

2016

# FUCK MEDIOCRITY

## The 7-Step Process to Being a Badass

*"Nothing truly stops you. Nothing truly holds you back. For your own will is always within your control. Sickness may challenge your body. But are you merely your body? Lameness may impede your legs. But you are not merely your legs. Your will is bigger than your legs. Your will needn't be affected by an incident unless you let it." – Epictetus*



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# INTRODUCTION

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You want more.

You want more adventure, more money, more happiness, more muscle, more strength, more meaning, more purpose, more of everything.

Of course you do. You're a fucking man. Bred to hunt and conquer, to defend and explore. Our society today both inhibits this desire, and enables it.

Few, however, allow our lives to be led in a way that feeds our ambitions and provides sustenance for that gnawing we all feel. There's something within us that always wants more from life, but our routines, our monotonous existence, our jobs, responsibilities, and worries all trap us, confine us to lead a life that doesn't actually contain any *living* in it.

And then there are the badasses.

They're the guys who do what they want, when they want to do it. They don't ask for permission from life, they know that it's their duty and responsibility to squeeze everything, every ounce, every drop from this existence before they kick the bucket and it's all over.

Before you read the 7-step process that we're going to go through to *unleash* the badass that you were bred to be out into the world, there are a few realities you need to come to grips with.

## 1. You're dying.

The Stoics would practice dying daily as a way to bring life into the present. Most of you reading this book will read it, maybe even get a little inspired, then move on to the next 'fix'.

I'm not a fan of motivational businesses. They're popping up everywhere. They're web sites that claim to inspire and motivate simply by providing quotes and tidbits of wisdom. They sound great, so why am I not a fan?

Because they're heroin.

They give the reader a quick high, a euphoric feeling that makes them think they're *doing something*. They don't actually provide any tactics, nor do they

expect action. You *feel* motivated. You buy their shit. You don't act. You get down and depressed and you go searching for more motivation.

Lost from this process is actual action. And immediacy, bringing life into the present is the only way to *force* action.

You need to die daily.

You need to see your family around your dead body at your funeral, crying, wishing you were still around. You need to see them *not* in awe of what you did nor how you lived because you lived a safe life. You need to hear words like 'good', not great, just good.

You need to see their lives go on without you without much of a blip because, while you talked and thought a big game, you remained small. You didn't act on your dreams. You never lived.

Go deep with this. Heck, cry if the emotion arises. Feel the last few moments on your death bed. Feel the regret that *will* accompany you to the afterlife if you don't take massive action in the coming *days* – yes, days. Please, don't let this be a quick hit of motivation that's followed by inaction, daydreaming, and other drugs that spike your endorphins but never actually lead to anything physical.

## **2. You're of the same cloth as TR, Louis, Clarke, and Cook.**

You're living someone else's life right now. This *isn't you*.

I know this seems like some weightless bullshit, but unless you accept that you have it within you, *in your blood and in your DNA* to be a badass, you're going to remain in the life you're currently living, as the uninspiring man you currently are.

And I'm with you in this, not pointing a finger at *you*, but pointing a finger at the man in the mirror, always leery of falling into the trap that is ease, living without bold actions and being a man merely of intention.

We have dreams but we don't actually believe that we can accomplish them and *live as the men worthy of such audacious aspirations*.

None of the men mentioned above, not Theodore Roosevelt, nor Louis or Clarke or the great explorer James Cook were any different than you. They merely *did* rather than wished. They had the balls, the guts, the courage, but also the understanding that life is finite, that's necessary to take the actions they took and faced the immense fears that they faced.

You have this potential within you, and that isn't said to 'inspire', it's fact.

As you go on, be that guy. Don't be the doubter. Please, by God, don't be content with what society expects of you. Raise those expectations and take action *immediately* upon reading a task or challenge. Don't wait. Don't think. Just do.

# 1 VISION

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I don't know what you think a badass is and I'm not going to *tell you* what I think a badass is. We will, however, have some common traits in our definition.

a. Boldness.

Theodore Roosevelt's, *Man in the Arena*, speech, highlights who this is perfectly.

*Man in the arena speech.....*

b. Audacity.

The badass you should already bloody well be doesn't think small. There's nothing exciting about small thinking and a bland life cannot carry the badassery moniker.

When you're defining *who* it is you want to become and *what* it is you want to accomplish, think bigger than your reality. Think *massive*. Be audacious. Before any audacious act was carried out, it was first conjured.

Conjure up your most daring dream.

These two characteristics *have to exist* in what you're trying to do here, which is break the mould you've set for yourself and your life and make more daring plans.

You also need a connection to it.

*Defining your Dream*

This is your vision of what you want from life, to *give* to life, to *become*. But you can't get lost in the *things*, the cars, trucks, bikes, houses, estates, trips, adventures, or so forth. They have to be there, especially the actions, the adventures, the missions, but it all has to be emotional.

This is your 'why'. If you don't have a great enough vision, one that excites your soul and spurs you on when shit gets difficult, you won't continue. You'll quit.

In *no* definition of being a badass does quitting exist. Quitters are losers. They stay small. They fail to get after what the badass hunts down and claims.

They stop halfway up the mountain, or within minutes of reaching the summit. Their names have never been etched in stone nor have they ever been admired. You may be the quitter right now, but this isn't who you *have to be*. The thing that will propel you to do more, to take greater risks, and to act with the boldness that every badass has, is an audacity of your vision that excites you every day.

Sit down at your computer and start writing. Don't move on to the next step until you're finished this one.

This is your grand mission in life. This is how you want your life to be.

Write your story in the following method...

a. Identify your perfect day.

This is the day that, if you had to live one day over and over again for the rest of your life, this is the day you'd live. Where do you live? Who do you live with? What do you do for work, for fun? What's your routine.

BE SPECIFIC.

b. What do you want to *do*.

This is a bucket list of sorts. Make it as long as you want. But make it audacious. Don't write down things that you *think* you should write down. For example, don't say you're going to climb Everest if you really have no intention nor burning desire to do so.

A list of 10 is plenty. A list of 5 is better.

This list has a lot to do with what you think a badass does. It can be simple, like going up to a 10, an absolute babe, and sparking up a conversation. That's a great one because it's something you can do tomorrow. It can be a trip you've always wanted to go on. Watching the movie, *Walter Mitty* (I think that's what it's called, with Ben Stiller), is a good idea when you're about to do this aspect of your vision.

Have some fun with this. But be real with it. These are commitments. You're actually going to do this shit, no longer will it be confined to your night time dreams.

## 2 FEARS

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Self-awareness is rare.

The world is filled with people who are completely *unaware* of who they really are or how they're actually perceived.

We push our deepest fears down, those ones that actually prevent us from doing awesome shit. We mask them. We ignore them. We pretend they're not real.

We *make up* new fears. We become depressed – which is a result of society, depression doesn't exist in hunter-gatherer tribes where their reality is realer and more immediate. We make up worries that shouldn't exist. We care what others think and use *this* as the basis for our identity and in defining what we should pursue in life.

This exercise is one of self-awareness.

Know your fear so you can conquer it.

Why *aren't* you acting on the stuff you wrote down last time?

What's holding you back?

For myself, anytime I have a big project that I want to work on, but keeps getting put off it's usually because of two fears.

- a. Finishing the project would mean it's over, no longer would I be able to look forward to it, talk about *working on it*, or dream about how it'll perform.
- b. The fear of failure. Most grand goals take a ton of time and effort and to see them fail is a crushing blow.

When there's an adventure I want to embark on, something I've been dreaming about for some time but have put off continually, it's usually done so because I'm afraid, in some way, of losing what I already have.

You can't live with any of these fears. And you're not going to conquer *any* fear if you don't first identify it.



If either of these fears or worries crop up I know I'm being a little bitch, and they're dealt with.

Identify your fears. Write them down. Hang them up along with your vision.

Both should be seen and dealt with daily.

## 3 THE 3 S'S

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The 3 S's came about in conversations with a couple pals over stogies and scotch.

The quest:

*What makes someone 'the man'?*

To put it in a personal context, *what in life will lead to a life well lived, on my terms, on without regret?*

There are 3 aspects to a life well lived.

a. Stories.

This has nothing to do with the telling of them nor with being entertaining at a dinner party and especially not being a blowhard or a bullshitter. Stories is about action, it's about adventure, it's a matter of doing what others *wish they could do*.

It's being an action-taker, sometimes on a whim and without much thought. This is the essence of the badass. This is what most of us would think of when talking about a badass. It's a man who's interested in the world and he follows his interests with courage, making him incredibly *interesting* in the process.

b. Success.

It's tough to be a badass if you're a loser, if you have nothing to show for the work you've put in. Success can follow your own definition, just like being a badass can be defined by your view of the world. It must, however, entail winning.

Winning can mean perfecting a craft or at least being on the path to perfecting on. It can mean money, being the best at what you do, or being of service in some form or another. But simply being a man with stories to tell is selfish. You have to be a man on a mission, there has to be some reason for you being here, some path you're following, something big you're working on.

c. Strength.

The badass who isn't actually effective ain't much of a badass, he's rather useless. Men are born and bred to protect and defend. We're born hunters and warriors. If you're not filling role you're not a man.

I'm serious.

In his book, *The Way of Men*, Jack Donovan wonderfully defines the difference between *being a good man* and *being good at being a man*. The former has to do with morality. The latter has to do with our original purpose.

We're put here to fight, to defend, to ensure the safety of our tribe and to literally bring home the bacon by day's end. You need to be physically strong, athletic, able to fight, skilled in the ways of martial arts or in handling a firearm. This is who we are. By being fat or lazy or weak you're putting yourself at an incredible detriment.

The adventures that you want to embark on are far less likely if you're not physically able to endure them.

*Pursuing Stories*

This has as much to do with keeping an open mind as anything. It's paying attention to what's going on around you and the unique opportunities that cross your path.

This entire summer I've been working 12-hour days, oblivious to the reality that I have no kids nor family to be responsible for. I have complete freedom, yet I haven't used it. That realization was followed by a 10-day road trip down the Cali coast.

*No matter your situation, there is opportunity for life.*

Life exists in the thrill of a situation. It's found in exploration. It's lost in monotony. It's destroyed by *doing what you think you should do*, instead of pursuing what your soul begs you to pursue.

This doesn't mean bucking responsibilities, because they're very real. But it *does mean* taking action on opportunities that most brush off as impossible. It may mean taking a crazy trip based on a moment of inspiration. It may mean accepting some grand challenge because no one else had the balls to do it.

These stories aren't even necessarily for telling, they're for you. They are what you'll remember most when you're lying on your death bed. The glimpses of said stories are what will bring a smile to your face in the middle of an arduous workday. It's these stories that are life. Their importance cannot be underestimated. You *need these*.

In my own life this is already ringing true.

Booking a 3-month trip to Italy before I could afford it, forcing myself to hustle and earn what I needed to earn. Then exploring that wonderful country without a plan, accepting invitations and adhering to recommendations that allowed me to see a side of Italy that goes unseen by most tourists.

Then, booking another 3-month trip to Argentina without a plan and in a country that has its dangers, but also its adventures.

Going down to meet a lovely lady in Costa Rica on a whim after we met in Vegas, again, brings a smile to my face.

I haven't done a *ton*, and I have a lot of work to do in this area, but it's clear that we need routine, we need habits that help us create and actually be of some use while we're here, but we also need to break free from it all and pursue something that makes us uneasy, that excites us, that even scares us.

Your bucket list will help with this. As will reading and exploring. You don't have to travel halfway around the world to find adventure. Much of it can be found in your own back 40.

### *Success*

I put *stories* first because, as men, we can get lost in the pursuit of success. We can let it take over our lives, and it can't. It *should* be everything while we're in it, while we're working and hustling and in the moment, but we need to break free from it too.

We need it not only to *live* a life worth living, but to help the pursuit of success. Creativity needs to be fed and breaking out of our routine from time to time is a great way to do it.

Again, however, if we're not pursuing something of value, even a craft, some mission that gives our lives meaning or purpose we're relatively useless to everyone but ourselves.

*What are you working on?*

It may not be the same thing that it is in 5 years, but the longer you dedicate yourself to a mission, a goal within the realm of business, the more likely you are to reap the benefits of said pursuit.

The benefits aren't just monetary either. You'll be grittier, tougher, stronger, all because you've stuck to something and seen it through. You'll also know the value of a dollar, you'll know what it means to save, to pinch pennies, and to sacrifice.

So what does this have to do with being a badass?

You need both the adventures and the work to live life on your own terms. You can't be a directionless hippie and have the meaning in your life that every human needs. Study after study has shown that we *need* work to feel happy and to have meaning in our lives.

As a part of this book you also gained access to the Average 2 Alpha Tribe. In that program we're going to go over techniques that will help you find and forge your purpose, that object of your definition of success. We're also going to train your body and your brain to be good at *being a man*.

So check your inbox for emails that start with [A2A], and take action on each of the challenges!

### *Strength*

The *method* to becoming a badass isn't much different from the method you should use to become stronger. Both require a program. Both require goals and a plan to achieve said goals.

Strength is necessary. Within this pursuit the argument can be made that a stronger you is a more masculine you. The argument is simple...

Masculinity can be measured in against its opposite, the feminine. Where men and women differ physically is primarily in our hormonal make up. The dominant male sex hormone is testosterone. The dominant female sex hormone is estrogen.

This differing hormonal make-up has very visible effects. Men have bigger, stronger bones. We grow more body hair (thank God we do and they don't). We have a greater baseline of *muscle*.

Thus, you could say that more muscle, greater strength, means more manliness. But there's more to this argument. Our hormones also determined our roles for thousands of years. Women could get pregnant and men couldn't. This meant that men would hunt and gather and defend. It also meant that a woman's life was more valuable to the growth of the tribe, so theirs wouldn't be put on the line or in danger as much as a man's would.

Strength cannot be confined to brute strength, it must also include *skill*. A badass isn't one who needs to be protected. His instinct isn't to call 9-1-1, but instead to handle the problem on his own. Don't just get stronger in the gym, learn how to fight, learn how to use a weapon, learn how to do what men are literally bred and evolved to do.

## 4 HUMILITY

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Before we get into the tasks and the mission you're going to embark on and define, we have to delve deeper into the mindset of a badass.

He has fear, but he doesn't let it dissuade action.

He has insecurities, but he's aware of what they are and he's able to combat them, to stop them from making his life about *him*.

He's also incredibly humble.

When you think of a badass you think of a doer, a conqueror, a man on a clear mission, unafraid of what stands in his way.

Underneath this bravado, however, exists curiosity. It has to be there, this desire to seek, to learn, to follow in order to lead. TR had it. He was fascinated by everything. James Cook, maybe the greatest explorer this world has ever known clearly had it. As did Louis and Clark and Alexander the Great.

The badass is the guy who wonders what's around the corner, then sets out to discover the truth. He's the one that takes the road less travelled because the question of where it leads fascinates him.

Curiosity and interest need humility. If you think you know everything you know nothing and you'll learn even less.

Often, this curiosity can get us into trouble. It can be stomped out by parents and teachers trying to keep us safe, trying to keep us easy to control. We're guided down the safe path where our caretakers think we'll be successful.

This curiosity needs to be rekindled and fostered and a humble outlook on life, one where you understand the work that will be ahead and the work that success requires must accompany it.

Copy this list and put it somewhere visible:

- Everyone I come in contact with has something to teach me.
- Success, happiness, it all takes effort. I cannot be the man I want to become if I'm not willing to work. Talent alone is nothing.
- I know nothing. Teach me.

When you live with humility instead of arrogance you allow yourself to learn. When you live life as an arrogant prick you die alone, you die ignorant, and you die never fully realizing your potential, and that rings true even if you achieve monetary success.

Arrogance inhibits growth; it inhibits life. Move forward with a hunger for adventure and a thirst for knowledge.



## 5 ARCHETYPES

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Models help. They provide examples, maps, ideas of what to do and how to be. As badassery is concerned let's look at two examples from very different starting points.

### **TR – Theodore Roosevelt**

TR was born into *wealth*. He wasn't pushed into a life of hardship though he had his setbacks. He was born sickly, stricken with asthma and who knows what else, that prevented him from taking action on everything he so dearly wanted to do.

It was so bad that TR spent much of his early life bed-ridden, or at the very least confined to a room.

I don't want to dive into a biography on the man, though I suggest reading one on your own (*The Rise of Theodore Roosevelt* is the best place to start), but it is important to note his father's remedy for his son's weakness.

TR's old man, Theodore Senior, prescribed vigorous work as the remedy for his son's apparent weakness.

This is key, as *vigorous* is a wonderful adjective to describe TR's *life* as he grew and developed into a man.

Another key is TR's old man being *his* archetype. His dad was manly, tough, strong, a winner. The fact that he got TR into boxing and so forth showed that he, too, did the same. So when TR wanted a break from politics still early in his life – in his 20's – he bought a ranch out west and did what he saw as manly, he became a cowboy.

His view of what a man is determined a lot of what he did. He hunted, he wrote, he fought in the war, and he sought power. What *your* idea of a man is will have the same effect if you have a single characteristic that TR had. You don't need to be born with it. It doesn't have to be taught to you. This characteristic can be yours with nothing but a simple decision.

That attribute: vigorous action.

TR wrote books. He researched. He travelled and hunted and while he was President he boxed daily until he nearly lost an eye, after which he turned to jiu-

jitsu as a 'safer' alternative. He also had a lion and a bear as pets while in the White House. The man was a *man* and he was so not because of innate talent nor charisma. By all accounts he was a bit of a nerd, a guy with so much energy that you just couldn't shut him up. Yet he *inspired*, both by his words and his actions.

In the Cuban war with the Spanish, TR led a charge up a hill that was fortified by machine guns. That's not in the mould of a spoiled rich kid. When he was in Dakota, at his ranch, he walked into a saloon and an outlaw pulled a gun on him, calling him 'four eyes', ordering TR to buy a round for everyone in the bar. TR laughed and beat the shit out of the guy.

It wasn't talent that led TR to accomplish so much. He wasn't born with much, actually.

He had an inquisitive mind and a passion for action.

Maybe it was the early setback in his health that gave him an appreciation of action that he may not have had before, who knows. While other rich kids were falling back on their safety nets, TR was hustling, hunting, exploring, fighting, and doing shit that most people simply would not do.

This has to go back to the notion that you're dying, but deeper than that, it goes to the fact that death will come and that living a life trying to avoid death and bodily harm isn't living a life at all.

This is something I have to work on. I think it's something *all of us* have to work on. Rather than weighing the risks and rewards, *act*. Do what we want. We're men, damnit! Yet, so many of us have ideas and dreams and just plain old cool shit we want to do that we'll never do because we're scared of the repercussions if it goes wrong or if we fail.

*Who cares?*

You fail. You pick yourself up and carry on. You die, you're done, but you went out in a blaze rather than a whisper. *The more likely scenario* is that when you think with more audacity and you act with more courage and urgency you're going to *live your dreams*. That guy that you are just before you zonk out for the night is the guy you have the capacity to *be* in reality. If only you did as TR did and **forgot about what *could happen* and instead think about *what you want to happen*.**

The takeaway from TR's life is just that, *act*.

Dream, but, as he noted, *dare mighty things*. Enter the arena of life and give up your seat as a spectator.

### **Captain James Cook**

James Cook came from *much more* humble beginnings than TR, yet he may be the greatest explorer, and therefor one of the greatest adventurers, our world has ever seen.

He grew up poor but he completely turned his back as to what was expected of him on two very important occasions.

For starters he left his home, the farm – rather, the fields his family worked on – and sought the life of a seaman. Smart, strong, and a hard worker, he rose as a merchant sailor to the point of being granted his own ship. This meant *money*, lot's of it.

But Cook wasn't drawn to the paycheck, but to adventure and exploration. So he quit the life of a merchant sailor and joined the Royal Navy.

This is big. People didn't do this. There was more money in the free market than there would be as a poor kid without birthright entering a monarchy-controlled entity. He didn't know anyone. He wasn't born with the right name. Yet he rose and he made the choice to pursue something greater than the almighty dollar: adventure.

Yet again, it isn't talent nor is it a leg up that helps Cook rise through the ranks. His time as a merchant prepared him to be of valuable service to his superiors even though enlisting meant starting at the very bottom. He was also an insanely hard worker and eventually became one of the best cartographers in the Navy. His daring and precision eventually, again, landed his own ship.

As a captain he would go where no man had gone before. We live in Cook's world. Vancouver, the city I was born in, for example, is named after a member of Cook's last voyage who would later go on to command his own ship and visit the coastline that Cook had initially showed the young man.

Cook had every reason to settle into the life that was expected of him and TR, the same. Both men not only saw the capacity for more – which is important, before something can be done, it must be seen, thought, conjured – but had the understanding that by *not* pursuing exactly what they wanted, what *they* saw as success, as the ideal, as *life*, they'd surely live a life of mediocrity, with regret as their only sure companion.

I chose these two men because both came from radically different backgrounds. Both didn't have innate genius nor talent. Both had setbacks and both had weaknesses. They were men, human in all its glory and weakness, but the scope of their dreams and their sheer will made them legends.

'Ambition leads me not only farther than any other man has been before me, but as far as I think it possible for man to go.' ~ James Cook

'Let us rather run the risk of wearing out than rusting out.' ~ Theodore Roosevelt

## 6

# 12 WEEKS

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I've read a lot of business books, productivity books, and 'self-help' books. I've also *loved* reading about great men from TR to Cook to Belisarius to Robert E. Lee and Stonewall Jackson and Shackleton and Stockdale and so on and so forth. The same with the *words* of great men, like Epictetus, Aurelius, and Seneca.

Through each story or guiding principle, the idea of urgency plays an important role.

Urgency brings clarity. When your time is limited you can't focus on *everything*, you must focus on what's most important.

In reading about the life of Napoleon Bonaparte, he wanted power, he wanted to rise through the ranks of what was technically a foreign nation's military. He wasn't born rich, he had no name to carry him through the ranks to the appointments he sought. Instead, Napoleon's greatest ally was his thirst for knowledge.

While other boys his age were partying, he was reading.

This *is* being a badass because it's defining a clear goal and doing what's necessary to achieve it.

There's the goal – your vision of what you want from life and who you want to *be* in life.

Then there are the things you need to do to *accomplish* said goal.

This is the work, it's the action-steps, it's the practice, the persistent effort, the training of the body, mind, and spirit. If you bought this book to hear a rousing speech about how you're already a badass and that you have to 'unleash the power within', you won't find it.

You're *not* a badass. Which is an utter travesty because you clearly have the capacity to be one. That guy you want to be *is you*, he's just worked harder, he's persisted, he's avoided the things that would derail him from the path he wants to walk in life.

The good: you can start being this guy *today*.

What you need is clarity, urgency, and audacity.

### *The 12-week Year*

I'm completely ripping this off from a book by the same name, so please, check it out. It's a solid book. Not the greatest book I've ever read, not close, but the concept is rock solid.

A year isn't real. It's a method used to keep track of time, that's all. You can choose whatever method you want to keep track of time. So using something that spans 12-months when studies show productivity spikes in the last two, makes no sense.

How good are you at sticking to your New Year's Resolutions?

Likely, you're horrible.

So, why not make a 12-week year?

Squish your goals into a 12-week span and bring some urgency to them. What this essentially does is it prevents you from being able to have a bad month or week or *day* in your pursuit of this vision you've created.

### *Earning*

When I was in my late teens and early twenties I had ambition, but I was also an idiot. Talking to a successful business guy, a brother of a friend, he made the simple point that if you want to make money, if you *really* want to make money, you'll find a way to do it.

Agreed.

Here's where you may be listing the reasons as to why you *can't* make money. And that's what I was doing back then. I was thinking *who's this ass hole telling me I could make money if I wanted to*. The truth, however, was that I was being a little bitch, and he was right.

Years later I found that out.

Making money is simply solving a problem. If you can solve a problem, you can find out how to make money.

**Within the next 12 weeks, what are you going to earn?**

Make it a stretch, but one that's founded in reality. Don't say '1 million dollars' if you've yet to make 10 grand in a 12-week period. But, still, push yourself.

My 12-week goal this time around is a number that I haven't made in a *year*. I do, however, have a firm plan that, if I succeed, will create even more than that number. Hence me living the life of a hermit until my *exploration* phase that you'll read about in a bit.

Write your number down.

### *Saving*

Earning without saving is useless. You have your earning number. Now forget about it. What, if you earned what you're earning now, can you save within the next 12-weeks?

You can use these savings for your exploration toward the end of the 12-weeks. You can do whatever you want with it, but get down, do the math, be frugal and fuck, and figure out what you can save if you're pinching every penny within the next 12-weeks.

This task is oddly important to your future badassery because it forces you to ignore what *society* thinks is important and it allows *you* to determine what's important. For your next book, read one of the stoics, be it Epictetus, Marcus Aurelius, or Seneca. Read. The things, the clothes, the cars, the homes, the stupid shit we're told we need, we don't need them.

Being a slave to things is still slavery, and many a rich man is a slave to the things he owns. Don't be that guy.

I have all the confidence in the world that you're going to be rich, successful, whatever. Just don't lose yourself in what society thinks you should do with that money. Don't get lost in status, in comparing what you have to what your neighbour has.

A badass cannot be a slave.

Write your number down.

### *Training*

As a part of this book you got the bonus of the 14-day trial to the Average to Alpha Tribe where you're going to get monthly workouts – as well as a TON of

other stuff geared to get you to that alpha male status – that will help you get stronger, more athletic, and more muscular and more ripped.

You're going to boost your testosterone levels by following this stuff as well.

So follow it!

Don't ignore the emails that say [A2A] on them.

Follow every step. Get in the gym and train. Your idea of being a badass is dependent on your physical capacity to *do what badasses do*.

You can't hike or climb or run or hunt if you're not in great shape, if you're not strong. You can't fight and defend and conquer if you're weak and feeble. You can't endure the hardships of *real* adventure, not some guided tour, but real, getting out there journeys that make you feel alive.

Get in the gym. Train your ass off. Follow the emails I'm sending you.

### *Reading*

This whole badass thing is simply you getting to the point where you're living life on your truest, deepest, most personal terms.

This means that all of this, you getting stronger, tougher, more audacious and daring has nothing to do with anyone else but the man in the mirror. This isn't about *showing other people* that you're a badass. Fuck 'em. This is about your life. It's a matter of dying in peace versus dying with regret.

This is adventure minus the recent need to tell everyone about our trip or document every aspect of our trip.

Getting your mind right, expanding who you are and what you know about life, about what is true and what isn't, is a necessary step.

I have a reading goal for you for the next 12-weeks:

Read 37 pages a day, every day.

It doesn't matter the size of the page or the content in the book, just get those 37 pages read. It works out to be an average sized book per week.



I don't care about your responsibilities either. Just get it done. Get up earlier. Stay up later. Whatever. Just get the reading done. You'll be surprised as to its effect on your life and the vision you have for your life.

Read.

### *Exploring*

Being a badass requires that you do what people *wish they could do*. It means that you act on those urges you *wish* you could act on. As we saw with TR and Cook, a curious mind combined with brass balls leads to adventures had and stories told.

I hate using myself as an example, but I'm the guy I know best. I have the insecurities, the weaknesses, the flaws that you do, probably multiplied a few times over. So if I can go on adventures, you clearly can, and you can likely out-do me tenfold.

Exploration without Teddy – my dog – meant long trips, cars rented, towns visited, wrong turns taken that turned out to be right turns. With him, until I find someone to take care of the 110 pound puppy who's a tad too curious, means road trips. As I'm writing this I have a *ton* of work to do. The deadline is set (you have to use firm deadlines for your work, if you don't you're going to waste too much time and you won't have time to *live*). The work is *being* done. And the exploration is set:

A road trip down through Montana, Idaho, Oregon, and the California coast.

That's the reward. Even though I'll be writing and working while on the road, there's no point of the work if it doesn't lead to some food for the soul. And while I'm a Christian, a firm believer in the man above, I think food for a man's soul is adventure, it's facing fear, it's being dangerous.

It's how we're wired.

When we're sedentary we're sedated. We get depressed. We *want something* but we have no clue what that is. Well, it's getting off your has, hopping in the truck, and hitting the road. It's booking a flight on a whim and going with the flow upon arrival. It's fighting for something or against something.

Think about your vision.

What, within the next 12-weeks, would fit as a piece of that vision in terms of exploration and adventure?

If you can't afford a flight, do the road trip thing. If you can't afford that, figure something else out. Do what you gotta do to live the life you want to live.

End of story.

No excuses. No *reasons* for your inability to pursue *something* that makes you feel alive. Just. Fucking. Do it.

## 7 HABITS

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*"We are what we repeatedly do. Excellence, then, is not an act, but a habit." ~ Aristototle*

You have your vision, your plan for the next 12 weeks. The urgency is there. Your mind should be set, you should be ready to hustle, to work, to get shit done and take action.

Now, you just have to figure out the habits you need to develop to become the man you want to become and to build the life you want to build.

You are your habits.

You are not who you dream you are, you're not who you intend to be, you're not even *you*. *You* don't factor into this equation, *what you do, does*.

So, what do you do?

*Figure out what you want, then figure out what needs to be done everyday to earn it.*

You know what you want. You also have to know that it's not just going to *happen*.

In reading a half dozen books on the Navy SEALs, a common theme comes up:

You are your training.

Everyone *thinks* they're going to rise to the occasion. They think they're going to be able to stand and fight when the shit hits the fan. The evidence says otherwise. The evidence says that we're going to fall back on our training, and if we *have no training*, we're fucked.

That's why BUDs is so bloody difficult. That's why boxers train for months for what can – at most – be 12, 3-minute rounds. That's why warriors practice everyday.

You will not be the badass you want to be if you're not *training* to become him, today.

You're going to create your habits. I'll provide guidance. But I'll also have some 'must haves'. That is, there are things you *need to do* daily or at least weekly to become *the man*, the badass.

### *Fight*

You've gotta fight. This isn't negotiable. How are you going to lead if you can't defend? It doesn't matter the *style* of fighting, but it can't be you hitting a bag or a dummy in your garage that doesn't hit back.

Join a boxing gym. Join an MMA club, a kickboxing club, a gun club. Aside from the gun club, join a gym where guys spar. You're a badass, right? You're well on your way to becoming one having almost finished this book. I don't think a guy can be *called* a badass if he can't kick a little ass.

The first habit you have to develop involves going to this gym and learning the martial art, and sparring. Do it daily. Do it weekly. Just do it and make it habitual.

You can't be a badass if you're also a pussy.

### *Read*

Learning to fight is acquiring knowledge that *will* serve you well in life. Acquiring knowledge through books as also a must.

Read 37 pages a day. If you miss a day, make it up the next day. I'm just about the slowest reader there is, so I know the frustration of looking at those words and those 37 pages taking forever.

But you need to read. You need to expand what you know. Audiobooks are fine. Listen to them when you drive. Absorb that knowledge.

Read the stoics:

*Seneca, Aurelius, Epictetus.*

Read *James Stockdale, Theodore Roosevelt, Dostoyevsky.*

Read anything and everything. Have a budget for everything in your life except books (on that note I always buy used, it's just so much cheaper).

### *Train*

Fighting will be a part of this, but you also need to get stronger. The A2A tribe will provide you with the plan and the workouts and the exercises, you just have to do them.

The important thing about creating a habit, a workout habit, a running habit, is to do it habitually at the same time every day.

When you train at the same time your body becomes primed for the workout, you also won't miss days trying to jumble your schedule around to make room for the workout.

Set schedules have the same effect on work as well. By setting firm time blocks where all you do is focus on one thing you're both priming your body *for that one thing*, and you're ensuring that you're not leaving the scheduling of anything to chance.

You know when you train. So you train.

Make it a habit.

### *Rise and Fall*

This is important for the first part of this 12-week phase. When you're in adventure land this may change, but by having a firm sleep schedule you're going to increase the quality of your sleep, the ability to fall asleep and wake up without an alarm, and you're going to have way more energy.

Energy is everything. The more you have, the more work you're going to do, the more you're going to accomplish, the more you're going to endure, the more you're going to pursue.

Set a firm sleep schedule for the next 14 days. Go to bed and wake up at the same time every day. Try it. See how it goes. You'll benefit from it, trust me – especially if you have a hard time sleeping.

### *Creating Your Perfect Day*

We're wrapping things up here. The point of all of this was to get you in the right mind-frame, to get you to believe that you can be this guy you want to be and to show you how to *become him*. It's simple stuff, but it ain't easy.

This is the last part of the equation, creating your perfect day if you were able to live this day *right now*.

So, it's not dependent on things you don't yet have or you living in a place you cannot live. This is your life right now, how do you make it perfect?

Also keep in mind that this perfection is dependent on work. It's not you sitting on your ass waiting for life to happen. Work brings meaning into our lives. We need it. We get depressed if we don't have it.

Here are some questions you'll need to answer:

What time do you wake up?  
What time do you train?  
What do you eat?  
When do you go to bed?  
What do you work on?  
What are your work blocks?  
When do you read?  
When do you read your goals and possibly adjust them?  
When do you have fun?  
Who do you see?

Be specific.

The main thing is creating the structure that will allow freedom to accomplish stuff.

Here's an example of one of my days using 90-minute work blocks (more on this in a sec):

0500 Rise

Read: 30 minutes

90 minutes: deep work

60 minutes: walk/run with Teddy

90 minutes: deep work

30 minutes: yard work/something active

90 minutes: deep work

Lift: 60 minutes

120 minutes: shallow work

60 minutes: read/review

120 minutes: shallow work

WORK DONE!

Hike, shoot, read, do yard work – this is the rest of the day and there's no work allowed in this part of the day.

### **Shallow work verses deep work:**

Deep work is writing in my life. It means my phone is off and the internet's off. There is no checking emails during this time. There's no phone convo's nor texts. There's *definitely* no social media.

These are my best work sessions, this is where I get the most done so they're scheduled at the beginning of the day. I work best in the morning. You may too, or maybe in the afternoon. Know when you perform best and schedule your day around your optimal hours.

Shallow work is usually stuff like emails or implementing what I've written.

I'd love to do more deep work, but the human brain can only do so much intensely focused work before it becomes ineffective. This is where a change of pace and focus comes in handy.

### *Structuring Your Schedule*

You're here to accomplish stuff. You're not here to chat or tweet or instagram. You're not here to intend, but to do.

Fill your days with action.

Fill your days with work.

Checklist:

1. Set your goals, review them daily.
2. Set your habits, stick to them daily.

TAKE ACTION!

Your journey isn't finished, it's only started.

*My journey* with you is the same.

Though this book is done, you now need to take action.

If you don't, you're not going to live life on your terms. It's as simple as that. It's impossible to live a great life if you're not an action-taker, if you're like one of the masses who intends great things but never follows through on them.

Be different for fuck's sake!

Be a man.

Don't proclaim who you're going to be to the world, be him!

Moving forward I'll be in touch a lot in the Average 2 Alpha Tribe. So follow that stuff. Much of what's covered here is a baseline that we'll build on in the tribe.

I'm pumped to have you on board, brother!

And I can't wait to see who you become over the next year.

*Be Legendary,*  
Chad Howse