

# ***THE SECRET***

**FORMULA TO BECOME THE WORLD  
CHAMPION OF YOUR OWN LIFE**

---

***TO DOMINATE YOUR FITNESS, FINANCES,  
CAREER, AND PERSONAL LIFE.***



**AJ ELLISON**

***"3x World Champion"***

# INTRODUCTION

I'm proud of you. Deciding to become a world champion is not easy, yet you're here with me right now. And no I don't mean bodybuilding world champion like me, that's just a fancy title that doesn't really matter and nobody REALLY cares about at the end of the day. Not even me.

What I do mean, is a champion of YOUR world, in your own life, who is in kick-ass shape, dominating in your career, leading by example, AND a role model for the people you care about in your life.

You might have a "world-champion" mindset --without even realizing it-- within 1 or 2 areas of your life. But the fact is, you're not satisfied with that. You want to be the world champion of your world within ALL areas of your

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

life. I completely get it. Sadly most people will dominate their career, yet their fitness is lacking, their family life is lacking and even their social life is lacking. But like me, you want to dominate with a world-champion mentality in ALL areas of your life and that is exactly what this book is about.

Now, just need to warn you upfront...Most people are extremely uncomfortable with the intense mindset I have and share in this book. Some people have called me “Savage”. “Ruthless” and even “unforgiving”.

This book is NOT for the faint of heart. This is not for you if you’re not willing to put in the work. This is not for you if your commitment level to achieve your dream life is below your expectations. This is not for you if you can’t handle the cold hard truth. This is not for you if you’re expecting to just put in a little bit of work for massive returns. If that’s you, do yourself a favor and stop reading this book right now because you’re wasting your time.

Here’s the reality and truth that most people just don’t have the guts to share... If you expect to be the world champion of your own world. You MUST think differently than most people. So this book is for you if you’re truly ready to step into your greatness.

This is for you if you’re ready to develop the mindset of a “world-champion” in all areas of your life. This is for you if you’re an action taker. This is for you if you’re ready to sacrifice for your greatness, not just for you but for your loved ones, your success, your fitness, your finances, your career, your family life, your personal life.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

Listen, having a “world-champion” mindset in all areas of your life isn’t easy at first. It’s hard as sh\*t. BUT, it does get easier once you get used to it. It eventually becomes the “normal” for you. I don’t even have to think about it anymore. My clients who have a world-champion mindset don’t think about it anymore. YOU won’t have to think about it anymore once you fully embody the world champion mindset.

The best part about having the mindset of a world champion is that it frees you to become the person you truly want to be. You know dang well what I’m talking about too. That feeling inside of you that you can’t turn off. It’s there every day. It keeps you up at night. It tells you that you can be more, do more, achieve more. It tells you that there **MUST** be more to life. It tells you that you can have the relationship you’ve dreamed of, the body you’ve dreamed of, the career you’ve dreamed of, the finances you’ve dreamed of, and even the social life that you’ve dreamed of.

Yet you have **NOT** stepped into it because you don’t know where to start. You don’t believe you can do it. You don’t think you have time. You don’t think you’re worth it. You don’t have the confidence. You’re worried about what others may think about you.

I get it. I’ve been there at one point in my life and if the above sounds like you. Then I have good news because the solution to **ALL** of that bullsh\*t... Is to develop the mindset of a world champion which I’m going to teach you as you continue reading this book to the very last page so you can dominate **ALL** areas of your life, not just one or two.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

I wrote this book for you because I get hundreds of messages every single week asking me how I've been able to balance moving to a new country and starting over. Being a devoted husband, father to 2 pre-teen girls while becoming a dad to a new baby boy, training clients in 27+ countries worldwide, running a private gym here in Calgary, Canada, and another side business I

work on every day. All while competing at the highest level as an IFBB Pro with guys half my age. It's a lot. Yet I'm happy to share all of my secrets on how I do it. The biggest secret of all? The world-champion mindset that I'm going to share with you as you read this book to the very last word.

Best,

AJ Ellison

A handwritten signature in black ink, appearing to read 'AJ Ellison', with a stylized, cursive script.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE



***The Ellison Family Enjoying Scheduled Family Time In A Pool***

# CHAPTER 1

---

## YOU'RE A LION, NOT A DAMN SHEEP

There's this lioness, and it's jumping from one hill to another, and while jumping from one hill to another, she gives birth to a cub.

Now the cub falls down the road, where a big crowd of sheep is passing. Naturally, this baby lion mixes in with the sheep, lives with the sheep, talks like a sheep. Now the lion has no idea, not even in his dreams, that he was a lion. How could he, right? He grew up, and all he saw were sheep, and there were sheep all around him. He's never roared like a lion because sheep don't roar.

He's never been alone like a lion because a sheep is never alone. This lion is always in the crowd, with the sheep, where it's cozy and it's safe and secure. All the sheep just hang out together. If you see sheep walking, you know they

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

walk so close together, they're almost stumbling on one another. They're afraid to be alone.

As the lion grows up, he starts identifying mentally with being a sheep, but biology doesn't care about your identification. Nature isn't going to follow your mind. You can't outsmart nature. Nature gets the last laugh. So this lion becomes this really powerful young lion, but because things happen so slowly, the sheep become accustomed to him.

They become accustomed to the sheep. He looks a little different. He behaves a little differently. He's growing a little bigger, but maybe he's just pretending to be a lion. They don't know. They know he isn't a lion, right? Because they'd seen him since his birth. They brought him up.

They'd given milk to him. He eats what they eat. He's a vegetarian like them. They just accept the differences. He's a little bit bigger. He looks a little different, and a very wise sheep in the colony even says, "It's just a freak of nature. It happens once in a while." So the lion himself accepts it as true. His color is different. His body is different. He's just abnormal. He just must be a freak, but the idea that he is a lion?

That's impossible. All the sheep surround him, and all the sheep psychologists give him explanations. "You're just a freak of nature. Don't be worried. You're one of us. We're going to take care of you. Don't you worry

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

your pretty little head about it.” Then one day an old lion passes by the sheep, and it sees the young lion standing far above the crowd of the sheep.

This old lion could not believe his eyes. He’s never seen such a thing, nor has he ever heard that in the history of the world, a lion can be in the middle of a crowd of sheep, with no frightened sheep. Yet this lion is walking exactly like the sheep, grazing on grass. The old lion rubs his eyes. He couldn’t believe it. He even forgets that he was going to catch a sheep for breakfast. He just forgets breakfast.

It’s something so strange that he is determined to catch hold of the young lion and find out what the f\*ck is happening here, but he’s old, and the lion’s young, and the lion runs away. Because he believes he’s a sheep and there’s this much danger of the identification, like, he, the young lion, just runs like a lion, and the old lion could barely catch him. Finally, though, the lion gets hold of him, and the young lion is crying and weeping like a sheep and saying, “Just forgive me. I am a poor sheep.

Please, please let me go.” The old lion says, “You idiot! Stop this nonsense, and you come to me. You come with me to the pond.” There’s a pond nearby, and he takes the young lion there. The young lion doesn’t want to go. He goes reluctantly, but you know, what can you do, right? Against the lion, you’re only a sheep. He may kill you if you don’t follow him, so the young lion goes.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

The pond is silent. No one's there. No ripples—it's like a mirror. The old lion says to the young lion, "Just look. Look at my face, and look at your face. Look at my body, and look at your body in the reflection." In a second, there comes a great roar, and the hills echo this roar. The sheep disappear, and the young lion is a totally different being. He recognizes himself. The identification with the sheep was not a reality. It was just a mental concept.

Now the young lion has seen the truth. The old lion says, "I don't have to say anything anymore, do I? You understand now." The young lion could feel strange energy he'd never felt before coming up through him, as if it had been dormant, waiting to be unlocked and unleashed and activated.

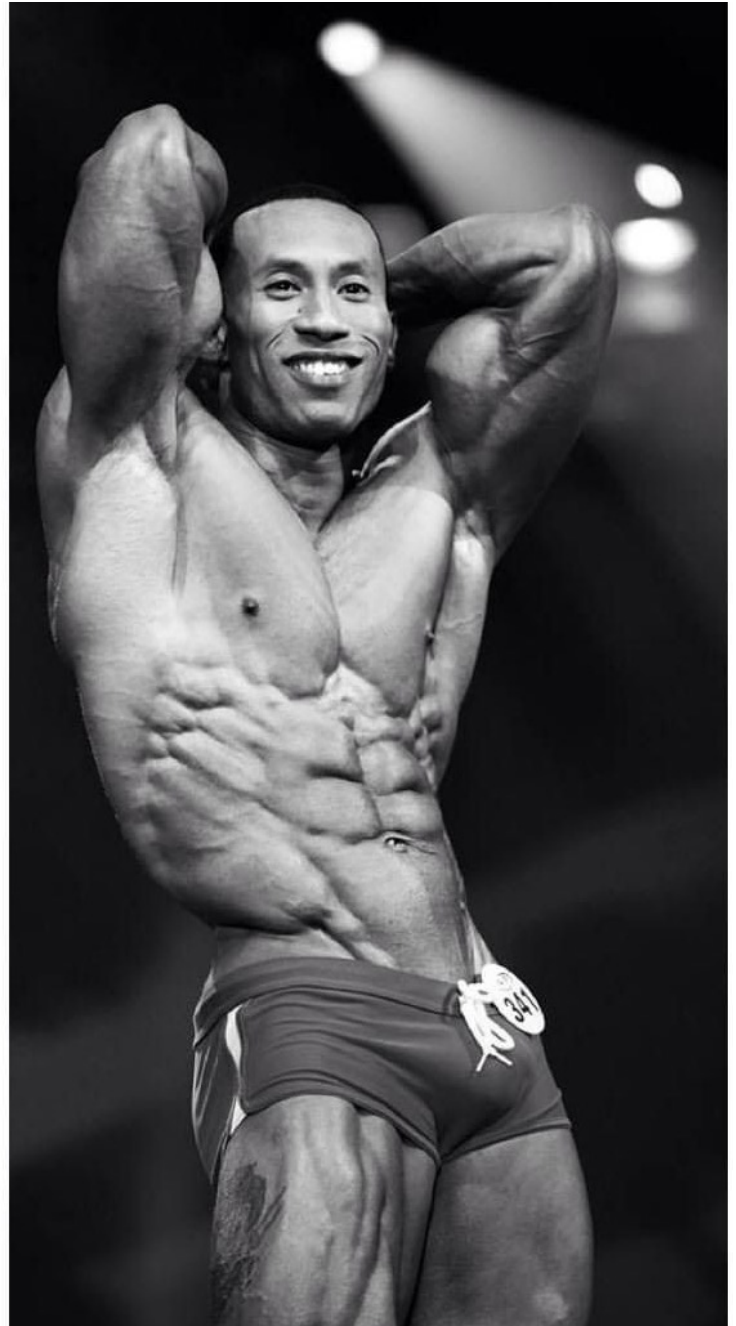
He could feel this tremendous power coming through him, and it's weird because he has always been a weak, humble sheep, he told himself, and it's like all that humbleness, all that weakness—all of it just simply evaporates in an instant for him.

Is it possible that you could be a lion surrounded by a bunch of sheep that are leading you to believe that you are much less than you really, truly are? Is it possible that they've brainwashed you into believing that you're not the world-champion you really, truly are?

You need the mindset of a world champion because you can either be a Lion, or a sheep—but you can't be both. You either have the mindset of a world-

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

champion like a Lion, or you have the weak mindset of a sheep. So if you still want the mindset of a world-champion like a Lion, then you know what to do. Keep reading.



***"ANYONE can become the world champion of their world" - AJ Ellison***

# CHAPTER 2

---

## THE TRANSITION FROM SHEEP TO LION

The unfortunate reality is that most people have no idea that they're living like sheep. But there are people just like you who know they're settling in one or more areas of their lives. Who know that they could be more, do more, and achieve more. I was one of them. You see, I've been in your shoes. It was over a decade ago when I first decided to step back into the greatness that I lost from my Olympic Trials running days that I'm going to share with you later in this book.

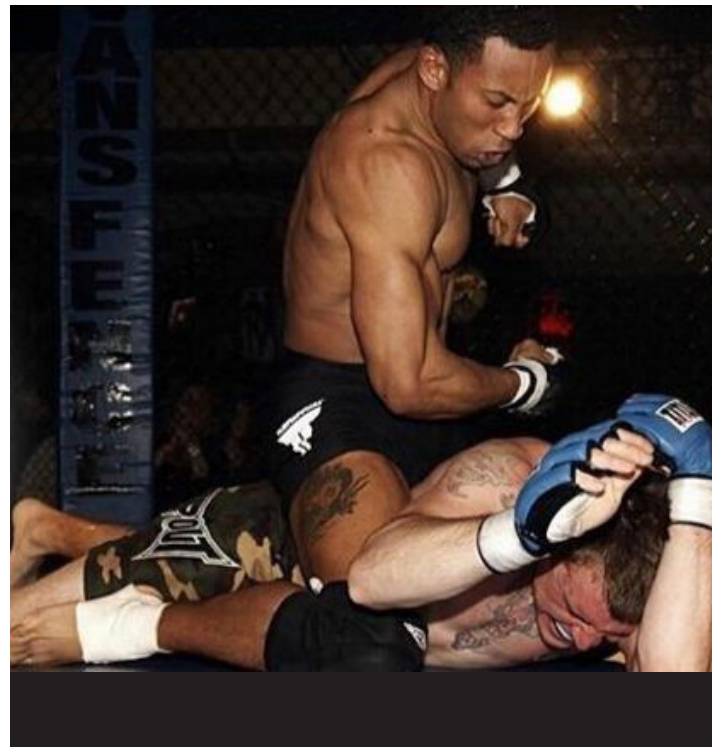
It was the year 2010 and the ONLY thing I had a world-champion mindset in was the MMA and Jiu-Jitsu training I was involved in at the time. I was in the ring fighting against another dude for the championship. There was 1 minute left on the clock, both of us were breathing heavy, blood dripping down our

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE



noses from the brutal hits we took on one another. Our eyes locked and we knew that one of us was going to be the winner, one of us was going to be the loser. I definitely wasn't about to lose to this fool.

But, I was feeling weak because earlier on in the fight, I took a hard fall and when I posted my hand on the mat to absorb some of the impact I completely tore my tricep. My arm was THROBBING during the rest of the fight. But just like Dwayne "The Rock" Johnson had torn his abdomen & adductor muscles in the middle of his match against John Cena but still kept fighting... I did the same against my opponent because people with world-champion mindsets like Dwayne Johnson, YOU and me, don't quit.



As a result, I destroyed him and I won the entire championship. 1st place. My world champion mindset was my secret key that unlocked the door to my inner Lion during this fight. I knew all these other guys hadn't unlocked it

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

as I had. Most still had the sheep mentality. But here's the problem, at the time I still didn't have the world-champion mindset in ALL areas of my life. I was still a sheep in pretty much all the other areas of my life...



You see, I was working a corporate job as a test engineer for Sprint, a large telecom company in the U.S—which I hated with a passion. I was stuck in a rut. Maybe you're stuck in a rut at a job you don't like right now too? I would wake up every morning, chug a coffee and head in to work. Sound familiar? After work, a couple days a week, I would go out for a bunch of drinks with coworkers and friends. I went out every single weekend and got hammered. It got worse though when my tricep was torn. I would go out every single night. I basically went to every happy hour there was in Kansas City during the week.

I truly felt like I was killing my soul by going out to drink and party with friends and coworkers. It was the most depressing time of my entire life. I knew I needed a change... I knew I needed to find an outlet that wasn't going to kill my soul and kill me decades earlier than God intended me to pass away.

So I made one decision that changed the entire direction of my future and it's one of the reasons you're reading this book right now. I walked into a local gym one day after work and signed up for a gym membership in Kansas City. I whipped out an old training program from back in my high school running days and I got my ass to work with some squats. Then out of the corner of

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

my eye I saw something that really triggered me. A fat trainer. He was what we call “The Fat Trainer At The Gym”. This was someone who was supposed to be leading by example.

Someone who was supposed to be helping other people get in great shape. Now I’m not trying to be condescending or anything... but I have a very strong core value about leading by example. If a client can’t even look up to his coach as a role model because the coach is fat. Then who’s the client supposed to look towards for motivation and inspiration? It’s no wonder 6 months later the client of that “Fat Trainer At The Gym” looked the same.

It gets worse though... I was training chest one afternoon at this gym and I saw “The Fat Trainer At The Gym” crush a back workout. I was impressed that he actually trained pretty hard. We finished our workouts maybe 10 minutes apart. I finished after him. Then I walked outside the gym and **I saw him at the Mcdonalds across the street.** Stuffing his face in the parking lot of the restaurant...Are you freaking kidding me? So I walked up to him and with a friendly yet “curious” tone I said...

*“Well done with your workout man, I saw you smashed it in there. What’s the post-workout meal you’re eating?”*

He quickly responded with a mouthful of fries... “Thanks man. A double big mac and large fries. Delicious”. “Cool. Enjoy!” I said in a calm tone while I suppressed the urge to slap that damn big mac out of his hands.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

Here's my point. How can ANYONE expect to get results if there's no REAL role model to look to for guidance? Over the last 10 years, I've noticed a massive trend. There are "coaches" all over the internet just like this "Fat Trainer At The Gym" that **should not be coaching**. I'm not talking about the trainers who are helping their clients smash it. Those guys and gals are awesome and NEEDED! I'm talking about the "Coaches" who typically don't lead by example... They barely have any client results and they're obviously out of shape.

"Ok AJ, so what's your point and why are you telling me this?" Because if you're serious about developing the mindset of a world-champion—which you are because you're still reading this book. Then you shouldn't take advice from people who aren't living and breathing examples of what it is you're looking to achieve. **And this applies to everything!**

If you want to become a millionaire, you learn from millionaires. If you want to get in great shape, you learn from a coach who's in great shape. If you want to have a thriving romantic relationship, you learn from people in thriving relationships. The point is, you learn from people who walk the walk. This is why I work my ass off. I want to set an example for you, for my kids, my family, my friends, and my social media followers. I want to show you by example what's possible.

But we don't get there by talking the walk. No. We get there by walking the walk. We get there by leading by example. And this is one of my core values. It's also one of the core values of our team. Team Iron Champions. You and I.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

We LEAD BY EXAMPLE. So if you're not already doing everything you can to lead by example. Then let this be your wakeup call to start leading by example right now!

You know what it feels like to feel triggered right? Well, something else triggered me because of that "Fat Trainer At The Gym". I realized that there was a MASSIVE need for coaches who are SERIOUS about what they do. Who lead by example and make a massive difference in the lives of their clients. At the same time, I was rapidly falling in love with lifting weights so I made a decision to get my personal trainer and nutrition certification. I studied every textbook, article, book, and program that I could possibly find to educate myself as much as humanly possible. Then I took the certification tests a couple of months later and passed with flying colors.

I saw this as the perfect opportunity to leave the corporate world and go all-in with helping people massively transform their bodies, health, and ultimately their life. I started training people under my own registered business out of a studio gym in Kansas City.

Within the first year, I was training clients one on one and averaging 60-70 hours a week. My waiting list was a minimum of 1 month. And as the famous song from Notorious B.I.G "Mo Money Mo Problems" says, I quickly realized I had a new problem...

I realized through training clients up to 70 hours a week that I was bound by my time and geographic location... But I didn't have a solution at the time

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

so I kept grinding out those personal training sessions for another 6 years! 6 YEARS! I knew I needed to do something about it. I just couldn't bear the thought of going another 6 years training clients 70 hours a week.

I was burning out. So I brought on board a team of technical guys who helped me duplicate my 1 on 1 personal training results in an easy to follow online custom program designed for gaining muscle or losing body fat. Now I'm helping people in more than 27 countries across the globe become world champions in their lives by helping them smash their fitness goals. Collectively my clients have lost a total of 53,075lbs and counting. That's an average of 5,307.50lbs a year.

Now was this whole transition and process of going from miserable corporate employee to global transformation coach easy? Heck no! This was by far one of the most challenging things I have ever done. Even me, AJ Ellison, was feeling MASSIVE amounts of F.E.A.R during the process of becoming a world-champion in not only my workouts but my career as well. So, what do people with world-champion mindsets like you and I do? We recognize that F.E.A.R and DO IT ANYWAY.

Now if you're anything like I was, you feel like you're living like a sheep with 2 lives right now. But you have a world-champion mindset in 1 or 2 areas of your life yet you know that other parts of your life you're still living like a sheep. Then like I said before, I get it. I've been there and it sucks but I promise you it's worth stepping into your F.E.A.R— F.alse E.vidence A.ppearing R.eal. And go all-in on your true heart's desires.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

As you keep reading until the end of this book I'm going to share with you action steps to help you develop the mindset of a world-champion in ALL areas of your life. And I guarantee you if you implement everything I teach you in this book, you're going to become the person you've always wanted to be. It's just a matter of time. And EVEN BETTER, the people in your life who you care about...

Are going to respect you more. Appreciate you more. Admire you more. They will feel like they can truly count on you to be the role model they've been needing. It's SELFISH of you to NOT lead by example. Your loved ones are COUNTING on you. Especially during these crazy times. You're on Team Iron Champions now and we don't tolerate you being less than you can be. Your loved ones, your friends, and people in your day to day life are counting on you to step up. So are you going to keep being a lesser version of who you and I both know you are deep down? Or are you going to step up, get your a\*s to work, and lead by example like we both know you're capable of doing?

Some serious tough love. I know, but it's because



***I care about you so keep reading because in the next chapter I'm going to share how I developed a world-champion mindset in all areas of my life and how you can do the same.***

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE



***Me and my beautiful wife Nicci doing 2 of the things we love most.  
Professional Photoshoots and spending time together.***

# CHAPTER 3

---

## **HOW I WENT FROM A “QUITTING SHEEP” TO A LION OF A WORLD-CHAMPION BY DOING WHAT WILL SMITH DID**

In the summer of 1980, twelve-year-old Will Smith and his younger brother were given one seemingly impossible task.

Will's father, for whatever reason decided he wanted a new wall on the front of his shop. So he tore down the original wall which was about 16ft high and 30ft long. He just completely tore down the wall. Will and his brother dug a 6ft hole for the foundation.

They were mixing the concrete by hand. A YEAR AND A HALF! Will and his brother were building this wall every day after school for a year and a half. Over this period of time they would come home, mix concrete by hand for the foundation, and built that wall.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

When one day, Will and his little brother were standing back, looking at the wall. Will then said out loud... "There's gonna be a hole here, FOREVER!" A year and a half later, they laid the final brick. Will's father stood back, looked at Will and his brother, and said "Don't yall EVER tell me that you can't do something" and walked into the shop.

Will Smith learned very young that you don't try to build a wall. You don't say "I'm going to build the biggest, baddest greatest wall that's ever been built" You don't start there. Instead, Will says "I'm gonna lay this brick as perfectly as a brick can be laid. There will not be one brick on the face of the earth that's gonna be laid better than this brick that I'm gonna lay in the next 10 minutes. You do that every single day and soon you have a very impressive wall."

Will says that this gives him a psychological advantage over a lot of other people that he's been in competition with in different situations. Even Will Smith says it's difficult to take the first step when you look at how big the task is. But like both myself and Will Smith... the task is never huge to us because it's always one brick.

Badasses like you, Will Smith & myself focus on laying one brick down per day. We just start with one brick. We don't let the thought of "my goal is too big, I'll never get there " hold us back. Instead, we focus on laying one brick down per day. We improve just a little bit every day. Eventually, as Will Smith did a year and a half later, we too will have our "walls" AKA our goals will be achieved. Just like Will's wall was right in front of his face, he couldn't deny

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

that he accomplished his goal. You too will see your goals realized, right in front of your eyes. It will be impossible to deny that you made it happen.

So just like Will Smith's father said to Will and his younger brother... "Don't you EVER tell me that you can't do something". Be like Will Smith and I. Lay one brick down today as perfectly as a brick can be laid, that's it. It's going to take time to develop the mindset of a world-champion but if you focus on improving just a little bit every day, I promise you it's only a matter of time before we're standing side by side when I'm looking at how far you've come and I look you in the eyes and say "Don't you EVER tell me you can't do something".

This reminds me of when I still had a sheep mindset in EVERY area of my life. So if you think that I've always been this way, then this story is going to be SHOCKING...

Back in the year of 1993, I walked into my bedroom for the first time since I was shipped off to my uncles to see a brand new pair of Nike Air Pegasus running shoes. It wasn't my birthday. It wasn't a holiday. And it obviously wasn't Christmas...So I was confused, but then my dad walked in. He looked at the shoes. Then I looked at the shoes. He looked at me. I looked at him. Then he said...



***The Cross Country coach called, looking for guys to recruit onto the team."***

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

I was trying to make the connection as to what the heck this had to do with me...Then it clicked. My dad wanted me to try out for the CROSS COUNTRY team...

This had to be a joke. There was nothing about me that said Cross Country or that I enjoyed running. I mean, I kept my mouth shut as I wasn't looking for an ass whooping. As much as I'm making light of my situation...I don't share this often but my father routinely physically beat the hell out of me which MASSIVELY destroyed my self-esteem growing up.

In short, I joined the team against my will. So on day one, I showed up. The coach quickly introduced me to the team. The whole team looked at me and gave me the once over to size me up. They could tell I didn't fit in and that I didn't want to be there. Anyway, after the introduction, the coach sent us on a 4-mile run. This sucked...2 miles out. 2 miles back. I hadn't run all summer so I was NOT in the distance running shape.

I somehow managed to run side by side with the team for 1 mile. By mile 2 I faded from the pack real quick. My heart rate was through the damn roof! My heart felt like it was going to explode. I was out of shape, I was 16 minutes in and it was 95 degrees in Kansas summer heat. I had the bubble guts and I puked on the side of a lonely county road...I almost threw in the towel...

But I decided to shed my shirt, clean myself up and walk instead. Pretty quickly the team made it back.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

***Coach asked them "Where's the new guy, AJ?"***

They all replied, "He started walking around mile 2." With little surprise, coach hopped in his car and came to pick me up. I didn't always have this "no quitting" mindset...When I was walking during mile 2, no one heard this but out of pure frustration, I yelled...

"I QUIT!!" I QUIT the cross country team. I felt EATEN UP because I had quit... Truth is, I HATED that those cross country dweebs could do something I physically couldn't do at the time. At the end of the week, I had heard Will Smith's brick by brick story somewhere. I can't for the life of me remember where but it deeply resonated with me. So the next morning, walking into my bathroom I looked at myself in the mirror.

“

***AJ, your momma didn't raise no little b\*tch. Pick your A\*s up and show those dweebs what you're made of"***

So, I showed back up to practice with a new found mindset ready to crush everyone in my path. Fast forward to the end of my first season...

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

Out of my team, I became the ONLY athlete to qualify for the Kansas State Championships.

I had made it - and I couldn't go back. I was hooked. I joined my high school's Track & Field team in the spring where I was determined to be the best. I ended the season ranked 6th in the state of Kansas in both the 1600m and 3200m. A year after I was first shipped off to my uncles to spend the summer in 95-degree heat on roofs, behind lawn mowers while my uncle kicked back and enjoyed alcohol-free mojitos...It was officially summer again. This time, my parents were satisfied with my work ethic so I was rewarded with the summer to myself.

While the other kids would sleep in, and train maybe a couple days a week...I spent the entire summer training my face off. Like Will Smith did, I laid one brick down every day. I woke up every single morning at 6 am and went for my morning run.

It paid off real quick... Grade 12 had started and obviously, I joined the Track & Field team again. I quickly became the Kansas State Champion but it didn't stop there. I ran in two summer organizations. (AAU and USATF) where I collected 2 national titles in the youth boys of 1500m runs. I was quickly sought out by The University of Tulsa on a full-ride scholarship.

From not being able to keep up with those cross country dweebs two years prior to 2 national titles in Track & Field and a full-ride scholarship because of how good I had become at running.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE



**AJ featured in the newspapers for running! AJ of the 1990's AJ now!**

How did I develop the mindset of a world-champion at such a young age? A few things were responsible but ultimately it starts with one word. Passion. Because when you have passion for what you do, it allows you to operate at a higher level. You're probably wondering

“

***“Well I’m not passionate about XYZ, but I wish I was...”***

Well as you read this book to the very last word I’m going to share with you how I became passionate when I first hated running so keep reading.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

All those annoying, mundane, crappy chores that most people can't be bothered with. Become easy when you have passion. Whether you want to do them or not, you just do it. This is what allowed me to surpass all my teammates on the cross country and track and field team. Truth is, I had NO idea at the time why I was able to surpass them all. I just knew I was going to lay one brick down every day, I was going to outwork everyone, and somewhere during this process, I became passionate about running.

The same thing happened as I began the second half of my life. When I started my bodybuilding and fitness career over 10 years ago now, the passion and work ethic quickly arrived. I mean, I was starting to compete at 34 years old when most are retiring. I couldn't bare the thought of being eaten alive when I stepped on stage for the first time. So I studied every book, article, and program I could find. I got my trainer and nutrition certification within a few months of taking training seriously. I earned my pro card at my 2nd competition. Collected three world titles and a gang of other awards and accolades.

Does passion come first or does work ethic come first? Well, from all of my experiences, I've shared with you through this book I can confidently tell you... **Work ethic comes FIRST.** You focus on getting just a little bit better every single day. You focus on laying one brick down as perfectly as a brick can be laid, every day. Over time you will have built your wall. You will have accomplished your goal. You will be able to move mountains, metaphorically speaking obviously. I have always become passionate about what I do by following this process.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

So put in the work, stay focused, and allow the passion to flow through you. In the next chapter, I'm going to give you the action steps I've taken to develop a world-champion mindset in all areas of my life so that you can implement these and become the world-champion of your own life. For you, your family, your loved ones, and all of the people who look up to you.



***AJ, His Wife Nicci & their 3 beautiful children***

# CHAPTER 4

---

## **SMASHING THE OBSTACLES STOPPING YOU FROM BECOMING A WORLD- CHAMPION OF YOUR LIFE**

Alright so during the first 3 chapters I have obviously shared a tonne of stories with you proving to you that it's possible to go from sheep to lion. Anyone can become the world-champion of their own lives although unfortunately, most people will never make it happen. Most people aren't willing to make the sacrifices needed. You see, to level up in your life... To attain the mindset of a world champion in any area of your life, chances are it's going to require sacrifice and risk.

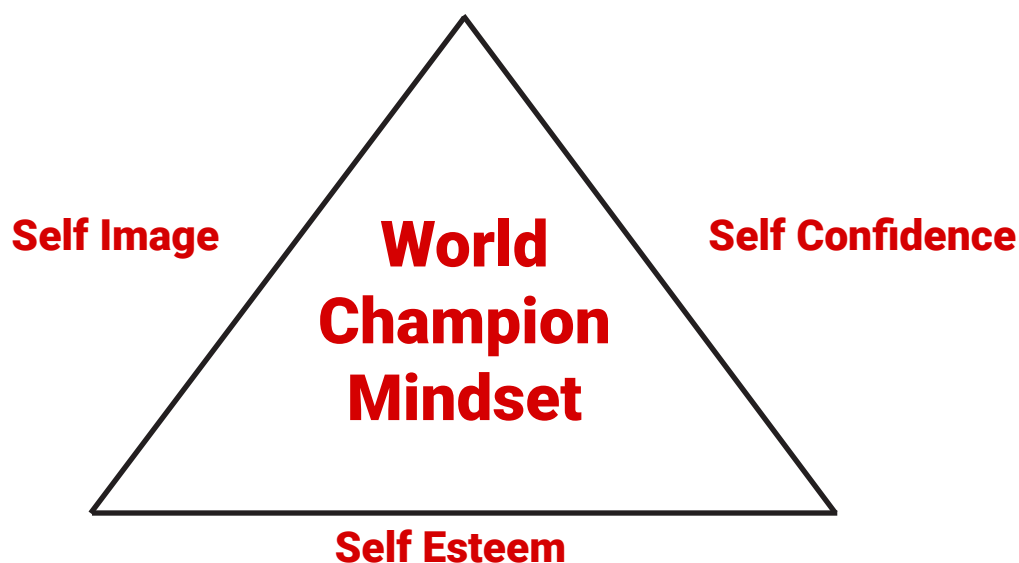
If you want a college or university degree it requires sacrifice, you must sacrifice years of your time, tens of thousands if not hundreds of thousands of dollars, sleepless nights studying for exams. And there's a risk because there's no guarantee of a degree if you don't pass and no guarantee of a job. If you want a promotion at work chances are you're going to have to

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

sacrifice by putting in overtime and going above and beyond your normal work capacity. You're risking extra effort and time with no guarantee of a promotion. You dearly hope that your efforts, sacrifice and risk will pay off, yet there's no REAL guarantee is there? All because the final decision is ultimately not in your own control. Now here's the beautiful thing about the work you're going to be putting into developing the mindset of a world champion in your own life. The more you put in, the more you receive and ultimately, it's ALL in your own control because it's YOUR mind. You decide. With that said, let's dive into how to actually develop the mindset of a world champion in your own life.

There are 3 crucial things anyone with a world-champion mindset has mastered that we're going to focus on once we handle a couple of the biggest obstacles in your way that you probably don't see right now.

I call this "The Secret Formula To Developing A World Champion Mindset"



# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

## #1

= Self Image AKA how you see yourself

## #2

= Self-Confidence AKA your skillset

## #3

= Self-Esteem AKA your reputation with yourself

Before I share the secret formula with you in full detail. We're going to have to drop your excuses otherwise all of this is pointless. And I do not want to hear "AJ, I don't have excuses" Whether you think you have them or not, you do. Otherwise, why don't you already have the mindset of a world champion in all areas of your life yet? Exactly. There's one excuse in particular that I want to focus on that I can almost guarantee we need to remove right now.

“I Don't Have Time”

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

What a load of garbage. I've got 3 kids to care for, a wife, I own a gym, I have clients in 27 countries worldwide, I compete as a pro on an elite level, I have my own training to take care of and about a dozen other things. Yet I STILL have the time to take care of everything that is important to me...How? Well here's the big secret. I schedule it in.

I MAKE TIME FOR WHAT'S IMPORTANT TO ME. Simple. You should be doing the exact same thing. In fact, let's do a little exercise right now to help you with this. Cool? Awesome, grab a pen and paper. No no no, don't give me another BS excuse. Go grab that pen and paper right now. Got it? Cool so here's what I want you to do.

Write down everything that's important to you that you'd like to make time for every day/week/month. Write down everything you do on a regular basis BUT it's not something you NEED to do. I get it, there are things we NEED to do even if we don't want to. I'm not talking about those. I'm talking about wasted time in front of the TV that could be spent on better things.

I'm talking about anything that is useless and doesn't NEED to be done. Got your list? Good, so put a big fat X on the things you don't need to do. Circle the things that are important to you, things you want, things KNOW you should be doing based on your goals. Next, simply STOP making time for the time-wasters. START making time for all of the things that are important to you. It doesn't have to be more complicated than that. On to the next excuse...

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

**“I’m not skilled enough”**

You read my story about how much I sucked at running didn't you? Exactly. I DID NOT HAVE THE SKILLS EITHER. I was not skilled enough. So how do you develop the skills like I did then? You do what Will Smith and I did. You commit, give it your all and focus on laying one brick down as best as you can every single day. Whatever it is you want to become a world-champion at in your own life. You need to focus on getting just a little bit better every single day. Screw building a big a\*s wall. Just lay one brick down today, that's your only focus. Ask yourself "Did I do ANYTHING today to get me closer to my goal?"

**“I’m worried about what my friends and family will think of me”**

One day there was a man 6 feet tall 210lbs, walking on the shore of the beach with his wife. They saw a bunch of crab fishermen casting out nets, drawing them back in, catching a crab or two and throwing them in a 5-gallon bucket.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

So as the man and his wife were walking along they saw this older gentleman with his 5-gallon bucket. He had a little bit of water in there with the lid to the bucket sitting on the ground. He casts his net in the water, he waits for a while, pulls out some crabs, then puts them in the bucket. The man and his wife curiously look inside and see about 5 or 6 crabs all piled up. But there's one crab in particular that seemed pretty ambitious.

This little guy was putting in some serious effort crawling on top of all the other crabs. Then when he got to the very top, he started reaching up for the rim of the bucket and pulling itself up. When the man saw this he was like "Oh my gosh. I've gotta let this crab fisherman know his crab is about to make a break for it and run right back into the ocean" So he says "Hey, sir you're about to lose one of your crabs. You might want to put that lid on it" The older crab fisherman goes "watch what happens next..."

As this little ambitious crab tries to free itself and pull itself up and over the rim of the bucket. At that moment the other crabs beneath him reach up, grab it by its back legs, and pull him back down. Now in that moment, this man and his wife are standing right there next to the bucket. He's hitting his wife on the arm and says "Do you see what just happened? We all have crabs just like that in our lives. We all have people that want to pull us down.

We all have negative people, doubters, people who criticize us. People who don't think we'll make it because we're not smart enough. You didn't go to school for this, You don't have the money to afford that. You don't have the

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

resources. You don't have the experience," he tells his wife then he continues "You've gotta be like that little ambitious crab. Shake off those lame a\*s haters, criticizers and doubters and surround yourself with badasses who are rooting for you and want you to succeed."

I'm that man telling you that if your friends and family act like those crabs pulling you down because you're ambitious, then you need to have a serious talk with them and lay your boundaries down because anyone who ISN'T going to support you, they're going to try to drag you down in one way or another. So you've gotta decide, how bad do you want to escape that bucket of a trap like the ambitious crab in the story?



***My secret weapon = The Formula To  
Developing A World-Champion Mindset***

# CHAPTER 5

---

## THE SECRET FORMULA TO DEVELOPING A WORLD-CHAMPION MINDSET



# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

# #1

= **Self Image AKA how you see yourself**

There are 3 things I've done, still do and I HIGHLY recommend you do immediately to retrain yourself so that you see yourself as a world-champion in your own life. Hence, your "self-image".

So here's the first thing... When I first made the decision that I was going to become a world champion muscle model and magazine published athlete I would write down my goals and affirmations as if I had already accomplished them. Such as "I am a world champion muscle model" and "I am published in fitness magazines all across the world". Then what I did (and still do) is I tape them onto my bathroom mirror where I see them right in front of my face 10-12 times a day. So every single time I see them, my brain asks "AJ, have you done ANYTHING today to get you closer to making this a reality? Have you laid your brick down for the day as best as you can?"

Yeah I get it, this may sound like "new age, sip on some lemon water, detox nonsense" but it works for training your mindset into becoming that of a world-champion in any area of your life because it forces you to look at your ACTIONS to make sure those actions are aligned with your goals. It's something I still do to this day with my goals and every single time I've done this, I've accomplished my goals.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

The second thing is public accountability. Make your goals known to the people you care about or you can even make a social media post about. You can do one, the other, or even both. I don't care which you decide to do. I care that you make your goals public because what this does is it forces you to be a man or woman of your word. You don't want to NOT follow through on what you told everyone you're going to do are you? Wouldn't that be embarrassing? Of course, it would. You're basically forcing yourself to put in the work because I mean, who wants to be seen as a liar? No one.

The third thing is simple. Take action, every single day. Lay your one brick down every single day no matter what. You don't have to lay down two bricks a day. Do one thing every single day that is going to bring you closer to your goals. Soon enough you'll look at your wall the same way Will Smith did before "Will Smith" was the "Will Smith" that you and I know today. Next up...

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

## #2

= **Self-Confidence AKA your skillset**

Want to know the secret to having unlimited self-confidence in yourself? Get incredibly good at what it is you want to do. It's simple to do as well. It's definitely NOT easy, but it's simple.

There is no secret to becoming incredibly good at anything. You put in the work, every day. You lay one brick down every single day. You practice whatever it is you're trying to become confident at every single day and master your craft. I realize I keep repeating this but it's REALLY THAT SIMPLE.

But it takes time and most people aren't willing to put in the time it takes to become extremely good at ANYTHING. Which is why few people have the mindset of a world champion. Put in the reps, lay down that brick every day, and you'll get there eventually. It's that simple. I have nothing more to say about self-confidence. Next up...

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

## #3

= **Self-Esteem AKA your reputation with yourself**

Believe it or not, I grew up with shitty self-esteem. Truth is, and I don't talk about it much... But I grew up with a very physically abusive father. He was generous in beating my a\*s almost daily and it destroyed my self-esteem. I mean, wasn't a father supposed to be loving yet stern? Uplifting yet ruthlessly honest? Supportive while letting you learn your own lessons? Lol, I thought so but I didn't receive that growing up. Instead, I received regular-ass beatings so my self-esteem sucked because I felt worthless... If I was worth anything, why was my own father who was supposed to love me, beat me? Side note, this is also one of the reasons why I cherish my 3 children so much. I NEVER want them to be fearful or unloved by their Dad, EVER.

So how did I rebuild my self-esteem to where it is today? Getting really good at something. Which comes from laying one brick down every single day. I first got the taste of high self-esteem when I got really good at running. Instead of regular-ass beatings, I was receiving "man you're awesome! You're amazing at this!

Keep crushing it, man!" Now, not to be seeking validation or anything but this obviously boosted my confidence AND self-esteem. So the truth is, the best way for you to rebuild your self-esteem is to get really good at whatever it

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

is you do. Based on my experience, this is the last thing to come and it ALL starts with laying one brick down every day. Taking action every single day.

I want to wrap this book up with a story from the world-famous actor Matthew McConaughey. When Matthew was 15 years old he had a very important person walk up to him and ask Matthew “Who’s your hero?” Matthew replied saying “I don’t know. I’ve gotta think about that. Give me a couple of weeks.” So Matthew comes back two weeks later and that same person walks up to Matthew and asks “Who’s your hero?” Matthew responds saying “I thought about it and you know who it is? It’s me in ten years.” Ten years later, 25 year old Matthew sees this same person and he asks him “So are you your hero?” With a smirk on his face he responds “Not even close, no no no.”

With a look of confusion this man asks, “Why not?” With an even bigger smirk than before Matthew replies, “Because my hero is me at 35.”

Matthew knows that he’s NEVER going to get 100% where he wants to go because he’s always going to want to level up. He’s always going to want to improve. This mindset is what keeps him chasing excellence, it’s the same mindset that keeps me chasing excellence, it’s the same mindset that keeps my clients chasing excellence. You’re probably just like Matthew, myself, and my clients, otherwise why would you have read this far? Exactly. So to our never-ending improvement my friend. I say AMEN!

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE

Anyway, I truly hope that you've received massive amounts of value from reading my book. It means the world to me that I'm able to share all of these stories and lessons with you. It's taken me 44+ years to become the man I am today. People often tell me that I've lived many different lives as a champion and as much as that feels great to hear, it would mean a million times more if YOU were able to become the world-champion of YOUR world.

Not just for you, but for your loved ones, your finances, your career, your fitness, your health, AND for all of the people who look up to you.

So on that note, you've got WORK to do my friend. Feel free to send me a message if you have any questions or want to share your feedback, good and bad, on this book with me. You know how to reach me, shoot me a DM on Instagram @AJEllison.

Talk to you soon,

AJ

A handwritten signature in black ink, appearing to read 'AJ Ellison', with a stylized, cursive script.

# THE SECRET FORMULA TO BECOME THE WORLD CHAMPION OF YOUR OWN LIFE



***AJ & his little boy Courage***



***AJ as a little boy!***