

StoryAthlete / Asset Control Specialist

...Achieving a top 1-5% Income AND top 1-5% Time-Freedom!

PARTNER

Some people love the "Do-It-Yourself" route, and that's fine, but others just want FAST RESULTS. If that describes you, welcome! The purpose of PARTNER is to FAST FORWARD your investment business straight to that point of achieving superior results, bypassing 2-4 years of expensive R&D just to discover what we already know, have built, & can give you...

So, here you are:

You've watched the [Full Walkthrough](#) & read [The Code of The Heroic Self](#), both resonated with you, & now you're considering PARTNER. Here's the info...

...Over the next 12 months, assuming you complete the application & get accepted, we guarantee you'll add (a minimum of) \$100K-\$250K to your business or you don't pay. Meaning: we'll refund 100% of your partner fee. Or we'll work with you FOR FREE until you hit that mark. Your choice.

But.

You won't need that guarantee.

Because the ACS Machine, assuming you follow instructions, just flat out works. And you know that because, at this point, [you've seen our numbers](#) & watched the *demo* walkthrough of how we did [\\$450K in 6 Weeks](#).

But also, to that point, PARTNER isn't purely about profits and increases in income. That's the easy shit. PARTNER is about achieving a Top 1-5% time-freedom, too, so you have *time* to invest in whatever you choose.

Me?

- I love to read, write, & research.
- I love being at my kid's sporting events & being 100% present at ALL times.
- I love being able to, not just afford vacations but have the time to take them & never have to worry about the business while I'm on them.

- I love the fact, financially, I could retire my wife.
- I love the fact that my wife and I can go wine-tasting or paddle-boarding, in the middle of the day, any day of the week...
- I love... never having to take any client calls.
- I love... never having to be in meetings.
- I love the certainty, thanks to the recurring revenue, from monetizing my Character Journey, that I never have to worry about how I'm going to pay my bills.
- I love getting paid to workout with my wife & kids.

Etc...

Long story short, PARTNER; across mind, body, business, relationships, is about engineering that perfect life that you see inside of your head.

For years, I felt guilty for not being able to give my family that.

So, I went on a journey to figure out how.

And now, StoryAthlete PARTNER is the vehicle to fast-forward folks past all the pain, agony, & expense, that's associated with that discovery process.

Let's talk about the first 6 weeks.

We have a very detailed onboarding. Implementation is guaranteed. This is not one of those programs where you will buy shit & never use it. For accountability, you'll be assigned a personal Sherpa. We take our program as seriously as "an Expedition" to reach the Summit of Everest.

Your success is our responsibility. That is how we view it. Every step of the journey, all the way to the Summit, has been reverse-engineered. We tested it. We retested it. Then we refined it, continuously, over an 18-month period with over \$450K of our own dollars. Plus, at this point, in dozens of PARTNER markets, too.

Failure is not an option.

So, in 6 weeks or less, by following instructions, the ACS Machine will be fully set up & customized in your investment business. You won't need to worry about any of the confusing

tech parts. i.e., Setting up Airtable, Zapier, or customizing the 150+ Automations. Our Ops Team does this for you.

If you wanted to get a cost bid on the ACS Machine, to have it created & built out for you from scratch, you're looking at \$25K-\$50K+ just for the copywriting. Then, if you can find an automations expert, who understands the investment business, another \$25K-\$50K to connect all the parts. But even then, you wouldn't have the luxury of \$450K+ in stress testing or end-to-end ongoing support.

After completing "Stage 1 of the Expedition," you'll get assigned to a Cohort. These are your investor teammates. Like Navy SEALs, you will have their back. They will have yours. And each of you will be supported by the core StoryAthlete team. Myself. Sloper. Ashley. Ron. France, etc...

Let me repeat, FAILURE is not A MOTHERFUCK'N OPTION.

Our mission is to summit Everest

Everest = Top 1-5% Income AND Top 1-5% Time Freedom!

That's our Mission for every PARTNER we accept. Money is great. But money without time-freedom is just a "hustle" and "a grind," not a business or a better life. Lots of people have income. Very few have time freedom.

Now, to be clear:

If you're not the kind of person who can follow instructions. Or you're the kind of person that can't be counted on as a teammate, stop here. You wouldn't be a good fit for us. We don't want to work with you.

Inside of StoryAthlete PARTNER, we operate as a team.

I have your back.

You have my back.

And each of us, has our teammate's backs.

There's nothing wrong with being a lone wolf. There's a time & place for that. But that isn't the Vision for this Open-Source Community. Together, by sharing our breakthroughs, we all achieve better outcomes, faster.

Here is an overview of what to expect:

1) 6-Week Onboarding

Step-by-step instructions. You give me 6-weeks, following simple instructions, & I'll give you a decade of built assets to fast-forward you past the "shit part" of the exponential growth curve. We want you to start at the inflection point. Installed into your business will be the same infrastructure we used to turn a \$5K investment (...buying leads) into \$2.3mil in profits in the first 15 months. At the end of these 6 weeks, or sooner, if you bust your ass, your ACS Machine will be set up, customized, & ready to "mine for you" high-profit properties.

Machine Mentality. 100X leverage. Manufacturing results through designed workflow processes. These are life-changing concepts. It's not *just* about the superior ROI. It's about the ROT, *too*, Return on Time. This is *time* that can get poured back into your health, fitness, relationships, and community, to inspire & impact others.

2) Five (5) Live Zoom Calls Per Week

Let's face it, nobody needs more information. At this point, we're all swimming in it. People are confused & overwhelmed by too much information. Instead, what moves the needle for profit-focused investors is immediate access to answers. That is what the daily calls are about. Immediate access to answers. In other words, I'm evaluating this property... I have this problem... I have this question... I'm trying to calculate these numbers... I'm not sure how to structure this contract... The seller gave me this objection... I need to figure out the exit strategy... The contractor fucked me... How do I fund these renovations... Etc.?

Every day, Sloper, myself, & PARTNERS are on this call to help each other, to evaluate deals, discuss changing markets, best lead sources, cost of leads, ways to increase conversion rates, etc. No topic is off-limits. Sloper & the team, if you need, will even run your #'s; evaluating comps, the scope of work, etc. to determine your offer price. Plus, tell you exactly what to say to get a deal done. Our team is your team. Ron, our acquisitions guy, is on these calls, too. In short, these live calls are the daily brain trust giving you immediate access to answers. No more uncertainty. No more wasting time watching 900 YouTube videos. Remember, WHO NOT HOW. In the investment game, "time kills all deals." Speed pays. Hence, immediate access to answers - the importance of those four words.

3) Live Event Mastermind Retreats

These happen twice per year. They happen in the Spring & Fall. As a PARTNER, you're eligible to attend these high-end mastermind experiences without paying any additional

\$10K-\$50K price tag. All over the U.S, and abroad, PARTNERS have met in epic locations to mastermind & connect with each other as a group. From the mountain tops of Tahoe to the Cliffs in Cabo overlooking the beaches. For each of us, there are but a handful of turning points in our life. Attending these events, for many PARTNERS, is that turning point that rapidly accelerates their focus & results, while securing new relationships, worth hundreds of thousands, even millions of dollars to them in the coming years. Needless to say, *prioritize* attendance. Don't miss these! PARTNERS that attend the Live Events do infinitely better.

4) Continually Updated Best Practices Library

Every detail of how to run the ACS Machine is inside of our best practices library. You can refer to it as often as you need, but also, this is your 'New Hire Training' to train your acquisition person to execute the ACS Machine on your behalf, as Ron does for us, if you have a "Ron" or when you're ready for one. This will save you hundreds of hours of training. No guesswork. All the SOPs (Standard Operating Procedures) have been created for you. Further, is continuously updated & improved as the Open-Source innovates & discovers new breakthroughs.

Think McDonalds. Think franchise. Perfected systems. Constantly refined procedures. No guesswork. And if something comes up unexpectedly, due to changing market conditions, our protocol is to design the solution, test it, perfect it, then give it to PARTNERS inside this Best Practices Library. For this kind of support, franchises charge fees of \$30K-\$70K, plus another \$100K-1.2M in business setup costs, depending on industry, for branding, signage, & location development. Not to mention, a 5-8% royalty on gross sales, forever. And for that financial investment, the entrepreneur, on average, hopes to make \$75K-\$150K per year in income. Not only is that "financial goal" sad & pathetic from an ambition standpoint, but the selling *franchisor* doesn't even give a guarantee. After all those upfront expenses, if you lose your money, they see that as your problem. There's no repercussion. StoryAthlete PARTNER operates much different. First, since PARTNER isn't a franchise, you're not controlled by a master that tells you what you must do. You're free to build & innovate on the foundation of our Best Practices. Second, unlike them, we offer a true Performance Guarantee. Assuming you follow the Onboarding Instructions, over the next 12 months, if you don't have a minimum increase in income of \$100K-\$250K, then you don't pay. *Sure!* - We want you to have skin in the game. But because of the effectiveness of our model, we're happy to shoulder the risk of guaranteeing results.

For industry comparison, if you inquire about starting a Homevestors Franchise, i.e. We Buy Ugly Houses, you'll pay \$30K+ for the franchise fee, plus 1-3% of the sales price on every property you acquire & sell. And sadly, for those ridiculous fees, you won't receive even a 1/10th of the

infrastructure that the ACS Machine is. Not to mention, none of the additional income streams provided inside of StoryAthlete. But, again, do your homework. The more you do, the more you'll realize the rare opportunity that PARTNER is.

5) Direct 1-to-1 Chat Between Live Calls

If you ever have an emergency; a deal is falling apart, or you're up against an extremely tight timeframe to get a document submitted, etc. Between the daily live calls, giving you (more) immediate access to answers, you can message Sloper, myself, or any of the other PARTNERS, from inside the Community. No matter what the situation or challenge is, help is always available. Ron, our head of acquisition, God love him. Has proven he's willing to jump in & solve problems for PARTNERS at almost any hour of the day, regardless of his own priorities. (This is the kind of commitment you'll find, though, amongst committed teammates. You're never alone. We have your back! We don't just say that. We mean it.)

6) Anti-Negative Reputation Industry Positioning

It's important to understand, generally speaking, that real estate investors are hated by property owners. For good reason, too. Because of how investors are typically taught to find deals; spamming the shit out of bought data-lists, all the same lists; cold-calling, cold-texting, dropping ringless voicemails, knocking on doors, etc. Not to mention, the incompetence of many beginning investors. And many more, sadly, being unethical in their negotiation strategies; giving bait-n-switch offers, while deploying high-pressure sales tactics to force Sellers into fast decisions. So, to combat this - LISTEN CLOSE – to make sure we don't fall victim to that stereotype i.e., "Unethical, Greedy, & Incompetent," inside of the ACS Machine, we execute Consumer Advocate-Based Marketing. This specific school of positioning creates Us vs. Them. Us, as a consumer advocate, so we're beloved & not hated. (Stage 1 of the 6-week Onboarding will walk through how this gets executed, so you understand every detail. Messaging, all written by me, is one piece of the puzzle. But also, created assets that prove our difference, is the 2nd piece of that puzzle.)

Without combatting Negative Reputation – PRIORITY #1 - most investors lose out on at least 3-to-5 deals per year, depending on their lead volume, sometimes more that, though, due to having inferior positioning. Even if you're only getting a \$10K assignment, do the math & that opportunity cost is \$30K-\$50K in lost profit. Made worse by the fact, that if you fixed this problem & collected that \$30K-\$50K, instead of missing out on it, 50% of those profits (\$15K-25K) could easily get fed back into the ACS Machine, in the form of marketing dollars i.e. bought leads, to return, on avg. 10:1 ROI. Again, if we do that math, that's an additional \$150K-\$250K in opportunity cost. For this reason, we prioritize messaging & positioning.

7) Proven Funding Department Negotiation Framework

This is a bit counter intuitive. But we don't make offers. We qualify property owners to get a cash-out sale on their home. We never negotiate. We always lead with our highest & best price first & through using the Funding Department - a concept we created - we get the property owner to negotiate against himself, routinely lowering his win-win price by \$30K, \$50K, sometimes even \$100K or more without us ever making a low-ball offer. Almost every time, it works like magic. (In Stage 4 of the 6-Week Onboarding, the entire framework, including the psychology of the concept, is detailed and you're trained on it.)

Whenever someone fucks up & loses a deal, and we look at why, it comes back to "Oh, you didn't use the funding department." Right off the bat, this concept will more than pay your annual fee to join PARTNER. A) By increasing your conversion rate from leads to signed contracts. And B) Through getting Sellers to negotiate against themselves, so that you're securing those contracts at much lower prices.

8) Cohort Accountability Groups

To summit Everest, & to increase the odds of success, climbers are assembled into small teams. They count on each other. They depend on each other. As mentioned, upon completing "Stage 1 of the Expedition," you'll be assigned to a cohort. You & your teammates, each week, will submit Gap & Gain reports. These reports serve to update your teammates on your progress. They hold you accountable to them. Them to you. Are you on track? Did you fall behind? Are you struggling with anything? Do you need help? Within each Cohort, each teammate, invariably, has different strengths & weaknesses. The main reason we can guarantee your success in PARTNER, in a way that other programs can't, is because we never allow any climber to climb alone. Every business problem is solvable, but we need to know about that problem as soon as possible. Your teammates, in this regard, serve as your first lifeline. For the strongest teammates, in each cohort, this is your chance to stand up & lead.

Periodically, all PARTNERS switch teams to be certain everyone in the program gets the chance to know each other & climb beside one another. We have found that strong bonds & depth of relationship have a much greater impact on our PARTNER's success than does access to yet another tactic or strategy. Teammate relationships are the X-factor.

9) Done-For-You HGTV Emails

These emails are written weekly by me & shared inside of the StoryAthlete Software for all PARTNERS to use. HGTV emails can be copied, pasted, and sent. Each email is written to strengthen consumer advocacy, head off objections, push urgency, demonstrate

proof, etc., used collectively to deepen the relationship we have with our Sellers that are working to navigate the waters of getting a cash-out sale. Most investors, sadly, have no clue what an effective long-term content strategy looks like, which, unbeknownst to them, costs them at least 3-to-5 deals per year. Thankfully, that won't be you. And their lost deals, aren't your problem. In your market, you'll snap these up. Again, though, do the math. Even at a meager \$10K assignment, that's \$30K-\$50K of additional profits into your business. Which, as you can see, all these little improvements, to create a superior *Operating System*, add up. This is how we can make that guarantee: a minimum \$100K-\$250K increase in income. Because we've optimized every step of the model.

10) Full Access To StoryAthlete INCOME

Yearly access to INCOME costs \$4,764, however, as a PARTNER, it's included at no add'l cost. We could charge additionally; the program is worth every penny. Following this model, I created over \$40K of recurring revenue i.e. true financial security to serve my family, in the first 18 months of executing it. But our commitment to PARTNERS is 100%. Everything we have is yours. That means all-new programs, too. Every day @ 10am PST, there is a Live Zoom call focused on one thing only. Getting INCOME Members to \$10K per month in passive recurring revenue by monetizing their Character Journey. There are 5 calls per week. Each day, there is a specific topic: Message Monday. Offer Tuesday. Copywriting Wednesday. Funnel & Traffic Thursday. Ops & Automations Friday. Each day focuses on one of the 5 phases of building invaluable assets. Assets create leverage. Leverage create productivity. Productivity creates ROT: Return on time. Resulting in greater ROI: Return on investment. Everything we do in INCOME is geared toward the creation of recurring revenue & financial security through assets, product placement, & storytelling for profit. It's as simple as documenting your Character Journey as you travel our designed path up Everest.

Later in this summary letter, I'll explain how PARTNER & INCOME were designed "to pay each StoryAthlete" thousands of dollars in recurring revenue each month. Meaning, if you follow instructions, PARTNER will never cost you a cent. Instead, StoryAthlete will pay you to transform across mind, body, business, and relationships. One of the reasons it's called PARTNER is because we share 40% of the revenue with you.

11) Full Access To StoryAthlete GRIT

Inside of StoryAthlete, we have two simple sayings: "Every day, hard(er) to kill; mentally, physically, financially, so we can best serve the relationships in life" and "Those who suffer together, bond together." If you've read the landmark book, *GRIT*, by Angela Duckworth, then you know the importance that *word* plays in the role of success. But GRIT isn't a word. It's a way of life. Every day, through GRIT, we do two things: We ruthlessly train our mind through the physical punishment of the body i.e., fitness, & we

write on our Principles, the Character Script, to defeat the Lesser Self. Nothing inside of StoryAthlete has proven to be more transformative than the GRIT protocol. GRIT is the foundation & amplifier of everything. In the book, *The Code of The Heroic Self*, turn to pages 133-134. Ninety percent of success is mental. And our minds run on energy. So, if our body is a fucking wreck, fat & out of shape, or nutrient deficient due to a poor fuel protocol, then our bodies can't provide our minds with the energy needed to operate as peak-performing entrepreneurs.

My Partner, CJ Thomas, is StoryAthlete's certified personal trainer. Get ready to laugh & have fun. StoryAthletes train together. Between the GRIT & FUEL Protocols, you'll achieve amazing fitness & Peak Energy in no time. No more midday crashes. No more being tired or lethargic. No more brain fog. No more being fat or embarrassed to take off your shirt at the pool. I'm speaking, by the way, from personal experience. For 8 years, "Fat Ryan," my Lesser Self, kept me 40-pounds too fat. Once I lost that weight, my world changed. My productivity changed. My relationships changed. My relationship with myself changed. High-performance brains require high-performance bodies. Because you can't pour from an empty cup. (Resource: listen to [Ep 8 & 9 of the StoryAthlete Podcast](#) to go deeper on these topics.)

Note: GRIT is the foundation of everything. To understand how life-changing GRIT has been to StoryAthletes, visit pgs. 133-134 in my book, *The Code of The Heroic Self*. GRIT alone, packaged into a 12-week transformation program, could sell for \$5K. You get this free, though, as a PARTNER. To verify this value, you could calculate the cost of having a dedicated personal trainer: 28-sessions per month. \$50-\$70 per session. Equals, on the low side, \$1,400/month. Except, GRIT isn't purely about fitness. GRIT was designed for entrepreneurial performance & optimization – across all 4 dimensions – mind, body, business, and relationships. Like having sex for the first time, the feeling of completing a round of GRIT is hard to explain. How does one put such an amazing experience into words? Once you experience it, though, you'll understand it. Until then, you probably won't.

12) Full Access To StoryAthlete SOFTWARE

Like GRIT, until you get inside the Software to understand everything it was designed to do, it will be hard to value it. I built the StoryAthlete software, though, 100% to scratch my own itch. As a thinker, as a writer, as a researcher, as a marketer & advertiser, the StoryAthlete Software enables us to document, organize, & distribute our messaging & stories unlike any other software available. GRIT is built entirely into the software, too. The software also functions as an Open-Source, where curated marketing campaigns, funnels, templates, etc., can be shared with any StoryAthlete with the push of a button. For example, I recently documented a marketing campaign & funnel structure that did \$180K in sales in 4 days. And I shared it. This means, with a button push, you can import

that campaign directly into your account. I invested 6 hours into documenting it. With a button push, though, you can access everything I documented in 3 seconds. Every day, too, I share more of my research in the Software. Like the new campaign, I documented that did \$574K in a 30-day period. The best part? Any entrepreneur can adapt this campaign to fit their business.

To date, more than \$1mil has been spent to develop the StoryAthlete Software. I have a 4-person tech team out of Atlanta that is planning, designing, & building the next iteration. Every two weeks, we release new updates. Across mind, body, business, and relationships. Not Work-Life balance, but Work-Life integration. The core purpose of the Software is to optimize for collaboration, asset creation, & personal leverage. Once inside & trained on the software, you'll see exactly how it works. Plus, it will be a foundational tool to create recurring revenue for you, too.

13) Full Access to StoryAthlete OPEN-SOURCE

On pages 109-121 in my book, *The Code of The Heroic Self*, I detail how & why Open-Source Communities are *disrupting* industry after industry. I also detailed how & why Open-Source Communities result in *faster* advancement, innovation, & breakthroughs, for every member involved. If you missed that section or don't recall it, I urge you to go back and read it. Because being part of an Open Source is a massive step upward in leverage. Leverage = ROI. Leverage = ROT.

Who's this for:

The Kind of Person right for StoryAthlete PARTNER isn't just concerned with making more money & financial security. Those are drivers, sure! But more importantly, they're committed to greatness & optimization in every aspect of their life. Their health. Their fitness. As a storyteller. Inspiring others. Impacting their community. Philanthropy. Etc. Enabling them to live a *life* that others say is impossible!

Our PARTNERS come from a multitude of different industries & backgrounds:

...Firefighters, ex-military, real estate agents, personal trainers in the gym space, chiropractors, authors, online marketers, agency owners, founders of saas companies, etc., including successful & struggling real estate investors who saw the ACS Machine and immediately said, "Fuck, that's what I need in my business!" because they'd already run into & fought all the problems that the ACS Machine solves.

The Outcome:

After the first 6 weeks in this program, although it may not be your mission or goal, you will be the envy of every real estate investor you talk to...

Because when you have the ACS Machine & they don't i.e., FU Assets, they will look at their business, compare it to yours, & start picking your brain.

..."How did you build that?"

..."How does it work?"

..."How are you finding so many off-market deals at 30-50% discounts off ARV?"

To prove this point, let me tell you about Kelly. Kelly is smart & highly capable, but also an unlikely success story. She's a single mother of twin toddlers. She moved from Hawaii to Colorado, into a brand-new market where she had zero connections. She had no knowledge of real estate investing. Didn't have any prior experience. She didn't even know what ARV stood for. Nor what 'escrow' was. She was as "green" as green gets. In short, she was trying to speak a foreign language in a foreign land when she had no understanding of the language or their culture. Truly, a fish out of water. And yet, because of PARTNER & the Open Source, with access to the ACS Machine fully customized with the messaging & positioning that we built for her. Kelly, in her first 60-days, collected a \$29K check (from a \$75 bought lead). In the next 30-days after that, locked up another \$40K+ in profits. In the span of 90-days, she went from uncertain, broke (down to \$200 in her bank account), & timid, not knowing anything about REI to a being *legit* Boss that other cash buyers, investors, contractors, & real estate agents, are dying to partner with - to fund her deals & pay her marketing costs.

As I edit this letter you're reading right now, just yesterday, Kelly secured another contract - thanks to everything in this letter – @35% off ARV. She will earn a \$47K assignment fee. In & out, in less than 3 weeks. Or if she partners on the renovation, she stands to make more. In less than 6 months, though, her profits collected (and owed to her) have fast approached 6-figures.

What if I don't have marketing dollars?

Note: if you don't have many dollars to buy leads, we'll show you how to position yourself, using the ACS Machine, as a Done-For-You Acquisition Specialist, to get Flip-Investors to pay your marketing costs for you. Or, alternatively, we get that money from Top 50 Agents.

It comes down to 2 ingredients:

- 1) ACS = Asset. Control. Specialist. (...this is the Skillset)
- 2) Machine = FU Assets (...this is the Infrastructure)

When we combine those two & install them in your business, you become envied & pursued, because you have what other investors wish they had: *power*.

...& You get to choose - (this is the 'toll-booth position' that Dan Kennedy often talks about):

- Should I keep this deeply discounted property for myself?
- Should I assign it/partner on it with my cash buyers?

See how this works?

He who controls the Asset i.e., first to the deal, is the person who holds the power. The people with money are the commodities & because they don't have the ACS Machine, and thus, can't find *enough* deeply discounted properties, they become dependent on you. While you are dependent on no one. This is the "FU position." Because when your *Machine* consistently mines deeply discounted properties (@ 30-50% off ARV), every cash buyer around beats a path to your doorstep. Begging you. Can I get first dibs? Etc.

Note: Our average profit per flip-property, over the last 20+ renovations, is \$82,646.63. For many people, that profit-per-flip is equal to an annual salary. At any given time, we have 5-10 of these in process. If another investor (YOU) brought us one of these properties that we could flip, we'd happily pay that person (YOU) a \$20K-40K assignment fee just for finding us that property because we'd still make, on average, \$42K-\$62K on that project. (And again, you can do the math... What if your ACS Machine mines for us 5 of those properties per year? Or 10 per year?... At 5, you'd make \$100-\$200K from one relationship. But more importantly, after renovation, we'd make \$210K-\$310K in profit. Which is why "the money" i.e., cash buyers, line up to be your best friend. By using the ACS Machine to find *deeply* discounted properties, you make them money. Their profits are *dependent on* the Assets you control. Of course, like Sloper & I, you may choose to keep these deeply discounted properties for yourself. In which case, you'll keep all the profits after renovation. BUT... you get the point. With the ACS Machine, as demonstrated by this example, you have *power*. You're in the toll-booth position.

Compare: Apples To Apples

If you go & compare our PARTNER program to any other real estate investing program/masterminds/etc., even those costing \$30K-\$50K to join, you'll find that we provide FU Assets, i.e., Infrastructure, which no one else comes close to. Most peddle hype, some peddle bullshit, & all of them peddle "manual labor." Our belief: We are businesspeople, not rats on a treadmill. We focus on superior infrastructure, where designed workflow processes, leading to organized data, guarantee the result. No, we don't chase success. Through a process, we manufacture profits.

Big difference!

Our highest priority for every *accepted* PARTNER is... On our expedition together, to summit Everest (achieve a Top 1-5% Income AND top 1-5% Time Freedom, BOTH, not one without the other) - failure is not a motherfuck'n option.

More than I want you to win. I want to GUARANTEE you can't lose. This is in line with Warren Buffett's mantra, regarding risk mitigation, "Never Lose The Money."

- Step 1 - Buy leads (...you don't even have to use your own money)
- Step 2 - Put leads through the Machine
- Step 3 - Control (more) Assets @ 30-50% Off ARV
- Step 4 - Tollbooth position (Everyone plays by our Rules!!)

Wash. Rinse. Repeat.

...& eventually, you'll outsource the '*Data Intake/Acquisition Specialist*' positions within the ACS Machine, to further free up your time. This training is already in place. After following the hiring protocol, inside of "how to Operate @ Basecamp 2," your *New Team Member* is given access inside of the Community. On top of that, if you choose, Ron, our Head of Acquisitions, will train & manage your "Ron" for you, to master every nuance of the process, so you can keep focus on driving your *Vision* forward. The ACS Machine was designed so that a VA, at \$500-\$800 per month, can execute the follow-up, data intake, & qualifying processes for you, while your attention gets focused on higher dollar-per-hour activities... Besides. I don't know of a single entrepreneur with true CEO aspirations, that enjoys *doing* that kind of busy work. And they shouldn't be doing it. This kind of work is below their paygrade.

In short, the outcome:

We are going to fast-forward your results *straight* to the point of having fun, bypassing the \$450K+ we spent on R&D to design, build, & test the ACS Machine, and the 2+ years to refine every detail. Mike Turner, in 18-months, went from ZERO to putting \$731K in profits on the board. At the last Live Event, as he presented his numbers, he was fucking giddy. He'd never made that much money, ever, in that short of a time-period. This is what it means, though, to fast-forward your results *straight* to the point of having fun. Money doesn't buy happiness. But it does turn a good life into an Amazing life. Turner bought a boat. Paid off his house. Outsourced "the busy work" to an assistant. And took his family; wife, Amanda, and two girls, on multiple vacations, while everything in PARTNER i.e., all the infrastructure, continued to work for him. Let me reiterate: PARTNER isn't *just* about the money. Our mission is about time-freedom, too!

End of the "outcome section," let's talk money...

The Price:

\$7.5K upfront (admittedly, this is way too cheap & will probably increase soon) + \$697/month starting at the beginning of the 3rd month.

Why the upfront? There are two reasons. In the first 60-days is when my Ops Team is setting up & customizing every aspect of your ACS Machine. This is not cheap. There are hard costs associated with it. A few months back, we had one bad apple, which is all it takes, decide to come in for 2-3 months, and bounce. This left us carrying the cost of the work we performed. To make sure that didn't happen again, I shifted our pricing architecture from a higher monthly cost (\$997/mo) to a lower monthly cost (\$697/mo) but added the upfront payment. This does two things. It better prevents "the scruff" from joining. And second, for our committed PARTNERS, after year 1, it significantly lowers their cost. We consider this lower cost, "the Alumni pricing." For example, Eric Verdi has been with us since 2012. That's 10 years. By the way, *this* is not uncommon...

While other programs *struggle* to keep members for a few months. We retain them for years. We don't force anyone to stay. They choose to stay. Because of the Community. Because of the Value Proposition. Because of the Infrastructure, etc. Other programs attract people that are purely *chasing* money. StoryAthlete caters to those, like Eric & Turner, and Kelly, committed to building an amazing life. Again, mind, body, business, relationships. Philanthropic impact. All of it. With the mission & purpose to impact & inspire others.

Minimum Commitment: (to guarantee success)

There is a 12-month minimum commitment. 12-months is not a long period of time. If you can't commit to 12-months, we don't want you. After the 12-months, you're free to cancel at any time, for any reason, with a 30-day written notice (which prevents any last-second cancellation/billing issues). And while we think it's unlikely, based on our data, that you'll decide to leave us at the end of 12-months. If you do, that's entirely your choice. You will have fulfilled your commitment. And we'll wish you nothing but the most amazing success going forward.

Now, if you're one of the few who might say to themselves "Damn, \$7.5K upfront + \$697/mo, that's fuck'n expensive." Then you're probably not right for this. But, nonetheless, I'll provide some perspective on that thought...

...Damn, ISN'T **THAT** EXPENSIVE?

No, it's not expensive, but here are 6 things that are:

#1 - Stupidity

In society, there are two types of costs. The *cost* you pay for something. Most are familiar with this concept. A gallon of milk costs \$2.49. A dozen roses for your wife costs \$49.99. A romantic dinner together, at a nice restaurant like Ruth's Kris (or similar) costs \$200. Or, how about taking your wife on a nice getaway vacation, somewhere amazing, just the two of you, maybe \$4,000. These are costs that everyone is familiar with. These costs are easy to understand. Even the dumbest of the dumb can comprehend these kinds of costs.

Then there is a 'set of costs,' not so well understood. Not so easily measured. These costs are the costs of NOT doing certain things i.e., buying roses, dinner, romantic vacation—resulting in a partner who feels unappreciated, neglected, taken for granted, a sex life, ultimately, that suffers until it's non-existent, or worse, a divorce.

This is called an 'Opportunity Cost': the cost of NOT taking advantage of an opportunity. Like NOT doing something romantic for that "special person you love," ending in a much *greater* cost. And sometimes, you never see these *costs* coming until it's too late. Sometimes you don't think these 'opportunity' costs are real because, the outcome promised, you don't really believe - like owning a Machine that multiplies money at a 10:1—can come true. So, you judge it as "fiction," not as "reality." Not as "a legitimate possibility." For obvious reasons, though, to not consider the 'Opportunity cost' of every decision, through action or omission, is stupid & can be quite expensive. Especially, when the data i.e., "put in \$1, get \$10 back" as explained throughout this letter & in previous trainings & walkthroughs has been put in front of you to see & verify for yourself.

Thus, the 'Opportunity Cost' of saying NO to PARTNER & the ACS Machine is equal to saying NO to enjoying a documented 10:1 ROI. That, to me, compared to the cost to join PARTNER, is far more expensive.

Want to know what else is more expensive?

#2 Ignorance.

Ignorance is defined "a lack of knowledge or information." Admittedly, Sloper & I were ignorant when we started building the ACS Machine. Starting out, we didn't know what we didn't know. We lacked knowledge. We lacked information.

But - we couldn't find anyone who had *built* what we wanted. So, we were *forced* into tackling the project ourselves.

In terms of time & money, here is how expensive that was:

- Time = 2+ years of trial & error
- Capital outlay = \$450K+ in R&D; to figure out how to *optimize* every aspect of the Machine

Trust me, if I could have avoided that 'Ignorance Cost,' I would have. And I can only imagine, how much higher "that cost" would have been if I weren't world-class as a marketer & copywriter. If Ashley, our Head of Operations, wasn't world-class in systems-design and workflow processes. And if Sloper weren't world-class as a real estate investor, from having completed hundreds of projects.

On top of that, as we built V2 of the ACS Machine, we had 50+ PARTNERS feeding us their data, too.

Now, assuming you have our team's same level of expertise, in the required skillsets, you too could pay that 2 year/\$450K ignorance cost, like we did. But that would be "way more expensive" than joining PARTNER.

Here's something else "way more expensive" ...

#3 Lack of Implementation

When someone buys a franchise & ponies up \$30K-\$70K for the *rights* to spend another \$100K-\$1.2 to build out their location, do you know what they're really buying? Guaranteed Implementation (!) — that is what they are buying. Because most entrepreneurs know, left to their own devices, and they know it, they'll never get it done, and, if they do, probably not correct or effective. For this reason, is why 90% of small businesses fail (& even a higher percentage of REI businesses) because things; the marketing, the operations, the technology components, the challenge of testing everything, etc., never gets implemented properly, effectively, or fully.

...& because of this, now we have to revisit the 'Opportunity Cost' and 'Ignorance Cost' — both of which, are "far more expensive" than the fee to join PARTNER, that guarantees implementation.

Note: I can't even begin to count how many stories I've heard from folks who've spent tens of thousands on REI coaching programs, masterminds, & "get rich quick" bullshit, who *still* have nothing to show for it because implementation, as part of those programs, was never "done-for-them" or guaranteed. Not only did they lose their money, but they lost *time* they can never get back.

Lack of implementation is *REALLY* expensive!

Not to mention, when you spend money on things but never implement, it causes your spouse to not support you & doubt you. For the entrepreneur, lack of spousal support, is toxic to your relationship. This "stress" is yet another cost. And it's a "cost" far more expensive than the fee to join PARTNER.

That was #3. Here's #4...

#4 No Automations / Organized Data / 100X Leverage

Since I've written on the *cost* of "this expense" before, I'll simply direct you to that in-depth discussion as opposed to repeating myself. This, of course, is the difference between the use of manual labor vs. technology. This difference, in execution, comes down to the implementation of different models. 99% of the REI programs out there teach a sales-based model, about hunting down & chasing leads: Pulling data. Skip tracing data. Stacking data. Updating data. Cold-calling. Cold-texting. Etc. We execute, on the other hand, a marketing-based model that deploys over 150+ automations.

PART 1:

[Designing 100X Leverage So You Can Work 2-4 Hours Per Day Without Sacrificing Results!](#)

PART 2:

[The "Inefficiency/Stupidity Cost" + the much larger "Opportunity Cost" of not executing 100X leverage in your business!](#)

As broken down in those write-ups, the "Inefficiency/Stupidity Cost" is tens of thousands of dollars. But the "Opportunity Cost," due to those, additionally, is hundreds of thousands of dollars.

But also, there is another cost.

I don't know about you, but I never got into any business because I wanted to be a fuckin' sales pest, as a telemarketer. I hate it when telemarketers call me. I hate it when they text me unsolicited. You probably do, too. And if you find yourself in a situation where the model you deploy requires you to be a telemarketer, that rejection & hate from others, can very quickly destroy your motivation & soul. Nothing about "being a telemarketer" resonates with the core of my character. Does it resonate with yours? I'm guessing no. And if it that's true, then how expensive is "that cost" associated with doing something that doesn't resonate with the core of your character?

For me, that cost would be "far more expensive" than the fee to join PARTNER. My soul & self-worth aren't for sale. I don't deny that you can make money that way, as an investor, but I'm not willing to pay that price.

#5 Underperforming Acquisition Team

I already told you. Our average profit per flip, over the last 20+ renovations, is \$82,646.63. That means, if any member of our Acquisition Team isn't performing at the highest standard, then, for every lost lead or unconverted lead that could have been converted, we're losing a potential \$82K check.

FUCK ME is right!! ... That's "expensive."

And while, yes, we're A-players & could do this work ourselves. Most investors, truth be told, don't enjoy the kind of tasks that are involved with data intake & acquisition. It's a lot of follow-up. Making phone calls. Checking-in with sellers. Sending text reminders & emails. Updating records based on conversations. Etc. It's not complicated work. It's just "busy work." For most entrepreneurs, especially those with true CEO aspirations, it's boring & below their paygrade. But it is essential work, required, & must get done. Without it, you're not finding deeply discounted properties @30-50% off ARV.

This is where most investors, though, fuck up.

They try to outsource this "busy work" to some VA or junior-type person that is suited for this lower dollar-per-hour work, but then, provide that person with little more than a basic CRM & a sticky note system. With a pat on the back & the attitude, *"There you go! Get to work!"*

First off, are you fucking kidding me?!

...Protecting your marketing dollars, by building the most robust follow-up machine possible, where 95% of the work is done by the Machine, not the person, should be your #1 highest priority.

Machines are much more reliable. You can automate repeated tasks. You can build logic into the algorithm. If, then... If, then... If, then... By applying a single tag, a trigger, you can automate 3, 4, or 17 different actions. It doesn't take 17 minutes of manual labor per task. It happens instantaneously. People, on the other hand, tend to fuck up all the time. They get distracted. They're not focused. They make mistakes. They don't follow processes. They're terrible at data entry. Etc.

This causes investors to (constantly) be frustrated.

...Leading them to bitch & complain about the subpar performance of their acquisition team. Should I fire them? Should I hire new folks? I've already hired *like* 10. Fuck. I'm exhausted. I'm spending marketing dollars to buy/generate leads. And left & right, my acquisition person is losing \$82K checks.

Meanwhile, we have Ron = one acquisition person!

- He's a 62-year-old dude.
- Had no investment experience.
- No sales training.

The ACS Machine does 95% of the work.

He does 5% of the work.

& he kills it.

The best part is, Ron loves his position because “[Machine Mentality & 100X Leverage](#),” read those previous posts, too, enable him to work 2-3 hours per day and be as productive as a team of 4 or 5.

Even better, because of [Organized Data](#) & [Designed Workflow Processes](#), the ACS Machine manages & governs Ron’s performance, not Sloper or me. None of our time is spent micromanaging. The Machine tells Ron what to do. *Everything!* Which means, no leads fall through the cracks or go unconverted when they could have been converted, which means, we’re not losing \$82K checks.

So, back to our discussion about “Expensive” ...

Losing \$82K checks due to an Underperforming Acquisition Team, because you gave to them some “duct-taped system of sticky notes,” not the ACS Machine, is far more expensive than the fee to join PARTNER.

Not to mention, without the ACS Machine (to power an Acquisition Team/Person that predictably multiplies your money), then you, the entrepreneur, are forced to step in & do that “busy work,” within the business, that you don’t enjoy & doesn’t fuel you. The cost of doing work “you hate doing” & “below your paygrade,” also, is far more expensive than the fee to join PARTNER.

Remember, greater income (ROI) is not our *only* mission here. Equally, if not more important, is the achievement of time-freedom (ROT). The ACS Machine is the foundation of a business. Without it, i.e., no machine mentality, no 100X leverage, no workflow processes, etc. Then you have a “hustle,” not a business. That means the achievement of a greater income must come “at the expense” of time. Which isn’t what we want. Hustles are not sustainable or enjoyable long term. Hustles lead to boom & bust income cycles. Causing high stress, constant tension, & the feeling of never being able to get ahead, no matter how fast you run or how many hours you work. The predictable result of the “hustle,” i.e., rat-on-the-treadmill mentality, is depression, broken relationships, & burnout.

Here's something else “far more expensive” than the fee to join PARTNER.

#6 Limited Thinking

When someone joins PARTNER, they are not my customer. They are my PARTNER. Which means, I have a vested interest to ensure that every person accepted becomes a Case Study for StoryAthlete; across mind, body, business, relationships.

Further, as my 'Ride or Die PARTNER', not my customer or client, I've created revenue opportunities across each of these different paths of transformation, so that, when you: 1) Do hard shit, 2) Stick with it, 3) Get the transformative result, and people ask, "Dude, how did you do that?"

You can say, "***I did this... go here...***" (& they sign up).

Simply by sharing that link – because your *transformation/result* inspired someone else to want to join us – you stand to collect 40% to 100% of the revenue that StoryAthlete collects for that product or service.

I designed StoryAthlete to be far more *all-encompassing* than just gaining access to the ACS Machine:

[HAVE YOU READ THE CODE OF THE HEROIC SELF?](#)

Turn Your Life Into Your Business

Get Paid To Become Your Best Self

Your Character Journey Is Your Content Strategy

Travel The 1% Journey

The Challenged-Based Life: Being vs. Becoming!

Do Hard Shit

Stick With It

Get The Transformative Result

- Real estate investing (setup & installed for you, complete ACS Machine, etc.)
- Online Business (complete product-line + recurring revenue)
- Peak Health & Fitness (inspire spouse & kids to make fitness a priority in their lives)
- Lead a Philanthropic Movement (donating hundreds of thousands to local charities)
- A Powerful Storyteller (enjoy a "1,000 true fans" audience)
- A Life of Adventure & Excitement (top 1-5% income & top 1-5% time-freedom)

“Dude, how did you do that?” ...

I did this, **go here...** (= your affiliate link)

= Recurring Revenue paid to you from StoryAthlete

This means if you follow instructions, PARTNER will never cost you a cent. As you travel your journey to the Summit of Everest, deploying the ACS Machine, you can publish your Character Journey to inspire others. Liam, for example, one of our PARTNERS in Minnesota, before he ever joined PARTNER, saw the ACS Machine & referred three people to explore it & check it out for themselves.

All three of those folks joined.

\$697/mo (per joined PARTNER) x 40% recurring commission (to Liam)

= StoryAthlete pays Liam \$836.40/month

= Liam gets **paid** to be a PARTNER

(Note - those 3 introductions took Liam 5 minutes in a Messenger chat)

For many years, I never took the financial possibilities of affiliate marketing seriously. **This mistake cost me dearly because, over these last 18-months, simply by monetizing my Character Journey, as discussed in *The Code of The Heroic Self*, I'm now collecting over \$40K/month in recurring revenue.**

Inside of StoryAthlete INCOME, included with PARTNER, you'll learn how to build an audience and monetize your Character Journey, to create recurring revenue. And thus, enjoy true financial peace of mind. Before the 1st of the next month, I already know I'm going to collect over \$40K in recurring revenue, regardless of whether Sloper and I's investment business does a deal or not.

The greatest Asset you'll ever own is not any piece of real estate, but rather the Journey your Character travels...

...So why are you **NOT** monetizing that?

I assure you, failure to monetize your Character Journey because you don't yet know how, that too, is far more expensive than the fee to join PARTNER. Especially when, by monetizing your Character Journey, PARTNER pays you.

Long Story Short

If you're still in the "PARTNER is too expensive" camp, then bluntly, you're not the kind of person we're interested in. "Too expensive," by the way, is different than "I can't afford it." "I can't afford it" means you see the value but, for whatever reason, right now, you're not able to invest in yourself at this level.

I get that.

I've been *there* before!

Back in 2004, after getting rejected from medical school, 47 times, over 4 years, I was 23 years old and directionless. That same year, though, I found Dan Kennedy. I spent my last \$2K to attend his Super Conference. At the conference, I learned about his Inner Circle. It cost \$12K. I didn't have that kind of money. So, I propositioned my grandpa to invest in me. If I could borrow \$12K, I would pay him 8% interest. Long story short, my grandpa was an investor, liked the deal, & agreed.

I didn't have the money myself.

I was broke.

But "having resources" vs. "being resourceful" are two very different things. That first one is a limiting belief that closes lots of doors. That second one is the "rich person mindset" that never takes NO for an answer.

I want it.

I see the value in having it, or obtaining it, or belonging to it...

Let me solve a problem.

Let me figure out a way.

As I said:

The Kind of Person right for StoryAthlete PARTNER isn't just concerned with making more money & financial security. Those are drivers, sure! But more importantly, they're committed to greatness & optimization in every aspect of their life. Their health. Their fitness. As a storyteller. Inspiring others. Impacting their community. Philanthropy. Etc. Enabling them to live a *life* that others say is impossible!

Achieving a top 1-5% Income AND top 1-5% Time-Freedom!...

& it's guaranteed:

Over the next 12 months, assuming you complete the application & get accepted, we guarantee you'll add (a minimum of) \$100K-\$250K to your business or you don't pay. Meaning: we'll refund 100% of your partner fee. Or we'll work with you FOR FREE until you hit that mark. Your choice.

But (as stated) ...

You won't need that guarantee.

Because the ACS Machine, assuming you follow instructions, just flat out works. And you know that because you've seen our numbers.

If you have legit questions – book a call to get them answered

Or text me: 360-215-7589

You can keep your credit card at home.

It should be obvious, I'm not *here* to sell you on PARTNER. Our Open-Source is only as valuable as the people we accept. If we try to "hard-sell a bunch of weaklings" into PARTNER, we'd be defeating our purpose.

We want STRONG individuals committed to *optimizing* every aspect of their life.

True happiness is the Game of *holistic* success: mind, body, business, relationships, not just financial success. Financial success, in fact, is fucking easy. That's the Business game. The real challenge is the Game of life.

In *The Code of The Heroic Self*, I repeatedly emphasized that point.

Now, it's time to write your Character Script.

Lesser Self ...

Or, Heroic Self ...

A good PARTNER can give you all the tools & resources, systems, & processes, templates, information, & data, you could possibly need to make you successful. But no Partner, no matter how good, can make you look at *yourself* in the *mirror*, to honestly evaluate where your Lesser Self is sabotaging you?

If you show up inside of PARTNER as your *Lesser Self*, I guarantee you'll fail. So, if you decide PARTNER could be a fit for you, please commit to *KILLING* that fucker now(!) because he's not welcome inside.

Let me know your decision,

-RYAN

ONE FINAL NOTE: Kelly, who I told you about earlier, the unlikely success story, recently attended her cousin's birthday party. Rather than tell you the point of this story, it's her story. She can tell it....

(These are her words, shared inside the StoryAthlete Community)

From Kelly:

THIS LAST WEEK I WENT TO MY LITTLE COUSIN'S BIRTHDAY PARTY.

WHILE THE ADULTS WERE HANGING IN THE POOL I WAS NATURALLY ASKED, "SO WHAT ARE YOU DOING FOR WORK THESE DAYS?"

FEELING SOME HESITATION IN REVEALING MY NEW PROFESSION BECAUSE FRANKLY, MY FAMILY WAS THE BIGGEST FUCKING NAY-SAYERS & BUZZ KILLERS IN THE BEGINNING, I NEARLY ANSWERED, "I'M WORKING FROM HOME."

MY COUSIN CUT IN AND SAID, "KELLY'S A PEDIATRIC CHIROPRACTOR..."

I COULDN'T LET HER CONTINUE.

"ACTUALLY," I SAID, "I DECIDED TO SWITCH TO REAL ESTATE INVESTING. I'VE MADE MORE MONEY IN THE LAST 4 MONTHS THAN I DID LAST YEAR AND I BARELY FEEL LIKE I WORK."

I THINK I SAW EVERY SINGLE HEAD AT THE PARTY SNAP IN MY DIRECTION.

I SPENT THE REST OF THE PARTY BEING FOLLOWED, PULLED INTO ROOMS, AND CORNERED WITH THE SAME QUESTION... "HOW DID YOU DO IT AND DO YOU THINK I COULD, TOO?"

MY ANSWER WAS... "I TOOK THE ASSET CONTROL SPECIALIST FOR \$100 AND FUCK YES YOU COULD!"

I GAVE THE CLASS LINK TO ALMOST 6 PEOPLE AND GUESS HOW MANY PEOPLE ACTUALLY SIGNED UP.

A BIG FAT 0!!!!

NOW, I'M NOT SAYING THEY WON'T, BUT I'LL TELL YOU WHAT'S GOING ON IN THEIR MINDS...

I CAN'T BECAUSE...

I CAN'T BECAUSE...

I CAN'T BECAUSE...

THEY ARE FAILING BEFORE THEY'VE EVEN STARTED.

EVEN THOUGH....!!!

...I HAVE PROVED YOU DON'T NEED EXPERIENCE, CAPITAL, OR RELATIONSHIPS TO BECOME A SUCCESSFUL INVESTOR!

ANY SHIT EXCUSE THEY TRY AND THROW AT ME I HAVE A REBUTTAL BECAUSE I FUCKING DID IT WITH HARDER CIRCUMSTANCES.

MOST OF THESE PEOPLE HAVE HOUSES, DOUBLE INCOMES, ZERO OF TWO KIDS THAT WERE BORN ONE AT A TIME, THEIR FAMILY LIVES CLOSE, THEY HAVE A STABLE JOB, AND A FUCKING HOUSE CLEANER.

THAT IS WAY WAY WAY BETTER THAN I HAD IT.

I WAS FUCKING ALONE, WITH TWINS, \$200 IN MY BANK ACCOUNT, AND IN A BRAND-NEW TOWN.

YOU HAVE A "CAN'T"?

BRING IT.

TELL ME WHY YOU CAN'T.

I'M SORRY, BUT IT MAKES ME MAD.

THERE'S NO "CAN'T" THERE ONLY WON'T.

I WON'T TAKE THE TIME.

I WON'T INVEST IN MYSELF.

I WON'T STEP OUT OF MY COMFORT ZONE.

I WON'T

I WON'T

I WON'T

YOU KNOW WHAT THE MORE RIDICULOUS THING IS? ...

I'VE HAD ABOUT 7 PEOPLE IN MY FAMILY ASK ME FOR A JOB. THEY WOULD RATHER WORK FOR ME FOR MINIMUM WAGE THAN SPEND \$100 TO LEARN HOW TO DO IT ON THEIR OWN.

FUCKING STUPID.

ANYWAY.

I'M FEELING A LITTLE HEATED.

ESPECIALLY WHEN I GET SOME LAME ASS EXCUSE THAT "CAN'T" EVEN TOUCH THE THINGS I HAD TO OVERCOME TO GET TO THE PLACE I AM.

AND YOU KNOW WHAT, IF YOU'RE GOING TO LEAN ON SOME STUPID ASS LIMITING-CIRCUMSTANCE IN YOUR HEAD, YOU DON'T DESERVE TO MAKE 100K-200K A YEAR.

RANT OVER.

===

I'll simply note, yes, Kelly started by taking the 30-Day ACS Class for \$100, but then immediately joined PARTNER [because she wanted to fast-forward her results](#) straight to the point of having fun.

As I mentioned, at the top of this letter:

**Some people love the "Do-It-Yourself" route, and that's fine,
but others just want FAST RESULTS. If that describes you, welcome! The purpose of PARTNER
is to FAST FORWARD your investment business straight to that point of achieving superior results,
bypassing 2-4 years of expensive R&D just to discover what we already know,
have built, & can give you...**

There's the *slow* route.

& fast route...

If you, too, want to *fast-forward* your results,
Here is how:

Step 1 - [Book a 15-minute call](#) (...if you still have a question)

Slope & I are an open book. What do you want to know? What do you want to see? I wrote this letter as an overview of “what joining PARTNER would look like” in the first 6 weeks & to address the “What’s included in PARTNER?” question. But it’s entirely possible you may still have a question. Great! *Ask it...*

Lastly, I want you to know, whether you join us in PARTNER or not, I don’t care.

Join. Don’t join.

I don’t care.

I want whatever you *believe* is best for you. (& your family)

Trying to change people’s minds, to get folks to want what I *believe* is best for them, is a lost cause. I wrote about this in my book. About my dad being a smoker. My mom, my brother, my sister, me, for years, tried to convince him that he should quit smoking. He knew he should. But until he was ready, it didn’t matter. Some people *know* what the best path forward is, they just don’t choose it.

If you don’t believe PARTNER is best for you right now, to *fast-forward* your results, then I don’t either.

Once you decide to join us, though, assuming you do. Well now, me, Slope, the entire team & Open-Source Community, has a vested interest in guaranteeing your success. So, before you make that decision, I’m here to answer your questions. To make sure there’s no uncertainty. So you know, 100%, there is no better path forward to *guarantee* your results in starting or growing your investment business.

As I stated back on pg. 3, “FAILURE is *not* A MUTHERFUCK’N OPTION.

If you have no major questions:

Step 2 – [Submit Your Application & Pay The Deposit](#)

Yes, the application is lengthy. Again, I’m a big fan of “screening devices.” I know most people will not jump through this many hoops to apply, to become a PARTNER of ours. So those who do, I know, are truly committed. This is how we operate our investment business, too. Sellers literally must apply, through the Funding Department, to get a Cash Out Sales Price on their property. This makes it so you don’t have to sell. I hate selling. Further, the more you “screen,” the less people waste your time.

I don’t want my time wasted. Nor do I want your *time* or the time of any of your team members wasted.

Once your application is submitted at the link above, you'll be directed to pay your non-binding deposit.

Once that deposit is paid, your application will be reviewed by Slope & myself.

Within 24 hours, you'll be notified of acceptance or not.

At that point, assuming acceptance & you're still committed to moving forward, your deposit will become non-refundable & 100% gets applied straight to your PARTNER membership, covering your first 2-months.

At that point, we go straight to *FUCKIN' WORK!*

As a StoryAthlete PARTNER, you will be pushed. You will be challenged. You will be forced to learn new skills. You will probably want to quit (there is no quitting). In the end, you'll be rewarded in ways, right now, you can't foresee or even imagine. If you read the book, then you understand how this is possible.

- 85% of the people who enter the gates of StoryAthlete do so with the intent of BUSINESS improvement as their target. Simply, stated. They want to increase their income. Work fewer hours. Create assets, to create 100X leverage. Ultimately, to buy back their time. To gain freedom! What they discover, though, is that MIND, BODY, & RELATIONSHIPS, forged through GRIT, & through writing the Character Script to defeat the Lesser Self, are the true catalysts that *accelerate* them towards that North Star.

So, let me state this one more time:

The Kind of Person right for StoryAthlete PARTNER isn't just concerned with making more money & financial security. Those are drivers, sure! But more importantly, they're committed to greatness & optimization in every aspect of their life. Their health. Their fitness. As a storyteller. Inspiring others. Impacting their community. Philanthropy. Etc. Enabling them to live a *life* that others say is impossible!

In Closing...

If you're still uncertain if this is right for you, that's ok. This letter was a lot to digest. You may want to re-read it &, undoubtedly, you'll gain more understanding. Kind of like reading a book or watching a movie for the second time... You always pick-up new things you didn't catch the first time.

If you're still unsure, too, you could listen to the [StoryAthlete® Podcast](#) - as it will help you to better understand the bigger picture. Of course, you could also re-read my book, [The Code of The Heroic Self](#) or rewatch the [\\$450K in 45 Days](#) walkthrough.

If you're still unsure, [book a 15-minute call](#) – select a date, grab a time.

We can discuss your situation.

As mentioned, though, do not ask me to sell or convince you of this opportunity. I won't. I'm not interested. If you need that, it's probably a good indicator that PARTNER isn't a strong enough interest for you - just a "nice to have"...not a "must have" – in that case – I would discourage you against joining.

PARTNER is for the 5%. Not the 95%.

I'm really only looking for the folks that will do anything to *build* their Perfect Life. I want to be your PARTNER in that journey, not your accountability coach. I'm only able to live my perfect life, as I wrote about in my book, because of the infrastructure provided by, & the skills taught inside of StoryAthlete.

This is a rare, unique, & special opportunity, and I don't want it squandered on someone who's not committed. Worse, a quitter.

I can't stand'em...

Frequently Asked Questions:

If you have a question, just shoot it over. Happy to give you an honest answer, and in general, help you make the right decision, for you – whatever *that* is...

One thing you know about me – I'm a straight shooter. I'm not going to bullshit you.

So please, don't bullshit me either. :-)

-RYAN

Text me: 360-215-7589

[Or schedule a 15-minute call](#)

PS #1: If the upfront fee, at this time, is cost prohibitive for you to join. There is a 2nd option that is *true* to the spirit of PARTNER. I will PARTNER with you 50/50 on the upfront fee & you will PARTNER with me (50/50) on your first deal inside the program. This means, you'll only pay 50% of the upfront fee now. But in return, you will split (with me) 50% of your first deal's profits. For obvious reasons, though, I usually discourage against this. Here's why: Kelly's first deal was \$29K. CJ's first deal was \$48K. Lots of PARTNERS have been at \$10K-\$15K. So, if Kelly took this option, 50% of her first deal (split with us) would've been \$14.5K. Had CJ took this option, 50% of his first deal would've been \$24K. But, nonetheless, I'm willing to PARTNER with you on the upfront fee, 50/50, if you're willing to PARTNER with me 50/50 on the profits from your first deal after you join. *Your choice.*

PS #2: Here's another option to save on the upfront fee. In this case, it'll save you \$2,500. So instead of \$7,500 to get started, your investment would be only \$5K. Recently, we launched a [Case Study Pilot Program](#) to accelerate PARTNER results:

- Month 1 - Set up your ACS Machine
- Month 2 - Get 50K-100K from Top 50 Agents (...OPM = to buy leads)
- Month 3 - Start multiplying that "Input Capital" by 10:1 ROI

You will be guided every step of the way!

Do this. Do that.

Next step.

In exchange for your *accelerated* results, you grant us '*the right*' to use YOU as a Case Study in our marketing efforts to open more eyes. To inspire more people to build businesses that provide Top 1-5% Income & Top 1-5% Time-Freedom, so more folks can live their perfect *life* instead of chasing it.

NOTE: *Not everyone is accepted into The Case Study Program, there must be openings & conditions of commitment apply. To learn more, click the link above & watch the initial overview. After watching it, if you believe you are a good fit, text Fletcher (me) – 360-215-7589 – & I'll shoot you the next steps.*

PS #3: One last point I've learned: There's a shocking number of folks trying to build a better life for themselves, by working to become a full-time real estate investor, to escape the job they dislike or the client-work they hate, who have spent OVER \$25K ON COACHES & GURUS, & *still* aren't doing consistent deals. Hell, 90% haven't even done a single deal. I've coined this ["THE \\$25K PROBLEM!"](#) & did an entire training to explain why it happens. To me, though, that kind of investment without results, is insane. Especially, when you consider we started our ACS business with \$5K (...buying leads) &, within 15 months, using our ACS Machine - a marketing-based model, not a sales-based model - made \$2.3M in profits. Above all else, this is what I want for people. Certainty! From the START, you have a *proven* model. You follow instructions. You *achieve* the engineered result. I'm tired of seeing so many people struggle *financially* & to build their perfect life.