

YOU
ARE
CUSTOM
MADE



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ANDY ELLIOT

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Ideology

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DIGNITY

I hope you feel like a misfit, an underdog, a fake.

I hope you feel forgotten, undervalued, and unappreciated.

I'm excited if you stare into into the eyes of those who should love you, only to find dissapointment - or worse: absence.

But it's not until the eyes you stare into are the ones in the mirror, that I am ready to meet you.

Because you are not a misfit. You are not an underdog. You are qualified, capable, and more powerful than you are prepared to accept.

You are a warrior, waiting to be set free; but only you can make that happen.

I can show you how.

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See that boy in the dirt? You don't think much of him, do you. It's hard to with his dirty jeans, ratty t-shirt, and tattered shoes.

He knows you're looking at him; he knows what's going through your head - it's nothing that hasn't gone through his a thousand times, and it burns him hotter than the Oklahoma sun.

All it takes is a quick glance to dismiss him without hesitation, just like anybody else would. And that's your mistake.

You see: he sees you as well, but you don't know what he's thinking. You've yet to grasp the first lesson he was forced to learn:

When everybody writes you off, when nobody's left to believe in you, when even the insults have stopped, and all you hear is the sound of your own heartbeat.

That's when your roar carries the farthest.

CONVICTION

How or why the catalyst works the way it does relative to our behavioral drivers

You cannot outperform your self worth.

ASPIRATION

What the catalyst can yield when applied to a system

When you have attained that which you never believed possible, inspire another to do the same.

MANDATE

What I do to create the change I seek

Demonstrate personal dignity.

MANTRA

How I remind myself of my Mandate

Our wounds are our weapons.

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I must invest more in me.

Through an expansive personal development and coaching curriculum I activate and mobilize the resources inherent in every human mind; and through systems, process, and rubrics I have collected and developed throughout my career in sales leadership, I provide a structure to apply those resources for tangible, and immediate profit.

Each soul possesses the opportunity to lead an incredible life. The tools and energy to frame our own reality are intrinsic in our being, waiting to be unlocked with the proper mindset, perspective, and discipline. I was fortunate enough to experience heartbreaking pain as a child and forced to discover and access the inexhaustible well of

personal power just to survive. I have expanded what I learned, and offer it as a path for the motivated individual to follow and unlock his or her sense of identity, purpose, and personal worth.

To monetize purpose and confidence one must apply structure and discipline. I have built a sales system, compiled from hard-fought experience in some of the most grueling industries in business, and designed to work in concert with my mindset coaching, to enable you to reach performance levels in days that would otherwise take decades.

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Our wounds are our weapons.

My Persona is a shield in the public space that allows me to speak and act with a high degree of consistency. It is a reflection of me at my best, or how I choose to be when at my best. I do not take it as a given that I am always acting according to my Persona, which allows me to be objective about my behavior and frees me to hold myself accountable when I am am 'off brand'.

- GALVANIZED << tough
- UNBREAKABLE / rigid
- RESILIENT / grim
- PRINCIPLED / judgemental
- IMPERFECT + PROGRESSING
- HUNGRY / selfish
- UNDERDOG / apologetic
- FEARLESS + AWARE
- DISCERNING < educated
- SAFE / facile
- CAPABLE << competent
- COLLECTED / reserved
- PERSERVERED << prepared
- FOCUSED / myopic
- PATERNAL + UNCOMPROMISING

THIS < As opposed to that
THIS << instead of just that
THIS / without being that
THIS + combined with THAT

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2

Guide

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Change is the only constant in life. Your relationship to change informs how you move through the world. You either attempt to impose a measure of control over change, surrender to it, or fear it. Act or be acted upon, as it were.

The Ideal is the first component of your Personal Ideology. It is a quality, value, or principle that, when applied to a situation, improves your relationship to the situation. (not necessarily instantly, though). The Ideal is often referred to as catalyst.

Although there are many principles one can apply to a situation to improve it (however you define what improve means), your Ideal is the quality you believe most vital in any or all situations. It's the essential component for positively transforming a system (like a market, family, country, company, individual, etc).

It's helpful to think about your Ideal like an ingredient in a recipe. What one ingredient is most vital to the recipe turning out well? Of course, all the ingredients are important, but which one is most important to you?

Your Ideal is the thing that gives you power over change. Your Ideal makes change safe, either by giving you control over it, peace with it, or by describing what will come by virtue of it. It is how you reconcile to the world.

YOUR IDEAL

The catalyst you evangelize - the value you seek to embody

DIGNITY

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Human beings make decisions based on a hierarchy of needs, like safety, security, belonging and self expression. When we aren't getting a need met, we feel an emotion that alerts us to make a change. When we feel unsafe, for instance, we feel fear which can cause us to take action and change the situation. We call these needs behavioral drivers.

Our behavioral drivers aren't all equally active all the time. Think back to the first party you ever attended: you were probably nervous because it was an unfamiliar situation (avoidance of the unknown), excited for the same reason (novelty), and hopeful to meet new friends (external validation - belonging). Three distinct drivers are active in that situation, but the overriding driver was the desire to meet new friends, so it controlled the fear and excitement associated with unfamiliarity.

Your Conviction is a rule about how your Ideal works against behavioral drivers to change your relationship to a situation. It becomes the 'first principle' of your Ideology. In math, it's called an axiom - a statement taken as self evident and the basis for applying an operation.

The Conviction answers the question, "how does my Ideal work?"

CONVICTION

How the Ideal creates change and benefits the system

You cannot outperform your self worth.

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The Aspiration is the end state you seek by applying your Ideal according to the rule laid out in your Conviction. It's your 'why', your purpose, your objective.

Your Aspiration provides context to your Ideal and Conviction, in that it frames where you apply the Ideal and Conviction (markets, industries, geographies, demographics, etc).

Your Aspiration provides a distant point on which to focus, thereby providing alignment between you and external audiences. It is the essence of the proverb, without a vision, the people perish.

Together, the Aspiration, Ideal, and Conviction form a unique and differentiable world view that is completely yours and completely original.

ASPIRATION

The goal I seek to achieve through my Ideal

When you have attained that
which you never believed
possible, inspire another to do
the same.

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Just like dribbling is the fundamental motion in basketball, the Mandate is the fundamental motion of your Ideology. It describes your most basic interaction with all of your audiences as directed by your Conviction. It is a commitment to engage in a specified activity, the disciplined practice of which will bring to pass your Aspiration.

With the Mandate you introduce yourself into your Ideology, and establish your relationship to a universally applicable Ideal, Conviction, and Aspiration. Frame this relationship in terms of citizenship and evangelism instead of ownership. By doing so, you invite your various audiences to collaborate instead of consume, thereby taking individual ownership of your narrative and ultimately becoming its evangelists themselves.

Said another way, your goal is to be seen as a leader in the community of the Ideal, but leadership is a status that cannot be claimed, only earned through a demonstration of authenticity. The Mandate is your daily demonstration of devotion to an Ideal that you believe can create change.

MANDATE

What I do to affect the change I seek

Demonstrate personal dignity.

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Keeping the ideal front and center is no small task, so you use your Mantra to remain focused.

Mantra (a Sanskrit term meaning ‘sacred utterance’) is a short phrase that reminds you how you do what you do. Like the Promise, it informs your everyday decisions, both behind the curtain and in front of the crowd, but unlike the Promise, it is written so that it can be shared like a motto from one person to the next.

With the Mantra you begin to document the delta caused by your Ideal. The mantra summarizes both the inferred comparative between where one is and where one was, and between the norm and the vision you hold in your Aspiration. It is an applied restatement of our Conviction.

MANTRA

How I remind myself of my mandate

Our wounds are our weapons



The Promise is the conclusion your audiences independently reach after engaging with you. It is the change promised by the Conviction as realized and vocalized in everyday terms by them. The Promise is general in nature in order to apply in many different situations.

Audiences don't understand the behavioral drivers that govern their actions, so the Promise is usually written as a short emotional response that signifies the end state of a satisfied emotional driver.

It is crucial to couch the Promise in terms of the audience's reaction to the Conviction because it forces you to think empathetically. In doing so, you create the perfect litmus test for whether any communication, product, policy or practice adheres to your Personal Ideology. If an audience's reaction to a policy, product, communication or interaction couldn't be accurately represented by your Promise, then it should be changed.

The Brand Promise is the natural progression from the Mandate and Mantra in the following way:

You say this [Mantra] to guide your action [Mandate] and when you're executing within your Ideology, your audience reaction is [Promise].

PROMISE

The conclusion others come to after interacting with me

I must invest more in me.

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It is with the Value Proposition that you begin to demonstrate the practical application of your ideology inside operations, productization, IP, and stakeholder experience. It is the set of unique things you do as part of your mandate to deliver on your Promise. It is your system.

Your Value Proposition is the sum total of all the practical ways your Ideal manifests itself in comparison to your competitors. It is at this stage that the focus of your Ideology shifts from an abstract vision driven by an ideal to you and your capability to leverage your Ideal to enact change.

Don't explain how you embody your Ideal, instead describe how you deliver change through the ideal. Remember, the best way to sell yourself is to stop talking about yourself.

VALUE PROPOSITION

How I deliver on my brand promise

Through an expansive personal development and coaching curriculum I activate and mobilize the resources inherent in every human mind; and through systems, process, and rubrics I have collected and developed throughout my career in sales leadership, I provide a structure to apply those resources for tangible, and immediate profit.

Each soul possesses the opportunity to lead an incredible life. The tools and energy to frame our own reality are intrinsic in our being, waiting to be unlocked with the proper mindset, perspective, and discipline. I was fortunate enough to experience heartbreaking pain as a child and

forced to discover and access the inexhaustible well of personal power just to survive. I have expanded what I learned, and offer it as a path for the motivated individual to follow and unlock his or her sense of identity, purpose, and personal worth.

To monetize purpose and confidence one must apply structure and discipline. I have built a sales system, compiled from hard-fought experience in some of the most grueling industries in business, and designed to work in concert with my mindset coaching, to enable you to reach performance levels in days that would otherwise take decades.



An internally-facing narrative that unpacks the foundational elements of the your Ideology and establishes a legacy or mythos. Where each previous component of your ideology has been a phrase, word, or sentence, the Story is a creative expression of all the components working together.

It's helpful to weave actual events into the story, to reinterpret them, if necessary, by the light of the newly-articulated Ideal. The Story provides continuity and purpose, framed in a journey of change, and is relatable to all that would make that story their own.

Now, it will be tempting for you to focus on yourself because it is 'your' story. Remember, the story should be as much about the Ideal as it is about you, lest it become a boast, claim, or irrelevant.

STORY

How I deliver on my brand promise

See that boy in the dirt? You don't think much of him, do you. It's hard to with his dirty jeans, ratty t-shirt, and tattered shoes.

He knows you're looking at him; he knows what's going through your head - it's nothing that hasn't gone through his a thousand times, and it burns him hotter than the Oklahoma sun.

All it takes is a quick glance to dismiss him without hesitation, just like anybody else would. And that's your mistake.

You see: he sees you as well, but you don't know what he's thinking. You've yet to grasp the first lesson he was forced to learn:

When everybody writes you off, when nobody's left to believe in you, when even the insults have stopped, and all you hear is the sound of your own heartbeat.

That's when your roar carries the farthest.



The Anthem is the only audience-facing component in your Ideology. Like the Story, the Anthem is a narrative about the power of the Ideal to leave the listener better than it found him. The Story explains how the Ideal changed the you, the Anthem explains how the Ideal can change the listener.

It would be ineffective to omit any mention of yourself in your Anthem, on the other hand, it should not dwell on the you either. In the Anthem, you have your first opportunity to evangelize your Ideal, to place it above your personal agenda, and to position yourself as a citizen in the community of the Ideal.

The Anthem should be written after the fashion of a manifesto that glorifies the Ideal, Position, and Aspiration without seeking to sell you. It is the statement of belief in the ideal that establishes your authenticity. It is the raising of the standard and the drawing of the line in the sand.

ANTHEM

Your invitation to experience transformation from your Ideal

I hope you like a misfit, an underdog, or a fake.

I hope you feel forgotten, undervalued, and unappreciated.

I'm excited if you stare into the eyes of those who should love you, only to find disappointment - or worse: absence.

But it's not until the eyes you stare into are the

ones in the mirror, that I am ready to meet you.

Because you are not a misfit. You are not an underdog. You are qualified, capable, and more powerful than you are prepared to accept.

You are a warrior, waiting to be set free; but only you can make that happen.

I want to show you how.

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Your Persona is a uniform you don in the public space that allows you to speak and act with a high degree of consistency. It is a representation of you at your best, or how you choose to be when at your best.

Your Persona is a part you play. It should be based closely on your personality, but by differentiating the two, you remain intentional when acting in your Persona. Keeping your personalty and your persona seperate forces you to stay on your best behavior when you are in a position that you need to be.

A Persona is also a shield to protect your privacy and private life.

PERSONA

My intentional public personality

- GALVANIZED << tough
- UNBREAKABLE / rigid
- RESILIENT / grim
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- IMPERFECT + PROGRESSING
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