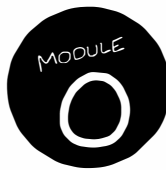
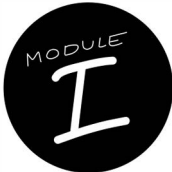
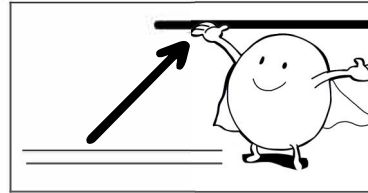


# THE HEROIC MASTERY SERIES



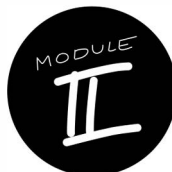
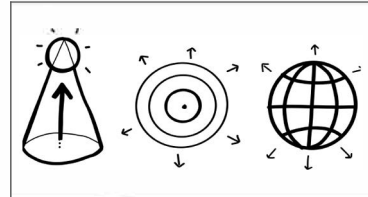
## OPTIMIZE=OPTIMUS=BEST= EUDAIMON=HERO

CLOSING THE GAP BETWEEN WHO WE'RE CAPABLE OF BEING AND WHO WE'RE ACTUALLY BEING AND GIVING THE WORLD ALL WE'VE GOT.



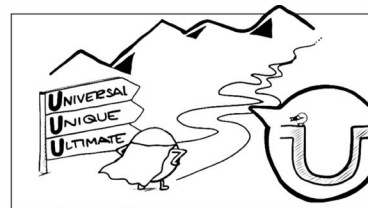
## EUDAIMONOLOGY

THE STUDY OF A GOOD SOUL AND OPERATIONALIZING VIRTUE VIA ANCIENT WISDOM+MODERN SCIENCE+PRACTICAL TOOLS



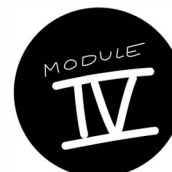
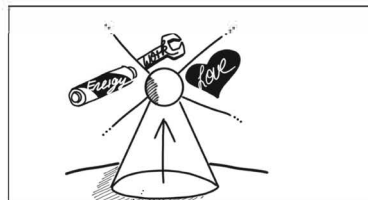
## HERO-OLOGY

THE STORY OF A GOOD HERO AND HOW TO CREATE ANTIFRAGILE CONFIDENCE+HEROIC COURAGE+RESPONSE-ABILITY



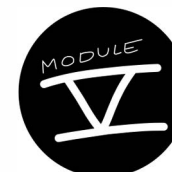
## THE BIG3 (x2)

(ENERGY+WORK+LOVE) x (IDENTITY+VIRTUE+BEHAVIOR)



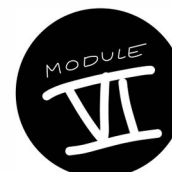
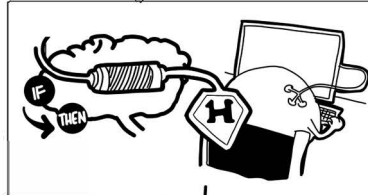
## #CARPE DIEM

TODAY'S THE DAY TO SYSTEMATICALLY ARCHITECT MASTERPIECE DAYS: PM+AM+ENERGY+WORK+LOVE+ WEEKS



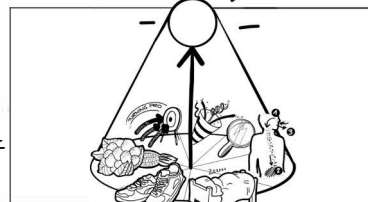
## ALGORITHMS

USING OUR WILLPOWER WISELY TO INSTALL HABITS THAT RUN ON AUTOPILOT VIA ALGORITHMS



## THE FUNDAMENTALS

BUILDING A STRONG FOUNDATION TO ENERGIZE AND OPTIMIZE VIRTUE-WISE, PEAK-PERFORMANCE-WISE, AND SPIRITUALITY-WISE



## OPTIMUS YOU

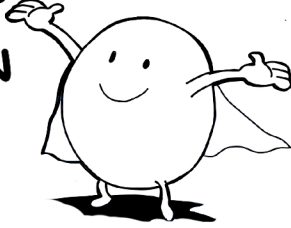
PRACTICE YOUR PHILOSOPHY AND GIVE THE WORLD ALL YOU'VE GOT IN THE ONLY MOMENT THAT MATTERS



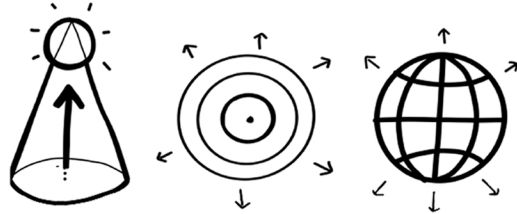
# MODULE 0

## OVERVIEW

**0** OPTIMIZE =  
OPTIMUS =  
BEST =  
EUDAIMON  
= HERO



**I** EUDAIMONOLOGY



**II** HERO-LOGY



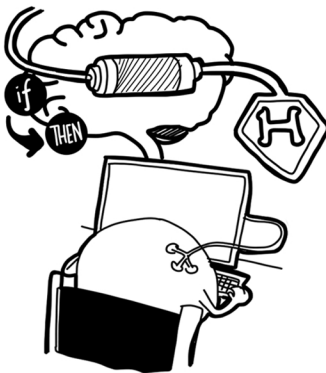
**III** THE BIG 3 (x2)



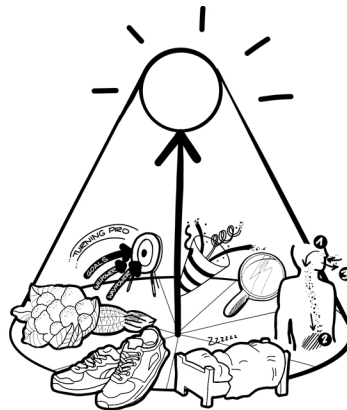
**IV** CARPE DIEM



**V** ALGORITHMS



**VI** FUNDAMENTALS



**VII** OPTIMUS YOU



# QUICK TRIP TO HEAVEN

CONNECT TO THE BEST VERSION OF YOURSELF

IMAGINE ENTERING A TIME MACHINE AND TRAVELLING FORWARD

TO MEET THE MOST RADIANTLY ALIVE VERSION OF YOURSELF YOU CAN POSSIBLY IMAGINE

2

IMAGINE THAT YOU  
HAD ONLY ONE MINUTE  
WITH THEM: WHAT WISDOM  
DO THEY SHARE WITH YOU?



1

WHAT DOES IT  
FEEL LIKE TO  
BE IN THEIR  
PRESENCE?



3

IMAGINE THAT THEY  
COULD ONLY TELL  
YOU ONE THING.  
WHAT WOULD THAT  
THING BE?

## ► BONUS

SPEND AN HOUR WITH  
YOUR JOURNAL AND THE BEST  
VERSION OF YOURSELF, CAPTURING  
ANY DREAMS, HOPES, INSIGHTS,  
INSTRUCTIONS, AND WISDOM  
THEY HAVE TO SHARE.



# QUICK TRIP TO HELL

VISIT THE DEATH BED OF YOUR UNACTUALIZED POTENTIAL

## IMAGINE BEING ON YOUR DEATH BED

AS THE VERSION OF YOURSELF WHO HADN'T LIVED IN INTEGRITY WITH YOUR BEST

IN WALKS THE RADIANTLY  
ALIVE VERSION OF  
YOURSELF THAT YOU  
COULD HAVE BECOME.  
ENERGIZED, CALM,  
CONFIDENT, LOVING,  
PEACEFUL, FREE.

1

WHAT DOES IT FEEL  
LIKE TO BE IN YOUR  
FINAL MOMENTS  
AND SEE THE  
POTENTIAL THAT WAS  
LEFT UNFULFILLED?

COULD'VE  
BEEN YOU

YOU

2

NOW, IMAGINE THAT  
FUTURE, DEATH BED  
VERSION OF YOURSELF  
LOOKING AT YOU IN THE  
PRESENT MOMENT—  
ENCOURAGING YOU WITH  
A FIERCE INTENSITY TO  
APPRECIATE AND USE  
THE GIFT OF TIME THAT  
YOU HAVE.

QUICK TRIP  
TO HELL

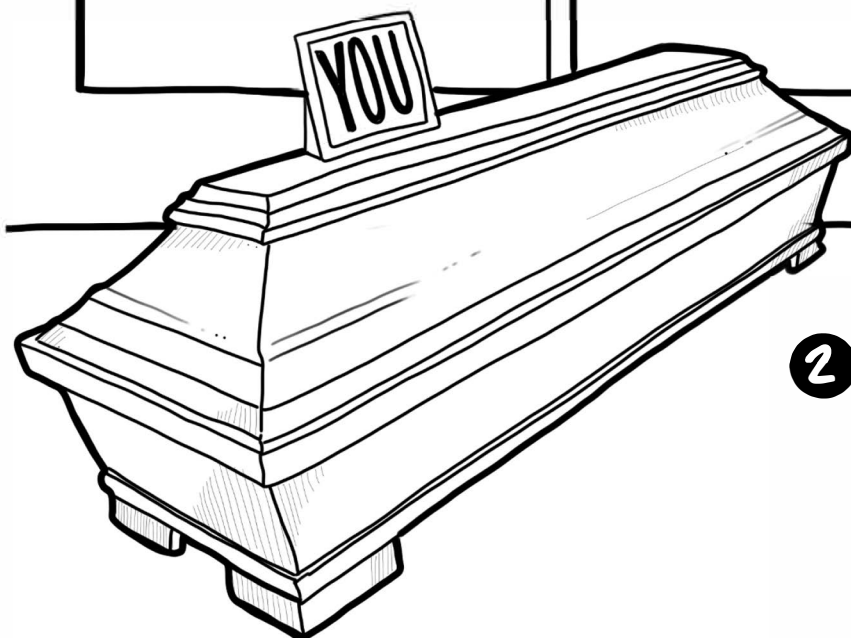


# THE EULOGY EXERCISE

BEGIN WITH THE ULTIMATE END IN MIND

IMAGINE WALKING INTO A FUNERAL CELEBRATING YOU AND YOUR FULLY AND HUMBLY EXPRESSING YOURSELF IN YOUR LIFE. STEP (AND FEEL) INTO THAT FUTURE REALITY.

1 WHAT DO PEOPLE IN ATTENDANCE SAY ABOUT YOU? WHAT QUALITIES DID THEY MOST ADMIRE AND APPRECIATE IN YOU?



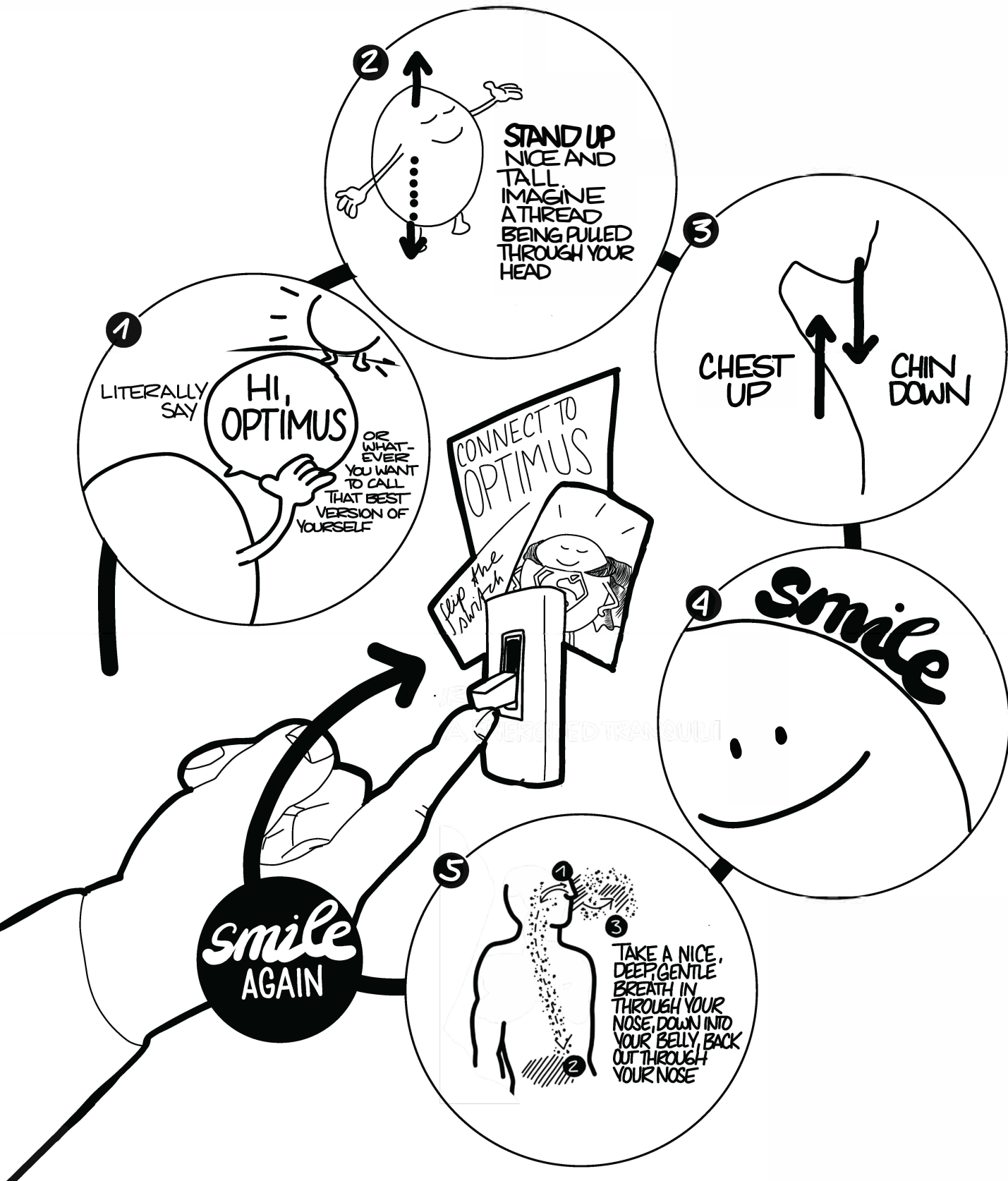
2 WHICH OF THOSE QUALITIES ARE MOST IMPORTANT TO YOU? THOSE ARE YOUR EULOGY VIRTUES. AND NOW IS THE TIME TO LIVE THEM. TAKE 10-15 SECONDS FOR EACH ONE AND FEEL WHAT IT'S LIKE TO EMBODY THAT VIRTUE OR QUALITY. REPEAT.

# FLIP THE SWITCH

INVITE THE BEST VERSION OF YOU TO TAKE THE LEAD

STAND TALL, PULL A THREAD THROUGH THE THE TOP OF YOUR HEAD AS

YOU LENGTHEN YOUR SPINE, CHEST UP AND CHIN DOWN, SMILE AND BREATHE DEEPLY



# INITIATE & CELEBRATE

STARTING AND ENDING YOUR DAYS WITH OPTIMUS

PREPARE TO BE YOUR BEST WITH AN OPTIMUS FLIP-SWITCHING BREATH.

THEN, CELEBRATE YOUR BEST MOMENTS.

WHEN YOU BEGIN EACH  
DAY, TAKE ONE OPTIMUS  
BREATH, FLIP THE SWITCH,  
AND EMBODY THE BEST  
VERSION OF YOURSELF.  
NOTE TIME OF THE DAY:

AT THE END OF EACH DAY, THINK BACK TO ONE  
MOMENT WHEN YOU SHOWED UP AT YOUR  
OPTIMUS BEST, EITHER SPONTANEOUSLY OR AS A RESULT  
OF A CONSCIOUS DECISION TO FLIP THE SWITCH.  
DESCRIBE THAT MOMENT HERE:

Sun

Mon

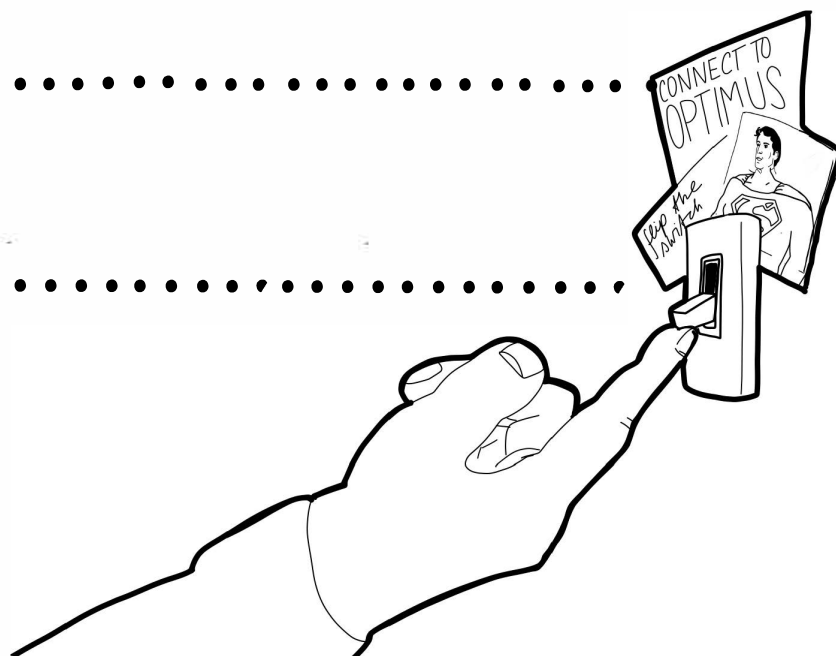
Tue

Wed

Thu

Fri

Sat



# THE ULTIMATE OPTIMIZING ALGORITHM

CONNECT + EMBODY + DO

MASTER THE PROCESS OF CLOSING THE GAP BETWEEN WHO YOU'RE CAPABLE OF BEING AND WHO YOU'RE ACTUALLY BEING, EXPRESSING THE BEST VERSION OF YOURSELF MORE AND MORE CONSISTENTLY

