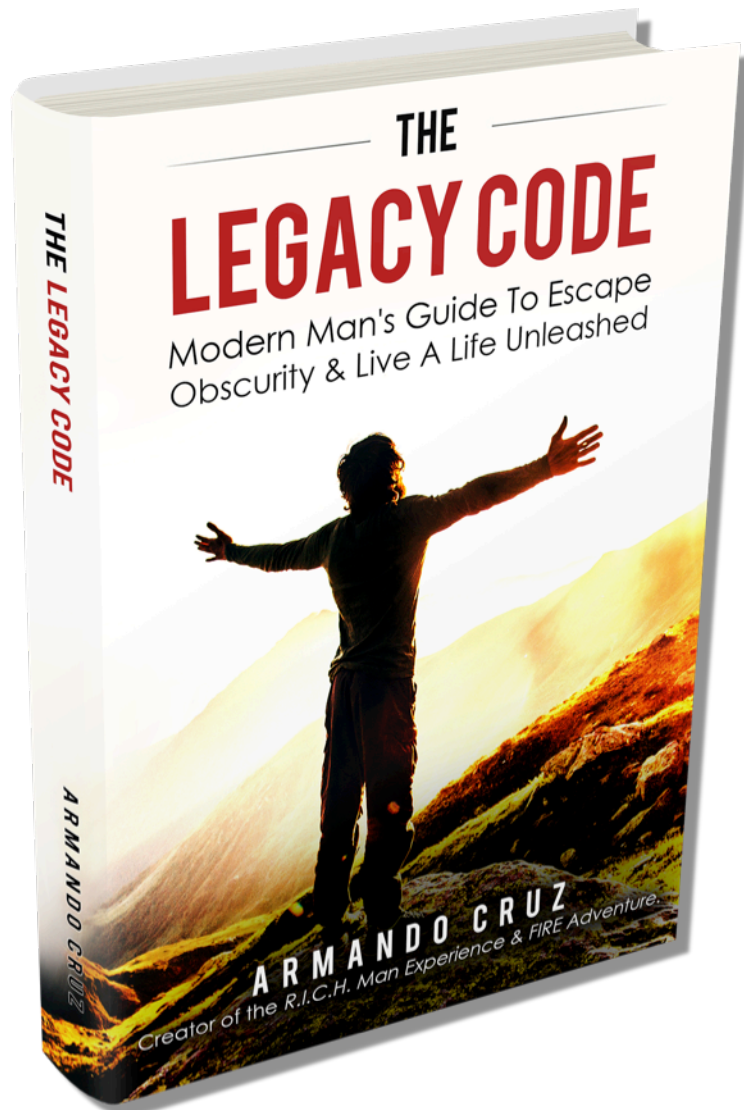


PRESS KIT



What you need to know to sound like
you've read the book

MESSAGE

Your legacy is a direct reflection of the life you've lived and the people you've served. The life you live is the legacy you leave. It's too easy to get lost and allow life to just happen to you.

You weren't created to be an observer of life but have been granted to opportunity to actually create the life you want. I want to share with a way of viewing the world, a way of purposely living to help you get out of the stands as an observer and into the drivers seat as a creator.

Creating a powerful and purposeful legacy is available to you with awareness, clarity, and implementation.

Sincerely,

A handwritten signature in black ink, appearing to read 'Armando Cruz', with a stylized flourish at the end.

Armando Cruz
ArmandoCruz.com

SUMMARY

Imagine you entered into a car race. Your car has 8-cylinders but you were only using 2-cylinders. What are your chances of winning the race? Not very high. Most men live their lives not having a vision that inspires them nor a purpose that drives them. That's like walking around with an 8-cylinder potential but living a 2-cylinder life.

"The Legacy Code" was written to help guide men to access and live out their full potential and create a legacy that inspires them and those around them. It helps teach men how to actively design and execute the impact and connection needed through specific daily actions.

The Legacy Code teaches through stories of the authors life and engaging exercise to help you create your unique code using the simple 5-step process: Awareness, Vision, Purpose, Process, and Implementation. In the book Armando walks you through each of these steps sharing personal stories of struggle, triumph, and revelation to help you better grasp the concepts.

The other thing that becomes apparent as you read through the many stories in this book is how influential Armando's father was in helping him become the man he is today. In essence you get the satisfaction of being part of a book that honors his father in the most reverent way.

Product Details

- Publisher: Self-Published
- Release Date: January 18, 2018
- Language: English

VIDEO

<https://youtu.be/UMTg5ulgOq8>

The image shows a video player with a whiteboard background. The whiteboard contains handwritten notes in black and green ink. At the top left, a book icon is labeled 'THE LEGACY CODE BY ARMANDO CRUZ'. An arrow points from the book to the text 'Modern Man's guide to ESCAPE OBSCURITY & LIVE a life'. Below this, a red ribbon graphic is drawn. The text continues: 'unleashed! Let this book become an asset in your life in creating the LEGACY YOU DESIRE'. A green arrow points from the book to an open book icon with the text 'read the WORDS and fully in what you are'. Another green arrow points from the book to the text 'make about to your greatest PRIORITY'. A third green arrow points from the book to the text '+ creating & implementation'. To the right, there is a diagram with a dashed circle containing the word 'Engage' and several small human figures. Below this, the word 'Learn' is written next to a cloud icon. At the bottom of the whiteboard, there is a list of horizontal lines with an arrow pointing to the word 'PRIORITY'. The video player interface at the bottom shows a play button, a progress bar at 0:19 / 1:06, and icons for HD, full screen, and a small video thumbnail of a man in a blue shirt.

ABOUT



Armando Cruz is a husband, father, adventurer, author, ultramarathoner, lifestyle physical therapist, and legacy coach.

Armando helps growth-minded, married men live happier, more connected, and more fulfilled lives. He does this with his immersive coaching program that help men show up powerfully in their marriage, in their health, in their business, and in their purpose. Armando's unique approach helps strip

away the clutter both internally and externally that is stopping men from showing up daily as the greatest and grandest version of who they are for themselves, their family, and their legacy.

Armando has climbed mountains, run over 100 miles in a day in swamps filled with snakes and alligators, has lived out of his car, and has rollerbladed and surfed in hurricanes but his biggest adventure has been fatherhood.

He is the creator of the Cleanse & Renewal Program, the Modern Man Virtual Summit, and the R.I.C.H. Man Experience. He is the co-owner of Cruz Country Fitness & Physical Therapy with his wife, Christian.

He is the proud dad of three amazing children and has been married for 17 years to his beautiful wife, Christian. He and his family reside in sunny South Florida.

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IMPORTANCE

WHY ARMANDO'S MESSAGE IS IMPORTANT

Over the past 7 years Armando has worked with high achieving men. The problem is that most of these men don't feel successful in the way that society sees them. In fact many men feel like imposters. In writing this book Armando interviewed 111 men and here is what he found.

1. The top three areas that men felt they needed to improve in were their health, family, and leadership.
2. The men that were practicing and involved in their faith, meaning that they read scripture and attend church regularly all expressed a grander vision of legacy. They felt that legacy was about fulfilling God's purpose for them.
3. Fathers thought about legacy more often than single men.
4. The two biggest obstacles that men perceived as preventing them from reaching their goals were fear and uncertainty.

A high percentage of men are just getting by in life. They clock in and clock out. Thoreau said it best, "The mass of men, live quiet lives of desperation."

The problem with this is:

- Men are not really showing up in their relationships and according to the American Psychological Association 47% of all marriages in the US end in divorce.
- Obesity among men has increased. A study done from 2011-2012 shows that 32-40% of all men are obese.^{1,2}
- Male suicides are highest on Sunday nights, realizing that their careers and possibly their finances are not where they want them.³

INTERVIEW TOPICS

On legacy

In our interview we can discuss what a purposeful and powerful legacy is, the types of legacies there are, and why it is important for men to actively create their legacy.

A purposeful and powerful Legacy are comprised of the actions you take daily that align with your values and your vision to help you grow and impact the people around you and the generations to come when you're gone.

Horace Mann said, "Be ashamed to die until you've scored a victory for humanity." A big part of legacy is being in the service of others as the greatest version you can be. In order for you to show up as that greatest version of yourself you must understand your values as they become the compass to direct your actions. Once you know your values then you must go through the 5 steps to creating your Legacy Code: Awareness, Vision, Purpose, Process, and Implementation.

There are 2 types of legacies: Personal Legacy and Impact Legacy. Your Personal Legacy is the legacy you create for yourself and the relationships you have with the people in your life and how you treat these people. Your Impact Legacy is the legacy that is the direct connection the world gets to leverage allowing those who come after you to leverage the fact

you lived powerfully. When you create and live out your Personal Legacy, you create fulfillment. When your Personal Legacy and your Impact Legacy collide they cause a lasting legacy that exponentially serves others.

Book Excerpt (pg 54): "It is important to understand that you will always have the opportunity to make the most of both of these types of legacies. The extent of the ripples you make is determined by the conviction and consistency of your actions."

On Work/Life Balance

In our interview we can discuss why work/life balance is a losing game and how to approach life in a way that serves you and others.

We've all been fed the lie that we need work/life balance. Too many men end up in this trap trying to balance their lives when in reality what they need is directed imbalance. Meaning you want movement and growth advancing you towards your vision.

Understanding that there are different buckets of our lives is crucial. Buckets like health, work, relationships, adventure, and finances. We must invest in each but not equally and not all the time. It is like a jazz quartet, sometimes the drums get a solo, other times the bass gets the solo, or the trumpet, or the piano. It is about focusing on your priorities and amplifying those at the right time.

Book Excerpt (pg. 73):

Work/life balance as a theory to try and believe in sets you up for failure and is not a framework that will serve you and your family well.

Book Excerpt (pg. 74):

But what if I told you that work/life balance was not what you really wanted. The idea that you want balance is a very nice one that we've been led to believe is the ultimate solution, but the fact is, what you want is directed imbalance. You want movement. You want growth. You want progress.

On The Role of Values

In our interview we can discuss the impact values has on your decisions and confidence to create a more fulfilled life.

Values are the compass that allows us to know which direction we need to go. They help guide our decisions and give us the confidence to know what to do. The problem is that most men haven't clearly discovered what their values are. Even if they know what their values are they don't know how accurately and practically use them to navigate their relationships, goals, or life.

My father gave me his compass growing up and showed me how to use it. As I grew up I got my own compass and because my father taught me how to use it I was able to use my new compass effectively. Using the R.I.C.H. Man Values helps men effectively adopt powerful values and teaches them how to use it. As they gain proficiency they test out other values that may serve them to eventually create their own system unique to themselves.

Values play a large role in confidently making the decisions and taking the actions needed to create your optimal legacy.

Book Excerpt (pg. 106):

Becoming a rich man took on a new definition for me. Most people think of rich in the context of someone who has lots of money. I have redefined it as a value system that has since become a compass to guide men everywhere how to show up more powerfully in their lives.

Let me remind you what R.I.C.H. stands for: Respected, Inspired, Connected, and Happy.

Book Excerpt (pg. 108):

In order to become that light source you must be congruent with your values and beliefs.

On Simplicity & Consistency

In our interview we can discuss the power of simple micro habits to achieve extraordinary results in your life

All the thinking, coaching, philosophizing will do you no good if you don't take action on it. Taking action has 2 main roadblocks, namely starting and staying consistent. In both cases using the snowball effect is has the greatest chance of being sustainable.

New years resolutions are a good example. They often start eager and overzealous but statistics show that most people stop following through within the first couple of months.

Discipline is the key to consistency. In order to stay consistent you must keep it simple. Instead of focusing on the big crazy goals focus on the minimum effective action you can do even on your worst day. This gives you access to daily success plus creates the momentum to grow into your habits.

Book Excerpt (pg. 203):

My purpose or what drives me to take these and other adventures is that these activities help me to become a better version of myself because they are tied into the process of improving. To endure these physically and mentally-demanding adventures, I need to train consistently. To become a man who trains consistently and is willing to get uncomfortable, I must become a man who is focused and diligent, a man who focuses on consistency and progress. I must become the type of man who is disciplined and meticulous.

Book Excerpt (pg. 207):

Execute daily on your vision, purpose, and process and keep it in alignment with your values.

SAMPLE INTERVIEW QUESTIONS

1. Why did you write the book “The Legacy Code?”
2. What is the book about?
3. Who is this book for? Why should they read it?
4. What drove you to write a book?
5. How did your father influence you in your life and how you create your legacy?
6. What are the different types of legacies? Why are these distinctions important?
7. What are the 5 key components to create a powerful and purposeful legacy?
8. I love how you explain the R.I.C.H. Man Value system. What makes it so empowering?
9. Why do you feel that simplicity and consistency can transform your life?
10. What has been the most fun or surprising thing about writing this book?
11. What are the ways that we can connect with you?

12. Where is your book available?

References

¹ Ogden CL, Carroll MD, Kit BK, Flegal KM. Prevalence of childhood and adult obesity in the United States, 2011-2012. *JAMA*. 2014;311(8):806-814.

² An R. Prevalence and Trends of Adult Obesity in the US, 1999-2012. *Obesity*, 2014.

³ Dan Miller, *48 Days to the Work You Love*, (Nashville: B&H Publishing Group, 2010), 22.