

THE EDGE

SELF-LEADERSHIP PROTOCOL




THE R.A.I.S.E. MINDSET METHOD

A clear, practical approach to creating real change

INTRO. - *Why Are We Doing This Mindset Stuff?*



LET'S START AT THE BEGINNING...

- Most guys join this program to get leaner, stronger, feel better about themselves, and have more energy for life.
- But making those changes *stick* long-term requires more than just training and food tweaks - it demands a shift in how you think, act, and show up daily - It requires Self-Leadership.
- **That's where the R.A.I.S.E. Mindset Method comes in.**
- It gives you the tools to:
 -  Understand how your mind really works.
 -  Break old habits that don't serve you.
 -  Build new ones that align with your goals and identity.

• THE 5 CORE STEPS ARE:

- **Responsibility** – Own where you are now to take charge of where you're going.
- **Awareness** – Understand your own mind(s), and learn to challenge the patterns & mental autopilots that keep you stuck.
- **Impact** – Tap into the deeper reasons why this matters for you and those around you.
- **Strategy** – Clarify the plan that works for you. .
- **Edge** – Embrace the infinite mindset - keep progressing in many ways long after the program ends.

DON'T EXPECT INSTANT BREAKTHROUGHS

- There's no predicting how this will work for you...
 - Sometimes it's a lightbulb moment.
 - Other times, it's a subtle shift in how you think or act that compounds over time.
- But, one thing's for sure - the guys who get the most out of it are those that go deep, stay honest, and do the work.
- So please make sure to take a bit of time each week to focus on it properly.

To your success,

JAMES!