

THE CRUCIBLE CODE

SEVEN SECRETS TO DOUBLE YOUR
PROFIT IN YOUR BUSINESS, GREATER
LOVE AND SEX WITH YOUR WIFE,
KIDS THAT ADMIRE YOU AND A BODY
TO BE PROUD OF.



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CRUCIBLE SERIES

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DEFINITIONS

FOR THE KINGDOM

AWAKENING: The Prince/Princess experience a shift that causes them to desire to build a Kingdom.

ARMORY: Adjacent to the Keep, it contains tools to build and maintain the walls to protect the Kingdom and the Keep. It can also be used to tear down the Kingdom.

BAND of BROTHERS: A group of other Warrior Men like you who are building Kingdoms who can punch you in the face with the truth and provide the Collisions you need.

BATTLE PLAN: Defined within the crusade and a tool from the Armory. Set as inevitable results of the crusade but set as execution steps and broken into daily, weekly, monthly, quarterly and yearly intentions.

CHASE: The natural ebb and flow of passion between a man and his women. Men think that the Chase ends when the marriage begins. For a women, it never ends.

CHEST PLATE: A conditioned response from fear to protect the heart.



COLLISIONS: To tell the Truth will require disagreements and raw honesty that can result in conflicts. In your family, your team and your brothers in WMC.

CONDITONING: The ongoing prison of past events, role models you chose and the culture that has caused you to be locked into patterns of behavior.

CORE 4: The guiding values of Integrity, Bravery, Honor and Loyalty.

CRUSADE: A quest to RISE following the CODE.

DO THE WORK: Our ability as WARRIORS to look inside to change the outside and not be resistant to realizations that come from the TRUTH.

EMPIRE: The desire of an ego which has none of the spiritual aspects of the Kingdom. An Empire will fall, a Kingdom stands.

INTENTIONS: A set of outcomes under the spiritual principle of living in the NOW and releasing the outcome. Different from goals.

KING: Self realized from adherence to the Laws and the Kingdom.

KINGDOM: The place in which the King and Queen come together, safe, secure, ultimate rulers of their world in all six territories, communication, temple, treasury, boudoir, heirs and dojo.



KEEP: Where we store all that is valuable in the Kingdom. We store all the small things that we do for each other here for goodwill and building trust. We keep it full.

MAGIC: The compression of time within the Kingdom where results are achieved in days that normally would have taken years. Achieved by following the tools in the Armory.

MAP: The guide for the King to take the emotional burden from the Queen.

MEDITATION: The deepest aspects of the King and Queen that allows them to renew and replenish. An essential daily skill.

PEASANT: One who accepts their conditioning and lives as such, crushed under the weight of suppression.

PRINCESS: An individual who seeks her prince to rescue her from all that worries her. Demanding and insistent, she cannot actually be satisfied.

PRINCE: An individual whose potential has been stalled or stuck and plays life as a playboy, consuming and using people and shiny objects.

QUEEN: Self realized from adherence to the Laws and the Kingdom.

RAIN: A critical aspect of the Treasury to cause money to flow to the kingdom.

REDEMPTION: The finding of purpose aligned with code 3; Love and protect the family. Redeemed, this becomes a KINGS purpose in life.

SELF REALISED: A man who can see the TRUTH without suppression. Free from suppression he is free to embrace the CODE and fulfil his HIGHER PURPOSE.



SEEDS: Another aspect of the Treasury to cause leads to be planted abundantly and grow into crops to feed the Treasury. This refers to a marketing and harvesting system in business that guarantees income at will.

SHIELD: A tool within the Armory used to align priorities for the King and Queen to ensure the Keep is constantly filled up.

STORY: A component of the Suppression. It holds all false beliefs in place and keeps us stuck.

SUPPRESSION: Cultural conditioning from last century which leaves a Man confused, weak and powerless to change his circumstances and unable to build his Kingdom.

THE CELL: Going inward in silence to find the conditioning that is responsible for our current patterns and responses to challenges. Awareness brings release.

THE FALL: An inevitable aspect of life and one that is experienced daily. A challenge will always arise in life.

THE LEAP: Taking the risk necessary to find the RISE. Without the risk and taking the leap there can be no RISE

THE RISE: The result of DOING THE WORK which MUST lead to the RISE occurring. This lead to growth across all territories of the Kingdom. We align with the creative force of God in the Universe.

THE ROUND TABLE: A collection of extremely talented individuals who can assist you to complete the crusade. Essential for any Kingdom and in the temple and treasury.



THE TRUTH: Facing oneself inside the CELL to having clarity of the BS you normally tell yourself instead of the actual reality of your challenge.

THE SUPPRESSION

It began 100 years ago.

After World War 1 and World War 2 Men changed.

For four decades men were trained and conditioned to kill on a unprecedented scale.

They formed bonds with their fellow men in PLATOONS, had to rely on them. Trust them. Become friends with them. Hear their stories of life. Share good times with them during training. Laugh and cry with them about their girlfriends or wives and their relationship troubles before they all departed for overseas.

Then they had to watch them as a bullet blew a hole through their chest or they disappeared in a spray of pink mist as a bomb vaporized them. Then they had to ignore their feelings, bury them and continue to fight, not just for themselves but for those of their buddies still alive, for their families and their country.

To do this they had to shut down their emotions. Close off. Deal with the loss, guilt and pain themselves.

We can only imagine what it was like. There is a scene in the Steven Spielberg movie Saving Private Ryan where Tom Hanks play's the platoon lieutenant and he has just killed a number of men. He takes a moment to step aside from his



platoon and he then bursts into tears, unable to hold the pain and trauma in. He quickly recovers, holds it in again and carries on.

This what men learnt to do and still do now.

War is the most destructive and savage of all human action. However, the experience of war has a profound and strangely compelling effect on those who fight.

It's an experience that changes soldiers, and those changes last a lifetime not only this generation but the next.

The sense of purpose and meaning among their comrades grows, their shared commitment, the bond of having each other's back. Letters shared and handed to their mate for their loved ones in case they don't make it. Soldiers confronting killing, taking away life from others and in doing so carrying the weight and the long-term sentence that comes with that.

Over 80% of men during this time were away or serving in the wars.

This is what men learnt to do and still do now. It has caused the masculine to become broken. Men became broken and in the next generation after the wars their mothers wrapped them in cotton wool and made them expect that a women will baby them.

They forgot that they have the strength and can provide the emotional strength to their woman.

Men no longer know what being "a man" actually is.



It became associated with brutality, rage, anger, disappointment and we forgot it was honor, integrity, loyalty, bravery, strength, commitment and protection.

Those men didn't have to deal with children, her emotions, helping around the house, children's emotional problems and so many skills required of a man in 2021. His role was go out and produce, bring home the money and she would take care of the rest.

Men are not equipped to deal with family life today.

It's an experience that changes soldiers, and those changes last a lifetime not only that generation but it has become the greatest generational shift the world has seen.

At home women had to deal with everything.

They stepped up to work in the factories, building the war machine, worked as laboratory technicians, built tanks and planes all while coping with the house, paying bills, dealing with the kids, with her parents and his. Handling it all.

Once he was home his mind would take him right back in the thick of battle, every emotion, sound and smell. Soldiers are profoundly changed by war and often struggle to adjust to life they left when they come home.

We call it PTSD now but they had no such thing back then.

So she kept handling it all, to give him a chance to come out of his shell, to come back to life, to come back to her. But he never did. A piece of him tucked away, the memories of war becoming a scar on the soul and the war had made her tougher. She knew she could do it all, even though she didn't want to.



So at the end of World War Two, the divorce rate in America jumped from 10% pre WW1 to 40% after. Then in the 50's during the baby boom period it kept climbing and settled in the 50% range. The baby boom generation then modelled their parent's behavior and were conditioned to behave emotionally exactly like their parents, so the divorce rate kept climbing.

By the 1960's our culture was influenced and inspired by the Women's Rights Movement. A change that needed to happen. Equal pay for equal work, it was a time of change and also a time of confusion. Sharing household chores, sharing child rearing, as fashion trends were being broken with women wearing pants, bikinis and using contraception.

By the 1960's our culture said men and women are not only equal, they are the same. Truth is we are not the same. We need and want very different things from a relationship.

This misinterpretation of our needs and men shutting down and women coping with it all, has lead us to a 60% divorce rate, increasing rates of male suicide and women toughened up are handling everything and are exhausted.

Men couldn't provide what women needed anymore, so women stepped up emotionally and provided it themselves. We now hear men say all the time. "She is never satisfied, nothing I do makes her happy." Women complain non stop that they "can only find boys, not men, or I have three kids but really its four, he is as bad as them."

Men are now expected to be the caring sensitive husband, emotionally relate to the children, read her feelings, take care of the finances, earn a great income, have investment skills. Rightly so to do what is necessary for the family in 2021.



Your father however wasn't expected to do much more than put dinner on the table.

His wife took care of the rest.

Men no longer lead.

Men are now Ronan.

The word in Japanese means "Leaderless Warrior."

We no longer go to war.

We are Warriors but we have nothing to fight for.

So what are we now good for?

Surfing, fishing, wood turning in the shed, taking out the garbage, working in our business?.

F**k that.

That's for peasants and that is what most men now are.

That's not what we are built for.

We are built for WAR.

We are built to create KINGDOMS.

The war however is not on the outside.

You have to go to war on the inside.





THE FALL

Every man in 2021 has experienced it.

It's like a quiet realization that floats just out of reach.

Whether you have conquered your business or not.



If you have used that business to “prove” yourself as a man, once you get “there” it’s just hollow.

You try to ignore that feeling, by diving into distractions like working harder, porn, drugs, other women or pills.

You thought it would give you everything you ever wanted but it doesn’t.

It’s HOLLOW.

Maybe your still trying to make it work in the TREASURY and you can’t make it RAIN with a constant source of new customers. It’s just a daily grind. You work HARD but it just doesn’t come together. You have a great work ethic, but ***that’s not the issue.***

TRUTH is you have a STORY in the TREASURY and you don’t have a hammer to smash it because you can’t see the truth.

The TRUTH is the TREASURY is connected to the BOUDOIR and the HEIRS and the DOJO and the TEMPLE. It’s all connected together.

Until you have it together, you will never have it together.

That’s why you need more **CAPACITY.**

So either way you put all your time and effort into work because it’s the one place that makes you feel like a man.



Its your little empire. Even if its doing \$500k, \$1m, \$20m, \$50m \$100m a year. The numbers don't matter. The HIDING does.

Behind that you still doubt yourself and you feel like a fraud. You don't understand why you are the lucky one. How did this happen to you?

Now if you have made it, it's still empty. Your bored, so you start playing around looking at your secretary in a different way, convincing yourself, its just sex. You still love your wife.

If it's the other scenario you wonder why your sentenced to work like a PEASANT. Why you can't make this business go gang busters. Why do you keep limiting yourself?

But you also know you hide there.

Your also asking the WRONG questions.

You don't give it all in the DOJO with your body, you don't eat right and your workouts if at all, are token. You don't give to her or the kids because your tired irritated and exhausted and you justify it by saying look how hard I work. "Its all for you."

I know I was there in my first marriage. It was all B.S.

I did it because I loved it. I did it because I was in my ego and building an empire. The Tower of Babel. It collapsed.

Empires collapse.

Kingdoms stand.



When I experienced my FALL everyone ran. My wife, my friends, suddenly I was all alone and having to start again from the bottom.

I started searching for answers but came to realise no one, not the church, not my lecturers, not the government, not my mates could give me an answer on what to do.

So I realized I needed to find one.

So I interviewed hundreds of experts and not one of them had a single answer, one result across all the Territories of a KINGDOM.

They were great in one two or at a stretch three areas of their life but none had mastered them all. They still experienced a FALL somewhere.

Realizing that it wasn't my business skills that bought me down. I knew the strategies, I knew what I should be doing.

I realized I just wasn't doing **what I knew I should**

My patterns of behavior and conditioning were in control of me and I wasn't.

Out of that was born the concept of a KINGDOM. Skills in each territory. I finally understood that it wasn't business skills in the Treasury that felled me.

It was my lack of power in Relationships with my wife, with my children and my lack of honor, integrity, loyalty and bravery in the TEMPLE that caused my FALL.

I had fallen in areas I didn't know would affect me.



What you are you building right now?

I bet it's an Empire.

Sure you give them a great holiday once or twice a year.
Ski in Italy, swim in Bali but they don't want that. What they really want is YOU.

So the place to start is what we do in the crucible.

LIVE BY A CODE.



Tell the truth
Do the right thing
Love and protect the family.

This is not something that we consider or would just like.



Inside THE CRUCIBLE EVENT. It is the foundation, the commitment and the unbreakable CODE we live by that constructs and at its CORE who we are.

Without it the KING falls and so does the KINGDOM.

The foundation of what is, creates reality for you and you either Win or you LOSE.

Which depends on the starting point, the direction and the DESTINATION.

If you begin from a lie, you can never reach a destination you really want. It will be what you don't want.

MEASUREMENT is the ability to know where you are. Most ignore it and focus on the destination. We measure everything.

Not measuring means you LIE to yourself.

"Sure I work out!"

"When was the last time you did?"

"Not sure but probably last week."

When we check your kingdom book it was three weeks ago.

We LIE to ourselves all the time.

MEASUREMENT and the CODE stops the LYING.

Tell the truth and let go of the outcome. You are suppressed by trying to please her and do the right thing. But TRUTH is you don't have a clue what the right thing is. You are



robbing them of you, even when you are there, you are thinking about work or other women.

Smoking weed or taking something to kill the boredom. Drinking with the boys and avoiding the men who have KINGDOMS. Acting like a prince with the “boys.”

Perhaps you are the dutiful husband. Hard working too moral to go out and watch a stripper and yet you suppress your desire to watch porn, despite the fact she doesn't want to have sex with you.

Even so, you still feel like a peasant.

TRUTH is when you can face yourself in all its ugliness and do what I had to do.

Admit to yourself you are a prick and its time to change.

To DO THE RIGHT thing is to acknowledge the TRUTH and use that as fuel to burn down the empire and go to work building the KINGDOM.

Even when your thoughts and emotions tell you to do the opposite.

To meditate each week, work out, set aside time for your wife, play with your kids, live the structure each day of completing your BATTLE plan.

So begins the time to create with the KINGDOM.

Each day strategized progress in each TERRITORY.

COMMUNICATION -Connection with your wife.
DOJO - Fitness and Health.



TEMPLE – Your beliefs and spirituality.
BOUDOIR - Your sex life.
TREASURY – Business and investing.
HEIRS – Connection with your children.

Using the tools form the ARMORY.

Doing the right thing is following the CODE and will change how you see the world and how you REACT based on how you now see it.

Without it is called the FALL.

It is the place of conditioning and behavior that was trained and pushed into you as a boy. To LIE about yourself and to yourself to keep LYING to make ordinary, OK.

Worse you were educated to suppress your feelings because they weren't of value and were not to be respected. So now you don't listen to them and they are the source of TRUTH.

You will not have access to the WISDOM of your feelings until your go through the CRUCIBLE.

Once you have, you can begin the RISE. The RISE I did that has lead me to 27 years married, 6 children, inner peace, a strong body, a powerful Treasury and the ability to make it rain on demand in my business.

The question you must ask is “Does my life work for me or not. Does my current view of the world bring to me what I really seek?”

The current reality for most is a suppressed LIE.



“How’s it going mate?”

“Yes fantastic”

That’s B.S. and you know it. You want to say. “ I hate my life I just want to burn it down.”

You can’t because you are suppressed in opening your mouth to speak what you feel.

Even if you did you don’t want to hear it yourself so you keep your mouth shut and LIE to yourself. If you told yourself the TRUTH what makes it even worse is you don’t have a SOLUTION, so you keep lying.

The truth is to move beyond the suppression, the lying and FALL you have to prepare for WAR.

Summary

Live by a Code.

Tell the Truth.

Master your emotions.

Begin the Rise.

Conquer each Territory of the Kingdom.



PREPARATION FOR WAR.

In my twenties I created a \$400m company and lost it in my thirties. Got divorced and began to see my children every two weeks for two days.

It was a time of brokenness, a time of revelation and a time of reflection.

From the ashes of a disaster, came a new person.

One forged in the fire of a CRUCIBLE of personal pain and anguish, in a WAR of rebuilding.

I rebuilt my wealth again and found a beautiful woman, my wife Marie to share my life with and build a kingdom.

It took hard work, it took time and it took money.

The three resources of every life and business that most Men use poorly.

Then I took three years off and sailed around the world.

It gave me an unbelievable physical, emotional, mental and spiritual challenge. One that I conquered and used as fuel to create a KINGDOM upon my return. I went back into property development, using the skills I had and fell again and made mistakes. However that is always the journey.

I learnt and created different companies focused in retail and then the the crucible system.



So I am going to have be the one to “bitch slap” you. Not because I hate you. I don’t even know you but I do want the best for you as fellow MAN and brother.

I’m going to do it to wake you up from the suppression you have been sleeping in, which is holding you under that STORY.

Its that STORY that keeps you from crushing it in your business and being able to handle to all in your family and your Marriage.

Imagine what it would do for your lives if you could increase your profit by 400%.

Impossible?

Not for those using the the crucible systems that provide a structure to RISE in your business but importantly across your marriage, family. relationships and life. A structure and system that has proven to work for men like yourself.

To begin the WAR you need to prepare and that’s where a the crucible CRUCIBLE is essential. One that prepares you through a CRUCIBLE of mental, physical, emotional and spiritual challenge that will burn away the old patterns of behavior you have been using to replace them with new ones which actually give you what you really seek.

Stage one of preparation is to TELL the TRUTH.

So grab a pen and write down on a scale of 0-10, 10 being perfect, Zero absolute crap. Where you are exactly in:--

COMMUNICATION (State of your marriage)
DOJO (Your fitness and health)



TEMPLE (Your mental health and state of inner peace)
BOUDOIR (Your intimacy and sex life)
HEIRS (Your leadership of family and relationship with your children)
TREASURY (Skills to earn money and invest it as well)

If your looking at the scores off that list right now and you feel guilty or disgusted or beating yourself up. That is irrelevant. We are just seeking what IS, not your feelings about it.

Lets break it down in the Treasury. Answer these questions.

How is your business really performing?

What net income are you currently generating and what income would you like to be generating?

Can you generate income any time you want?

How are your teams being led by you?

Do you over control them?

Do you under train them?

Do you do it all for them?

Do you have a system for delivery that provides the highest customer service possible from your teams?

Do you follow up personally with customers for feedback on your teams?

You get the FALL right? Out of these questions it should be clear to you.

There is more in YOU. You can produce more. You can do better.

You have to be committed to the absolute highest truth. Otherwise your just LYING.



Preparation means having a honest look at what you have CREATED and pivot and ADJUST to what you actually want and makes you feel like a MAN and fulfilled.

What you ADJUST it will be painful because it means letting go. However the pleasure of what you CREATE will far outweigh what you ADJUST.

To ADJUST takes a new reason and most men now lack that reason.

They operate from a sense of desperation trying to find reason amongst their duty and their desire to do the right thing and yet they can never please their wife that way because that is not what she is seeking. She needs a KING and he is showing up as a prince.

I built a \$400m company but was still a prince not a KING.

Struggling to find any happiness in my family life and addicted to working to fill the desire to lead at home but not finding the skill to do so. Staring at an unhappy wife and consumed by my own desire to be happy.

Finding it in work and ignoring the failure everywhere else.

It was only after finding the CODE my REDEMPTION began.

The CODE becomes a reason when placed into the FIRE of the CRUCIBLE.

It hardens it in our CORE and clarifies and crystalizes what really matters so we can then ADJUST.

Our STORY is currently the reason why we do what we do.



It is sadly lacking.

That's why we have a culture of men lacking drive, purpose and the ability to stand and deliver with their wife when it comes to the daily demands of the house and the WAR that we create in that place which should be our KINGDOM.

So brother is this getting through the STORY or are you still running it as you read and telling yourself this doesn't apply to you or your life?

Maybe you think its going to drop into your lap from some GOD that will cast his favors on you. He might but not, if you stay stuck in fear my friend.

Life demands you do WORK to get a result.

DO THE WORK is our battle cry!

It's the only way to have a KINGDOM.

Summary

We tell the TRUTH.

We seek what IS.

We ask the right questions.

We ADJUST to where we can witness results.

We give up our STORIES.

We DO THE WORK.



WE DO THE WORK

Its easy to imagine the battle to be on the outside. Life seems to pile up challenge after challenge and as a man we are meant to meet them all.

Often we don't know how to overcome them so we use what we have in our ARMORY. The learnings, knowledge and skills we have from our parents, our culture and experiences. Those of course are limited.

To RISE we need additional skills in each Territory of the KINGDOM mostly ones that do not work for us. 80% does however it's the 20% in business marriage and family that screws us over.

Skills to ensure we don't get a divorce and our kids hate and blame us that we didn't fight for the family. Skills to make our business grow and expand so there is an abundance of flow into the TREASURY from our business but also investments.

Skills to create connection, intimacy and love with our wife. To not feel like we are criticized all the time and never get



anything right. Skills to ensure she opens to so and we can own her soul. Skills your daddy didn't teach you because he didn't have them,

Skills where we don't have to jerk off to compensate for the fact she never wants to make love because we haven't spent any time listening to her and being present and leading at home not just at work.

Doing the work means to tell ourselves the truth. Asking a question like.

In every Territory what NEW skills do I need that I don't have or haven't been using to feel like a man again. Grab your sheet of paper and write them down.

If you haven't you're a pussy, your HIDING still and your wasting your time reading this. Do THE WORK means what it says.

Getting clear on what is missing can be the only path to know what you must acquire.

So we drill down and tell the TRUTH to know where we need to do the work.

Getting clear we now acquire the skills and REMOVE the suppression that has prevented us and will prevent us in the future using those new skills.

Inside the the crucible CRUCIBLE (WMC) in the flames of TRUTH where you need to do this it becomes very clear.

We quiet your chaotic mind so you can ACCESS see for yourself the influence of the CONDITIONING. I realise two principle events in my childhood caused me to react and behave as a prince rather than a KING. This lead to the



FALL. Looking back now it was predictable and if I had access to that quitter voice inside me then I wouldn't have needed or created the FALL.

The value of your own VOICE is priceless. You will learn how to access it and use it and value it. It clarifies what NEEDS doing and what MUST be done. No more running on adrenaline, fighting crises constantly and reacting rather than be proactive.

Then we begin to measure everything. How often you talk to your wife, how often you give her real presence. When do you hang with your kids individually, when do you work out, what are you eating, what marketing are you doing successfully?

All these results come from placing yourself in the CRUCIBLE.

The purpose of the CRUCIBLE is to clear out the shit and bring in a new YOU.

That requires embracing the CORE 4.

GROWTH

There are two distinct forces in this universe that exist outside of philosophy, science or belief.

They are distinct because they are observable.

One is the force of destruction. This causes your cells to die, the stars to implode, a tree to die, your relationship go to shit, your business to collapse.



The other causes your cells to replicate, the stars to form, a tree to germinate, your relationship to flourish, your business to grow.

In the the crucible Crucible (WMC) system we assume that Growth, Love and Contribution provide fulfilment in life. Lives devoted to these three principles cause fulfilment.

GROWTH provides the experience of these elements.

When we focus on growth, we feel alive.

Unfortunately the STORY has no growth. The story is one of ordinary and stagnation. Of staying within it and therefore no forward momentum.

To grow takes a PURPOSE and most men have had that purpose taken away. What's the point when you can't WIN in your family. When no matter what you do you feel like you lose. I know I've been there, She is never happy, always complaining about what you aren't doing and it feels like she never see all the things you are doing.

When we grow, we change the dynamic that's occurring and you RISE as a KING to lead inside your KINGDOM and family suddenly the other dynamic is gone. Suddenly she is happy. Suddenly you have more energy and focus to GROW at work as well.

You can't change her is the TRUTH you have total control over you though.

One is connected to the other.

Ask yourself these questions:-



1. In your scoring of each territory of the kingdom what do you need to do to take your current score to a 10?
2. What has prevented you from doing these things?
3. What story have you been telling yourself to prevent you from doing these things?
4. If you did these things what would your life look like?

Growth comes from asking quality questions.

Weak men ask shitty questions.

“Why does this happen to me.”

“Why won’t my team get it right.”

“Why is my wife such a pain in the ass?”

“Why doesn’t my business grow?”

“What do I have to do to get some peace?”

These and hundreds like them are questions from a weak man.

The questions themselves show he doesn’t believe has any CAPACITY to change his situation.

He believes the world is against him and he is the victim.
This is his STORY.

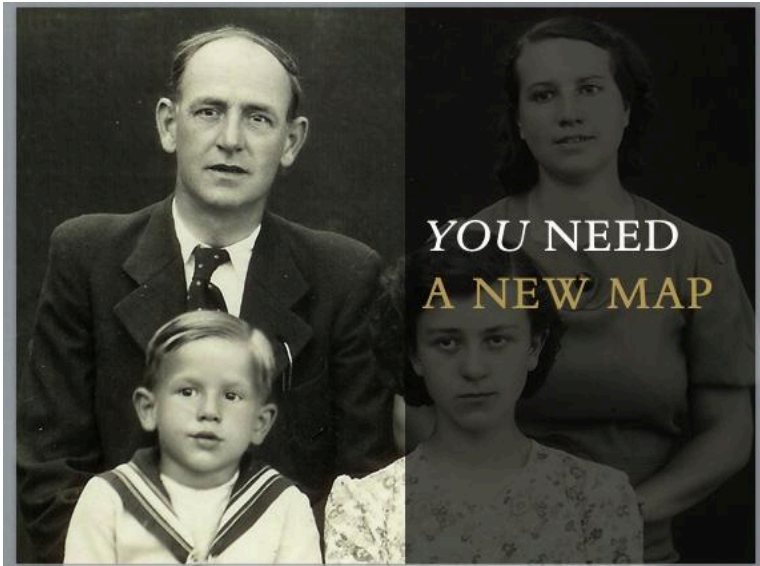
Note that his story is not reality, just his reality.

The second part of growth is to acknowledge you require additional information beyond your current reality or MAP.

Every man has a MAP.

The MAP is based on past events experience and knowledge. Therefore it is limited.





EXPANSION begins when we acquire new information and knowledge and can apply it. Until implementation begins knowledge is knowledge and it is useless to a MAN.

Expanding a MAN'S map allows him to expand and hence expand his KINGDOM across all territories. He can then grow his business, make love to his wife more, acquire the respect of his children, guide their moral development, look at his body with pride, feel vibrant in his spirit and experience inner peace amongst turmoil.

Expansion of the MAP requires letting go of the story about what you already know. This "knowledge" is limiting and as such is actually the opposite of GROWTH. The opposite of GROWTH is not DIEING. It is standing still and not moving, its freezing.

There are only three ways to react to a challenge.



FIGHT
FLIGHT
FREEZE

Which strategy are you using right now?

Fighting it feels good as the adrenaline pumps but the toll on your relationship is huge. The toll on your body compounds this as it begins to break down and fall ill. Forcing you to take the break that any sensible man would have taken. Particularly as his wife has been hammering on at him about slowing down for years.

Running away from the problem is like a son or daughter who leaves the moment they turn 18 hoping to get away from all the family crap. Only problem is even on the other side of the planet, its still with them, inside them. They can run but can't hide. If your wife does want to make love with you, feeling like a half man who cant even seduce his wife isn't going to make it and running to drink, porn, business won't stop the pain.

Freezing and sticking your head in the sand feels safe but only allows the problem to grow. How many times have you employed a team member and within a week regretted it and haven't had the balls to fire them or retrain them until two years later?

What was the cause of this behaviors?

This is not a strategy, it is you. You are the CAUSE, so when you change the strategy will automatically change.



When you attempt to change the strategy but not you. You will continue to do the old behavior despite the new strategy.

Inside WMC we ask these questions?

QUESTION: What is my current challenge? ANSWER: My team does not perform how they should.

QUESTION: How should they perform? ANSWER: They should be on top of all customer requests and automate systems to take the load off so they can focus less on admin and more on the customers and level up on service and attention.

A higher level QUESTION is: Why haven't you trained them to do this?

Here is where we DO THE WORK.

Your normal answer might be "Cause there are lazy or stupid."

TRUTH is, YOU haven't trained them properly. You haven't put any systems in place to train them and then check in regularly to ensure they are meeting the standard required.

TRUTH is you have been too lazy or unfocused to bother.

TRUTH is you look at doing it and it seems all too hard and you had a FALL and you don't have the CAPACITY to implement it.

TRUTH is its nothing to do with your TEAM and everything to do with YOU!



These reactions are based on staying within the SUPPRESSION.

When we DO THE WORK and move beyond it, we can begin the LEAP.

THE CELL

He came every 2nd weekend.

Then one day he didn't come back.

I never thought about it again until 30 years later.

Sitting in an abandoned monks cell 200km from Perth on a dark cold morning at 5.30am. I was in the 2nd Day of a Personal development course. The sun wasn't yet up. It was quiet and dark in the CELL. Shadows filled the room as I sat bolt upright with tears streaming down my face.

I had recently lost a \$400m company and a lot of my personal wealth. But that's not why I was crying. I was crying for him.

Frank was going to be my brother. My parents couldn't have any more children and were going to adopt him. In their naivety they asked me If I wanted to adopt him. I said No. I guess as a 6yo I didn't want to share my toys and parents. Underneath that I wanted to have a brother to share my life with.



The pain I felt in that moment choked me I could hardly breathe as I sobbed and the tears wouldn't stop. Held in for 30 years they flowed uncontrollably.

In that one moment came clarity sitting in that monks CELL. I knew I had closed my heart from age 5 until 35. That one experience closed me off from people and caused 27 years later my marriage to fail. Sitting there I began the Leap.

I knew I had to do the WORK. So that day sitting there I began my new life. I went into that event that day and tore down who I had become, to begin who I was destined to be. I rebuilt myself into a MAN, a Warrior.

That decision, that fateful day in the CELL lead me to meet my beautiful wife MARIE, to create my wealth my Treasury again, to sail around the world, to reconnect to my children and begin this event to have a life of a KING whereas before, I had merely built an EMPIRE. I had been a prince focused on myself, living as though I wasn't married, focused on my own needs and I had stopped growing.

As part of the WMC the CELL is a must visit.

THE LEAP



Everybody wants to be safe but screw safe. Safe get you the STORY. Safe gets you STUCK in the same place, convincing yourself you are making progress when all you are doing is working harder, so it feels like growth. But its not..... its just working HARDER.

The toll that takes on you is crap. You go home stressed, worn out, exhausted and on edge and you don't have any of the tools from the TEMPLE or the DOJO like meditation (yes I know you don't like meditating but that's because you don't know how to do it properly) or good nutrition or working out consistently to give you more CAPACITY to get rid of the stress.

So you take it out on your kids by never really being present or showing them how to have a shit relationship. Stressing them out with the silence between you and your wife or the constant bickering and fighting. Showing them what NOT to have but of course giving them an example they will copy and screw up their life as well.

You on edge with her as well, shitty she doesn't want to make love. Which has now just become another form of blowing off steam and a stress reliever its just sex now.

So it all goes to shit.

That's when you need the LEAP.

To get the RISE you first have to take the LEAP.

This is place where you have to let go of safety. What you think you know and the story you have been telling yourself. These things keep you STUCK.



To take the LEAP is to take a risk. One that you have been avoiding, one that you justify to yourself with the story and what you think you know. This is where freedom exists.

You get to become YOU. Not some f**ked up version of a façade you created to run your life but just the real YOU. Maybe right now your wondering who that is but that's OK. You will find it but first you have to LEAP.

What does a LEAP look like?

Stop LYING.
Stop staying at work too late.

Stop making work a priority.
Stop buying shit and toys you don't need.
Stop being stressed and angry
Stop being resentful that she is hard and closed off, cause you made her that way.
Stop cheating on your wife.
Stop snorting cocaine.
Stop popping pills.
Stop watching porn and using your wife as a masturbation tool.
Stop avoiding sex with her cause you cant get it up.
Stop avoiding time with your kids cause your too busy.
Etc , Etc.....

You get the point. The LEAP is letting go of the false structures you have in place that keep you going down the path to oblivion. What will give first?



Your mental health or will you just blow the family up and leave?

It doesn't have to be your solution to the problem. The LEAP provides the format inside the crucible CRUCIBLE.

We begin by asking the question "What needs to change in my business?"

XYZ is the answer but to achieve XYZ you take the LEAP by investing money you don't think you have available into yourself, your training and the systems inside the business.

You're scared shitless and you tell yourself you don't have the money available.

TRUTH is you don't have the money available because you have invested it and it pays off in increased cash flow and profit!!

You don't have to know how. You just have to decide to take the LEAP, we can show you how.

Once taken your CAPACITY changes and you will be ready for the RISE.

THE RISE

Now having DONE THE WORK taken the LEAP you are ready for the RISE.



This where your head is clear. You have given up the addictions and your now actually in the game and ready to build your KINGDOM.

When we invest the money we create CAPACITY in yourself then your business then your wife and then your life.

Suddenly you begin to RISE.

More money comes in you can invest in the business and employ more people.

Yes I know the BS excuse is you don't want the hassle of managing more people but the TRUTH is less people means you are doing it all and creating chaos in the rest of the KINGDOM. Your second excuse will be you don't have the money right now to employ more people and the solution to that will be in the MARKETING quadrant which is another weakness you haven't wanted to look at.

With the RIGHT people they will take the load off giving you more CAPACITY to focus on the larger issues giving you more

time to focus on your wife, more time to make love, more time with your kids. More time to guide and mentor them.

Your CAPACITY will have increased from attending the crucible CRUCIBLE (WMC) and your KINGDOM will be more peaceful. You will feel like a KING and that change in perception will be noticed by customers, team. your wife and children.



They will treat you differently, more respect and more authority. This has a effect we call FLOW.

Part of the RISE.

Surplus money is created that you can invest in other passive assets which generate additional income. This further takes pressure off your performance within the business.

With the business RISE you have time to focus on the KINGDOM.

THE KINGDOM



Master your Kingdom



A KINGDOM is our life.

Each component is essential to the others.

You can't have a great business when you go home and you are stressed as a chicken in a poultry factory. She is going to hammer you and then you go back to work the next day in that frame and mindset and you ARE going to make shitty decisions.

To HAVE IT ALL you must acquire different skills in each territory of the KINGDOM.



To meditate each week, work out, set aside time for your wife, play with your kids, work out your body, eat foods that live the structure each day of completing your BATTLE plan. A plan in each territory split into each day , each week, each month and MEASURED.

So begins the time to create with the KINGDOM.

Each day strategized progress in each TERRITORY as part of the WMC system.

COMMUNICATION

DOJO

TEMPLE

BOUDOIR

HEIRS

TREASURY

Realizing that living as a one dimensional man wont cut it.

Sure your Dad got away with being just a producer of income but in this decade that's a failure and a sure way to get a divorce, which 60% of men are doing now.

So you must have CAPACITY to not only handle each of those Territories but crush each of them.

The skills in each died out in generations before. New skills in each are required that haven't been taught in school, university, your church and certainly your brothers and mates don't have them.

I didn't have them 30 years ago. I thought I did. I was crushing it in business and ignoring the other territories not because I didn't want to be a good husband or father I did the best with what I had.



When the business collapsed and the safety of money and power receded away what was left was the TRUTH I had created and it stank.

It was from there over the next decade I gathered the skills from the very best in life from around the world to acquire them in each territory to create a system for MEN that actually delivers what we want.

How to be a great husband, father and businessman. To display and possess the CORE 4; honor, loyalty, bravery and integrity.

So I combined my spiritual learnings with my understanding of my business and found flow and I combined my knowledge of inner peace and found lasting love with my wife and I used my emotional learning from the Temple to understand my wife at a deeper level and how to be in my children's lives and mentor them without telling them what to do.

Taking time out during each day to do nothing absolutely nothing and allow my intuition to arise to come to the surface with cutting insights that power my Marketing, Team, Systems and Delivery in my business. In all territories of my life, my KINGDOM the same flow occurred.

Each piece fitted together like a puzzle. Like it had been designed by some higher power to sync and fuse to create flow into life.

I studied making love to my wife and tantric sex with the same passion I would have created a marketing campaign before. I pursued the knowledge of meditation like I would, understanding and managing a team. I learnt how to create space for a higher power with the same diligence I learnt accounting and reading a balance sheet.



You see there is a possibility NOW created in your life that these connections between the territories can take you from being an EFFECT in your life to being a CAUSE in your life.

That leads to mastery in each Territory.



THE
RELATIONSHIP
CODE

Communication

THE COMMUNICATION CODE

Men think they know how to talk to their wife but really have no idea that she uses a different language.

Men seek facts, women seek emotions. Seven percent of communication is the words, ninety three percent is HOW we say it. The state we are in when we communicate. Most MEN communicate from the feminine state now due to suppression and yes it is a THING.

When you do communicate from the masculine, she immediately feels HEARD, UNDERSTOOD and LOVED.



This is a skill to be mastered.

Marriage is hard work. Your mama lied to you when she ran around mothering you showing you this is how a women treats you. It's not.

There's a new game you have to learn or hit the brick wall at 100mph.

In my first marriage I had no idea about a great relationship, I thought a good one was good enough. It's not! Good is ordinary and ordinary gets you a dead relationship that just survives or one that dies slowly.

Just creeps up until one day you or her wakes and wonders why your in the marriage and don't think you can do it any more.

In this area of the Kingdom, we learn to communicate differently then we use the concept of the KEEP.

Small reminders. Notes left on a mirror, small texts sent each day to remind her. These build the KEEP with goodwill. These lead to "points" in her heart, these points add up, so when you screw up and you will, your not crashing to zero and getting mad crazy bitch from her. She is more forgiving and understanding.

Knowing her love language and how to make your wife feel love and understanding from you, makes women need safety.

We have not only physical difference in brain structure, this translates to your wife using four times as many words as you.



She will cover 20 topics in a conversation and expect you to keep up.

She stores everything you have done and NOT done and gets you on them at the worst time. You end up feeling like nothing you do makes her happy. You feel like a failure.

Men make the mistake of projecting her demands for him to RISE as **rejection**. Its not, its part of the CHASE.

We speak about the Ego and its projection of all problems onto others and there is no other person that receives this projection more than her.

Everything that's wrong you will be blaming her until you reignite your CORE.

Learning these differences and how to communicate through them becomes the basis for turning arguments into conversations in 5 minutes.

We have assisted thousands of couples have deeper and more intimate relationships and the CORE for you as a MAN is CERTAINTY. This is an acquired skill and not an attitude. In bringing this to a conversation and used in the right way it transforms a marriage.

Too many MEN though have tossed the baby out with the bath water. Either they witnessed their fathers anger or their mother over mothered them. Either way they tossed out the certainty with the anger.

They said "if that's what the masculine is" when they saw their father lose his shit, "I don't want it" and lost their certainty. Or their mother did everything for them and unwittingly stole his certainty by taking away his ability to stand on his own feet and MAN up to decisions.



Now we are left with a bunch of weak ass politically correct hog tied men who don't know what to say or who they are. I'm not talking arrogance here, I'm talking certainty to lead his family with honesty, integrity, bravery and loyalty, the CORE 4.

Cause when the CERTAINTY went so, did those values!!

It's overdue to bring back the CERTAINTY.

Communication, it's the oil that smooths out the rough patches by giving him a voice and her a soft place to rest. Love is back and passion binds us and she has surrendered herself and now rests in our heart protected by the CORE 4.



THE TREASURY

Two critical areas of the treasury. Income production and asset acquisition and growth.



Some men crush it in income production through their business but don't have a clue when it comes to acquiring good assets outside their business.

The Treasury combines two distinct areas, Income production and Asset acquisition. Income production without Asset production becomes the treadmill, working your guts out endless hours and missing out on the special moments with family. Always chasing your tail to make ends meet.

To have an amazing business takes mastery of four quadrants Marketing, Team , Systems, Delivery. Fail in one of these and your entire business falls.

Marketing requires automation, understand there are sales funnels to bring customers, word of mouth, direct sales and online sales(social media or traditional media). You have to create a funnel for each to turn the tap on and off as required. Can't do that and you will have stop/start inside the cash flow.

Your business is either a revolving door model or an in and out model. Revolving door means they customers get caught in the door and keep coming back. Hairdressers are a good example. In and Out means they come once and maybe they don't come back for quite a while if at all. Tyre shops, cruise liners, hotels etc; are good examples.

These two models require different funnels to encourage people to BUY MORE, SPEND MORE or INCREASE FREQUENCY of purchase.

Team gets far more complicated and is a quadrant that most owners dislike. Two problems will kill your business



here. Employ the wrong people and keep them on too long. Second is, to not train them correctly.

Often you think as the owner no one does it as well as you, so you do it all or you keep tasks that are not orientated towards cash flow creation, bogging yourself down with trivia that others could handle. Mostly YOU are the block to the business expanding.

EXPAND you and the business will expand. Inside WMC we have a comprehensive template that applies to any business to take it from zero to hero.

Invest in yourself. However the problem now is we have so much free content there is now a bunch of wanker MEN running around acquiring all this content thinking they can create a new MAP themselves, without the power of a mentor or a brotherhood.

What they haven't yet learnt is the *golden rule*: knowledge is great but useless without implementation. Without CAPACITY, you cannot implement.

I have met men with far more knowledge than me. Their lives however are a disaster because they have no CAPACITY to implement their knowledge.

They have not removed the glass ceiling of conditioning and stories that keep them held at an unacceptable level of income and wealth.

In WMC we level up our production of income then use the surplus we create from controlling our spending to have funds to invest. We then invest them into 20% pa investments where you reduce the risk and protect the KINGDOM. Using the surplus from these investment you



reduce debt and create an abundance of income from passive investment and can rely less on our business.

Now work becomes a choice because you love what you do however it no longer controls our life.



THE
BOUDOIR

Love & Sexuality

THE BOUDOIR

Most men fail miserably in the bedroom and feel like they are constantly asking for sex. Truth is as men we connect through making love. For your wife she needs connection first and she needs all the territories of the Kingdom to be discussed and sorted before she feels like making love.

If you feel like a dog on heat all the time and resorting to masturbation and porn to relive yourself your like 90% of married men today. That's only because they don't know any better.



Once you understand her. You will find she wants it as much as you do.

You just haven't been stoking the fires of her desire in the right way. In fact you have been tossing water on them. Communication in the Warriors Way pours petrol on those fires.

Blowjobs are on offer when you know how to really connect with your wife and make sure you are the KING and handling everything, providing the safety and security she so needs.

You have a story that she didn't need or want it as much as you. That's just a poor excuse to go to porn.

Men use porn as a stress release and after they feel guilty. Yes you can use your hand but it can also be an excuse to use her for that as well. Get your rocks off and the itch is scratched. That will guarantee she feels less like it in the future. Treat her nicely like you used to, CHASE her and pursue her and she will be all over you.

Ultimately as men we want our wife to surrender to us. Meaning she opens mind, body and spirit to us. When we get that, it is the most incredible feeling of connection man can have and craves.

That is there you get then BOUDOIR right.





THE HEIRS

Do you show up as some shadowy figure that passes in and out of the house to eat, shit and fuck?

Businessmen often do. So focused in their weak CAPACITY they are one dimensional men in the lives of their children. The look in the eyes of their sons and daughters tells of a longing for a fathers reassurance and approval.

You can hide out in the LIE or you can learn to get engaged. I don't give a shit if your father didn't give the



recognition support and approval you needed. It's all the more reason to break the chain and provide it to your kids.

The high levels of drugs, lack of direction, suicide and engagement by Men is due to poor leadership at home. Showing them the CORE 4 of Integrity, Bravery, Loyalty and Honor not by your words and what you want THEM to be but by your actions. How close are to actually living those? Or do you fail miserably and then wonder why your kids will not open up to you about their lives. Having a shallow relationship with meaningless conversations about school results and the news on TV.

Wouldn't it be brilliant if they felt safe enough to really open up to you about their problems, doubts and insecurities and you could provide solid advice that they listened to? That you tell them, how proud you are of them and really mean it and feel it? That you could provide the encouragement to tackle anything in life and they would be ok with how it turns out.

To tackle any challenge and have the resilience to go through it because you have their back. To know that you have instilled in them the CORE 4 because they model you and you LIVE by a CODE! That they feel the power of your LOVE because that's who you are!

Skills to break through the addiction to the business and the lack of engagement that was passed down to you? Or are you the guy that is all over his children? Living through their lives and getting all your connection needs through them instead of your wife cause that's way too hard. The kids are an easier target. Then you can feel good about yourself as at least, you are a good parent even if your failing everywhere else in the KINGDOM.



When we break out of the STORY we can become a real parent. Present, observant and knowing when to intervene and when to back off. When to help them up and when to let them fall.

I used to be a shit parent, particularly when I got divorced and saw my kids every two weeks. I learnt the skills of patience with them, of being present when I had them and giving them quality time and most importantly to show them who I am as a MAN. So the girls know what to look for in their MAN and the boys to model the that from me so they can show up for their woman.

That's the gift we can give to them and ourselves when we get our shit together as a KING.



THE
DOJO
Fitness & Health

THE DOJO

Your body affects your mind and spirit.



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It is deigned to explode into action, to build muscle and to hone itself as a weapon. Allowing it to waste away, making it sit still, causes it to break down. Then you wonder why you have no motivation. Why you can't get shit done. That long list of stuff you know you need to do in the business, with your wife and kids but somehow you never get around to it. Why your sex drive is declining and your just too tired sometimes to bother.

It's a holistic system and if your body is less than peak YOU will be. Your body provides the fuel to go to WAR. If you aren't fueling it and tuning it as a WEAPON then you can't build a KINGDOM and it will destroy your CAPACITY to handle it all.

In WMC we start the day with a green smoothie. In one meal you get 90% more nutrients than most MEN get in three days. Why? Most diets lack real nutrients. Keep a diary for a week of what you eat and drink. It's shit. Full of sugar that pollutes your blood with yeast production, screw with your insulin levels and make you have highs and lows during the day, requiring you to pump yourself with coffee and mess with your thyroid and energy levels.

Ever feel "foggy" in your mind? Push yourself on adrenaline at work and then come home completely stuffed?

Look at the consistency of your shit and see what it reveals about your eating habits. To be healthy you need to be shitting twice a day. You will be lucky of your doing it once between the loose stools and the constipation. Plus the number of beers you have in week.

Men say "I just have a couple when I get home or a wine to relax." Sure now count them up over a month. Or they say "I don't go over the recommended number of drinks per



day.” That’s their excuse to use it as a crutch to justify their lack of CAPACITY. Truth is it makes you WEAK as a MAN.

Best thing I ever did a decade ago was give up drinking. It made me STRONGER and showed me the discipline I could bring as a MAN to my KINGDOM, to my family, to my wife and to my businesses.

In WMC we don’t say you have to give it up or you can’t have a drink. What we do say is, you have to have POWER over it, not let it have power over you. Same with drugs, legal or prescription.

Most men are in denial about this and you probably will be, until you put yourself through the the crucible CRUCIBLE.

The CRUCIBLE hones and forges your body as a tool of your MIND and SPIRIT.

Time to MAN UP across your dojo and get your FITNESS and VITALITY maxed up.

IN WMC our body is honed, tuned to perform at its peak and that flows across in all other territories. Firing up the Boudoir, driving our Treasury and giving us the energy to handle it all.





THE
TEMPLE

Beliefs & Spirituality

THE TEMPLE

Suppression begins when your little.

Right from Mum and Dad treating you a certain way. To watching DAD and learning how a MAN reacts and behaves.



CRUCIBLE FOR MEN © Cre8 Awaken Pty Ltd 2021

It forms a library of references inside you that you use to relate to the world and creates the suppression. You grow up believing that your version of the world is the only one. Simply BS. There is no reality, there is only our version of it.

We all have beliefs and attitudes. However the real question to ask is, how are they working for you?

Does a belief that all women are too complicated and f**king crazy work for you?

Perhaps you do the opposite and run when she is talking because of the belief and SHUT down to her, close off and hide away. Is that Ok?

Does a belief that women can never be happy work for you?

Is it OK when you explode in ANGER and can't control it and feel regret and remorse after. Is that Ok?

A belief that you never get a break?

A belief that you are not enough?

A belief that your current challenge is unsolvable?

Is that a reality or just your reality.

Choose your biggest complaint.

Ask yourself these questions.

Is this true?



If it is true, how can you be absolutely sure if its 100% true?

If it's not true what possibility would it create in your Kingdom.

If the belief that women are never happy isn't true would that create the possibility you could make her happy? Absolutely!

If the belief that you don't have time for your children wasn't true would that create a new possibility? Absolutely!

Inside WMC we examine each belief and see how it shows up inside your KINGDOM and if its not working with you we provide the tools to change it permanently so you have new POSSIBILITIES.

In working with MIND we begin the shift that leads to a deeper integration of Mind Body Spirit to gain momentum for expansion of CAPACITY. As our MIND aligns we get synchronicity and begin to fire on all cylinders.





THE
ARMOURY
Kingdom Building Tools

THE ARMORY

The concept of the armory is a simple one. We all come equipped with a Library of patterns of behaviors that either work for us or don't. Many that we have acquired through Culture, Events and Modelling of authority figures are used as weapons against others and ourselves.

Inside the Armory we need to recognise there are tools we haven't accessed yet we can use to build the Kingdom not tear it down. Our SHIELD is the perfect example of this. The shield shows the correct priorities in our life(Kingdom) when we get these right we have an easier life. When we get them wrong, hardship and chaos reign.





The shield means:-

Self first unselfishly.
Our wife second.
Children third.
Business/work fourth.
The rest of the world last.

Place your wife last and you will have massive issues in your marriage. Place your business before your wife or children you will feel the effect. Your wife will eventually divorce you and children will be distant to you.

Too many men get this wrong and its one of the massive reasons their life is crap. Once CAPACITY is increased using this simple tool can make the difference in fulfilment.



There are over 150 such tools with the ARMORY in WMC for you to access and use.

Using these, mastering these, we look at our life and are proud on what we have accomplished and we feel like a MAN.

THE FORCES



TREASURY PROFILES



MARKETER

IDEALIST



ACCUMULATOR

BUILDER



INVENTOR

CREATOR



THE
TREASURY

For every businessman there are guiding forces that control within him what he can and cannot do. There are six required to have an amazing business. Some of them you will possess and others you must outsource.

The Marketer

Marc Benioff is the creator and founder of Salesforce and is a master marketer and creator of the \$215B behemoth. He knows how to market not just in an advertising sense but in affiliation as well. Linking to other software companies by allowing them to integrate to Salesforce has proved to be a master stroke.

Dreamforce the company's annual conference had 170,000 attendees in 2019. It was a master stroke of marketing.



These are the skills you need in your business to expand it and make it RAIN. Ideally we want a thunderstorm of customers pouring it. Knowing how to create that, becomes your magic skill.

The Idealist

Anita Roddick created the cosmetic company Bodyshop devoted to natural ethically sourced beauty products just when in the 1990 it was becoming a thing.

Your customers want to buy from a company with purpose. Apple is cool and Steve Jobs made it about making an impact in the world. Tesla is about conservation, speed and cool.

What is your business about? Do you have a purpose, a clear message to your clients, your team? A passionate team built around a purpose will work long hours with no extra pay for a well stated purpose.

You have an Idealist in you but perhaps you just aren't using him the right way. Obviously in WMC our purpose is to inspire Men to find their CORE and man up to their full potential. It's clearly stated and our customers and team love it and rally to it.

The Builder

Jeff Bezos has built the world's best logistics company. The systems and automation is incredible. Amazon has 12 million products and stocks and handles them all. I US cities they can deliver next day and some same day. That is an incredible achievement.



We all have a builder in us but most businessmen don't know how to reach him or use him to get systems organized inside what you do and deliver.

Janine Ellis formed Boost Juice when she had her first baby on her hip. She copied a concept from the US made it her own and opened 40 plus stores at once after the concept was proved in Australia.

The builder can take a concept and improve modify and pivot it. You only need to unleash him.

The Inventor

Elon Musk combines the best of creativity into his purpose. He has created amazing innovations in a unique way that also knows what the market he is in wants. In SpaceX his client is NASA so creating reusable rockets to lower the cost edged out Lockheed and the other existing larger competitors. Brilliant strategy.

At Tesla no one was excited about electric cars. They were boring and impractical. Musk made them cool, faster and with a range and charging network that revolutionized the industry.

You have an inventor in you which can innovate to better serve your customers and gain market share to increase profitability. You simply haven't learnt to connect with him or use him.

The Accumulator



Warren Buffet is arguably the most successfully investor in history.

His company has seen annual returns of 20% pa on invested capital since 1965.

Do you track what is the return on your invested capital. Either you invested money in the business and your net profit can be calculated to show a return on the amount or you started from scratch and don't know how much you have invested in the business over the years in new plant, premises etc.

You can still calculate what your business is worth today and then compare your net profit divided by the business value to get your annual return. If your not generating over 20% per year its not where it could be. It can however be improved with the right system.

Your accumulator knows how to take the capital you have and invest it for the maximum return but how often do you listen to him or are you too busy to stop and hear the message?

Each of these FORCES within you can be forged in the fire of the the crucible Crucible. Like metals that can be made to bond together under extreme heat and pressure. These forces can come together to make you a stronger businessman, father and husband.



BROTHERS

Men have their own MAPS and like to do it on their own.

However TRUTH is, to build a KINGDOM you need an ARMY.

No KING ever built one on his own. So why are you attempting the impossible? Trying to be a hero that can handle it all, when you actually cant!

You need a BAND of BROTHERS to support, encourage and provide the COLLISIONS. You need to be punched in the face with the TRUTH you need to run your kingdom, your family and your business.

It's tough and its hard to have it all. It's tough and it's hard to be a MAN now. Having other Warrior brothers who are facing the same challenges inside of WMC is crucial to your success at building.

The concept of the Platoon is built around units of Men completing and tackling what one man can't do on his own. The Platoon has been stripped away by Suppression today and we need it back.

Inside WMC we use the Platoon concept inside an online platform to connect discuss and bring together the best ideas and minds from all industries. Whatever you have to go to WAR over in you kingdom, a brother before you has tackled it and can share his experience with you encourage and support you.



It's great to have your wife to share with but you will find its invaluable to have the Raw and Real advice you get from the Band of Brothers inside WMC.

Are you ready?

SUMMARY

This is what it takes to have it all.

Our systemized approach to building a LIFE you can be proud of starts with you telling yourself the TRUTH.

You might be great in a few TERRITORIES but your not a master in them all.

Then the voice says yes but I'm getting there. Sure you are but how long will it take compared to another brother who has the support of the system we have built and the MEN inside WMC? He will eat you up on time, resources, inner peace, strength, simplicity of execution because he has more CAPACITY than you.

Whatever BS you have been telling yourself about joining you know its BS. Your just scared. What if it doesn't work? What if I don't get it,? What if I can't do the physical stuff. What if my wife wont let me?

What if I cant afford it?

F**k what if!

If your sick of the suppression and feeling like it's a struggle and your half winning all the time, are you ready for a new MAP. A better MAP for rising as a KING, getting your balls



back and stepping up in the marriage, family and your business.

The investment of money and time will be returned ten fold through the increase in your CAPACITY to handle the investing, the increase in turnover, the happiness in yourself and your family.

There's really no more talking and reading now. If you still here reading, there is just action NOW.

Go to
<https://www.relationshipcode.org/warrior-man-book>
and register for a conversation.

There's a number of questions to answer and process to go through but now it's the time for getting out of your suppression.

Congratulations for coming this far and joining us in restoring men back into KINGS inside their KINGDOMS.



Brett Jones



\$400m in 4 years

Brett founded a \$400m company in his early 20's and transformed into a real estate behemoth and then unfortunately lost it all in his 30's. However as they say strength is found in adversity

With true entrepreneurial spirit he regained it in his mid 30's through real estate, as well as embarking on a personal spiritual journey.

He travelled the world including a 3 year sail across the oceans on a yacht and now is founder for the RELATIONSHIP WARRIORS & the crucible with his gorgeous wife Marie.

He also has a fund to acquire retail assets in the USA.

He is father to six children and grandfather to nine. Happily married to his beautiful wife Marie for 29 years. These are his greatest achievements.



He loves exotic european cars and has owned a collection of them over the years and still does. He loves driving on a track and the intensity of pistol target shooting. He has a black belt in Karate and is accomplished in two other martial arts. An exciting public speaker he is an inspiring story of success, failure and rising again.



<https://www.relationshipcode.org/warrior-man-book>

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