

1. **Website Rewrite**
2. **Contrast creates clarity:** I want the story of Kill the Boy to be the headliner, this will make it clear to our website visitors that we are against being boys and it's time to grow up: when they enter the website the first thing they see is "Kill the Boy" like you originally had it:

**Kill the Boy Tab:** where they can read the story of Kill the Boy:

## Trajectory Storytime: *Kill the Boy*



When I turned 25, my mentor told me something I'll never forget:

He looked me in the eyes and firmly said: *"Kill the boy."*

He didn't mean violence.

He meant it was time to bury the parts of me that kept me small — it was time for me... to grow up.

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The **boy** tolerates mediocrity.

The **man** demands excellence.

The **boy** complains about his problems.

The **man** creates solutions for others.

The **boy** explains himself, begging to be understood.

The **man** needs no explanation. His presence speaks louder than words.

The **boy** reacts like a puppet, pulled by strings.

The **man** cuts the strings and chooses every response with intention.

The **boy** rushes, scattered, always in a hurry.

The **man** moves with patience and precision, every action aligned.

The **boy** asks, "What can the world offer me?"

The **man** asks, "What can I offer the world?"

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To kill the boy is not to despise him—it's to honor him for getting you this far,  
then lay him to rest so the man can be born.

That is the moment your trajectory shifts forever.  
Because when the boy dies, **the truth finally appears:**

**You have infinite worth.**

Are you ready to **kill the boy**—

to leave mediocrity behind and claim lasting freedom?

CTA: Kill the Boy & Join the FastLane

Click this Button to JOIN the FastLane TODAY

- Home: Core Belief + Problem + Solution + Call-to-Action.
- About: The personal mentor story + Mission Statement.
- Offer: Clear description of programs (FastLane, Dream 100, etc.)
- Resources tab: Books and Videos as free guides (Free Value)

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## One-Sentence Story for All Channels

**Trajectory helps growth-minded men reclaim the throne of their mind and live  
from the truth that they already have infinite worth.**

This single line can sit on your homepage, social bios, email signature—anywhere someone encounters Trajectory.

Quote: Knowledge leads to nourishing the soul.