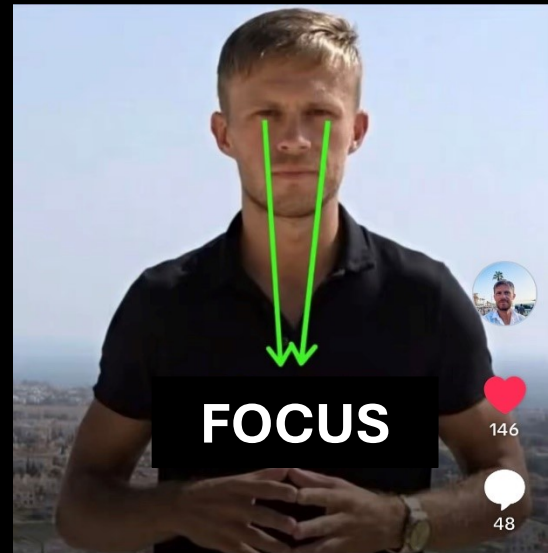


# PHASE #2 - Bio-Chemical Force Multipliers of Energy & Focus!



**ENERGY**



Sam Malsom Photo · 2025-8-27

Everyday Become The Best Version  
of Yourself & FOCUS On What...  
#onlinebusiness #coaching #... more

▶ 1022 ➔ 4

More insights

Welcome to phase #2 of the millionaire mindset + success & results principles module!

During this section we will talk about 2 very POWERFUL force multipliers (**ENERGY & FOCUS**) that when understood on a deep level and applied consistently can transform...

- **Your Productivity**
- **Your Team's Productivity,**
- **& Your Business PROFITS Dramatically...**

*(I Am Not Guaranteeing Income – You Have To Take Consistent Action To Get Results!)*

You must also set everything up correctly in terms of what I am going to teach you inside future modules of the Client Acquisition Accelerator coaching

program! (*Offer, Traffic & Lead Generation Campaign(s) Funnel, A-Team (Appointment Setters / Sales Reps), C.A.L.V.O Flywheel Effect.*)

I have invested 7+ years learning from experts in this field, researching, testing and experimenting to **optimize performance & profits!**


As I mentioned in the previous phase of this module... I also spent 18 years playing professional football (soccer) all around Europe... competing in the **UEFA Europa League, English Football League & The Famous FA Cup!**

Playing any professional sport as an athlete requires extreme energy and focus so this has been a topic, I have had a lot of experience with... resulting in some amazing achievements both in my career, my business & my life!

The teachings I am about to share with you over phases 2-10 of module #3 have radically changed me as a person & business owner!

And I 100% believe it can do the same for you so you can create the business & life you and your family can be proud of!

Here's what we will cover during this phase together:

 **STEP #1 - The Balance Between Energy & Focus & Why They Are Force Multipliers In Business!**

 **STEP #2 – How To Operate Like a Billionaire Entrepreneur!**

**Optimize Energy Inputs So You Can Scale Your Business / Profits + Force Multiplier Tools For Increasing Energy!**

 **STEP #3 – How To Optimize Your Directional Precision Focus Inputs So You Can Become An Unstoppable Force of Nature In Business! *Force Multiplier Tools For Increasing Focus!***

Let's begin...

 **STEP #1 - The Balance Between Energy & Focus & Why They Are Force Multipliers In Business!**

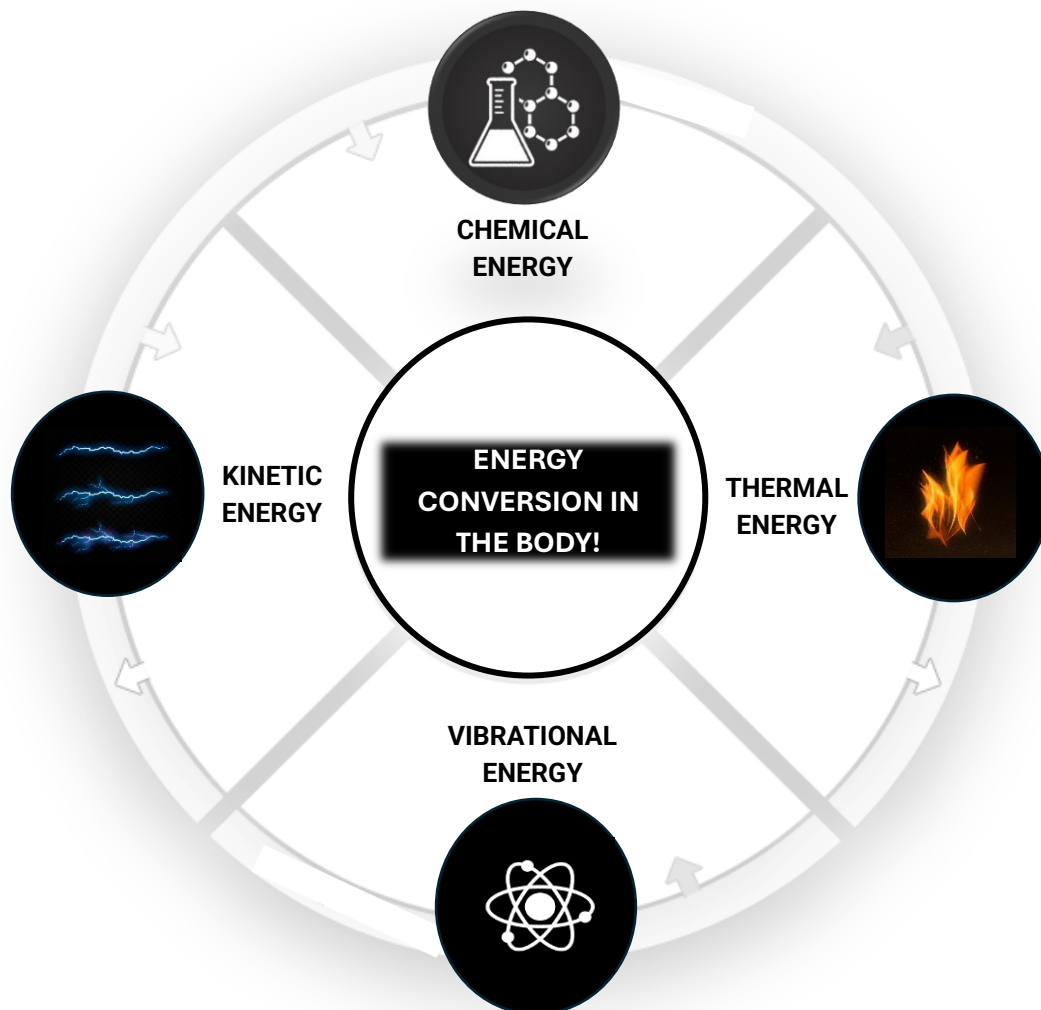
The first thing we need to cover is properly understanding **energy** & the difference between... **Scattered Focus & Precision Directional Focus!**

**Energy** = The strength and vitality required to sustain mental & physical activity!

The conservation of energy is neither created nor destroyed! When you use energy, it doesn't disappear.

Energy changes from one form to another. For example, when you eat food, you get chemical energy that's stored in the food, when you start to move about that energy is converted into kinetic energy!

This is otherwise known as **ENERGY CONVERSION!**



Achieving a harmonious balance between energy and focus is a key for optimizing productivity, well-being, business success & PROFIT!

When you optimize energy and focus you can out-work & out-perform your competition + when you apply the leverage strategies, I will teach you in the future modules you'll...

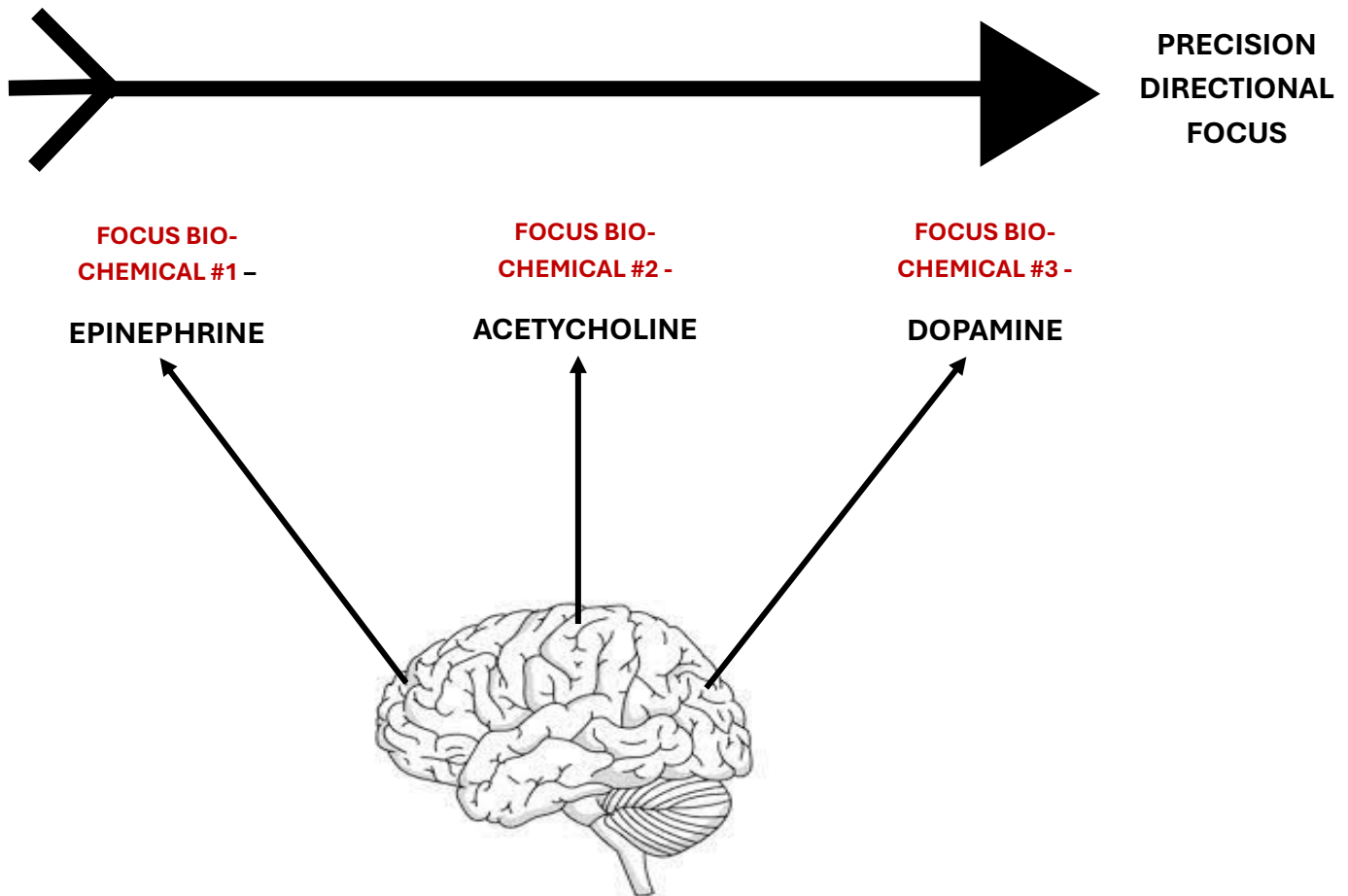
**BECOME UNSTOPPOABLE!**

***“ENERGY Serves As The FUEL That Propels FOCUS!”***

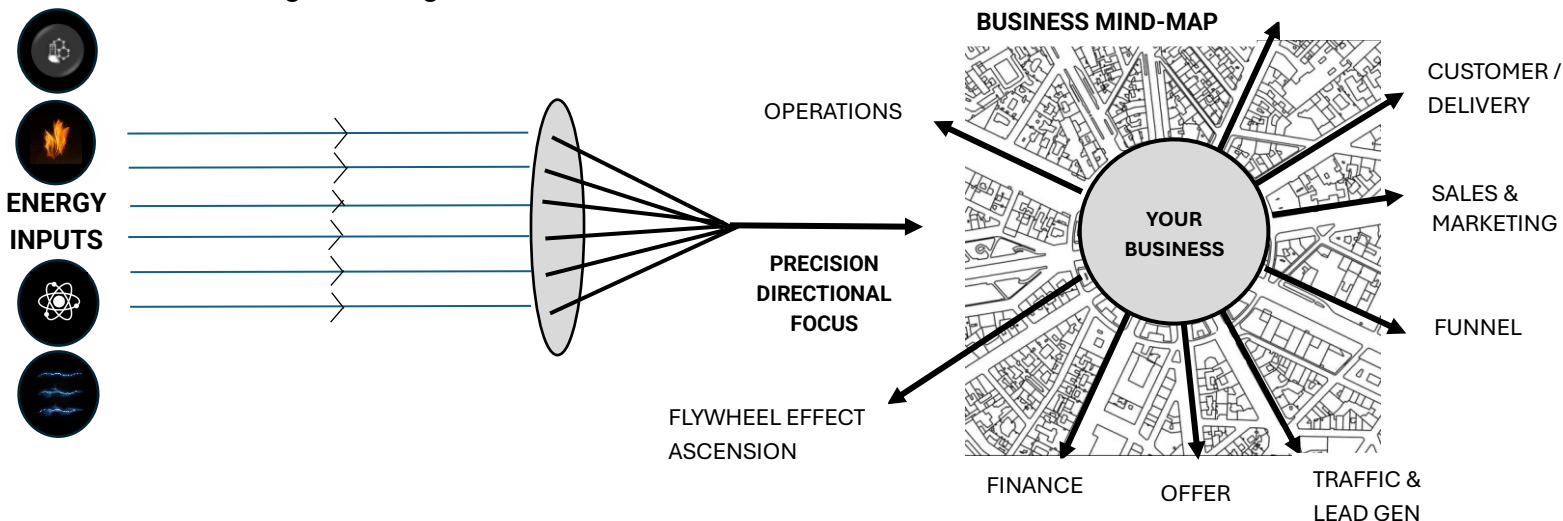
**Scattered Focus = Multi-Tasking – DO NOT DO THIS!**

The brain has to load data bits for context every time you shift focus onto another task which uses a surplus of energy units!

**Precision Directional Focus = Doing ONE THING For A Prolonged Period of Time! - DO THIS!**



**Scanning & Locking Focus Into Your Business**



It's essential to **BE AWARE** of the ebbs and flows of energy throughout the day and how they affect your focus!

This enables you to align important tasks towards ONE department of your business that requires intense focus during periods of peak energy.

Usually, this time is early in the morning 30 mins - 1 hour after waking up and completing your morning routine and peaks out around 4 hours after! But may be different for certain individuals!

*As a business owner / CEO it's your job to scan & identify the **ONE THING** that needs your energy and directional precision focus in any given moment and work on it until its done!*

If you have a team of people working for you it's your job to continue to scan the business, make key business decision based off real data and delegate tasks to team members so they can carry out operational work on your behalf...while you work in your **zone of genius!**

Mastering your energy and focus is crucial when you get to the advanced level in business, because with more customers, profit and team members becomes more responsibility!

However, if you're just starting out you will benefit massively from learning and applying this knowledge early on in your business career because you'll have the habits built into your DNA from the beginning.

When I first started online, I didn't know 97% of what I am teaching you...

**ENERGY & FOCUS along with the other SUCCESS PRINCIPLES is KEY for sustained business growth** that's not built on launches and one hit wonder offers that eventually die off!

Build an OFFER so great that genuinely helps clients get results and apply what I am teaching you inside this module and you'll be amazed at your results when you look back 12+ months from now...

Now, taking scheduled breaks and mindful pauses can replenish energy levels, prevent burnout and maintain sustained concentration.

You must prioritize tasks based on importance and urgency so you can allocate precision focus efficiently.

Striking this equilibrium (*balance*) involves both physical and mental aspects, including adequate 7-8 hours of sleep, proper nutrition, stress management, meditation / breathwork & a regular fitness routine.

All these components help increase energy which has a **3X multiplier!**

Focus on the other hand has a force **multiplier by 10X!**

This holistic approach, by incorporating mindfulness practices and activities that rejuvenate the mind, body and soul contributes to sustained energy and heightened **LASER FOCUS.**

Ultimately, the delicate interplay between energy and focus is a dynamic dance that, when finely tuned, enhances overall output & effectiveness so you can SCALE your business.

Scroll down to see a diagram showing what you need to focus on when you're first starting out compared to when you're at the advanced level and looking to scale.

At The Beginning Of  
Your Online Journey!

When You're At The Advanced  
Level & Looking To Scale!

ABUNDANCE  
OF TIME BUT  
LIMITED MONEY!

ABUNDANCE  
OF MONEY BUT  
LIMITED TIME!

CUT OUT ALL DISTRACTIONS  
FROM YOUR LIFE THAT LIMITS  
YOUR FOCUS!

APPLY  
FOCUSED  
LEVERAGE!

- Systems
- Operations – S.O.P's
- AI + Hire A-Team

DEEP WORK  
"Zone of Genius"

FOCUS & FEED  
YOUR GOAL VIA  
ACTION!

BUYS BACK  
YOUR TIME!

H.I.P.A

High  
Income  
Producing  
Activities

H.L.A

High  
Leverage  
Activities

RESULTS!  
\$\$\$

PROGRESS  
=  
HAPPINESS!

As you can see FOCUS is key for both starting your business and getting past \$10k - \$30 per month and is crucial for scaling to \$100k - \$1M per month because you are competing with

people that have laser like focus and working long hours each day... 5-6 days per week like me and few select others!

When these energy & focus inputs are transmuted into consistent leveraged outputs over a longer time horizon (5 - 10+ years) it has a MASSIVE positive effect!

**PRO SECRET TIP** – Never mix (H.I.P.A) *High Income Producing Activities* (Promotional work) with (H.L.A) *High Leverage Activities* (Business Building work) like building a new offer, funnel, webinar, operations etc!

For you to build something **AMAZING** that works and helps people requires 100% of your energy & focus!

For example: When I built the Client Acquisition Accelerator, I shut my whole Online Wealth Society. Com business down...

I didn't promote for over 1 year. I locked myself in my home office and fully **FOCUSED ON ONE THING** until it was **DONE!** Some weeks I literally did not go out of my house, apart from taking breaks in the garden.

I woke up at 4am everyday Mon – Fri and worked like a f\*%king crazy man LOL 😊 until 5/6pm with scheduled breaks for rest / recovery, meals and daily fitness while leveraging the power of what I am teaching you in this module!

If you want to succeed in business & life there will be times where you have to lock the f%\$k in and **GRIND** it out by fully focusing and doing the work required!

## **This Is How You WIN In Business & In Life!**

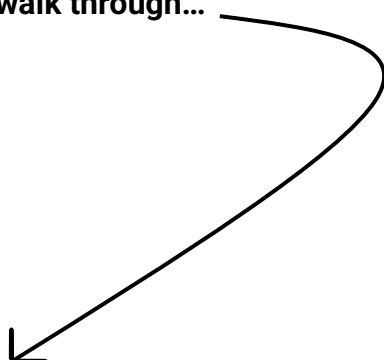
*“You Either Do Easy Things, And Life Will Be Hard Or You Do Hard Things, And Life Will Be Easy!”*

The choice is yours, but I can tell you from my business & life experience so far...

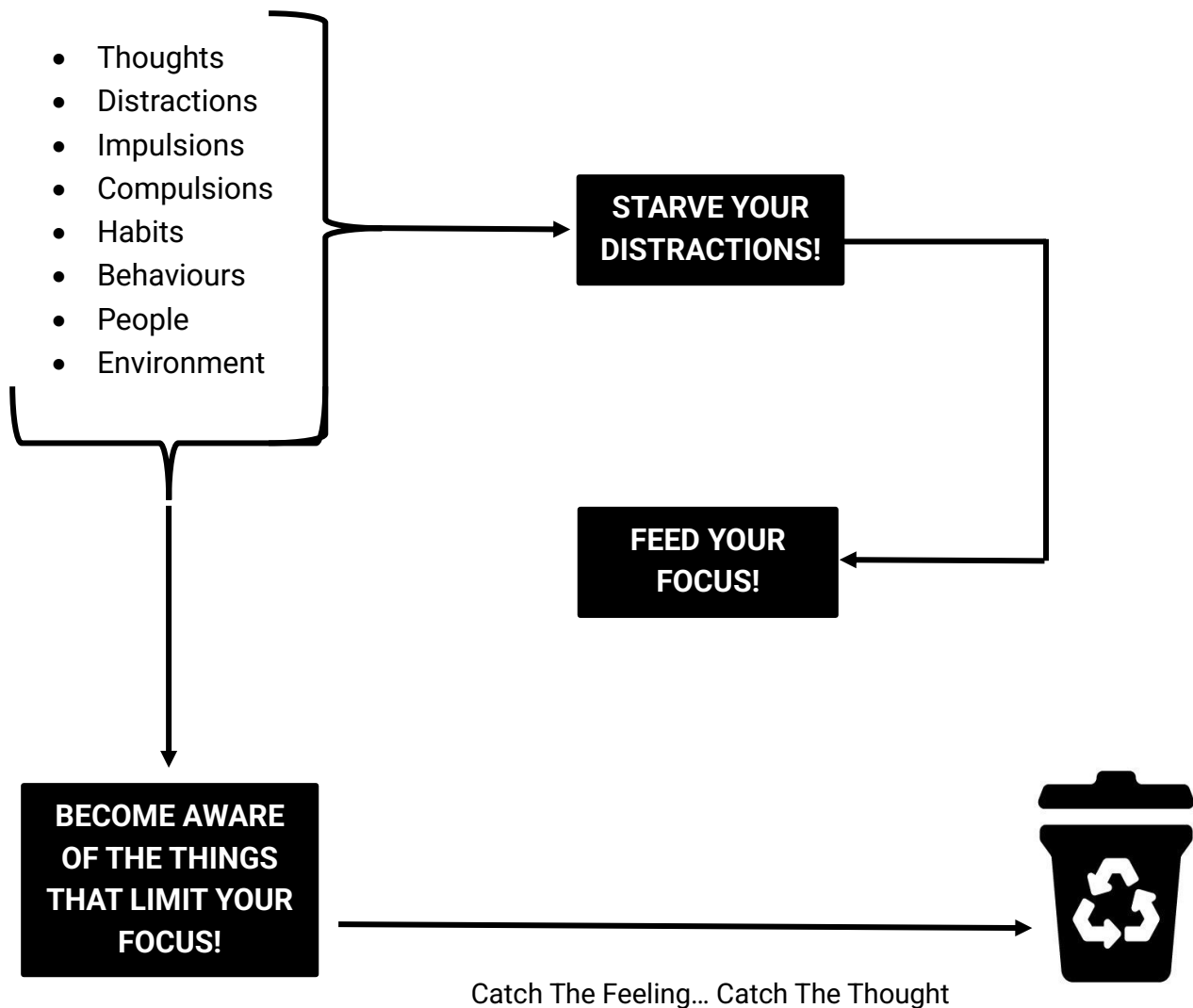
...when you **FOCUS ALL YOUR ENERGY ON ONE THING** for a prolonged period of time and complete it...

...giving you the output of **RESULTS & PROFITS** it's one of the best feelings!

Next, we will walk through...



## Things That Limit Your Focus To Become Aware of



Awesome work. Let's move onto...

## **STEP #2 – How To Operate Like a Billionaire Entrepreneur!**

### **Optimizing Energy Inputs So You Can Scale Your Business & Profits + Force Multiplier Tools For Increasing **Energy!****

To optimize energy inputs and scale your business successfully, a strategic approach is crucial. The success of any business is determined by the Founder / CEO's decision making and work ethic.

It's very difficult to make good decisions & do the work needed to succeed if your energy is f%&ked like the 97% of entrepreneurs that fail.

So, with that in mind... start by cultivating a company culture that values employee well-being and creating a positive and productive work environment for both you and your team if you have one.

Encourage regular breaks, offer flexibility, and prioritize work-life balance to ensure sustained energy and commitment from you and your team.

Implement efficient workflow processes and leverage AI & technology & software to streamline operations, reducing unnecessary manual efforts.

Millionaires and billionaires think in terms of...

## **LEVERAGE & HIGH-PERFORMANCE CULTURE!**

Try to regularly assess and adjust workload distribution so you can avoid burnout and ensure you and each team member's energy is allocated effectively to correct activities based on people strengths and skill sets.

Finally, maintain clear communication channels, ensuring everyone is aligned with the company's vision & goal, promoting a collective sense of purpose and commitment that fuels the growth of your business.

During this section... we're going to focus on how to optimize your own **energy inputs** so you can scale your profits FAST!

But first there are some important lessons we must first cover so you can operate at your best by creating something called your **DAILY MAXIMUM MASTERPIECE!**

### **A Brief Overview of Your Daily Maximum Masterpiece!**

We're going to go into detail on how to develop your Daily Maximum Masterpiece during phase #10 of this module.

However, the basics of it, is understanding each day is a blank canvas that which you have the opportunity to do your very best and work at your MAXIMUM (*if you desire*) to create the results that you WANT in your business and your life!

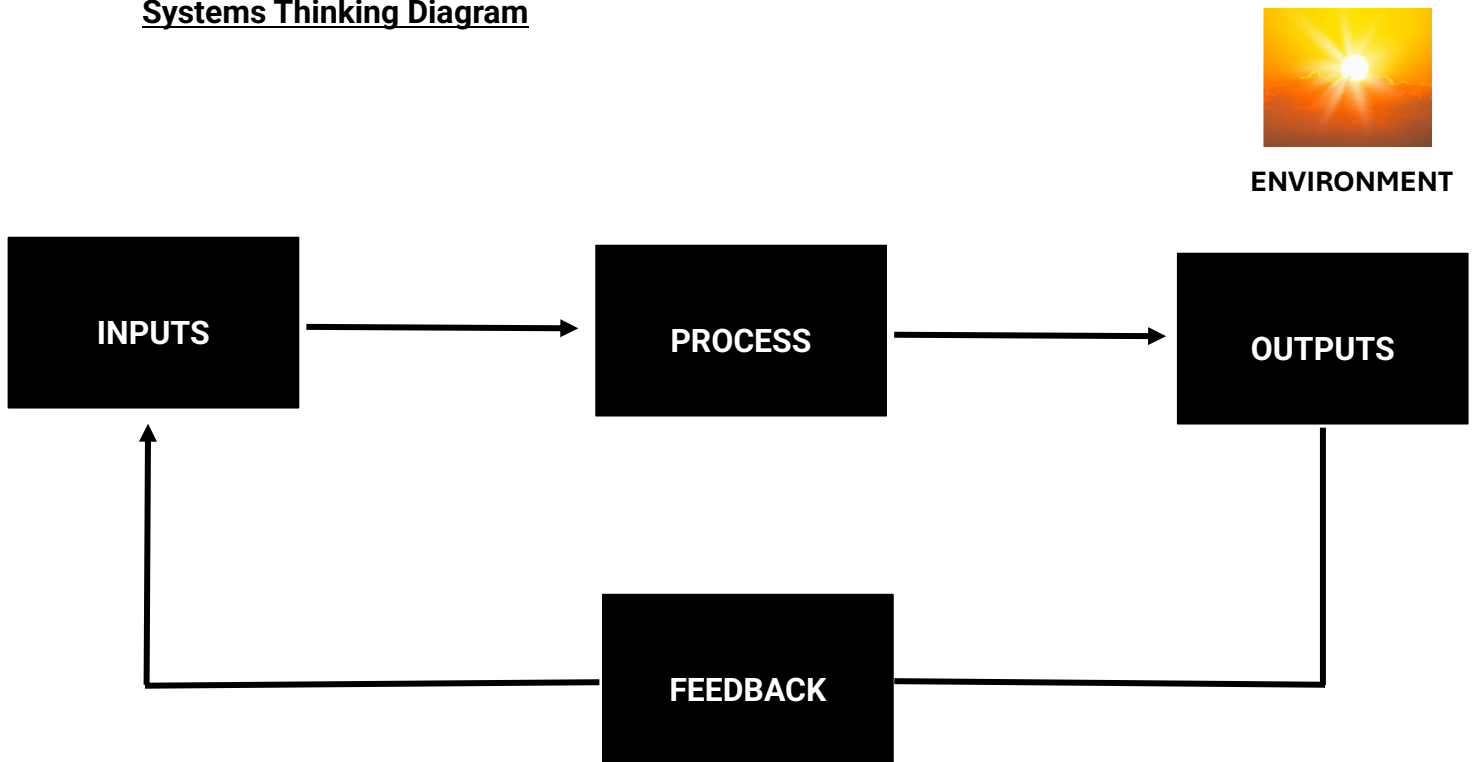
It requires you to realize each minute & hour counts and each hour leads into the next to get you closer to achieving your goal, providing you are applying positive force multipliers on the quantum cause & effect chain which I will teach you about in a minute.

To work at your maximum and produce good quality outputs requires you to have good quality inputs during your day!

There are things we can do to enhance energy inputs which then creates positive outputs over time using the systems thinking methodology!

See diagram below...

## Systems Thinking Diagram



Systems thinking is about seeing the bigger picture: every result you create in business comes down to **inputs**, **processes**, and **outputs**... but the **environment** you operate in dictates whether those outputs actually thrive or die.

If you feed in poor inputs... weak leads, unclear messaging, weak offer and broken system components... you'll never get strong outputs, no matter how much you optimize the process.

The process is the engine that transforms raw inputs into predictable results, but it can only perform at the level of the quality and consistency of what's going in.

The environment... your market, competition, platforms, even customer psychology... acts like gravity: you can't control it, but you can design your system to work with it instead of against it.

Master this, and you stop chasing results... you build a machine that produces them on demand. The same systems thinking method can be applied to YOU as the business owner which we will talk about in a moment.

**IMPORTANT!!** - 3 things to keep in mind when going through the rest of this training program...

1 - Your business is a **SYSTEM!** (**Macro**)

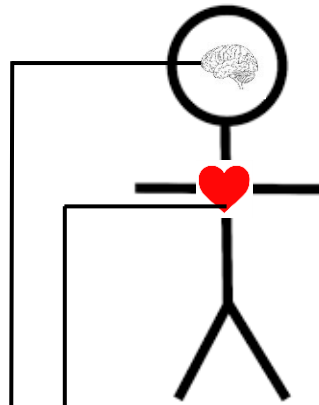
2 - You are a **SYSTEM** = Mind, Body, Soul Complex!

3 - Inside your main macro business **SYSTEM** there are many different moving parts known as **micro-COMPONENTS**. Eg, offer, traffic, funnel, appointments, sales, customer / delivery etc! (**Micro**). Below is a diagram explaining this...

**Your Business!**  
(Macro System)



**YOU = Mind, Body, Soul  
Complex + (A-Team)**



**Moving Parts of The  
Business! (Micro Components)**

OFFER

TRAFFIC +  
LEAD GEN

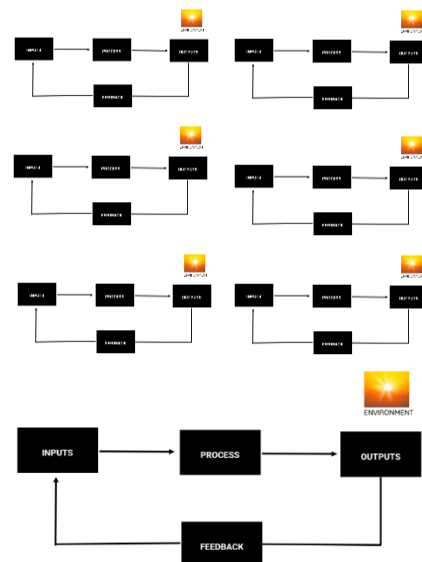
APPS +  
SALES

OPERATIONS

CUSTOMER /  
DELIVERY

A-TEAM /  
HIRING / AI

**C.A.L.V.O FLYWHEEL EFFECT +  
ASCENSION**



However, YOU = a mind, body, soul complex effects your business system because you are responsible for your inputs.

As you advance and build a team by hiring experts in their chosen field... you'll have multiple mind, body, soul complexes (*human workers*) creating inputs into your business system. This is known as **outsourcing / delegation!**

When you understand this thinking model on a deep level... you'll start viewing your business with new and optimized perspective & you'll have the belief shit that you must **only hire the very best A-Player talent so you can build your A-TEAM!**

The better inputs (**ACTIONS**) into a system creates better outputs (**RESULTS & PROFITS**). And this is what we will be focusing on for the majority of this module moving forward!

# **SIMPLE SYSTEMS SCALE...** **COMPEX SYSTEMS EVENTUALLY FAIL!**

Next, we will talk about... **The Law of Sensitive Dependence On Initial Conditions!**

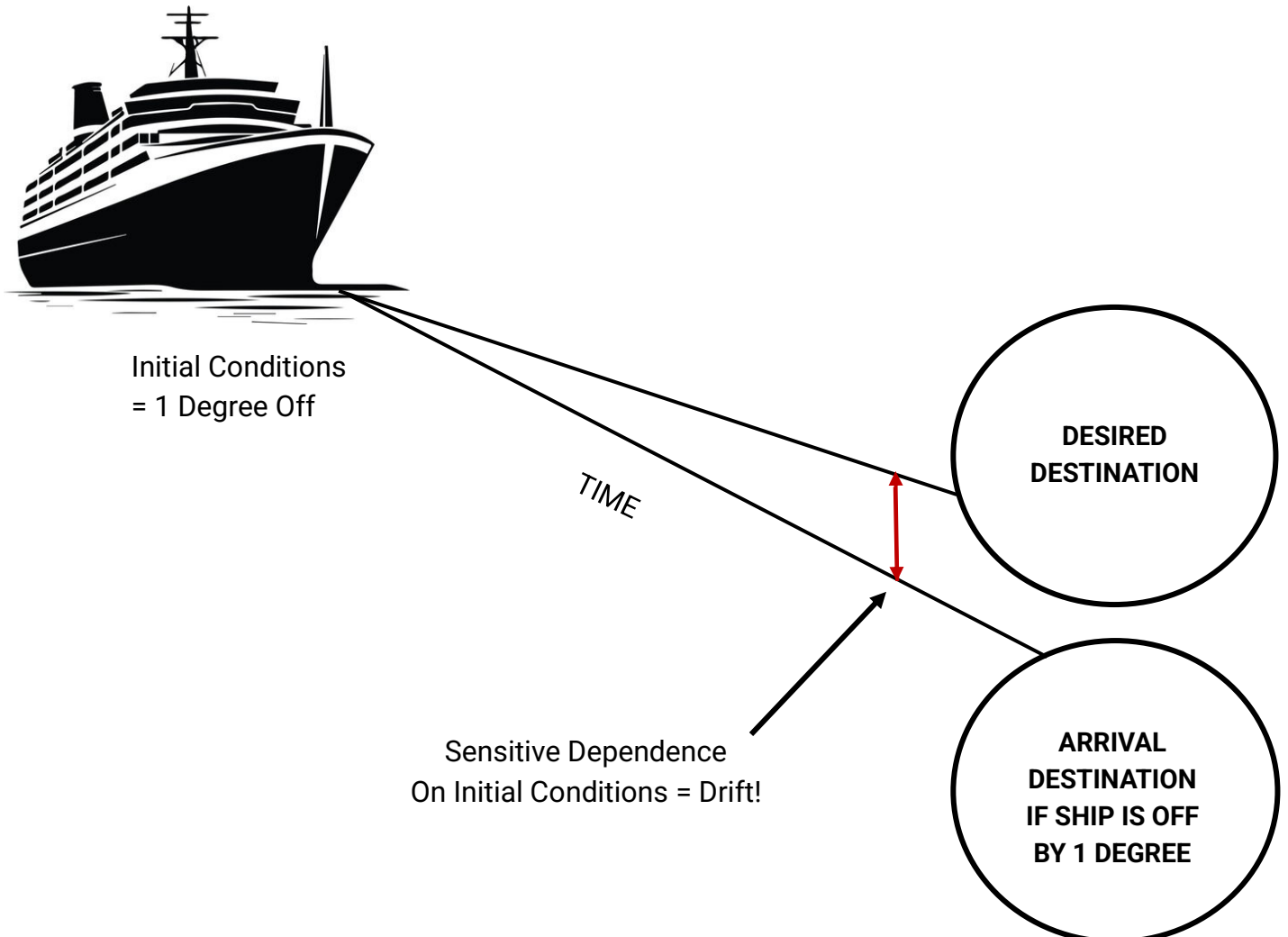
This law is often associated with **chaos theory**, a branch of mathematics and physics that studies complex systems.

It suggests that a small change in the initial conditions of a dynamic system can lead to vastly different outcomes as time elapses. In chaotic systems, even minuscule variations in the starting state can result in significantly divergent trajectories as the system evolves.

This sensitivity to initial conditions is a fundamental characteristic of chaotic systems and challenges traditional deterministic views, where small changes in initial conditions typically lead to proportionally small changes in outcomes.

The butterfly effect, often cited in chaos theory, is a metaphorical example of this sensitivity, suggesting that the flap of a butterfly's wings in Brazil could set off a chain of events leading to a tornado in Texas.

Another example of this law is a boat leaving the dock. If the boat is off by 1 degree, it can arrive in a completely different destination to its original desired destination. The more time that elapses before departure and arrival the bigger the difference in drift and the initial end point.



### **So how does this relate to business?**

Well in this example I want you to imagine your business is the ship... You have your desired END-GOAL that you want to achieve defined. This is your desired end destination.

When you're first starting out in business you have limited knowledge, and skill sets which means your initial conditions are limited because **you don't know what you don't know!**

Your energy and focus is probably not optimized. (*But it will be after completing this phase of this module if you apply what I am teaching you!*)

When most people start online, they fall into the trap of promoting multiple product / service offers, they have multiple sales funnels, with many different traffic and lead generation campaigns.

As they move in a forward trajectory to try and achieve the desired end goal of making more money this creates the initial conditions of **CHAOS & COMPLEXITY!**

As they advance things get so complex the business implodes in on itself. I've seen this with my own eyes after being online for over 7+ years.

2 companies doing over \$100M completely wiped out and are now non-existent because they did not understand this important concept!

As time elapses, these people are putting in the work and effort but because they have not optimised key systems of the business and mastered themselves in terms of what I am teaching you inside this module of the Client Acquisition Accelerator coaching program...

...they set out on the journey towards the end goal but during that journey they actually start moving off course because there is too much chaos and complexity.

When chaos and complexity occurs, it multiplies itself by default due to the forward motion of moving through the space / time continuum... and energy and focus naturally deteriorates over that time because of the complexity and stress.

**The key is to create SIMPLE initial conditions within your business and master yourself to keep you on track.**

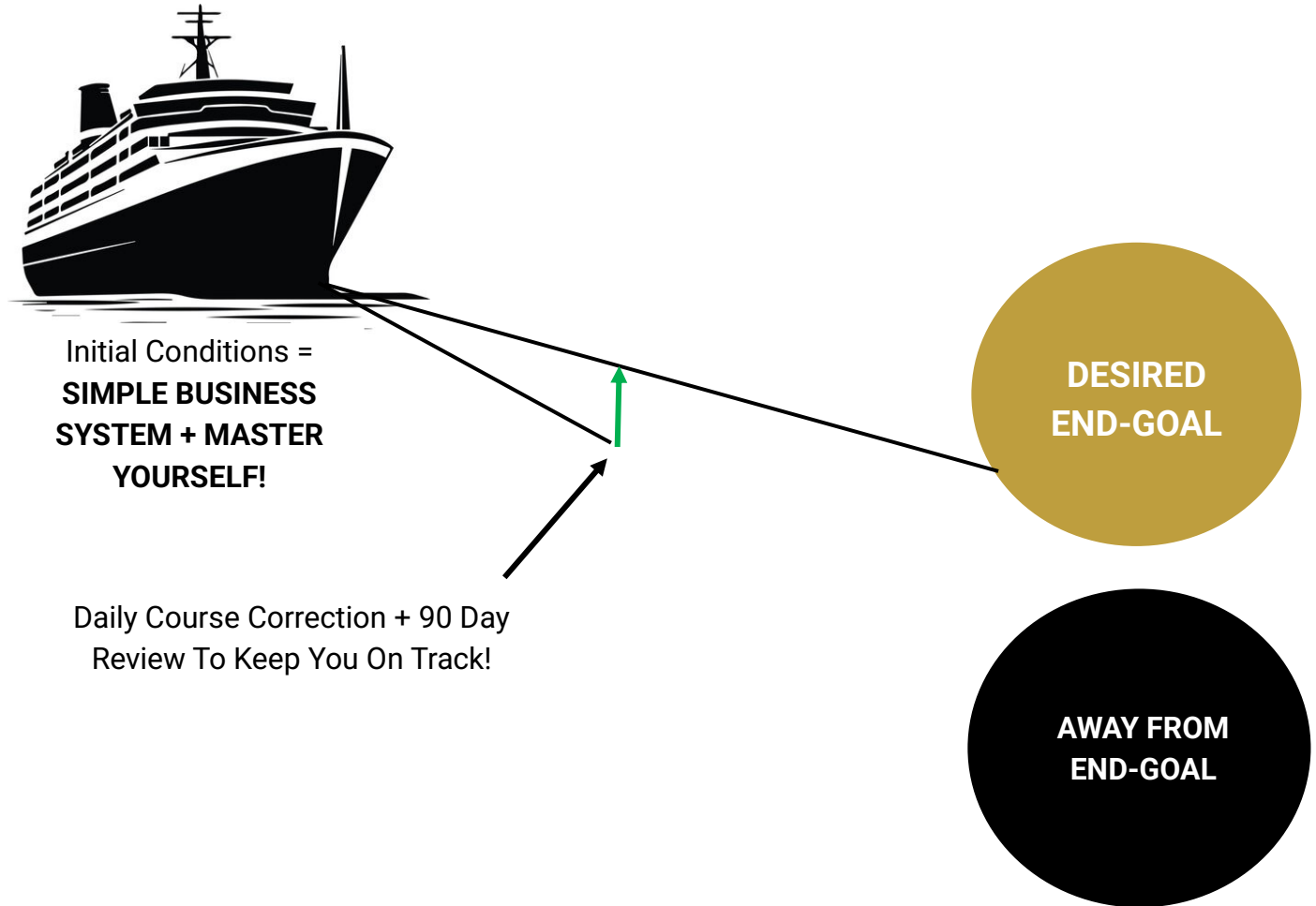
And if you do go off track you can '**course correct**' as you move forward on your journey towards your desire end-goal! Make sense?

This is why it's a good idea to do a 90 day review each quarter and have the following question on the forefront of your mind by asking yourself it daily...

*“Is This ONE THING That I Am Currently Working On Today Going To Get Me To My End-Goal Or Is It Taking Me Off Course?”*

Here's an example of the correct way to optimize for the law of sensitive dependence on initial condition in business.

YOUR BUSINESS



Hopefully that makes sense!? 😊 Next, we will talk about...

### **2<sup>ND</sup>, 3<sup>RD</sup>, & 4<sup>TH</sup>... Order Consequential Thinking = Long Term Thinking Methodology For Creating Exponential Growth!**

We're going to go deep in terms of understanding 2nd-order consequential thinking in phase 3 with real life examples so you can truly understand it and apply it into the business and your life.

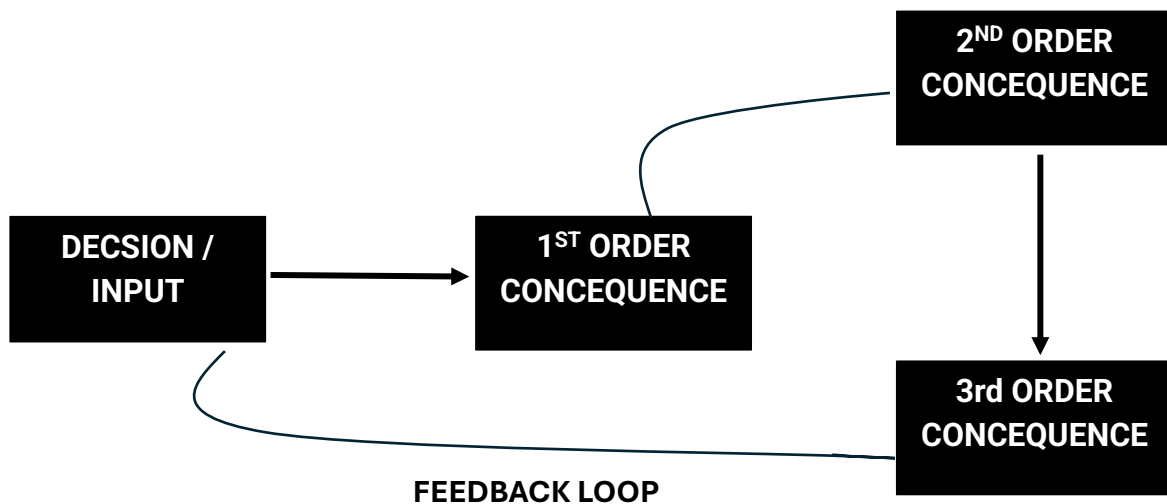
This concept involves considering not only the immediate effects of an action or decision (*1st order*) but also the potential secondary or indirect consequences that may result (*2nd order*). This can also be applied to the 3<sup>rd</sup> & 4<sup>th</sup> order and so on etc...

It goes beyond anticipating the direct outcomes and involves understanding the ripple effects or quantum chain reactions that could follow. When done correctly it allows you to **MAKE DECISIONS & FOCUS** on activities that move the needle in terms of business growth.

This form of thinking is crucial in decision-making as it helps you better assess the broader impact of the choices you are making in your business and in life.

By considering 2<sup>nd</sup> order consequences, you can start making more informed, thoughtful and powerful decisions that take into account the long-term effects and potential implications on various aspects of your business system.

Embracing 2<sup>nd</sup> order consequential thinking promotes a more comprehensive and forward-looking approach to problem-solving and decision-making. It also enables you **to OPTIMIZE your INPUTS** into your business system and the INPUTS you feed yourself!



As you can see from the diagram the decision / input creates the 1<sup>st</sup> order consequence, however with each consequence it causes a multiplication of consequences that not many people think about due to their instant gratification way of thinking.

Causing a... **QUANTUM CAUSE & EFFECT CHAIN REACTION** that provides a feedback loop for optimisation on the next decision / input over time!

The goal here is to make great decisions for the long-term success of your business and have fantastic inputs (**ENERGY + ACTIONS**) that result in more **FOCUSED EFFORTS** by applying what I am teaching you.

*You can be the hardest most focused worker on planet earth but if you decide to work on the wrong things by making bad decisions, it will take you a lot longer to achieve your end-goal.*

*Does that make sense? Great!*

Let's dive deeper into...

### **Understanding The Quantum Cause & Effect Chain!**

#### **(Positive / Negative Force Multipliers & How They Effect Business!)**

Before we can understand the quantum cause and effect chain, we must first understand what a force multiplier is...

**Force Multiplier** = Any factor that significantly increases the effectiveness of a particular force or effort.

It enhances the output or impact beyond what the force could achieve on its own.

In various contexts, a force multiplier can be a technology, strategy, automation or an input that amplifies the capabilities of a system.

For example, in business, effective leadership, productivity, success tools or innovative technologies & software that does the work for you...act as force multipliers to enhance productivity and efficiency.

**AI (Artificial Intelligence)** when used correctly is an **ULTIMATE FORCE MULTIPLIER!**

Essentially, a force multiplier is anything that allows an entity to achieve more with the same number of resources or to achieve the same result with fewer resources. This is known as a positive force multiplier.

The opposite of that is a negative force multiplier which decreases the output of a system!

Now a quantum cause-and-effect chain, describes a series of events where each event is influenced by the preceding one and, in turn, influences the subsequent events.

It illustrates the causal relationships between different elements in a system or a process.

In various fields, such as science, economics & business... understanding '*effect chains*' is crucial for predicting outcomes and making informed decisions so you can grow your business.

By identifying and analysing these cause-and-effect relationships, you can gain insights into how a positive change in one variable or component can impact the entire macro system.

When this happens, it's described as a **POSITIVE FORCE MULTIPLIER!**

For example, in economics, an effect chain might involve changes in interest rates affecting consumer spending, which in turn, influences production and employment stats.

In business, optimizing your energy and focus so you can follow your daily maximum masterpiece by working on the ONE THING for a prolonged period of time is going to have the most impact for your business.

Each component of your macro business system in relation to your offer, traffic, lead gen, booking appointments, sales & customer delivery & results etc must be developed strategically.

To do this effectively you can use the energy and focus tools I'm about to share with you because they are invisible force multipliers...

This allows you to scan your business map, figure out what department needs your focus and attention on a daily basis and have yourself and your team members work on the ONE THING to create exponential results with improved inputs!

Another example of this is creating an M.D.I.O (*Million Dollar Irresistible Offer*) which I taught you in the previous module!

By working on this one thing and following what I taught you has a massive positive cause & effect result / outcome on the other areas of your business.

The offer improves the conversion rates on your traffic and lead generation campaigns because you'll get more clicks on your ads, more leads on your list and more qualified appointments booked on your calendar with serious high-ticket clients!

A great offer improves the conversion rates of your funnel.

With a great offer its easier to sell which increases sales & profits and makes things easier for you and your sales team providing less resistance from customers / clients!

A great offer helps clients get results which creates social proof to help with your marketing & makes the flywheel effect ascension phase more effective, which in turn increases back-end profits & customer retention + referrals!

As you can see by focusing on this one thing (*THE OFFER*) and understanding + applying the quantum cause and effect chain to the positive side of the spectrum... impacts many other areas / micro systems of your macro business system! Make sense?

Recognizing and understanding such effect chains helps in devising your business decisions, strategies, policies, or interventions that aim to achieve your desired goal faster while mitigating undesired risk!

Many business owners do not understand this knowledge...

...and when people have zero awareness of something they usually do things on a daily basis that puts them on the negative side of the quantum cause and effect chain.

***You now have **AWARENESS** of this so you can use it to your advantage. And you can never go back to your previous level of awareness! Pretty cool right?***

Here's an example, of a business owner operating on a negative side of the quantum cause and effect chain in relation to the energy and focus forces...

- 1) **Business owner doesn't track sleep and goes to bed late!**
- 2) **Business owner wakes up late the next day feeling groggy without the required 7-8 hours sleep!**
- 3) **This lack of sleep reduces his energy for the day which massively effects his focus!**
- 4) **Because he wakes up late, he misses his morning meditation / breathwork + fitness session!** (*cardio + weight training creates energy infusion which can be transmuted into your business to get better results and increase productivity*)

- 5) **Business owner eats unhealthy junk food & feels groggy... scans his business mind-map with limited energy and focus and makes the wrong decision to work on the task that gives him a force multiplier of 2 out of 10! Or worse is multi-tasking giving him a negative force multiple of -7 out of 10!**
- 6) **Business owner and his team (if he has one) works on the wrong thing over the next 6+ months and doesn't get the results he desires!**
- 7) **Business owner vibrates on a low vibrational energy state and stays stuck for another 6 months due to lack of results, feeling unmotivated and starts to doubt himself because he has no clear plan or strategy! He's essentially guessing his way to results!**
- 8) **After 3-5 years business owner quits due to lack of CASH FLOW or goes out of business due to his competitors taking the large majority of market share... losing himself a lot of his own money in the process! Business owner LOSES!**

Do you see how each cause creates a negative effect in this example? All from not tracking his inputs which most people disregard!

*Now I know what you're thinking.*

*Elon Musk apparently sleeps only 5 hours a night and Warren Buffet eats McDonalds every day for breakfast, and they are both multi-billionaires.*

Although one thing might work for some and not for others, the key here is to use the energy and focus tools that specifically work for you. To figure that out I advise you to test all of them and see what works, when I share them with you in a future section of this phase.

Everyone is different and you need to find the right balance of optimum energy and focus specifically for you. 😊

Now, simple small causes within the quantum field that seem unimportant in the moment have massive effects over a longer time horizon when you add them up after 12 – 18+ months and beyond!

Apply the negative side of the quantum cause and effect chain over 3 – 5 - 10+ years and you are so far behind your competition you go out of business!

This is one of the reasons most businesses fail within 3-5 years along with the business owner not having the correct knowledge and skills sets to take the correct action to grow the business!

This is the power of what I am teaching you here, so take it seriously and apply it to get an unfair advantage over your competition!

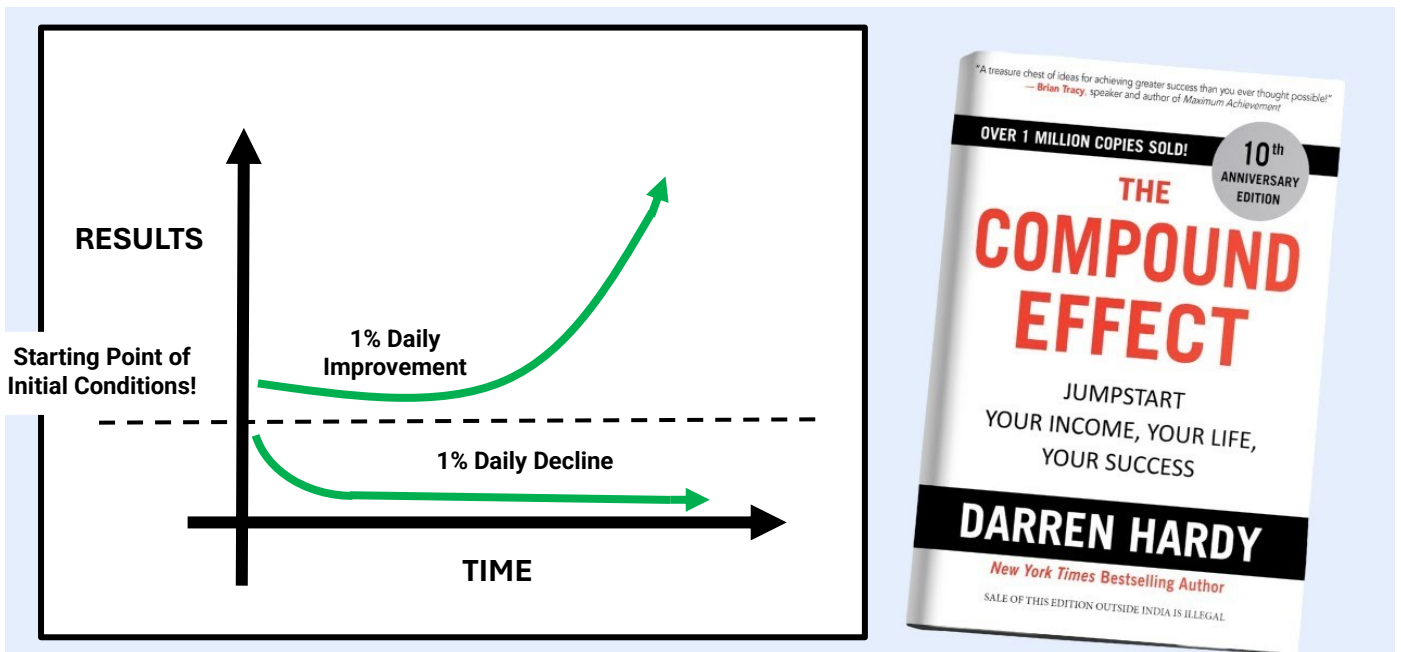
Now let's look at the INVERSION of this as a business owner on his A-GAME using the POSITIVE FORCE MULTIPLIERS of energy and focus... by working on the correct ONE THING that will drive the growth of the business forward...

- 1) **Business owner tracks his sleep and goes to bed on time at around 8pm – 9pm!**

- 2) Business owner wakes up at 4am feeling great because he's had 7-8 hours of good quality REM sleep!
- 3) Business owner is ready to create and apply his daily maximum masterpiece because he has positive energy. This in turn massively enhances his focus for 8 – 10 - 12+ hours of the day so he can make key decisions to grow the business and is excited to work on meaningful things in his zone of genius towards the defined end-goal!
- 4) Because he wakes up early, he has time to do his morning meditation / breathwork and goes to the gym to do his fitness session consisting of cardio and weight resistance training! *(This creates an infusion of positive energy in the body over a longer time horizon and reduces stress, aging and anxiety)* giving him even more energy which can be transmuted into directional precision focused work resulting in the outputs of MASSIVE PROFITS!
- 5) Because business owner has gone to the gym and done his fitness session, he feels he's accomplished something early in the morning. He has the 1<sup>st</sup> win of the day! He feels GREAT! He's then more motivated to replenish his body with healthy food for breakfast and is now in full flow state work mode! He scans his business mind-map with key data and a high level of energy and focus and makes a decision to work on the ONE THING that gives him a force multiple of 9 or 10 out of 10!
- 6) Business owner and his team works on the correct thing over the next 6+ months and gets the result him and his team desires which moves them closer to achieving the end-goal! **Business owner falls in love with the game of business...** this builds massive confidence as they are making progress together as a team... which creates a happy positive working environment because progress is directly linked to happiness!
- 7) Business owner vibrates on a very high vibrational energy state and starts to 10X – 100X his results making him feel FANTASTIC! His customers and clients are also getting amazing results because he attracts clients similar to his energy state!
- 8) Because he is thinking long-term using the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> order consequential thinking methodology...after 5-10 years he has wiped out his competition and is making more money than he knows what to do with! He's getting even better results for his clients that builds social proof, and his business is growing with reliability and predictability using the C.A.L.V.O FLYWHEEL EFFECT!

When you understand the quantum cause and effect chain and leverage it by applying positive force multipliers over a longer time horizon, this creates an...

# Exponential Positive COMPOUND EFFECT to The Upside!



When you look at the top guys in our industry... people like Alex Hormozi, Sam Owens, Alex Becker etc... they've all followed these simple success principles over a longer time horizon to create big results & have long-term thinking like Jeff Bezos when he built Amazon which is a trillion-dollar company!

Next, I am going to give you the 9 tools I use when I feel the need to use them to massively increase my ENERGY that can be then transmuted into FOCUS and results...

## **Tools To Increase Energy Inputs So You Can 10X Your Focus & Results In Business & Life!**

**ENERGY TOOL #1 - Define Your Meaningful End-Goal + Reason WHY!**

**ENERGY TOOL #2 - Track Your Sleep & Optimize Your Circadian Rhythm!**

**ENERGY TOOL #3 - Early Morning Intermittent Fasting!**

**ENERGY TOOL #4 - Fitness Training Using Pareto's 80/20 Principle & The Max Intensity Formula!**

**ENERGY TOOL #5 - Healthy Diet!**

**ENERGY TOOL #6 - Optimizing (H2O) Water Hydration – The Science of Water & Electromagnetic Energy!**

**ENERGY TOOL #7 - Meditation / DMT Breathwork!**

### **ENERGY TOOL #8 - Daily Sunlight Exposure!**

### **ENERGY TOOL #9 - Optimizing Your Work Environment!**

### **ENERGY TOOL #10 - Optimizing Your Inner Circle - The 5 People You Most Associate With!**

All 9 of these tools increase energy which can be transmuted into FOCUS so you can grow your business, your life, your results & your profits!

Now we're going to dive into more detail so you can apply the specific tools that work for you...

And remember these are tools to increase energy in the body that you can use at the right time when and if you need them!

Pick the ones that resonate with you and apply them consistently!

### **ENERGY TOOL #1 - Define Your Meaningful End-Goal + Reason WHY!**

Okay, so we already covered this in phase #1 of this module (*Millionaire Mindset*)

You should have your end-goal defined by creating your 3 steps goal system...

**A) LEVEL #1 GOAL – What You Know You Can Do!**

**B) LEVEL #2 GOAL – What You Think You Can Do!**

**C) LEVEL #3 GOAL - Fantasy Goal! (So You Can Smash Through The Terror Barrier)**

This helps you to take consistent action outside of your comfort zone!

But how does this give you energy to work and become the best version of yourself?

Well, this is where we are going to create a MEANINGFUL GOAL using OUTER INTENTION

If you're just starting out in business and you're below \$10,000 - \$30,000 per month you don't really need to do this yet! Your 3-step goal system that you should have already created is what you should focus on as that's all you need.

### **Make as much money as you can FAST while genuinely helping your clients!**

When you get to \$10,000 - \$30,000 per month you can pretty much live a millionaire lifestyle if you are smart with your money!

My advice would be to scale all the way up to \$50,000 - \$100,000 per month before applying the meaningful goal method but it's completely up to you.

A meaningful goal is something you define when you are comfortable financially with no stress of money because you cannot pour from an empty cup!

This is where you have a goal that is associated with doing something that is bigger than yourself that genuinely HELPS OTHERS!

When you have defined this, it gives you a surplus of ENERGY to wake up early and drives you EVERYDAY to do the work needed to achieve both your MEANINGFUL GOAL...

...to help others and in turn helps you achieve your FANSTASY END-GOAL because as the great Zig Ziglar once said...

*“If You Can Help Enough People Get What They Want, You Will Eventually Get What You Want!”*

During phase #1 of module #3 I also talked about figuring out your reason WHY you are running your business... which should be a strong emotional reason that's more than just making money.

You can ask yourself...

*“Who else benefits when you succeed with your business?” (Family, kids, spouse etc)*

Thinking about this and having the awareness of it DAILY... by default should give you an influx of energy because its tied to strong emotion which drives massive action.

**Meaningful Goal + Fantasy Goal + Reason Why =**

**ENERGY FORCE MULTIPLER #1**

### **ENERGY TOOL #2 - Track Your Sleep & Optimize Your Circadian Rhythm!**

The next energy input tool is optimizing your CIRCADIAN RHYTHM by tracking your sleep and following the next steps...

- A) Go to bed at the same time each night!**
- B) Wake up each morning at the same time!**
- C) Get 7-8 hours of quality sleep per night!**

**Sleep is absolutely CRUCIAL for restoring energy, improving focus and performing at your best** so you can make every day your maximum masterpiece!

**Maximum Masterpiece =**

Maximum Hours + Maximum Energy + Maximum Focus + Maximum Action =  
Massively Productive & Creative Day + Max Results!

When you do this over a longer time horizon and you follow what I teach you, results will start to scale up as long as you have the technical components of your business set up correctly and take massive consistent action during the promotion phase!

Out of all the energy tools I'm sharing with you, I would say sleep is by far the most important. If you don't get the correct amount of sleep each night, your energy will be low and your focus is cut in half to the negative side of the spectrum.

Your mind and body is an intelligent system which has its own built in circadian rhythm clock!

**Circadian Rhythm** = *The physical, mental, and behavioural changes an organism experiences over a 24-hour cycle.*

*Light and dark have the biggest influence on circadian rhythms, but food intake, stress, physical activity, social environment, and temperature also affect it.*

Here's a detailed article from Wiley Online Library which you can read to learn more about this... it also goes into detail about the effects of blue light which effect sleep chemicals in the brain...

[The inner clock—Blue light sets the human rhythm - Wahl - 2019 - Journal of Biophotonics - Wiley Online Library](#)

When you are consistent with your sleep times, and you track to give you data to improve your sleep quality... your brain will start to release the chemicals needed for sleep and for waking up at the perfect time each day.

My personal routine is to go to bed around 8pm – 9pm! This is where melatonin increases which is needed for sleep and cortisol is decreased!

And I wake up at 4am – 5am where melatonin is reduced, and cortisol is spiked as seen in the diagram below. Now although I try to go to bed and wake up at the same time each night / morning...

... I will sometimes do the inversion of this by working through the night when I have a big project to complete and I'll sleep during the day. With the inversion method I will wake up around 12 noon and go to bed around 4/5am.

For some reason I am super productive during the night and there is zero distractions because everyone else on this side of the planet is asleep. 😊

However, I don't do longer than 5 days of this as I start to feel a bit strange due to the natural circadian rhythm cycle going out of whack.

The key here is to get the 7-8 hour of sleep required with adequate **REM** sleep which stands for **Rapid Eye Movement**.

REM sleep is the stage of sleep where your brain is highly active, vivid dreaming occurs, and the body + brain repairs itself by consolidating memory, learning, and emotional processing.

Below is a diagram of the optimized sleep and wake pattern system when waking up at around 4 / 5am.



one if you want to optimize your sleep & health for improving the inputs and outputs of yourself and your business!

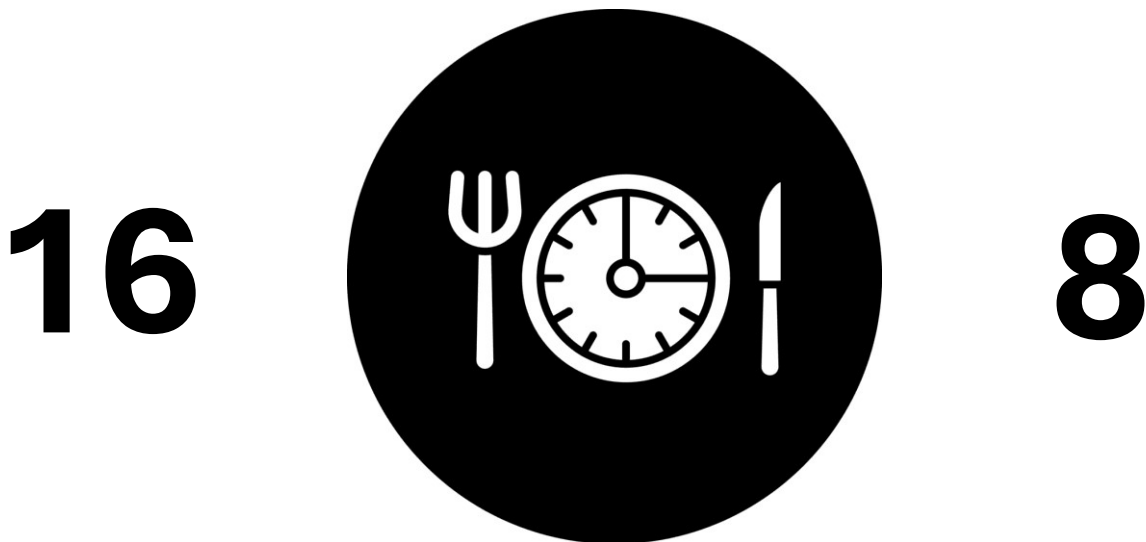
Here's a link you can click below to learn more about the OURA RING

>>> [Click Here To Learn More About The Oura Ring So You Can Track Sleep.](#) <<<



Awesome, let's move onto...

### ENERGY TOOL #3 - Early Morning Intermittent Fasting!



The next energy / focus booster tool I personally use is...

**Intermittent Fasting:** Unlocking Health Benefits, Energy & Focus Through Time-Restricted Eating!

Intermittent fasting (IF) has gained significant popularity as a dietary approach in recent years, not just for weight management but also for potential health benefits in relation to increased **energy and focus**.

This method involves alternating periods of eating with periods of fasting.

Let's delve into what intermittent fasting is, explore its advantages, discuss recommended food choices, and conclude with a perspective on its overall impact + exactly how I leverage this tool to increase my energy & focus during the early morning and throughout the day!

## **So, What Is Intermittent Fasting?**

Intermittent fasting isn't about specific foods; instead, it focuses on when you eat.

There are several methods, but the most common ones include the 16/8 method (*16 hours of fasting with an 8-hour eating window*) and the 5:2 method (*eating regularly for five days and significantly reducing calorie intake on the remaining two non-consecutive days*).

I personally use the **16/8 method** during working weekdays (Mon – Fri).

So, when I wake up at 4am -5am I do not eat anything... After my morning routine which takes between 30 mins - 1 hour I will make a coffee with honey, or I will drink squeezed lemon juice water WITHOUT fluoride!

If I feel really hungry and a bit shaky, I'll have some protein cereal, but this is on rare occasions.

I do not drink coffee until I have been awake for at least 1 hour as cortisol needs to naturally decrease. Drinking coffee too soon after waking up when cortisol levels are high may reduce the desired stimulating effects of caffeine intake.

Having honey with coffee provides a spike in glucose which increases focus!

I will then work in full focus mode using the **60/20 productivity method**.

Sometimes I will just take a 5 min break after 1 hour of working instead of a 20 min break and go straight back into focused work mode!

Sometimes I don't take a break for 2-3 hours because I've improved focus to the extent where I don't need a break... which I will show you exactly how to do!

I do not eat anything until 11am -12pm and after 30 minutes of digestion I start my fitness training session (*High Intensity Weights + Cardio*).

When you eat a big breakfast before working, it takes a huge surplus of energy to digest the food that which could have been channelled into your focus working sessions to grow your business!

Intermittent fasting allows you to optimise your energy and focus levels which increases your productivity and therefore your results over a longer time horizon providing you are consistent with it!

**Here's 5 Benefits of Intermittent Fasting:**

- A) **Increases & Saves Energy That Can Be Channelled Into Focus Work:** We just talked about this above.
- B) **Improved Weight Management:** Intermittent fasting can contribute to weight loss by promoting calorie restriction during the fasting period. It may also enhance metabolism and fat-burning processes.
- C) **Improved Insulin Sensitivity:** IF has been linked to improved insulin sensitivity, potentially reducing the risk of type 2 diabetes. It helps regulate blood sugar levels more effectively.
- D) **Improved Cellular Repair and Longevity:** Fasting periods initiate autophagy, a process where cells remove damaged components, which contributes to increased longevity and overall cellular health and slows down the aging process.

I'm 38 years old at the time of creating this program for you and when I ask people how old they think I am they say 25 - 27 years old LOL!

- E) **Improved Heart Health:** Intermittent fasting positively impacts cardiovascular health by reducing risk factors like cholesterol levels, blood pressure, and inflammatory markers.

#### **Here's Some Knowledge On What To Eat During Intermittent Fasting:**

We will talk about this in more detail in the next section of this phase during module #3, however, here are some basic baselines to think about...

- A) **Nutrient-Rich Foods:** Emphasize whole, nutrient-dense foods such as fruits, vegetables, lean proteins, and whole grains during eating windows.
- B) **Hydration:** Stay hydrated with water WITHOUT fluoride, herbal teas, and coffee during fasting periods. Proper hydration is essential for overall performance and well-being.
- C) **Balanced Meals:** Create well-balanced meals that include a mix of limited carbohydrates, high amounts of proteins, and healthy fats and vitamins. This helps maintain energy levels and supports nutritional needs.

Intermittent fasting is a versatile approach that goes beyond weight management, offering potential health benefits for various aspects of well-being including increase in ENERGY which can be transmuted into FOCUS.

However, it's essential to approach IF with caution, considering individual health conditions and consulting with your doctor / healthcare professional before starting.

While intermittent fasting can be effective, it's not a one-size-fits-all solution. Everyone is different and what works for me may not work for you and your schedule!

Finding the right method and balance that aligns with your lifestyle, business goals and health goals is crucial.

Pairing IF with a balanced, nutrient-rich diet & fitness training is key to maximizing its positive effects. And always prioritize your overall health and well-being, making informed decisions that suit your individual needs and preferences.

Keep in mind that intermittent fasting may have different effects on different people. Talk to your doctor if you start experiencing unusual anxiety, headaches, nausea or other symptoms after you start.

## **ENERGY TOOL #4 - Fitness Training Using Pareto's 80/20 Principle & The Max Intensity Formula!**

The next energy booster tool acts as a catalyst to increase energy & productivity throughout the day for your business & wellbeing!

**WARNING!** Before you attempt to try this, again please consult your doctor / healthcare professional. I am sharing with you exactly what I do to be transparent, and I want to let you know I am above the average human in terms of athleticism!

As I'm sure you're already aware of fitness training is key for overall health.

I've previously mentioned during the C.A.A training program that I played professional football (soccer) all over Europe spanning a 18-year career.

During my time as a pro, I learnt a lot about different training regimes. We used to do pre-season training which lasted for 6-8 weeks, and we would train using something called

### **MAX INTNESITY.**

This involved 2 - 3 sessions per day.

**6am** - Morning Gym Session - Weights / Resistance Strength Training (1-2 hours)

**10am** – Football Training + High Intensity *Anaerobic* Sprinting! (2-3 hours)

**3pm pm**– Football Training + High Intensity Long Distance Aerobic Running! (2-3 hours)

It was absolutely brutal. Many times, after and during the training sessions players would vomit, myself included LOL!

There would be times when I came home and just collapse on the bed and fall asleep because I was absolutely exhausted. To wake up the next day in serious body pain due to DOMS (*Delayed Onset Muscle Soreness*) and have to do it all over again!

Since retiring from playing pro football, I have always kept up some form of training to keep fit as it provides long term health benefits and increases my energy levels that I can transmute into focused work on the ONE THING to grow my business!

Now obviously I don't train for the duration and the intensity like I did in pre-season when I played football. But I wanted a program that could give me the benefits in a shorter amount of time. We're all business owners and we don't have 2-3+ hours each day to exercise.

This is where I came up with my...

“80/20 Fitness Training + Max Intensity Formula!”

One morning I sat down at my desk and figured out a training program using Pareto's 80/20 Principle.

My criteria were the following:

- I wanted 80% of the benefits of training for long periods but I wanted a program that I could do within 20 - 30 mins to save time. (*80% Of Results In 20% Of Time*)
- Due to the short training time, I had available, I knew I would have to up the intensity. This meant working to 100% maximum or 80% - 90% of maximum with limited rest time of 1 minute between sets!
- I wanted a full body workout hitting the major muscle groups (*Upper body + Lower Body*)

On the next page is my complete training program that I do on Mondays, Tuesdays, Thursdays & Fridays...

I rest and recover on Wednesdays, Saturdays & Sundays making sure I have adequate nutrition including a high protein diet + whole grain carbohydrates, vitamins, fibre and minerals to recover the muscles.

If I feel too sore or tired on Fridays and I think it effects work I will also rest on that day and focus on business work!

Here's access to my...

### **Weekly 80/20 Fitness Training Plan!**

**MONDAY** = 5 Sets X 20 Press Ups + High Intensity Football Pitch Sprints. Active Walking Recovery Back To Start Line! X5 Sets = 5 Pitch Sprints @ 80% -100% Intensity = 100+ Press Ups In Total.

On The Last Set Of 20 Push Ups I Will Work To Maximum... Meaning When I've Hit 20 Press Ups I Will Continue To Failure Where I Can't Even Lift My Body Up! LOL

Pull Ups – 5 - 10 REPS X 5 SETS!

**TUESDAY** –10 Min Quick Run + Full Body Resistance Workout Using Bodyweight Only.

Press Ups X 20 Reps.

Sit Ups X 20 Reps.

Squats x 20 Reps.

Calf Raises or Leg Lunges X 20 Reps.

Pull Ups X 5-10 Reps.

-----

X 3 - 5 SETS Each Exercise!

1 Minute Rest / Recovery Between Sets

-----

Active Recovery - Stretching

**WEDNESDAY** - DAY OFF – Rest & Recovery!

**THURSDAY** – 5 Sets X 20 Press Ups + High Intensity Football Pitch Sprints or Treadmill Sprints. Active Walking Recovery Back To Start Line or 1 Min Rest If Running On Treadmill! X5 Sets = 5 Pitch Sprints @ 80% -100% Intensity + 100+ Press Ups In Total

On The Last Set Of 20 Press Ups I Will Work To Maximum... Meaning When I've Hit 20 Press Ups I Will Continue To Failure Where I Can't Even Lift My Body Up!

Pull Ups – 5-10 REPS X 5 SETS!

**FRIDAY** – Gym Weights Training (*On The Last Set of Each Exercise I Work Till Failure*)

Bicep Curls – 12 Reps x 3 Sets.

Shoulder Press - 12 Reps x 3 Sets.

Bench Press - 12 Reps x 3 Sets.

Triceps Dips - 12 Reps x 3 Sets.

Active Recovery – Stretching + Ice Bath / or Swimming to relax.

**SATURDAY & SUNDAY** - DAY OFF – Rest & Recovery!

As you can see this is fairly intense, if you have not done much training previously!

It should only take you around 30 minutes or less each day to complete.

If you've not done much previous exercise, **PLEASE DO NOT TRY THIS @ 80% - 100% INTENSITY!**

Start with a much lower intensity level like a walk or light jog instead of sprints and build yourself up overtime.

For example, if you can only do 5 press ups. Start with 5 and increase the reps over time.

Everyone is different and you should build your own program using my program as a "guideline" to suit your fitness regime.

**Training the body creates a strong mind** and will give a surplus of energy throughout the day to transmute into focus for scaling your business.

It also makes you **feel great** after and **builds mental toughness** and **discipline** which are crucial when running an online business!

### **18 Benefits of Fitness Training For Health, Well-being & Business Success!**

- 1) Improved Body Physique Over Time Which Builds Confidence!
- 2) Helps With Weight Management!
- 3) Builds Discipline & Mental Toughness!
- 4) Builds Consistency, Will Power & Self-Management!
- 5) Builds Long-Term Sequential Thinking!

- 6) Increase Blood Flow To Your Brain & Around Your Body So You Can Think Clearly & Creatively!
- 7) Stronger Bones & Joints!
- 8) Better Flexibility!
- 9) Lowers Blood Pressure & Improves Heart Health!
- 10) Improves REM Sleep Quality!
- 11) Reduced Feelings of Anxiety, Stress & Depression! *(Did you know when you do consistent fitness training via running / weights it releases endorphins, dopamine, serotonin & norepinephrine which improves mental health, focus and energy levels.*
- 12) Strengthens Cells That Make Up Your Body & Brain!
- 13) Reduces The Aging Process!
- 14) Increase Your Vibrational Energy Within Your Electromagnetic Torsion Field!
- 15) Increases Overall Energy Throughout The Day!
- 16) Improves Clarity & Focus When Working On Your Business
- 17) Improves Memory & Brain Function!



## **18) Makes You Feel Great! 😊**

### **The Mind-set Needed For Fitness Training Is The Same Mind-set You Need To Succeed In Business!**

This is something we will talk more about during phase #3 (*Long-Term Sequential Thinking*) which is the complete opposite of how most people think on planet earth as they suffer from instant gratification thinking!

Here's how most people think about fitness which also overlaps into business because...

**“How You Do ONE THING Is How You Do Everything!”**

The majority of people set a new year's resolution and start going to the gym at the start of January!

They get super hyped up and excited. When they don't see any results after going to the gym for 1-3 months they quit!

This is how most people also think about business.

When they don't see results within 30 -90 days they quit. If this is you right now you have ZERO CHANCE of succeeding unless you change your mindset to...

### **LONG-TERM SEQUENTIAL THINKING!**

Long term sequential thinking using the 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> order methodology enables you to stay in the game long enough to build **MOMENTUM!**

And when momentum is built it acts as a catalyst for future growth because the compound effect is working on the positive side of the spectrum within the quantum field!

The **MINIMUM** requirement for momentum to build is 90 days for both business and fitness!

If you decide to apply the fitness plan alongside running your online business, please have the mindset that there won't be an insane body transformation within the next 90 days or even 6-12 months.

However, if you stay consistent with exercising and eating healthy the results and transformation will be transformational after 12-18 months!

This is exactly what Darren Hardy teaches inside the book, titled... The **COMPOUND EFFECT!** If you've not read the book, I highly advise you grab a copy off Amazon.

By the end of this module... my goal is to change how you **SEE** the world through your lens of **PERCEPTION** and how you view yourself at the **IDENTITY LEVEL!**

For you to get the results that you desire you need to shift your identity by becoming the person that has the correct skill sets, beliefs, characteristics, habits, behaviours and attitude of a multi-millionaire.

As I'm sure you are aware... entrepreneurship is a never-ending journey of self-improvement & downloading specialised knowledge into your brain from experts on a daily basis by going through courses, coaching programs, masterminds, live events, watching videos and reading! But nothing happens without **ACTION!**

Long term sequential thinking takes the compound effect to the next level.

It's getting you to think 5,10+ years into the future!

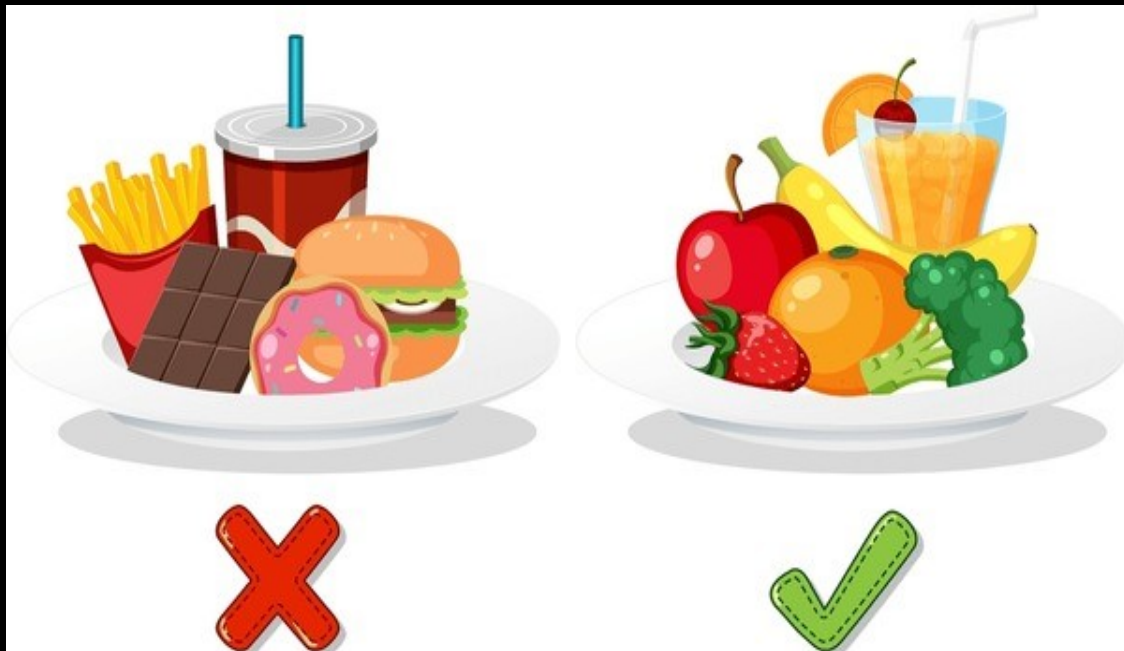
Although life will be very different in 10 - 30 years with the rising rate of AI & technology, you can still project out and imagine the person **YOU** want to become and the kind of impact your business will have on others to help them!

**THINK LONG-TERM WITH YOUR FITNESS AND DON'T QUIT**

**THNK LONG-TERM WITH YOUR BUSIENSS AND DON'T QUIT.**

You will thank me in 10+ years! 😊

## ENERGY TOOL #5 - Healthy Diet!



Okay, the next energy booster is...

**Eating a Healthy Diet To Fuel Entrepreneurial Success: A Guide to Energizing Your Day With Quality Nutrition!**

For entrepreneurs like you and I, maintaining high energy levels and optimal focus is essential in navigating the challenges of a dynamic workday. A crucial factor influencing energy, focus and therefore productivity, profits and results is the food we consume.

As the famous saying goes... "YOU ARE WHAT YOU EAT"

To build on that quote... I like to use this...

*"YOU ARE WHAT YOU EAT & YOU BECOME THE INFORMATION YOU CONSUME INTO YOUR MIND DAILY!"*

The brain and body are just as important as each other...

**YOU = The Intelligent Mind, Body & Soul Complex! 😊**

Let's explore the unorthodox principles of healthy eating tailored to support entrepreneurs in maximizing energy and concentration for maximum output.

**The Power of Nutrient-Rich Foods:**

### **A) Start With a Balanced Breakfast After Your Early Morning Intermittent Fasting Period:**

As I previously mentioned I wake up at 4am - 5am... I get my most focused work done before 9am -10am! From 4am – 10am / 11am I eat nothing. All I have... is some coffee with honey to spike glucose levels which increases focus!

At around 11am I'll then kickstart the rest of my day with a well-rounded breakfast and then I will do my fitness / gym session!

My breakfast incorporates whole grains like cereal, brown bread, lean proteins, and fruits to provide sustained energy and mental clarity for the rest of day.

### **B) Lean Proteins For Sustained Muscle Growth, Repair & Energy For Lunch / Dinner:**

Here I'll include lean protein sources such as red meat, chicken, ground beef, fish and eggs into my meals. Proteins are the main source of muscle repair and also help maintain energy levels throughout the day.

### **C) Limited Complex Carbohydrates For Brain Function:**

I try to not eat too many carbohydrates until my evening meal as they take a long time to digest. However, if you're going to eat carbs opt for complex carbohydrates like whole grains & sweet potatoes.

These release glucose slowly, providing a steady supply of energy for prolonged concentration.

### **Snack Smartly For Productivity Throughout The Day After Your Intermittent Fasting Session If You Decided To Do It:**

#### **A) Nuts and Seeds:**

Snack on nuts and seeds rich in omega-3 fatty acids. These healthy fats support brain function and help combat fatigue.

#### **B) Fruits and Vegetables:**

Fresh fruits and vegetables are excellent choices for snacks. They provide essential vitamins and minerals, promoting overall health and sustaining energy.

#### **C) Protein Shakes, Protein Bars & Energy Bars:**

Throughout the day I will also eat a protein bar, energy bar and have a protein shake after my fitness workout.

If you are looking to build muscle it's important to have protein directly after your finishing your gym workout so your muscles can begin the rebuilding / recovery process.

If your goal is to lose weight, wait at least 1 hour before eating after your workout and be sure to limit carbs!

Did you know you have to burn through your carbohydrate stores before depleting your fat stores. If you stock up on too many carbs and you do a workout, you just burn the carbs off and not the fat.

#### D) **Hydration For Cognitive Performance:**

Stay well-hydrated throughout the day. Dehydration can impair cognitive function, affecting focus and decision-making.

We will talk more about water hydration in the next section of this training.

#### **Strategic Meal Timing:**

**A) 3 Meals / Day or Regular Small Meals Throughout The Day:** Instead of large, infrequent meals, consider smaller, regular meals. This approach helps maintain consistent energy levels without the energy crashes associated with large meals.

I personally eat 3 meals per day as I feel it interferes with work if I'm constantly eating throughout the day.

- Breakfast = 10 / 11am
- Lunch = 1pm
- Dinner = 6pm

**B) Mindful Eating:** Practice mindful eating to fully appreciate and savour your meals and properly chew your food. This not only enhances the dining experience but also aids digestion and nutrient absorption.

#### **Limit Energy-Zapping Foods:**

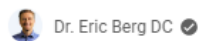
**A) Reduce Refined Sugar:** Minimize consumption of refined sugars and sugary snacks. While they may provide a quick energy boost, it's often followed by a crash, impacting energy, focus and productivity.

If you want to learn more about sugar and why it's literally **POISON** going into your body and effecting your brain if you overindulge in it here are 2 videos! The first video is from Dr Eric Berg DC (video duration =13.55 mins)



You May Never Eat SUGAR Again after Watching This

3.6M views · 1 year ago



Learn more about the damaging effects of sugar on your red blood cells. 0:00 Introduction: The effects of sugar on the...

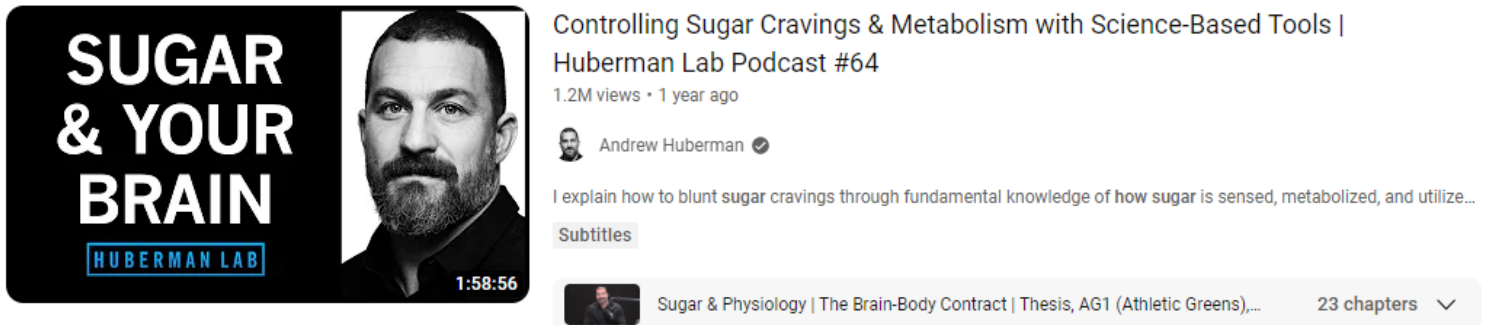


Introduction: The effects of sugar on the body

5 chapters ▾

[You May Never Eat SUGAR Again after Watching This - YouTube](#)

The other video is longer from Andrew Huberman who's a PhD professor & neuroscientist.  
(video duration = 1h and 58 min)



### [Controlling Sugar Cravings & Metabolism with Science-Based Tools | Huberman Lab Podcast #64 - YouTube](#)

**IMPORTANT PRO TIP** - That's not to say you can't enjoy yourself and have a desert or chocolate now and then.

But start to become very aware of your sugar intake and understand if you're having too much of it... it's probably effecting your energy and focus levels during the day which over a longer time horizon effects your weight management, & results in business due to lack of focus!

The little things that seem miniscule within the 3<sup>rd</sup> dimension of reality that the majority of the world's population operate in have a huge IMPACT on your results in business and life over an 18+ month time frame.

Then they have 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> etc... order consequences tied to each micro & macro choice, decision & action!

And when you think in terms of long-term sequential thinking and project 10+ years out you **BECOME VERY AWARE** of each choice, decision & action you make & take!

Because when you think like this you UNDERSTAND every choice, decision and action **EFFECTS THE FUTURE** and the future version of YOU!

From the projected self of 10+ years in the future!

You can consciously do this by asking the following question...

*Would The BEST VERSION of Myself Make This Choice, Decision or Action In The PRESENT MOMENT Right Now?*

It's a truly powerful way to think and in the next phase of this module, we are going to dive deep into how to properly apply this into your business and your life! Are you excited?

Cool... next up is something not so exciting 😊

**B) Moderating Caffeine Intake:** While caffeine can enhance alertness, excessive intake may lead to jitteriness and disrupt sleep patterns.

Consuming caffeine strategically and staying mindful of your tolerance is key. 2 cups per day before 2pm is what I personally aim for!

Now, entrepreneurs fuelled by a nutrient-rich diet, can optimize their cognitive performance and sustain high energy levels throughout the day.

This in essence can be transmuted into high focused work.

Very much to the level of a productive focused robot! LOL 😊

By incorporating a variety of wholesome foods, staying hydrated, and being mindful of meal timing, YOU as an entrepreneur can enhance your overall well-being and set the stage for success your business ventures as well as live healthy life of longevity.

However, preparing food takes time! And

## **TIME = MONEY!**

After you get past \$10,000 per month consistently **HIRE A CHEF!**

It will save you so much time and improve your mental clarity because you'll have more time to think and take action on the things that move the needle in terms of your business!

If you can't afford a chef right now there are some great meal delivery services that will deliver healthy meals to your door. Go to google and type in...

*"Healthy Meals Delivered To Your Door In [Enter Your Location]"*

I don't know 1 person who's scaled to over \$500k - \$1M per month that still cooks their own food! Your time is money and time wasted on menial low dollar activities like making your own breakfast, lunch and dinner is time wasted!

Become aware of this from this point onwards!

Okay, great work! Moving onto...

## **ENERGY TOOL #6 - Optimizing (H<sub>2</sub>O) Water Hydration – The Science of Water & Electromagnetic Energy!**



During step 6 we will talk about staying **Hydrated:**

### **The Symbiosis of Water + Gratitude & How Thought Vibrational Energy Within The 3<sup>rd</sup> Dimensional Reality Effects Water Crystallization!**

This is where things get a bit deeper but follow along... as what I am about to share with you is backed up by real scientific research and testing data!

Before we go through this together, you must understand your body is made up of 70% H<sub>2</sub>O (Water)

In the pursuit of holistic fitness, health and optimal performance based off my 18+ years pro football career and a further 7+ years of optimization of performance in terms of business... the combination of proper hydration and a mindset of gratitude can create a powerful synergy.

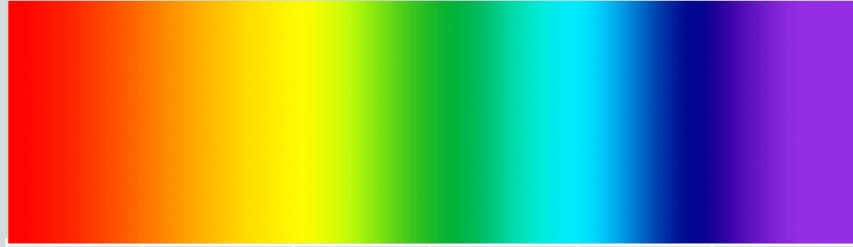
There are many other thought vibrations that effect water and your own **electromagnetic torsion field both positive and negative, which cannot be seen by the naked eye.**

Because we as humans can only see 1% of the spectrum of light, the other 99% of light we cannot see. This is why you cannot see the Wi-Fi signal flowing from your modem, but you know it's there!

Here's a graphic below explaining the...

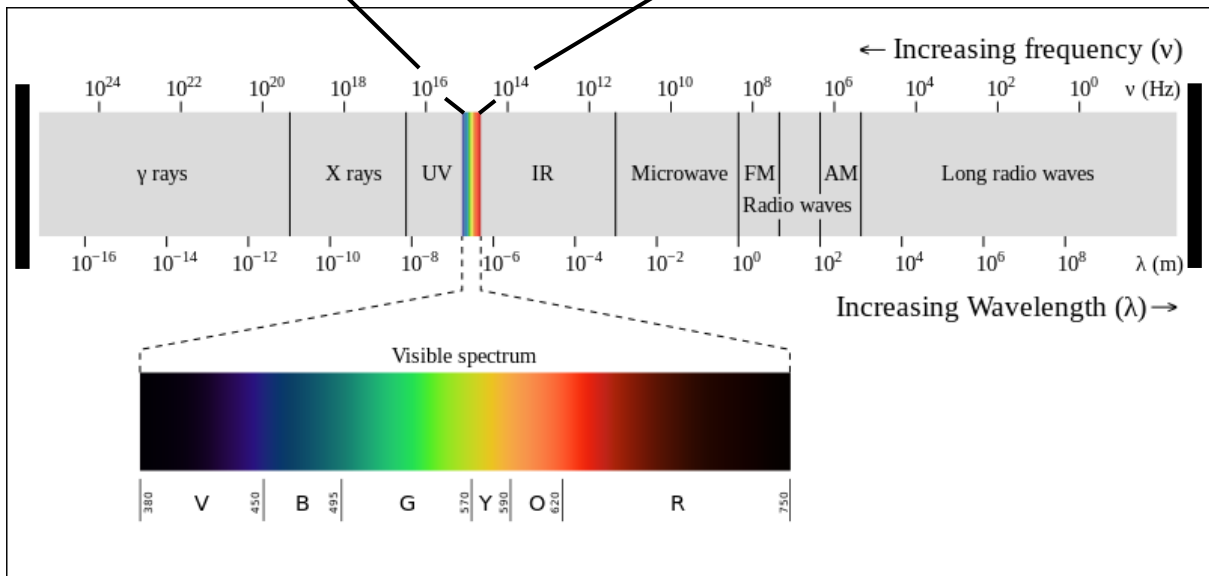
# The Visible Light Spectrum

The visible light spectrum is the section of the electromagnetic radiation spectrum that is visible to the human eye.



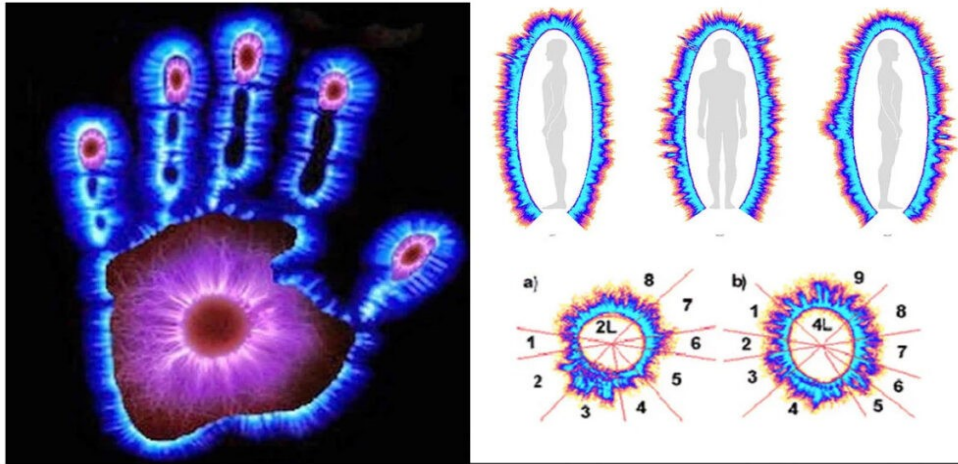
740-625      625-590      590-565      565-520      520-500      500-435      435-380

Wavelength (nanometers)

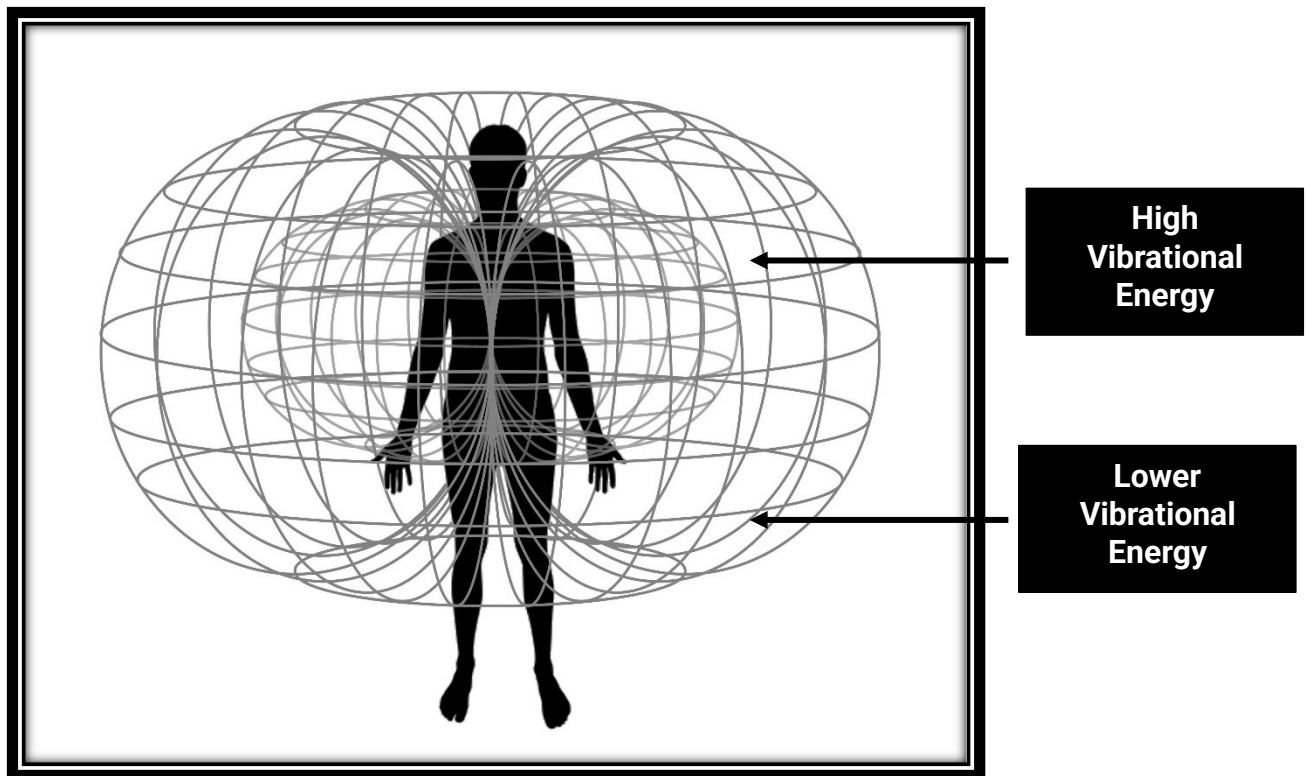


There has been technology created to picture the electromagnetic energy which surrounds your body known as **Kirlian photography** or **electrography**.

Here's an actual image of someone's hand using Kirlian photography / electrography technology...



And here's a diagram of the electromagnetic torsion field.



The human body generates an electromagnetic field resulting from the electrical activity within its nervous, muscular, and cardiovascular systems.

The brain's neural firing, muscle contractions, and the rhythmic beating of the heart contribute to this field, which is measured in microteslas.

While widely used in medical diagnostics, such as electrocardiography, the body's **electromagnetic field** is a source of **conscious power** that can affect things. Research explores applications in biofeedback and mind-body practices.

Now, understanding the human body's electromagnetic field is an evolving area of study, with ongoing research investigating its characteristics and potential implications. However, you have around...

### **33 TRILLION CELLS** Each With Their Own Electrical Charge On A Minuscule Scale!

Cells in the human body maintain an electric charge primarily due to the movement of ions across their cell membranes!

The cell membrane is a selectively permeable barrier which allows specific ions to flow in and out, creating an electrochemical gradient.

And this movement of ions, particularly sodium ( $\text{Na}^+$ ), potassium ( $\text{K}^+$ ), calcium ( $\text{Ca}^{2+}$ ), and chloride ( $\text{Cl}^-$ ), is crucial for various cellular processes.

The separation of positive and negative charges across the membrane establishes a resting membrane potential, typically around -70 millivolts in a resting state.

And this electrical charge is essential for the transmission of signals in nerve cells, contraction of muscles, and the overall function of cells throughout your body.

The dynamic balance of ion movements maintains **cellular homeostasis** and enables the intricate electrochemical communication necessary for life-sustaining processes.

Pretty interesting, right?

So, in essence...



**You Are An Electromagnetic Conscious Being Full of**  
**ENERGY!**

Have you ever walked into a room & not spoke to a person but instantly get the vibe that the specific person is super positive?

This is their electromagnetic field connecting with yours based off **FEELING / INTUITION!**

It's their energy connecting with your energy which creates a feedback loop that causes a **POSITIVE FEELING** in your body! The feeling you receive then creates a **THOUGHT** in the form of...

*"Oh Wow, That Person Seems Positive, Lets Go Chat To Them!"*

And on the other hand, have you experienced the inversion of this with a negative person?

You get the vibe that this person is not good, has a bad vibe or seems off?

This then creates a feedback loop that causes a **NEGATIVE FEELING** in your body! The feeling you receive then creates a **THOUGHT** in the form of...

*"Oh, Stay Away From This Person, Something Is Not Right!"*

What I am trying to explain here... is that **EVERYTHING IS ENERGY & YOU ARE A POWERFUL ELECTROMAGNETIC ENERGY BEING**, that can & does effect things, so you can have a belief shift and understand you do have control over the outcomes / results in your life!

You can use this energy for both POSITIVE or NEGATIVE due to the universal law of FREE WILL. Hopefully by going through this training program you will use it for the positive to make the world a better place!

Just imagine every person on planet earth was educated around what I am teaching you inside this module!?

There would be no wars, no government control and a lot more **PEACE & ABUNDANCE** on planet earth... with everyone helping each other instead of some trying to drag each other down via negative actions & judgement!

Over a 30–90-day period if you follow the energy INPUTS I am sharing with you... you can literally shift your electromagnetic energy field to a **POSITIVE POWER HOUSE ENTREPRENEUR** which has the potential to help you create... improved **RESULTS**.

**The Key Is To**  
**Consciously Stay In The High Vibrational Energy States**  
**Regardless of Your Current External Reality &**  
**Current Lack of Results!**

Here's a list of things that effect your **electromagnetic torsion field**:

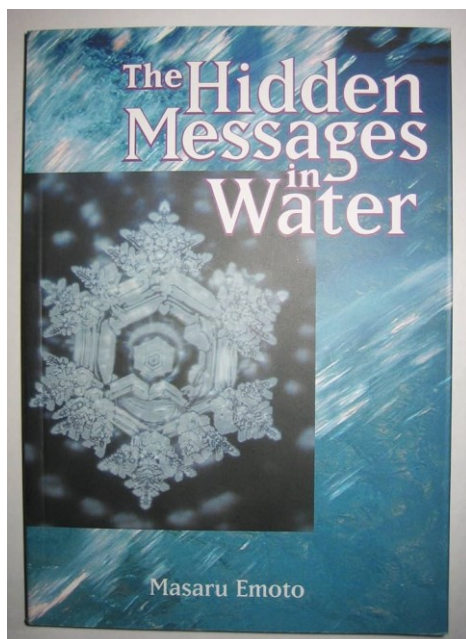
- 1) **Thoughts**
- 2) **Emotions**
- 3) **Food, Water & Chemical Intake**
- 4) **Other People**
- 5) **Environment**

Things that your electromagnetic field effects which acts as a feedback loop...

- 1) **Your Recuring Thoughts**
- 2) **Your Recuring Emotions**
- 3) **Your Vibrational Level** (*Negative / Positive On A Spectrum*)
- 4) **Your Environment**
- 5) **Other People**
- 6) **Water**

Water being something that we will talk about now...

A book written by Masaru Emoto called the **Hidden Messages In Water** goes more into detail about this in terms of how consciousness / thought effects water.



So, what is **Masaru Emoto's** water experiment?

His water crystal experiments consisted of exposing water in glasses to various words, pictures, or music, then freezing it and examining the ice crystals' aesthetic properties with microscopic photography.

Let's first take a look at the crystallisation effects by comparing the difference between the negative and positive thought vibrations based on a spectrum.

POSITIVE THOUGHT VIBRATION	NEGATIVE THOUGHT VIBRATION
GRATITUDE	ANGER
LOVE	HATE
ABUNDANCE	SCARCITY
HAPPINESS	SADNESS
I FEEL GREAT / POSITIVE	I FEEL DOWN / NEGATIVE
I AM A WINNER	I AM A LOSER
I BELIEVE IN MYSELF	I DON'T BELIEVE I CAN DO THIS
PEACE	CONFLICT
WISDOM	FOOLISHNESS
TRUTH	LIES
COMPASSION / EMPATHY	SELFISHNESS / APATHY
BLISSFULNESS	DEPRESSION
ESTATICNESS	MISERABLE
APPRECIATION	NOT THANKFUL
CARE	DISREGARD

Here's the experiment results that shows how different thought vibrations that produce emotions effect the crystallisation in water.

See the difference in the perfection of the positive water crystal molecules compared to the negative.





Pretty mind blowing right?

Remember your body is made up of **70% water**, and your conscious thought not only effects the vibration of your cells but also the crystallization of the water within you!

Now let's delve into the interconnected benefits of staying well-hydrated and cultivating positive thought vibrations of **gratitude, love, abundance** and **positivity** for a balanced and harmonious life.

### **Nourishing The Body With The Best Hydration:**

Adequate hydration is crucial for your bodily functions, including digestion, circulation, and temperature regulation.

Hydration is also directly linked to physical and mental performance.

Maintaining a proper fluid balance enhances cognitive function, focus, and overall productivity.

The majority of tap water however... has high amounts of fluoride, this deactivates the **pineal gland** which is a small pinecone glad in the middle of your brain.

Here's a video about the pineal gland, which explains HOW to **ACTIVATE IT.**



"There's NO Going Back" | INSTANT THIRD EYE ACTIVATION

3.9M views • 2 years ago

Video Advice

"The Ancients Knew How To Activate The Third Eye (The Pineal Gland)" Many t...

0:08 ... here the pituitary and somewhere here you have the pineal glands th...

I Highly Advise You To Watch This 23 Minute Video As It Explains The Process That Happens With The **CFS (Cerebral Spinal Fluid)** + The **Pineal Gland** When You Do Meditation & DMT Breathwork Which Is The Energy Tool We Will Talk About In The Next Section of This Module!

Click The Link Below To Learn More About The Pineal Gland & How To Activate It.

> [CONFIRMED STUDY: This Harvard Expert Shows How to Activate Your Pineal Gland](#)

Now hydration isn't just about **quantity**; it's also about **quality**. Aim to drink 3+ litres per day!

I highly advise you to start optimizing your water intake NOW!

Here's some powerful strategies you can apply to **optimize hydration**.

A) Buy the BEST bottled water that has **ZERO FLOURIDE** –

Evian Natural Mineral Water is the world's number #1 water because it has the highest PH levels and zero fluoride or aluminium which are dangerous to the body and brain.

This is one of the reasons amongst many... in terms of why we see a large majority of the world's population walking round like programmed zombies that cannot critically think for themselves!

B) Every morning mix **EVIAN NATRUAL MINERAL WATER** with chopped up **lemon slices**.

This improves the immune system as lemons have a high concentration of Vitamin C. It also helps change the body's PH level from acidic to alkaline.

Diseases like cancer & flu flourish in a high acidic body and remember you are made up of 70% of water.

When you do this consistently it will make you feel great, massively improve your immune system and give you more energy and focus for the day!

C) As you drink water in the morning and throughout the day during your work breaks.

## EXPRESS GRATITUDE!

It's one of the strongest thought + feeling vibrations that effects water and when you apply this, you'll start to attract more of what your thankful for over time.

You also set a positive tone for what lies ahead for the rest of the day when you express positive thoughts and gratitude in the morning!

Gratitude has been shown to reduce stress levels. As stress can impact hydration, practicing gratitude becomes a holistic approach to maintaining both mental and physical equilibrium.

D) If you want to optimize your water even more... **buy glass bottled water instead of plastic.** Many plastic bottles contain Bisphenol A (BPA) which has been linked to causing cancer!

Glass bottles are the safest because its chemical free and made from natural minerals!



As you can see hydration is key for optimal health, energy and focus. Expressing positive or negative thoughts & emotions effect water crystallization!

By recognizing the importance of water for the body and the transformative power of gratitude / thankfulness for the soul, you can embark on a journey toward holistic health, enhanced energy and focus & embrace the simple rituals of staying hydrated throughout the day.

These simple tweaks can have a profound impact on your overall vitality, electromagnetic field and your output in terms of results if you use them along with the other energy and focus tool's I am sharing with you. 😊

Awesome... moving onto...

### **ENERGY TOOL #7 - Meditation / DMT Breathwork!**

I hope you enjoyed that last step about your electromagnetic energy field, positive thought vibrations and optimizing your water intake.

The next energy force multiplier we will talk about is...

### **Harnessing The Power of Daily Meditation and DMT Breathwork For Entrepreneurs!**

In the fast-paced world of entrepreneurship, where demands are high and stress is inevitable, the practices of meditation and breathwork emerge as powerful tools for generating...

- A) Energy**
- B) Precision Directional Focus**
- C) Mental Resilience**
- D) Creativity**
- E) Mental Clarity &**
- F) Intuition.**

Let's explore together, what meditation & DMT breathwork actually is...the benefits these techniques offer to entrepreneurs striving for success, experiencing daily challenges...

... and then I will explain the 3 levels that I have personally went through since starting meditation and eventually moving onto breathwork over 6 years ago!

### **What Is Meditation?**

Meditation is a practice that involves training the mind to achieve a state of focused attention, relaxation, and heightened awareness.

It is often used for various purposes, including reducing stress, promoting emotional well-being, enhancing concentration, and creating a sense of **inner peace**.

Meditation techniques can vary widely, but they generally involve finding a quiet space, adopting a comfortable posture, and directing attention to a specific focal point, such as the breath, a mantra, or the sensations in the body.

The goal of meditation is to cultivate a calm and clear mental state by enabling mindfulness and an increased sense of **self-awareness**.

There are numerous meditation styles, including mindfulness meditation, transcendental meditation, and many others, each with its unique approach and benefits.



When you first start a daily meditation practice many thoughts will pop up into your mind.

The key is to either use a guided meditation to start with and then progress onto meditating in silence. Every thought that arises become aware of it then re-focus your attention back to your breath!

### **What Is DMT Breathwork?**

DMT breathwork, also known as Dynamic Meditation Technique or "Deep Meditation Technique," is a form of breathwork that aims to induce **altered states of consciousness** and inner exploration.

With the goal of releasing the most psychedelic chemical know to mankind in the form of DMT which is naturally produced by the human body!

It shares its name with the psychedelic compound DMT (*Dimethyltryptamine*) due to reported similarities in the subjective experiences.

DMT (*Dimethyltryptamine*) is a class A banned substance in many countries in the western world, however like I mentioned... it is naturally created in the human body and is the most powerful psychedelic known to man!

If you do DMT breathwork consistently this powerful chemical will become activated in the Pineal Gland of your brain. (*Which I have personally experienced*)

However, it's important to note that DMT breathwork does not involve the ingestion of the psychedelic substance.

In DMT breathwork, participants engage in controlled, rhythmic breathing patterns, often incorporating deep and rapid breaths. The goal is to increase oxygen intake, alter the carbon dioxide balance in the body, and potentially induce a trance-like or meditative state.

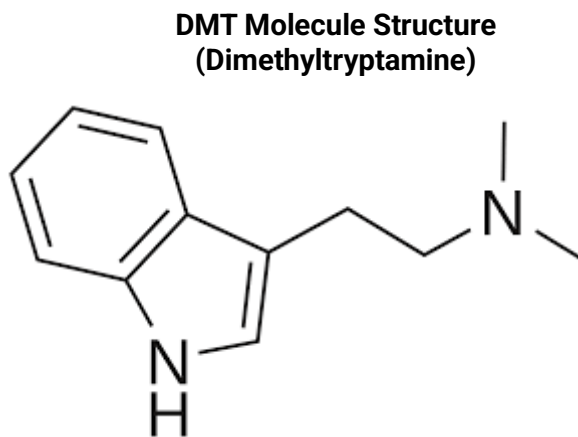
As a person that has been doing this for years, I've personally experienced heightened awareness, vivid imagery, emotional release, and a sense of expanded consciousness.

**WARNING! It's crucial to approach any form of breathwork with CAUTION!**

Especially those aiming to induce altered states, as individual responses can vary, and some people may experience intense or unexpected reactions.

If considering DMT breathwork or any similar practice, it's advisable to do so under the guidance of a trained and experienced facilitator in a safe and controlled environment.

Additionally, people with certain medical conditions should consult with healthcare professionals before engaging in intensive breathwork practices.



### Here's Even More Benefits of Meditation & DMT Breathwork!

- ✓ Enhances Creativity and Innovation!
- ✓ Improves Productivity Through Mindfulness!
- ✓ Helps You Become a Better Leader!
- ✓ Builds Emotional Intelligence!
- ✓ Helps Open & Activate The Pineal Gland For Immense Intuition & Visuals!
- ✓ Creates a Heightened Sense of Awareness!

### 3 Levels of Meditation & Breathwork I Personally Went Through During The Last 6 Years!

**LEVEL #1 - Beginner** – Start With The 6-Phase Meditation

(Duration 3 - 6 Months)

The 6-Phase Meditation by Vishan Lakhiani is a great place to start your daily meditation practice journey.

It's the best guided meditation I've found and It's super relaxing!

Vishan... the Founder of MindValley.com will guide you through the 6 following steps which have powerful effects within the quantum field!



- 1) **Connection!** (*To Yourself & Surroundings*)
- 2) **Gratitude!** (*3 Things You're Thankful For*)
- 3) **Forgiveness!** (*Letting Go of Trapped Negative Energy*)
- 4) **Visualization!** (*Imagine Your Best Self + a Positive Future*)
- 5) **Intention!** (*See Yourself Performing Daily Tasks To Help You Hit Your End-Goal*)
- 6) **The Blessing / Prayer!** (*Connect With a Higher Power & Bless Your Meditation*)

Here's a link you can access the 6-Phase Meditation for free on YouTube.

### [The 6 Phase Guided Meditation | Vishen Lakhiani - YouTube](#)

**LEVEL #2 - Intermediate** – Meditate In Silence For 15 - 20 Mins Each Morning While Focusing On Your Breath. Harnessing Your Energy & Focus!

(Duration 6 - 12+ Months)

After completing 3-6 months of guided meditation, I advise you to move onto 15 - 20 minutes of silent meditation each morning. Here you are focusing primarily on your breath.

Find a comfy position, you can sit on a chair or on the floor with your legs crossed and arms rested on your knees.

Set a timer for 15 - 20 minutes... start becoming aware of your surroundings and notice any sounds in your external reality!

Breathe deeply in through your nose and out through your mouth. Notice how the air flows through your nostrils and out through your mouth.

Thoughts will start to pop up into your mind...

It's your job during silent meditation to become aware of them... observe them and then RE-FOCUS your attention back to your breath.

By doing this meditation consistently you'll generate more energy for the day, and you'll become way more focused because you are training your brain to lock back into focus mode each time it wanders off when a random thought arises!



**LEVEL #3 - Advanced** – DMT Breathwork or 15 / 20 Mins Meditation In Silence! Tapping Into The **Superconscious Mind!**

(Duration – Completely Up To You)

After at least 12 months of silent meditation, you have the option to advance on to DMT breathwork or continue your 15 – 20 minutes of silent meditation.

There are 2 goals of your silent meditation.

**GOAL #1** - To train your focus & increase energy in the body.

**GOAL #2** - To get into a relaxed transcendental meditative state.

DMT breathwork allows you to achieve goal #1 & #2 much faster than silent meditation for 20 minutes.

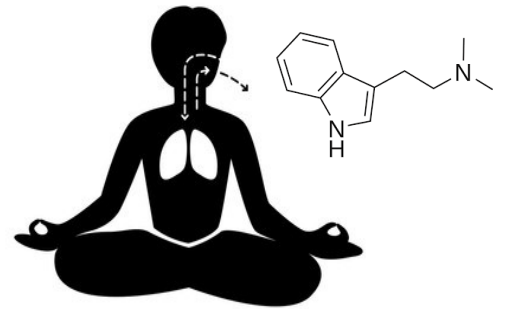
With enough practice you can access your **subconscious & superconscious mind!**

You are also going to feel the sheer power of your electromagnetic energy field. Your body may start to tingle. And past trauma may come to the surface if you haven't already dealt with this so just be aware!

After 3 - 5 rounds of intense DMT breathwork I tend to sit in silence for around 10 minutes and let the thoughts & intelligent ideas flow into my consciousness! At this point my whole body and face is tingling with energy and I'm super relaxed. It's a beautiful feeling. 😊

I'm also experiencing powerful visuals while my eyes are closed, however this took around 2 years of consistent breathwork before this started to occur.

Here is the first guided breathwork video from Wim Hof that I personally use. The first video session is 11 minutes and consists of 3 rounds!



## Guided Wim Hof Method Breathing



Wim Hof ✓  
3.01M subscribers

Subscribe

1M

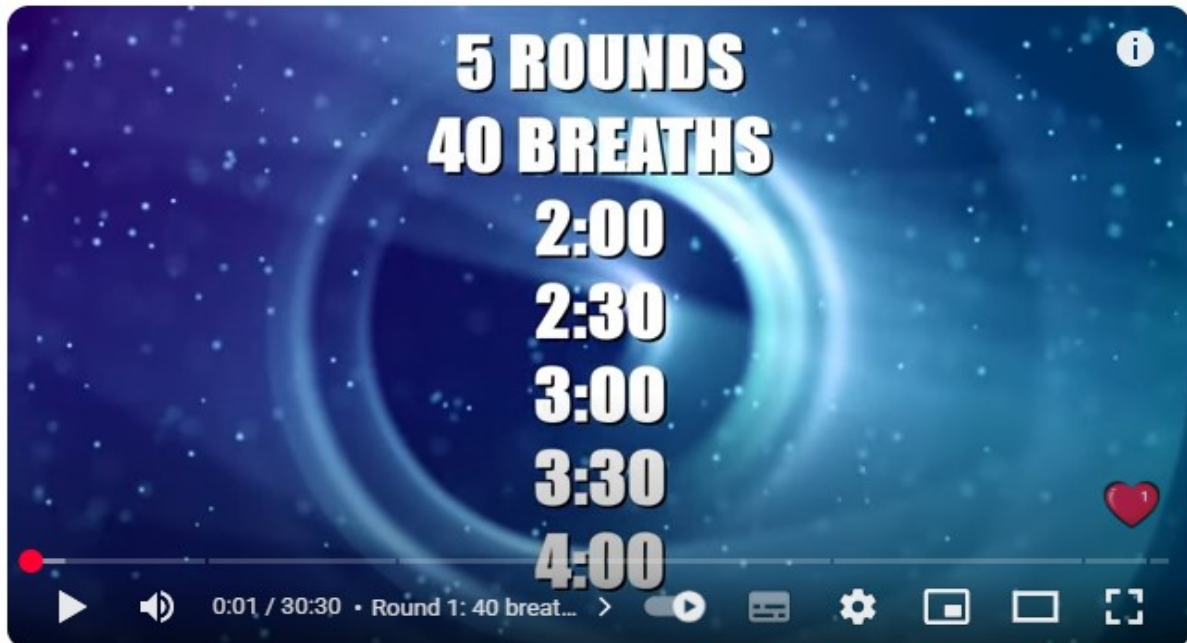


Share



>> [Guided Wim Hof Method Breathing – 3 Rounds](#) >>

The second video is if you're more advanced and have done breathwork before and consists of 5 rounds which takes 30 minutes!



**[Wim Hof] 5 rounds DEEP Inhale guided breathwork with Alpha Brain Waves**

[\[Wim Hof\] 5 rounds DEEP Inhale guided breathwork with Alpha Brain Waves >>](#)

And again, if you've never done this before I advise you to try it with a guided practitioner in the room with you! **If you have serious health condition's I advise you NOT to try this or consult with your doctor first!**

### **ENERGY TOOL #8 - Daily Sunlight Exposure**

The next energy booster we will quickly talk about is daily sunlight exposure!

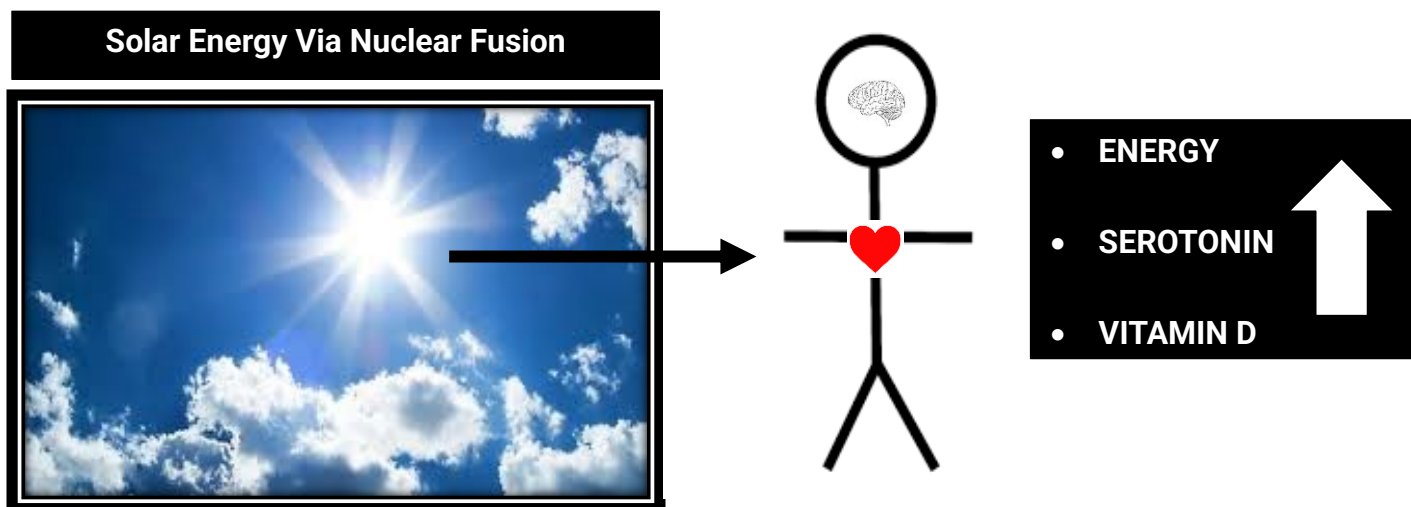
**WARNING!** If you have skin or health conditions ignore this section or again, consult with your doctor. Also be aware... not to stay in the sun for too long because it will damage your skin if you over do it.

Solar energy is created by nuclear fusion that takes place in the sun. Fusion occurs when protons of hydrogen atoms violently collide in the sun's core and fuse to create a helium atom.

This process, known as a PP (proton-proton) chain reaction, emits an enormous amount of energy. By getting out in the sun for 10-30 minutes per day you can increase energy in your body that can be transmuted into focused work to grow your business!

Your daily sunlight exposure could be done in conjunction with a brisk walk or relaxing during your coffee break in the garden.

Sunlight also helps boost a chemical in your brain called **serotonin** that can give you more energy and help keep you calm, positive, happy and focused.



Doctors sometimes treat seasonal affective disorder (SAD) and other types of depression linked to low levels of serotonin with natural or artificial light.

Another benefit of sunlight is its ability to boost the body's vitamin D supply; most cases of vitamin D deficiency are due to lack of outdoor sun exposure.

When people are exposed to sunlight or very bright artificial light in the morning, their nocturnal melatonin production occurs sooner, and they enter into sleep more easily at night.

Melatonin production also shows a seasonal variation relative to the availability of light, with the hormone produced for a longer period in the winter than in the summer.

### **ENERGY TOOL #9 - Optimizing Your Work Environment!**

The next thing I want to share with you is your working environment.

I wish I knew this when I first started online because I would have been way more productive and got faster results!

Your work environment is directly linked to your **energy, productivity, results & income.**

If you are working in a place with lots of distractions and somewhere that doesn't inspire you then you'll start feeling un-motivated to work. Over time this drains your energy instead of feeding it!

Most of you that are going through this training program are probably working from home... and while that can be a nice luxury it can also be a massive hinderance to your success if you do not set boundaries.

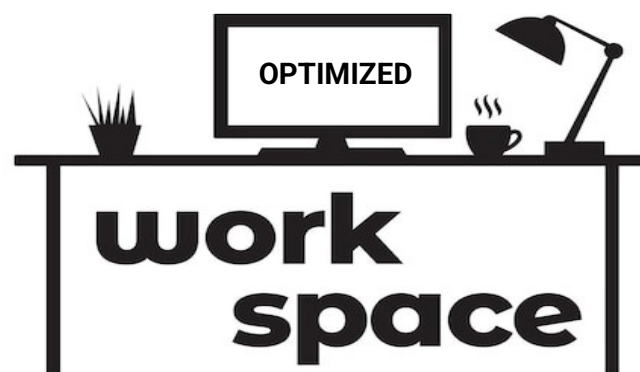
Especially if you have a family with kids. It's also crucial that you have a workspace you feel inspired to work in... that allows you to **take action at your maximum speed & be creative!**

### **Things You Need To Optimize Your Work Environment**

- A high-speed working Laptop, Mac, MacBook or PC!
- High speed internet connection!
- KPI strategy board! (*Key Performance Indicators*)
- Goal card! (*Long term and short-term goals written down so you can see them daily!*)
- Diary! (*digital or physical*) *So you know exactly what you need to work on daily!*
- Note pad & pen!
- Good natural lighting!

**Everything else should be put away and out of sight.**

Remove ALL things from your working / home environment that does not support behaviour to achieving your end-goal. This includes T.V, gaming consoles, unhealthy food, alcohol etc! And add all things that improve positive behaviour towards your GOAL!



Having a clear workspace that's optimized helps me to create the correct energy state where I feel motivated to work and **take massive action**. Apply the same into your business from the start and you'll 10X – 100X your energy & results.

The next step is optimizing your Laptop, Mac or PC desktop.

If you have 10+ different tabs open, you're logged into Facebook, Email, Instagram, YouTube, LinkedIn, TikTok, X / Twitter etc... with notifications popping up every 5 minutes...

... and 20+ folders, tabs and apps open on your desktop it kills your focus and completely drains your energy throughout the day.

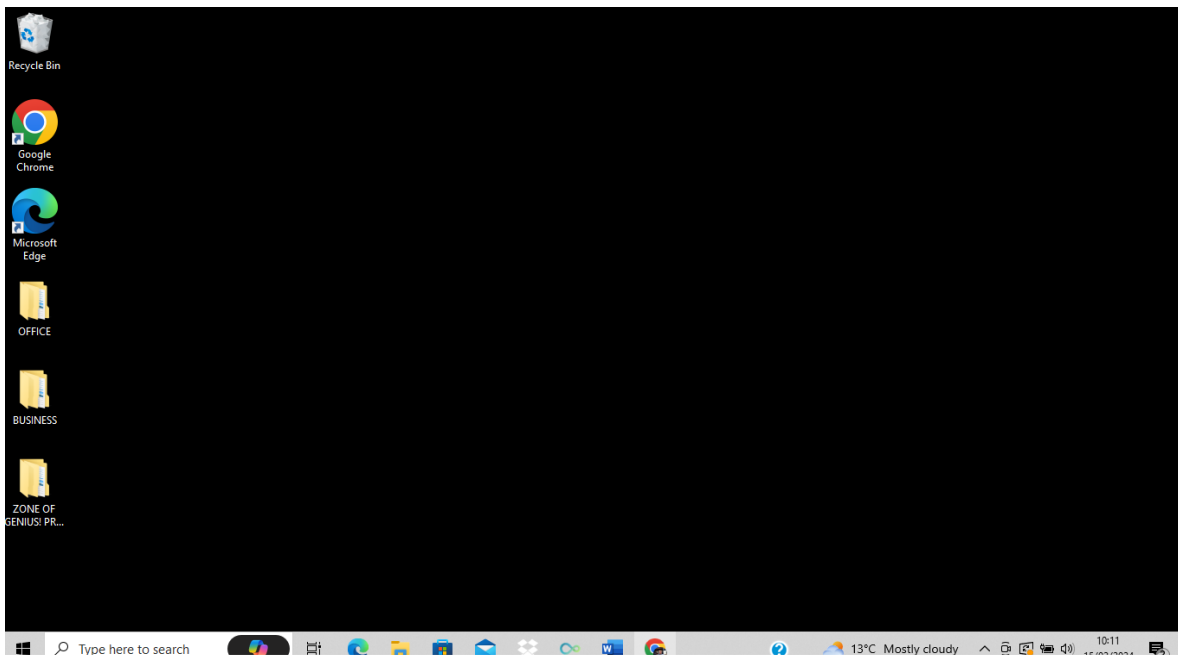
The Goal Here Is To Apply **Minimalism!**

**Minimalism Lifestyle Definition** = A lifestyle that is intentionally living with fewer possessions... focusing only on the ones you need. Living with less may be the right choice if you're feeling overwhelmed with clutter, if you're looking for fewer distractions.

## Less Distractions = More Results!

When I have a project to work on, I also put my phone on airplane mode or out of sight in my desk draw so it cannot distract me!

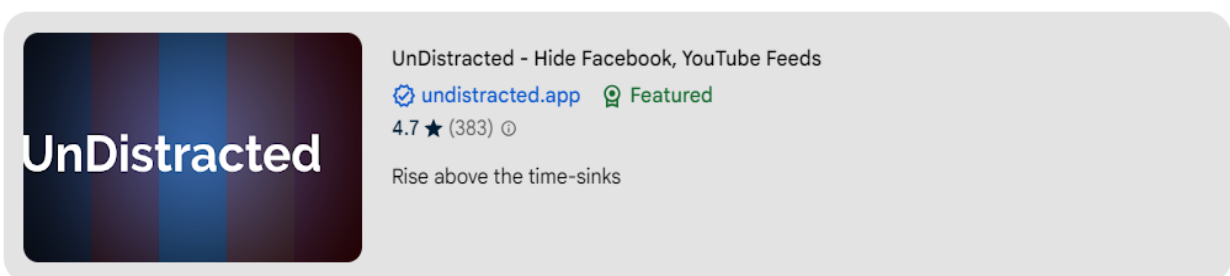
Here's a screenshot of my laptop desktop.



As you can see there are no distractions, I have 3 folders that relate to my business which are titled office, business and zone of genius.

Which means when I login I can fully focus on the task I need to get done and it doesn't sap my energy!

Another cool tool you can use to stop distractions when using the internet is a **Google Chrome Extension called UNDISTRACTED.**

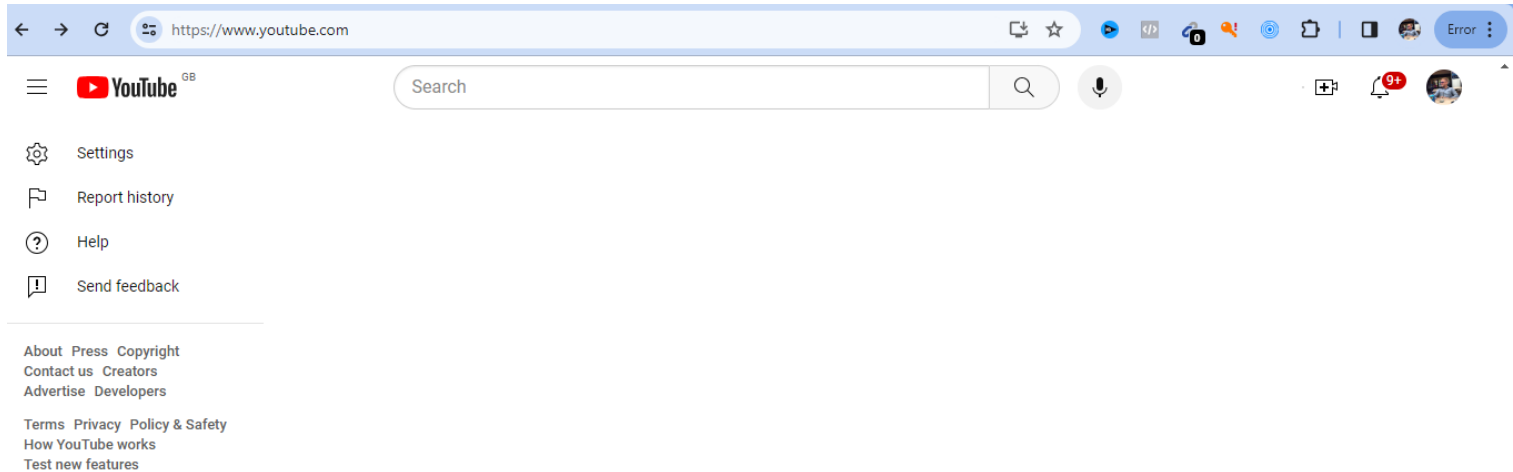


The image shows a Chrome extension card for 'UnDistractioned'. On the left is a dark blue and purple gradient icon with the text 'UnDistractioned' in white. To the right of the icon, the text reads: 'UnDistractioned - Hide Facebook, YouTube Feeds', followed by a checkmark icon, the URL 'undistracted.app', a 'Featured' badge, a 4.7 star rating with '(383)' reviews, and the tagline 'Rise above the time-sinks'.

This will allow you to hide your Facebook newsfeed and your YouTube Feed and other social media platforms... that are designed to take your energy and focus, by giving you a quick dopamine hit inside your brain...

...which programs instant gratification thinking instead of systems thinking & long-term sequential thinking!

Here's a screenshot of my YouTube newsfeed...



As you can see there are no video recommendations and no sidebar. I also do not get subjected to 1 min shorts videos or suggested videos after watching videos I have personally searched myself, which keeps you hooked on the website platform.

When I use YouTube, I use it as a tool that cannot distract me by **INTENTIONALLY** typing in a keyword search phrase that I need to learn about, instead of the YouTube's algorithm bombarding me with multiple videos that do not help me achieve my end-goal.

When you have an...

✓ **Optimized PHYSICAL Working Environment...**

... that **INSPIRES + MOTIVATES** you to work and an...

✓ **Optimized DIGITAL / DESKTOP Work Environment...**

...you are way more productive because you'll increase and save energy which can be transmuted into focused work towards achieving your end-goal!

## **ENERGY TOOL #10 - Optimizing Your Inner Circle - The 5 People You Most Associate With!**

Your success and personal growth are profoundly influenced by the company you keep.

Jim Rohn famously said...

## *"You Become The Average of The 5 People You Spend The Most Time With."*

This statement initiates the importance of developing your **INNER CIRCLE** wisely.

When I first started online over 7 years ago... I stumbled across the famous Jim Rohn quote above, and I came to the realisation that a lot of my friends were a massive hinderance to my success.

Many of my friends were focused on a 9-5 dead end job, watching TV, playing video games, heavily binge drinking and going out to nightclubs every weekend.

There's nothing wrong with the majority of these things but doing them too often creates problems and zaps your energy.

**The key is to have the right balance of work & pleasure.**

I also grew up in a low-income family on a council estate in the south of the UK... and realised some of my family members had a lot of scarcity around money and a limited mindset in terms of what can be achieved.

My friends and some family members would say things like...

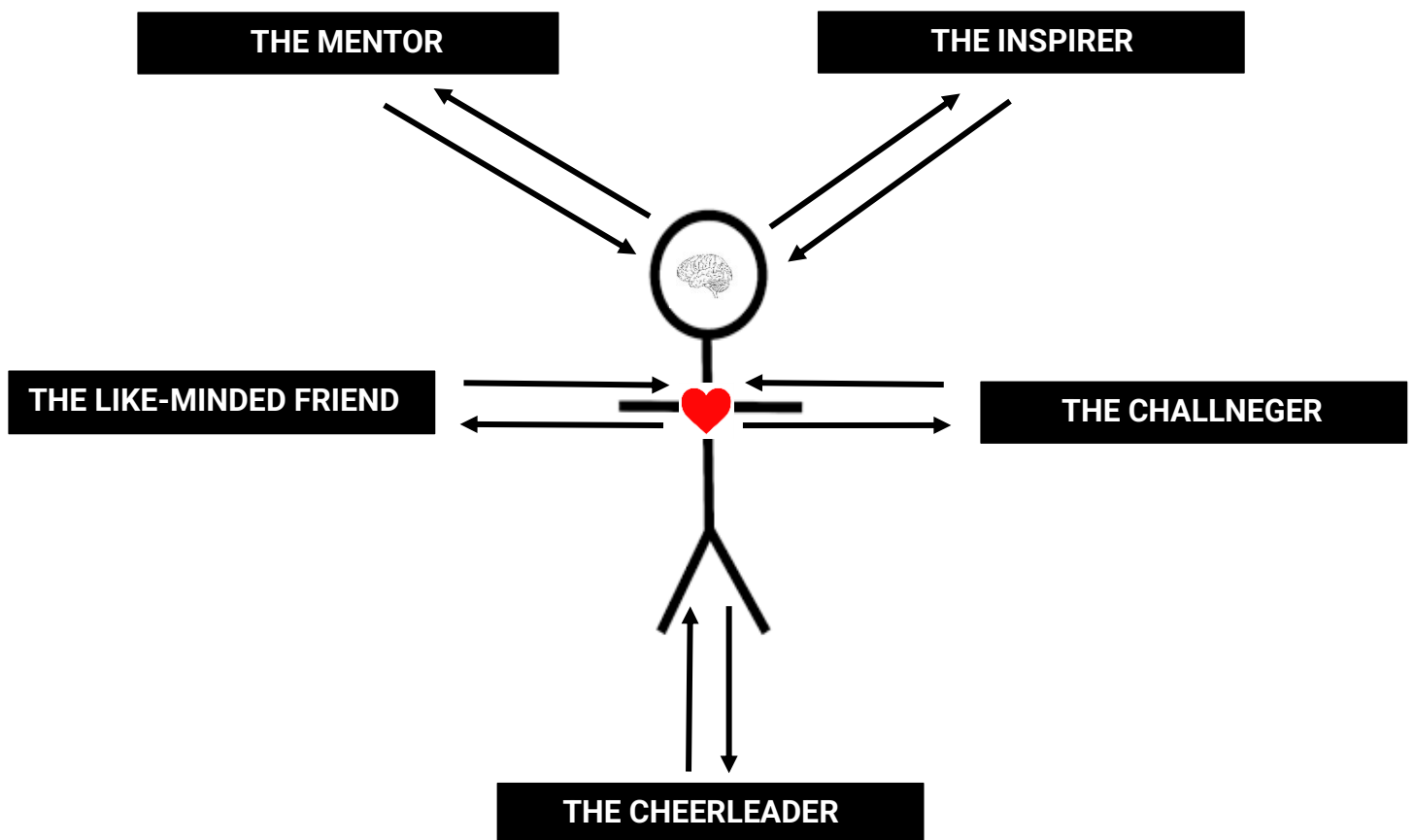
- *"You can't make money online!"*
- *"You're delusional!"*
- *"It's a scam!"*
- *"It's great you're trying to build a business online but make sure you have something to fall back on like a degree in case it doesn't work out for you!"*

When you look closely at those statements, they fall under 2 categories.

**Scarcity & judgments based off their own internal paradigm!**

This meant I had to do a complete audit of who I spent my time with and distance myself from certain individuals that did not align or support me with my end-goal!

Let's dive into the five types of individuals you should prioritize in your life to optimize your personal and professional development, which in essence will increase your energy & your results over time!



### A) The Mentor:

Having a mentor is like having a compass in the journey of life & business that you can ask questions to 1:1 or in a group setting is absolutely CRUCIAL to your success!

A mentor provides guidance, shares valuable experiences, and helps you navigate the challenges that will inevitably come when building an online business!

### B) The Inspirer:

Surround yourself with individual(s) within your network who inspire and motivate you. These people can be sources of positive energy, pushing you to overcome obstacles and pursue your dreams.

Whether it's a friend, a colleague, or even someone you admire from a distance online, being around those who radiate positivity can significantly impact your mindset, drive and results in business and life!

### C) The Challenger:

To grow, you need to step outside your comfort zone, and the challenger in your inner circle plays a crucial role in this process. This person is not afraid to question your decisions, provide constructive criticism, and challenge your perspectives.

Embrace this figure as a catalyst for personal and intellectual growth.

#### **D) The Cheerleader:**

In the face of setbacks and challenges, having a cheerleader by your side can make all the difference. This person is your unwavering support system, celebrating your victories and encouraging you during tough times.

Their positivity and belief in your abilities can boost your confidence and resilience. In a perfect scenario this would be your spouse, wife / husband!

#### **E) The Like-Minded Friend:**

Shared values and common goals are the foundation of strong relationships. Surrounding yourself with individuals who share your values, aspirations, similar beliefs and principles is key.

These like-minded friends can provide a sense of belonging, collaboration, and mutual support as you work together toward shared objectives.

**Optimizing the five people** you associate with requires thoughtful consideration and intentional choices.

By developing a diverse inner circle that includes mentors, inspirers, challengers, cheerleaders, and like-minded friends that have the **GROWTH MINDSET**, you can create a dynamic support system that propels you towards personal + professional success & results.

The people you surround yourself with 100% shape your subconscious mind, beliefs and actions.

By having the awareness around this important concept... allows you to be mindful so you can make key decisions, in relation to **WHO** you spend your time with and who you let into your inner circle!

Anyone that doesn't support you in achieving your end-goal should be distanced from... or completely cut out of your life.

People's subconscious actions, habits, behaviours & beliefs start to merge into your electromagnetic field over a period of 30 - 90+ days...

... which then starts to affect your own subconscious thoughts, feelings, habits and actions, so choose wisely and invest in 2-way relationships that foster growth, positivity & abundance that will allow you to...

**BECOME THE BEST VERSION OF YOURSELF!**

Hang Out With 5 Negative Broke People For Long Enough & It Will Radically Destroy Your Energy Levels & You'll Be The 6<sup>th</sup>!

Hang Out With 5 Positive Minded Millionaires For Long Enough & You'll Be Next!

We will now finish off this section of the training by re-capping the...

## **Conclusion - Tools To Increase Energy Inputs So You Can 10X Your Focus & Results In Business & Life!**

AWESOME 😊

We have now covered the 10 tools you can use (*when and if*) you need them throughout your day to increase ENERGY INPUTS, which will allow you to increase your FOCUS & RESULTS!



The **10 ENERGY TOOLS** are...

**ENERGY TOOL #1 - Define Your Meaningful End-Goal + Reason WHY!**

**ENERGY TOOL #2 - Track Your Sleep & Optimize Your Circadian Rhythm!**

**ENERGY TOOL #3 - Early Morning Intermittent Fasting!**

**ENERGY TOOL #4 - Fitness Training Using Pareto's 80/20 Principle & The Max Intensity Formula!**

**ENERGY TOOL #5 - Healthy Diet!**

**ENERGY TOOL #6 - Optimizing (H2O) Water Hydration – The Science of Water & Electromagnetic Energy!**

**ENERGY TOOL #7 - Meditation / DMT Breathwork!**

**ENERGY TOOL #8 - Daily Sunlight Exposure!**

**ENERGY TOOL #9 - Optimizing Your Work Environment!**

**ENERGY TOOL #10 - Optimizing Your Inner Circle - The 5 People You Most Associate With!**

I use these tools when /if I need them from Monday – Friday... and Saturday... I work but its more relaxed with Sunday being a day off to recover... ready for the next week ahead!

From this point onwards start implementing some of the tools that resonate with you into your daily routine. It will massively help you become more **energised, focused and productive!**



## ENERGY TOOLS



ENVIRONMENT



- 1) Define Your Meaningful End-Goal + Reason WHY!
- 2) Track Your Sleep & Optimize Your Circadian Rhythm!
- 3) Early Morning Intermittent Fasting!
- 4) Fitness Training Using Pareto's 80/20 Principle & The Max Intensity Formula!
- 5) Healthy Diet!
- 6) Optimizing (H2O) Water Hydration – The Science of Water & Electromagnetic Energy!
- 7) Meditation / DMT Breathwork!
- 8) Daily Sunlight Exposure!
- 9) Optimizing Your Work Environment!
- 10) Optimizing Your Inner Circle - The 5 People You Most Associate With!

As you test these energy tools out, you can see which ones work best for you and add them into your daily routine. This then acts as a **FEEDBACK LOOP** so you can optimize your energy **INPUTS** and by default increases your energy **OUTPUT** to become more productive & make better decisions!

**FANTASTIC WORK!** 😊 Next up during **PHASE #2 (Bio-Chemical Force Multipliers of Energy & Focus)** we will build upon what you have just learnt and talk about...



## STEP #3 – How To Optimize Your Directional Precision Focus Inputs So You Can Become An Unstoppable Force of Nature In Business!

### *Force Multiplier Tools For Increasing Focus!*

**Directional Precision Focus (DPF)** is a crucial element in achieving your goals and maximizing productivity.

By honing in on specific clear objectives, business owners, coaches, consultants, course creators, CEO's & agency owners can channel their **FOCUS** and resources more effectively.

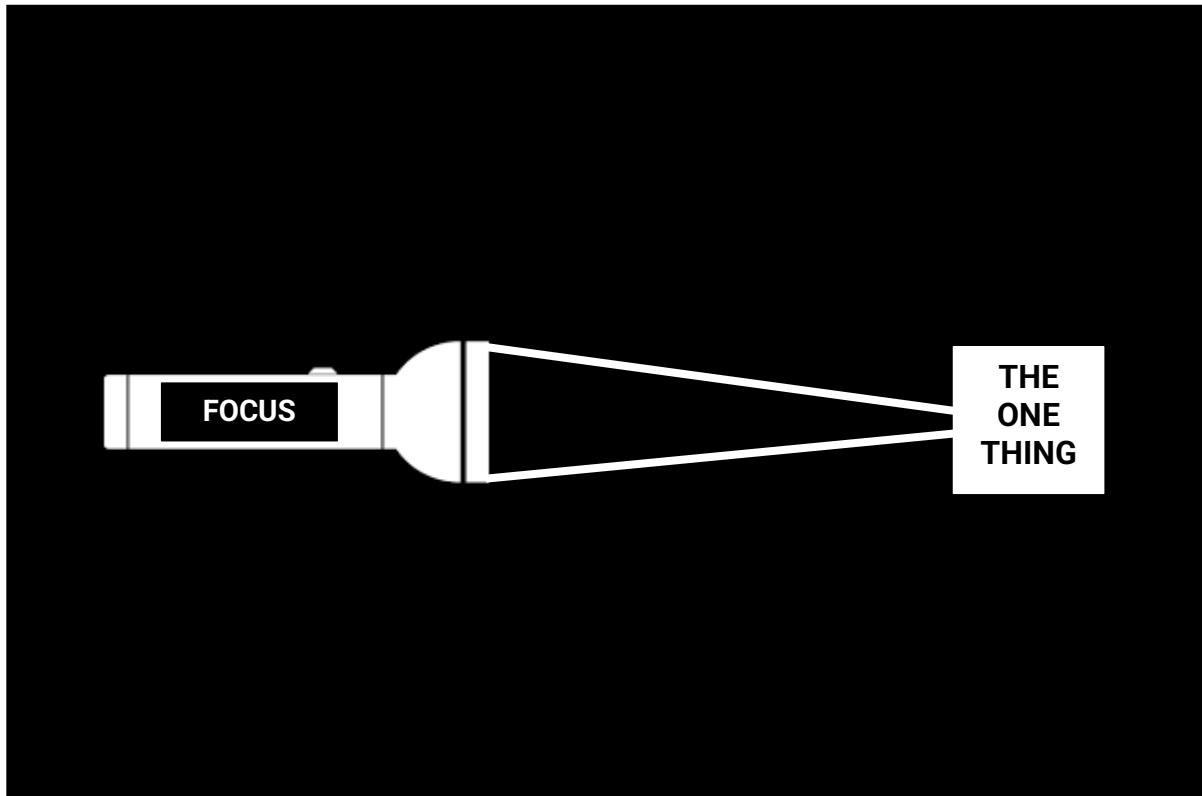
To optimize DPF, it's essential to clearly define priorities and set specific, measurable goals which we've already covered!

As a business owner you have to regularly review and refine the tasks that need to be completed to achieve the end-goal as circumstances evolve, ensuring alignment with your **VISION!**

Its super important to minimize distractions by establishing dedicated periods of concentrated work and implementing tools & techniques that enhance focus.

### Why Focus Is a Superpower!

From this point onwards I want you to imagine your focus as a **FLASHLIGHT** in a dark room!



The dark room is your business! There are a 101+ tasks you can decide to take action upon

Each day you must shine your flashlight (**FOCUS**) and lock in for an optimised duration of time... on the **ONE TASK** that will move the needle, and therefore your business forward until the specific task is finished!

As seen in the diagram above, the light focuses inwards not outwards like a traditional torch.

This is where you lock in on **THE ONE THING** to grow your business for that given day!

Some H.L.A (*High Leveraged Activity*) tasks take months to complete! For example, when I built my first course years ago that crossed 6 figures in profit it took me 9 months to complete until I was happy with it!

However, I sold the beta version of the course + coaching program, (*version #1*) before I created the full program which took 10 weeks.

I got clients in which created **CASH FLOW** and then built the next content module for the following week, while doing live coaching calls with clients to get feedback & product-market fit. When I sold the first client I had nothing to sell apart from the value of my own time / expertise.

This forced me to stay accountable and pushed me to do the work required because I didn't want to let the clients that had paid me down.

When you operate from this **FOCUS PARADIGM** it will allow you to concentrate on what you need to do, while working in your **ZONE OF GENIUS** by applying the...

## D-E-A-L METHOD!

Which stands for...

- **Delegate**
- **Eliminate**
- **Automate**
- **Leverage**

When you **delegate** tasks appropriately to specialised expert team members + use AI AGENTS, so they can focus on work that matches their strengths / skill sets it allows you to increase **FOCUS UNITS** on a mass scale by leveraging...

**O.P.T = Other Peoples TIME!**

**O.P.E = Other Peoples ENERGY!**

**O.P.F = Other People's FOCUS!**

This contributes to the collective success of your business and allows you to MANIFEST effortlessly.

*For example: 10 batteries all working together producing energy into a system is way more powerful than 1 battery operating alone!*

*(We will talk more about team building and delegation in the bonus modules of C.A.A as well as inside my BUSINESS SCALING MASTERY program)*

However, without your own focus optimized it's difficult to work in your zone of genius... scale and manage others!

**The Success of A Business Is Only As Good As The Business Owners Knowledge, Ability + Skill Level & It's Weakest Team Member!**

Without focus you can't choose the right tasks to work on, you can't take enough action to move the needle in terms of scaling profits, and you won't be able to hire A-Players to operate the business for you!

Which means your team will be average and you'll most likely end up getting average results!

Focus is key when applying the **D-E-A-L METHOD!**

When you **eliminate** tasks that are not important it saves you time, energy and money.

When you **automate** it allows you get way more done using software, technology and AI / Chat GPT it saves time and lowers costs!

When you apply **leverage**, you can **SCALE FAST!**

You need to regularly assess progress and adjust strategies when needed, maintaining adaptability while staying in the pursuit of your defined end-goal!

Everybody in your organisation must be rowing the boat in the correct direction and without focus, it's impossible to create consistent growth!

In essence, the ability to optimize directional precision focus empowers your business to navigate challenges purposefully and achieve sustained RESULTS!

2 key components you need to be aware of before I walk you through the focus tools are...

**MODULATION** = By Taking Action On Something That Can Influence Future Results!

*(Example: By going through the Client Acquisition Accelerator coaching program, you are modifying / influencing your brain to help you think and operate like a multi-millionaire business owner / CEO!)*

**MEDIATION** = The Intervention In The Process or Relationship Between 2 Things!

*(Example: By improving your ENERGY & FOCUS it effects the relationship between PRODUCTIVITY & RESULTS which increases PROFIT!)*

Some of these focus tools leverage **modulation** and others leverage **mediation**. However, the key thing to understand here is that...

## **FOCUS IS A SUPERPOWER ABILITY THAT CAN BE IMPROVED OVER TIME!**

Let's dive into the...

### **Tools For Increasing Focus Outputs**

**FOCUS TOOL #1** - Fast Track Focus Enhancer - The Power of 40Hz Binaural Beats!

**FOCUS TOOL #2** - Optimizing Your Ultradian Rhythm Cycle For Flow States - How Long Should You Focus?

**FOCUS TOOL #3** - The Sleep Nap > Focus Equilibrium!

**FOCUS TOOL #4** - Super Foods For Focus!

**FOCUS TOOL #5** - Focus Supplementation & Stimulants!

**FOCUS TOOL #6** - Cold Water Exposure - How Acute Stress Factors Can Improve Focus!

**FOCUS TOOL #7** - Subconscious Focus Programming Hypnosis!

## **FOCUS TOOL #8 - Visual Focus Enhancer Training - The Abstract Candle Flame Technique!**

## **FOCUS TOOL #9 - The Weird 2X Watch Focus Technique!**

Let's dive deeper into each tool together... beginning with...

## **FOCUS TOOL #1 - Fast Track Focus Enhancer - The Power of 40Hz Binaural Beats!**

One of the best focus tools I use when and if I need it is listening to 40Hz binaural beats.

Binaural beats at a frequency of 40Hz have benefits for improving focus and concentration.

The science behind this concept involves the brain's response to auditory stimuli.

When you listen to binaural beats, two slightly different frequencies are presented to each ear. The brain perceives a third tone, known as the binaural beat, which corresponds to the mathematical difference between the two presented frequencies.

In the case of 40Hz... it's associated with **GAMMA BRAIN WAVE STATES!**

Gamma brain waves are linked to cognitive functions such as attention, memory, and problem-solving.

The idea is that by exposing the brain to a frequency like 40Hz, you may synchronize or entrain your brainwaves to this frequency, potentially enhancing cognitive functions associated with it.

Here are the 2 ways I leverage binaural beats.

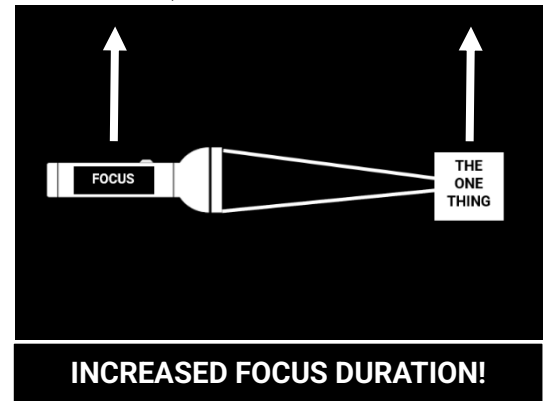
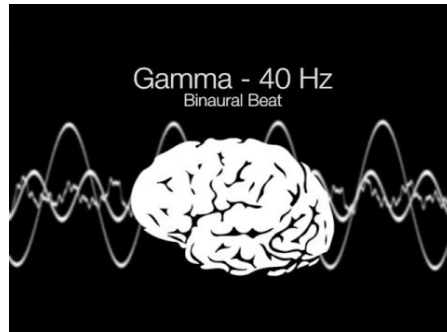
- A)** If I have a big project to complete during the day... I will do a **FAST TRACK FOCUS** warm up session by listening to binaural beats for 15 - 20+ minutes in the morning... either during my morning routine or when I start my first focused work session!
- B)** Let's say I've been working for 8-10 hours on a project with breaks every hour – 90 minutes. I will use binaural beats to help keep my focus to work for the extra 2-3 hours...

...if I need to, by listening to the BB frequency tape I'm gonna share with you in a moment with high quality headphones on.

I usually listen to it for around 20-30 minutes while working on the specific project... (*THE ONE THING!*) After the 20-30 minutes is up, I'll take my headphones off, and I can actually hear the continuation of the 40Hz binaural beats vibrations.

It's kinda strange but it gets me into a focused state of mind to continue working at a high level of focus for a longer duration towards the end of the working day!

For example, as I am writing this for you... its 18.12pm... I have just finished listening the 40Hz BB frequency tape. I started work at around 6am this morning and I will continue for another 1-2 hours in full focus mode!



## **FOCUS TOOL #2 - Optimizing Your Ultradian Rhythm Cycle For Flow States - How Long Should You Focus!?**

We've already covered your 24-hour **CIRCADIAN SLEEP CYCLE** (*Macro Variable*) for optimal performance that talked about how you need at least 7-8 hours of quality sleep each night for an increase in **ENERGY**, which by default increases your directional precision **FOCUS** throughout the day!

### **SLEEP IS THE NUMBER #1 MEDIATOR FOR FOCUS!**

Without the correct duration of sleep each night... focus deteriorates dramatically. There have been many scientific studies that have proven this.

If you don't believe me, sleep for 2 hours one night and try to focus for 10+ hours the next day! You're gonna really struggle to do it.

The next focus tool we will talk about is **Optimizing Your Ultradian Rhythm Cycle** (*Micro Variable*) for optimal automatic flow states so you can become way more productive throughout the day.

This will allow you to get into deep focus mode and work at speeds, creativity and precision that your competition just simply cannot compete with because the majority of them simply are not even aware of what I am teaching you inside this module!

**Ultradian Rhythm Cycle Definition = Many Times a Day.** Rhythms refers to the regular oscillating (*up-and-down*) wave patterns these cycles follow.

The primary purpose of ultradian rhythms is to manage the cycles of energy production, output, and recovery that occur in all humans!

**Automatic Flow State Definition** = Describes a mental state in which a person is completely focused on a single task or activity.

They are directing all of their attention toward the task, and they do not experience many thoughts about themselves or their performance, during this focused period.

Optimizing your ultradian rhythm cycle for optimal focused flow states involves understanding and working with your body's natural energy fluctuations.

Here are some strategies to help you align with your ultradian rhythm for entering the flow states of heightened focus:

### 9 Ways To Optimize Your Ultradian Rhythm Cycle For Optimal Focused Flow States:

- A) Identify Your Ultradian Rhythms!**
- B) Ultradian Focus Warm Up Session!**
- C) Work in 60 Min – 90 Min Sprints!**
- D) Take Regular 10 - 20 Min Breaks!**
- E) Practice Mindfulness and Relaxation!**
- F) Prioritize Deep Work!**
- G) Create a Consistent Daily Routine – Plan Tomorrows Action Steps The Night Before!**
- H) Leverage Natural Light!**
- I) Sunday Evening W.M.M Preparation Mode + Optimize Your Sleep Habits:**

Let's dive deeper into each component...

#### **A) Identify Your Ultradian Rhythms:**

Pay attention and gain AWARENESS around your energy levels and alertness throughout the day. Notice when you naturally experience peaks and dips in focus and productivity.

For example, In the first 5 hours of the day after I finish my morning routine at around 5am / 6am, I am super productive, my energy is high, and my focus is like a HAWK ready to catch its meal for the day.

I work at speeds that most people would think is insane. I am 100% locked in like a friggin full focused robot HAHA 😊... and I complete more work in those hours from 5am - 9am / 10am than most people get done all day!

If you apply this over a longer time horizon by being **CONSISTENT**...you become absolutely UNSTOPPABLE because of the COMPOUND EFFECT!



For example, while I am creating the Client Acquisition Accelerator program at this very moment. I am not thinking... everything is just flowing... it's as if the intelligence of God is typing the words through me and I am just the messenger by sharing them with you.

Everything is **EFFORTLESS & AUTOMATIC!**

By warming your focus up and tapping into altered states of consciousness through breath and uplifting music...you can enter into the AUTOMATIC FLOW STATE which is a level of focus that is so powerful it's as if you are in a different dimension during your focused work periods!

### **C) Work in 60 Min – 90 Min Sprints:**

Structure your work into focused time blocks or sprints, typically lasting around 60 - 90 minutes. This aligns with the natural ultradian rhythm cycle, allowing you to leverage periods of heightened focus for automatic flow states and productivity.

Focus also flickers in and out which requires metabolic energy during your 60 – 90 min work sprints. You must have AWARENESS around this and move back into full focus mode like a flashlight by catching yourself when you flicker out of full focus mode.

**Focus Tool #8 - Visual Focus Enhancer Training - The Abstract Candle Flame Technique & Focus Tool #9 - The Weird 2X Watch Focus Technique** will help you catch when focus breaks its cycle giving you more awareness to bring it back into full focus mode!

### **D) Take Regular 10 - 20 Min Deliberate De-Focused Breaks:**

Schedule short breaks using deliberate de-focused sessions between your work sprints allows your mind and body to recharge. This aligns with the natural ebb and flow of energy in the ultradian rhythm cycle!

When applying this and the 60 min - 90 min work sprints consistently you are working and co-creating with the infinite intelligence that's within you!

Here's some tips to apply when in de-focused mode:

- Try to NOT go on your phone. Instead... *(Take a short walk)*... *(Meditate)*... *(Take a short 15 min nap)* or *(Do absolutely nothing and rest)*

### **E) Practice Mindfulness and Relaxation:**

Incorporate mindfulness or relaxation techniques during breaks to manage stress and maintain a calm mental state which enables optimal conditions for focused flow.

This requires you to do something completely different from your work.

I like to either take a short 15 min nap or make a coffee, sit and ponder about what I have just worked on while thinking of **CREATIVE IDEAS** to grow my business.

### **F) Prioritize Deep Work:**

Use your peak energy periods for tasks that require deep focus and concentration. Save less demanding tasks for lower-energy periods.

This involves figuring out the ONE THING you need to work in relation to H.L.A (*High Leverage Activities*) so you can move the needle and grow your business in the long term!

**PRO SECRET TIP** - You get paid for the work you did 1 year ago as a business owner, coach, consultant, course creator or CEO... Not the work you're doing right now in the present moment! Always remember that!

This is the '**Quantum Cause and Effect Chain**' in action which leverages the '**Mirror Principle**' which we will talk about in a future phase of this module!

### **G) Create a Consistent Daily Routine – Plan Tomorrows Action Steps The Night Before:**

The night before I go to bed, I always know EXACTLY what I need to work on the next day! By planning and establishing a daily routine the night before, when optimized it should naturally align with your ultradian rhythm.

Consistency helps regulate your body's internal clock, making it easier to tap into automatic focused flow states.

Also, when you '**plan tomorrow today**' and you know what you need to work on, your subconscious mind goes to work during sleep to figure out the best optimal way to complete the task for the next day!

### **H) Leverage Natural Light:**

Expose yourself to natural light during your wakeful hours.

Natural light helps regulate your circadian rhythm, which can influence your ultradian rhythm cycle and improve your focus!

### **I) Sunday Evening W.M.M Preparation Mode + Optimize Your Sleep Habits:**

Like I mentioned previously... sleep is the number #1 mediator for focus!

Ensure you're getting sufficient and quality sleep. A well-regulated sleep-wake cycle (*Macro Variable*) contributes to a more consistent and stable ultradian rhythm cycle! (*Micro Variable*)

When I don't get the correct amount of sleep it f%&ks the whole day / week up!

On Sunday evening from 6pm I enter into something I've personally created called W.M.M, which stands for...

**“WEEKLY MAXIMUM MASTERPIECE  
PREPRATION MODE!”**

So, I can ensure I have done everything... ready for a POSITIVE & PRODUCTIVE week ahead!

Here's what this consists of...

- **Taking a nice relaxing bubble bath with my rubber duck (joke... haha!) 😊** While I'm in the bath...
- **I am reviewing / planning what I need to get done for the next week ahead!**
- **I am in bed by 8pm / 9pm**
- **I am setting my INTENTIONS & EXPECTATIONS for the week.**
- **I am awake on Monday morning at 4am - 5am and I enter robotic consciousness after my morning routine / focus warm up session, where my Ultradian Rhythm Cycle is optimized which allows me to work **FASTER**, more **EFFICIENTLY** & more **EFFECTIVELY!****

And then I work & take MASSIVE ACTION like a f&%king ROBOT! lol

One of the big reasons people fail in this industry is that they think they can succeed with the same work ethic they apply in their 9-5 job... or worse... they get sucked into the guru hype that you can work 2 hours per day and then go sip cocktails on a beach.

If this is you WAKE UP!

The only way you get to that level is if you work like crazy for 3-5 years on the correct things that get RESULTS + by building a TEAM and leveraging AI!

And even then, after a week of drinking cocktails while looking at some waves washing up on the beach shore... it gets pretty damn boring.

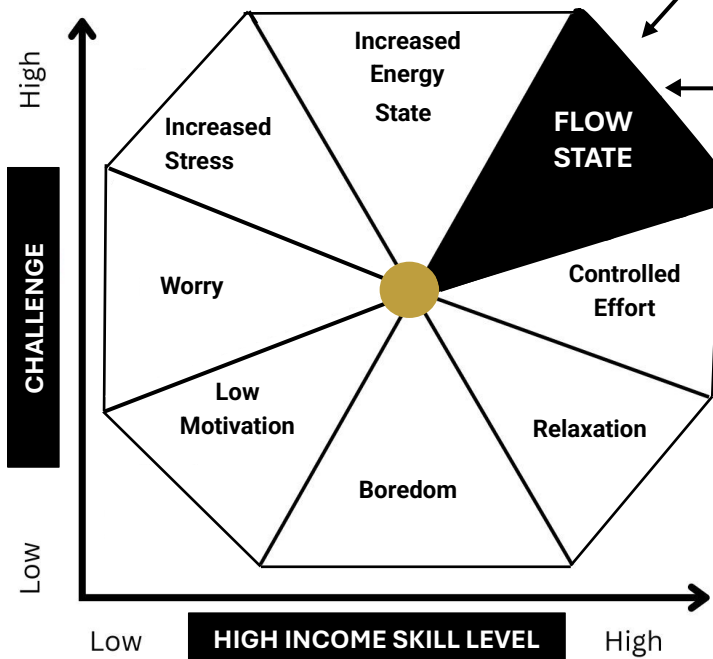
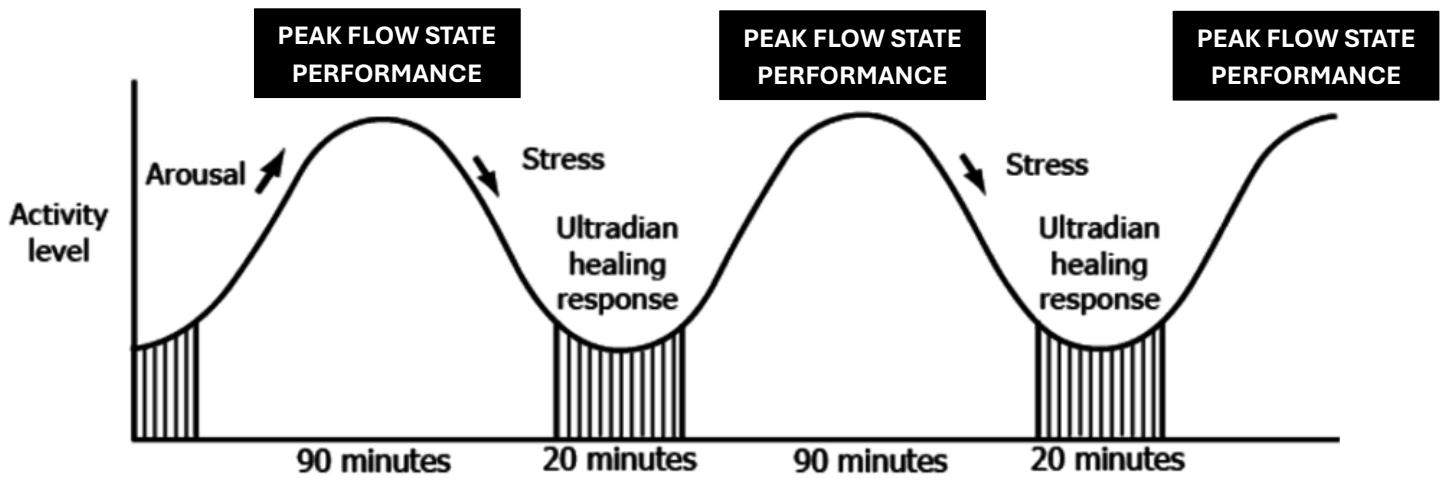
This is why you must create your **MEANINGFUL END-GOAL** as you advance which creates the energy levels in your body to HELP OTHERS & build something that has a greater IMPACT on humanity!

Also remember that individual differences exist, and what works for me may not work for you!

***We are all different and unique!***

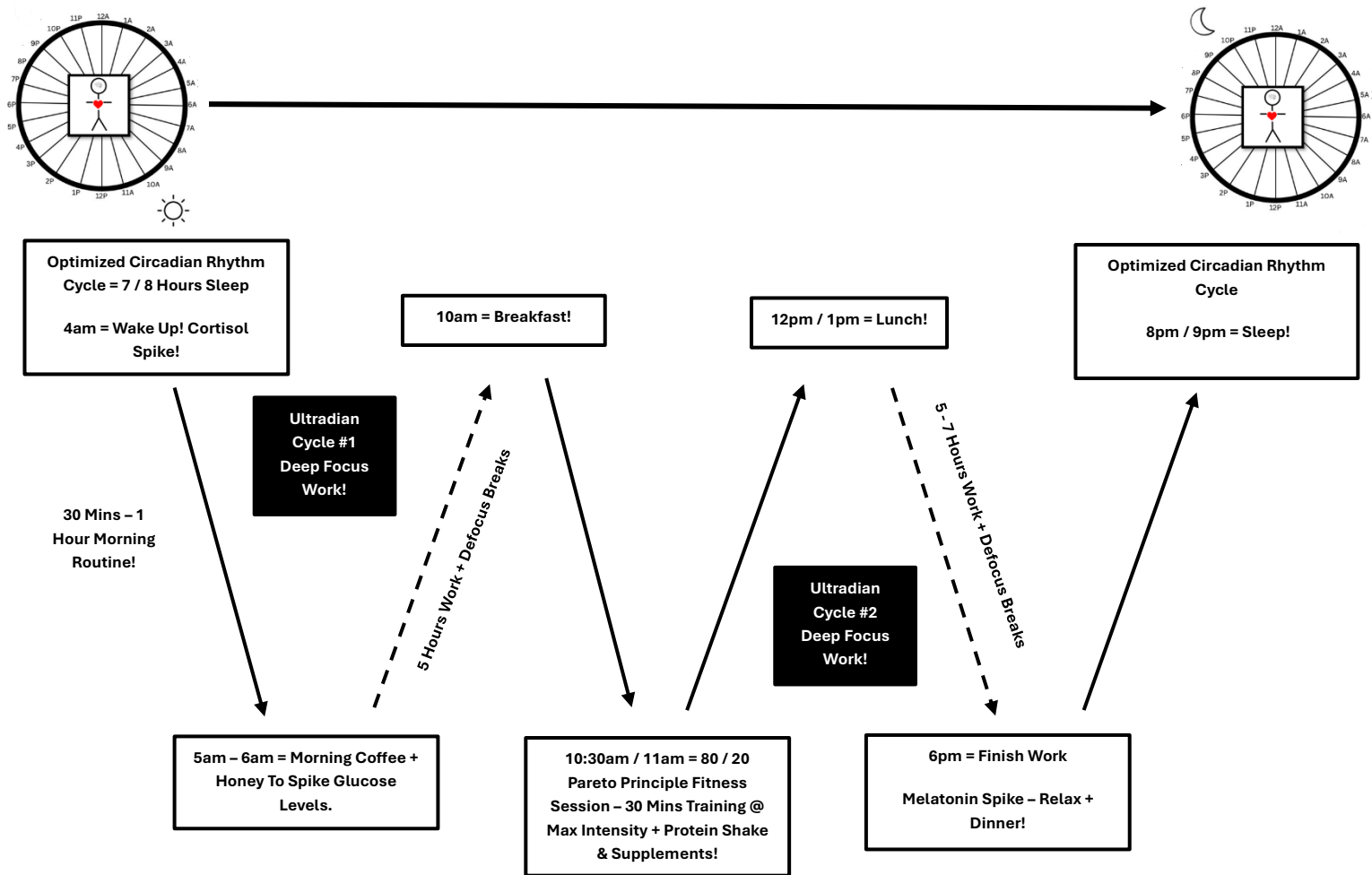
Experiment with these strategies and observe how your body responds, adjusting your routine accordingly to find the optimal flow state alignment within your ultradian rhythm cycle.

# Oscillation Ultradian Rhythm Cycle Graph



- A) Identify Your Ultradian Rhythms!
- B) Ultradian Focus Warm Up Session!
- C) Work In 60 Min - 90 Min Sprints!
- D) Take Regular 10 - 20 Min Breaks!
- E) Practice Mindfulness and Relaxation!
- F) Prioritize Deep Work!
- G) Create a Consistent Daily Routine
- H) Leverage Natural Light!
- I) **IMPORTANT** - Sunday Evening W.M.M Preparation Mode + Optimize Your Sleep Habits:

## Example of My Optimized Daily Ultradian Work Schedule For Focused Flow States!



If you apply this on a long enough time horizon, you'll be so far ahead of your competition in terms of productivity & results, they simply won't be able to catch up with you.

This is how Kobe Bryant became one of the greats in the NBA, all of his team mates and competitors were training once per day. Kobe used to wake up at 4am and do 3 sessions per day.

Within 3 years of doing this his competition just simply could not compete with him because he was so far ahead. Next, we will walk through...

### FOCUS TOOL #3 - The Sleep Nap > Focus Equilibrium!

Awesome work!

Focus Tool #3 is taking a strategic nap during mid-morning (9am / 10am) or just after lunch in the afternoon (1pm / 2pm) to re-balance energy levels and focus.

Sometimes during the day after I've completed my 3<sup>rd</sup> Ultradian 90 Min Deep Focus Work session I will take a 15 min - 30 min nap.

I don't do this every day, however when I'm feeling a bit tired and I can feel focus flickering outside the peak flow state or after working or doing my fitness session...

...it's a tool I use that allows me to re-energise & recover, which in essence allows me to work for a longer duration later on in the day with high levels of focus.

It's kinda like having 2 days in one with **OPTIMAL FOCUS** during the morning session and the afternoon session. Kinda like a half time break that we had when I played soccer.

The key here is not to sleep longer than 30 minutes otherwise your brain starts to produce melatonin causing a 90 min REM (*Rapid Eye Movement*) sleep state... If you enter into this state, it will make you feel groggy & tired when you wake up, which actually decreases focus.

It takes me around 15 - 20 minutes to actually fall asleep so I'm only actually asleep for around 10 minutes if I take a 30-minute nap, but it helps massively with focus for the rest of the day!

When you wake up, get straight out of bed and splash freezing cold water on your face. To fully wake you up again. 😊

Use this focus tool if you're feeling a bit tired or when focus is lacking later in the morning if you're waking up early... or the afternoon when you want to re-charge.

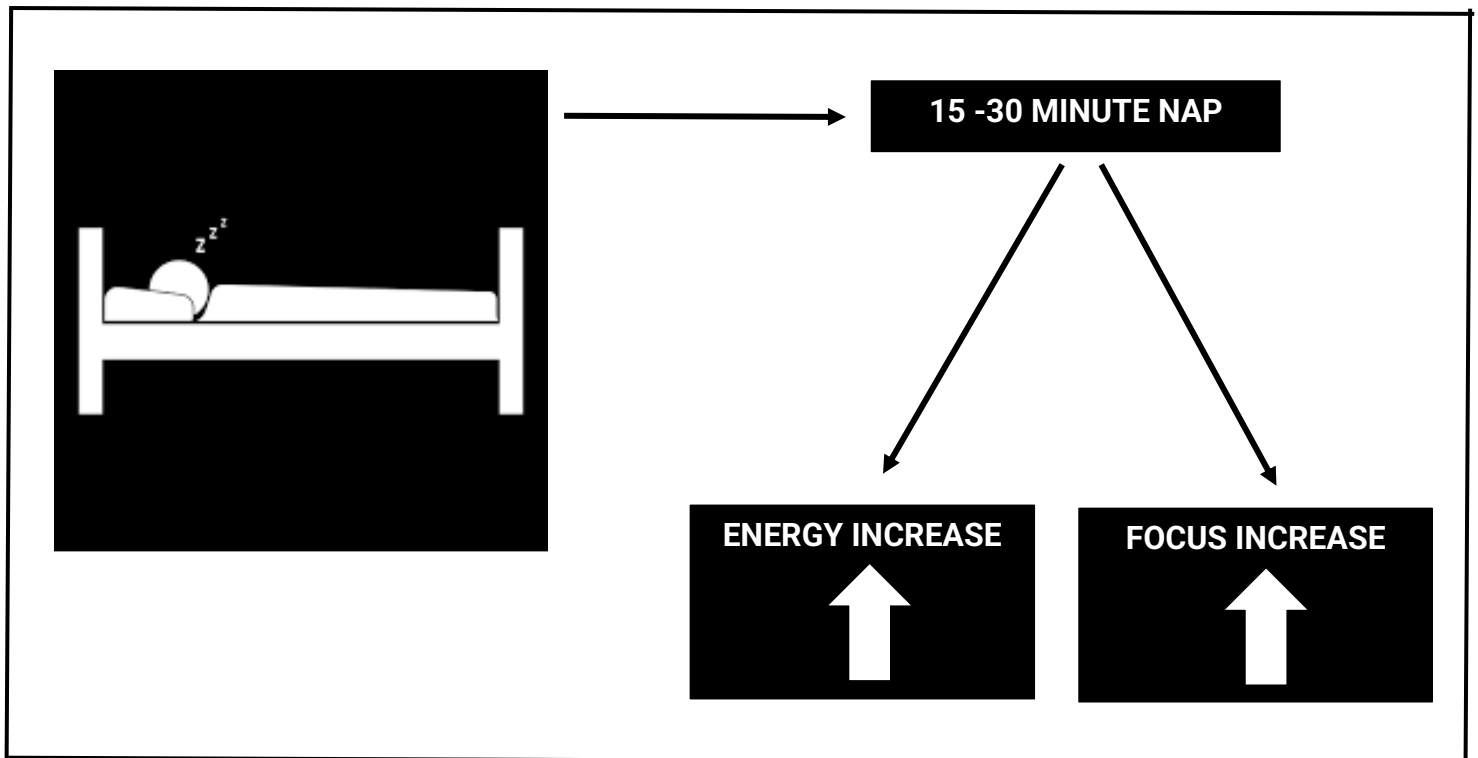
Taking a 15 to 30-minute nap during the day can offer various benefits for your overall well-being and cognitive function for increased results in business, which are as follows:

- A) Increased Alertness & Energy** (*After Splashing Cold Water On Your Face!* 😊)
- B) Enhanced Mood / Feeling State!**
- C) Improved Memory and Learning!**
- D) Boosted Creativity!**
- E) Enhanced Physical & Mental Performance > **FOCUS!****
- F) Improved Heart Health!**
- G) Increased Productivity!**
- H) Provides a Quick Cognitive Reset / Refresh!**

Short naps, if taken earlier in the day and not too close to bedtime, are unlikely to interfere with nighttime sleep. In fact, they may complement your sleep routine by reducing the likelihood of feeling excessively fatigued later in the day.

It's important to note that individual responses to napping can vary, and the timing and duration of a nap can influence its effects as I've explained.

Experiment with what works best for you and consider incorporating a short nap strategically into your daily routine to enjoy the benefits of improve focus if you feel the need to.



#### FOCUS TOOL #4 - Super Foods For Focus!

The next focus tool is the importance of food which cannot be overstated when considering its impact on focus and cognitive function.

I know, we've already covered eating a "HEALTHY DIET" during the 'ENERGY TOOLS' section of this training. However, this part will primarily be focused on foods that improve... yes you guessed it ...

#### FOCUS! 😊

The nutrients you consume play a crucial role in providing the energy and building blocks necessary for optimal brain performance.

Balanced meals rich in proteins, complex carbohydrates, healthy fats, vitamins, and minerals support sustained energy levels, ensuring you have a steady supply of glucose to your brain.

Additionally, certain nutrients, such as omega-3 fatty acids and antioxidants, have been linked to **improved cognitive function** and protection against age-related decline.

By making INTENTIONAL food choices and maintaining a nutritious diet, business owners can enhance their focus, concentration, and overall mental well-being, which lays the foundation for your success in both your personal and professional career!

The goal here is to **REDUCE YOUR SUGAR & HIGH PROCESSED FOOD** (*you are literally putting poison into your body*) as this gives you an **ENERGY SPIKE** but then follows with an

**ENERGY CRASH** which massively reduces **FOCUS!** I also advise you to limit carbs until your evening meal as that reduces focus because your body has to use energy for digestion.

Aim to eat foods high in the **AMINO ACID TYROSINE** as this helps with FOCUS!

Food That Has High Levels of Tyrosine Are:

- **Meats** (*Ground Beef, Chicken, Steak, Lamb, etc...*)
- **Fish**
- **Almond Nuts**
- **Vegetables**

Here Are 10 Super Foods That Contribute To Improved FOCUS & Cognitive Function:

- **Fatty Fish:**

Rich in omega-3 fatty acids, fish... like salmon and trout support brain health and enhances focus.

- **Blueberries:**

Packed with antioxidants, blueberries can improve memory and cognitive performance, promoting better focus.

- **Broccoli:**

High in antioxidants and vitamin K, broccoli supports healthy brain function and improves cognitive abilities.

- **Pumpkin Seeds:**

A good source of magnesium, iron, zinc, and copper, pumpkin seeds contribute to overall brain health and focus.

- **Dark Chocolate:**

Dark chocolate contains flavonoids, caffeine, and antioxidants, which can boost memory and enhance concentration.

- **Nuts:**

Nuts, such as walnuts and almonds, are rich in omega-3 fatty acids, antioxidants, and vitamin E, supporting brain health.

- **Eggs:**

Eggs provide choline, a precursor to acetylcholine, a neurotransmitter important for focus, mood and memory regulation.

- **Avocado:**

Avocados are a good source of healthy fats, supporting overall brain function and concentration.

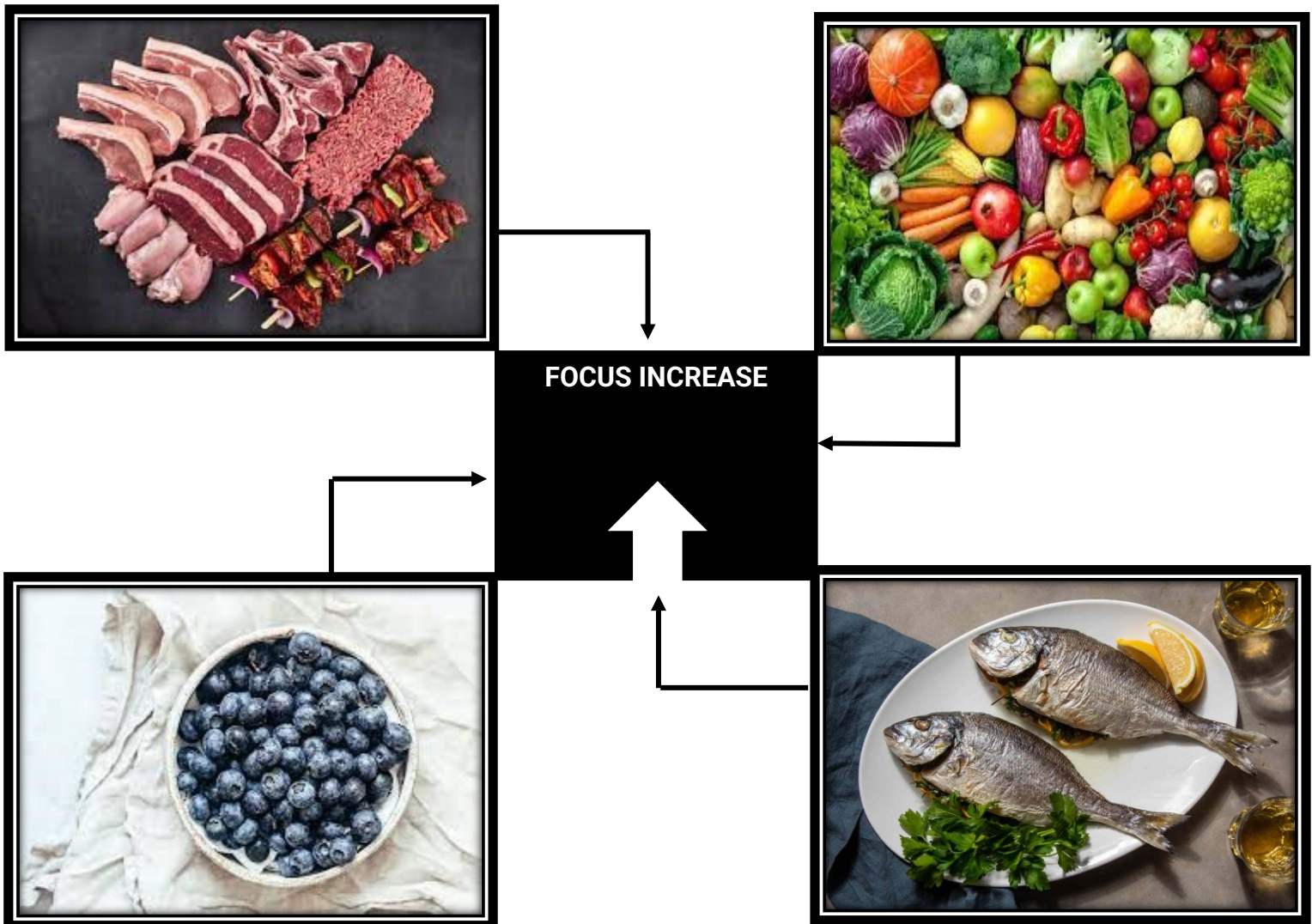
- **Oranges:**

High in vitamin C, oranges have antioxidant properties that protect the brain and improve mental clarity.

- **Leafy Greens:**

Vegetables like spinach and kale are rich in vitamins and minerals, including folate and iron, which support cognitive function and focus.

If you incorporate these nutrient-dense super foods into your diet it will contribute to better brain health and enhance your ability to stay focused and alert throughout the day!



Okay, moving onto...

**FOCUS TOOL #5 - Focus Supplementation & Stimulants!**

Focus tool #5 is using supplements to improve focus and cognitive function.

**WARNING! Consult with your doctor before taking any supplements and if you are at risk of a stroke, I advise you not to take these!**

Focus supplements are something I personally take IF / WHEN I need them.

For example, let's say I have a big project to complete, and I need to work long hours. I will take focus supplements to help me focus at a high level for a longer duration.

However, **optimizing sleep, eating a healthy diet and fitness training are more important.**

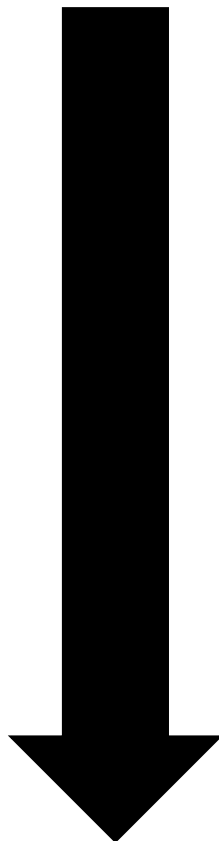
Focus supplements are just add-ons to increase cognitive ability when you need to push yourself and go the extra mile!

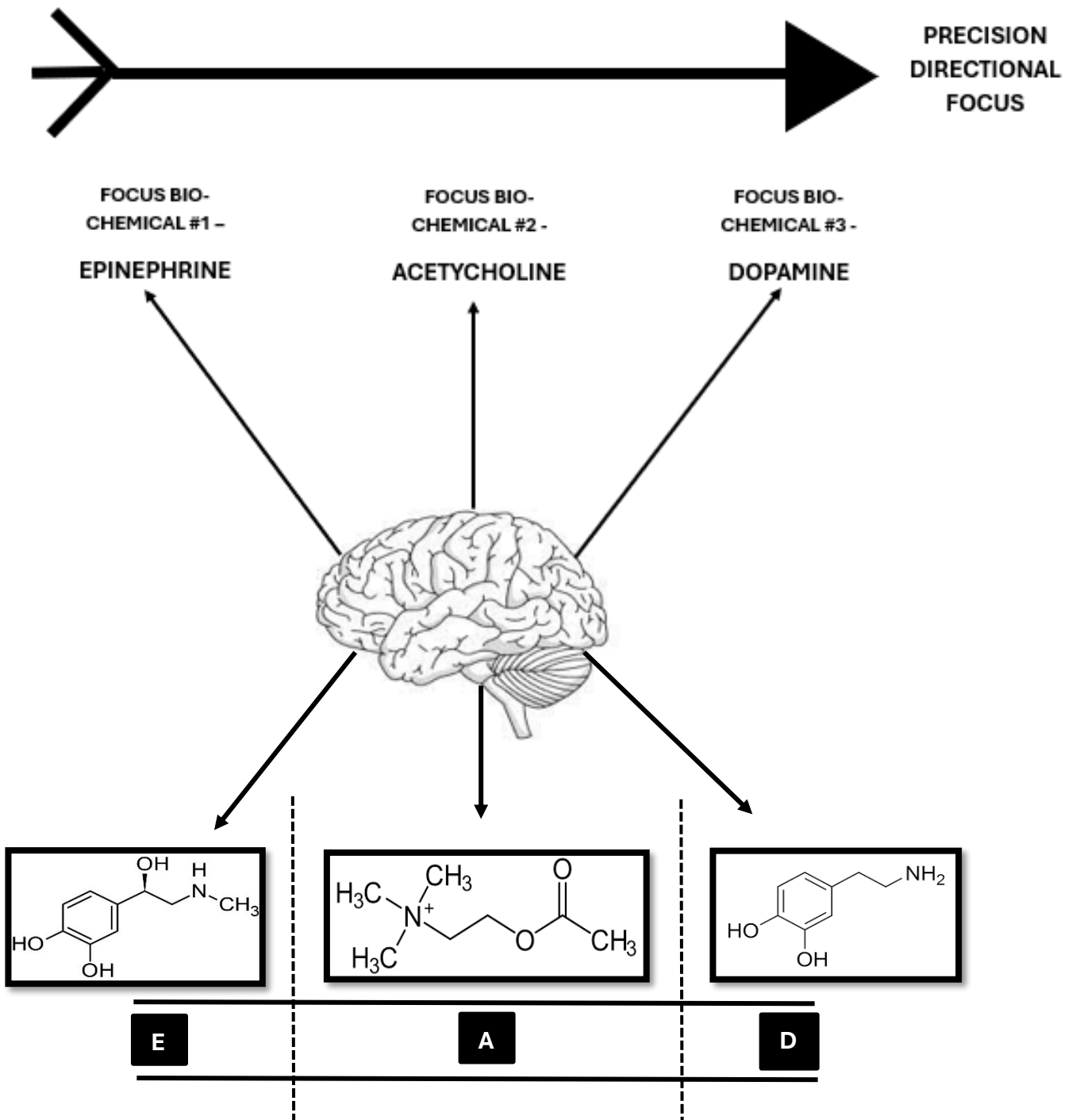
Focus supplements, often referred to as **nootropics**, have gained popularity for their potential to enhance cognitive function and improve concentration.

These supplements typically include a variety of ingredients, such as vitamins, minerals, amino acids, and herbal extracts, known for their cognitive benefits.

Common components include caffeine for alertness, omega-3 fatty acids for brain health and some others we will talk about.

The focus supplements we will talk about will increase the **3 FOCUS BIO-CHEMICALS** we previously talked about which are...





### 1) Coffee (Stimulant)

As you already know... coffee is a widely consumed beverage and is known for its stimulant properties primarily due to its caffeine content. Caffeine can have several benefits in relation to focus which include:

- **Increased Alertness!**
- **Improved Cognitive Function!**
- **Mood Enhancement!**

- **Reduced Perceived Effort!**
- **Antioxidant Properties That Improve Brain Health**
- **Increases *Epinephrine* & *Acetylcholine* (2 of the 3 Brain Bio-Chemicals For Focus)**



### **Moderation Is Key:**

Ideally you do not want to be having more than 400mg of caffeine per day!

I have 2 cups per day on average. My first cup of coffee is consumed 1 hour AFTER I wake up!

Then I'll have another around 12.30 / 1pm!

I do not drink coffee or energy drinks after 2pm / 3pm as it effects sleep.

Everyone is different so if you drink coffee, adjust your coffee intake to your individual needs but try not to drink more than 3/4 cups per day as it can affect your overall health over a longer time horizon.

Excessive coffee consumption causes muscle spasms, heart problems, insomnia, dehydration, restlessness and shakiness!

### **2) Zevia Zero Calorie Energy Drink (Stimulant)**

The next stimulant I take for an increase in energy & focus WHEN / IF I need to... is Zevia Zero Calorie Energy Drink.

Many energy drinks on the market are not good for your health due to large amounts of sugar and very high levels of synthetic caffeine.

Zevia Zero Calorie Energy drink has ZERO added sugar and has 120mg of natural caffeine composition in a variety of different flavours without the artificial colouring!

Which means you get the benefits of an energy and focus increase without the sugar crash after consumption!



### 3) EPA Fatty Acid (Supplements)

The following EPA supplements improve focus... these include:

- Omega 3 Fish Oil / Cod Liver Oil



Omega-3 fatty acids, found in both cod liver oil and fish oil, offer various health benefits:

- Improves Heart Health!
- Improves Brain Function!
- Improves Eye Health!
- Improves Mood and Mental Focus!
- Improves Immune System Support!
- Has Anti-Inflammatory Effects!

- Creatine Monohydrate



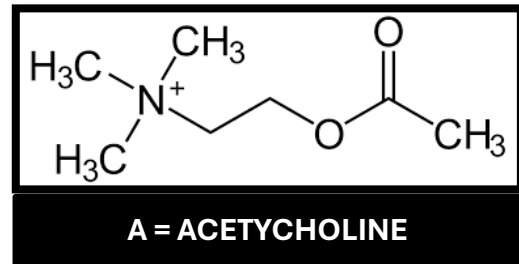
Creatine is a naturally occurring compound found in small amounts in certain foods and synthesized by the body.

While it is often associated with its use in sports and muscle building, it also has potential cognitive benefits that can contribute to focus and mental performance which include:

- ATP Production – Main Currency For Cells!
- Improves Brain Function!
- Neuroprotective Properties! (*Brain Cell Protection*)
- Improves Mood Regulation!
- Improves Short-Term Memory!

#### 4) Alpha GPC (Supplement)

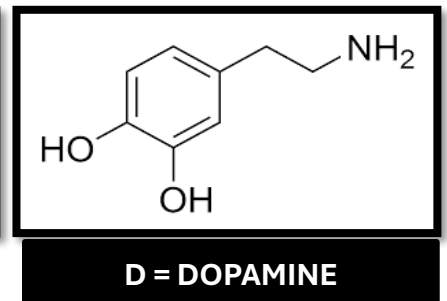
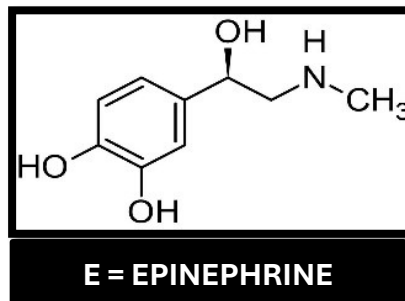
This supplement increases the release of the neurotransmitter **acetylcholine** and facilitates focus, learning and memory.



#### 5) L-Tyrosine (Supplement)

L-Tyrosine is an essential component for the production of several important brain chemicals called neurotransmitters, including **epinephrine**, norepinephrine, and **dopamine**.

Neurotransmitters help your nerve cells communicate which influence mood & focus!



#### How To Use Focus Supplements & Stimulants For Optimal Performance!

I drink coffee and take Omega 3 cod liver oil & creatine monohydrate tablets daily throughout the week as they not only improve focus but also overall health!

My coffee intake ranges from 200 - 300 mg per day.... I try not to drink coffee on Sundays. If I do, I will only have 1 in the morning before 11am.

I take Alpha GPC & L-Tyrosine IF I have a big project to complete and have to work long hours at a high focus level.

Supplements & stimulants are there as tools for you to use to ENHANCE & BUILD upon what you are consistently doing with the other focus and health methods I am sharing with you!

Hope that makes sense?

### **FOCUS TOOL #6 - Cold Water Exposure - How Acute Stress Factors Can Improve Focus!**

The 6<sup>th</sup> focus tool is understanding how acute stress factors can improve focus. One of the main stress factors we will talk about is Cold Water Exposure!

**WARNING!** *It's important to note that while cold water exposure can offer many benefits, individual responses can vary. Additionally, people of an older age or people with certain health conditions, such as cardiovascular issues, should exercise with caution and not do this!*


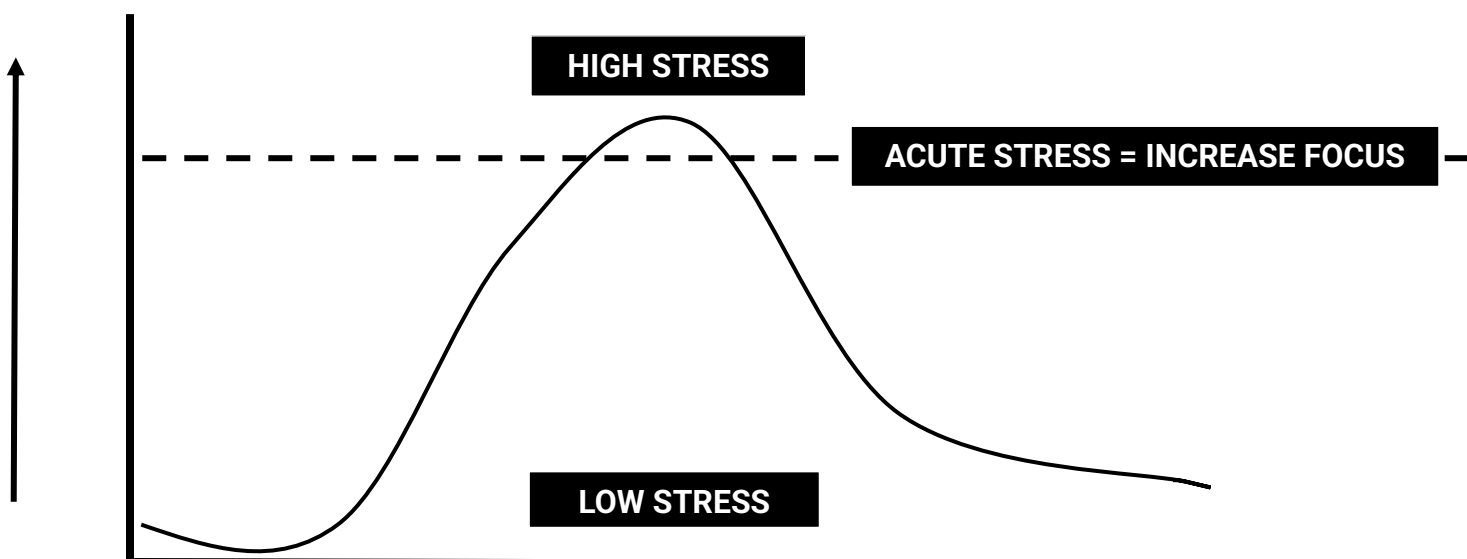
Consult with your doctor before incorporating cold exposure practices into your routine.

I try to do 2-3 cold water exposures per week after I have finished my fitness session as it helps with the recovery process!

Cold water exposure for 3-5 minutes has also been proven to increase the 3-Focus Bio-Chemicals in the brain for at least 1 hour after!



Epinephrine  
Acetylcholine  
Dopamine

A white arrow pointing upwards, indicating an increase in the listed chemicals.

Cold water exposure, such as cold showers or cold bath immersions, has been associated with increased focus due to its ability to **induce acute stress on the body.**

When exposed to cold water, the body initiates a stress response, triggering the release of hormones like adrenaline and noradrenaline.

These stress hormones not only **enhance alertness** and vigilance but also stimulate the production of neurotransmitters like dopamine, which are crucial for mood regulation and cognitive function.

The acute stress from cold water exposure acts as a physiological "shock" that jolts the system into a heightened state of arousal, promoting increased focus and mental clarity for the day.

This phenomenon is often linked to the concept of hormesis, where exposure to mild stressors can result in adaptive responses, ultimately strengthening the body & mind's ability to handle subsequent challenges, including cognitive tasks that require focused attention so you can scale your business!

Here are some benefits of cold-water exposure.

- A) Increased Alertness and Focus:**
- B) Enhanced Mood:**
- C) Improved Circulation:**
- D) Immune System Activation:**
- E) Increased Resilience to Stress:**
- F) Improved Recovery:**
- G) Enhanced Breathing and Oxygen Utilization:**

And again, this is a tool you can use WHEN / IF you need to!

For example... let's say you didn't have a great night sleep, and you need to work on a H.L.A (*High Leverage Activity*) task for that given day.

Jump in a freezing cold shower and it will shock your system. It's painful and uncomfortable to start with but after a minute or 2 it will actually start to feel easier!

After 90 days of doing this 2-3 times per week you'll actually start to look forward to your cold-water exposure session! At least I do. 😊

Maybe I'm a bit MAD! HAHA 😊

Now for the first 1 minute of entering the cold water... your brain is going to go into complete shock mode and tell you to...

*"Get The F\*&k Out!"* LOL!

Do NOT let this voice defeat you. The key here is to push through the pain barrier!

Personally, I repeat the same AFFIRMATION over and over again!

*“I AM STRONG! I AM IN CONTROL OF MY THOUGHTS! I AM POSITIVE!”*

*“I AM STRONG! I AM IN CONTROL OF MY THOUGHTS! I AM POSITIVE!”*

*“I AM STRONG! I AM IN CONTROL OF MY THOUGHTS, I AM POSITIVE!”*

By doing this, you're not only getting the benefits of cold-water exposure to help increase focus for the day, you are also training your brain to have positive thoughts of...

...EMPOWERMENT & POSITIVITY under a fairly high stressful & painful situation so when something in your business goes wrong... which it will, you'll have the power to control thoughts and overcome the challenge efficiently & effectively.

+ After you finish your cold-water exposure, **you will FEEL GREAT!** 😊

### **FOCUS TOOL #7 - Subconscious Focus Programming Hypnosis!**

Ok, focus tool #7 is something you can use if you feel you can't focus properly for long periods. You can program your brain to focus by using Subconscious Focus Programming Hypnosis!

If you have followed what I have taught you so far and you are consistent with using the tools, by default you'll improve your focus and energy inputs / outputs automatically.

However, everyone is different and focusing for longer periods may require re-programming your subconscious mind to BELIEVE that you can focus!

Remember earlier in this phase of this module I said...

## **FOCUS IS A SUPERPOWER ABILITY THAT CAN BE IMPROVED OVER TIME!**

This is a true statement because years ago when I first started online...my focus was not great and now it's at a decent level.

I can focus on a task and look at my computer screen for 90 minutes and only take my eyes off the screen 2 or 3 times during that time and then when I flicker out of focus for a few seconds I'll catch myself...

...look at my watch using the 2X weird watch technique and then zone straight back into full focus mode!

Now... I remember back in school all those years ago, during subjects I disliked like math and language class learning algebra and calculus and how to say *“Hey, my name is Sam, how are*

you" in French... (no disrespect to the French BTW, it just wasn't something I was interested in learning back then) my focus was like a flippin goldfish.

I would be staring out the window and constantly looking at the clock counting down the minutes until the class was over.

On the other hand, when I was in classes like, P.E (*Physical Education*), Science & Geography, I excelled, and my focus was glued to the whiteboard and the teacher so I could extract the knowledge into my brain and apply it!

**Therefore, focus is directly linked to your INTERESTS!**

If you are interested in something, you'll automatically improve your focus by default.

This is why its super important to pick a **PROFITABLE BLUE OCEAN NICHE** that interests you and excites you on a deep level.

And when you create your **GOAL** + your strong emotional reason **WHY**...it will automatically lead you to figure out the **HOW** in terms of what you need to do to achieve it by using the "letting go and surrendering technique!"

**(The HOW is already laid out for you if you follow and take action on what I am teaching you inside the Client Acquisition Accelerator coaching program + course!)**

These small indirect components when added together create RESULTS only when you are able to FOCUS!

Sam Malsom Quote:

*"If I Could Have ONE Superpower It Would Be The Ability To  
FOCUS For Longer Periods Without Rest!"*

You must also remember...

**"The Only Limitation... Is The Limitation You Put On Your Own Mind!"**

But what should you do if you struggle to focus after using the tools I've shared with you for 6+ months consistently?

This is where... **Subconscious Focus Programming Hypnosis** comes into play!

Meditation in silence and focusing on your breath will also massively help you with this so use both in conjunction with each other.

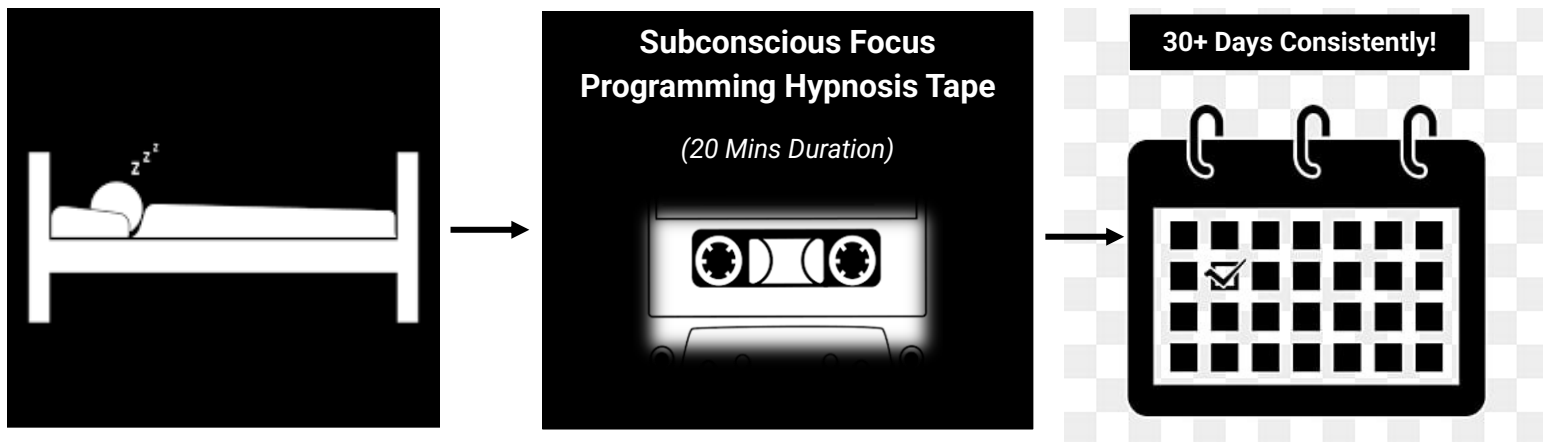
I have left a link below to a focus hypnosis tape you can use.

Apply every day for 30 days just before you fall asleep at night if you struggle to focus!

Before you go to bed... this is the time your subconscious mind is most open to suggestion due to your brain waves moving from beta – alpha into theta - delta!

<https://www.youtube.com/watch?v=rYu6853aPSY>

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After 30 – 90 days of listening to this tape everyday IF you feel like you struggle to focus.

Drop down to once a week and after another 30 days of listening to it once per week drop down to once per month.

To this day I still listen to this tape every now and then to continually program my brain to believe I can focus on a high level for a longer duration!

Because what the mind can believe the mind can achieve! 😊

### **FOCUS TOOL #8 - Visual Focus Enhancer Training - The Abstract Candle Flame Technique!**

Focus tool 8 is a tool to **TRAIN your focus.**

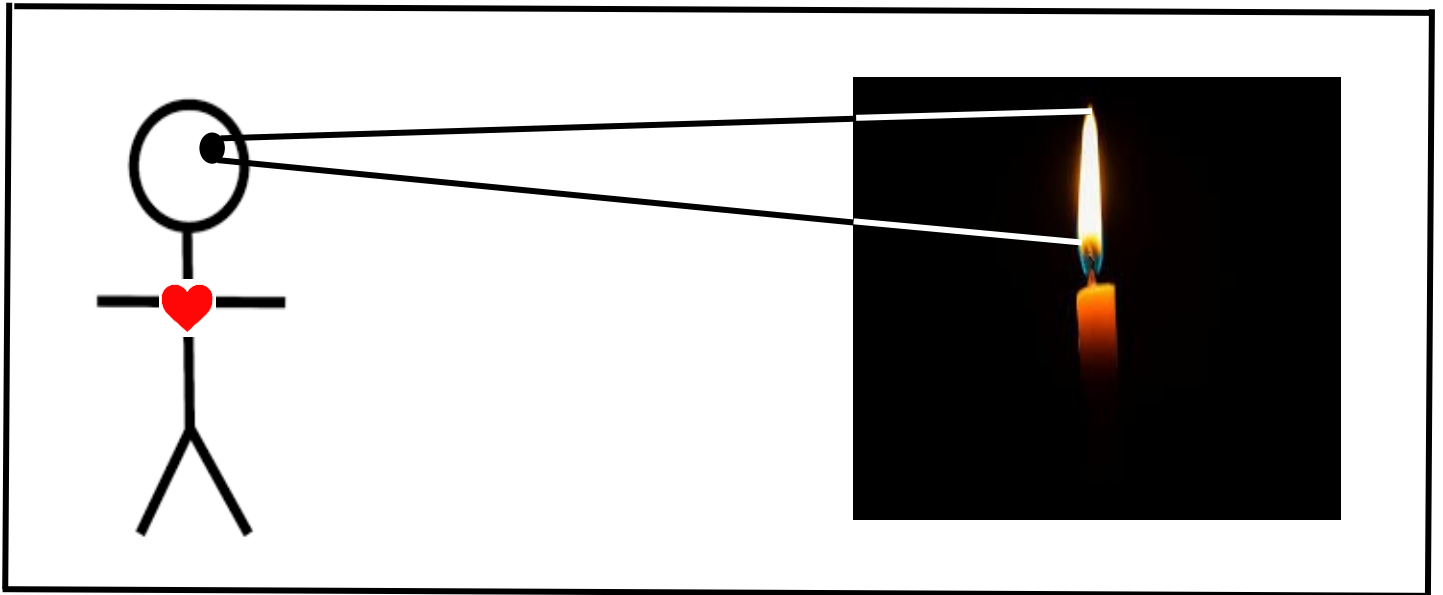
It's a strange technique but it will condition the part of your brain responsible for focus.

It involves staring at a single point like a candle flame or the centre of a clock dial without taking your eye off it.

Start with trying to focus on a single point for 10 minutes and then build up from there.

My current record is 1 hour and 10 minutes without taking my eye off the candle flame, and I try to do this focus training once every 90 days - 6 months. When I first started I would do it once every 30 days.

After about 15 - 20 minutes of focusing on a single point the room around you will start to fade and go a bit blurry but the key is to train your brain to focus on a single point for as long as you possibly can.



### **FOCUS TOOL #9 - The Weird 2X Watch Focus Technique!**

The last focus tool is something I created to help catch myself when I flicker out of focus during my 90-minute ultradian workload.

I only use this when I need to work on an important project. I will wear 2 watches... one on my left wrist and one on my right.

As I am working on my laptop, I'll sometimes catch myself looking out the window to my right or looking to the left of my screen day dreaming about something for a few seconds that's not related to what I am working on.

This requires a high level of AWARENESS because you must catch yourself when you move out of full focus mode.

When this happens, I will become aware of the non-supporting feeling or thought that's not related to the current work project...

...if I catch my self-looking to the left of my laptop screen, I will quickly snap back into focus and look at the watch on the left wrist and vice versa to the right.

Then I will say the following affirmation...

*"Time Is Running Out... Re-Focus Sam!"*

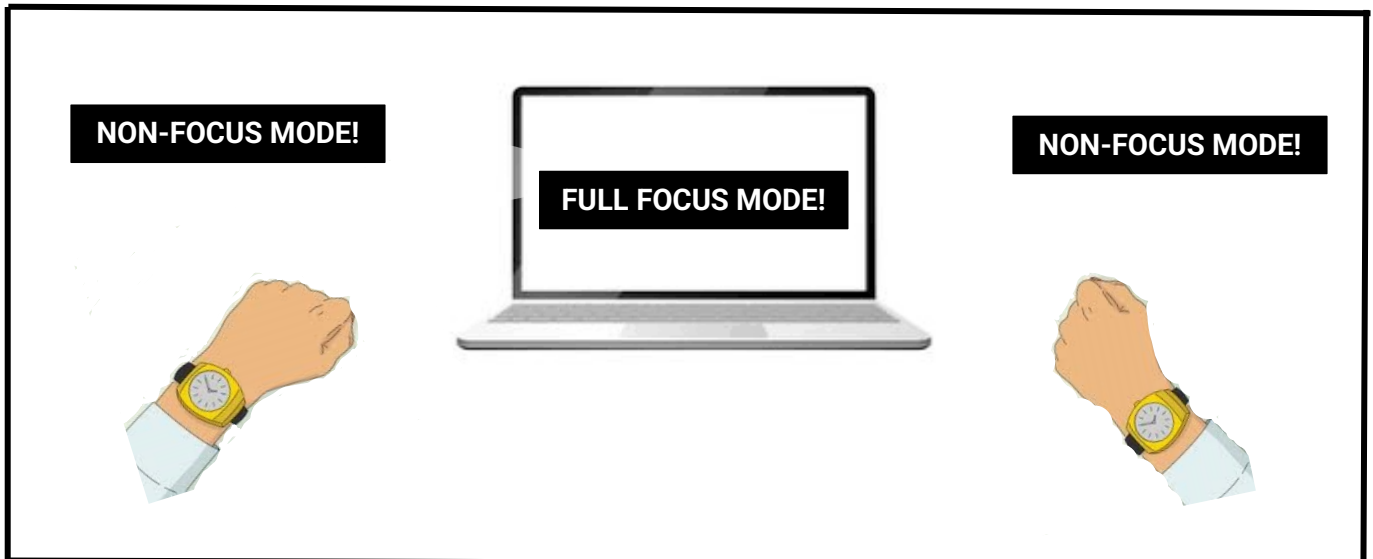
Then I will go straight back into full focus mode and carry on with working on the ONE THING that needs to get done to grow the business!

When you first start applying this you may be shocked at how many times you flicker in and out of full focus mode... but as you use this tool and the abstract candle technique you will become a lot more focused with enough practice.

This method also reminds yourself how valuable your time really is, so you can create **maximum directional precision focus** outputs towards achieving your end-goal by applying consistent ACTION!

*(You really don't have as much time as you think you do so you have to become super disciplined with your time and how you invest it!)*

Try out this focus technique and test it for yourself. 😊



## **Conclusion** - Tools To Optimize Your Directional Precision Focus Inputs So You Can Become An Unstoppable Force of Nature In Business!

GREAT! 😊 We have now completed the 9 tools that you can use (*when / if*) you need them throughout your day to increase your FOCUS and by default, which will allow you to increase your RESULTS in business!

These tools are as follows...

**FOCUS TOOL #1** - Fast Track Focus Enhancer - The Power of 40Hz Binaural Beats!

**FOCUS TOOL #2** - Optimizing Your Ultradian Rhythm Cycle For Automatic Flow States!

**FOCUS TOOL #3** - The Sleep Nap > Focus Equilibrium!

**FOCUS TOOL #4** - Super Foods For Focus!

**FOCUS TOOL #5** - Focus Supplementation & Stimulants!

**FOCUS TOOL #6** - Cold Water Exposure - How Acute Stress Factors Can Improve Focus!

**FOCUS TOOL #7** - Subconscious Focus Programming Hypnosis!

**FOCUS TOOL #8** - Visual Focus Enhancer Training - The Abstract Candle Flame Technique!

**FOCUS TOOL #9** - The Weird 2X Watch Focus Technique!

We have now finished phase #2 (**Bio-Chemical Force Multipliers of Energy & Focus!**)

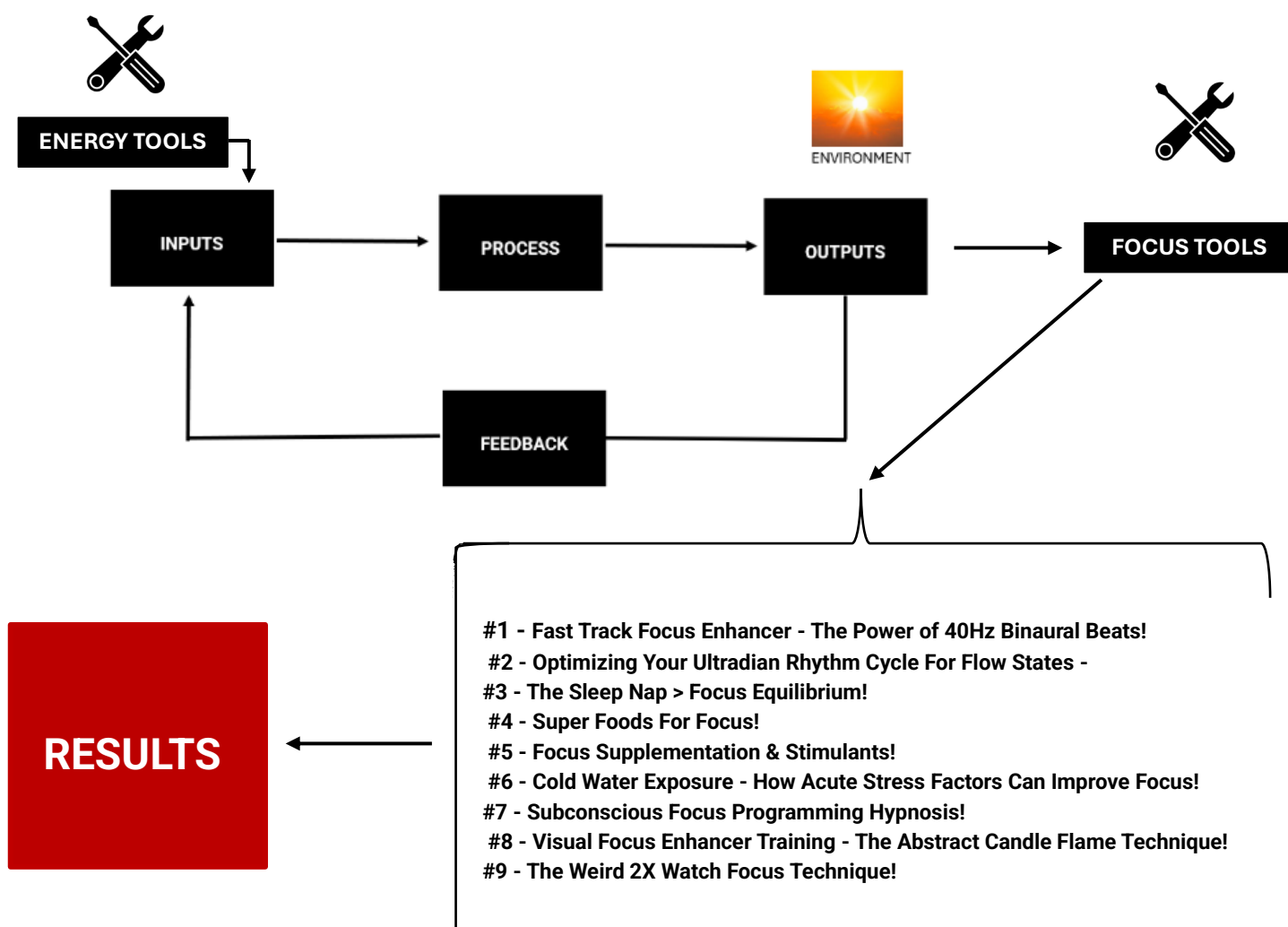


You now have the knowledge in relation to this subject that is needed to be an unstoppable entrepreneur & grow your business!

To start with test 2 - 4 of these tools out over the following week and then build from there by adding more if you feel you need to.

**Direction Precision Focus** is a **lifelong skill to master** and if you are **consistent**, you will improve as time elapses.

The key is to be **CONSISTENT** with both the energy tools and focus tools for increased business system inputs and outputs.



I also encourage you & give you permission to share this section of module 3 with your team members, so they too can become more energised, focused and productive which in essence will help you grow your business to the heights that you desire!

When you have a team of people applying what I have just shared with you inside phase #2...

...and they are all working on the correct tasks that align with their skill-sets to scale your business while you become an **ENERGIZED & FOCUSED LEADER** you have a powerful combination for success and business **GROWTH!**

Before we finish phase #2 of module #3, I want to give you some extra **TIP's** & talk about the **HOLISTIC VIEW** of using these energy and focus tools to your advantage.

Like I previously mentioned... you only need to use these tools **WHEN / IF** you need them.

Some days I have great sleep which means I can focus pretty easily.

In this example I may just do 20 minutes meditation or breathwork, then have a cup of coffee and begin work.

Other days I may need to add more focus + energy tools by combining them together.

For example:

Here is how you could combine some of the energy and focus tools together to help you get into the optimised flow state zone ready for your day / workload...



Combine this with your energy & focus baselines which are as follows...

**#1 – SLEEP QUALITY >>>> (Most Important – 7-8 Hours Per Night)**

**#2 – ENERGY + FOCUS TOOLS!**

**#3 – HEALTHY NUTRITION!**

**#4 – INTELLIGENT SUPPLEMENTATION!**

This is how you become the best energised & focused version of yourself!

**AWESOME!**

I hope you got some real **VALUE** from this phase of module 3!

In the next section of this training module, we will cover **PHASE #3...**

## The Power of Long-Term Sequential Thinking!

See you in the next section.

**Sam Malsom**

Founder & CEO: <https://www.onlinewealthsociety.com/>

