

BADASS BODY BLUEPRINT Xtreme



Badass Lifestyle Secrets

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TAKE CONTROL OF YOUR FREEDOM

Fuck yes!

You're here. This guide will change your life.

Now I know that's a bold promise to make. However I am confident, that this guide will open you up to the endless possibilities this world has to offer.

This is the guide, I wished I had when I was 17. The guide to show me how to take control of my life. To become the captain of my ship, the master of my destiny.

Don't fret. This isn't the secret, or some bullshit fluffy advice.

This is really action taking stuff. Case studies from the real world.

Things like

- How to get your first speaking engagement
- The BBC method for creating expert status
- How to become a celebrity, overnight
- How to make an additional \$100k dollars in your next year
- How to build your body, without giving up your social life

Basically some Epic Shit.

Once you get you body, finances and social life in balance you achieve total life mastery.

So without further or do let me introduce you to the Badass Lifestyle Secrets.

TOTAL FUCKING FREEDOM. PERIOD.

CLEARING OFF YOUR MENTAL DESK

This is an exercise I found a few years ago, from a mentor of mine who goes by the name, Jason Capital.

What its going to do is get you really clear on the things that are most important in your life. By association it is also going to give you clarity on the things that really don't matter in your life. Things that may be taking you off of your path to success and greatness.

In an office setting a cluttered desk usually leads to disaster. You wont be able to find anything you need, when you need it.

And it's certainly no different with your brain. When there is a lot of mental clutter floating around in our heads, its very hard for us to get anything done.

So right now I want you to take out a paper and pen and dump every single thing that is on your mind onto that piece of paper. Every single thing.

Go do it now!

Welcome back. Look down at your page. Isn't it amazing how much useless shit we have floating around in her heads on a daily basis.

Now go through your list and cross out every single item that is outside of your control.

And everything you can control; that you can directly influence, circle it.

Go do that now.

Good. Now we've cleared off the mental desk and filed everything into what we can control and what we can't.

Now go through your list again. As you go through the crossed out items, allow yourself to consciously let go of the items.

You can't control them and therefore shouldn't spend much time on them.

Now take every item on the circled list and prioritize them in order of importance in your life. From most important to least important.

This get you clear over what you need to focus on her the next 90 days.

Now that this exercise is done you should have a clear path on what's important now.

W.I.N. WHAT'S IMPORTANT NOW

Every time you undertake a goal I want you to be always thinking about how to W.I.N.

You need to focus on your one thing, or What's Important Now.

When it comes to building your dream body, dream life or attracting your dream partner, there is always that one action that will give you 80% of the results for 20% of the effort.

Take fitness. There are many different actions you could take to build your dream body. You could go for a run, hit the gym, pop a fat burner, get your diet in check, hire a coach etc.

But a few of those will give you 80% of the results for 20% of the effort. In this case, getting your diet in check will probably be the one that makes the most difference.

But you could spend your time doing other things. Spinning your wheels and slowly getting closer. Or you could shortcut success and focus on the one thing that will make the most impact in your life.

And so moving forward that's what I want you to figure out every time you are about to undertake a goal and an action towards that goal. Always ask yourself.

1. Is this the best use of my time?
2. Will this action give move me closer to my goal then other actions?
3. Can I take a different action that will provide me with more results for less effort?

SHORTCUT SUCCESS - MENTORSHIP AND COPYING GENIUS

“It is easier to copy genius than to create mediocrity” - Walter Hailey

The most overlooked success principle in the world is getting a mentor.

A mentor is anyone who has successfully done something you wish to accomplish and who is willing to share with you how they did it.

The reason a mentor is so powerful is because life is short. You just don't have the time to make all the mistakes AND do it all.

A mentor will provide guidance. He help you avoid all the pitfalls and mistakes, while simultaneously making sure you take the straight line to success.

There are 8 steps to meeting and keeping the right mentor

1. Know what you want

1. You need to know what you don't know, before you can find out what you need to know.

2. Finding success in your field

1. You need to choose the mentor by the qualities they bare and the success they have. Remember finding the wrong mentor, even though very successful, will ultimately have you end up farther away from your goal.

3. Contact the mentor

1. In today's world it's so easy to get a hold of them. Find out if they are speaking at an event and go and meet them in person. If they offer coaching, PAY them. Seriously. The money you invest will come back tenfold if they are good and you are committed. Or simply email them. And keep emailing until they answer. Obviously don't go overboard but be persistent. Offer something of value to them so they notice you. Give them a gift.

4. Meet the mentor - pretty self explanatory

5. Follow up

1. Send a hand written note, thanking them for their time. This is a lost art, but has landed me the best mentors in the world. It takes 5 min, and people really do appreciate a hand written note. I know I do.

6. After meeting and chatting, decide if he/she is a good fit.

1. Sometimes mentors are too busy, or maybe have different values than you do. That is okay. There are many other people out there who have done what you want.

7. Check in regularly

1. The ball is in your court. Take cation and be proactive. Most likely the mentor has a million things on his mind and ends to be reminded of your greatness. Don't let him/her forget it.

8. Repeat, Repeat, Repeat.

Remember: Having the wrong mentor will only get you to the wrong place faster.

One last thing to point out. Mentors do not have to be in person. Following someone on youtube, or reading a biography about the person allows for mentorship to occur. You learn how they think and act. Their values. How they perceive the world. And that's what a mentor is all about.

A good mentor will push you out of your comfort zone and raise your standards so that success becomes inevitable.

YOUR ACTION STEP

Make a list of who you think you would like to be mentored by and go out and contact one of them either by email or in person or just pay them. Whatever it takes, get them to notice you.

SOCIAL FREEDOM: CREATE CELEBRITY STATUS, OVERNIGHT

We live in an online world.

If google says you are cool, you are cool. No matter what the reality is.

What you need to understand is that you can manipulate peoples perception of you by creating celebrity status online.

Building a website with yourname.com is the quickest way to celebrity status overnight. People will believe almost anything they see online. And since you own the domain, you control the message of what is said about you.

It is the simplest concept but most people do not do it. And this give you an advantage. If you go to an employer and they google you and see that you have a cool website, you will stand out.

And you will get the job. Every Single time.

And it doesn't take much. Maybe a few bucks for your name and a theme and then like 5 bucks a month and voila. You're own personal sales page. Selling how awesome you are.

YOUR ACTION STEPS

1. Go and buy your domain name. Right now. It may get taken if you wait any longer.
2. Build your website. Be mindful of the pictures and words you use because it will either make you or break you.
3. Shamelessly self promote. The more people know about your website, the more opportunities that will come knocking at your door.

BODY FREEDOM: BUILD YOUR DREAM BODY WITHOUT GIVING UP YOUR LIFE

I hate to say it, but health is the most important aspect of your life.

No one wants to be the richest man in the graveyard.

And thus the importance of getting your body in shape.

It's a magical concept, but when you find a way to take control of your body, your life seems to follow suit.

But it is hard. Life gets in the way.

What you need to remember is that it is a process. Your body will not change overnight. It will take time. Sometimes years, to get where you want to be.

The important thing is to enjoy the journey. You will spend the majority of your time there. You need to make it enjoyable or else you might quit, and never get to your end goal.

Larger biceps aren't about doing curls. Getting back in shape isn't about getting the cardio in. And having a six-pack isn't about not eating after seven P.M. I'm sorry, but you've been screwed.

Fitness is about living a long and fulfilled life, complete with freedom, fun and love. There is no point in having the worlds best body and being depressed and alone; unable to share the experience with anyone else.

On the other hand, being a fat slob, certainly isn't the way to live life either. You do only have one life. Why live it less than your best?

Bringing this back to fitness, it should fit into your life, not dominate it.

YOUR ACTION STEPS

1. Go through and follow the badass body blueprint, then onto BBBx
2. Really commit to making fitness a priority for a while
3. Focus on living a full and complete life. Obsessing over 1 calorie or a cheat meal is useless. Enjoy the process so that when you get to the end (which you never will btw) you will have lived a happy, healthy and complete life.

FINANCIAL FREEDOM : \$0 - \$100,000 IN 365 DAYS

There are a few steps in this process. So I will break it down as simple as possible.

All you need is 1000 customers. And you are totally free.

I think if we all put our minds to it, we could come up with 1000 peoples email address in the next 30-60 days. Go to the mall and hand out fliers, post on Facebook etc.

Next you need a product to sell. I prefer digital ebooks, because there is a very low overhead.

Everyone is an expert at something. For me it is fitness. So I wrote a training manual on fitness. Yours might be dog walking. Or Social dynamics. Whatever your expertise, teach people something.

Create this ebook or video course and sell it for \$19.

$1000 \times \$19 = \$19,000$. Great 1/5 of the way there.

But we are not done. Because we forgot about upsells.

See McDonald's has become one of the most profitable industries in the world because of one simple phrase: Would you like fries with that?

So we need to create upsells. 3 Upsells is the magic number.

The first upsell will accelerate the results promised in the main product. The second upsell will be an add on. The third upsell is usually a high ticket item. Maybe some sort of private coaching, mastermind group etc.

Upsell 1 @ \$37

Upsell 2 @ \$67

Upsell 3 @ \$197

Now there is about an 70-80% drop off rate as you move through the upsell flow.

Meanwhile in the math world...

Upsell 1 = 300 Customers x \$37 = \$11,100

Upsell 2 = 100 Customers x \$67 = \$6,700

Upsell 3 = 30 Customers @ \$197 = \$ 5,910

Total Profits so far = \$43,170

So about half way there. But we're not done yet.

See we forgot about creating our continuity program. This is where you deliver serious value to the world in exchange for a little bit of money.

When you make your initial offer you will offer an option to enrol in your monthly membership program where you provide phenomenal value at \$9 - \$67 / month.

Obviously \$67 a month better be kick ass value or people will leave. I say start at 9 and give at least \$100 worth of value every month. Aim for 10x the value of whatever you price your continuity at.

So at 1000 customers x \$9 x 6 months left in the year after acquiring the customers, creating the product, upsells and selling

= \$54,000.

$\$43,170 + \$54,000 = \$97,170$

So About \$3000 left...

For the last \$3000, you can sell 3 high end coaching programs at \$1000, each.

OR

If you created your continuity product right off the bat, you would make that extra \$3000 dollars in 1/3 of a month.

You could invest some money as well. There are endless possibilities.

And there's your \$100k.

I also for got to mention that you can go to affiliates who already have customers of yours and trade commission for sales. Adding tons more customers to your list.

Furthermore you can also sell other peoples products to your list to help them get ahead in life and make some side cash yourself.

And that's all she wrote. It really is that easy.

So go now and take action. Create that product and start selling. Find affiliates and use the BCB method to create a presence and drive traffic:

Borrow traffic with interviews/affiliate articles

Create traffic by making your own content

Buy traffic with Facebook ads, etc.

Some of my favourite resources on this stuff:

1. earlytorise.com - articles on copywriting and wealth building
2. Clickbank for selling products
3. Aweber for collecting email addresses
4. Server genie for buying domains and hosting