

# THE '5 AM' CLUB

1. The 2\*3\***Mindset**: To **DOUBLE** your income & impact, **TRIPLE** your investment in two core areas – your **PERSONAL MASTERY** & your **PROFESSIONAL CAPABILITY**.
2. Elite production without quiet vacation causes lasting depletion.
3. 5 A.M, Own your Morning. Elevate your Life.
4. No Idea Works until you do the Work.
5. If you do not rise early you can make progress in nothing.
6. An Addiction to Distraction is the death of your Creative Production.
7. The only Devils in the world are those running in our own hearts. That is where the battle should be fought.
8. Part-Time commitment does deliver Part-Time Results.
9. Past is a place to be learned from, not a home to be lived in.
10. **THE 4 INTERIOR EMPIRES – MINDSET, HEARTSET, SOULSET & HEALTHSET.**
  - a. **Mindset** - **PSYCHOLOGY** .Think of Optimistic Thoughts everyday. Thinking forms Reality. Improving Mind will Improve Life.
  - b. **Heartset** – **EMOTIONALITY**. Emotional Life. Heart should be free of Anger, Sadness, Disappointment, Resentment, Jealousy & Fear. Clear all past pains.
  - c. **Healthset** – **PHYSIOLOGY**. Physical Dimension. Staying healthy & fit. Keep exercising daily.
  - d. **Soulset** – **SPIRITUALITY**. Spend more time in quietude i.e. In Victory Hour ( 5 am to 6am ) early morning. Its all about who you truly are.
11. Small, Daily, seemingly insignificant improvements, when done consistently over time, yield staggering results.
12. All **CHANGE** is **HARD** at **FIRST**, **MESSY** in **MIDDLE** & **GORGEOUS** at the **END**.
13. How habits are formed – The LifeTime **HABIT ARC** Model Diagram :  
**TRIGGER > THE RITUAL > THE REWARD > THE REPETITION**  
**Trigger** – Like Alarm Clock to get up at 5A.M  
**Ritual** – Run the Routine you want to encode.  
**Reward** – It is what kickstarts & then grows your drive to get the new habit done. Use Power of Rewards for the advancement of your triumphs.  
**Repetition** – It is the repetition of the new behavior you are working hard to install.  
Be steadfast. Be dedicated and excuseless in this new habit.
14. You become undefeatable in the world by what you do when no one's watching.
15. **HABIT INSTALLATION** takes a **MINIMUM** of **66 Days**
  - **22 Days – Destruction**
  - **22 Days – Installation**
  - **22 Days – Integration**
16. The Old you must die so a better you can be reborn.

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## 17. THE 20/20/20 FORMULA :

<i><b>20 Min POCKETS</b></i>	<i><b>WHAT</b></i>	<i><b>WHY</b></i>	<i><b>BENEFITS</b></i>
<b>5.00 AM – 5.20 AM</b> [MOVE]	<ul style="list-style-type: none"> <li>• <b>Intense Exercise</b></li> <li>• <b>Sweat Hard</b></li> <li>• <b>Learn</b></li> <li>• <b>Hydrate</b></li> <li>• <b>Breathe Deeply</b></li> </ul>	<ul style="list-style-type: none"> <li>• Cleanses Cortisol</li> <li>• BDNF Flows</li> <li>• Dopamine Rises</li> <li>• Serotonin Increases</li> <li>• Metabolism Elevates</li> </ul>	<ul style="list-style-type: none"> <li>• More Focus + Productivity</li> <li>• Focus + Brain Optimized</li> <li>• Energy Grows</li> <li>• Less Stress</li> <li>• Live Longer</li> </ul>
<b>5.20 AM – 5.40 AM</b> [REFLECT]	<ul style="list-style-type: none"> <li>• <b>Journal</b></li> <li>• <b>Meditate</b></li> <li>• <b>Plan</b></li> <li>• <b>Pray</b></li> <li>• <b>Contemplate</b></li> </ul>	<ul style="list-style-type: none"> <li>• Gratitude Boosted</li> <li>• Awareness Soars</li> <li>• Happiness Lifts</li> <li>• Wisdom Develops</li> <li>• Serenity Expands</li> </ul>	<ul style="list-style-type: none"> <li>• Greater Positivity</li> <li>• Decreased Reactivity</li> <li>• Higher Creativity</li> <li>• Stronger Performance</li> <li>• Richer Life</li> </ul>
<b>5.40 AM – 6.00 AM</b> [GROW]	<ul style="list-style-type: none"> <li>• <b>Review Goals</b></li> <li>• <b>Read Books</b></li> <li>• <b>Consume AudioBooks</b></li> <li>• <b>Listen to Podcasts</b></li> <li>• <b>Study Online</b></li> </ul>	<ul style="list-style-type: none"> <li>• The 2*3*Mindset</li> <li>• Knowledge Deepens</li> <li>• Acumen Escalates</li> <li>• Confidence Accelerates</li> <li>• Master Change</li> </ul>	<ul style="list-style-type: none"> <li>• Better Income+Impact</li> <li>• Craft Calibrates</li> <li>• Domain Dominance</li> <li>• Personal Growth</li> <li>• Inspiration Rises</li> </ul>

18. The **MOVE**. After you get up at 5 am do intense workout for 20 minutes like jumping or skipping. Whatever you do but it should make you “SWEAT”

Sweat cleans Cortisol, the hormone of fear & releases BDNF ,brain derived neurotrophic Factor which supercharge you to think better & process faster.

Morning workout release Dopamine, the neurotransmitter of drive along with elevating the amounts of Serotonin, that regulates happiness and elevates metabolism.

19. The next 20 minutes is to **REFLECT**. i.e Quietude & Solitude before complexity of life arrives.

- Be thoughtful & intentional on the values you want to be loyal to over the hours ahead of you. How you wish to behave. What needs to happen for this to be a great day. Be serene, stay silent & enter stillness. Just think how you want to be.
- Another tactic can be a written statement of your ideal day ahead (Your strategies).
- Another important activity is writing in a JOURNAL with the term Daily Diaries. Just write about your ambitions, show gratitude for all things you have, things which discomfort and pain you, frustrations , disappointments etc. It frees you & enhances creativity.
- Do Meditation.

20. Last 20 minutes is **GROW** pocket. Read Book. Read autobiographies of great men and women of the past. Learn about the latest advancements in psychology. Devour works on innovation, communication, productivity, leadership, prosperity & history. Watch Documentaries on how the best do what they do – and grew into who they are. Listen to audiobooks on personal mastery, creativity and business building.

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## 21. **SLEEP** very vital part of life to achieve mastery in everything.

The process of washing the brain to keep it in optimum condition i.e cleansing mechanism of the brain happens only while we sleep.

**HGH, Human Growth Hormone** is necessary for expanding creativity, productivity, vitality & longevity. HGH is released through EXERCISE, that is why Pocket 1 of the 20/20/20 Formula is such a game changer.

**75% OF HGH PRODUCTION happens WHEN YOU SLEEP & that SLEEP PERIOD has to be "7.5 HOURS EVERY NIGHT".**

**NOTE** : Over-Sleep, 9 or more hours, NOT AT ALL GOOD FOR YOU.

The **PRE-SLEEP** Ritual of Iconic Producers & Great Achievers :

<b>7.00 PM – 8.00 PM</b>	<ul style="list-style-type: none"><li>• Last Meal of the Day</li><li>• All DEVICES TURNED OFF</li><li>• Isolation from overstimulation</li></ul>
<b>8.00 PM – 9.00 PM</b>	<ul style="list-style-type: none"><li>• Time for real conversations with loved ones</li><li>• Optional second period of meditation</li><li>• Frequent reading/audiobooks/podcast time</li><li>• Regular session for re-creational pursuits</li><li>• Periodic epsom salt bath</li></ul>
<b>9.00 PM – 10.00 PM</b>	<ul style="list-style-type: none"><li>• Preparation for sleep in a cool, dark &amp; technology free bedroom</li><li>• Organisation of exercise gear for Pocket 1</li><li>• Evening gratitude practice</li></ul>

## 22. THE 10 TACTICS OF LIFELONG GENIUS :

<b>Tactic # 1</b>	<b>The Tight Bubble of Total Focus (TBTF)</b>	<p><b><u>The Insight</u></b> :</p> <ul style="list-style-type: none"><li>• Attraction to digital interruption is costing our fortune – Financially, Cognitively, Energetically, Physically &amp; Spiritually.</li><li>• TBTF is a bubble built around our 5 Assets of genius i.e Mental Focus, Physical Energy, Personal Willpower, Original Talent &amp; Daily Time so that they stay strong and increase.</li></ul> <p><b><u>The Implementation</u></b> :</p> <ul style="list-style-type: none"><li>• Each morning, enter this invisible bubble of your own making that is completely empty of other people's messages, spams, fake news, advertisements, silly videos, irrelevant chatting &amp; other cyber hooking.</li><li>• Solitude for a scheduled period each day, in a positive environment that floods with creativity, energy &amp; happiness.</li><li>• TBTF application ideas include selling television, avoiding news, staying out of noisy places, unfriending energy draining people following on social media, deleting wasteful apps while you are in TBTF.</li></ul>
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<b>Tactic # 2</b>	The 90/90/1 Rule	<p><b><u>The Insight :</u></b></p> <ul style="list-style-type: none"> <li>• Doing real work versus artificial work, daily &amp; with absolute consistency, will give you a Gargantuan Competitive Advantage born of mastery.</li> <li>• Install the daily habit of exploiting your best professional hours to offer your finest productive results.</li> </ul> <p><b><u>The Implementation :</u></b></p> <ul style="list-style-type: none"> <li>• For <b>90 Days</b>, Invest the <b>first 90 Minutes</b> of your Workday on the <b>1 Activity</b> that when completed at world class, will cause you to own your field without noise &amp; interruptions.</li> </ul>
<b>Tactic # 3</b>	The 60/10 Method	<p><b><u>The Insight :</u></b></p> <ul style="list-style-type: none"> <li>• Don't work in a linear way</li> <li>• Form Work Cycles. Work Cycles should include rest periods to relax &amp; increase the performance.</li> </ul> <p><b><u>The Implementation :</u></b></p> <ul style="list-style-type: none"> <li>• After 90/90/1 segment, Work at your best for 60 Minutes straight while sitting or standing, in your TBTF. Train yourself not to move. Just concentrate and create highest results.</li> <li>• After 60 Minutes of productivity, REFUEL for 10 Minutes.</li> <li>• Refuel ideas include going for a quick walk in fresh air, reading book of leadership &amp; mastery, meditating, visualizing or listening to energizing music with headphones.</li> <li>• After 10 go back &amp; perform your next 60 minutes</li> </ul>
<b>Tactic # 4</b>	The Daily 5 Concept	<p><b><u>The Insight :</u></b></p> <ul style="list-style-type: none"> <li>• Actively engage your mindset on the progress you have made even after facing serious setbacks. In doing so helps to inoculate yourself from self-Sabotaging influence of the brain's negativity.</li> <li>• For terrific performance, the key is to train your attention on making consistent 1% wins &amp; micro achievements throughout each hour of workday.</li> </ul> <p><b><u>The Implementation :</u></b></p> <ul style="list-style-type: none"> <li>• During Pocket 2 of Victory Hour, List the 5 Tiny Targets you wish to accomplish over the day ahead for you.</li> <li>• It increases your task execution ability.</li> </ul>
<b>Tactic # 5</b>	The 2 <sup>nd</sup> Wind Workout ( 2WW )	<p><b><u>The Insight :</u></b></p> <ul style="list-style-type: none"> <li>• EXERCISING regularly lifts your concentration, speeds up the processing potency of your brain as well as accelerating its learning capacity, raises your energy, elevates your optimism, helps you sleep better via production of more melatonin &amp; promotes longevity through release of HGH. It also slows aging process &amp; helps to stay longer.</li> <li>• Meditation, Diet Rich Foods, Proper Sleep Quality &amp; Intermittent Fasting ( The 16/8 Dividend ) have all proven to keep us healthy.</li> <li>• The 16/8 Dividend is you don't eat during a 16 Hour fasting window &amp; then break the fast</li> </ul>

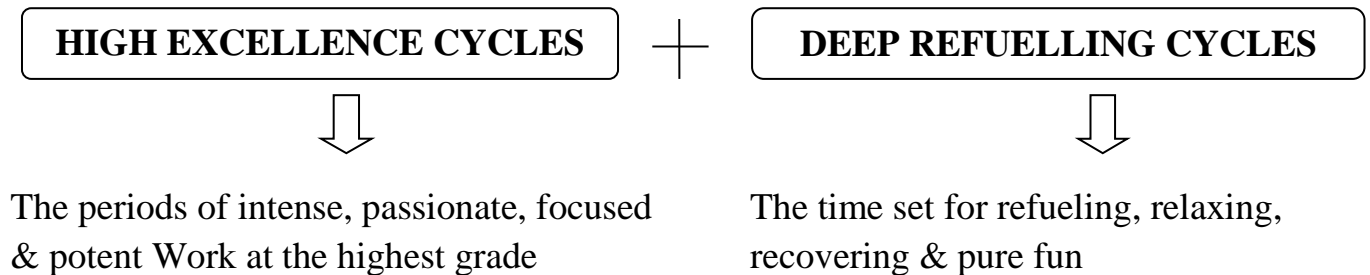
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		<p>over an 8 Hour period.</p> <p><b><u>The Implementation :</u></b></p> <ul style="list-style-type: none"> <li>• To execute 2WW practice, schedule a second workout at the end of your workday to give you a second wind for a great evening.</li> <li>• It beats the exhaustion after work, re-energise your willpower.</li> <li>• The best thing to do at this time is <b>1 Hour Nature Walk</b>, Cycling, Swimming or Yoga class.</li> </ul>
<b>Tactic # 6</b>	The 2 Massage Protocol ( 2MP )	<p><b><u>The Insight :</u></b></p> <ul style="list-style-type: none"> <li>• MASSAGE Therapy generates significant improvements in brain performance, mood, fights stress &amp; overall health.</li> <li>• Deep Tissue Massage versus Simple Relaxation Bodywork is important.</li> </ul> <p><b><u>The Implementation :</u></b></p> <ul style="list-style-type: none"> <li>• To apply 2MP, have <b>Two 90 Minute Massage</b> onto your <b>Weekly</b> schedule.</li> </ul>
<b>Tactic # 7</b>	Traffic University	<p><b><u>The Insight :</u></b></p> <ul style="list-style-type: none"> <li>• TRAVELLING of 60 Minutes to &amp; from work is equal to 1200 Days of life spent i.e 3 Years with toxic news, pollution which dissolves inner peace.</li> </ul> <p><b><u>The Implementation :</u></b></p> <ul style="list-style-type: none"> <li>• Traffic University is all about leveraging your travelling time – whether to &amp; from work or grocery shopping – to learn, expanding your professional prowess &amp; personal knowledge.</li> <li>• Specific Ideas include listening to audio books, consuming valuable podcasts &amp; listening to great energizing music.</li> </ul>
<b>Tactic # 8</b>	The Dream Team Technique	<p><b><u>The Insight :</u></b></p> <ul style="list-style-type: none"> <li>• Outsourcing activities to experts allows for purity of focus &amp; freeing up huge amounts of time for your productivity.</li> <li>• Like for exercise keep trainer, for yoga a yoga teacher.</li> </ul> <p><b><u>The Implementation :</u></b></p> <ul style="list-style-type: none"> <li>• DELEGATE TASKS that not only are a poor use of your hours but also diminish your happiness.</li> <li>• Have people who are experts in their field on your Dream Team.</li> <li>• Dream Team could include a fitness trainer for work, financial coach to fortify your fortune, a spiritual counselor to assist you in staying grounded on the eternal laws of a life well-lived.</li> </ul>
<b>Tactic # 9</b>	The Weekly Design System ( WDS )	<p><b><u>The Insight :</u></b></p> <ul style="list-style-type: none"> <li>• The things that get scheduled are the things that get done.</li> <li>• Design your week with a plan for the 7 Days ahead of you for unexpected miracles to happen.</li> </ul> <p><b><u>The Implementation :</u></b></p> <ul style="list-style-type: none"> <li>• Carve out &amp; ritualize 30 Minutes early each sunday morning to create your “Blueprint for a Beautiful Week.”</li> </ul>

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		<ul style="list-style-type: none"> <li>• Write a story in your journal about the highlights from the 7 days you just lived.</li> <li>• Next on a large piece of paper that has each day running from 5 am to 11 pm on it, write down all your commitments.</li> <li>• Set clear periods for your Victory Hour, your 90/90/1 session, 60/10 cycles, 2WW, loved ones and your other passions.</li> </ul>
<b>Tactic # 10</b>	The 60 Minute Student	<p><b><u>The Insight :</u></b></p> <ul style="list-style-type: none"> <li>• The more you know, the better you will do.</li> <li>• Be a Lifetime Learner.</li> </ul> <p><b><u>The Implementation :</u></b></p> <ul style="list-style-type: none"> <li>• For atleast 60 Minutes a Day, STUDY</li> <li>• Learn Daily</li> <li>• Specific learning tactics include reading every good book, reviewing your journal notes, talking with a mentor &amp; watching skill building videos.</li> </ul>

23. The twin cycles of ELITE PERFORMANCE :



<p><u>The legendary PERFORMANCE EQUATION</u></p> <p><b>PRESSURE × REFUELLING = GROWTH + ENDURANCE</b></p>
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| <p><u>The 5 ASSETS OF GENIUS</u></p> <ol style="list-style-type: none"> <li>1. MENTAL FOCUS</li> <li>2. PHYSICAL ENERGY</li> <li>3. PERSONAL WILLPOWER</li> <li>4. ORIGINAL TALENT</li> <li>5. DAILY TIME</li> </ol> |
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- Learn to BALANCE WORKING INTENSELY & BRILLIANTLY with DEEP REST & RECOVERY so you can remain fresh and strong over a long career.
- GROWTH happens in the RESTING PHASE & not in the PERFORMING STAGE.
- These 5 Assets are at their highest early in the morning so start your day well and perform your most important pursuits during valuable hours instead of wasting this opportunity fooling around with your technology, watching news or oversleeping.

## 24. The Billionaire's Maxims :

### **#1. To Create Magic in the World, Own the Magic within Yourself.**

- All of humanity's problems stem from man's inability to sit quietly in a room alone
- Love Yourself first.

### **#2. Collect Miraculous Experiences over Material Things.**

- Become a collector of awesome life experiences instead of a consumer of material things.
- Laugh more often, Dance more regularly & Play more frequently.

### **#3. Failure inflates Fearlessness.**

- Start saying YES more often in your life.
- Stop abusing your greatness, deforming your magnificence & denying your radiance by labeling something that didn't turn out as you wanted a failure.
- Never get abducted by questions like "What would people think?" "What if I get rejected?" "I will probably look silly if I try this."

### **#4. Proper Use of Your Primal Power Creates Your Personal Utopia.**

Be wildly thankful for all you have.

Be aware of the 4 Tools which allow you to materialize miracles in the world. They are your THOUGHTS, FEELINGS, WORDS & DEEDS.

Exercise your mind to think only thoughts that serve your ascent to mastery & happiness & positivity.

Sit regularly in feelings of gratitude, positive expectancy & love for all that you have in your life.

Speak only the words of upliftment, abundance & encouragement.

Do only those acts that are in forceful alignment with the resident hero that sits at your most wise foundation.

### **#5. Avoid Bad People.**

Fill your life with exceptionally excellent, enterprising, healthy, positive, ethical & sincerely loving people.

Avoid trouble creators.

Stay away from all drama queens & negativity kings.

### **#6. Money is the Fruit of Generosity, Not Scarcity.**

Poverty is the consequence of an inner condition, not an outer situation.

Money must flow & circulate. Give more to receive more. Leave lavish tips for servers in restaurants, housekeepers in hotels & drivers in taxicabs. Donate

Do wonderful things for your family & friends without a single thought of any return.

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## **4 Practices** of your Financial Fortune are :

- Positive Expectancy – Maintain a mindset where I expect money will come to me regularly & from highly unexpected sources.
- Active Faith – Behave in a way that shows life you trust it in its abundance & benevolence. Paying bill at restaurant when with friends etc
- Increase Gratitude – Open your heart to everything & everyone in your life. Bless everybody and things like money when you pay a bill, your legs for carrying you all these ears, your eyes for showing beauty.
- Value Delivery – Giving others like family members, customers, teammates and strangers exponentially more benefit than they expect from you  
Because we reap what we sow.

## **#7. Optimal Health Maximises Your Power to Produce Magic.**

Exercising first thing in the morning gets the primary win of taking care of your health out of the way.

## **#8. Raise Life Standards Towards World-Class Continually.**

Make each Day better than the Last, Make each Month better than the Last and each Year better than the previous one.

Invest in the finest books you can buy, Eat fantastic food in luxurious hotel, have Coffee at the greatest hotel in your city, Go for a sports game you like in live, Drive the best car you can afford, Listen to joyful music daily. DREAM BIG

## **#9. Deep Love Yields Unconquerable Joy.**

Any chance you get, show people love.

Tell people how proud you are of them & how much you love them while alive.

## **#10. Heaven on Earth is a State, Not a Place.**

Dedicate more time to personal mastery, the amount of self-love you feel will expand.

Take daily voyages into awe & regular adventures into wonder.

## **#11. Tomorrow is a Bonus, Not a Right.**

Tomorrow is a promise, not a fact because who knows what happens in next minute.

Enjoy every morning & appreciate each day you have on earth.

Take bold risks yet hedge them with common sense.

## **25. The 7 Virtues of World-Changers :**

Bravery

Forgiveness

Integrity

Understanding

Sincerity

Politeness

Humility



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