

“Why I Created The DECAF Network”

*A Founder's Story by Dexter Eugenio | The DECAF Network*

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Hi, I'm Dexter — and welcome to The DECAF Network.

The DECAF Network is an online transformational community that helps people achieve their personal goals through:

- Accountability
- Encouragement
- Education

But now that the formal intro is out of the way...

Let me tell you the real story.

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## **Talking to a Camera? Totally Foreign to Me.**

This format — me, recording in front of a camera — isn't natural.

I'm much more comfortable having real conversations, face-to-face.

So if I mess up here, or restart halfway through, bear with me.

I'm doing this in one take, and I'll have my awesome VA RG stitch it together later.

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## **So, What *Is* The DECAF Network?**

It's exactly what it sounds like:

A community of people working on their personal goals — together.

And here's what I believe:

Most goals aren't truly unique.

Sure, your goal is personal to you.

But if you zoom out, most people's goals fall into one of four categories:

1. Health & Fitness
2. Wealth & Power

3. Happiness
4. Relationships

Think about it:

- Wanting to lose weight
- Start a business
- Travel the world
- Get a promotion
- Find love
- Start a family

They're common desires — and millions of people have already achieved them.

So the question becomes:

Why not learn from the people who've already done what you're trying to do?

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## **Why I Built This (And Why It Matters)**

When I started setting real goals, I realized something powerful:

Goals take on a life of their own when they leave your head.

- Writing them down? That's the first step.
- Telling someone? That's the second — it adds accountability.
- Sharing it with a group? That's where things really start to shift.

Because someone out there has done what you're trying to do.

And if they're in your community, they'll likely say:

"I did that too — here's what worked for me."

That's the magic of The DECAF Network.

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## **We Share. We Learn. We Grow.**

Inside DECAF, we hold regular catch-ups — informal group sessions where members:

- Share their goals
- Celebrate wins
- Ask for help
- Offer support

It's like group coaching, but with a twist:

Everyone is a coach and everyone is a student.

Whether it's weight loss, mindset, productivity, or creativity — someone has walked your path and can show you the way.

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## **But That's Just Phase One...**

Down the line, DECAF will include:

- Workshops with experts in time management, fitness, nutrition, and more
- Podcasts with real stories from community members
- Deep dives into systems, structure, and the mindset behind long-term success

This isn't just a community — it's a movement.

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## **My Personal Goal? Build This Community.**

The DECAF Network is one of my own goals.  
And I'm using the very tools we teach to build it.

Why?

Because in the past, I had goals that I didn't share.

I kept them in my head. I was scared to say them out loud — scared I'd fail, scared I'd be judged.

But the moment I wrote them down?  
The moment I told someone?  
That's when they started to come alive.

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## Structure Matters: Goal Worksheets & Real Accountability

Back then, I created what I called "Goal Worksheets."  
They included:

- The goal itself
- Why I wanted it
- How I planned to get it
- A deadline
- Possible obstacles
- And how to overcome them

That structure helped me achieve more, faster — because I was *prepared*.

And honestly?

If I'd had a community like DECAF at the time, I know I would've achieved my goals even faster and more efficiently.

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## Starting Small, But Showing Up

Right now, we're in our early stages.

I'm running weekly catch-ups — sometimes there's one person, sometimes twelve, sometimes just me.

But I show up anyway.

Because that's the foundation: Consistency. Commitment. Clarity.

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## This Video? It's a Goal in Itself.

Truthfully? Recording and sharing this video is a stretch for me.

There are two hard parts:

1. Recording yourself talking unscripted
2. Publishing it and letting the world see

It's uncomfortable.

Part of me hopes no one watches this...

But another part of me wants everyone to watch — because I believe in this.

I want you to join.

I want you to share your goal.

And I want us to help each other grow.

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## **So If You're Curious...**

The DECAF Network is live at:

 [joindecaf.com](https://joindecaf.com)

We're just getting started — and I'll be uploading more videos like this as we go.

This is the first one.

Maybe I'll use it. Maybe I won't. But either way — thanks for watching.

See you online.