes	10
5. Take Full Responsibility of Your Life and Develop Self Reliance	12
<b>PART II: Building Real Backbone to Boost Your Masculinity and Grow as a Man</b>	
1. Learn to Say No	15
2. Stop Chasing the Shadows	17
3. Learn to Value Your Time	18
4. Realize that You Are Not Above or Below Anyone Else	18
5. More Risk = More Freedom	20
6. You are You... Not Your Career	20
<b>PART III: The Conversation You Never Had with your Father About Women and Relationships</b>	
1. Learn to Be OK Being Alone	24
2. Don't Allow Work to Become a Crutch for a Miserable Love Life	24
3. Choose Your Women Carefully	25
4. Never Settle	27
5. Remember that Your Purpose is Higher than your Woman	29
<b>PART IV: The Grounded Man Ascension Pyramid</b>	
Level 1: Unconscious	32
Level 2: Scarcity	32
Level 3: Stability	32
Level 4: Growth	32
Level 5: Grounded	32
3 Simple Strategies to Climb the Pyramid	33
Bonus Tip: Learn to Invest Your Money Strategically	35
SO WHAT'S NEXT?	37

## HOW TO READ THIS GUIDE

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Read it from beginning to end. Don't skip around.

Have an open mind.

Be willing to try something new and most importantly take action after you finish reading this.

Share this with a friend when you're done with it so you have a male accountability partner.

Life can sometimes be very hard. This guide will make it easier.

## INTRODUCTION:

# How Did This Happen?

**I was alone.**

**I was lost.**

**I was scared.**

**I was depressed.**

I questioned whether or not I even wanted to continue living...

Five years ago, I was the last thing that came to mind when you heard the phrase "Strong grounded man".

I suffered from a severe porn addiction, struggled with alcohol and drug abuse, hated my job, lived for the weekends, and was settling in an uninspiring and unfulfilling relationship.

It sucked...

Not only was I trudging through a shitty retail job, a ho-hum relationship, and countless addictions... But I also felt a deep and visceral sense of inadequacy.

I didn't feel like I was enough.

If you put me in a room with ten other guys (regardless of who these guys were) I would feel like *they* were more deserving of a promotion, beautiful girlfriend, or job opportunity than I was.

I felt like everyone else deserved their dream lives more than I did...

This was my life.

This is who I was.

Until one day, the endless cycle of sedating my misery with porn, drinking, drugs, video games, and Netflix became too much for me to handle.

Until one day, the pain of staying the same outweighed the pain and fear of the uncertain.

Until one day... I made a change.



I decided that enough was enough.

Enough bullshit.

Enough living a mediocre life.

Enough of this half-assed, half hearted existence!

I was ready to live dammit!

And so I did...

I went to work one day, walked into my boss's office and handed in my two-week's notice.

And I haven't looked back since.

Now, after years of hard work, hustle, and constant growth, I am a new man.

I own a thriving multiple six-figure company that helps men from all around the world become stronger, more grounded versions of themselves.

I have written three Amazon best selling books.

I have coached and helped transform the lives of hundreds of men.

I get to interview world class performers, leaders, entrepreneurs, and visionaries on a weekly basis.



My health is better than it has ever been.

I am in a relationship with an incredible woman.

I have broken the chains of my addictions.

And, most importantly, I have begun living a life that is meaningful to me.

But all of this...

All of the income, the impact, and the fulfillment was born out of pain.

It was not an easy journey.... But it was worth it.

And in this short training series, I am going to show you *the exact* steps that I took to go from living for the weekends to living the life of my dreams.

Let's get started.

## PART I:

# Becoming a Strong Grounded Man



*I mean to make myself a man, and if I succeed in that I shall succeed in everything else.”*

– James A. Garfield,  
20th US President

What makes a strong grounded man?

What mindsets, beliefs, and actions are axiomatic among the world’s greatest men? What’s the formula for becoming the most powerful version of yourself?

Along my journey, I have discovered a small handful of beliefs and attitudes that separate the men from the boys.

And they aren’t rocket science... They simply require a different way of looking at life and success.

But once you internalize these lessons, I can promise you that your life will never be the same.

## 1. What One Man Can Do Another Man Can Do

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How does it make you feel when you see another man succeeding at a high level?

What thoughts come up for you when you see a man with a beautiful woman, a mansion on the beach, a great body, or a passionate work life.

If you are like most men, then the first thoughts that come to your head are probably something like this.

*“Fuck! I hate that guy. He must have cheated.”*

*“I bet she’s only with him because of the money.”*

*“He must be a greedy bastard... I will never be like that.”*

And it is these very thoughts that are sabotaging your chances of success in your own life!

Strong grounded men do not envy or begrudge the success of others... They allow it to motivate them.



When they see a man with a beautiful woman, they think “Wow! If he can date a woman like that... So can I! I should talk to him and learn from him.”

When they see a rich man running a successful company and driving an Italian sports car, their first thought is “I should ask him to have lunch with me so that I can learn what he did and how I can too.”

Strong grounded men know that what *one man can do another man can do*. If it has been done, it can be done again.

The men you see succeeding at the highest levels are rarely smarter, wiser, or more gifted than you.

They simply learned things along their journey that helped them reach success... And so can you!

This is one of the most important lessons that you can internalize along your journey.

Because as soon as you *believe* that you have the same power and potential as the top 1% of men in our society, you begin to act like you have that same power and potential.

And once your actions are aligned with your beliefs... Your results will follow.



## 2. Find the Lesson in the Pain

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We've all experienced pain in our lives.

We've all faced adversity, trauma, and for some of us, abuse.

But what separates the powerful grounded men from the boys isn't *what* pain they have faced... But what they do with that pain.

Because at the end of the day, you really only have two choices.

You can choose to let your past and the struggles that you have faced consume you and your identity. You can blame your circumstances on past pain and tribulation.

Or you can own your pain and learn from it.

You can find the lessons that are buried underneath all of the hurt, all of the trauma, and all the anger.

I know that it might be a hard pill to swallow... But the pain that you have experienced is the *greatest* thing that has ever happened to you.

Let me repeat that....

*The pain that you have experienced is the greatest thing that has ever happened to you.*

Because pain is what will cause you to grow, to push, to strive for greatness.

And on your journey to becoming a strong grounded man, you must learn to use your pain as fuel instead of allowing it to control and dictate your life.

The lesson is there.

The motivation is there.

The blessing is there...

You just have to look for it.

## 3. If You Are Not Growing You're Dying

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Life doesn't happen in your comfort zone.

It doesn't happen by doing the same thing day after day, day in and day out.

Life happens whenever you take risks and grow.

It happens when you push yourself to be better, when you take on challenges you aren't sure you can overcome, and when you are constantly striving for more.

And here's the thing...

If you aren't growing, you're dying.



So many men die at the age of 22 but aren't buried until 70.

Don't allow this to be you.

A life of joy, abundance, prosperity, love, and intimacy *can be* yours.

But you must step up to the plate and take action! You must be willing to do the uncomfortable things required to grow you into the man that you need to be.

Most men are the same person at 45 that they were at 25, but a strong grounded man is constantly evolving, constantly changing, and constantly growing himself and helping elicit growth from those around him.

Embrace growth... or die.

## 4. We Want to Know that We Have What it Takes

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One of the great ironies of life is that most men don't *just* want to get laid, make a million dollars, or achieve the body of their dreams.

They might *believe* that is all they want, but if you dig deeper you will realize that it's more complex than that.

What men want, what we *truly* want, deep down in our most masculine core... is to know that we have what it takes.

It's that simple.

We want to *know* beyond a shadow of a doubt that we have the internal fortitude, the wherewithal, and the "cajones" to achieve those goals.

We want to know that we are enough to date that girl, build that business, or create that body.

And knowing that we have what it takes boils down to one simple word... Risk.

If you want to know that you have what it takes, then you must fall in love with risk taking.

I am not talking Evel Knievel, jumping the Grand Canyon type of risks either.

Just small things each and every day.

To know that you have what it takes, you have to take those small risks on a consistent basis to prove to yourself that you are enough.

If you see a cute girl and lock eyes, you need to take the risk and go talk to her.

If you see a job opening that you want, you need to go and submit an application *even* if you don't think you'll get the position.

If you are at the gym, grab a spotter and try to lift heavier weights than you normally do.

What matters isn't the outcome.

Whether the woman rejects you or ends up coming to bed with you doesn't matter.

Whether you get the job or not doesn't matter.

What matters is that you are taking the risk and proving to yourself that you have what it takes.



Because when you don't take the risk, when you let that girl pass you by, when you don't ask for the promotion that you deserve, when you don't push yourself while you are training, you are subconsciously proving to yourself that you *aren't* enough, that you *don't* have what it takes.



You slowly chip away at your masculinity and kill a small part of yourself.

Men...

I am not asking you to take up extreme sports, become an MMA cage fighter or enlist in the Navy SEALs.

I am asking you to love yourself enough to take the risks you need to take to be the man you need to be!

It's not easy.

But when you are willing to embrace the unknown and the risky, you will prove yourself a man and *you* will know that you have what it takes.

## **5. Take Full Responsibility of Your Life and Develop Self Reliance**

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No one is coming to save you. No one else truly cares about your success. And no one else is responsible for your results.... Only you.

To be a strong grounded man requires that you take *complete* responsibility for everything in your life and everything not in your life.

No "If's", "And's", or "But's".

*You* are 100% responsible for your life.

Not your parents, not your school, not your friends, not society... You!

I know that some of you reading this are probably getting pissed off with me right now.

I can already hear it...

*"Andrew! You don't know what my childhood was like."*

*"Andrew! You never had the challenges that I had growing up! You never dealt with the abuse and the shame that I did."*

*"Andrew! How can you say this! It's not my fault that I was born into a shitty family!"*

And you are right...

I *don't* know what it's like.

And chances are, there are a lot of things that *weren't* your fault.

However, in this moment, right now... You have the power to change everything.

It is up to *you*.

You have the power to make the tough decisions that are required to move your life forward.

Think about it like this.

Bill Gates once said "It's not your fault if you are born broke. But it *is* your fault if you die broke."

It's not your fault that you were raised in a family that didn't teach you how to be a strong grounded man. But if you are reading this right now, it *is* your fault if you choose to continue on living that way.

You must take full responsibility for *your* life and *your* success. Don't wait and rely on others to help you achieve your dreams.

If you know what you want to do, it's time to shut up and go do it!

Period!



## Critical Action Steps

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### ① *Get Clear On What You Really Want*

Every month from this day forward, I want you to take at least one hour to sit down and journal about what you really want.

Who do you want to become? What do you want to achieve? What legacy do you want to leave? What kind of life do you want to live?

If you don't have a plan, if you don't have goals, and if you don't know where you want to go, then you will surely end up somewhere else.

As Brian Tracy said, "A genius without a road map will get lost to any destination, but even an average person with a roadmap will find their way home."

Take this seriously and I promise you will see massive results.

### ② *Realize that You Can't Do It Alone*

Life isn't a solo sport, and while you should never be reliant on others, you should always be playing the game of life with a strong team of other grounded men who can help push you to success on your journey.

Right now, I want you to find a way to surround yourself with men who are playing the game at a higher level than you are.

This can mean signing up for a mastermind, hiring a coach, joining a local meetup, or just sending a text message.

But whatever you do, don't leave this page without taking *some* action towards improving your social circle and surrounding yourself with the right men.

### ③ *Figure Out Where You Are Holding Back*

At his core, a strong grounded man is a man who leaves nothing on the table, who lives fully and does what he knows he must do in all areas of life.

So right now, I want you to figure out for yourself... Where are you holding back?

In what area of life have you been playing it small? Where have you been acting like a scared little sheep when you should be acting like a fucking Lion?

Figure out where you are holding back, and then *commit* to change it.

## PART II:

# Building Real Backbone to Boost Your Masculinity and Grow as a Man



***Try not to become a man of success, rather become a man of value.***

- Albert Einstein

Have you ever felt like you were a doormat for the people around you? Like others were more in control of your life than you were? Like you simply couldn't stand up for yourself no matter what?

If so, then this module has the power to change your life.

What I am about to share with you is not meant to turn you into some sort of selfish asshole, but rather to teach you how to prioritize yourself and your needs *first* so that you can more effectively serve and love those around you.

This isn't about turning you into an asshole it's about taking care of yourself first so that you can show up powerfully for those you care about.

## 1. Learn to Say No

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Let me ask you a question.

If a friend of yours (not a close friend, but a friend) asked you to come and help him move into his new home on a day that you were busy with meetings, and you *knew* that helping him move would mean a late night for you and lots of added stress... Would you do it?

Would you let the whims and desires of someone else (who has done very little to help you) dictate your schedule?

Or would you stand up for yourself?

Would you tell your friend that you were too busy and that you needed to prioritize work?

Most of you reading this would probably cave into your friend's request.

And I understand...



That was how I used to be as well. I thought that saying “No” made me selfish, that it made me a bad person, and that it somehow meant I was greedy or egotistical.

But the truth is, learning to say no is one of the most powerful things that you can do to build real backbone and grow your masculinity. Because when you learn to say “No” you are able to prioritize your needs and show up to situations full of power and strength, instead of being drained and frustrated.

This week, I want you to make a conscious effort to say “No” to the things that distract and detract from your mission and your life.

Who gives a shit if you upset a few people, it’s *your* life, not theirs and you need to take control of your own schedule, circumstances, and happiness and stop letting other people’s priorities control your own.

Say no to friends when they want you to come party but you know you need to work.

Say no to your client when he makes a ridiculous request that will cause you unnecessary stress and anxiety.

Just say “No” more.



Because the more you say no to the good and the bad, the more you will be able to say “Yes” to the great.

If you make a habit of saying “No” to your friends whenever they want you to come drinking, you will save thousands of dollars over the course of the year and be able to say “Yes” when your friend wants you to come to an absolutely wild music festival in Spain.

If you say “No” to your lower level clients when they make demands on your time, you will have the time and resources that you need to pursue the clients that you really want.

Saying “No” helps you build masculine backbone and teaches you to value yourself in a healthy way.

## **2. Stop Chasing the Shadows**

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One of the biggest differences between a man who has real backbone and a man who does not is that a man with real backbone is willing to step out of the shadows and pursue his dreams.

You see, most men today are settling. They are pursuing a “shadow” career or relationship. And while these situations might not necessarily be wrong or “bad” for the man, he knows in his core that he is meant for more.

I see it all the time.

Men who are with good women, but they feel that they are settling in the relationship and know that there has to be more out there. Men who have good jobs, but they aren’t fulfilled and happy with what they do and know that they would enjoy life more if they took a risk and pursued their own ventures.

Men who are in the shadows can never become truly grounded men because at their core, they are living out of alignment. They know deep down inside of them that they are meant for more, but they simply aren’t willing to do it.

So what about you?

Are you living your life in the shadows?

Are you in a relationship or career that is “good” but you know that you are meant for more?

If so, then I want to challenge you to step up. Realize that a truly grounded man, a man with backbone will not allow himself to settle for less than what he deserves because he knows that life is precious and short and that settling and living below his potential deprives both himself and the world of his gifts.

If you want to call yourself a man, then stop settling!

Stand up for what you want and go and get it.

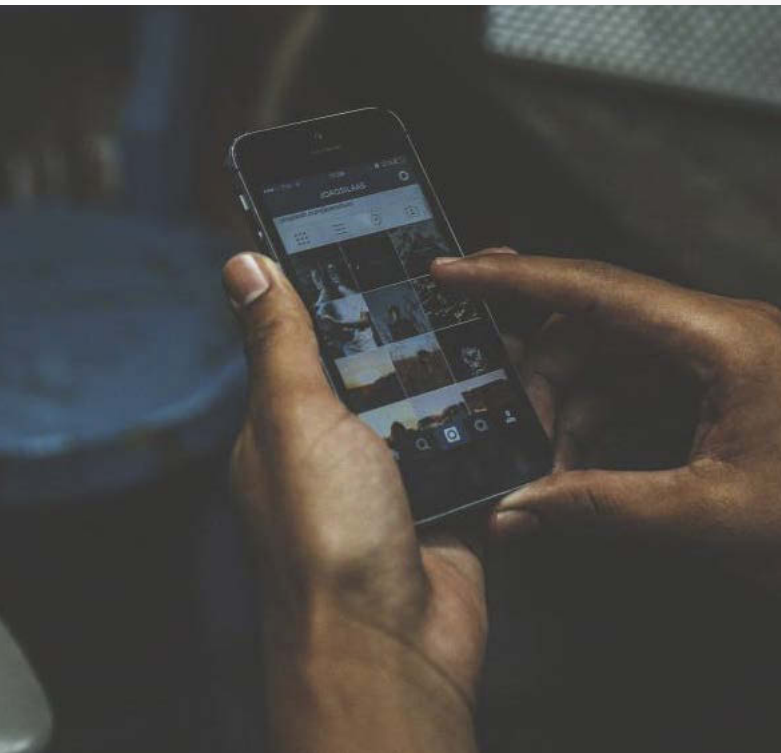
You only live once.

So make damn sure that it counts.

### **3. Learn to Value Your Time**

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When you think of a strong grounded man, a man with real backbone, what comes to mind?



Do you imagine a man who wastes endless amounts of time in front of the television, jerking off to porn, playing video games, and procrastinating?

Probably not.

Strong grounded men with real backbone don't waste their time.

They value their time more than just about anything else because they know that their time is finite.

You only have one life on this earth, and real men know this and do their best to maximize every second of that life.

This isn't to say that they never crash out with their girlfriend and watch reruns of Family Guy or that they never play a few rounds of Halo with their friends. Rather it's that strong men value their time enough to ensure that they are spending a properly proportioned amount of time on leisure activities and activities that move their lives forward.

Your time is your life, and if you are willing to sacrifice and waste your time then it shows that you don't really value your life and your worth as a man. If you want to be a man who has real backbone, start valuing your time above anything else.

### **4. Realize that You Are Not Above or Below Anyone Else**

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We live in a society that encourages us to view people as either "above" or "below" one another.

The millionaires who live in the country club and drive German sports cars are considered to be above the middle class sales rep with a wife and two kids who are considered above the homeless man begging for change down the street.

But a strong grounded man knows that we are all equal.

We are all human beings. We all eat, sleep, and shit. We all make mistakes, drive through a fast food joint once in awhile, and have wild fuck ups that we wish we could take back.

And at the end of the day, we are all equal. We all have the same intrinsic value as human beings.

To be a man with backbone is to realize that others are not more valuable than you are or less valuable, they are equals. We all have unique stories, journeys, talents, and abilities. Some of us simply haven't tapped into them yet.

Respect others, love others, and never believe the lie that you are better or worse than others.



## 5. More Risk = More Freedom

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Let this sink in for a moment...

Everything that you desire. *Everything* that you want to achieve. The freedom to travel, live the lifestyle you want, date the women that you want, and have the social circle that you want... It's all predicated on your willingness to take risks.

It all requires you to make the leap, trusting that your parachute will open.

So many men go through their lives avoiding risks, avoiding danger, avoiding rejection. But they never realize that the thing they are avoiding is the very thing that will make them grow into the man that they want to be.

All success requires risk.

If you want to date beautiful women, then you must risk rejection.

If you want to have financial abundance, then you must risk failing and losing everything.

If you want to have physical strength, then you must risk injury and humiliation on your journey.

It takes risks to succeed.

But here's the good news...

Yes, you need to take more risks. Yes, you need to be more willing to embrace the unknown. But taking those risks requires only 10 seconds.

It only takes ten seconds to go and say hello, to say "I quit", "I do", or "We're through."

The only thing standing between you and your dreams is 10-seconds of fear and risk.

So take the leap... You will be glad that you did.

## 6. You are You... Not Your Career

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The final lesson that you must internalize on a deep, deep level to truly build backbone and grow yourself as a man is this... You are not your career. You are not your toys, your girlfriend, your hobbies, or your accomplishments.

While those things are a part of who you are, they do not *define* you. Only *you* define you.

So many men derive their sense of self and their value from the woman they are dating, the career that they are pursuing, or something else that they have accomplished or built in their life.



But what happens when that is taken away?

What happens when the economy collapses and your company fails? What happens when your wife leaves you or is diagnosed with a terminal illness? What happens when you suffer from a serious injury and you are no longer able to pursue the athletic endeavors that once defined you?

What then?

If you learn to differentiate *who* you are and *what* you do, these events will not break you. They will be difficult, they will hurt, they will bring you to your knees.

But you will be able to pick yourself up and keep going because you are defined by something deeper, something more visceral.

*You* are the only constant and guarantee in your life and you must learn to dictate and control your own happiness. Pull your sense of self-worth from within, and you will never go wrong.

In the infamous words of Tyler Durden  
*"You are not your job. You are not how much money you have in the bank. You are not the contents of your wallet. You are not the car you drive. You are not your fucking khakis."*

## Critical Action Steps

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### ① *Say No*

That's it. This week, I want you to make a conscious practice of saying no to the things that you genuinely don't want to do.

Start valuing your time and energy more and others will start to value it too.

### ② *Go Volunteer with the Homeless*

We talked about understanding that you are not above or below anyone else, and one of the best ways to internalize this is to spend more time with people who are traditionally viewed as "Lower class".

What you will often find when you spend time around individuals at homeless shelters is that they are just like you.

Maybe they had a different upbringing and made some mistakes along their journey, but at the end of the day, they want the same things you do and have the same dreams.

This is a powerful exercise that can totally change the way you view the people around you in the world.

### ③ *Commit to Step Out of the Shadows*

Whatever shadow you are currently chasing, whether it's a career, a relationship, or a group of friends, I want you to commit to leave it behind.

Maybe it won't happen overnight. You might need time to build up a new financial infrastructure, or finalize a divorce, but you need to commit *right here and right now* to step out of the shadows and start living a life in the light.



PART III:

# The Conversation You Never Had with your Father About Women and Relationships

“

*Stand true to your calling to be a man. Real women will always be relieved and grateful when men are willing to be men.”*

– Elisabeth Elliot, author

Tell me if this sounds familiar to you?

You love women. I mean you *love* women. You love everything about them. Their smell, the way they smile when they're nervous, their attitudes, how sexy they look when they walk around the house in bare feet. You *love everything* about the feminine.

But it seems like every time you actually go on a date with a girl, or begin a relationship you find the women in your life running away from you. You are constantly getting dumped and cheated on feel like it's impossible for you to date the woman of your dreams.



What the hell is going on?

What's wrong here?

Don't worry.

I've been there, and I know how to get out.

Let me show you.

## 1. Learn to Be OK Being Alone

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The first step to meeting, attracting, and *keeping* the woman of your dreams is to first fall madly in love with *yourself* and learn to be ok in solitude.

When you feel like you *need* a woman to be happy or complete or satisfied in life, you will become needy and clingy and start placing your woman on a pedestal, supplicating to her every desire.

Not only will your woman lose respect for you (and likely begin to take advantage of you) but you will lose respect for yourself and prove with your actions that you *aren't* enough.

You have to learn to be ok with being alone.

There is nothing wrong about being single. There is no shame in taking some time to figure yourself out. In fact, you should prioritize your own personal growth and self actualization over *any* relationship.

And until you can learn to be happy on your own, until you can create a life *by yourself* that is fulfilling and enjoyable, no woman will remain attracted to you for very long, and if they are, they are typically not the kind of woman you want to be with in the first place.

Take care of yourself and build an awesome life for *you* and the woman will follow.

## 2. Don't Allow Work to Become a Crutch for a Miserable Love Life

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When your relationship gets hard, what do you do? When you have been single for years and want to start dating again, what do you do? When your marriage is starting to fail and you are scared you might lose the love of your life, what do you do?





If you are a man of character, a man of backbone, a man who is strong, grounded, and on purpose, then you rise up to the challenge and face it head on.

But if you are like the majority of modern men, you find an escape.

And for most men, that escape is work. And why not? You are making money, you are contributing to society, and you are providing a better life for your family... What's wrong with working?

Nothing... *If* you are working to create your dream life and *not* working to run away from your current life.

You see, too many men will hide from their problems at home by burying themselves in work. They will work 16-20 hour days, sleep at the office, and work their asses off, not because they want to, but because they are too afraid to face their wife, girlfriend, or even worse... Their empty bed.

If you want to find the woman of your dreams and live a life of meaning and purpose, then you must eradicate this escapism from your life.

Acknowledge where you stand in your personal life, don't hide from it.

Face your problems. Man up and attack your challenges head on.

Because the sooner you master your relationships, the sooner you will be able to live a truly fulfilling and joyful life.

### **3. Choose Your Women Carefully**

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I want you to imagine two different scenarios...

In the first, you are married to the woman of your dreams. To achieve this marriage, you had to leave a relationship that wasn't serving you at the time, you had to spend nearly a year developing yourself and being intentionally single, and you didn't actually get married until well after your friends were all buying homes and having children.

But she's the woman of your dreams.

When you come home from a long day of work, she is there to support you and keep you motivated, she reminds you of your goals, and constantly reaffirms her love and appreciation of all that you do for her and your children.

The sex is incredible, the connection unexplainable, and the love tangible.

She is your best friend, your confidant, and the love of your life.



Because of your relationship with her, you were able to achieve more than you ever thought possible. She held you accountable, pushed you to do and become more, and never for one second doubted your potential.

Now I want you to imagine scenario number two.

In this scenario, you are still married. However, this time you settled. You married a girl who you dated in college because it seemed like the easy thing to do. The marriage was a product of ease more than anything else, and now after a few years of fun, the infatuation that you once felt has died.

The woman that you are married to looks nothing like the woman of your dreams.

When you come home from a long day of work, she is rarely around, and if she is, she has left the home a mess and left you with no idea of where she is and when she will be home.

She has no problem charging your credit card thousands of dollars for “Emergency” purchases at Victoria’s Secret and Banana Republic, but she screams and yells and throws a fit if you even consider spending a few hundred dollars on an online program or a weekend retreat to improve yourself.

When she sees you reading “Think and Grow Rich” by Napoleon Hill she laughs at you and says that you are a gullible fool who should stop dreaming so big.

She's controlling and petty, constantly pestering you about where you have been and what you have been doing (when in reality all you are trying to do is escape her insanity). The sex is rare and mediocre when it does happen, and you are constantly left with the sneaking suspicion that she's cheating on you with one of her "Friends."

She regularly belittles you in front of your friends and encourages you to play small, stay at your dead end job (so that you can continue funding her shopping habits) and play it safe.

Knowingly or unknowingly, she does everything in her power to hold you back and keep you at her level, sabotaging your success and making you feel inadequate and weak.

Now...

I know that these two scenarios might seem extreme, but they are not outside the realm of reality. In fact, I have found the second scenario is actually a lot more common than you would imagine.

And I want you to realize that I went through these illustrations to make a point.

Nothing... And I mean *nothing* will have a greater effect on your success and happiness than the woman (or women) that you choose to allow into your life.

If you choose the right woman, your path to success will skyrocket, your results will be accelerated, and you will walk through life with a deep sense of contentment, love, and peace.

If you choose the wrong woman, no amount of money, fame, or success will bring you lasting happiness, and until you end your relationship, you will be in a constant state of stress, anxiety, and worry.

Choose your woman carefully.

That single choice might have a greater affect on your life and destiny than anything else.

## 4. Never Settle

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While we have already touched on this concept in previous lessons, it is so imperative to your success and happiness that it bears repeating.

*Never settle with a woman.*

Ever...

If you are not saying “Fuck yes” about the relationship, then you should be saying “Fuck no”. It’s that simple.

What do you really accomplish by settling in a relationship? At the worst, you are inviting infidelity into your relationship (from you or her) and at the *very best* you are ensuring that you will waste years of your life and thousands of dollars on a relationship that was uninspiring and unfulfilling.

Do you really want to get to your “Golden Years” and look back saying “Yeah man, it was so cool! I settled with this woman for 40 years! I never really was into her, but I couldn’t get with anyone else so screw it right?”

NO!

You want to look back at your relationship with a full heart. You want to have tears welling up in your eyes when you think of all the good times and amazing experiences you had with your woman.

You don’t want to settle.

And let me let you in on another secret. If the relationship sucks, but the sex is great and she is a stunningly beautiful woman... You are still settling.

When you are in the right relationship, things should feel easy, almost effortless. That’s not to say that there won’t be challenges. That’s not to say that there won’t be struggles. But overall, the relationship should feel pretty easy.



Do not ignore this.

If you are settling in a relationship right now, then you *need* to be willing to walk away. Because if you don't you are being a selfish asshole. You are taking the woman along for a ride and you are wasting your own time.

Don't be that guy.

Man up, end things, and move on.

20 years from now, you will be glad that you did.

## **5. Remember that Your Purpose is Higher than your Woman**

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Possibly one of the most powerful lessons that you can learn about women and dating is that women should never be the number one priority in your life.

Yes, your wife or girlfriend should always be important to you. They should always feel loved and prioritized. But they should *never* be more important than your mission and purpose.

Because the second that you put your woman higher than your purpose is the second that you show her that she can do anything she wants.



She can walk all over you, disrespect you, and make a fool of you... And you will take it. Because *she's* #1.

And women don't *want* to be number one in your life!

While most of them will never admit it (and some of them don't even realize it) women don't want to be with a man who is so weak willed and lost that he is willing to make her the most important thing in his life.

They want a man with purpose, a man with drive and ambition, a man who has a vision that extends beyond their relationship.

You cannot build a successful relationship when your woman is your purpose. You must define your own purpose for yourself and bring your woman along for the journey.

## Critical Action Steps

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For this module, there is only one action I want you to take.

I want you to sit down in a quiet place where you will not be interrupted and write down what your dream girl looks like. I don't care whether you are single, in a relationship, or married with kids. Sit down and take some time to really figure out what your dream relationship and dream women would be like.

Write down the physical, emotional, and mental attributes that you want. Are they fit and athletic? Write it down. Do they need to be educated and refined? Write it down. Do you want a woman who is simple and peaceful? Write it down.

Don't leave until you have a clear picture of the woman that you want and the relationship that you want with that woman.

And, if you are in a relationship, once this is written out, I want you to take a long hard look at yourself in the mirror and ask yourself if the woman you are with is really the woman you are *meant* to be with.

And if she's not... Then you need to figure out what you're going to do about it.



PART IV:

# The Grounded Man Ascension Pyramid



*No man is more unhappy than he who never faces adversity. For he is not permitted to prove himself.”*

- Seneca, Roman Philosopher

There are five tiers, or levels that all men in our modern society fall into.

THE GROUNDED MAN ASCENSION PYRAMID



## Level 1: Unconscious

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These men have not yet started their journey. They are simply passing the time away, content to waste their days with drugs, drinking, porn, and other useless activities. They hold other men back, have no real vision for their lives, and are not pushing the needle forward in any real way.

## Level 2: Scarcity

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Men at this level have woken up. They are aware that their life sucks and that they are not the man they need to be.

But they aren't taking action. They procrastinate, don't take action (and if they do it's highly sporadic), and blame others for their lack of success.

They aren't willing to take responsibility for their lives and so they are not yet able to achieve anything great within their lives.

## Level 3: Stability

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The next level as men ascend the pyramid is stability. In this level they aren't really pushing the envelope forward. They are just ok. Life is good, but it's not great. They have a routine, a good job, and a mediocre relationship, but they aren't where they want to be.

## Level 4: Growth

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Growth is when things really begin picking up.

When you reach this level, your income is growing to a level where you finally have disposable cash. Your relationships are excelling, your health is on point, and you are constantly pushing yourself to learn, do, and be more.

And while this is a great place to be, there is no rest to be found in the growth level. You are constantly striving for more and are typically not able to rest and enjoy the successes that you have already achieved.

## Level 5: Grounded

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This is the final level on the pyramid.

When you reach this level, you are impacting others in a positive way, you are the embodiment of a strong man, and, most importantly, you are happy and at peace.

This is not about income level, but freedom. When you become a grounded man, you have the wisdom to realize that everything you want is already inside of you. You are happy as you are and you are happy with *who* you are.



### 3 Simple Strategies to Climb the Pyramid

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If you want to climb this pyramid as quickly as possible, there are three simple strategies that will help you ascend and become a strong grounded man.

#### ① *Know Your Life's Purpose*

You don't need to know exactly what you were put on this earth to do, but you must have some sort of purpose that is greater than yourself. You must have a connection to something bigger than you.



You need to have dreams and ambitions that light you on fire and have you springing out of bed in the mornings.

Because until you are working towards a greater purpose, you will constantly be in a zombie like state, stumbling through life without any real aim.

#### ② *Learn How to Win Friends and Influence People*

It doesn't matter whether you are an introvert or extrovert, every grounded man has a strong grasp on the social nuances requires to win friends and influence people.

You must learn to speak your mind, share your opinions, win others over to your side, share your truth in a vulnerable way, and make people feel special and appreciated.

As soon as you can master this skill, the rest of the world will open up to you.

Your relationships will become a breeze, you will find yourself making more money than you ever have before, and you will live a better and richer life than you ever thought possible.



### ③ *Learn to Overcome Procrastination and Resistance*

And finally... You *must* learn to overcome procrastination and resistance.

It doesn't matter if you know how to do everything I have talked about in this course if you aren't taking action. Without action there is nothing.

If you want to be great, if you want to build the business, build the body, seduce the girl, and make the impact, then shut the fuck up and just go do it!

Let your points on the board speak louder than your words ever could.

Become someone who *does* and you will find that your life will start to click.

And don't worry about failure...

*All* great successes were once complete failures. Everyone who has achieved something great has at some point failed miserably.

Learn to view failures as lessons and you will find yourself succeeding faster than you ever thought possible.

## Bonus Tip: Learn to Invest Your Money Strategically

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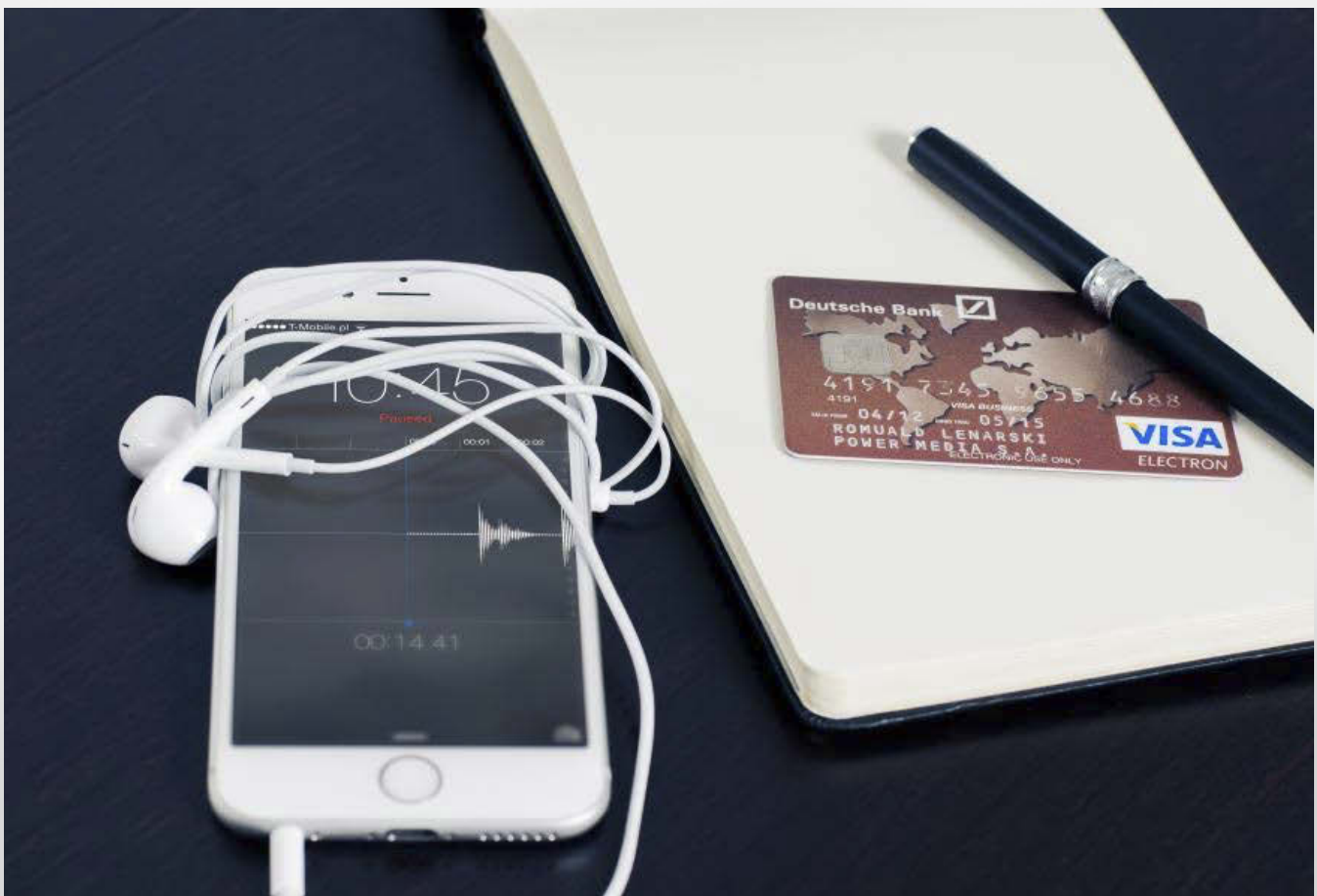
And before we move on to the last section, I wanted to give you a small bonus tip.

If you want to succeed, then you must be willing to invest your money with people who have achieved the goals that you want to achieve.

It's the best life hack I know. There is nothing wrong with paying for something that will propel your life forward. Warren Buffett says, *"there is no better investment than the one in yourself"* And that's coming from one of the richest men in the world.

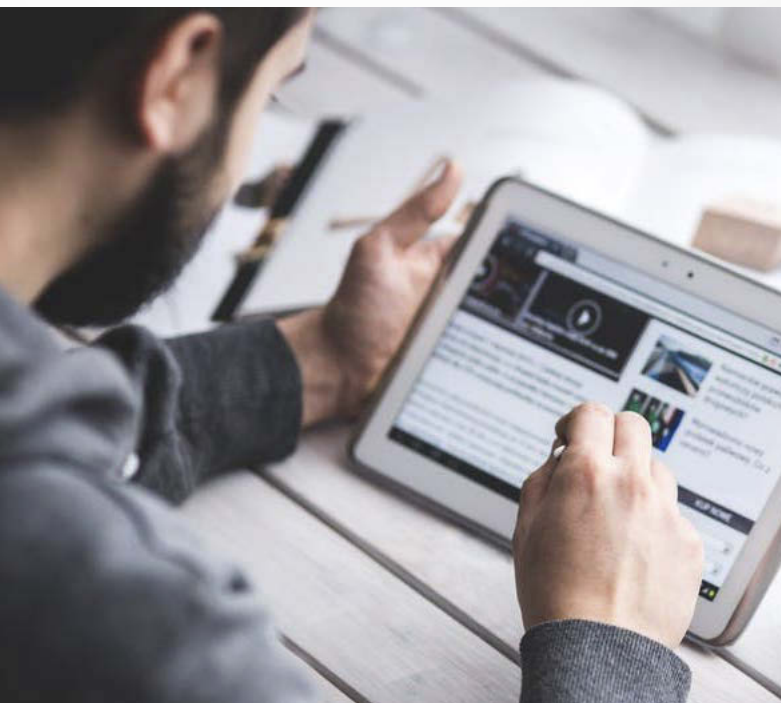
Whether that means hiring a coach who can help you with women, buying a book to improve your financial literacy, or investing in an online course to help you achieve your goals faster than it's absolutely hands down the best investment you can make.

Tony Robbins, the man, the myth, and the personal development legend (who made \$400 million when his company went public) claims that the best investment he ever made was a \$35 personal development tape that changed the trajectory of his life.

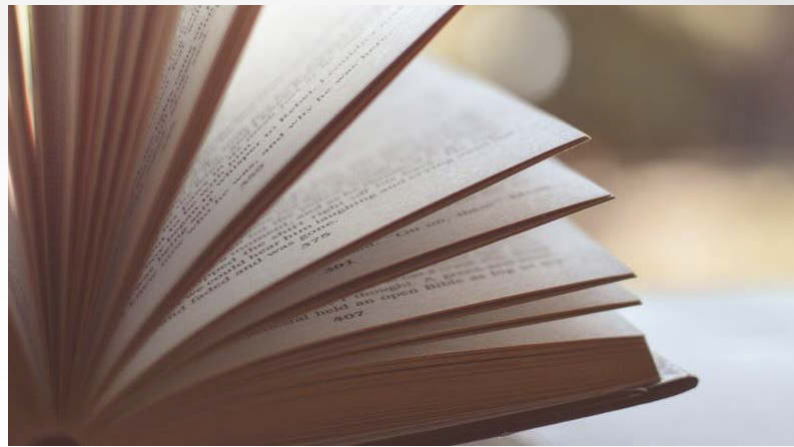


However, I know that many of you reading this are probably recoiling from your computer and cringing at the very idea of giving money away to a “Life coach” or some stranger on the internet.

But let me ask you a question. How much money have you spent in the past month on drinking? On eating out at expensive restaurants? On video games and entertainment? On shoes, clothes, and other “necessities” like Air Jordan’s and nice watches?



How much money have you *spent* on useless crap that did nothing for your life that you could have *spent* on a program or course that could 10X the results you are getting in your life and business?



Every single one of you reading this *has* the resources to invest in themselves. I don’t care if it’s nothing more than a \$2 library card, you have the money you need to take your life to the next level... But most of you are wasting it on superfluous expenses that don’t bring you any real joy or growth.

So all I want to know is this...

When will you wake up?

When will you realize that your life is precious? That *you* are worth investing in? That *you* have the power to change everything in your life right now if you will just take the leap?

I promise you, the day that you start investing in yourself, in your personal growth, in your masculinity, in your health, in your social skills, and in your knowledge...

That is the day that you will look back on and say “Wow! That’s when everything changed.”

## SO WHAT'S NEXT?

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I hope you found this guide valuable and you take action on everything you learned here. Now that you have read this guide, watched the videos, and decided that you are ready to become the strongest version of yourself, to become a truly grounded man... What's the next step?

Well for those that want to go deeper with me and want more of this life changing content.

And if you are *serious* about taking your life, your personal growth, and your success to the next level, then I want to invite you to join my latest program ["The Secrets of the Top 1% of Men."](#)

I have poured my heart and soul into this program and it is the culmination of everything that I have learned along my journey including interviewing over 350 experts on life, business, relationships and success.



## HERE'S WHAT YOU WILL GET WHEN YOU JOIN THE SECRETS OF THE TOP 1% OF MEN

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### **6 Life-Changing Modules to Help You Accelerate Your Results in *Every* Area of your Life**

- Module 1. Become the Hero of Your Journey
- Module 2. The Art of Success
- Module 3. 10x Your Productivity
- Module 4. Master your Relationships
- Module 5. Income and Wealth Accelerator
- Module 6. Unleash your Peak Performance

In these modules, I detail *everything* that I learned along my personal journey from broke, struggling, and single to building a six figure company, living on the beach, dating the woman of my dreams and getting in the best shape of my life.

### **And, if you join today, you will also get access to 3 special bonuses...**

- The Happiness Blueprint
- The Life Crisis Masterplan
- The Mentorship System

So now you must be thinking... "Ok Andrew, I see the value here... But what's the price?"

Well, if you look at what you are getting, the six modules, the three special bonuses, it's pretty clear that **this course is valued at over \$1,000+**.

But I am not going to charge you that today...

In fact, **I am NOT even going to charge you \$500...or \$300 even though it's worth way more than that!**



I am so serious about helping you achieve your dreams and reach the success that you desire that *for a limited time*, I am offering you the lowest price i'll ever have for the "Secrets of the Top 1% of Men" program exclusively through this link below only.



[CLICK HERE for the Secrets of the Top 1% of Men Program](#)



Your future is waiting.

I'll see you on the other side ;)

**Andrew Ferebee,**  
Founder of Knowledge For Men