

BECOMING THE ALPHA

CONTROL INTERNAL ENERGY & MASTER EXTERNAL GAME
TO LEAD A DOMINANT, FRUITFUL & TRIUMPHANT LIFE



NICHOLAS J. DODGE

B e c o m i n g T h e A L P H A

Control Internal Energy & Master External Game
To Lead A Dominant, Fruitful & Triumphant Life

Nicholas J. Dodge

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*“God saw you were getting tired,
And a cure was not to be.*

*So He put His arms around you
And whispered, 'Come To Me.'
With tearful eyes we watched you,
And saw you pass away.
Although we loved you dearly,
We could not make you stay.
A golden heart stopped beating,
Hard working hands at rest.
God broke our hearts to prove to us,
He only takes the best."*

In loving memory of and dedication to those I've lost.

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INTRODUCTION

What Is An Alpha?

Throughout the entirety of this book, you are going to be undoubtedly hearing the term “alpha.” So what does it mean?

Alpha is, in blatant terminology, the first letter of the Greek alphabet. In the system of Greek numerals it has a value of one.

But that isn't the definition we're going to be following. I'm fairly certain most of us have heard of the “*alpha male*”, correct?

If you haven't, an alpha male is simply defined as a “*male animal having the highest rank in a dominance hierarchy*” or, “*the most dominant, powerful or assertive man in a particular group.*”

In other words, an alpha is a leader.

Now people throw around and hear of the term alpha male quite a lot, but why does it only apply to the male? Can women be the alpha, the leader as well?

You bet they can! That's why I'm not going to be talking about alpha males; I'm going to be talking about alphas in general.

It isn't only the male that can live the dominant, fruitful and triumphant lives, so I'm going to be addressing all as one. We are equal beings with equal potential.

Allow me to correct our new-found definition. An alpha is “*the being having the highest rank in a dominance hierarchy; the most dominant, powerful and assertive individual in a particular group.*”

Regardless of previous experiences, habits or results, you too can become the

alpha and live the life you've always dreamed of living. You can have the things you want to have and do the things you want to do, whatever and whenever you please.

You are the “*pilot*” of your own mind, so only you know what you want and can determine what you need to do to get it. Only you know what you're capable of, so don't let anyone define who you are or what you can be.

You're closer to yourself than anybody else.

The Five Main Traits Of All Alphas

By now you know what an alpha is and understand your realistic capability of becoming one, regardless of your upbringing. Now it's time to discuss what being an alpha *truly* means.

By constructing a framework and sticking to it, you too can become an alpha; that is the first step. Showing up. If you do not show up you can't begin anything. You may have more work to do than others and others may have more work to do than you.

That's life. It's not where you start; that doesn't matter. What matters is where you end up after all is said and done.

Master the following traits to the best of your capability. They are the exact stepping stones to becoming an alpha. These stepping stones are going to force you to leave your personal bubble, your comfort zone and influence the breaking of old habits.

And bad habits are hard to break. It may take a week, month, year or more to start to see any glimpse of change. But, do not get discouraged. Just try to be better with every opportunity and remember that you are not a leader unless you lead by example.

So what does it really take to become the alpha, the leader that lives the dominant, fruitful and triumphant life?

The first trait all alphas possess is their power of habit. Habits, good or bad, they make a person.

Habits form as an instinctive human behavior to simplify our brains workload by eliminating the needs of making constant choices for constant activities or functions. For example, if it was required for our bodies to consciously decide every single detail from how to breathe to how to walk, we would all eventually go completely insane.

Habits can form after we intently practice a certain behavior for a period of time, but most habits develop without us noticing, yet within our control.

In the development of an alpha, they learn from the highly successful individuals that they model their lives after – the ones they look up to – and replicate what they do, say, think and how they act, perceive and perform.

The second trait all alphas possess is their established presence and ability to be fully checked into the present moment. Alphas do not go out of their way to make their presence known, people just seemingly know when an alpha is present. When you look at the beta and how they carry themselves, you know their presence probably isn't valued.

But as soon as an alpha walks through the door and everybody turns their heads and directs their attention towards them, you know in the moment that they are the real deal by the way they hold themselves higher than life itself. Their body language, posture and vocals, their size in general establishes their presence and makes everyone around aware of it.

They are fully aware of their surroundings and the current moment. They don't care what happened yesterday, two days ago, a week, month or year either. They handle their business in the present and don't allow previous negative situations to dictate their future results.

The third trait all alphas possess is in their bold body language and vocals. Alphas know that they are confident in themselves but do not stop there. They must show their confidence through body language and in their voice. How they stand, walk, look and talk are some examples.

When standing, they do not slouch their backs and drop their shoulders; they do not walk around with their heads hanging, looking at the ground; they do not shoot for anything less than the best looking one in the house. Alphas know they must have alpha body language.

While speaking, they tell people what to do and when to do it through their directness and use their unique ability to take over situations whenever they feel necessary. They use their bold vocals to stand out from the crowd; they make sure that when they are talking, they are heard.

The fourth trait all alphas possess is toughness, physically and mentally. Alphas understand that when the going gets tough, they must get tougher. Being strong is a primary trait of the alpha and one of the most important. They know that being mentally and physically "fit" can make life a whole lot smoother.

Alphas use their strength to push through difficult tasks and experiences; they are built for success. When difficult experiences surface, they remain calm and accomplish the task at hand.

Alphas do not lose their composure and they rarely show their weaknesses in public. They maintain control of the situation because they know that's what a leader is capable of doing.

And while all traits of alphas are important, the fifth and probably most important of them all is their unshakeable confidence and perseverance.

Alphas do not concern themselves with anything or anyone else. They know they are the shit regardless of whether someone else thinks they are or not, it doesn't really matter to them.

Alphas appreciate themselves and are fully confident in themselves and their ability to accomplish anything life throws at them. They do not just know it, they show it physically, vocally and directly through their attitudes, thoughts and actions as well.

They know that negative circumstances are everyday occurrences, they accept it as a natural part of life.

Now while the beta sits around and mopes or complains about how someone is out to get them or that their life sucks, the alpha remains non-reactive and perseveres.

They do not quit and they do not back down. They bust their asses off and eventually succeed at mostly everything they set out to accomplish because they know that pain is temporary, but achievements last a lifetime.

So do you want to become an alpha? I certainly hope so. They're undoubtedly the most badass, kickass beings known to mankind.

But know that not everyone is going to approve or understand. That is why they are beta. People will call you selfish because to the untrained individual it appears as just that. But it's kind of funny. Those that call you selfish, self-centered, will only do so when they can't get what they want from you. The irony.

So with that, do not hesitate to become everything you've dreamed of becoming and have everything you have dreamed of having. Be yourself and do whatever you feel is necessary to get there, wherever "there" may be for you.

Because, as the Apple commercial went, *"here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently.*

They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only

thing you can't do is ignore them.

Because they change things. They push the human race forward. And while some see them as the crazy ones, we see genius.

Because the people who are crazy enough to think they can change the world, are the ones who do."

Controlling Internal Energy

Half of the battle towards becoming a leader and ultimately an alpha is learning to control your internal energy.

Internal energy primarily consists of your established set of attitudes, thoughts and emotions (i.e. *mindset*).

If there's one thing all leaders – all alphas – have come to know, it is to simply not let your attitudes, thoughts and emotions dictate your daily decisions and actions. When negative, they can be catastrophic to an individual's success.

All three play an important role in people's everyday lives, so let's discuss each on a much deeper level.

Attitudes are settled ways of thinking or feeling about someone or something. Typically, this thinking or feelings is reflected in a person's behavior. Attitudes influence our lives in significant ways, some of which may not even be apparent.

Whether you are healthy or not, wealthy or not, happy or not, attitudes can often be the determining factor in the outcome of these areas. While a positive attitude towards a situation can certainly influence positive results, the same vice versa.

When setting goals, it doesn't matter what you are trying to accomplish. Whether it be losing five pounds or thirty, whether it be making \$50,000 a year or \$50,000 a month, if you have a negative attitude towards the process, you WON'T succeed.

From here on out, whatever problems you may face, I challenge you to tackle it with a positive attitude. Do not look at setbacks as if people were “*out to get you*”, look at setbacks as an opportunity for self-improvement.

Take, for a great example, the great Henry Ford. Before starting Ford at the age of 40, Henry failed to meet multiple deadlines on his prototypes due to his perfectionism.

This led to the failure and bankruptcy of two of his businesses before starting Ford, what is now known around the world as one of the largest self-made fortunes in the entire history of mankind, netting him a whopping \$199 billions dollars.

Yes, that's with a “B.”

Like Steve Jobs and other notable icons, Ford's perfectionism made it necessary for every minor detail in Ford automobiles to be flawless, which ultimately lead to the failure of meeting deadlines for certain prototypes.

After the many years struggling and failing, he remained with a positive attitude and agreed to hire a man named James Couzen; the man that helped him sell the “imperfect” automobile and establish his everlasting legacy.

Thoughts are the second aspect of the mental state and arguably the most important.

Thoughts are ideas or opinions produced by thinking or occurring suddenly in the mind. Simply put, thoughts are mental cognitions that consist of the ideas we have, opinions of people and things, beliefs we hold about ourselves and everything else in the world, and/or our individual perspectives about a situation or experience.

So why are thoughts so important? Because we literally become exactly what we think about the most. We attract everything into our lives through our power of thought and choice.

If you want to start attracting positivity into your life, think thoughts that are pleasant to you. Think about situations that boost your spirits and make you feel good about yourself. You will be amazed at how much areas of your life will begin to change with this simple shift of mindset.

Because if you want better health, if you want a better education, if you want more money – you no longer need to envy those that have what you're looking to have, because you can have it for yourself. Every bit of it.

The only catch is that you have to feel good about what you have and be grateful for it while neglecting your focus on what you lack.

So instead of sitting around and thinking about a situation or problem that hasn't even occurred, ask yourself; what are you going to do about it? What actions are you going to take to make sure something does or doesn't happen? What are you going to do to ensure that you don't have to want or need anything, because you can have everything?

You can either focus on the negative (what you do not want) or you can focus on the positive (what you do want). When people start to focus on the things that they want, the things that they do not want start to disappear and what they do want finds its way.

The third and final aspect of mindset is emotion. An emotion is defined as a natural instinctive state of mind derived from one's circumstances, mood or relationships with others. Emotions are psychological or behavioral responses to situations, people and things.

While emotions themselves do not play the major role in the outcome of our circumstances, it is the emotions we outwardly express, how we express them and who we express them to that make the difference. While emotions can be

pleasant and progressive, they can also be irritating and inhibiting.

When you find yourself accomplishing a goal, getting a promotion at the office or going on a vacation with your spouse, positive emotions make their way into your life. Feelings of happiness, accomplishment and freedom enter your mind and they make you feel good about yourself.

When you feel good about yourself, you feel as if nothing can bring you down. You live in the moment and appreciate what has been given to you. You are grateful for everything and everyone in your life. You fully appreciate what you have, and that is when you start to receive more.

Why? Because as you are focusing on these pleasant emotions and circumstances, you are bringing more just like them into your life.

You have to appreciate what you currently have before you can ask for more. It is impossible to become a better person or have nicer things in life if you are ungrateful about what you currently have. The thoughts that are present when you feel this way all reflect negative energy. You focus on what you lack.

When you find yourself failing to accomplish a goal, getting fired from your job or breaking off a relationship with someone you loved, negative emotions make their way into your life.

Feelings such as dissatisfaction, irritation and loneliness enter your mind and make you feel bad about yourself. Whether these emotions are either directly tied to your conscience or in the back of your mind, usually they still impact your daily life in significant ways.

You become angry, ungrateful. You blame other people for the way things are in your life and often neglect to take the action required to turn things around. You start to outwardly express your negative emotions, which, in turn, hinders your progress and, more importantly, your future.

Choosing to display your emotions openly is one of the worst habits to get

into and break out of. This is not something an alpha makes common practice of.

You find yourself with an issue handling money and feel worthless. You get into a confrontation with someone you do not get along with and you become fearful. You lose your job or fail to accomplish a goal and become angry at yourself and others.

You become, blatantly, weak.

Do not hold grudges. Do not let your emotions get the best of you. Do not be weak.

Weak people allow themselves to be consumed with negativity and then blame others for being upset. You need to develop unshakable confidence. Nothing can get through to you and cause you to lose your self-esteem.

If you let your negative emotions take control over your life, you will soon lose your way. You won't take action. You won't succeed. You won't live the life of an alpha.

You need to develop true mental toughness.

Mastering External Game

The other half of the battle towards becoming a leader and ultimately an alpha is mastering your external game.

External game primarily consists of how you act, appear and execute all of your daily activities through mental and physical functions.

Mastering this other half and all factors of it resembles equal importance to the development of becoming an alpha and leading the dominant, fruitful and triumphant life.

Alphas do not act like the normal, like the betas. Alphas act in a way that not only shows their dominance, but in a way that makes it unable to go unnoticed.

How an alpha acts can be considered through their abilities to handle any and all situations, remain emotionless through the toughest of experiences, establish directness with vocals and walk or position themselves in profound ways.

Alphas learn that when a situation gets tough, they must get tougher. While most betas would tend to resort to videogames, television or going out to take their minds off of an arising issue, the alpha tackles it head on with relentless force to ensure things work out the way they want them to.

They know that they can either change the experience for the better or settle in hopes that the “storm” passes. But, what they know that most don’t is that hoping for a problem to simply disappear is a complete waste of precious time and utterly idiotic.

Time only moves in one direction, *forward*. Nothing is going to keep the alpha from living the life of their dreams, nothing will ever slow them down.

Perhaps these tie into both mental and physical toughness, but alphas know that remaining emotionless in certain situations can be crucial to the outcome of success.

They do not subject to limiting beliefs. They just go for it all and if they fail, they do not care. They get right back up and go at it once more.

One little failure isn’t going to keep them from succeeding, from limiting themselves as individuals. They do not just think, but they know they are winners at heart.

And when they do win, they do not settle for the victory alone. They want to beat the shit out of you and force you to remember the day that they did.

Alphas strive for nothing short of the best, not for bragging rights, but because they believe deep down that they deserve to be winning.

An alpha is an audacious individual. Almost resembling a role model or iconic figure to those that look up to them, they must not only earn the part, but play the part.

Alphas are dominant, powerful and entirely in control.

They tell people what to do and when to do it through their directness and use their unique ability to take over situations whenever they feel necessary. They use their vocals to stand out from the crowd; they make sure that when they are talking, they are heard.

When they do talk, you better pay attention. Alphas only talk when they have something worth saying and do not hold anything back when doing so. They speak their mind and if someone disagrees, they do not care, for they are alpha.

Alphas know that they are confident in themselves but do not stop there. They must show their confidence through body language. How they stand, walk and look are some examples of the alpha body language.

When standing they do not slouch their backs and drop their shoulders; they do not walk around with their heads hanging, looking at the ground; and they do not shoot for anything less than the best looking one in the house.

Alphas know they must have alpha body language.

They position themselves in the most powerful of positions because they not only know of their dominance, but the importance of showing it too. How they stand and how they sit is not that of the normal beta.

They position themselves in powerful ways, ways that show and make people know that they are the dominant one. But it isn't all about how they stand or sit, but where they do as well.

Similar to how the king would sit at the head of the table because he himself knows he is the head of the house, the alphas position themselves in ways that show they are the head of their house.

They do not just walk like any normal beta that does so to simply get from point A to point B. Alphas walk like they own the place, like they are in control. They walk with meaning, with strong steps. Unlike betas that walk super-fast with horrible posture, the alpha establishes presence through their walk because they know it will make them stand out.

An alpha knows that in order to separate themselves from the children, separate themselves from the betas, they must not dress like them. If they dress like a beta they will get the attention of a beta. If they dress like an alpha, they will get the attention of an alpha.

They understand the importance of how their audience perceives them and know they must appeal to them. That is how they develop their style and the image they display.

They don't strive to make their presence known, people are just simply aware of when they are present.

Finally, how an alpha executes their daily activities is not that of the normal betas.

They do not waste their valuable time on things that aren't going to benefit their future, things that are going to get them to where they want to be going.

They focus on the things in the present moment that will allow them to achieve their own success, whatever that may mean to them. They do not compare their day one to someone else's day one hundred.

They finish what they start. They make their decisions and stick with them because they know that life is short enough; they know that they have to do something with the time they are given.

And this comes primarily through their power of habit, through their choices. They want to leave their mark on the world by doing whatever it is that pleases them. That is the main thing that keeps them going.

Those that want to help people, spread positivity, give good relationship, business and life advice, create value. That is an alphas purpose; that is my purpose. That should be your purpose.

Alphas don't make their living, they create it. Their success is directly tied to their creations and how valuable they are to the market, to other people.

Their ultimate goal is to establish their own legacy – a legacy that people find inspiring, useful, beneficial and important. A legacy that is immortal.

You need to develop true physical toughness.

The Choice Is Yours

Stephen R. Covey, well known author of *The Seven Habits of Highly Effective People* once said; “*show me someone who is humble enough to accept and take responsibility for his or her circumstances and courageous enough to take whatever initiative is necessary to creatively work his or her way through or around these challenges, and I'll show you the supreme power of choice.*”

Through your personal power of thought and choice, you can truthfully accomplish any goal you set for yourself. By adopting a proper mindset, you can truthfully overcome any challenge life throws at you. You can become the leader in your life and live the life of your dreams truthfully and authentically.

But you have to make the choice – the decision – to commit to the process of becoming not only a better version of yourself, but a better image for those

around you.

You need to buckle down and start making some tough decisions about what you want your future to look like. Stop avoiding the necessary changes you need to make. Stop lying to yourself.

If you truly want to live a better life, you need to stop avoiding the things that are missing, the things that need to be confronted. Wealth, health, love, happiness.

Because, there are two types of people.

There are people that only want and appreciate the results after all of the work and suffering is said and done.

They are under a mystical illusion that their lives will automatically get better if they don't make the hard transitions they know they need to make.

They fail to confront themselves and admit that their horrible decisions and bad habits in the past are hurting themselves and their future results.

They are the people who say they will do anything and everything they need to do to get to where they want to go. But they don't want to fight to get there.

These are the people that, when others lose hope and give up on them, they seemingly give up on themselves.

But while this is in fact a majority of people in today's world, it certainly isn't everybody.

Just as there are the ones that give up on themselves the second everybody else does, there are those who don't. There are the people don't think, but know that deep down there is still a chance to be successful against all odds.

These are the people that don't give a shit whether they are 12, 20, 45 or 70

years old. They know there is still time.

These are the people that don't give a shit whether someone is doing better than them because they agree there is always room to grow. They know there is still opportunity.

Finally, these are the people that don't give a shit whether they a hit one bump in the road, two, three, four or ten. They could care less what they are going through. They know there is still hope.

These are the risk takers, the dream chasers. These are the leaders, the successful that live the dominant, fruitful and triumphant lives. These are the alphas.

Who are you?

Are you willing to risk change and all of the challenges you incur throughout the journey of personal development, or would you rather stay the same?

Are you willing to see the potential in yourself and realize you can in fact succeed, or would you rather join the blind – the oblivious?

Are you willing to do the things that others won't do in the present so you can have the things that others won't have in the future, or would you rather settle with the rest?

Define it and determine it for yourself, do not have others make the decisions for you. Others impose their limiting beliefs upon us of what we can or can't accomplish all the time and, oftentimes, these do in fact become a reality; but only if we allow them to.

Whether we force these beliefs upon ourselves or allow society to beat our hopes, dreams and creativity right out, it is true emasculation of man to limit ourselves as individuals and our future successes.

These same limiting beliefs are often one of the primary sources, the primary

reasons why most people give up on their greatest desires and settle for less.

While acting as one of those primary sources, you must eliminate the limiting beliefs of what you're able to do with your life if you truly wish to live the dominant, fruitful and triumphant life; if you truly wish to become an alpha.

Because I've preached it as law in my other books I'll preach it here too. At the end of the day, it is you who is in control of you.

Getting results and seeing improvement begins with creating your personal image of success and freedom.

What does your dominant, fruitful and triumphant life look like to you? What can you change about your today that will have the most impact and get you to that ideal life of your future?

You need to have the right mindset, the proper attitude and determination that is rare amongst other people. Enjoy working, enjoy the process. Don't see this as a burden. Be humble.

Admit that you don't know everything but be willing to learn and grow by finding the things you are doing wrong and changing them.

That is the real meaning of self-improvement.

_____ Trait Number One: _____

POWER OF HABITS

The Power Of Habits

The first trait all alphas possess is their power of habit. Habits, good or bad, they make a person.

Habits form as an instinctive human behavior to simplify our brains workload by eliminating the needs of making constant choices for constant activities or functions.

For example, if it was requires for our bodies to consciously decide every single detail from how to breathe to how to walk, we would all eventually go completely insane.

Habits can form after we intently practice a certain behavior for a period of time, but most habits develop without us noticing, outside of our control.

In the development of an alpha, they learn from the highly successful individuals that they model their lives after – the ones they look up to – and replicate what they do, say, think and how they act, perceive and perform.

Habits are defined as regular tendencies or practices an individual holds onto or possesses, normally ones that are hard to give up.

Simply put, a habit is a behavior or a set of behaviors automatically carried out by an individual, oftentimes without immediate thinking or consciously intending to do.

Habits have one basic purpose in our everyday lives and that is to make things easier, smoother. What would life look and feel like if we had to consciously direct our attention towards every single task we were presented with throughout the entirety of the day?

Routine activities like brushing your teeth in the morning, stopping the car when the light turns red or following the correct route on your daily commute

to school, how inconvenient would it be if you have to repeatedly direct your full attention upon these tasks?

Pretty inconvenient if you ask me.

Luckily, we don't need to think about these tasks or put any unnecessary energy into them.

Habits simplify our lives by putting these regular actions on auto-pilot. It makes going through our daily routines much more manageable.

Despite the habits that pose beneficial upside to our lives, there are also the habits that can be negative and catastrophic to success.

When people constantly display or express a behavior, response or thought, it becomes a habit.

Thus why you must be very careful, become aware of the habits you are unconsciously developing every single day.

Because having good, positive and valuable habits is key to living a dominant, fruitful and triumphant life while the negative ones will keep you from it.

And, no, I'm not talking about the habits your mother and/or father reprimanded you for in your prepubescent stages.

Biting your fingernails, bored or excessive eating, leg shaking, grinding teeth and so on are some examples of bad habits, but these aren't the habits we are going to be discussing.

Habits Of The Alphas

The habits we are going to be talking about are successful and unsuccessful

habits. Habits that alphas and successful individuals have and habits that betas and unsuccessful individuals have.

We are going to be discussing what habits you may currently hold onto that are hindering your progress towards becoming a better, more improved version of yourself and we're going to be discussing the habits you aren't holding onto that you should be, habits that will propel you to your ideal life.

Habit #1: Be Proactive

Alphas are normally the most proactive of them all. They do not enjoy or find benefit from spending their time sitting in front of the television or playing games on the computer.

They don't understand the reasoning behind sitting down and spending valuable time listening to and taking in garbage, and that's okay if they don't. Because there is no reasoning behind it.

There are many things one could do with their time to benefit not only their present selves, but future successes as well.

Instead of spending a ton of time doing useless, meaningless shit, alphas focus their direct attention towards what they can do in the present moment to help create and support the dominant, fruitful and triumphant life they want to be living.

But don't get me wrong. They too are faced with a choice just as a majority of people are.

They have the option to choose to spend some time out with friends or stay inside and read a book. They have the option to choose to play their favorite videogame or learn about types of businesses and their benefits.

And, sometimes, they do in fact choose to go out and spend some time with friends on the weekend or blow an hour playing their favorite videogame. Shockingly, this can be good to have some time to relax.

But there is such a thing as too much “good.”

It begins turning into too much when that good starts cutting into the important things you should be focusing your attention towards. The quality time you should be using to better yourself and improve your future successes becomes consumed with tasks 98% of people waste their time with.

The unsuccessful, betas are the most likely to come home from work or school and complain about life being “too hard” and feel they deserve to relax.

I get it. I was the same exact way.

But allow me to ask, do you want to be successful and free? Do you want to have the ability to do whatever you want, whenever you want to do it? Do you want to be an alpha in a world overpopulated with betas?

I hope you answered all of those questions with the biggest “YES!” and, if you did, allow me to leave you with a final pointer.

To finally reach above and beyond success and freedom you must do above and beyond work. You must be the one that exceeds the majority. You must be proactive.

So wake up, get your ass out of bed and start doing things that will allow you to reach your goals and dreams. Grab a cup of coffee, buckle down with a nice ol’ book, study the people that are already where you want to be and learn something new.

Get out there and find your purpose in life and do the things that others won’t. That way, you too can experience life as an alpha, as the greatest of the great.

Habit #2: Effective Goal Planning

Not only are alphas the most proactive, but they are also one of the best at not only setting goals, but achieving them too.

Similar to how predators will hunt for their prey, when alphas want to accomplish a goal they set for themselves, they vividly visualize it for an extended duration of time.

By doing this, they focus on their end goal (i.e. where they want to be) and eliminate anything and everything standing in the way of them getting there.

They scope their options, develop their plan and stop for nothing and nobody along the way.

When setting goals and working towards them, all other factors and distractions become irrelevant to them; they have tunnel vision.

Alphas put all goals, dreams and aspirations above all else. Betas focus on other individual's goals, dreams and aspirations while focusing on their own last.

Perhaps this is why all alphas succeed at mostly anything they set out to attain. They prioritize what they want first. They begin with the end in mind.

Alphas don't subject to the limiting beliefs previously discussed, the limiting beliefs that are imposed upon us by society.

You need to take the limiting beliefs you may currently have, ones that you have been holding onto, and kill that shit as soon as possible.

You have to stop focusing on the accomplishments of other men and women, on the opinions of other people and focus on your own unique strengths and abilities.

Alphas know this, practice and love this.

As a result, alphas tend to lead the much happier lives as they achieve far more than the betas.

Habit #3: Win-Win or No Deal

Another habit all alphas make is something I like to call the “Win-Win or No Deal” habit.

What I mean by this is that when alphas are considering making a decision that could benefit or inhibit their future, they literally think in terms of win-win. If the scenario doesn't result in the particular way or at least in a way that benefits them, then it's a no deal.

In other, simpler terms, an alpha will not make a decision that won't benefit them in one way or another. They don't make losing deals.

When an alpha is met with a problem that needs an immediate solution, their intent is to approach the situation in an attempt to have both parties satisfied and mutually benefited. This way, business can continue in the future and a relationship can be built.

But, if there is no clear solution where all ends well, the alpha makes the decision that benefits them.

On the other hand, betas are nice guys and would love to see everybody happy and nobody hurt, mentally or physically depending on the situation. Oftentimes, the beta will make the decisions that benefit everybody else first while taking their own well-being into accountability last.

Betas are prepared to lose so that everyone remains happy and then blame themselves and others for making the decision he was fully capable and responsible for making.

Alphas are different. They do not need validation from others as validation from themselves is all they need, all that matters. Alphas live life on their

own terms.

They do what they want, when they want. They have what they need, when they need it. They believe in what they believe in, regardless of others thoughts or opinions. They please themselves, not others.

Habit #4: Shut Up & Listen

“Listen more than you speak, kid” says every parent at some point throughout their child’s upbringing.

Little did we know at the time that, damn, they were actually right about something.

The ability to listen authentically is one of the most powerful tools one can possess if they wish to learn more than they already know, to grow stronger than they already are. Alphas have come to know this as truth.

In today’s information-driven world, knowledge is power; more so than ever before. If you’re talking 90% of the time and only listening the other 10%, how can you ever expect to receive that knowledge?

Think of it this way. If a person is talking they are giving away information and the person that is listening is receiving it. Who’s getting the better deal out of the transaction?

Not only are you going to benefit from the information you gather from others, but talking less poses its benefits as well.

As Abraham Lincoln once said, it’s *“better to remain silent and be thought a fool than to speak out and remove all doubt.”*

Now I’m not saying that it is necessary to remain silent altogether and I’m not calling you a fool. I’m simply stating the fact that people say stupid shit and make dumb comments a LOT.

False accusations, incorrect assumptions, snotty remarks and thoughtless, information-less comments are made all the time; it's just best to think about and limit what you say.

So, learn to absorb all criticism and feedback, as it is some of the most valuable information you will ever receive. Negative criticism should be listened to, assessed and then released by the alpha while constructive criticism should be listened to and acted upon.

And learn to talk less than you currently do. Speak only when you have something worth saying and avoid the edgy statements that make you look less intelligent than you know you are.

Habit #5: Trust Your Instincts

Playing it safe when it comes to facing challenges and difficult situations is not a successful habit. It is completely impossible to become highly successful and live the life of an alpha if you're always second guessing your intuition and avoid taking risks.

Now, there is a fine line between taking risks and just being plain ol' stupid.

For example, a risk would be taking advantage of a great opportunity to start your own business and create a legacy for your name while being idiotic in choosing to jump out of plane with no parachute and a backpack of bricks on your shoulders.

I hope you see the difference.

Taking premeditated, planned risks can completely transform your business and personal lifestyle instantaneously. Doors to unimaginable opportunities will suddenly swing wide open, available for you to walk right through.

And the good thing about risks is that, even if they are well thought out and

executed perfectly, it can still lead to utter failure.

“But how the hell is that a GOOD thing?” I’m glad you asked.

When taking the risk of starting a business, launching a product or simply putting everything you have on the line and you do fail, the greatest gift is being able to learn from those mistakes and continuing forward.

All great and highly successful individuals like Steve Jobs, Henry Ford, Donald Trump, Bill Gates, and Mark Zuckerberg and so on have come to know that learning from mistakes is absolutely critical to the development of a leader.

Not only that, they also know that failure in general doesn’t have to mean the end if you don’t want it to be. Failure can be the most amazing beginning if you choose it to be.

Even if you set out to learn and do everything and meet and talk to everyone as you possibly can and still don’t succeed, it can be degrading. You can feel as if all hope is lost and give up on your hopes and dreams. But not alphas.

Alphas make taking risks a learning experience and realize that big dreams and great rewards don’t come from being emotional and cautious.

Constructing Your Alpha Habits

Aristotle, the greatest Greek philosopher and scientist to ever walk the face of the earth once made a powerful statement saying that *“We are what we repeatedly do. Excellence, is not an act, but a habit.”*

That is the ugly, but ultimate truth. Habits, good or bad, they make a person. They create things. They create us.

Habits are very important to the development and success of an alpha, so it’s

best to not only know of their habits, but how to construct them for yourself as well.

To start, you need to undoubtedly work on your willpower. These good or bad habits have formed due to constantly behaving or acting a certain way for an extended period of time, so they won't be easy to change.

Because willpower pushes us forward and its affect is reduced after time, making a habit of doing the things you don't want to do instead of the things you do want to do is going to take a lot more effort than you might think.

Ask yourself, after a long day of working, would you rather go home and plop on the couch to watch your favorite show on Netflix or go to the gym for an hour to lift some weights and run on the treadmill?

The answer seems obvious to me, I would want to go home and watch my show and I'm willing to bet you would too.

This is largely due to your lack of willpower with the progression of time. It simply dwindles and you make bad decisions.

You form bad habits.

A good way to work on this is to wake up in the morning and start your day by doing to most important things first. Prioritize your daily activities.

Next, you need to determine your "why." Before you even consider what habits you need to be breaking and constructing, you need to ask yourself why you're doing what you're doing.

Whether it be going to the gym in order to lose weight, starting a business to explode your income, working on procrastination to get more done, whatever it may be, determining your reasoning behind this change is going to develop your focus and make the process much clearer and easier.

Once you have that clearer image in mind, you need to dig down deep to find

what causes these habits. You need to understand the trigger and find out exactly what causes certain behaviors, certain habits.

- Brushing your teeth after you eat your breakfast.
- Having a cigarette after a long day of work.
- Feeling excited to watch a new movie.
- Crying when you lose someone you love.

Eating breakfast causes you to want to brush your teeth. If you're a smoker and come home from a long day of work, you want to have a smoke. If you haven't seen a particular movie before, you become excited. If you lose a loved one, it causes you to cry.

Those are the triggers.

Whatever poor habits you have constructed for yourself, you need to find the triggers and kill them as soon as possible. They can and will be catastrophic to the outcome of your future accomplishments.

As a little bit of an incentive to break these habits and construct the new ones, setting up some sort of reward system is enough to keep you motivated and get you on the right track.

Instinctively, the human brain has a craving for pleasure. By setting up a reward system, you are inadvertently teaching and telling your brain *“hey, this doesn't have to be a burden. All I have to do is break this old, bad habit and I'll be rewarded”!*

You're training your brain to perceive the new habit as a behavior that will be rewarded with something special, something you wouldn't normally get or do.

For me, I personally love rewarding my hard work with going out to spend some time with friends and family or going to get some new tattoos.

The one rule, however, is to not choose a reward that will be

counterproductive to the progress you made to get the reward in the first place.

For instance, no going out for fast food after a workout.

From there, all you really have to do is focus on your progress as an individual and nothing or nobody else.

Don't focus on the accomplishments of other men and women, on the opinions of other people and focus on your own unique strengths and abilities.

Focus on the things in the present moment that will allow you to break these old habits, form the new ones and achieve your own success, whatever that may mean to you.

Do not compare your day one to someone else's day one hundred.

_____**Trait Number Two:**_____

ESTABLISHED
PRESENCE

Establishing Your Presence

The second trait all alphas possess is their established presence and ability to be fully checked into the present moment. Alphas do not go out of their way to make their presence known, people just seemingly know when an alpha is present. When you look at the beta and how they carry themselves, you know their presence probably isn't valued.

But as soon as an alpha walks through the door and everybody turns their heads and directs their attention towards them, you know in the moment that they are the real deal by the way they hold themselves higher than life itself. Their body language, posture and vocals, their size in general establishes their presence and makes everyone around aware of it.

They are fully aware of their surroundings and the current moment. They don't care what happened yesterday, two days ago, a week, month or year either. They handle their business in the present and don't allow previous negative situations to dictate their future results.

In my previous book, *Mindset Mastery*, I wrote *“forget about the past, forget about the future. Focus on the now. Today is your greatest gift, for tomorrow may never come.”*

It's not often that someone goes back on what they said and admits their mistakes, but allow me to do that here. I came to realize that what I stated wasn't necessarily wrong, but it certainly was misleading.

Many people mistake Buddha's phrase that goes *“do not dwell in the past, do not dream of the future, concentrate the mind on the present moment.”*

They think that it means they have to forget the past and the future, however, it's not wise to do so. The phrase actually means that we should not get attached to the past nor the future because the past can't be changed and the future is not yet to happen.

In contrast, people need to realize that both the past and the future are already contained in the present and that through our established presence, we can see the past and achieve the future.

So allow me to rephrase what I originally intended to portray.

You should never forget the past because the past is part of your present. You should plan for the future because it helps to ensure that you do what you should do in the present.

However, you should not fret about the past and torture yourself with the situations that you can't change anymore. You should not dream of the future without actually being established in the present because without the present, that future is not real.

So, do not focus all of the time you may have left on what happened yesterday or the day before. Do not focus all of the time you may have left on where you are going to be in the future.

What has happened has happened, what lies ahead remains unpredictable and probably incomprehensible.

By allowing yourself to do so, you lose your awareness and appreciation of the present moment and take for granted what you currently have.

And this is something alphas have mastered exceptionally well and continue to practice everyday; living in the present moment and handling first things first.

I do not normally “enjoy” using the word loser, but in this particular case it comes into play. There is a point in everyone's lives where we are ALL losers. Even the most successful, accomplished and well-known individuals were losers at some point throughout their lives. Some perhaps longer than average.

There are points in everyone's lives where we do fail, when we do not handle our priorities in the present, when we do give up on our hopes and dreams. However, being a loser isn't an issue. It's when you STAY a loser that it becomes the problem.

The grim reality of the situation is that the successes of the person you are trying to model are certainly the results of the many failures, issues and circumstances that you may currently find yourself dealing with right now in the present moment.

You look at them and become jealous, almost resentful to the fact that if they can do it, then so can you.

Learn this as truth, because it is. There's no room for negative energies of jealousy and resentment towards someone that succeeds because nearly everyone has equal opportunity whether you want to believe it or not.

And if you are blessed with the ability to purchase this book in paperback or hardcover form or have the luxury of an internet connection to download it on your phone or kindle device, then you have that equal opportunity.

You *can* be wildly successful. You can be an accomplished, well-known icon. You can be a leader. You can be an alpha.

There's no time to waste complaining about how much work you need to get done to get to where you want to be and there's no time to dwell on previous experiences that hindered your progress for today.

The trick is that you have to handle your business in the present moment. That's all that matters. Who cares what people say?

Who cares what people think? If you are taking care of what needs to be taken care of then that alone is a major step in the right direction.

A step to becoming an alpha.

Getting Your Priorities Straight

A major stepping stone towards becoming an alpha and establishing presence is prioritizing your daily activities to provide maximum effectiveness to you and your future.

In today's world, everybody from elementary to college leveled students or employees to presidents of a company fail to tackle their daily tasks due to the simple mishap of not prioritizing.

Regardless of whether you are a student, employee or business owner, everybody has a to-do list whether they physically make one or mentally log their activities, and everything on this list is begging for your attention.

With things like going to work, finishing a school project, checking and responding to important emails, paying the bills, making it to the gym and of course the fun stuff like watching television, playing videogames, watching a movie and going out to eat, it can be extremely difficult to organize and structure a plan of maximum effectiveness.

It can be extremely difficult to be fully present with yourself and the world around you when so much of your time is consumed with daily activities.

So, how can you ensure that you're taking care of first things first while and winning the day, all while retaining presence?

Some tips that alphas use to be their most productive selves, balance the right tasks, succeed in life and remain present throughout include:

Respecting the Deadlines:

One of the most stressful factors that comes into play when working for a boss or with a client is the deadline. When a deadline is approaching and you are behind, primarily shift most of your attention onto the task at hand.

Meeting deadlines is important to any and all reputable individual.

Setting Personal Goals:

A great way to seeing big tasks to completion is breaking them up into smaller, more manageable parts and setting goals to reach them. Instead of looking at the bigger picture and getting discouraged by how far away you are, the smaller milestones involved will help you stay on pace.

Consider Time Requirements:

As we grow up and mature, our days no longer consist of simply going to school and sleeping. There will be times where you need to juggle several urgent matters per day. Take matters that require less time to get them out of the way first, then you can focus solely and on the bigger picture last.

Accept the Consequences:

There will be times where you don't complete everything you needed to, so you accept the consequences of it. Finish the tasks that pose the disastrous of consequences first and prioritize everything else around those tasks.

Finally, we all have many things to do, but at the end of the day it seems we never have the energy to get to them all. No matter how hard we try, some things just always seem to be left undone.

By the time we get through half of the things we need to get through, we're tired, beat and want to go do something enjoyable.

By far my favorite productivity and time-management habit is what many like to refer to as the "*Worst First*" rule.

Complete the Worst, First:

The rule states that, by completing your daily tasks in order beginning with the worst, your day will go by much smoother than if you saved the worst for last. By doing the worst first, you finish the things you don't want to do and retain the motivation to complete the following, easier tasks.

Improving Your Mindfulness

“If your mind carries a heavy burden of past, you will experience more of the same. The past perpetuates itself through lack of presence. The quality of your consciousness at this moment is what shapes the future”, an excerpt from *The Power of Now* by Eckhart Tolle.

One of the most inhibiting habits found in the unsuccessful, a lack of presence today can truly dictate your future. In other words, if you aren't focused primarily on where you currently stand and what you need to do to get to where you're going, you cannot expect to get there, wherever *“there”* is for you.

A lot of overly optimistic people that are intuitively focused on their previous mistakes and future results fail to make the changes required to change the circumstances of their present moment. This is a fatal mistake that people make all the time. They aren't mindful of the present situation.

But mindfulness is not simply defined as *“being in the present moment.”* Mindfulness is true awareness and compassion for the life you're blessed to be living but always finding ways to improve and benefit both the world around, and inside of you.

Personally, I'm better than I was a year ago. I'm better than I ever have been. Every morning I wake up, I'm a more improved man than I was the other day. This is something that all alphas strive for.

They don't need to be better than anybody else because being a better version of themselves is all the satisfaction they need. Their only competition, their only concern is themselves.

By checking into the present moment and becoming more mindful of their internal and external surroundings, the alpha is capable of accomplishing any goal they set for themselves and succeeding at nearly everything they set out to achieve.

So how can you become more mindful and bring the person you've always dreamed of becoming into reality? To start, what I always recommend to everyone is taking some time away from everything to find out more about yourself and what you intend to do with the life you've been given.

When I encountered the several situations of horrible mental and physical health, major financial struggles, sexual abuse at school and the suicidal thoughts and tendencies as a result of those issues, I could have easily given up.

I could have easily subjected to long-term failure and let down that people that truly believed in me; the people that truly wanted to see me succeed.

Up until recently, I was doing exactly that. Worse than giving up on myself, I gave up on those that supported my cause.

I succumbed to long-term failure because I cared too much. I took heart to other peoples opinions, approval and acceptance which ultimately led to my shitty life.

Now, my only motivation is to overcome the things that caused me to lose my composure in the past, defeat all odds that I can't be successful and free and bring all those around me to better place along the way.

I do work for myself too, but as a leader and model to so many throughout my life, failing is simply not an option. People are depending on me to win,

so I have to.

I owe it to all family, friends, mentors; I owe it to everyone that has been there for me since my first day, those that stuck with me through my darkest hours to be the best and most successful man I can be.

You owe it to your family, friends, mentors; you owe it to everyone that has been there for you since your first day, those that stuck with you through your darkest hours to be the best and most successful person you can be.

Because, once again, failure just isn't an option. You are NOT a failure and, if you think you are, wake the fuck up.

Failing is just a result. Being a failure is an identity crisis.

So, take some time for yourself and leave everything behind for a little while. Separate yourself from friends, family, television, phone, books and other forms of entertainment.

This is when you are going to truly find out the most about yourself. Disappear for a while, spend some time alone and learn how to master your control over thoughts and emotions; learn how to be one with yourself.

Through this experience, you will come back a new being; free from the hell you left behind. You will know more about yourself than you ever had before, and you will do this through mindfulness and gratefulness.

Some other mindfulness practices to fully check into the present moment and help you accomplish your daily goals include:

Meditation:

If you were to type into a search engine "*mindfulness*", endless articles would appear on the practice of meditation. The word meditation includes two key words, breath and posture; both important concepts for mindfulness.

In light of the similarities, I would like to share with you a quote from a man named Ed Halliwell, a teacher and writer in the UK. He said, “*the best way to cultivate mindfulness in everyday life is to formally train in meditation.*”

Compared to learning a new language, “you can’t just decide to be fluent in Spanish—you have to learn the language first” he said. “*Practicing meditation is how to learn the language of mindfulness.*”

Similar to how one visits the gym to improve their physical health, one might meditate to improve their mental health. With all the types and techniques of meditation out there, it can be hard to learn exactly how to practice.

One particular type of meditation to help you become more mindful is called “*Mindfulness Meditation.*”

Mindfulness meditation is a form that involves avoiding focus on a particular thought and judging it, but simply becoming aware of the mental note as it enters the conscience.

Through mindfulness meditation, you become aware of how thoughts and feelings move in their own unique patterns.

With practice, you notice the natural human tendency to judge experiences, thoughts and emotions, and learn to develop and inner balance.

With this, some of the benefits and results of meditation include deeper relaxation, less stress, less anxiety, less depression, more feelings of well-being, increased productivity, improvement in both mental and physical health, improved blood circulation and overall more control over your life.

Focus On Breathing:

A great practice to becoming more mindful is an exercise that I began practicing years ago, and still practice to this day called “*Mindful Breathing.*”

You can do this exercise virtually anywhere at any time, so long as you are capable of breathing on your own.

You can be walking on the treadmill, sitting on the couch, in the dugout of your baseball game, swimming in your pool, working at the office, on the train.

All you need is one minute, and the ability to focus on your breath.

Start by breathing in slowly through your nose, and out slowly through your mouth. This should be an almost effortless task.

Let go of any and all thoughts. Whether it be what you have to do later in the day or what happened to you yesterday, forget about it for one minute and simply breathe.

Focus on your breath and only your breath as it enters nose, flows through your body with great energy, and out of your mouth, back into the world around you.

Did not think you'd ever be able to meditate? Congratulations, after this practice you are already half way there.

Increase Your Awareness:

Beginning at a certain age, depending on various factors, you may eventually find yourself getting into the same old boring routine of waking up, showering, eating breakfast, driving to work, having lunch, leaving work, driving home, watching television or reading a book, brushing your teeth and going to sleep, only to start the same routine the next day, for five days a week, for fifty years.

While going through the daily motions of a typical day and losing interest in them, we tend to become emotionless, reaction-less, almost lifeless

remainders of what we once were.

A simple exercise that was designed to increase awareness of not only your surroundings, but of yourself, is an exercise that enables you to appreciate the daily tasks and surroundings.

All you have to do is focus.

Think of a task that happens once or multiple times a day. Think of something as simple as putting on clothes or walking down stairs. Think of something you take for granted.

In the moment you put on a pair of pants or take the first step down the stairs, stop for a moment and become aware of your ability to walk, or your ability to move at all for that matter, and realize that it is a gift.

If you want to apply your new awareness emotionally, stop for a moment and consider a negative thought, become aware of it and its negativity and release it immediately.

Instead of going through daily routines like the zombie you probably appear to be, make it a point to stop at times throughout the day and become aware of what you are doing, your ability to do it, and the blessings the activity brings to your life.

Become A Better Listener:

Do not just listen because you have to, do not zone out, lose interest or get distracted before people are done talking. Do not half-heartedly listen, intuitively listen to whoever it is you are speaking with.

Not only can you learn a lot from what people have to say, but it makes you more mindful as well.

Often when we begin to listen to other people talk, almost automatically we

begin using a judgmental way of thinking. When listening mindfully however, we become unprejudiced and present, allowing us to hear a sound and listen authentically before preconception.

A great way to practice becoming a better listener and becoming more mindful is to play a song that you have never heard before.

While listening, close your eyes and forget about the genre, the title, or the band name and focus solely on the song alone. You may hate it, you may love it, but try your best to leave judgment out of the equation and let the lyrics resonate within you.

Appreciate What You Have:

As human beings, it is in our nature to instinctively look into the future and completely take for granted what is in front of us. This is one of the hardest mindfulness lessons, I believe, that one can learn.

Appreciate and enjoy what you have, while you have it. We naturally tend to ignore the things we should be grateful for and focus on the bigger and better things that we do not have.

A great way to become more appreciative for what you currently have is to take a day to focus your attention towards the things you normally take for granted. These things can either be people, or objects.

Throughout an entire day, make a list of five things you noticed that go unappreciated. With this, you may become aware of some of the things you personally took for granted and realize that instead, you should be grateful that you have them at all.

One of my biggest regrets throughout my childhood is taking some of the people that I had, people that others would kill to have, for granted. I had a loving family that all got along for years.

We shared many laughs and memories together, but, I took them for granted and whatever family I have left I rarely get to see. Those that died or left my life due to unresolved conflicts leave me full of regret that I did not build the best relationships or spend the most time with them when I had the chance.

I beg that you do not make the same mistakes that I did. Appreciate what and who you have while you have it, because you never know when it'll be taken from you.

Stop Multi-Tasking:

It is simply impossible and contradictory to perform many tasks at once while still remaining focused. Many of us humans today spend a vast majority of our time multi-tasking. Multitasking completely eliminates our ability to live in the present moment.

Studies conducted on the subject have all have found that we take 50% longer to accomplish tasks and become 50% more likely to make mistakes while multitasking.

Real Happiness at Work author Sharon Salzberg writes, *“rather than divide our attention, it is far more effective to take frequent breaks between intervals of sustained, one-pointed attention. Debunking the myth of multi-tasking, we become much better at what we do and increase the chance of being able to remember the details of work we have done in the past. The mindful way is to focus on one task completely for a given period of time, and then take a break before continuing or moving onto another task.”*

It's no doubt that I am guilty of taking on many tasks at a time and thinking it's the “productive” way to work. But with much experience, I now see that it is far better to take on one task or goal, focus on it alone, and see it to completion than it is to focus on four, five, maybe even six tasks or goals at once and finishing none of them.

Yes I have tasks to focus on later and goals to work towards in the future.

Everyone does. But these should remain at the back of your mind while the business you need to handle in the present is on your direct conscience today.

Do Not Constantly Check Your Phone:

In a day in age where it is considered obsolete to not have a mobile device; it can be quite difficult to not have it by your side ready for immediate use.

Mindful people excel at using their devices wisely and have specific times in which they are by them. Mindful people do not start the day by immediately checking social media and they do not finish the day by using it either. A mindful person may keep their phone in a separate room while sleeping, off during vacations and perhaps most importantly, away while spending time with loved ones.

Next time you go out to the park, to a restaurant, or on vacation with family or friends, take a look around and count the number of people that are not socializing because their faces are glued to the screen of an electronic device.

You will be amazed when you realize almost every child is playing a mobile game while adults scroll through their Facebook and Twitter feeds. Maybe you will even catch your own group of friends or family doing this as well.

To truly put your mindfulness to the test, next time you spend time with family or friends, turn your phone completely off and simply focus your attention onto the present experience.

Mindfully interact with whoever you are with and maintaining eye contact with whoever is speaking.

Not only will you realize how much more developed your relationships with others will become, but your relationship with the world around you will improve as well.

Feeling Your Feelings:

As you should hopefully have engrained in your memory by now, mindfulness is about accepting the present moment for what it is, not trying to avoid whatever negative feelings we may have and constantly being happy.

In fact, having exposure to pleasant feelings for extended durations of time can be both unhealthy and counterproductive as you'll develop a negative attitude towards negative thoughts, emotions, and experiences.

In order to become more mindful, do not make it a point to eliminate these negative energies from your life all together, but learn to allow both the positive and negative to co-exist with one another.

Perhaps this would be a good time to mention the term "*stoic*." What is a stoic exactly?

A stoic is typically someone who can endure feelings of pain or hardship without showing their emotions or complaining.

Stoics are not usually the happiest of people because they have learned to eliminate negative energies from their lives, but they have learned to accept their natural presence in the world and cope with them.

It's not that stoics do not have emotions; they have just chosen the emotional reactions that they have because they realize that not everything is a big enough deal to react to.

What Can Established Presence Do For You?

Thanks to extensive research and exposure from authors, bloggers, mentors and influencers, mindfulness is no longer a theory or hidden in ancient spiritual texts.

Today, mindfulness is practiced by millions of successful people all over the world.

Being taught in schools and business environments, everyday someone new discovers the benefits of living mindfully. Some of the proven ways that mindfulness can help improve your everyday life include:

- **Reduced Stress, Anxiety and Other Negative Energies**
 - When practicing mindfulness, the amygdala (part of the brain associated with emotions), is involved with the reduction of negative energies which simultaneously reduces the destructive emotions.
- **Helps Cope With Depression**
 - Many studies and trials have shown that practicing mindfulness poses equal benefit as medication to those battling with depression.
- **Sharpens Memory and Focus**
 - Mindfulness is a proven method to helping those retain a better memory and maintaining focus for longer durations of time.
- **Boosts Relationships**
 - Practicing mindfulness can help improve both your social and emotional intelligence which helps in developing stronger relationships.
- **Spikes Productivity**
 - Because mindfulness helps to retain memory and maintain focus, as a result, efficiency is spiked and you get more done.
- **Key to a Happy Life**
 - Most importantly, mindfulness is singlehandedly the most

constructive factor in determining whether or not you will live a life of happiness.

Having established presence – being mindful – can and literally will transform everything about your life, both inside and out. You will learn to overcome anything and everything. Because negative energies come from living in the past or future, not the present. Alphas know this by heart.

They know that what did happen or will happen is not as important as what is happening. Check into the present moment and handle your business today so you can live the life you're working towards tomorrow.

Be the one that others could only dream of becoming.

If you've made it this far, I must be doing something right, right?

Take a few minutes break and let me know what you think so far by popping over to Amazon and leaving a review.

Not only will it be greatly appreciated, but greatly valued too because your input is what's going to help make the next version even better!

So take two minutes and head on over to Amazon through the link I provided for you below, and scroll to the bottom of the page to leave your feedback.

<https://www.amazon.com/dp/B01NCUGOSA/>

Either way, whether you decide to or not, continue reading through all the way to the end. I know you're going to LOVE what is in store for you throughout the remainder of the read!

Much Love, and God Bless,

NICHOLAS J. DODGE

Trait Number Three:

**BODY LANGUAGE &
VOCALS**

Alpha Body Language And Vocals

The third trait all alphas possess is in their bold body language and vocals. Alphas know that they are confident in themselves but do not stop there. They must show their confidence through body language and in their voice. How they stand, walk, look and talk are some examples.

When standing they do not slouch their backs and drop their shoulders; they do not walk around with their heads hanging, looking at the ground; they do not shoot for anything less than the best looking one in the house. Alphas know they must have alpha body language.

While speaking, they tell people what to do and when to do it through their directness and use their unique ability to take over situations whenever they feel necessary. They use their bold vocals to stand out from the crowd; they make sure that when they are talking, they are heard. Alphas know they must have alpha vocals.

And alphas know that in order to separate themselves from the children, separate themselves from the betas, they must not dress like them. If they dress like a beta they will get the attention of a beta. If they dress like an alpha, they will get the attention of an alpha. Alphas know they must present themselves as alphas.

By now you should be and probably are fully committed to becoming an alpha. Perhaps you feel that simply reading up about them is magically going to turn you into one.

I wish it was that simple, but unfortunately it just doesn't work out the way we want it to. A lot of people understand what it takes to become an alpha but often neglect the necessary steps it takes to becoming one.

You can't solely read about the alpha body language, vocals and appearance, you must go out and practice. The best way to do that is to learn from the

best, and model after the best.

Body Language Of The Alpha

Seldom do the majority of people in today's world focus on their body language and how to use it to their advantage to demonstrate their dominance. When learning the body language of the alpha, learn it from someone that knows it and knows it well, not from someone that blatantly looks and presents themselves horribly.

Compiled below is a list of some of the best alpha body language tips and how you can use them to your advantage to become the alpha you've always wanted to become. Read, follow and practice these tips to separate yourself from the masses, from the majority of the betas.

But before we venture deeper into the tips of alpha body language, you must first know what it consists of and realize what it can do for you.

Once you learn and have mastered the alpha body language, you will immediately start to see changes such as:

- Boosted Confidence
- Increased Attention
- Respected Accordingly
- Established Authority
- More Attractive
- Self-Approval

So now that you know what alpha body language can do for you, let us discuss now what it is exactly and how it differentiates from beta.

Alpha body language is more than simply just how you stand or position yourself. Dominant body language can consist of a variety of different areas that come together to form a much bigger picture.

Now, yes, body language is exactly what it sounds like, some examples including:

- Standing
- Sitting
- Eye Contact
- Facial Expressions
- Posture
- Presence
- Hand Placement
- Walking

But more importantly is the way the pieces – the theoretical puzzle – match up to build the confidence, attention, respect, authority, attractiveness and self-acceptance.

For those that have been practicing strong body language for quite some time, this is going to come naturally. However, mastering alpha body language for new beginners takes some time and is relatively difficult to change.

Keep this in mind while you are working towards constructing your body language. Know that it will be frustrating but don't get discouraged, however. Ask for help if you have questions or issues. You can reach me easily through my provided information at the end of this book.

Where and How You Stand or Sit:

Remember when you were a kid and your parents always corrected your posture when standing or sitting, when they would reprimand you for placing your elbows on the dinner table?

Alphas body posture – how they stand and sit – is similar to what you've been taught all throughout your life, but there is a lot more to it than just that.

It is necessary and proper body language to stand up straight, but to also stand up tall as well. Starting from the bottom, your legs must be completely straight. None of the bent knee, lazy leg crap.

Moving up toward your back and spinal area, a lot of insecure, betas tend to have major slouched backs, completely hunched over. This shows and demonstrates to others that you lack the confidence to stand up tall and accept yourself for who you are. And when you don't accept yourself, others won't accept you.

Proper back alignment is puffing out your chest ever so slightly causing a small backwards c-shape formation starting from your lower back all the way up to your shoulders, thus making for a more confident, upright posture.

Finally, you need to focus on how you position your shoulders. Once again, don't slouch them like the beta. Instead, work to push them out to a certain degree. This will expand and broaden your width and force your chest out a little bit more.

But I can't stress enough the importance of practicing this first and practicing this well. If you over exaggerate this posture, trust me, you will not look anything close to an alpha, you'll make a fool of yourself.

Lastly, how you sit is also part of the posture of an alpha. A general rule of thumb for sitting posture is the wider and bigger, the better.

When sitting, make sure your legs are open and you're sitting upright. Sitting with your legs too close together shows a lack of confidence and presence within yourself and your surroundings.

And since sitting for a long duration of time can be extremely uncomfortable, crossing your legs is in fact okay. Guys, just make sure that when your legs are crossed you are sitting in the manner that your ankle is over your knee and not knee over knee.

A knee over knee posture is seen as feminine.

Power of Eye Contact:

Eye contact mainly consists of looking someone in the eyes and knowing the proper extent of it, but eye contact also incorporates the ways you look at anything in general.

Being an alpha means having the confidence to look at someone or something you are interested in.

You may or may not already know how important eye contact exactly is, but very rarely does someone know how strong or weak they actually are with it.

A betas eye contact is extremely different than that of an alpha. When betas make eye contact, they try to hide it and avoid any confrontation or risk of getting caught staring.

Betas are normally the ones trying to sneak a peek at someone by using their peripheral vision, and they're normally the first to immediately look away when that person looks back at them.

However, when an alpha makes eye contact, they remain focused and use it to show their dominance and personal interest. Becoming an alpha means having the ability to be comfortable with looking someone in the eyes both when you're conversing with, listening to or looking in general.

Because alphas know that eye contact is a great way to demonstrate their confidence and interest, they are hardly ever the first one to break eye contact because the first to do so often resembles the most submissive.

So with that, if you are male, don't be afraid to retain eye contact with other women and, if you're a female, don't be afraid to retain eye contact with other men.

Importance of Facial Expressions:

Facial expressions are another key component of the alpha body language. Having the ability to speak without having to open your mouth is one of the most respected and dominant abilities of an alpha.

However, while it can be an alpha characteristic, it can be a beta characteristic as well.

The primary goal of this book is to turn you into an alpha so you can experience the similar life of dominance, fruitfulness and triumphant-ness. If this is your goal, you never want your facial expressions to speak weakness or insecurity.

You now know that facial expressions are resemble equal importance as other areas, so let us discuss the alpha “*do’s*” and “*don’ts*.”

Do:

- Smile on occasions that call for it.
- Nod your head to show interest to someone that’s talking.
- Laugh at appropriate times.
- Remain serious when needed.
- Keep calm when issues arise.

Don’t:

- Appear confused or submissive.
- Get caught off guard, look guilty.
- Show your disapproval or anger.
- Fake a smile or interest towards someone.
- Expose your weaknesses.

Established Presence:

If you've ever thought to yourself or gotten mad by the fact that whenever you go out places nobody notices you and you don't draw the attention you desire, this is presence coming into play.

As soon as an alpha walks through the door and everybody turns their heads and directs their attention towards them, you know in the moment that they are the real deal by the way they hold themselves higher than life itself. This is alpha presence.

Alpha presence is the ability to make yourself larger than everybody else and get the undivided attention of those who notice.

Some great ways to established presence can include standing or sitting with your legs spread about shoulder-width apart or walking boldly and confidently wherever it is you're going without hesitation.

This is one of the harder characteristics to learn, form and master. It is going to take a lot of time to get this just right. But think of it this way; so many people today just go through their daily routines and oftentimes through their entire lives going unnoticed and not making an impact or leaving their mark on what they leave behind.

This isn't anything close to the presence of an alpha. Alphas want other people to notice and remember them. Alphas want to build their legacy and make it impossible for others to forget it.

Proper Hand Placement:

Believe it or not, another key factor of the alpha body language is hand placement. Where you have your hands actually matters.

So this doesn't sound weird and get misconstrued, your hands alone obviously will pose no significance, but when combined with your posture while standing or sitting, facial expressions, eye contact and presence, they

can do a lot of talking.

Hand placement can either make you look insecure, submissive and shy or it can make you look dominant, fruitful and triumphant.

Normally, hands off to the side and even in your pockets are the safest bet. It shows you are calm, open and ready to receive. People often talk about and associate hand placement in the pockets with negativity, but this is only true when combined with negative posture and other body languages.

A form of hand placement that normally doesn't work and reflects negative signs is folding both arms across your chest. Folding your arms across your chest while standing or sitting is showing the sign that you are closed and reserved.

One of the most important takeaways from hand placement, however, is the fact that it really doesn't matter where your hands are placed if you have practiced and mastered the other forms of bodily language.

Hand placement really won't matter so much if you were to have horrible posture, eye contact and presence. You could stand with your hands on your hips and demonstrate your alpha hand placement, but when paired with a slouched back and hanging head, even the alpha can convey their beta characteristics.

Walking Posture:

Lastly, the way you walk can also play a factor in other perception of yourself as either an alpha or beta. If you originally thought that walking had nothing to do with the making of an alpha, you may want to reevaluate your perception.

A beta walks completely different than that of an alpha. When betas walk, they tend to walk with fast-paced and shorter steps as they are always hassled with getting from one destination to the next. They hurry, lose focus and suck

themselves out of the present moment.

Alphas on the other hand walk like they own the floor beneath their feet. Alphas tend to walk in slow but long strides because they are rarely bothered to rush since they know that others will wait while he does.

Alphas walk with bold steps, with a purpose. Quoted from the famous Dos Equis commercials, alphas walk like they're "*the most interesting man in the world.*"

Strong Vocals Of The Alpha

When an alpha speaks, it's not so much what you say that gets taken into account, but how you say it that matters. There are different tones for different environments and while talking softly you may be ignored, speaking boldly will undoubtedly grab attention.

In this section I am going to break down for you what vocals work best for particular situation and how you too can be heard and respected.

As previously stated, vocals can be what you say but more importantly it is how you say it. When analyzing your vocals, you need to take into account how loud you speak, how fast you do so and the tone you use.

Your vocals can grant you the ability to come across to others as:

- Confident or Unsure
- Bold or Nervous
- Quiet or Loud
- Playful or Mean
- Talkative or Shy
- Attractive or Unattractive
- Alpha or Beta

Vocals demonstrate your unique ability to communicate well or not and, when done properly, can earn you a lot of respect.

Even though technologies (when used for games) and other distractions have dramatically limited the amount of communicating people do per day, we still do it all day long. People use their different tones and oftentimes even use their hands and other body languages to communicate.

Vocals are important in keeping people interested in what you're saying and engaged in the conversation

Qualities Of Alpha Vocals

Alpha vocals have very simple qualities, but not many of them are practiced and used today by a majority of people.

The first quality of the alpha vocals is slowly speaking. Have you ever talked to someone before or had a class where your instructor talked so fast you completely missed what they said?

The problem many people have today when speaking is they get nervous or something else causes them to lose their composure, resulting in them talking extremely fast. This is not alpha-like.

When an alpha speaks, they make sure to keep their cool regardless of who they're talking to or how nerve-wracking a situation may be and talk with a slow, understandable voice.

The second quality of the alpha vocals is their directness. When a beta is speaking, they normally hesitate or completely neglect to say what they initially intended to whether it be because they're too insecure or simply want avoid displeasure.

Due to the alphas directness and their unique ability to take over any situation

when they feel the need to do so, they tell other people what to do and when to do it.

They speak their mind and if someone disagrees, they do not care, for they are alpha. They do not seek approval. An alpha knows that with great power and leadership, tough decisions will have to be made which will require you to make difficult decisions under certain circumstances.

And they know that not every decision they make will be approved by everyone that is affected. People are going to disagree with them and with every decision they make and with everything they say. They are okay with this.

The third quality of the alpha vocals is their pitch. Alphas know that if they talk quietly and look at the ground when doing so, nobody is even going to hear them let alone want to pay attention to the rest of what they're saying.

And this is how a majority of betas speak. When they go in for a job interview and they are anxious, they fidget in their chair and shakily speak. When they're at school and they go up to the person they secretly have a crush on they look at the floor and mumble.

This is not how an alpha is supposed to present themselves and speak. The quality voice of an alpha consists of good posture when speaking, flow and a vibrant pitch. When an alpha speaks, they are heard and they stand out.

And while standing out and being heard, the alpha succeeds at one important area, not only being a leader, but being seen as a leader too.

The fourth and final quality of the alpha vocals is their ability to use different tones for different situations.

The alpha tone is slow and lower-pitched but enthusiastic and interesting. While speaking in the alpha tone you are intriguing and pausing between sentences thus making people suspenseful and focused on you and your words.

The alpha tone can be used in a vast majority of situations. When speaking to your boss or during a job interview or simply speaking to family and friends, you inadvertently demand and command for respect.

Then there is the joyful or playful tone. This is somewhat more of a childish tone and only appropriate when you're around close friends or family.

When speaking in the playful tone your voice can fluctuate from high to low and you can laugh and joke around with funny tones or accents.

This tone is only to be used in environments where it is okay to have fun and act foolishly.

But be careful when you are using as excessive use of it can become quite annoying.

Another tone that can be considered is the stage tone. The stage tone is perfect for when you are in big and crowded areas but need to be heard by everyone.

This can be used when you are presenting a project or giving a speech; you need to project your voice and be noticeably louder than normal. Keep in mind, however, that this does not constitute as yelling.

This tone primarily comes into play when performing or speaking to large groups of people in large areas.

Finally there is the romantic tone. This tone is often very soft and low in volume, almost to the point where you are whispering. This can be considered as seductive or sensual speaking.

Like the alpha tone, you will speak slowly yet boldly, but establishing your dominance and authority effectively. Paired with proper eye contact, this tone can be used to your advantage when trying to win over your interest in opposite sex.

Pairing Vocals And Eye Contact

Almost contradictory to the whole idea, eye contact is your non-verbal sense of tone when communicating with other people. While non-verbal, eye contact becomes extremely important when paired with your vocals.

To many people, they just think that eyes are eyes and they resemble to no importance other than providing us with the ability to view and perceive the world around us. But there is much, much more than that.

To start, your eyes almost directly communicate to other people how you are feeling and what you are thinking. The ways you look at someone, how often you look at someone and how long you retain eye contact are just some examples of what your eyes say about you.

But it's not just what they say about you, it's what they can do for you too.

When paired with the proper vocals, your eye contact can be used to help you influence, dominate and portray confidence in yourself. With weak, beta eye contact, you can be disrespected, taken advantage of or seen as a follower rather than leader.

Knowing and comprehending the different types of eye contact and learning how to pair them with the right vocals is key to separating yourself from the masses, to becoming an alpha.

The first type of eye contact is the alpha eye contact which can be paired up with alpha vocals. Alpha eye contact is strong, noticeable and irresistible. Similar to how alpha vocals consist of not being afraid to be heard, alpha eye contact is your ability of not being afraid to look.

With alpha eye contact you have the power to look people in the eye while not being afraid or feeling uncomfortable in doing so. The beta on the other

hand is completely content with going unheard and therefore, going unnoticed.

Then there is the intimidating one-on-one eye contact. This is something that everybody has struggled with at some point or another throughout their lives, others more than most. Being alone with someone can make you extremely uncomfortable as is let alone if you already have troubles vocally.

The main goal in one-on-one conversations is to make the person you are with feel as if you are interested and engaged in what they are saying. Even if you aren't, appearing to be is important.

Like an alpha, you need to practice and become comfortable making and holding eye contact with whoever it is you are with. This can do a number of things when paired with the proper tone. It could land you the job you've been working to get or it could make you appeal to the person you're passionate about.

But, like other forms of eye contact, know your limits. Too much eye contact can make you look and come across as creepy while too little eye contact can prove you to be uninterested.

Strangely enough, I love telling the story about the first time I tried pairing this eye contact with alpha vocals. It was AWFUL!

I finally made it a point of approaching the girl I had previously been dreaming of talking to and, first off, things were going smooth. That was until the pressure started setting in and I lost all composure.

I maintained eye contact for way too long without any facial expression, completely zoned out of the present moment as I was focusing on her looks and not what she was saying and just when I thought things couldn't get any worse than they already were; I started shaking and nearly shit myself. And that's the honest truth.

As awkward as my seventh grade self already was, I somehow found a way

to make matters worse.

Alright, alright... enough about this story. What am I trying to get at with all of this anyways?

My point being, you need not only to learn about alpha vocals and pairing it with proper eye contact. Instead, it is completely necessary to go out and practice this too as that is the only way you are going to develop and master the ability.

Now, maybe not by going right out and approaching the one you've been dreaming of talking to, but certainly practicing in the real world. Most importantly, R-EL-A-X. It's going to be stressful your first couple of times out, but this is how to place yourself above the average.

There's also the intimidating eye contact. Not common, but worth mentioning. The intimidating eye contact comes into play when you need to establish your dominance and seriousness.

The easiest way to describe this type is by simply staring. When paired with the alpha tone which is described as the slow and lower-pitched but enthusiastic and interesting, you portray your willingness to stand your ground and retain control.

Finally there is the romantic eye contact which can be paired with the romantic tone. This extremely effective eye contact works best when you slightly squint your eyes gaze deeply into the others, only breaking contact by looking down and straight back up into their eyes once more.

Like all others forms of eye contact, make it a point and do everything in your power to not over-exaggerate. When looking down, don't look straight to the floor and rapidly move your head back to align with the other eyes. Instead, simply look down to the other lips and the back up.

This is good for creating sexual tension.

With that, remember that eye contact and eyes in general very powerful as they are used for more than blatantly having. And while learning the different types of eye contact and pairing them with proper tones is important, you must master one final characteristic of the alpha to maximize your potential.

Dressing Like An Alpha

Alphas aren't the ones to be consumed by what other people think of them or their appearance, they don't worry about irrelevant opinions.

It is not as important to worry about what is on the outside as it is to worry about things like mental or physical toughness and habits. What matters most is what an alpha does, not how an alpha looks.

But an alpha knows that if he is to be respected and valued as an alpha, he must not only act the part, but look it to.

As previously mentioned, an alpha knows that in order to separate themselves from the children, separate themselves from the betas, they must not dress like them. If they dress like a beta they will get the attention of a beta. If they dress like an alpha, they will get the attention of an alpha.

Alphas understand the importance of how their audience perceives them and know they must appeal to them. That is how they develop their style and the image they display.

First things first, your hair can compliment your entire outfit and make it even better than it originally appeared, or it can break your entire outfit and leave you wondering why you didn't draw the attention you intended to draw.

Your hair needs to be perfect. No frizzy, greasy or out of place hair is acceptable in the appearance of an alpha.

Since hair is so important to the overall appearance, it is necessary that you

not only wash, but condition your hair everyday or at least every other. Try using brands that have solely natural ingredients.

Not only does perfect hair need to be clean, but it needs to be styled properly too. Ladies specifically, try not to use the same style for more than a couple days in a row.

With all the accessories and tools available today, switch things up! With the endless possibilities you have at your disposal, you shouldn't style your hair the same way too often. This is going to make things boring and you won't stand out, and this is not a characteristic of an alpha.

Second, you have to ensure that your clothes fit flawlessly. For men, you need to make sure that the waistline isn't too loose or too tight. Most of your pants should fit well without the use of a belt, but if a belt is part of the outfit then it is okay. The fit should be slim, not too baggy but not skin tight. The ankles should be tapered.

For women, you could go a ton of different ways, the general guidelines similar to those for the men. Make sure your pants fit slim, but not too baggy. The ankles should also be tapered. As an addition, when the weather or situation doesn't call for the normal shorts or jeans, skirts and dresses are also acceptable. Like always, these MUST match the tops.

Thirdly, tops are another leading part of your outfit as they indirectly represent you. For both men and women, your tops should be tailored to fit you flawlessly, making your outfit transformative.

The shoulders of the shirt or jacket should feel and appear as if they are hugging your own. A general rule of thumb is if the seam of the shirt or jacket stretches beyond your natural shoulder line, then it is too big. Tailors often have trouble tailoring the shoulders, they're hesitant to do so and it's very expensive. You need to make sure this fits as close as possible upon purchase.

The sleeves of the shirt or jacket are simple to get adjusted, but finding the

perfect fit is common and easy to accomplish. Your short sleeve shirts should be hemmed to the mid-bicep area while long sleeve shirts should be cuffed neatly around your wrist. Any and all jackets should end slightly before those of your long sleeve shirts, revealing a sliver of cuff. Jackets and shirts that extend beyond the wrist and reach the knuckles are way too big.

The collar of your shirts or jackets, if not properly fitted for your body type, can cause many problems for your outfit. A collar that isn't properly fitted around your neck can stick out and look, blatantly, horrible. When you're out buying, make sure that this is something you steer away from if you don't have someone trusted that can make this an easy fix.

Finally, the waist of your tops should be fitted to your specific body type. This is something that a majority of men and women have to get tailored to their liking specifically because most tops are custom made for the "democratic" body type. This meaning that, normally, your tops are going to appear and feel boxy unless you get this altered by reducing the waist size. But, don't get too carried away. You still have to be able to move in the thing.

Fourth, your shoes must go with the theme of your outfit for the day. Shoes can be flexible with the weather and plan for the day. Dress boots, high heels or other dress shoes should be worn in the business and business-casual environments more so than any other. The only time gym shoes should be worn is in the casual environment. Your everyday shoes should not be sneakers.

Lastly, accessories can compliment your outfit tremendously and make you stand out as one bold individual when paired with other proper clothing. An outfit is not complete without some sort of necklace, bracelet, watch, earrings, belt, scarf, hat, gloves and so on. This isn't an area that needs to be strict. Just go with what you're feeling and make sure it complements your outfit as a whole.

Alphas strive for nothing less than the best looking one in the house. They know they always must dress for success, and to impress. One last rule of the

alphas when it comes to dressing like one is known as the “One-Month Rule.”

Self-explanatory, simply don't wear the same outfit within a months time span. Not to say that you can't wear the same articles of clothing for a month, but you shouldn't pair the same ones with each other during this period of time.

Trait Number Four:

PHYSICAL & MENTAL
TOUGHNESS

Alpha Physical & Mental Toughness

The fourth trait all alphas possess is toughness, physically and mentally. Alphas understand that when the going gets tough, they must get tougher. Being strong is a primary trait of the alpha and one of the most important. They know that being mentally and physically "fit" can make life a whole lot smoother.

Alphas use their strength to push through difficult tasks and experiences; they are built for success. When difficult experiences surface, they remain calm and accomplish the task at hand.

Alphas do not lose their composure and they rarely show their weaknesses in public. They maintain control of the situation because they know that's what a leader is capable of doing.

And this is why they normally get the best dates. Women dig a man that is built and capable of protecting her. Men dig a woman that is capable of accomplishing the same goals as he. They see you and others will see you as the strongest of them all. The one capable of dominating them all.

You need to develop the same mental and physical toughness alphas possess to be seen as the strongest of them all; the one capable of dominating them all. But, please, don't take this the wrong way and make your development about pleasing others.

Your only goal should be to become someone that you can be proud of. You should crave the approval of yourself, from yourself, above anything else.

Because every gain I've ever made was out of hatred and anger, but not of other people or things. The hatred and anger I had towards myself, the hatred and anger you have towards yourself is what is going to be push you to your next level.

You need to be tired of suffering, tired of being broke, tired of being defenseless and tired of being emotionally and physically weak. Despise yourself for not being as strong – mentally and physically – as you know you should be.

Let the pain force you to make the changes you've been neglecting to make and don't let the only force in the entire universe capable of stopping you, stop you. Don't let yourself stop you from living the dominant, fruitful and triumphant life you deserve to be living.

Because I know you are intelligent and capable, I know you are strong. The only problem is that you need to believe that about yourself before you start seeing any glimpse of improvement.

Don't allow the worse of your personality to overshadow the qualities in your strengths.

Benefits Of Being Physically “Fit”

An alpha knows that being physically fit can make things in life a whole lot smoother. One that is physically fit is capable of living life to their fullest potential while also posing other life and health benefits.

But, trying to refrain from straying too off topic and turning this into a medical or dieting book, people who are physically fit aren't just “*healthier.*” Most people know that healthy eating and training can reduce your risk of getting cardiac or other health issues and simply transform your body.

But that's not what we're going to be talking about. What we're going to be discussing is what being physically fit can do for your relationships, confidence and future successes.

Being physically fit can extremely impact the relationships you have with others, and the relationship you have with yourself. What do I mean by that?

Well, taking into consideration your current situations and how young you are, reflect upon your life up to this point.

If you're anything like how I used to be, you might have indirectly blamed family and friends for your health, missed opportunities that would have allowed your relationships to flourish with loved ones or lacked the confidence in yourself to build or deepen a relationship with your boyfriend, girlfriend, spouse, etc.

Being physically fit will boost your ability to be one with yourself, check into the present moment and make the most with those you have, while you have them. And, as previously mentioned, the alpha only seeks validation from themselves because validation from themselves is all that matters.

Once you have validated yourself and accept yourself for what you have become and your potential to grow further, your relationships will finally begin to prosper with everyone. Even those you have yet to meet.

That's why building relationships with other people, establishing that connection and working up the courage to do so comes so naturally to all alphas. They are comfortable with themselves, therefore, they are comfortable with others.

This is why they aren't normally afraid or resentful to getting physical with those of the opposite sex. In fact, they are comfortable with it. They are capable and willing to show how they feel through physical contact.

They know their limits and are willing to push beyond them because they know that if a partner isn't okay with their desires, they can find another one who is. This is why alphas express themselves without hesitation.

They aren't afraid of standing out and demonstrating their intentions because they know that if they fail, there are others that are available to try to win over. They know the world is abundant.

And this not only applies to the confidence an alpha has in themselves to get physical and establish connections with the opposite sex, but to the confidence they have in their educational and business lives as well as their ability to accomplish anything life throws their direction.

Having confidence in your physical being can do wonders for all areas of your life, whether you are aware of it or not. Being physically fit simply feels good; it makes you feel good about yourself and what you're able to do with that confidence.

Confidence is why most of us even make it to the gym to get in better shape. It's why most of us set out to do the things that we aren't sure of doing. Confidence is the reason we step out of our comfort zones and achieve the things others are afraid to set out and achieve.

True confidence has to be established through both mental, and physical toughness. It is necessary for it to coexist with both persistence and decisiveness, or it is not confidence. True confidence is forged through less than ideal circumstances, circumstances that test your strengths and abilities and push you to your limits.

Because the one that is given everything and walked through life by the hand of someone that has done great things and taken big risks for themselves is not someone who has develops the confidence of the alpha.

It is the one that goes to work at a very young age to create an ideal life for themselves, the one that is forced to make difficult decisions in certain moments to shape their own destiny for good or bad that has the confidence of the alpha.

These are the ones that look at losing and failing as opportunity, not as the end of the world. These are gifts, not losses. It is a blessing in disguise to be at a disadvantage, not a tragedy.

By turning these disadvantages into the biggest advantage is true confidence; knowing you have the ability to handle any situation life throws your way.

In education, use the confidence to be able to determine what is best for you and your future. Don't let anyone or anything sway you from making the decisions you strongly feel you need to make. Trust your gut and your beliefs. If you make the wrong decision, learn from your mistakes, get back up and continue working towards your goals.

In business, use that same confidence to be able to determine what is best for you and your future. Branching from education, use it to your advantage. If you feel something could work, stop for nothing and nobody on your path to finding things out for yourself. If it works, great. It's a good thing you trusted yourself. If it doesn't, don't beat yourself down and give up. Once again, get back up and continue working towards your goals.

Most importantly, in situations of uncertainty, run towards the uncertainty; not away. Develop your confidence entering situations that scare you.

Now I'm not saying to jump out of an airplane without a parachute if your friends do, use your better judgment. Place yourself in these situations of uncertainty by not letting the fear of failing deter your ambitions or accomplishments.

Because confidence is built in both wins, and losses; success and failures. This is the way of the alpha.

Developing Alpha Physical Toughness

Developing alpha physical toughness and getting alpha physique can be quite a difficult task as it requires unshakable mental resilience to accomplish in addition to the development of physical traits.

In order to be considered physically tough you need to have strength, endurance and the attitude to get you through difficult situations (i.e. *confidence*).

There are different ways to learn physical toughness and develop alpha physique, but hands-on experiences combined with strength and endurance training are generally the best and easiest ways to do so.

A solid strength-training program is a good place to start on your journey toward alpha physical toughness and physique.

Strength training not only builds the muscles that you need to be physically tough, but also it provides you with plenty of opportunities to push and challenge yourself mentally.

It is hard to know how tough you are until you are placed in a situation that challenges you both mentally and physically. An important part of becoming physically tough is to try different types of situations that you consider to be hard, uncomfortable or even impossible.

A weight-training program, either with free weights or machines, done three or more days per week is a good place to start. But the important part is to set a goal, work hard to achieve it and then put what you learned into practice to test yourself. From there, its all about scaling and growth.

Yes, getting into the gym and working towards alpha toughness and physique is a major stepping stone in the right direction, but you're never going to get anywhere by simply "going."

Once you've gotten down the fundamentals and things start becoming routine (in other words, easy), then it's time for you to start thinking of ways to make things more difficult on yourself.

Find ways where you can push yourself harder than the day before and, then, you'll start seeing the improvements and the fruits of your efforts.

You can alternate between upper-body and lower-body exercises, add additional weight to work harder and do multiple sets and repetitions to help build your endurance.

But strength training isn't everything. Developing endurance is a huge part of becoming physically tough too.

Endurance is what allows people to work at certain intensities for an extended amount of time. You need to be able to continue on, even when your body is tired and you feel like giving up.

And perhaps this ties into mental toughness more so than physical, but to finally reach above and beyond success and freedom you must do above and beyond work. You must be the one that exceeds the majority.

Successful and free individuals do not come home from the normal day at work or school and complain about how tired they are.

That is how the 98% of people below the elite two percent think. That is how the *betas* think. Avoid this frame of mind at all costs. Develop the successful, alpha mindset.

For example, think about the men and women that fight for their respective countries.

What do you think would happen to those men and women that fought for eight hours on any given day and determined, "*whelp, I'm tired and paid my dues, it's time for me to take the rest of the day off and relax*"?

Being blatantly honest, they would be dead on the ground faster than you can blink your eyes.

Now you may or may not be one those men or women that give their all and sacrifice their lives day-in, day-out so we could live safe and healthy lives, but you resemble them closer than you may think.

If you want to live the above and beyond life, you need to develop the same characteristics those brave souls have.

To live the extraordinary life, you have to possess the extraordinary endurance of these warriors.

So instead, focus your time and energy on the things that others fail to focus their time and energy on in the present, and gain the ability to do the things with your time that others won't be able to do with their time for the rest of your life.

Push through the difficult tasks and experiences that most others would normally give up on, develop your alpha endurance.

In other words, do what others won't do so you can do the things they can't do.

Achieving Physical Toughness

I'm willing to bet at some point throughout your life, man or woman, you've tried getting the attention of someone of the opposite or maybe even same sex and simply failed to do so. Whatever your intentions may have been, perhaps the failure may be due to none other than the reality of your physical wellness.

The physical benefits of looking good and feeling terrific most often lead to the psychological benefits of enhanced self-esteem, self-control, determination and a sense of direction.

On the contrary, the physical negatives of looking bad and feeling horrible often lead to the psychological inhibitors of reduced self-esteem, self-control, determination and a sense of misdirection.

Regardless, both reflect and emit an energy that others pick up on, energies that can either make you appealing or repelling in certain situations. Being in proper physical health and having physical toughness can help you emit the right energies, the ones that others can't resist.

So what does it take to be physically “well” and, more importantly, how does it impact the life of an alpha?

Alphas are normally in the peak of their physical shape as they are strong, athletic and, ultimately, appealing to both those of the same and opposite sex. You need to build the body of an alpha.

An alpha is big, bold and noticeable. A beta is small, dull and forgettable. Which one is going to make life a whole lot smoother?

To start building the body of an alpha, you need to start with eating the right foods. Eating right is important to staying healthy, maintaining your ideal or proper weight and being the big, bold and noticeable alpha you need to be.

However, something a lot of people misconstrue about healthy eating is that it’s not about dietary limitations, remaining unrealistically thin or depriving yourself of the foods you love to have. It’s all about feeling great, looking great, having more energy, improving your health and controlling your moods.

This is largely due to the overwhelming amount of conflicting data around the internet today where everyone claims that they have the latest and greatest nutrition and diet information.

Second, you need to focus on what you do outside of the kitchen. Getting in the gym can get you stronger, leaner and even make you better looking.

Superheroes, professional athletes or whoever you wish to think of, they all have a certain physique that has something in common. Their bodies are alpha-like.

Their physique has broad shoulders, strong legs, thin waists, toned arms, developed abs and overall bold stature. There’s a big reason we all yearn for these bodies; they’re the modern day alpha.

Start by building your shoulders because, without broad shoulders, the whole *“I’m capable of protecting myself and others”* look goes to waste.

Then, make your way down to the arms. Bigger and/or toned arms is another key to alpha physique and also aid in the *“I’m capable of protecting myself and others”* look. With bigger, toned arms, you’re less likely to be subject to trouble with others and will likely be the object of desire.

Next, the biggest and hardest pain point for most betas out there is their waistline. A thin waist means that you are in shape and shows that you are not carrying around that excess amount of fat in the midsection that many seemingly do. Work towards this thin waistline because, in reality, having excess fat is a sign of weakness and is simply unhealthy.

Lastly, work on getting your legs as toned as realistically possible. It isn’t going to be easy, but it is completely necessary to obtaining alpha physique which sucks, because everyone knows someone that doesn’t do shit in the gym but still has the kickass legs.

Third and finally, you need to focus solely on how you feel or would feel with this alpha physique. Because not only does getting into shape do wonders for your physical health, but mental health as well.

Having alpha physique can cause less stress, less worry, less depression and can make you feel as if nothing can stand in the way of you achieving the other things in life you long to achieve. Once you’re capable of controlling your external game, it’s time to focus on your internal energy.

In other words, it’s time to start focusing on your alpha mindset.

Benefits Of Being Mentally “Fit”

Similar to how an alpha knows that being physically fit can make their life a whole lot smoother, they also know and understand the importance of being

mentally fit. They are aware of the many benefits it holds.

Is mental toughness or being mentally fit an inherited trait? Far from. You too can develop the mental toughness that alphas possess, but only if you're willing to take the necessary action that is required to change the results of your circumstances.

Some of the benefits of being mentally fit include:

Constant Motivation:

Being mentally fit undoubtedly means that the alpha is motivated beyond normal levels. All too often do people fall short of their goals and simply give up due to a lack of motivation, but not the alpha.

The alpha is normally the one to fall down more times than most, this is not out of the ordinary. What's out of the ordinary is when the alpha falls down, and doesn't get back up.

How many times have you quit working towards achieving your goals and dreams because you lose motivation and feel you simply are not the type of person that deserves to succeed?

Maybe you are working toward starting your first business because you want to become a successful entrepreneur, but fail your first time out.

This failure could leave you wondering if you were ever really prepared in the first place. You fail once and believe you are doomed for all future attempts.

Maybe you are trying to lose weight, to achieve the alpha physique and do good your first couple of weeks; lose five pounds, and then you go on vacation or out to eat with friends and gain the weight right back.

You feel in the moment as if you are never going to be able to lose the weight

and keep it off.

Because in moments of failure, you can definitely tend to feel angry, depressed, lonely and lost. In the moment, you truthfully tell yourself that you can't succeed; you feel you won't ever amount to anything.

Alphas feel this way too at times, don't get me wrong. But that's not the issue. Despite the alphas tendency to feel this way in moments of failure, what differentiates them from the pack is their willingness to look beyond the failure in general and still see their potential to succeed.

They have constant motivation in their ability to push anything and anyone out of the way on their path to greatness.

Control Over Attitudes, Thoughts & Emotions:

Branching off of the alphas ability to constantly remain motivated, even through the roughest of situations, an alpha has also learned the importance of managing their attitudes, thoughts and emotions.

The attitudes, thoughts and emotions you choose to have in the present moment will dictate the success of your mental, physical, educational and financial status of your future.

Your attitudes, thoughts and emotions directly correlate to whether or not become an alpha; they directly correlate to whether or not you will lead a dominant, fruitful and triumphant life.

If you choose to have the three aspects reflect negativity, then all you will bring into your current and future life are negative experiences and feelings. You will become what you focus on the most.

Should you choose to focus on the positive things in life and completely eliminate anything that creates the negative situations you are trying to avoid, you will be amazed at how different things will be.

You will:

- Start to become aware of people and things you should be grateful for instead of taking them for granted.
- See that all of the problems you are currently dealing with will not seem as big.
- Learn to become bigger than the issues themselves.
- Bring anything which you desire into your life by adopting a new, abundant way of thinking.
- Be able to take control of your life by mastering a mindset that supports a prosperous future.

And know that the negative energies of anger, jealousy, resentment and so on aren't problems in themselves; acting on them is. It's okay to be pissed off but it's not okay to go out and take your energies out of someone else.

Take responsibility for your attitudes, thoughts and emotions; nobody on the planet is in more control over you, than you.

Unshakable Through Pressure:

As another branch-off of the alphas ability to maintain constant motivation through the toughest of situations, the alpha is normally non-reactive to the people or things that deter their accomplishments or hinder their progress.

Alphas hardly ever get emotionally reactive to what other people say or think about them. Alphas hardly care about the things that stand in the way of them achieving their goals and dreams.

They are the ones that go out to face their challenges head-on and do everything in their power to succeed.

If they fail, they move on or they get back to it with another attempt.

They know that negative circumstances are everyday occurrences, they accept it as a natural part of life. So while the betas sit around and mope or complain about how someone is out to get them or that their life sucks, the alpha remains non-reactive and eventually succeeds.

Extremely Passionate, Purposeful:

Perhaps this may be the most beneficial benefit of them all. The alpha is passionate about what he does and how he does it; the alpha has a clearly defined and supported purpose.

Many people today go out in an attempt to “*find*” themselves or their purpose in life while the alpha doesn’t waste their time on such a task. Instead of going out to find themselves, the alpha goes out and “*creates*” themselves.

Everyday the alpha sets out to bring himself closer and closer to achieving his goals, but not through meaningless work. The alpha is passionate about providing value to others.

Perhaps this is why Einstein stated that you should “*try not to become a man of success, but rather try to become a man of value.*” Einstein discovered in life that success is reached by providing value to others.

And this is why they’re extremely purposeful, because they are passionate about helping others in any way, shape or form. Alphas are generous and, through this generosity, they aren’t simply accomplishments later forgotten about, but a legacy that will live on as long as mankind.

Positive Mindset:

Above all other benefits of being mentally fit, having a positive mindset and outlook on life is singlehandedly the most important.

Whether you are trying to get into shape; eliminate stress and negativity from

your life; finally talk to the man or woman of your dreams; or take control of your educational and financial destiny; the beginning of your transformational process starts with accepting responsibility and knowing that your current mindset (i.e. your thoughts and actions) have created the current results.

Stephen R. Covey said in *The Seven Habits of Highly Effective People*; “*show me someone who is humble enough to accept and take responsibility for his or her circumstances and courageous enough to take whatever initiative is necessary to creatively work his or her way through or around these challenges, and I’ll show you the supreme power of choice.*”

Through your personal power of thought and choice, you can truthfully accomplish any goal you set for yourself.

By adopting a proper mindset, you can overcome any challenge life throws at you. You can live the life of your dreams. You can truthfully and authentically become an alpha.

But it all starts with the simple change from looking at things negatively to loving and appreciating every progress and setback; every victory and failure; everything and everyone.

Six Elements of Mentally Tough Alphas

I’m sure you will agree with me when I say that education, love, business, health and life in general is getting more and more complex by the day. And complexity – often the leading cause of people failing or giving up on various areas of life – is here to stay.

Complex situations not only provides alphas with challenges, but opportunity simultaneously. And since this complexity is only growing by the day in all areas of life, it is the mentally weak that will perish, but the mentally tough that will prosper.

There are six main elements that apply to the psychology of mentally tough individuals, some of which include:

1. Flexibility – Flexibility is an alpha's ability to take a hit and keep on pushing forward, even through the worst of situations. When the situation gets tough, they get tougher and act as if nothing caused them to lose their composure in the first place.

And when these difficult situations do arise, the alpha doesn't accept the results for what they are. They find a way to creatively work his or her way through or around these problems and eventually succeed despite what the current circumstance provides.

This not only applies to successes in the business world, but educational terms as well. An alpha knows that being an alpha means refreshing themselves on certain areas of life when necessary. Re-educating is not a setback or a burden, but an opportunity for substantial development.

2. Responsiveness – Responsiveness is an alpha's ability to remain fully checked into the present moment by being interactive, connected and alive when it comes to being in stressful situations.

Not only do they become aware of the problems or setbacks they may be facing in the present moment, but they become aware of the opportunities and possible solutions to those challenges. They understand the importance of thinking outside the box when it comes to resolving problems with love, education, business, health or life.

3. Strength – Alphas are able to withstand any and all exerting forces when it comes to the facing of particular difficult situations. They have come to know and adapt to not only withstanding these exerting forces, but discovering how to overcome insurmountable odds.

When most deem a situation a losing or uphill battle resulting in ultimately giving up, the alpha finds the strength within themselves to dig deep and find the unfindable answer.

Similar to how an athlete would dig down deep to find the physical toughness required to push through adverse complications on the field, the alpha finds the mental toughness required to push through adverse complications in life and business.

4. Ambition – Not to say that an alpha isn't the type to find the simplest and most effective means of performing tasks in life and business, an alpha normally isn't the one to cut corners. They possess the ambition to not only make the hard decisions, but the right decisions for themselves and others.

An alpha does hard work when hard work is required and smart work when smart work is required. They have a strong desire to do or achieve anything that is capable of benefiting themselves or those they love, which typically requires determination and ambition.

5. Resourceful – Resourcefulness is an important element when it comes to being mentally tough. Alphas know the importance of remaining calm when it feels as if all hope is lost as well as the importance of making the most out of what you have.

Not only that, but they remain optimistic in the face of adversity and have the ability to quickly make effective changes whenever the situation calls for it. Simply, they are experts in finding ways to make things better and doing more, all with fewer resources at their disposal.

6. Virtue – The sixth and final element of mentally tough alphas is virtuousness. An alpha knows that in the instance of inevitable failure from time to time, they must not let their "opponent" know when he or she is affected by the defeat.

Alphas are typically very competitive but respected individuals and clearly everybody experiences disappointment at some point or another. What separates the few from the majority, however, is how they handle the situation after all is said and done.

Don't allow others to get you down and don't blame others if they do. Do not subject yourself the level of the betas and complain about the result of an experience that didn't work out in your favor. Instead, accept the loss, get back up and bust your ass to achieve the next time around what you couldn't the first.

In order to truthfully and authentically become an alpha, you must be the one to develop the same mental toughness – the same six elements – that is required to succeed and lead in today's life and business.

Because life and business are demanding, complex games. Without the right alpha attitude and mental toughness, you will not be able to lead the dominant, fruitful and triumphant life.

Leading Habits Of The Mentally Tough

“The ability to work hard and respond resiliently to failure and adversity; the inner quality that enables individuals to work hard and stick to their long-term passions and goals.”

That is the definition of grit, a definition that almost perfectly summarizes the qualities – the habits – every alpha possesses. These are the habits of mental toughness in the present that builds the theoretical foundation of your success for the future.

First, always act as if you are in complete control of any and all situations, even if you aren't.

Ignatius is credited with the quote, “*pray as if God will take care of all; act as if all is up to you.*” The same concept applying to control and the myth of luck.

People assume all the time that if they succeed, then luck was seemingly on their side while if they fail, luck was seemingly against them. Successful people don’t feel or think this way.

They act as if success and failure is in their complete control, because it truthfully is. If an alpha succeeds, it was because of them and their actions. If an alpha fails, it was because of them and their actions. You can’t control luck, but you can control you.

For many families, arguing politics, global warming, terrorism and other controversial topics is common nowadays. But look at it this way, how much are you really accomplishing by sitting around the table and fucking arguing about the topic? Nada!

Instead, go out and vote, clean the earth or become one the brave that go out and kill the sons of bitches. That’s how things get done.

So stop wasting your mental energy and toughness by pondering the things that reside outside of your control and focus on the things that do. With this, you will handle your business in the present, refrain from being the “*loser*” previously mentioned and accomplish more than ever before.

Second, learn to view that past as positive, valuable training but nothing more. A lot of people today tell your to forget about your past because it holds absolutely zero benefit for the development of your future. I was one of them. In fact, I wrote about it in my previous book but corrected my mistakes.

There is valuable lesson to be learned from your past. Simply learn from your mistakes, learn from the mistakes of other, and then forget. Change your perspective of these mistakes.

Because mistakes can be viewed as something you should avoid at all costs or something you anticipate encountering. You can either see mistakes and failures as something that can't be built off of, or you can see them as the foundation of your future successes. They are either inhibitors or opportunities.

What an alpha knows is that the past can be constructive, it actually can be valuable. But the past alone doesn't define who you are as a being today.

Third, celebrate the successes of other people. An alpha knows that there is plenty of success and freedom to spread around, so they don't view the successes of other people as the downfall of themselves.

Betas think completely opposite; they feel that if somebody else makes a breakthrough, they're cause is lost. The light at the end of the tunnel that was oh-so close suddenly vanishes, and they have to resort back to square one.

And this is what sucks away a vast majority of the mental energy and toughness that people have; resentment and jealousy.

So when someone you know or love makes a major accomplishment and finds success in an area of life, instead of pushing them away as a result of your negative energies, take advantage of the opportunity and draw them closer to you because "*birds of a feather tend to flock together.*"

Don't resent awesomeness. Create and celebrate awesomeness, wherever you find it, and in time you'll find even more of it in yourself.

Fourth, stop being a whiny crybaby. If you weren't already aware, your words have power and a lot of it. When you whine and complain about your problems, why do you think they seem to get worse before things get better?

Because your words are powerful and when you're sitting around moping about the outcome of a certain situation, things don't simply disappear. So if things go wrong or you find yourself in a difficult situation, don't waste your

precious time complaining about it. That won't solve anything.

Instead, put your mental toughness to the ultimate test by thinking of ways to make the outcome better than it originally was. Fix what is broken by not talking or thinking about what's wrong, but about what you can do to make it right.

As a little bonus, don't allow your friends or loved ones to sit around and mope about their problems either. Don't provide them a shoulder to cry on because then two of you are accomplishing nothing and wasting your time.

Loved ones don't let loved ones roll around in their own self-pity, loved ones make other loved ones lives better.

Fifth, focus solely on impressing yourself, not others. No one likes you for what you wear, what you drive, what you have or what you've accomplished. Those are all things. People may like your things, but that doesn't mean they like you.

Ostensibly they may appear to like you, but what's external is unstable and a relationship not based on stability isn't actually a relationship at all.

So focus on building genuine relationships with people that make you happier by not trying to impress people with the material things you possess. With this, you will have a lot more mental energy to spend on those that actually matter in your life while having the mental toughness to seek out the ones that are simply after your stuff.

Lastly, an alpha knows that true mental toughness is being able to count your blessings by being grateful for the things you have, not being ungrateful for the things you don't.

An alpha knows that if you want better health, if you want a better education, if you want more money – the universe will provide you with all of those things. The only catch is that you have to feel good about what you have and be grateful for it. Stop focusing on what you lack.

When you have practiced and improved, you'll begin to find yourself smiling, laughing and in the best of moods – even in the worst situations.

Through all the bullshit you have faced in the past and the bullshit you are going to undoubtedly face in the future, you are still going to come up with reasons to be happy; reasons to be grateful for the beautiful life you are blessed to be living. Alone, that is a major accomplishment.

So I guess my point from this being is that you should always be looking for ways to be grateful for yourself and your life. Because in the end, you are all that you really have.

Literal Mind-Blowing Benefits Of Exercise

Yeah, yeah, we all go to the gym in an attempt to getting the body everybody longs of having yet so few actually achieve. Maybe you do squats to tone your legs, crunches to mold your abs, run to slim your waist or maybe you simply workout to fight off the big health issues like diabetes and heart disease.

But have you ever heard of someone running on the treadmill or hitting the weight room to improve their mind?

Harvard Medical School psychiatrist John Ratey, author of the book *Spark: The Revolutionary New Science of Exercise and the Brain* states that *“exercise is the single best thing you can do for your brain in terms of mood, memory and learning.”*

So in case you needed a little bit of extra motivation to throw on those running shoes, below are some of the literal mind-blowing benefits of exercise.

First and foremost, it reduces the and sometimes eliminates the catastrophic

effects of stress. Running around the track at your gym or around your neighborhood as well as lifting weights spikes the brains levels of serotonin, dopamine and norepinephrine; all of which are chemicals found to sooth the brain.

Perhaps this is largely due to the humans natural tendency and urge to “*blow off some steam*” in moments of anger, frustration and resentment.

Not only that, but in a study conducted at the University of California in San Francisco in 2010, researchers discovered that those who were stressed out but active showed smaller amounts of cells with signs of aging than in those who were stressed out and inactive.

As a result of burning the calories and reducing the stress, research also suggests that sustained exercise can minimize the symptoms of depression as well as antidepressants. This is largely due to the stimulation and growth of the neurons in the damaged regions of the brain.

In addition, a 2010 study found that three sessions of exercise per week boosted the brain chemical, GABA, which simplifies to improved mood and decreased anxiety.

Third, exercise improves our brains capability of learning, and an alpha knows the importance of a well-constructed education. The process includes the increased production of growth factors used to make the brain cells and aid in the connection of them.

“*Like muscles, you have to stress your brain cells to get them to grow*”, said Ratey. Difficult tasks and activities increase our capacity to learn and grow by refining our attention and concentration skills.

A study conducted by German researchers found that those who vigorously exercised for ten minutes before taking on high attention scored better than those who exercise regularly before, and extremely better than those who didn't at all.

Fourthly, exercise undoubtedly improves your body image and drastically boosts your self-esteem. As a result of hitting the gym and not only *feeling* good, but looking good too, it significantly improves your self-esteem and grants you the capability to take on tasks you normally wouldn't have been able to take on.

And, as we talked about before, confidence is a major key when it comes to a majority of areas in the life of an alpha.

The confidence to take that risk in business and possibly change your life for the better. The confidence to break down the walls of fear keeping you from approaching and talking to that man or woman you've been thinking about. The confidence to burst by the limiting beliefs keeping you from living the dominant, fruitful and triumphant life; the life of the alpha.

And the good news is, you don't have to spend three hours a day, seven days a week busting your ass off at the gym to get the alpha physique. Studies show that simply seeing improvement in your workout such as running a faster mile or lifting heavier weight is enough to give you that confidence boost and alter your self-esteem.

Fifth, according to the Alzheimer's Research Center, exercise is boasted as one of the greatest fighters against the disease. Studies appear to show that exercise protects the hippocampus, the part of the brain responsible for memory.

The hippocampus is the part of the brain that is likely to succumb first to the detrimental effects from the damage of Alzheimer's.

Dutch researchers in 2000 found that those who were inactive and genetically prone to the disease were four times more likely to have the disease develop in them rather than those who were active.

Lastly, getting to the gym and keeping your body fit also helps to keep your mind fit. Results show that even slight workouts like walking the dog or swimming in your pool can help keep your brain active healthy and, as a result, improve skills like memory and coordination.

But, perhaps most importantly, being physically and mentally fit boosts your potential out in the real world by helping you be confident, bold and highly successful.

Developing Alpha Mental Toughness

If you're an avid fan of sports, time and time again we see someone that appears to be in peak physical performance and the clear frontrunner for the best pick available turn out to be a massive bust while those that slip late that nobody wants turn out to be the superstars.

While I can't be completely certain, it's likely that the difference maker in the outcome of these individuals isn't what's on the outside and what we can see, it's what's going on inside, what we can't see.

By now you're probably asking yourself, *“what does it take exactly to become one of the top performers, to reach the highest levels, to achieve massive success; what does it take exactly to become an alpha?”*

While it is very important to develop physical toughness, personally, that is a mere portion of the framework. Mental toughness is, without a doubt, the most important, the most influencing factor in the outcome of every successful individual.

With that, allow me to share with you how you too can develop this same mental toughness so you can reach unbelievable milestones in education, business, love and life.

Self-Motivation:

If there's one characteristic of alpha mental toughness that everybody respects and values, it is none other than self-motivation. Who is there to

count on when nobody is around to support, to provide assistance, to contribute value? You and yourself, that's it!

The greatest source of your motivation to become everything you've ever dreamed of becoming in life must come from within. How bad do you really want to live the dominant, fruitful and triumphant life?

However badly you do in fact want to succeed, it will be determined and reflected directly through the intensity of your motivation.

And motivation can be improved or strengthened in various ways. Some like to think back to failure to provide them the spark under their ass to get things done and improve their life, others like to think back to a victory to boost their confidence in themselves so they can find the motivation to go out and do great things.

Whatever works for you, find the motivation to improve your life and reach your ultimate success, whatever that may mean to you. Remember, an alpha knows that pain is only temporary, while achievement lasts a lifetime.

Positive Attitude:

While self-motivation is key, know that with it, you still won't be able to do everything. So instead, find what you're good at and focus solely on those things. In order to do so, however, you must retain a positive attitude and still be capable of handling your business.

“Everybody is a genius. But if you judge a fish by it's ability to climb a tree, then it will live its whole life believing that it is stupid”, quoted by the well-known Albert Einstein.

By focusing on your strengths and not your inabilities to perform or succeed at everything you set out to achieve, you boost your confidence and inspiration within yourself; you develop a positive attitude.

So don't compare your ability to climb a tree with a monkey, for it has been doing so its entire life. Don't compare your ability to manufacture a car with Henry Ford, for he was doing so his entire life. Don't compare your ability to invest in markets and businesses with Warren Buffett, for he too has been doing so his entire life.

Find what works for you and remember, don't compare your day one to somebody else's day one hundred.

Emotional Control:

People that lack control over their emotions are normally the ones to get upset, angry, jealous or resentful when things don't go the way they planned them out to go. They shut down and blame other people and things for the results of their circumstances where, if they gave me two minutes, I'd drill down deep and discover the grim reality that is somehow, someday it all comes back to them.

Alphas have astounding control over their emotions so when things don't go the way they planned them, they either have an immediate solution or can find one quickly. They don't waste their time battling with negative emotions or by blaming irrelevant factors for their lives.

Alphas know that they are in control and must remain in control. But they also know that there will be times where things do happen that are outside of their control, but they keep their emotions in check. Focus on changing these for yourself.

Upon focusing on changing these things and eliminating the sense of most issues lying outside of yourself and outside of your control, hopefully it opens your eyes to all the endless opportunity for you to become everything you have ever dreamed of becoming, just as it did for myself.

So do not let anyone disturb your composure, deter your accomplishment or destroy your happiness. Because at the end of the day, it is you who is in

control of you.

Calm Under Pressure:

An alpha knows that anything worth going for in life is going to result in unrelenting pressure from time to time. They are fine with this because those that are mentally tough are fine under pressure.

But this isn't something that is simply switched on when the situation calls for calmness. Learning to remain calm under pressure takes time, practice and a considerable amount of self-discipline.

The key to developing this calmness is simple yet intimidating. No more whimpering around trying to avoid stressful situations. Go to the house of stress and knock the fucking door down; actually seek out pressure. That is the only way to truly learn.

If you enjoy speaking, start performing in front of progressively larger crowds. If you enjoy business, start making progressively bigger decisions. Whatever it is you enjoy, find ways to slightly make things more and more stressful on yourself.

In due time, the things that once seemed impossible to you are going to come naturally, hopefully opening your eyes even wider to your potential to become everything you've ever dreamed of becoming.

Enthusiastic & Ready:

Whatever the time of day, no matter the environment around them, mentally tough alphas are always ready and capable of taking on anything that comes their way.

Because an alpha knows that less than ideal circumstances are undoubtedly going to happen. They are primed for the unexpected.

They lose the life of a loved one, end up divorcing their spouse, drive a business to bankruptcy. Literally any and all situations that could possibly catch them off guard, they are seemingly anticipating and readily taking positive action.

The pride and satisfaction one gets from succeeding in less than optimal situations with little preparation makes things much easier to succeed through the expected.

They might not be at their best, but they certainly give their best and push to become the best they can possibly be.

You see, the great thing about mental toughness is that nobody is born with it, you don't even have to learn it at a young age. Therefore, everybody has an equal opportunity to develop it and use it to the best of their advantage.

The achievement of mental toughness comes from the decisions on your behalf to apply everything I have given and taught to you all the way up to this point.

Today, you can start to improve your lifestyle, game, relationships and even skyrocket your success in those areas.

But it all comes down to ultimately making the decision to change the results of your own circumstances, reaching your maximum potential and never giving up, no matter how hard the going gets.

Because I've said it many times before, both in this book and at other times, the number one trait of all alphas isn't their ability to dress nice, talk boldly, walk profoundly or get the hottest dates.

It is the perseverance that makes the alpha, molds the alpha and keeps him standing taller than life itself.

_____**Trait Number Five:**_____

ALPHA
PERSEVERANCE

What Is Perseverance?

Perseverance as defined by Dictionary.com is a persons' "*steady persistence in a course of action, a purpose, a state, etc., especially in spite of difficulties, obstacles, or discouragement.*"

In other words, perseverance is an individual's unique ability to achieve success, even in light of complications along the way.

If personality is compounded between two dimensions such as temperament and character, then perseverance fits into the character category. Temperament is part of the personality of both alphas and betas but is mostly genetic. On the other hand, character is constructed primarily through the environment and experiences.

My meaning, perseverance isn't something that you are born with, it is something that you can acquire if you truly desire to attain it. It is something that can be built and improved with practice and time. Not only can you develop it, but you can benefit from it.

Perseverance is a personality trait.

Make it a habit to keep chugging along through the most difficult of situations where others would undoubtedly give up. You can feel like you want to give up, hell, you can wish to give up if you please. But you don't give up; you won't give up.

Whether it be steadily perusing a goal or dream or busting your ass through thick and thin so you can enjoy the fruits of your labor, make it a habit to eventually get there, wherever there may be for you.

Perseverance is a habit.

Previously stated, it is you who is in control of you. You see, the reason most

people fail to find satisfaction in life is because they think that something else “*outside*” themselves must need to be changed. They believe that something is causing them to fail and they are confident it isn’t themselves.

It isn’t their poor habits. It isn’t their way of thinking. It isn’t how they’re feeling. It isn’t their current mindset. It is something or someone else.

And when people think this way, they get annoyed because they’re trying to control something that is outside of themselves and they fail because that something, whatever it may be, can’t be controlled.

In reality, you can’t control the outside world. If something isn’t going in your favor, stop thinking about what factors outside of yourself need to be changed and start focusing on you. Start focusing on your consciousness and start thinking in terms of yourself and what you can change about you.

Perseverance is a choice.

In ones efforts towards developing alpha perseverance for the everyday life, faith that you can actually construct, reach and accomplish their goals is crucial to the overall outcome of them.

Unshakable confidence and the belief in yourself will ultimately ensure that you have the motivation and determination to continually make progress toward achieving your successes, regardless of what you encounter throughout that process.

On the contrary, if one doesn’t possess this faith and unshakeable confidence in themselves, then reaching that likely goal and ultimate success isn’t so likely anymore. Subjecting to the limiting beliefs imposed by ourselves is just as bad – if not worse – as subjecting to the limiting beliefs of other people.

By doing so, you won’t ever succeed and, unfortunately, those that remain with this flawed mindset develop it into a habit which sabotages any success in the long-term as well.

Perseverance is faith, a belief.

Follow this mentality and you will be well equipped with the necessary tools and the belief that your success is right around the corner and within view.

Yes, you will encounter major challenges and failures along the way, but because you have a belief that you will eventually succeed, you will revise your game-plan, tweak your strategies, keep moving forward and therefore guarantee your life of success.

I hope you too agree with me that your chances of success are just as great as any of those around you, perhaps even better than others. But it's not what other say about you and your abilities, it's what you say about you and your abilities.

How you talk to yourself and what you say to yourself does in fact matter. It can either propel you toward you ideal life or prolong your pain and suffering.

What You Say Matters

The truth is, people talk to themselves negatively all the time. You, me and everyone to ever live has done it at one point or another. What's unfortunate is that negative self-talk habits are actually extremely common. Some examples of negative self-talk, things that I have told myself include:

- *“How come it's always me?”*
- *“I'm never going to be able to live a happy life.”*
- *“What's the point?”*
- *“Why even bother trying anymore?”*
- *“How come I always fail?”*
- *“I can never do anything right.”*
- *“I'm destined for failure.”*
- *“I have tried.”*

- “*I can’t...*”

You might think this is something you would never do, you would never talk to yourself in such a negative manner but the truth is, people do it all the time. Without even realizing it, we make it a habit. And this is a habit you must break out of.

Ask yourself this. What would our world look like if everybody that failed at some point or another in their lives (*which everyone has failed at least once*) had negative self-talk habits and gave up? Chances are, human civilization as we know it would not be around for much longer.

We would not be as advanced as we are with technologies, architecture and medicine.

Technologies like the computer, mobile phone and television would not have been invented. Buildings and structural blueprints like the Eifel tower, skyscrapers and the residential home would not have been designed. Cures and vaccines for certain diseases would not have been discovered.

We would literally be punching our one-way ticket back to the stone ages. So instead of asking yourself, “*how come nothing ever goes my way*” or telling yourself “*there’s no point in trying if I always fail*”, focus your self-talk onto something more positive.

If others have failed or encountered set-backs and still found a way to succeed, so can you.

Talk to yourself in a way that will make you feel good, in a way that motivates you to reach your goals. Talk to yourself in a way that will allow you to overcome negative experiences and still find a way to succeed, because you truly can whether you want to believe it or not.

Everyone can succeed, it’s just a matter of pushing through the rough times and enjoying the good ones while still appreciating each and their significance to self-development.

The people that can push through tough times are the kinds of people that truly leave their mark and find their way. You are no less of a person than anyone else. Some examples of positive self-talk include:

- *“I’m making progress.”*
- *“I’m willing to keep trying.”*
- *“I have control over my life.”*
- *“I will get it right.”*
- *“I will accomplish...”*
- *“I will succeed.”*
- *“I won’t give up.”*
- *“I will always smile.”*
- *“I can...”*

So stop talking yourself down and reassure yourself that there is hope, even when it feels otherwise. Tell yourself things will get better before they get worse. Think positive thoughts, have positive attitudes.

When you begin to talk to yourself in this positive manner, you will be amazed at how much your life will start to change.

With these new positive self-talk methods, below is a guideline for how to make your own personal, positive affirmations as well.

The days of saying *“maybe”* or *“just wait and see”* are over. From this day forward you are going to live a life of action.

You are going to tell yourself what you are going to do to force the change you have been desperately trying to make. You will begin to take charge of your life by saying two, simple words...

“I WILL”:

“I will treat every day like a new beginning.”

“I will start going to the gym.”

“I will start to focus on ways to make more money.”

“I will have a positive outlook, even in negative experiences.”

“I will start treating myself like I would a friend.”

“I will eliminate all things that distract me from reaching my goals.”

“I will live the life of my dreams.”

Are you willing to stop waiting around, to force change, to take control of your life, to truly become the author of your own story? If so—

Make three personal affirmations:

I will _____
because _____.

I will _____
because _____.

I will _____
because _____.

Write these new and personal affirmations down on a separate sheet of paper and hang them in a place that you will constantly see them. Hang them on the door in your room, the ceiling above your bed or the wall of your office; anywhere that you can constantly refer back to them at least three, four or five times a day.

Read them out loud when you wake up, before you eat lunch, before going to sleep, or whenever you feel it is necessary.

Refer to these affirmations whenever you feel ineffective, angry, depressed and lost. When you repeat your affirmations to yourself, you will be reminded of these positive thinking habits. You will remind yourself of your

potential to reach your goals and live the life of your dreams.

So, with that, how can you develop the perseverance of an alpha and, ultimately, the life of one?

Constructing Your Alpha Perseverance

First and foremost, you need to construct a clear image in the back of your mind of what you want to accomplish.

If you don't know what it is exactly you want to accomplish or you aren't sure what you want your ideal education, business, love and personal life to look like, close your eyes and work to develop a clearer image.

Take a couple of minutes to run through this practice.

I want you to close your eyes, breathe in through your nose and out through your mouth. Do this slowly, calmly; repeat. Run through this a couple of times and come to peace with everything and everyone in life.

Whatever happened to you yesterday, last week, last month; forget about it. Live for today. Throw out all the bullshit that made you feel bad about yourself in the past and focus on the good in the life you are currently living.

What is it you truly desire, ask yourself:

Where do you want to live? What does your house and area look like?

Where are you working? What is your work? Who do you want to help?

What activities do you want to do? What do you do for fun and relaxation?

What kind of people are you surrounding yourself with?

What does your health and wellbeing look like? Are you active?

Where do you want to travel? What do you want to do, see, experience?

Once you know exactly what it is you want in life, – everything from where you want to live to what you want to do – you need to develop a plan of attack that will get you there.

Throughout your life you will undoubtedly encounter many obstacles; most of them being those of your own creation while select few will not.

For the longest time, it is going to appear as if you are heading nowhere in life, destined for failure. In search of a way to get back on track – any shred of hope – it will feel as though the more you search, the more lost you become.

One day, however, the map of your future which was previously torn to pieces will finally align where the roads meet where they should. You will eventually find your way, you will eventually reach the lifestyle you choose for yourself.

But you need to develop a plan of action, a step-by-step guide that will direct you to the reaching of your goals and ideal lifestyle. This roadmap can and

will be your compass to your final destination.

Please right down three specific strategies to reaching your goals and ideal lifestyle:

***HINT:** Starting a business, getting your degree, getting into shape, or finding the love of your life are some examples. Based off what you want, what will help you get there?*

One: _____

Two: _____

Three: _____

Now, please right down three first action steps that you are going to take in light of these new strategies:

***HINT:** What are your first steps going to be toward starting that business, getting that degree, getting into shape, or finding the love of your life?*

One: _____

Two: _____

Three: _____

As Antoine de Saint-Exupéry is famously quoted saying, “*a goal without a plan is just a wish.*” Use this guide to your advantage. Review it; study it; practice it. Without it, you’ll get lost on your journey to the life of an alpha.

Third, seek to get just as much from failure and rejection as you do from success and acceptance; they’re all learning tools. Have patience with the process and accept that it is going to take time and effort to finally see results.

The problem is that people waste most of their time. The average person spends eight hours a day watching television or sitting on the internet. I spend most of my time, alphas spend most of their time reading, studying and researching. The average would find that lifestyle boring.

Another problem today is that people think that when they struggle, something is going wrong or they aren’t handling their business as effectively as they should be. However, in reality, it is the complete opposite.

People that don’t STRUGGLE, don’t GAIN. Know that the world is hard; if you aren’t ready and you’re not tough enough then it will break you.

That’s not something people want to hear.

But if you truly loved yourself and wanted the best for you and those in your life, then you wouldn’t sit around and let your own life turn to shit! Your actions and reactions need to define your character.

Fourth, don’t be afraid to seek out some help whenever you feel you need it. You can only teach yourself so much; people are your most valuable asset.

You should be surrounding yourself with people that are better than you in some area of life, regardless of the area.

Being the smartest out of a group of losers is not an accomplishment in the slightest. If you are better than a majority of your company then that is a problem that must be solved.

Because you'll always be uneducated if you surround yourself with people that don't value a quality education. You'll always be unhealthy if you surround yourself with people that don't value eating healthy and getting into physical shape. You'll always be broke if you surround yourself with people that don't value and respect their money.

And finally, you need to take more action than you make excuses. People that make excuses to avoid making the tough decisions they know they need to make are often the ones that are behind in every area of life.

Stop and think for a second:

What are some of your biggest worries or fears about success and freedom?

What are the reasons for why you say you can't become successful and free?

What are the top five negative influences in your life?

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.

The number one mistake people make in their educational, business, love and health related areas of life is being too afraid to make a mistake in the first place. You need to destroy these limiting beliefs the very second they make their way to your conscience; they are detrimental to the outcome of your future.

Whatever fears you may hold on to, whatever reasons you come up with and whatever negative influences holding you back from becoming the best version of yourself you can possibly be, you need to avoid them altogether or better cope with them.

You're never going to get anywhere in life if you continue letting the people or things holding you back continue to hold you back. And, sometimes, this can be a hard decision to make.

If you can relate, one of the hardest decisions I ever had to make was deciding not to continue my college education. I dropped out so I could spend full-time working on growing my business. And this is something some of my friends didn't approve of and, more importantly, my family couldn't fathom.

They grew up with the mentality that you had to go to school; you had to get a degree; you had to go to work for fifty years of your life and then you could retire to enjoy whatever time you had left.

This is something I couldn't stand to believe. I didn't want to waste fifty years of my fucking life trading my time for money so I went out and started a business that makes me more money before I even get out of bed than others did the entire day. I worked toward my ideal lifestyle – am continually working toward my ideal lifestyle – and made the tough decisions that needed to be made.

People look at where I'm at now and ask me if it was easy or if I got *lucky* and found my breakthrough. All people see is the successes from today, not the other 364 days of sheer pain and suffering.

In reality, I cut off people that posed no benefit, people that tied me down and beat my hopes, dreams and creativity out; secluded myself from the world both outside and inside of me as I worked for 16 hours a day at times; I weakened relationships with my family and close friends as my beliefs conflicted theirs.

It appeared as if my whole life was turning to shit and it felt like it too. But those were necessary changes that needed to be made, changes that otherwise would have me still completely lost on the blind journey known as life.

It got to the point where all I needed to do was take my life seriously, that was my biggest problem.

A lot of the people I talk to today and a lot of the people I meet don't take their lives seriously. They don't realize until it's too late.

You need to be different than the majority. Work on your life like your life depended on it because, ironically, it does. Your ideal life is out there, you just need to be mentally tough, you need to have the perseverance to go out there and get it.

I know it's possible to come from nothing because I've seen other people do it, I've helped other people do it and I've done it for myself. I've transformed my life in the greatest possible way and you can too. You just have to want it; you have to find your motivation and light that spark under your ass.

My biggest motivation was the fact that there was no safety net. I dropped out of college, didn't have the money to go back at the time even if I chose to do so and I knew that if I didn't succeed somehow, someday, that all the decisions leading up to where I currently stood would have been for nothing.

If I didn't succeed then that was IT.

Finishing up this ramble, you can get anything back in life except for one thing, wasted time. You need to be productive and hate yourself when you're not. It needs to give you a headache just thinking about working

unproductively.

Because if you're not earning the life of an alpha, you need to be learning about it. That should be your life. Make that your life, starting now.

Because "*free*" time is just an illusion. Not doing anything today to improve your tomorrow does have a cost; ***your future***. So don't buy into your own bullshit. You always have something you could be doing, you're just choosing not to do it.

Develop your alpha habits, maintain your alpha perseverance, grab life by the horns and do everything in your power to bring yourself and those that stuck with you through it all to your greatest life.

You truly have the power within you to live the dominant, fruitful and triumphant life; you truly have the power to live the life of an alpha.

Alpha Bonus Content:

SIMPLE STEPS TO
ALPHA

12 Simple Steps To Becoming The Alpha

An alpha is an ideal leader in life, an alpha is elite. Living with honor, integrity and strength, an alpha is always original. But not only is the alpha original and a leader for others, but he is the leader of and for himself in a very powerful way. The alpha is one that others can't avoid respecting and admiring, for the alpha has the life all others covet.

Step One: Be Real With Yourself

A quality held by alphas is self-awareness; they can see their deepest fears, failures and weaknesses and have the courage within themselves to focus, work and act on them.

Whatever their insecurities may be, the alpha doesn't resort to drugs or other distractions and doesn't find benefit in putting others down for theirs. An alpha is aware and diligently works toward bettering his life and fixing these insecurities.

They are real with themselves; they make it known. This is the first step towards becoming a courageous and highly successful alpha.

Step Two: Do Your Thing

The more and more you learn from great leaders – great alphas – the more you learn that they did things according to their own schedule, they had their own principles, ideas and mission.

And this is another quality of all alphas: the ability to handle their business without a boost in ego from other people.

Previously stated, the alpha is aware of his deepest fears, failures and

weaknesses and has the courage within themselves to focus, work and act on them.

An alpha doesn't need the help of others to fill the holes in their life, because they create their own path. They find their passion, their drive, and stop for nothing along the way to becoming the best they can possibly be.

Step Three: Don't Avoid Things You Fear

Be honest with yourself, you know what you're afraid of. For some it might be the fear of a bully, for some it might be quitting their job to start a business and for others it might be a simple fear of heights.

An alpha doesn't merely do the things in which he fears, they become one with themselves, seek out the things they fear and set out to tackle them head on and destroy them before they hinder further progress.

And the alpha doesn't normally sit around and wait for the opportunity to face these challenges; they understand that it is the battle of defeating them that pleases or angers him, strengthens or weakens him, satisfies or disappoints him.

Step Four: Have Courage

Likewise, the average being today lives in fear of failure, failure being one of the most debilitating energies known to man. Failure is what holds people back from becoming their true selves and from reaching their maximum potential.

And this is what make the alpha, alpha. It is the courage to not be afraid of failing; it is the courage to follow you heart, hopes and dreams despite the clear and unclear obstacles standing in the way of you following them.

This is when a real alpha rises to the challenge and fights right along. Those

by the name of Thomas Edison, Napoleon and Teddy Roosevelt were alphas in their own sense because of the sole fact that they accomplished more in their lifetime than others could do in a hundred.

Alphas are completely capable of accomplishing things in life that others would deem impossible, and they would do so with courage like no other has seen before.

Step Five: Self-Reliance

There comes a time in everyone's lives where we must all become self-reliant. While it isn't necessarily frowned upon or shunned to ask or request for help from time to time, it is the alphas direct ability to not make help from others a necessity when striving for their ultimate success.

An alpha doesn't require others to help pay their bills, make the meals or provide emotional support for strength. An alpha is self-reliant, an alpha is developed both internally and externally.

More importantly, they have come to difficult understanding that nobody in life owes them a damn thing. They know that if they want health, education, love, happiness and success, they must seek it not from others to bring them to it, but from themselves to bring them to it. They know that it is an utter waste of time to not create and mold their lives for themselves.

In short, an alpha has come to accept that in area of life where they are in need of some assistance, they must first seek to assist themselves. They know that this is the way of the alpha.

Step Six: Get & Look Physically Tough

Great alphas have known to fight and battle for everything they have or had in life. They know that the world can and will literally knock you on your ass if you aren't physically prepared for anything it throws your direction. But

they also know that it isn't the amount of times that you get knocked down, it's the amount of times that you get back up.

This isn't metaphorical, you literally need to get knocked down in order to learn and grow. This is when you will see and discover what your truly are made of. You need to get your ass handed to you in life by other people and things because, for a long time, fighting has been a part of the human psychology and chemistry.

And, sadly, it hasn't been until present day that it is easier and simpler to settle for a life without meaning and purpose, a life without fighting for what you want and need. This ultimately is not the life of honor, and not the life of an alpha.

Step Seven: Learn To Love To Learn

Similar to how an alpha strengthens the body, an alpha strengthens the mind. Keeping in mind that we aren't talking about the alpha necessarily being the strongest or the smartest, because the ones that feel they need to be are often the most insecure ones of all.

An alpha that is strengthened in the mind is strengthened in the sense of self-awareness, self-reliance and confidence.

So instead of sitting down on the couch with a bag of chips and watching your favorite show until your eyes burn, bust out a book and read. If there's one thing that all alphas have in common, it is the fact that they all have a craving for a good, valuable book.

Some notable authors you should seek work from include Tim Ferris, Tony Robbins, Napoleon Hill, T. Harv Eker, Mike Cernovich and Stephen Pressfield. And, why not, myself too.

Step Eight: Study Other Alphas

In addition to studying other people by their works, books and courses, seek to learn from the alpha directly. Whoever you think of when you hear terms like success, freedom and alpha, take note of their presence on your conscience and learn from them in any way, shape or form.

Learn about success from those who are already successful themselves. Learn about freedom from those who are already free themselves. Learn about the alpha from those who are already the alpha themselves.

People are your most valuable asset, so learn from them to your fullest extent. You can only learn so much from sitting looking at words on a page or screen.

Step Nine: Success With Opposite Sex

Not only is it important to be successful in the sense of health, education and money, but also in the sense of love and ability with those of the opposite sex. The first step to becoming successful with the opposite sex is to forget about them. Yes, you read that right.

An alpha is successful with the opposite sex because they admire the opposite sex. They can feel and they are aware of the power others possess; they are attracted to it. And because alphas treat them with high regard, they aren't the ones to be afraid or concerned with what they think of them.

They aren't afraid of standing out and demonstrating their intentions because they know that if they fail, there are others that are available to try to win over. They know the world is abundant.

Step Ten: Adventure Seeker

Be real with yourself here, how many people do you know of or spend time with that have been completely stripped of their dignity due to the sharp spike

of interest in computer and videogames? You may or may not be one of them yourself, but coming from a man who was, this is not what life is about in the slightest.

Life *exists* in action. Life without action is a life ceasing to exist. An alpha is active and adventurous; the alpha isn't intending to become a daredevil by any means but, when presented with the opportunity to do or try something new, they are willing to do so.

And, sadly, nothing is real anymore. People that find satisfaction and purpose behind a screen or holding a controller, those are the people that need to wake the hell up. You only pass through this life once. It could be considered a crime to waste the valuable time you have been blessed with sucked from the true meaning and purpose of life.

Step Eleven: Know Your Greatness

Good is common, and the alpha is not common. Alphas find what they are good at, forget what they are not and work towards becoming the best they can possibly be at their core skills. All great alphas have understood this.

Once again, we have one life and one life only meaning you have one chance and one chance only to find something you're good at, do it the right way and doing it your best way. Unfortunately, this is an opportunity that many people today waste.

“Men are haunted by the vastness of eternity. And so we ask ourselves: will our actions echo across the centuries? Will strangers hear our names long after we are gone, and wonder who we were, how bravely we fought, and how fiercely we loved.”

Step Twelve: Befriend Your Mortality

There aren't many certainties that this life has to guarantee every single living

being, but one of those certainties is inevitable death. It isn't something that is commonly talked about, despite its undeniable presence.

Now this is supposed to be a self-help book, I'm not going to end on something so dark and degrading, but death is coming and it may be coming soon, you truly never know.

And alphas act in spite of this with a sense of urgency, appreciation and freedom. It comes from accepting, it comes from befriending their mortality. So with that, think about your own death everyday at the beginning of the day. If you are mortal, then this should motivate you to do all the things you've been meaning of doing, have all

the things you've dreamed of having and being everything you've dreamed of becoming.

Alpha Bonus Content :

70 BELIEF
QUESTIONNAIRE

70 Belief Questionnaire

Please complete the following belief questionnaire by filling in a number between 1 and 10 (1 being 100% disagreement, 10 being 100% agreement).

1. Success is the root of all evil. _____
2. It is more enlightened to be poor than rich. _____
3. Most successful people likely did something dishonest to get to where they are. _____
4. Being successful will make me less spiritual. _____
5. Being successful is a big responsibility. _____
6. I don't feel "good enough" to be successful. _____
7. Becoming an alpha is too much work. _____
8. Realistically and statistically, chances are I'll never be successful. _____
9. Being successful is merely luck or fate. _____
10. I'm not the type to be considered an alpha. _____
11. Working towards becoming an alpha won't allow much time for anything else. _____
12. To be an alpha it is mandatory to take advantage of other people. _____
13. If I become an alpha, then everyone will want something from me. _____
14. If I become an alpha, some people who like me won't anymore. _____
15. If I achieve more, then that means someone else will achieve less. _____
16. Having a lot makes me greedy; unworthy. _____
17. I'm not strong with my money and finances. _____
18. If I get a lot of money, I will surely lose it. _____
19. If I try to succeed but fail, then I myself am a failure. _____
20. I have the potential for success and freedom. _____
21. It isn't the right time for me to be successful. _____
22. I don't want to be an alpha. _____
23. Success isn't really important to me. _____
24. I can't become successful and happy at the same time. _____
25. Success can cause a lot of problems. _____
26. I'm not good at managing my health; mental and physical. _____
27. I can't become successful and free doing the things I love most. _____

28. Trying to become an alpha is a hassle. _____
29. It takes money to become healthy, educated, happy, successful and free.

30. People should only have just enough to live comfortably. _____
31. Striving to become an alpha can cause mental and physical health problems. _____
32. It is difficult to become successful today. _____
33. Almost of the good opportunities to become successful are gone. _____
34. Given my past situations, becoming an alpha would be impossible. _____
35. I'm not smart enough to become an alpha. _____
36. I'm not smart enough to become successful. _____
37. I'm too young to become a successful alpha. _____
38. I'm too old to become a successful alpha. _____
39. As a woman, it is much harder to become successful and free. _____
40. I don't enjoy reading and learning. _____
41. Education isn't mandatory for success. _____
42. I don't enjoy the process. _____
43. I don't have time to focus on my education, I just want results. _____
44. I don't need to manage my priorities better. _____
45. Success corrupts creativeness. _____
46. It's not right to be a successful alpha while others are unsuccessful betas.

47. If I'm born to success, I will be successful. _____
48. Successful people are snobby. _____
49. If success is easy to attain, it's worthwhile. _____
50. I'm too busy to focus on my priorities. _____
51. If I become an alpha, great, but if not, fine. _____
52. Taking on responsibility is a burden. _____
53. I am not a leader. _____
54. I am envious of the wealthy. _____
55. I am a good giver, but a poor receiver. _____
56. Other people's opinions of me matter. _____
57. I'd rather be poor, happy than rich, sad. _____
58. I'm satisfied with my current lifestyle. _____
59. If I'm rich in love, health and happiness then money is irrelevant. _____
60. I can support myself without help of others. _____

61. Asking for help makes me weak. _____
62. My main goal in life – having a lot of money. _____
63. Become a success and others will hate me. _____
64. By becoming an alpha, I will prove myself. _____
65. Being successful is not a learnable skill. _____
66. Once I'm successful, I will feel secure. _____
67. Only god can make successful and free. _____
68. If it is meant to be, then it is meant to be. _____
69. Success is complicated; hard to understand. _____
70. Creating my ideal life is too big of a risk. _____

Imagine yourself right now standing in the middle of a road; a fork in which there are two paths presented before you. You don't know where it leads, but you decide to take the path on the left.

Soon you realize that this is the path of struggle and failure, you don't have the success you want to have. You cannot have the things you want to have. You cannot do the things you want to do.

Not only are you not able to give yourself the lifestyle that you want, but you are not able to give your family the lifestyle you want either. On this path, every decision you make seems to revolve around your health, education, love and money, or rather your lack of it.

Something is holding you back and your attitudes, thoughts and emotions are not helping you. They've been hurting you. As you continue to travel down this path, you are acutely aware that you will continue to feel anger, lack, stress and resentment.

You are constantly worried about the future of yours and those around you. As you grow older and older, you soon become unable to provide for yourself let alone your family, but you're unable to return to work. You feel pressured to make it now for it is now, or never.

By now, you are confused, frustrated and full of doubt. Make this feeling

stronger now; feel it in every part of your body. Slowly breathe in, and then out. Breathe out the negativity and feel, blatantly, empty. The blissfulness of nothing.

And all of sudden, after this period of nothingness, you hear a voice. This isn't the voice of someone else; it is the voice of your heart, the voice of higher wisdom and the voice of spirit.

This voice speaks subtly but very clearly, powerfully and directly to you. The voice says, *"It is time for you to choose a new path in life. Go back to the beginning of your fall once again; do not think, just go."* And lo behold, you are there instantly.

The voice says, *"Choose the other path, the right side, for this is the path of success and freedom. This is the path of becoming the alpha; the path of true wealth, health, love and prosperity."* And the voice tells you to start walking down this path **right now**.

And as you do, you hear the voice following you. The voice continues to say that *"you have been led to believe many falsehoods about success and freedom, among those the belief that success and freedom is for others, other than yourself. That is not true."*

The truth is, success and freedom – the life of an alpha – is for everybody. I repeat, success and freedom – the life of an alpha – is for everybody who earns it.

The voice continues, *"From this moment on, you no longer stand in your own way. You no longer believe your mind when it is non-supportive to your success and happiness. You believe in yourself and your abilities and the value you provide to others. You believe that success is a good thing for the more successful you are, the more you can give and contribute to others."*

It is a simple fact that some humans will earn more, and some humans will earn less. Some will achieve more, some will achieve less. You are a good and kind person, you are an able person. You are a learner and you are a doer.

Therefore, I am choosing for you to become the person that becomes successful and free; I am choosing for you to live the dominant, fruitful and triumphant life; I am choosing for you to become the alpha.

You get it; there is nothing standing in your way now. The big obstacle, your fear-based, programmed mind has been quieted. Sure, it will wield its ugly head and its “*you can’t do that*” voice again and again, but you no longer believe it.

You simply focus and you continue to act in spite of fear and, even if you are not sure, you go for it anyway knowing you can.

Now visualize yourself fully confident. Feel that now. Visualize yourself highly successful. Feel that now. Visualize yourself really rich, happy, educated and loved. Feel that *now*. And make this feeling *stronger*.

Breathe in, breathe out, put a smile on your face and know that this is the path of YOU!

And, if you are willing to commit to this path, then nod your head yes. And now, with your eyes closed, touch your heart and repeat after me.

“I choose to release all negative thoughts and beliefs around success and freedom.”

Meet The Author



NICHOLAS DODGE has a passion for helping people ELIMINATE lingering doubt about what they can or can't accomplish in life by taking them to a whole other level - regardless of how successful they already are - in health, wealth, educational and romantic areas of life.

Nicholas has helped thousands of people transform their lives in these various areas through his books, courses and coaching. Due to his unique beliefs that everybody can be successful and free from the struggles of the normal lifestyle, Nicholas' passion doesn't run dry when the going gets tough for he perseveres to create the "ideal" life, whatever that may mean to you.

Being bit by the entrepreneurial bug at an early age, Nicholas has overcome the very negative energies and limiting thoughts he sets out to help others avoid, successful wrote, marketed and published his very first book to bestsellers ranking and started generating quality leads for his newly-found self-help oriented business, all before the age of 20.

A rebellious adventure seeker born and raised in a town that trapped his true self, Nicholas now seeks out the knowledge and skills required to grow and scale his business and personal life so he can enjoy the success and freedom all others merely dream of achieving, all while sharing the valuable information and tactics he implements along the way.

If you are interested in finding out more about Nicholas and how he can help you, follow the link provided to his website and check out some of the cool stuff he has to offer at:

[**www.nicholasjdodge.com**](http://www.nicholasjdodge.com)