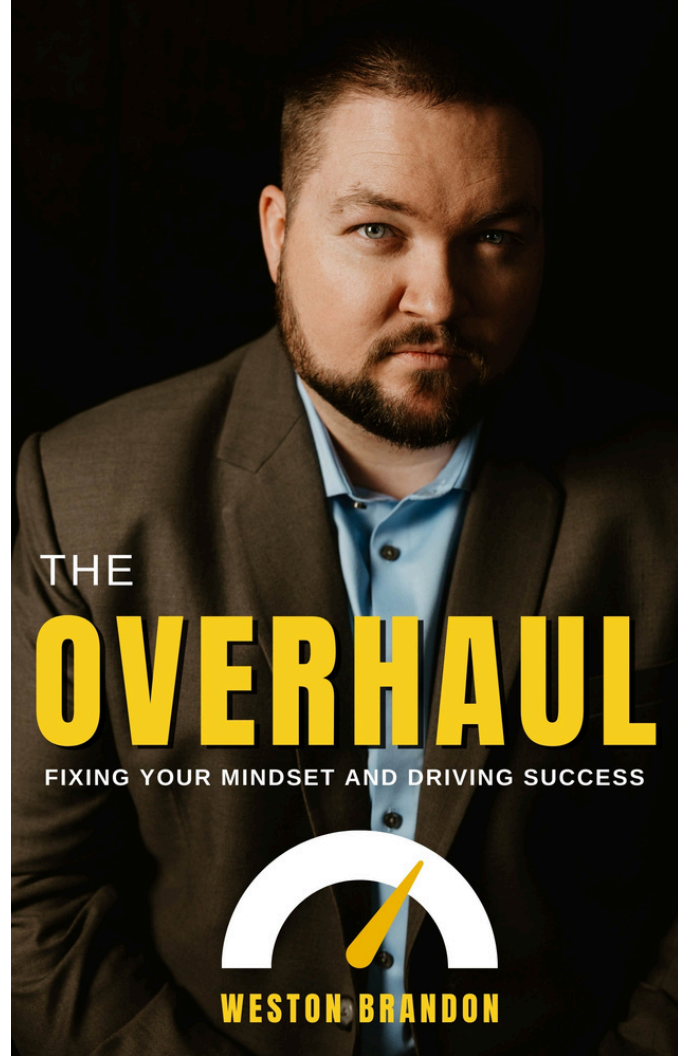


PREFACE + CHAPTER 1



This Book is
Dedicated to:

Men who want to unlock
real change with actionable
tools—built to fuel your
DRIVE and keep you
moving forward.

PERMISSIONS

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About HIM

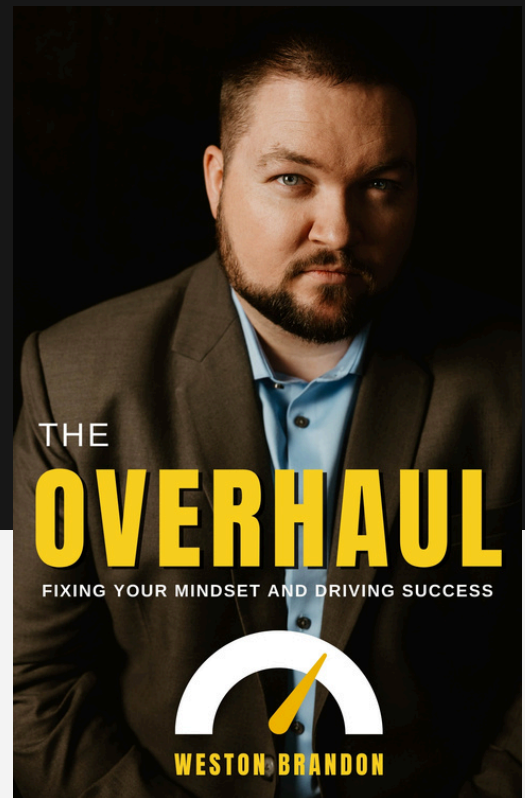
Weston Brandon is a dynamic and results-driven speaker and men's coach who delivers real, tangible impact through his powerful blend of scientific principles and real-world application. He is intentional, relentless, self-reliant, and decisive.

Today, Weston shares the hard-won lessons he's gathered—lessons rooted in both white- and blue-collar real-world application, science, and unwavering faith in God and the human spirit. Whether he's on stage at a conference or working one-on-one with a coaching client, Weston's mission is simple: to help individuals, teams, and organizations implement the D.R.I.V.E. that propels them toward levels they never thought possible.

More than anything, Weston is guided by his role as a father, striving every day to set a positive example for his wife and children. After losing his first wife unexpectedly, Weston was forced to rebuild his life from the ground up while raising a newborn son. That season of tragedy and transformation forged the foundation of everything he teaches today. Now remarried and leading his family with both strength and softness, his story isn't just about bouncing back—it's about overhauling your life from the inside out.

He firmly believes that anyone can transform their mindset, tap into hidden strengths, and achieve lasting impact when they have the right tools and support.

PREFACE



At

23, I was killing it in sales. I was successful and felt confidently in control of my life. That illusion of control was shattered when, at 25 weeks pregnant, my wife was hospitalized. Her body could no longer hold the baby, and after a week of bed rest, she was rushed into an emergency C-section.

I discovered just how fast my old '97 Dodge diesel could go as I arrived just in time to see my son, only 1 lb. 13 oz., pulled from the womb. They wrapped him in Saran Wrap like a tiny burrito and wheeled him off to the NICU. Miraculously, he didn't need intubation—just an oxygen mask to help him breathe.

Once my wife was discharged, we spent every free moment visiting our son in the NICU. Though stressed, we were hopeful—he was small but strong, with no major health concerns.

One morning two weeks later, she collapsed in my arms at home. A pulmonary embolism, a complication from her C-section, rendered her unable to absorb enough oxygen to sustain her life. Twelve hours later, I was signing papers for organ donation. In less than 24 hours, my entire world was ripped away.

After the funeral, I found myself feeling completely alone. Most of the family members who had visited eventually had to return to their own lives. For the next two and a half months, I practically lived in the NICU with my son, consumed by distractions to escape the pain. I realized I needed help, but those who cared most about us were a thousand miles away.

Once I was finally able to bring my son home, I packed up everything and moved across the country into my parents' basement. I was back to square one, in every sense of the metaphor, but this time with a premature infant in my arms.

Lucky for me, my reason to keep living was right in front of me—I could hold him in my hands. I knew I would be a terrible mother, and for his sake, I needed to stay open to another relationship.

I soon met the second love of my life. It's hard to say whether she fell in love with me or my son first, but I'm sure I don't need to know. Much to our surprise, we were discussing marriage within days. Some folks close to us opposed it while others celebrated it, and we navigated some interesting times before our wedding. We married just as the world shut down with COVID protocols.

We moved into a new home the day of our wedding, and I attempted to return to sales. But, instead of the success I was accustomed to, I struggled to pick up the phone. The anxiety of a sales quota was too much for my broken mind to bear.

I attended therapy and tried to work through my pain, but ultimately had to leave sales. Through prayer and counsel, I decided to pursue a career in the trades, where I could work with my hands instead of talking to people. I wasn't much of a people person at the time. I enrolled in a local trade school for HVAC and bid my family farewell for most of every week for the next year.

By applying myself to my studies, I landed a great new trade job within a month. I may not have been the smartest student in the room, but I worked harder and longer than any of my classmates. I quickly climbed the payroll structure, training new employees and establishing myself as a key part of the organization. My wife patiently cared for our children, waiting for the day I could finally spend more time at home.

Though I could never choose between the two women I hold dearest to me, I can tell you which one saved me. I owe everything in this book to the woman who willingly and excitedly became an instant mother, bore me two more beautiful children, and helped me become the man I am today. She is the best wife and homemaker a man could ever ask for.

The Lord didn't take me down the path I had planned for myself, but He has been there every step of the way. He bore me up when I couldn't stand and listened patiently as I unloaded pain, anger, and frustration onto Him day after day. It is ultimately because of Him that I am able to look back to these experiences with gratitude in my heart and a greater understanding of the purpose of this life.

This book is my humble way of giving back to Him and to everyone in my life who acted as His hands.

When I was in the middle of this rebuilding process, I didn't have a set structure that I was following. Though I didn't realize it at the time, I was implementing a system that forced success into my life. The book you now hold is the blueprint of that system.

By taking a good hard look at how successful people behaved, how they thought, and what they believed, I was able to replicate it for myself. By applying what I learned, I built success the way that *I wanted it to look*.

In doing so, I met many people who wanted the same but had no idea how to achieve it. I've spent years training employees—in both blue collar and sales industries—and I've coached men through their own rebuilds. I found that oftentimes character and mindset work had to come before any practical steps could take root. My heart ached for them and others who were stuck in their own pits of despair or otherwise feeling lost.

That's when I realized something powerful: not all men fail because they're unwilling, but because they're unequipped. Without a framework for real change, even the most determined journeys end up broken down on the side of the road. I knew there had to be a better way to teach it—so I built it.

The principles you learn in this book will help transform your life. In my darkest days, I knew it was time for an “Overhaul”. If you, like me, need an overhaul in any area of life, you've taken the right first step. Everything I've learned—the wisdom from my best and worst experiences—is in this book.

This is my gift of opportunity to you. However, I cannot give you determination. When you pair opportunity with determination, miracles happen. Without it, this will simply be entertainment. The choice is yours.

“The only person you are destined to become is the person you decide to be.”—Ralph Waldo Emerson

CHAPTER 1: THE PROBLEM



THE EPIDEMIC OF STAGNATION—WHY MOST PEOPLE STAY STUCK

I rub elbows with some of the highest-performing men this world can create. I've also spent plenty of time with those who could more accurately be categorized as the opposite.

I've discovered themes in our society that contribute to stagnation. Having personally climbed out of the deepest emotional holes one could be in, I've had the opportunity to see the deepest parts of my soul and discovered many things that are consistent across demographics.

This next chapter will help you see the world from a 30,000-foot view. Once you recognize the systems, perspectives, and cycles that keep people stuck, you'll be better equipped to break free and forge new paths.

As I take you through these, reflect on your own perspective. Feel free to take notes at any time, even if it's in the margins. Those insights may prove useful during an exercise I teach you towards the end of the book.

1. The Comfort Trap—Why the Modern World Breeds Weakness

Throughout human existence, survival has been the driving force behind almost every decision. Survival demanded strength, tenacity, wit, and endurance. Within the past century, our world has changed more than ever. Convenience is the game. Entertainment is the sale. Consumption is the method.

Trees once saw humans fight for survival daily. Now, they watch many people live in modern societies without that same daily struggle, caring only about earning likes on social media posts or choosing their next gourmet meal.

Without injury, starvation, or death as threats, our modern Western culture has sunk into complacency. We no longer work hard for others. Everything is readily accessible. Is it any wonder we get frustrated when something isn't?

Effort is required to reach goals, but survival no longer demands it. Mental sharpness and physical ability don't occur without action. When we sit idle, we atrophy.

2. The Myth of Progress—How Fake Work Keeps You Stuck

It is important, however, that we don't trick ourselves into thinking business is any better than idleness. It's easy to fool yourself into thinking being busy is being productive. The excuses "I don't have enough time" or "I'm too busy" are often used to avoid the work we don't want to do.

I'll be the first to tell you to work hard — but I'm not telling you to waste your time grinding on stuff that doesn't matter. Every move you make should have a purpose. Make sure that purpose is progress, not just burning daylight.

Many get stuck in preparation mode. While preparation is necessary, over-preparing often leads to under-motivation. The most successful people take deliberate action fast, knowing failing fast means learning fast. You don't learn from success—you learn from failure. Instead of preparing to succeed, prepare to fail properly.

Much of our society equates success with being busy, but real success comes from being intentional about productivity, not just staying occupied. The opinions of society at large have often been foolish, and those who pay them no heed are better able to focus on what actually matters—the truth.

3. Emotional Comfort Over Truth—Why People Avoid Reality

For years, society, media, and education have told us to accept people for who they are. We're taught to be tolerant, to love ourselves as we are, and to live our own truth. These are lies. While they may seem polite, the opposite is true. To love someone is to tell them the truth. If we truly care, we invite them to live better, be better, and strive for better.

Rather than accepting people for who they are, we can embrace them where they are while still expecting growth. Accepting ourselves where we are means giving grace for failures, but not settling. We must be dissatisfied with our character, body, mind, and spirit—all of which we should constantly strive to improve. Accepting ourselves for who we currently are is a tragedy—a sacrifice of our greater unrealized self—for little more reason than to avoid the discomfort of dissatisfaction. Accepting ourselves *where* we are in our journey to become who we *should* be is a calculated mercy.

4. The Identity Problem—Your Past Self Sabotaging Your Future

Sometimes, we find it hard to accept ourselves and give ourselves grace because we have a twisted sense of our own identity. If we've been told our whole lives that we are lazy, stupid, fearful, not good enough, etc., we adopt these ideas as our perception of ourselves. To create lasting change, one must rewire their identity and who they believe they are (this will be covered extensively in chapter 7).

If we struggle with our identity, we may feel excitement over a new goal, but a subconscious alarm goes off when we start doing things differently. The brain is wired for safety—a survival mechanism meant to keep us out of harm's way. To our mind, different isn't safe; it's risky.

If we've been harmed in the past for expressing ourselves, we're less likely to try again. When we see ourselves as incapable of success, that becomes the truth. Our perception is our reality. To change our reality, we must change our perception of ourselves and recognize the false identities we project on ourselves or others.

5. Motivation Addiction—Why Inspiration Fails as a Long-Term Strategy

People have told me stories about how they were changing this or improving that, only for me to discover a month later that they did no such thing. They either told bold-faced lies or were just addicted to inspiration with no intent to act. They share motivational videos all over social media, yet continue to make excuses for never reaching their goals.

Seeking inspiration and motivation for their own sake is the illusion of progress I mentioned earlier. Without deliberate action and determination to keep going when shit gets hard, this book is just another book. What you're reading becomes more words on a page. What you're learning becomes factoids to regurgitate when convenient.

Instead, we should be like my friend Sidney Smith, who suffered from Charcot-Marie-Tooth, a disease that slowly deteriorated his legs over many years. He even needed braces like Forrest Gump, but unlike Forrest, his legs didn't heal. Sidney eventually had them amputated just below the knee. He is now a motivational speaker, sharing his story of overcoming what seemed hopeless and eventually competing in an Ironman race. What could have left him bitter and resentful, he instead used to inspire others.

Sidney didn't just listen to inspiration. He became it. That's what I hope to help you learn in this book. Without deliberate action, you repeat the cycle of feeling inspired but doing nothing. That is the purpose of the principles, laws, and framework I will teach you.

THE CYCLES OF STAGNATION—HOW PEOPLE GET TRAPPED

While understanding why people get stuck in mental ruts is crucial, it's just as important to understand how it happens. When we understand why and see how it happens, then we are able to see it in ourselves. Once we see it in ourselves, we can make necessary adjustments to avoid getting stuck in these ruts in the future.

So, let's break down a few of these:

1. The Cycle of Overthinking—Paralysis by Analysis

Analysis-paralysis comes from a desire to maintain security and comfort while somehow creating progress and change. Unfortunately, trying something new is the opposite of security. It's risky. We want as much guarantee as possible to convince ourselves there's less risk. The problem is, the very risk we try to avoid is compounded by hesitation. Constant analysis and research are failing before starting under the illusion of preparation. Not starting is failure itself.

We get ourselves stuck in this cycle by seeing failure as something undesirable, something that should be avoided at all costs. Instead, we should prepare for failure in a way that allows us to overcome the failure quickly, not to avoid it entirely. Successful people don't run away from failure, they engineer it into their process.

2. The Cycle of Short-Term Effort—The Start-Stop Trap

What do you think gym attendance is in January compared to March?

It's not just losing weight people struggle to stick with—it's anything outside their comfort zone. The start-stop trap is triggered by a burst of inspiration. A motivational story grabs us, and we decide this time we're going to change. We take the first step. Buy the gym membership. Order the book. Pay for the software. We get started.

Frustratingly, we realize that emotions change. We hit resistance and motivation fades. Without a system, we take one step but don't know what to do next. The brain seeks security over progress and pulls us back. We make excuses when goals take longer. We compare ourselves to others. We seek short-term dopamine hits instead of long-term growth.

True progress comes from work, not luck. We make our own luck by putting in the work.

3. The Cycle of Fear—How Avoidance Reinforces Weakness

Most of the ruts we get stuck in are rooted in fear. Similar to paralysis by analysis, we find reasons why not taking action is better than taking action.

What most don't realize is that fear and excitement are the same emotion. Both trigger the sympathetic nervous system—fight or flight. Adrenaline and cortisol flood our system, giving rapid boosts of energy and stress. The only difference is interpretation based on expectations. A study by Alison Woods Brooks at Harvard Business School, commonly referred to as “The Reappraisal Study,” illustrates this well.

For example, if you grew up playing football and were confident in breaking tackles, you'd be excited to get the ball. If you've never done it, you'd likely feel fear. The physical response is the same—adrenaline and stress. Your experience shapes your interpretation.

Logically, we should be able to force ourselves to feel excited instead of afraid. We'll dive deeper into this in Chapter 7.

4. The Dopamine Cycle—Addicted to Cheap Rewards

Dopamine is a brain chemical that makes us feel satisfied or accomplished. Our modern world overloads us with tons of small dopamine hits through constant entertainment, requiring little to no effort of our own. We engage with social media, video games, binge-watch TV, or get fast food delivered right to our door. The constant cheap dopamine hits become addicting.

Difficult things don't provide the same instant and frequent dopamine hits that modern distractions do. To change your life, you must do difficult things. Addicted to constant stimulation, we feel unfulfilled when effort doesn't deliver instant dopamine. This makes whatever we're attempting to start doing feel alien to us. We must first recognize what's distracting us from our goals—then have the discipline to remove them.

5. The Learned Helplessness Loop—When Failure Becomes an Identity

If we tell ourselves we're weak, dumb, or stupid, that's how we'll behave. When we tell ourselves we're strong, capable, and diligent, we'll behave that way. If we believe we're not made for success, that becomes true. When we actually believe that we are, that truth begins to manifest itself.

Many disguise low self-esteem with self-deprecating humor. While it has its place, it often becomes a mask. It allows us to say honest things about ourselves as jokes, even though we still believe them.

If we constantly joke about being dumb, clumsy, or lazy, those things become true. On the other hand, when we tell others about what tasks we will complete that day and then *actually follow through*, we teach ourselves that we are, in fact, capable. We'll dive deeper into understanding our own perceived identities and learn how to rewire our minds in Chapters 6 and 7.

THE NEED FOR AN INTERNAL COMPASS—WHY MOTIVATION ALONE FAILS

Now that you see why people stay stuck—and how you might be doing the same. You might be tempted to jump straight into fixing it your own way. While that's certainly noble, I would encourage you to put the pen down and keep reading. When we get to the place to write some notes, I'll let you know.

After I teach you some universal truths, I'll teach you a system. One that will guarantee the success in your life that you're looking for, if executed consistently.

Earlier, I mentioned becoming your own inspirational story and not getting addicted to motivation. This is vitally important. Every time you feel inspired, decide to change, and don't follow through, you reinforce a false identity—that you're not a finisher, that you don't follow through, that your current state is where you'd rather be.

Every time this happens, it becomes harder to break out. This is why I suggested earlier to put the pen down and just listen. There will be plenty of time for journaling later. In fact, I'll give you a 7-day execution plan with specific journaling prompts later in this book.

Before you dive into that, you must first understand the process of ridding yourself of that false identity before taking action. You must become who you want to be before you can go where you want to go. If you do not embrace the characteristics of a person that can sustain the reality you want, it will never happen for you.

Jim Rohn is attributed with the famous quote, "*Success is not something you chase; it's something you attract.*" You must first create your future, then achieve it. You must learn to attract success rather than only pursuing it.

To accomplish this, you must take action without the motivational emotions from a great speech, an inspirational video, or even this book. You'll have to do things you don't want to do when you don't want to do them—simply for the sake of doing them. Your mind and body will resist by saying, *"I'd rather be doing something else."* You must take control and say, *"I decide."*

I wouldn't be surprised if one of your burning questions is this:

I know what I want, but how do I get it?

Take comfort in knowing that the rest of us who achieved our own version of success had the same thoughts when we started. The difference is we discovered our compass—our driving force that filtered every decision. We learned to direct our progress rather than taking random actions and hoping they worked. Specifically, we discovered the answer to the question that WHY presents to us:

What Hails You?

Have you ever really thought about that?

You may be tempted to toss that question aside, perhaps because you feel unworthy.

Don't.

God wants you to ask that question. Don't let the devil convince you that you're overstepping your authority by doing so. No matter where you are right now, please know that God hasn't discarded you. Mercy means He's still calling you forward. Purpose doesn't only wait for the strong—it waits for the willing. That's what makes mercy magnetic—it pulls you toward hope even when you've given up on yourself.

"Come unto me, all ye that labour and are heavy laden, and I will give you rest."
(Matthew 11:28)

The system in this book is D.R.I.V.E. I use the word “system” on purpose. It’s not a step-by-step guide or a use-once-and-forget idea. It’s a system you implement daily for life. It helps you attract success rather than chase it. People who succeed at the highest level don’t run around aimlessly scavenging for scraps. Instead, they attract the raw materials they need to build it.

In the next chapter, you’ll learn the science behind magnets and how magnetic fields interact. Understanding this will help you see how you interact with your environment.

As you raise your thoughts and lift your identity, you attract things that align with those beliefs and actions. The converse is also true. When your thoughts are low, disorganized, or destructive, you invite things of a similar frequency. This is commonly known as the Law of Attraction or Law of Vibration. As you operate at higher frequencies, you create a stronger, more magnetic influence on your environment and those around you.

Building yourself into a powerful, positive success magnet won’t happen overnight. I don’t say that to discourage you, but to set realistic expectations. For now, just remember that this cannot be just a spark. You must build a structure so that the spark ignites into a flame. The rest of this book will teach you how to build that structure and walk you through putting it together.

Your attitude must be one of genuine curiosity and a hunger to learn. You must realize that there is so much you don’t know. I can guarantee that success is possible for anyone, but all I can offer is the opportunity to learn how to build it and how to attract it. If you’re not determined to put in the work, you’ll gain nothing of substance, and most of this book’s value will be lost to you.

THE PURPOSE OF D.R.I.V.E.—A FRAMEWORK FOR UNSTOPPABLE MOMENTUM

Without a system, none of this sticks. Eventually, you’ll end up drifting with everyone else, wondering why you never got any real traction.

Most people are stuck in patterns and habits their entire lives and never change. Some reach a point where they've accepted their situation and settled in, with no desire to change. Unfortunately, they never realize their potential—not just in career success, but in their skills, relationships, spirituality, and impact on those they love. They float through life without a system forcing them to improve. Over time, they slowly atrophy in almost every significant way.

The most agonizing question many people are asking themselves is some version of this same question:

“What do I do now?”

Whether you're stuck in the pit of grief, facing the seemingly endless options of careers at the end of high school, just got laid off, or anywhere in between, the answer is the same.

Clarity comes through committed movement.

The D.R.I.V.E. system is built on the truth that clarity doesn't precede action—it follows it. Clarity comes through committed movement, and each element of this framework helps you move forward with intention.

That said, one of the most valuable things about this system is that it forces you to face what you'd rather not consider. It makes you climb inside your own mind and *Discover*—what you don't like about yourself and your true motivations. It forces you to *Resolve*—to push through what you avoid and fix what needs fixing. It teaches you to *Invest*—in yourself and those who positively impact your life. It teaches you how to *Visualize*—to see and create success properly with gratitude, inviting it rather than chasing it. It teaches you what it means to *Elevate*—lifting yourself and others, because doing things with and for others is the catalyst to true success.

Ultimately, you learn how to apply these elements to each other and to harness them all simultaneously. When you're able to do this, the influence you have on your world becomes tangible.

The effect you have on your life and those close to you is magnetic. The more you use this system, the stronger it works for you. Your momentum grows, and you begin to recognize both the positive influence you have on people and the opportunities that begin to present themselves.

The more you implement the system creatively, the faster your progress moves. The faster your progress, the more momentum you gain, and the harder it is to stop. It's a magnificently fulfilling experience. You begin to understand the "it" factor that successful people have—the very people you once looked at with curious bewilderment. You begin to see how they live and think, and how they invite success into their lives.

The magnificent thing about the D.R.I.V.E. framework, and why I call it a system, is that each component reinforces the others. It's not a step-by-step process you learn and discard. There are layers to it, and while it's important to learn them in order, you apply them together.

You *Discover* what you need to work on, *Resolve* it, *Invest* in yourself, *Visualize* where you're going, and *Elevate* others along the way. It's profound yet incredibly deep. I could write an entire book on each piece, but instead, you'll get it all in this one.

In these pages, you'll learn universal truths and scientific principles behind the D.R.I.V.E. system, then exactly how to apply it. Each piece of the acronym is a layer to your field of influence—something you can deliberately control to shape outcomes for your benefit.

The D.R.I.V.E. framework is not a motivational gimmick.

In fact, my intent isn't even to make you feel super inspired. While I hope that you do, my intent is to teach you how to do the work required to become the person who attracts the reality you're looking for.

I want to help you understand why some people create success while others beat their heads against a wall for years and never get it together. It's an engineering model you can use in any area of life—not just financial or career success, but relationships, spiritual growth, and skill-building.

This framework is the formula to become what you need to be to sustain, attract, and capture success in any area of your life.

THE PROMISE—WHAT MASTERING D.R.I.V.E. WILL UNLOCK

You'll take what you don't like in your life and change it. You'll take traumas and experiences you refuse to remember, dissect them for every valuable piece, and cast away the rest. This instills great confidence and unbreakable resilience.

Some of the deepest resilience you'll find doesn't come from just gritting your teeth—it comes from breaking and being met there by the mercy of God.

When I had nothing left to give, He gave me what I didn't have on my own: peace, hope, and a second wind.

He meets you in the collapse and still calls you worthy.

When you've accepted that you need His help and done this inner work, you know that no matter what comes your way, it is conquerable. Not only is it conquerable—you realize those experiences build you into a much more powerful version of yourself.

You'll have discovered your own self-sabotaging patterns—the lies you tell yourself that deceive you into thinking you're somebody that you're not. You'll learn to help others recognize these things in themselves. You'll be able to recognize when you get stuck in a rut. You'll learn exactly what to do to break out of it. When you do that enough, you'll start to see the ruts coming before you fall into them.

You'll also learn that this entire journey—every element of D.R.I.V.E.—proves one truth: you don't find clarity first. *You earn it.*

Clarity comes through committed movement.

The more you move in alignment with your purpose, the more clearly, you'll see the path you were always meant to walk.

You'll learn what it means to create, not just react. You'll learn what it means to live, not just exist. You'll learn that successful people don't just pull success and opportunities out of thin air—they create them using resources others can't see. You'll learn how to attract those resources and figurative "raw materials" to yourself, rather than having to go find them entirely on your own.

You'll realize that these kinds of people are able to utilize their mind and their body in ways that others find outlandish or foolish. They've learned to convert *destructive* energy into *constructive* energy—using it to build what they want instead of submitting themselves to the mercy of "realistic goals."

When you learn this, the freedom you'll experience is something you've never experienced before. You'll learn how to be intentional with every minute of your day and every ounce of your focus, even if it's to purposefully give yourself a break.

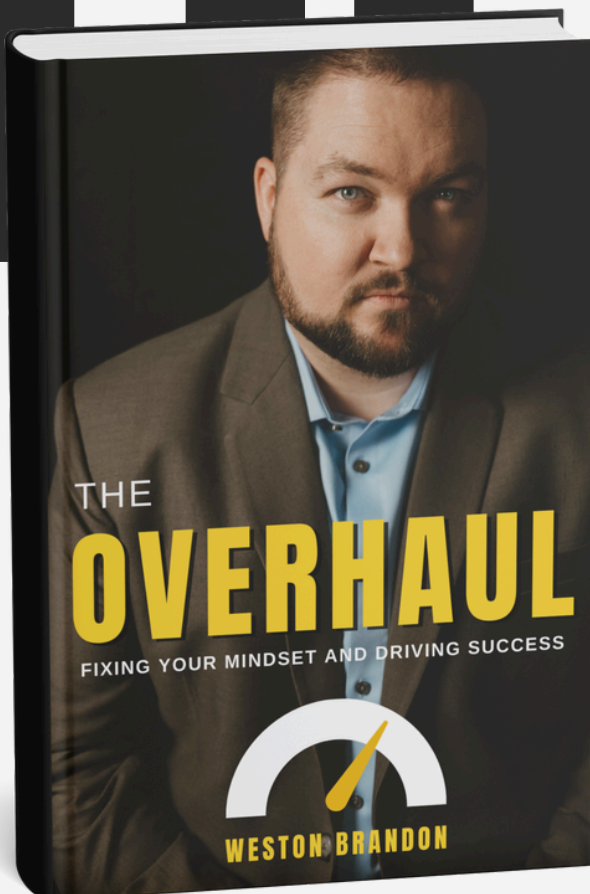
You'll learn how to purposely engineer that freedom into your life and establish balance. This way, you can be 100% effective when it's time to work but also 100% effective when it's time to rest and recover. Ultimately, you'll discover the power to direct your life in any direction you so choose and have the confidence that you can get there.

There are principles you need to learn to understand how this works, whether literally or metaphorically. The next chapters will teach you about magnetism and electricity. It might seem out of left field to shift from self-help to electromagnetics, but trust me—it's important. It will make everything else make sense.

Once you grasp how magnets function—through attraction, repulsion, polarity, and amplified power via external energy—you'll start to see D.R.I.V.E. as the layered magnetic field you project into the world. Whether believed literally or figuratively, the effect is the same. You will become a magnetic force for good—for yourself and those you care about. That is my promise.

So, let's dive into a science lesson.

BOOK LAUNCH



05 June
2025

Mark your calendars!



WESTON BRANDON

Weston Brandon is a dynamic and results-driven speaker and men's coach who delivers real, tangible impact through his powerful blend of scientific principles and real-world application. He is intentional, relentless, self-reliant, and decisive.

After high school, he spent a semester studying sales at LDS Business College but quickly realized that mastering sales came from experience, not a classroom. He dove into door-to-door sales and dominated the field. Just as his career was taking off, his life was rocked by tragedy—In 2019, his wife passed away in his arms after giving birth to their son, Vance. The loss made continuing in sales impossible.

Determined to rebuild, Weston pivoted to trade school, where he discovered an innate talent for fixing things. This hands-on learning ignited his DRIVE, revealing powerful connections between science, discipline, and life. Now, he shares these insights with audiences, delivering high-impact messages that inspire action and transformation.

NEW BOOK COMING SOON!

FIND YOUR DRIVE!

**BRING WESTON BRANDON TO YOUR TEAM—
UNLOCK RELENTLESS DRIVE, HIGHER
SALES, AND REAL RESULTS**

Weston Brandon is not your average speaker—he's a powerhouse of action, strategy, and hard-earned wisdom. A proven leader in sales and performance coaching, Weston equips teams and leaders with the tools, mindset, and relentless drive needed to crush goals and achieve higher outcomes. His coaching is built on real-world experience, scientific principles, and no-nonsense application—helping individuals cut through the noise, own their results, and elevate their performance.

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PRESENTATIONS

- **DRIVE Success:** Find Clarity Through Committed Movement
- **Sales Overhaul:** D.R.I.V.E. High Performance
- **The Overhaul:** A D.R.I.V.E.-Based Blueprint for Building a Safer, More Focused Workforce
- **Emotional Overhaul:** D.R.I.V.E. Healing Through Committed Movement



THANK YOU!

If you're done chasing surface-level success and you're
READY TO REWIRE
your life from the inside out,
I'd love to work with you.

You can join one of my
Overhaul coaching programs,
or bring me in to speak at your
organization, company retreat,
or men's event.

- WESTON

