



Session #1 | Preston Ely

Have you ever wondered why you're here? Does it bother you that you can't seem to get yourself to do the things that you know you should be doing?

Did you know that a mismanaged life is what's making it impossible for you to achieve financial freedom?

My name's Preston Ely, and to be totally honest, I'm rich. *I'm rich in every sense of the word.* Emotionally, physically, spiritually, and even financially.

But it didn't used to be this way. I used to be so broke that I couldn't even afford to pay attention. I filed bankruptcy, went into foreclosure, had my cars reposed, got divorced, all like within a couple months.

Not many people know that about me.

Even worse than all that, my inner life was in a state of chaos. I was alone; I was angry; and I was only 22 years old.

But then I discovered something that radically changed my life instantly and forever. It took literally less than two minutes, and things were never the same.

I discovered *The Red Pill*.

Now I'd like to reveal this discovery to you, that in an extremely short period of time:

- made me rich beyond anything I could have even imagined at the time;
- delivered me from anger and oppression, anxiety and a horrible attitude;
- opened my eyes to see beauty and love and a million other things that I had overlooked for years;
- transformed my body;
- made me healthier than probably 99% of the human population

... and these aren't even like the most important things that it did for me.

If you have the guts to endure the most mind expanding, heart wrenching, soul inflaming, body enhancing journey of your entire life, I challenge you to go through this entire program where I will reveal to you why you've been frustrated for so long and what you can do about it.

(I'll give you a hint, it has nothing to do with the Law of Attraction.) But I warn you... things will never be the same.

Only the courageous should proceed.

This is... *The Red Pill*.

All right, let's go ahead and get started.

What you are looking at here is the mind map that we're going to be going through. There should be a link on this page where you can download the entire mind map. This thing opens up into a huge monstrosity.

What you're basically looking at here is a system of living; that if you follow it, will literally revolutionize your life. It's taken me about 13 years of hardcore soul searching, observation, education, prayer, and literally pain, to come up with this.

What we're going to be doing is going through this entire mind map in detail, one module at a time.

We're going to do it in an effort to get to the heart of why your life is the way it is and what needs to happen to get drastic and immediate change.

Then at the very end, I'm going to present to you *The Red Pill*.

It'll be up to you whether you take it or not.

You're going to have two choices. You can implement the entire system on your own – which is better than nothing, I guess – or take *The Red Pill* and watch it happen *automatically*.

Now, why should you listen to me?

Well, I don't know. Maybe you shouldn't. You listen and decide for yourself.

I'm not like a doctor of anything, but I've read enough books to be one. I've read literally hundreds of books, including the Bible from cover to cover about nine times. I've got whole chapters, whole books of the Bible memorized.

I've mentored hundreds of people, I've been mentored by top achievers, pastors, spiritual leaders, my own parents are pastors...

What else have I done? I'm in high level masterminds with Anthony Robbins; Jack Canfield; John Assaraf; Mark Victor Hansen.

I'm a missionary and majority financial backer for Lone Pine Ministries, which is an organization that goes down to Cuba to minister to the poor and plant churches.

I speak publicly.

I've produced multiple home study courses. I've published books.

Yadda, yadda, yadda.

The most significant thing that I feel like I've done is spend the past 20 plus years studying it. *I'm a student of life.*

I've noticed some very important trends and patterns as it pertains to human behavior and self-development that I'd like to reveal.

I'd like to reveal the most important one to you in this program that to my knowledge – in this context – has never been spoken about in any books, tapes, or sermons. I mean nowhere. I've looked out there, and I don't see anything about this.

This is indeed *The Red Pill*. And once you take it – I promise you – things will never be the same again. You will, quite literally, be transformed from the inside out.

This one thing – this one thing – has revolutionized my life.

It's made me rich, it's healed my body, it's even come darn near close to helping me stay with one woman for more than two months in a row. [laughter] Seriously, if you only knew how amazing that is. Ask my friends... or my mom.

Okay, a couple of quick disclaimers before we get started.

You are not going to agree with me 100%. You're not going to agree with 100% of what I have to tell you. And that's okay. I don't know that I've ever read a book or home study groups or anything – outside of the Bible – that I agreed with 100%.

I've never held that against any of the authors.

We're all human; no one's perfect. Take what resonates with you and never mind the rest. There's nothing wrong with that. All I ask is that you keep an open mind.

I'm going to mention the word "God" from time to time. Disclaimer #2: maybe even the word "Jesus." Ooo...

However, this is not a sermon and I am not trying to push any religious views on you. I don't even have religious views. Religion as the world knows it, in my opinion, is total BS. I put it right next to the government on what is the biggest fraud ever perpetrated by man's skill.

If the name Jesus offends you, which will make you wonder a little bit by the way, then replace it in your mind with whatever in the heck you want.

"The Universe" is a popular term right now, use that. I've seen *The Secret*, the movie *The Secret* probably three different times. They use the word "The Universe" often. I don't really like the term "The Universe" but it didn't offend me at all.

I just read the book called *The 48 Laws of Power*. I don't know if you've read that or not. You should definitely get it. I read it recently and it was the most corrupt book I have ever... the most morally corrupt book that I have ever come across. Unbelievable.

You should read it though [chuckle], because it was at the same time packed full of more wisdom than I have ever read in a normal book in my life.

So what I had to do was just have discernment, have discretion when I read through it. So I had to replace the term – for example I had to replace the term "deceive people" with "motivate people."

So feel free to do the same thing here – replace "Jesus" with "Buddha" – whatever. I wouldn't recommend it but feel free to do it.

Whatever you do, *don't get offended*. Only weak, small-minded, normally very broke people get offended. Excuse me. I don't think you're one of those types though; so no worries.

I think that's it for disclaimers. Let's get moving here.

The foundational truth, an assumption that *The Red Pill* stands upon is that freedom is at the root of all happiness, purpose and meaning in life. Freedom is the root of all happiness, purpose and meaning in life.

A good friend of mine – marketing genius Joe Polish – is known for saying, "We are in business for freedom." This guy right here... At the focal point of all this that we're talking about, we've got, if you look at the center of the screen here: *Real Freedom*, and all these things around here that create that.

So, this guy right here, Thucydides (I'm not sure if I'm pronouncing that right). He's quoted as saying, "The secret of happiness is freedom." Freedom is the secret of happiness.

Our own Constitution, which the founding fathers regarded as nothing short of a divine miracle if you study it, was made in part to "secure the blessings of liberty", and so on.

Even Jesus himself came to proclaim "...liberty to captives and freedom to prisoners".

If that's not enough to convince you of freedom's eminence; observe a dog in a cage. Compare it to a dog running in a field. Go live in China for a while. Talk to an alcoholic in the chains of addiction or read about schizophrenia.

As I said, I've spent a lot of time in the Communist country of Cuba, and you should see the look in these people's faces. They're in the midst of oppression, Communism, in the midst of their *lack* of freedom. It is sad. I'm telling you, they are beautiful people down there but it is really... It's sad...

So what is freedom? My definition of freedom is this, write this down: It's **the ability or the power to do what is loving and right**.

I know a lot of this sounds a little bit weird. It's like, what in the world? This does not sound like any self-help thing I've ever come across.

What does this have to do with making money?

What we're going to be doing in *The Red Pill* is going deep.

Every self-development course almost that you've ever read, book whatever, they deal with very superficial... What would I call it? Well, superficial is a good word for it.

It's the exterior... They're trying to fix the exterior of your actions and so on and so forth. That never works.

What we are going to do, what here at *The Red Pill*, is go deep. We're going to go to the core of why it is you do the things that you do and how to literally bring lasting change.

Have you had lasting change reading any of those books? True, lasting change? Have you been transformed? Are you a new, strong, powerful monster of a man?

Most people aren't. Most people try these things that all these self-help gurus say and it makes them feel good for a week and then it goes away and they're right back where they started.

This will be no such program. I can assure you that.

So, again, my definition of freedom is the ability or power to do what is loving and right. What is loving and right tends to bring you all the success that you're currently scrambling to get.

Freedom is my personal life's purpose.

If you look at my wall at home, I'm looking at it right now. You see a sign hanging on the wall that says, "*My definite major purpose in life is to glorify God by helping other people become free.*"

It's my mission. It's who I am. It's what I'm about.

It's been a recurring theme of my life ever since I had this really powerful defining moment – about thirteen years ago or so – which I'm going to tell you about later on in this program.

Ever since that moment, I have been literally consumed with the concept of freedom. It just came to me. It hit me like a ton of bricks.

One of my corporations is called Real Freedom Inc.; another is called Real Freedom Properties; and yet another is called FreedomSoft, LLLP.

I have products like Real Freedom websites, Real Freedom comps, and on and on.

Freedom is just what turns me on as a person. I'm personally determined to finding it both for myself and for you; for other people.

The problem is that we, as humans, are not free. We think we're free, but we're not.

I was watching this TV show "The Prisoner" recently. There's this interesting conversation between the character who was convinced that there was something more to life than what he was seeing, and the quote-end quote puppet master, so to speak.

The prisoner goes, "I am a free man." The puppet master responds, "No. You only *think* you're free."

Very profound.

We are all – I am, you are – imprisoned behind walls of lies. Everyone is. We all are.

It's only a matter of degree. Not many people; not many learned, educated people would disagree with that.

We don't see things as they really are. We see things as our conditioning, other people, our parents, the government, the media... even unseen spiritual forces want us to see them.

Every single one of us has been literally programmed for total and complete failure. That may be a little bit of an eye-opener to you, but it is 100% true.

What's worse is that we've been programmed this way from birth.

As you can probably guess, it takes just a little bit more than positive thinking to undo all this. Most of us do not even know all this is going on.

All that we know is we're in pain, and we will do pretty much whatever it takes to get rid of it by whatever means is necessary; whether it be good or bad.

You know, we're all, for all intents and purposes, we are machines. The smartest people I've ever met in my life all agree with that.

I know no one – we don't really, if we're honest, we don't really like to hear that. We'd like to think that we are in control and so on and so forth.

But if you really look around, and observe things really closely, it's true.

Seventy-five percent of the things that we do, we don't even know why we do them. Probably even more than that.

What's worse is that we don't even stop to question it. We just do it like robots.

So, since we don't see things as they truly are; we're not free. *We're not free.* We're not free to act in accordance with the spiritual and moral laws of nature.

It's these same laws which, if you'd follow them, if we follow them, would naturally bring us all the success, wealth, riches, everything that we could ever want.

You can't see what you don't believe. That's a fact. You cannot see what you don't believe.

And you can't do what you can't see.

Which – interestingly enough – is why Jesus came to physically, but even more important, *symbolically* give sight to the blind and proclaim that "...the truth shall set you free." Hmmm.

The worst part of all this is most of us don't even want to know what's really going on. We don't want the truth. In my opinion, that's kind of pathetic.

I'm paraphrasing one of my favorite theologians and authors C. S. Lewis – who wrote *The Chronicles of Narnia*. He said something like this; it was a quote I read once: "Seeking truth..." or it might have been seeking meaning? "Seeking truth is what separates us from the animals."

That being said, why don't we do it? Why don't we seek truth?

Well, we don't seek truth because to do so is to invite pain into our lives.

There's a little known verse in Ecclesiastes that says: "In much wisdom is much grief. And he who increases knowledge, increases pain." That's really just obvious, you know.

If you didn't know that there is starvation in Africa, it wouldn't bother you at all. You'd be perfectly content.

But then, you know, you increase knowledge; you find out about that, that suffering there, and it hurts you inside. It makes you feel guilty for not helping, maybe. It causes discomfort.

The problem is that we don't like pain. We literally will dream of nine thousand different ways to deceive ourselves in order to avoid it.

Hence the cliché; "Ignorance is bliss." We avoid pain at all cost, literally. We do it all, most of it, subconsciously, I might add. We don't even know we're doing it.

But what if you knew that the cost was your life, was your very soul, even? Would that change your ability to welcome it into your life? To welcome pain into your life for an infinitely greater good?

I was interviewed on the radio not too long ago, and the host asked me what the secret to my success was.

I actually had it transcribed and I'd like to read it to you real quick, 'cause I could paraphrase it but it wouldn't be anywhere near as powerful if I just read it real quick - and you can read along, if you want.

I basically had it transcribed, this is not it. Those are your affirmations, that's my to-do list.

Here we go! Damn. Put it over here. Bear with me here for a second. Let me see if I can make this a little bit bigger.

He asked me this. He said, "If you have to narrow it all down to one principle, what do you think has made you successful?"

This is my answer. "If I have to narrow it down to just one thing, then my answer is going to be short and boring for everyone. The answer would be simply, *God*. Get to know Him and everything else will fall into place.

But if I can answer with two things then I think I can give you what you're looking for. Two things: Number one, *Attitude*. I just refuse to lose. I decide to make it happen and... We'll talk about this epiphany I had later.

Number two, I'm on – and this is the important part, the reason I'm reading this to you right now – I'm on *a never-ending quest for truth*.

I want to know what's really going on here in this game we call Life. Why am I here? What is required of me? What is right? What is wrong?"

Unlike a lot of people out there, I refuse to live in denial. I absolutely will not knowingly put up defense mechanisms to protect myself from what I know to be true about myself, and the world we live in, no matter how much pain this causes me.

Believe me, it causes me a lot of pain. But it's important to note that everyone will pay this price in pain, either now or later, regardless of whether they live in the truth or not.

Pain now is the way of the Champion... the way of the true warrior.

In every area of my life, I'm always asking myself, "What is the truth?"

Contrary to modern thought, there is only one truth. If you believe one plus one is two and I believe one plus one is three and the janitor over here believes one plus one is nineteen, well guess what? Me and the janitor are living a lie. We are in a delusion.

One plus one equals three is not just my personal truth; it is in fact my personal absurd departure from reality and this applies to both, subjective and objective issues.

How does this apply in success in life? Simple.

Every important aspect of your personal life; your spiritual, emotional, financial, physical, and relational life, each one of these things requires a sacrifice in order to achieve wholeness – or as you put it – success.

This sacrifice is so immediately painful that the majority of people choose to lie to themselves in as many different ways as is humanly possible – and we are possible of quite a bit – in order to avoid this.

However, the consequence is A, we begin to live out-of-sync with reality, a delusion.

And B – and this is the cause of all neurosis and psychological disorders, in my personal opinion – and B, we eventually begin to suffer at an even greater pain threshold than if we had gotten the suffering out of the way right upfront.

Well, these things are not an option for me because as I explained upfront I am fully committed to the truth.

I want what is real for myself, and so I'm compelled to do the necessary things that truth requires of me, which always leads to success.

Here's my success secret; *I choose to suffer now, not later.* That's it. Ask me for one thing and that's what I'm giving. That's what I'm giving you.

Let me close out of this real quick and turn hiding on. I hope you enjoyed that.

Back to our mind map here.

We are in bondage. Just like the movie, I don't know if you've seen the movie, *The Matrix*, hopefully you did.

If you haven't seen the movie *The Matrix* go watch it. It's packed so full of spiritual symbolism and analogy. It is unbelievable.

If you didn't like the movie, *The Matrix* that means you're probably a female. I have yet to find one girl that actually liked that movie.

But anyways in *The Matrix* everybody's in bondage. You'll get a lot out of watching that movie.

We are... we're a slave to our programming. Programming which could rightly be analogized to a virus.

This is the most... this is the first, rather, foundational truth that *The Red Pill* builds upon.

We are blind. We are blind for the most part. The problem is that though the truth can set us free, where is the truth? Where are you going to get it?

For every question in life, there's a hundred, a thousand different, very intelligent people, who all have different answers. Who are going to listen to? Why should you? Why should you listen to them?

Are you sure that you're personally seeing things clearly? Most people don't. They think they do; they don't.

Generally speaking, the more stubborn that we are about our beliefs, the more insecure and downright foolish we are.

Who's going to reprogram us? Can we do it ourselves? Can a virus infected MacBook reprogram itself?

Does saying, like I saw at the T. Harv Ecker event, "I hereby declare myself to be worthy." (he has everybody say). Does that somehow make it true?

Each additional story that we tell ourselves about life that is untrue is one extra prison gate, one extra wall – or stronghold as some people like to call it – that we are powerless to move beyond. Picture a penitentiary, where the prisoner who has just been released has to go through dozens of locked gates to get to freedom.

Well, in the spiritual realm – or as I like to call it, “ultimate reality” – from which our experience in the material world flows, we have much the same problem.

We are all locked up in pits of despair and hopelessness. If you really dig deep you can get in touch with that. Some people have more of an ability than others.

Life won't seem to give us exactly what we want. We keep tripping over the same damn stick – excuse my French – just like "lifers" they call them; criminals who keep returning to jail over and over again do.

We have healthy bodies but broken hearts which in turn affects our health.

We have healthy financial situations – you're going to see different things here, spiritual, mental, physical, financial – with healthy financial situations but maybe unhealthy relationships and that would in turn affect our financial situation, due to divorce, stress, distraction. We have great relationships but no money.

You know it's always one thing or the other with most people. And that's... so take the relationship thing that would in turn put stress, having no money puts stress in your relationships because we can't give, we can't reciprocate.

Maybe we have a positive attitude but poor health which in turn makes it hard to maintain that positive, that optimistic outlook... which then affects our relationships... which then affects our financial situation... which affects our health; which affects our attitude and on and on.

Which brings me to the main point that *The Red Pill* will be making... I'll be making throughout this program.

There are four keys to real freedom, and they're right here in front of you; *mental and emotional freedom, spiritual freedom, physical freedom* down here, *and financial freedom*.

Mental and emotional – this requires awareness, a positive attitude, requires knowledge, it requires a resolved past. We're going to talk about how to get all those things.

Spiritual, relational – requires you to have purpose in your life, we're going to talk about that. And we'll get into all that later.

But my point is how you handle each one of these areas greatly affects your freedom in regards to every other one.

Your financial freedom affects your spiritual freedom; your spiritual freedom affects your physical freedom.

Let me see if I can change something in here quick... Show toolbar... Relationship... So we got our financial freedom affects our spiritual freedom. Our spiritual freedom... Oops, don't want to do that...

Our spiritual freedom in turn affects our financial freedom... Try that again. Listen, I'm a real estate investor not a mind mapper.

Our physical freedom (how healthy we are) affects how we feel; it affects our mental and emotional freedom. Our mental and emotional freedom also affects the whole mind-body connection that they've discovered recently.

We all know that how we're doing financially affects our health; people get ulcers.

Our spiritual freedom certainly affects our mental and emotional state of mind, how we're doing in our heads it goes right back the other way. All this stuff is connected.

Why am I doing this wrong here? Oh, I think it's over there.

All these things are connecting back and forth. There's probably 30 different combinations here which I'm not going to bore you with, how all these things connect to each other.

Here's the problem as I see it, the majority of people that I have personally observed are focused primarily on one – sometimes two – of the four keys of freedom.

I was almost tempted to call this thing the four keys of freedom but I've got a... *The Red Pill* is much more accurate in how we fix all this.

So one, maybe two of these they're concerned with and they do this to the detriment of their overall health; their stability, their power and their success in life, and it makes them miserable. Ask me how I know? And they can't figure out why.

It reminds me of this scene, this movie I saw once, the *Peaceful Warrior* – definitely rent that movie – if you haven't seen it rent it. Read the book; the book is even better.

This scene in the *Peaceful Warrior* where Nick Nolte says to his mentee, who happens to be a professional gymnast, here's what he says, check this out, "You know what your problem is? You practice only gymnastics. I practice everything."

Think about that for a second. Nick Nolte was like the older, wiser, like this angel that came out of nowhere. The mentee was this professional gymnast who was just totally caught up in his gymnastics and then all he had was that and women.

Think about this; you know what your problem is...

By the way, write these quotes down. You should be a collector of quotes. Every successful person I know collects quotes.

"You know what your problem is? You practice only gymnastics. I practice everything."

Let me give you an example. I have personally suffered from low back pain almost my entire adult life - over ten years. I've had every kind of therapy that you could possibly imagine; chiropractic, massage, decompression, physical therapy, laser treatment, electric stimulus, ice therapy, hydrotherapy, mental therapy – which is the leading cause of back pain, I might add – posture training and I recently underwent laser back surgery.

After a lot of time, effort, struggling, tons of pain, I finally have started to put some of the pieces together and experience some relief.

But which one of these things did it? Which one of those solutions was the key?

I'll tell you this right now. Every single one of those therapists and doctors claimed – and cortisone shots, I don't know if I've mentioned that – every single one of those doctors claimed that *their* process was the answer.

It reminds me of that Abraham Maslow quote: "He that is good with the hammer thinks everything is a nail."

He that is good with the hammer thinks *everything* is a nail.

Let me ask you a question. Is there a chance – even a slight chance – that you are living a one-dimensional life? To a degree that you are, you must be suffering.

I have a confession to make. I'm going to get a little personal and vulnerable with you here. In the past, I have been what I like to refer to as, "relationship-challenged", as most driven A-personality, alpha males are I've noticed.

That's why Donald Trump has three different wives and all those different stuff.

So, all my friends and family listening to this right now are probably like, "Duh! Thank you, Captain Obvious," but you may not know that about me. It's my personal weak point in this whole grand scheme of things and it's a work in progress for me, for sure.

But however bad at relationships I might be - as a side note, you should have seen me before I took *The Red Pill*; it was not pretty, I'll put it that way.

My ability to engage and relate to others in meaningful ways is something that I'm personally that I'm consciously working on. There's a big difference between sucking at something and ignoring it, and sucking at something and slowly improving it, being conscious of it.

The Red Pill is what woke me up to the fact that there was something that needed to happen in this department in the first frigging place.

The Red Pill is quite literally the eye opener that the entire world needs.

Again, you can't do what you can't see.

So here's one way that this played out in my life.

In the past, I would find myself in an unhealthy relationship, which would have caused me stress. I don't get enough sleep, my thoughts get scattered, my exercise regimen gets screwed up and a bunch of other things.

All of which, reduces my performance, my performance at work, because I'm not feeling good.

How you feel is everything, by the way.

So what's the long-term effect to me? The long-term effect – one of them – my finances suffer, among other things, especially if this someone happens to be high-maintenance, which most of them are.

Now, fortunately, like I said I'm getting better in this whole thing. I've learned to choose relationships wisely, to be vulnerable, to give and take, to focus on the other person, more than on myself, to cut off unhealthy situations so on and so forth.

As a side note, I was only able to do that by working on some of the emotional – right here – and spiritual aspects of my life.

So consequently, I've seen a dramatic increase in my personal, my overall quality of life. It's truly remarkable.

But check this out. Suppose... suppose I had never addressed the area of relationships in my life. Suppose for a second, that when my finances started suffering, I just said to myself, "Well, you know, I better buy a home study course on making money, so I can fix this."

What would have happened? What would have happened if I would have looked at the surface, at the superficial symptoms, like most people do, like most books do?

Well, the cycle would have continued and I'd possibly be broke right now, to be honest with you. But again, we tend to be blind to stuff like this. We don't see consequence clearly. All we see is the symptoms. Most often we're not looking deep. Only *The Red Pill* can fix this.

Again, here on the screen we've got emotional freedom, emotional/mental, spiritual freedom – I wonder how I can get like a highlighter or some different thing? – Financial freedom and physical freedom.

Actions within each of these spheres – actions within each individual one – will enhance or detract from all the others.

If we're struggling in one section – this is the positive thing about this – if we're struggling in one section, we still have hope because we can, instead of choosing to dwell on that, on that negative thing that we're having trouble with, we can look at...

Instead of looking down, we look up.

We move over to these other areas, and we build and receive strength which carries over to these areas of weakness, making it a little bit easier. It makes a way out of it.

For instance, if we're having trouble with our marriage, let's say, over here in the relational department.

By the way, you're probably wondering what does spiritual have to do with relational.

What does spiritual freedom have to do with relational freedom?

In my personal opinion, they are so intertwined... they are so linked... they are so connected... that there's no separating them.

So, we're having trouble in the relational department. We could stay within the relational department, if we want to, and just buckle down and learn better communication skills – which may last for about nine minutes or so...

Or, we could go over to the emotional department and deal with some of the things that happened in our past that cause us to see our parent's face in the eyes of our spouse and want break a dish over her teeth – not that that's ever happened to me. [chuckle]

Another example would be trying to break bad habits like smoking, drinking, eating unhealthy, etc – we're going to talk a lot about addictions in this program.

You know, you don't stop these addictions by focusing on stopping; that is completely and 100% impossible.

I forget who the quote was... Carl Jung, psychologist I think, said, "What we resist, persists."

What we resist, persists.

You can't focus on those things. You stop them by redirecting your focus onto these other areas of freedom. Specifically for those addictions; spiritual and relational.

That is what's going to empower you to stop naturally. To stop naturally. That's what's going to take away those desires for self-destruction without you having to do a thing. And it gets much deeper than this.

You see where I'm going with all this?

Another example. There's this thing that I learned once called – who did I learn it from? – Dr. Jeff, Dr... What was his dang name? Anyways, he said this, he told me about these things about “courage points”.

That when we are feeling a fear about doing a certain thing, maybe, let's say public speaking. Public speaking, you know even though I speak, I get so nervous every time. I don't even like doing it. People have to practically beg me for me to go speak on stage.

But every time I do it, I get stronger.

What happens is whenever you're feeling that fear about anything, about a positive thing – and anything worthwhile doing in life is going to cause you a little bit of fear, for a minute at least – and then you go ahead and do it.

Anything that you overcome, let's say you overcome, let's say you're addicted to smoking, but you manage to overcome that.

Everything has like a set of courage points.

Let's say you're scared of public speaking and that's worth ten courage points. You overcome smoking – a huge hurdle – you get fifty courage points.

It, like, builds you up in courage, and what it takes to make in this world.

But my point is when you do it, or let's say, let's talk about physical freedom. An exercise program. You've never been able to get on a set exercise program.

By the way, I've been working out every day since the time I was twenty, twenty-one years old. That's thirteen years. Like the most I've ever missed is a week at a time.

I'd like to help you to do the same exact thing. 'Cause you'll just feel better, and you'll start doing better things all over the place.

Let's say you've never been able to get yourself to exercise. You, through *The Red Pill*, are able to get yourself to begin a regular exercise routine. And it lasts longer than you've ever done in the last six months, let's say.

Well, that is going to make you - that's going to build up a certain number of courage points. It's like self-esteem points, more like it.

So that brings you over here and that increases your self-esteem.

All of these things, every single one of them, translates and does what I know everybody listening right now, what you're most interested in, which is financial freedom. It all makes it that much easier to get financially free.

Almost every self-help book I've ever read – almost every one out there – claims that they have the one key. Just think positive. Just set goals. Just set boundaries. You know, just attract good things by feeling good.

Give me a break. Just fail forward, just be a leader.

Just shut the heck up because you're all wrong. It's a lie. There is no one key.

Life's not that simple. You've probably figured that out by now. There isn't one key. There's a million of them.

And they're all contained within these four areas of freedom. They're all in there.

The worst part about this whole thing is they're impossible to do on your own. A majority of them you're never even going to know exist.

Go ahead and look through this map if you don't believe me, my guess is probably 80% of the population doesn't even have it in them to read through the whole thing.

Let alone do everything it says.

You're going to be the exception.

Do you honestly think you have it in you, in your own personal power to do all these things?

Look through this mind map, open it up, look through the whole entire thing. Do you have it in you, on your own, as a weak fallible lazy disease ridden, could die today as fate so chose human being?

Do you have it within you, within yourself to:

- Constantly block out bad thoughts?
- Input good thoughts.
- Control your emotions when they get out of hand; figure out why they're coming in the first place.
- Heal your soul from childhood wounds so you stop acting like a psychopath when certain triggers arise.

- Break whatever vicious cycles you find yourself in.
- Keep yourself in the present moment.
- Stop living in the past and the future.
- Set proper boundaries for people so they stop running all over you.
- Visualize success.
- Do positive affirmations daily.
- Work hard.
- Spend adequate time with your family.
- Read books.
- Hang with millionaires.
- Dump toxic relationships but don't get divorced.
- Stop sinning.
- Stop cheating on your spouse.
- Live for your kids instead of yourself.
- Take time to mentor people.
- Find a mentor yourself.
- Exercise daily.
- Sleep 7, 8 hours a night.
- Eat healthy.
- Live within the circadian rhythms of life; we're going to be talking about.
- Stop being selfish.
- Get rich.
- Give the church some charity.

- Plan for your retirement.
- Provide for your children's children, as Proverbs says a wise man should.
- Keep up with technology and the internet.
- Learn to invest.
- Prepare for when the United States becomes a third world country, which is right around the corner, I should warn you. We'll talk more about that.
- Quit drinking alcohol.
- Start drinking 8 glasses of water a day... on and on and on and on.

Hell no you don't, but you will.

What if I told you that there was one pill that makes it all possible? A *Red Pill*; a magical pill if you will, that opens up your eyes. Let's you see everything clearly.

It empowers you to both find and unlock all the million keys, however many of them there are in life.

Would you want it?

There is no way in heaven I would be where I am today without it. No way. I'd probably be dead as a matter of fact; it is truly a lifesaver in every sense of the word.

For the next 90 days, we are going to embark on journey together, you and I. A very personal journey, a journey towards freedom, right here in the middle, *real freedom*.

Once a week, I'm going to move you one step closer with another piece of the puzzle.

Pieces like... just to name a few:

- How many minutes in a row you should work before taking your breaks so that your body doesn't murder itself with Cortisol.
- What you specifically do on that break so that you feel like a million bucks when you return.
- What Cortisol is in the first place, why most people are addicted to it, and how to not be those people so you can actually be alive to spend all the money you're about to have via FreedomSoft.
- Why time management is stupid and how to never even attempt it while laughing at those who do.

- How to never pay taxes – I'll pay zero this year.
- How many times to chew your food and why that affects your financial situation.
- Who should go to therapy... who shouldn't.
- Why you need to own gold and guns within the next three years.
- The one bottled water in all the world that won't eventually kill you and how to instantly purify any water that isn't from that one brand (even if you're stuck at a I-HOP drinking tap out of a hose on the side of it). [laughter]

Why are things important? Because if you don't feel good or if you're dead... how much money are you going to make? I know that's what you're concerned about.

I've surveyed my subscribers and my students and I said, "What's the number one thing you're concerned with? What's your number one fear?"

I listed four different things. I listed family, I listed health and I listed spiritual things and then I listed financial things.

98% said their number one pain, their number one concern, their number one goal in life, the thing that's driving them, is finances.

But what you need to know is that financial freedom, getting rich, whatever you want to call it, is a symptom. It's an effect. It's not a cause.

What we have to address right now is the cause, is the *root cause* of where the symptom of financial freedom, of prosperity, of where it comes from, of where it naturally springs out of. That's what all these things are going to do.

- We're going to talk about the most powerful phrase that you could possibly say to someone to inspire them to succeed. Every parent right here should be like, all on that.
- How to find God in a rainbow.
- The one thing everyone must do to produce income when they're broke.
- The real reason people get cancer and how to ensure it never happens to you.
- Why I never budget money and you shouldn't either.
- Why paying down credit card debt is stupid.

- My secret brain washing exercise proven to get you through any difficult day. I use this on myself, probably, once a week; maybe once every other week.
- The "I like me" game – the "I like me" game – you're going to love that one.
- A secret holistic cure – well, actually, I don't think the FDA likes the word *cure* – a secret holistic *remedy* – is that a better word? – to A.D.D., that I, personally traveled across the country, endured 3 days of FMRI brain scanning and spent over \$3,000 to get... *and it worked*.
- What myelination is; how to use it to your advantage.
- My "The more you spend, the more you earn" theory and a ton more.

At the end of 30 days, not 30 days, at the end of 90 days – and we may end up even going longer than that, who knows? – you will be ready to take the pill that makes it all possible. *The Red Pill*.

I applaud you for having the balls to do this in the first place. For getting through... If you got through this entire module right here, you have what it takes. You can do it.

You need to get your butt into this coaching program, this *life* coaching program – and that's a stupid word for it, but it is kind of what it is – and experience the entire thing.

Most people can't handle reality; that's the bottom line. They'll do whatever they have to do to avoid dealing with it. But that's not you.

It reminds me, there's a Woody Allen quote. He says, "90 percent of success is just showing up".

What is missing in your life is freedom; real freedom.

And the goal of *The Red Pill* is to give it to you.

This was just our introductory module; the introductory module. You can image what we're about to get into in the next 90 days. I hope you're ready for it. I'll talk to you next week.