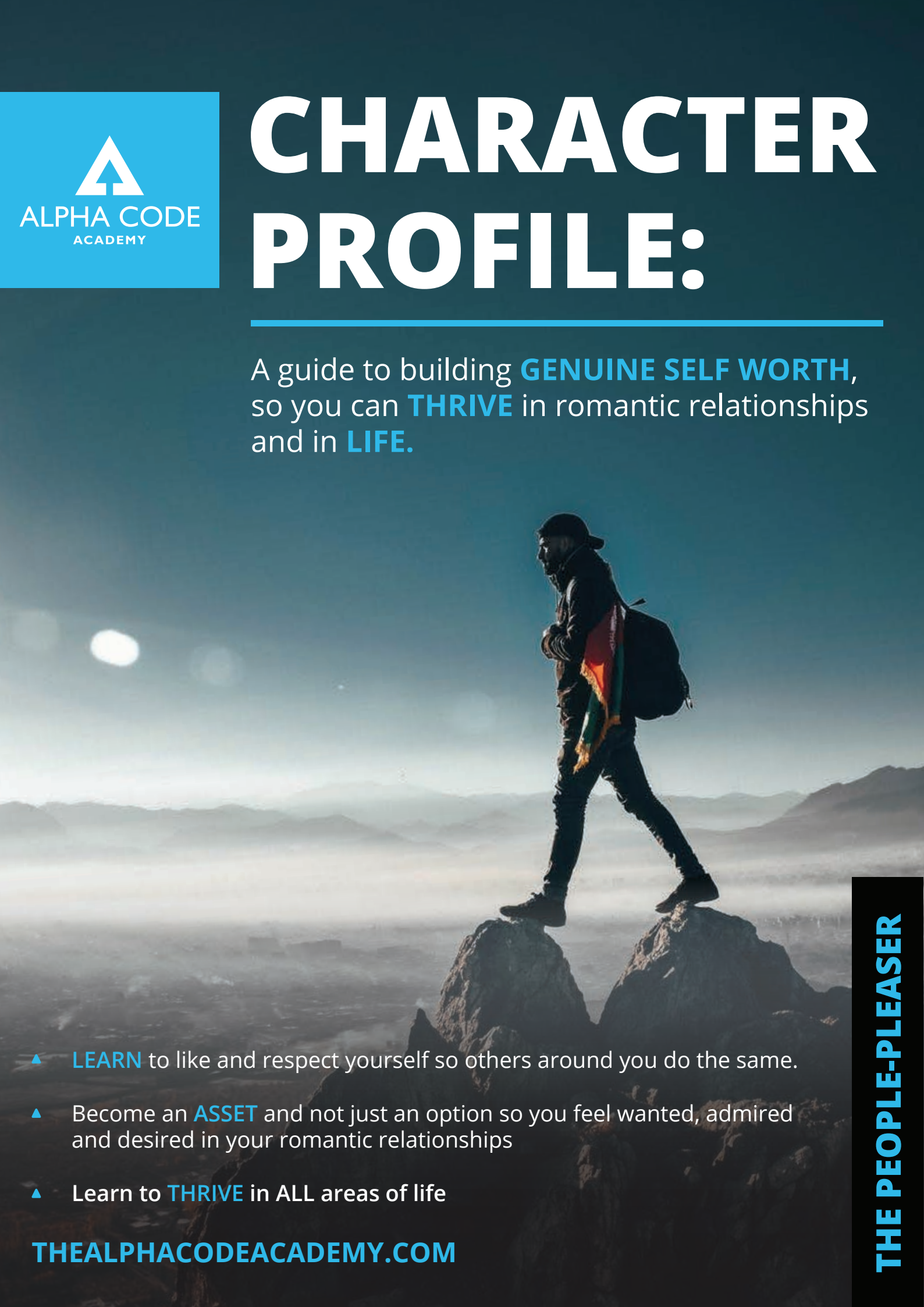


CHARACTER PROFILE:

A guide to building **GENUINE SELF WORTH**,
so you can **THRIVE** in romantic relationships
and in **LIFE**.

- 
- ▲ **LEARN** to like and respect yourself so others around you do the same.
 - ▲ Become an **ASSET** and not just an option so you feel wanted, admired and desired in your romantic relationships
 - ▲ Learn to **THRIVE** in ALL areas of life

CHANGE YOUR STORY

So, you're a "People-Pleaser".

It may not come to you as a surprise that you're a **people-pleaser**. But what may be a surprising fact is at the core of your people pleasing behaviours is **poor self-worth**.

Self-worth issues often go undiagnosed and therefore untreated because they are not typically seen as life-threatening issues.

The symptoms often hang around life-long if the root of the cause is not addressed.

Genuine self-worth is foundational, meaning, the foundations are well and truly established by the time we reach our early teens and often don't become pronounced until our adult years.

By that stage, a lot of damage is already done and deep healing and reprogram needs to take place if we are to have any chance at ever feeling we are "enough" simply as we are.

The word "**enough**" is likely something you have been struggling to believe could ever exist for you. It's the reason why you find yourself feeling inadequate, insecure, questioning your worth, sizing yourself up against other men and losing yourself in the attempt to "keep" someone who treats you like shit. Or more accurately positioned, choosing to stay with someone who treats you like shit.

My aim for this guide is to do what many won't; give you the raw, unfiltered truth so you can become acutely aware of the real problem behind your inner pain, lack of success, and contentment in your relationships and to give you an opportunity to **change your story forever**.



For some reason you have felt compelled to download this guide, potentially searching for answers of who you are, how you can be more and what you can do to develop and harness your true masculine qualities.

Perhaps you're at a point where you have been around long enough to experience the wear and tear of feeling de-masculinised, giving yourself away cheaply. Perhaps you are sick of entering and being surrounded by relationships only to be left feeling victimised.

Maybe you feel like people don't take you seriously. You even feel like you're getting used a lot of the time, giving so much but getting little or nothing in return.

This makes you feel worthless. Yet secretly a part of you doesn't want to let go of this compulsion. Why? Because it makes you feel wanted, needed and it validates self-worth. Perhaps at an unconscious level, you may believe it is your only source of **value**.

You believe that putting other people's needs before your own makes you a good person and perhaps one day good fortune may come back to you... but it never does.

Removing your well-rehearsed people-pleasing feels scary and almost an impossible feat. Of course, how else will you receive love, connection and acceptance if you were not to do so? What value would you offer?

You would let people down, you would disappoint those closest to you, which ultimately means you'd have to face your greatest fear... **rejection**.

People-pleasers are chameleons. They become "like" others so they can be "liked" by others. People-pleasers are overly agreeable and can never say the word "no", so they often over-commit and end up feeling guilty by letting people down.

People pleasers by nature are "givers" and unconsciously surround themselves with those who can only take and often have challenges in their interpersonal and romantic relationships.



You're **NOT HOPELESS**, there is **AN ANSWER**.

We need to get you to a point where you genuinely like and respect yourself so you feel worthy of receiving what you truly desire in life.

As you read through this guide you'll likely have a lot of lightbulb moments, followed by a feeling of overwhelming relief. Insight is one thing, but embodiment is another. We need to emotionalise the lesson if we are to have any chance of long-term change.

Take these pockets of wisdom to embark on your own journey of healing and growth, instead of investing that energy in fixing someone else. Trying to fix others is only a projection of what we need to heal in ourselves.

We can't fix others who do not want help, but we can evolve ourselves. Although there are moments when you feel it, you're not hopeless, and there is an answer. We need to get you to a point where you genuinely like and respect yourself so you feel worthy of receiving what you truly desire in life.

YOU HAVE 2 CHOICES...

1. Continue as you are.

Continue reading self-help books that can only take you so far. Keep talking about your problems (which can be liberating and healthy) without a strategy, keeping you stuck in looping patterns, never allowing you to really address and overcome the root cause of your issues. Lastly, continue people-pleasing, being taken advantage of, or going from relationship to relationship to fill the inner void, which as you've experienced is a never ending quest.

You already know what your past looks like and if you change nothing, nothing changes at all.

In fact, we typically get worse with time and age as we continue to repeat offend which continues to compound evidence that validates your deeply embedded beliefs that you really are not "enough".

OR

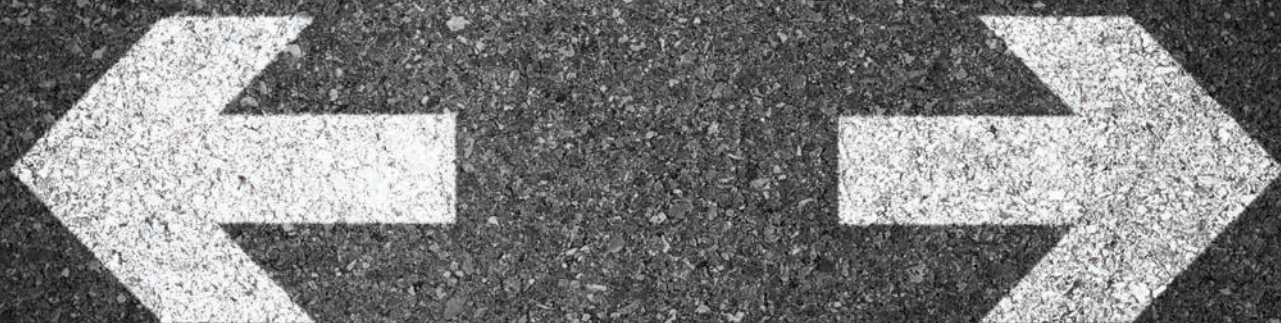
2. Choose to thrive.


Become the leader of your own life and receive what you truly desire and deserve. You'll be given the opportunity to rid yourself of neediness, insecurities and fears of being rejected and judged.

You'll replace these with **confidence, self-assurance, integrity** and become a **MAN** who knows his indisputable **worth**.

You'll become a man other men respect, trust and like. You'll become the type of man women can trust, admire and desire. You'll be an asset to women, not just an option and you will feel it deep at your core. You'll do this surrounded by a brotherhood of like-minded men who support you through your journey; men who see the potential in you and push you to level-up, holding you to your highest standard.

If you are truly committed to building genuine self-worth so you can THRIVE, not just in your intimate relationships, but in ALL areas of life. Then **THIS GUIDE IS FOR YOU**.





Receiving love in any other form than what was experienced during childhood can't be trusted and will not feel like home.

One of the biggest complaints I hear from men who struggle with self-esteem and self-worth issues is the challenges they experience in attracting (or being in) intimate relationships.

Most of the time we are blatantly unaware that it is our own choices that create our experience as our partner selection is based off what we feel we deserve. If we believe "I'm not worthy" or "I don't deserve to be loved", we will reject it or sabotage it. If someone gets too close to us it can cause intolerable discomfort.

Deep fears of rejection or abandonment can trigger a reflexive response and cause us (or them) to push those closest to us away, keeping both parties at arms distance or repelled forever. This is what is responsible for the push/pull, come here/go away, I love you/hate you dynamic we experience, which has us loving from proximity which keeps us feeling "safe" but prevents any true connection from being formed.

"If she gets too close and sees my imperfections she will leave me" is an example of a deeply entrenched poor self-worth belief at the core.

Receiving love in any other form than what was experienced during childhood (neglect, conditional, unstable, abusive, always out of reach) can't be trusted and will not feel like home. Therefore, rewiring must occur by adjusting the nervous system and learning a new language of love so you can form future healthy bonds and connections.

The beautiful thing?

This CAN be done with your determination and commitment. Even if you have tried EVERYTHING else!

The question is, are you ready to stop torturing yourself yet?

Building a healthy self-esteem and genuine self-worth is multi-layered and requires your full commitment and dedication.

Examples of poor self-worth showing up in our lives can include:

- ▶ Lack of emotional development/independence
- ▶ Co-dependent relationships (fixing/rescuing patterns, people-pleasing behaviours)
- ▶ Beta male traits - Insecurities, jealousy and needy behaviour which pushes partners away
- ▶ Emotionally unavailable/dysfunctional relationships
- ▶ Low confidence and poor self-esteem
- ▶ Social and abandonment anxiety / emotional withdrawal
- ▶ Inability to receive (compliments, gifts, love) and so we reject it.
- ▶ Self-neglect
- ▶ Identity conflict (feeling lost, not knowing who you are or where to go to from here)
- ▶ Lack of self-trust
- ▶ Expecting little out of life for yourself (career, earning potential, relationships, etc)
- ▶ Focusing on the negative and therefore attracting more of it
- ▶ Lack of boundaries
- ▶ Depression and anxiety

Perhaps the most apparent is the toxic inner voice, telling you "you're not good enough, not worthy or deserving, not man enough".

How could anyone feel good about themselves or have a positive outlook on life when we have such deeply ingrained, negative beliefs about ourselves? How could anyone like and respect us when we feel so poorly about ourselves?

So how do we build genuine self-worth and learn to like and respect ourselves, giving others the chance to view us through the same lens as we see ourselves?

My name is
JUSTIN DULIHANTY.
I'm the founder of the
ALPHA CODE
ACADEMY



My name is Justin Dulihanty, I'm the founder of the Alpha Code Academy. I'm here to guide, support and mentor you in your journey.

I will walk side by side with you, so you don't need to feel hopeless or alone.

I am one of the boys. A normal guy/dude/fella/knock-about kinda bloke with unrelenting dedication and a deep passion to help you truly build a healthy self-esteem and a strong sense of self so that you can thrive in all areas of your life.

I grew up with deep insecurities and lacked confidence and genuine self-worth, I wrestled with the inner voice telling me "I'm not good enough, not worthy, not deserving, not loveable".

Throughout my journey, I've struggled through **learning disabilities, depression, anxiety, and hypochondria**. I battled through multiple panic attacks daily, and even considered **suicide** at my lowest point.

I've behaved in ways to ensure people liked, accepted, approved and even feared me, all so I could feel a sense of significance or worth about myself.

I've lost myself in relationships with abusive, manipulative and disloyal partners, and found myself through deep self-exploration and dedication to daily, diligent self work.

I've invested thousands of dollars and racked up hundreds of hours on personal development in the hope of discovering a remedy for my pain and inner torment. Along the way, I have discovered tools which assisted in building the man I am proud to be today, which I now hand over to the students inside **The Alpha Code Academy** so they can fast-track what took me decades to achieve.

My gruelling journey gave me a gift - a vision that was unveiled to bridge the gap between insecure, self-shaming, weak guys and becoming emotionally developed, confident, self-assured men who can operate from their own code and inner authority. This vision led me to develop a way for men to take their lives back and turn their pain into power, through a potent pathway known as **The Alpha Code**.

I'm aware that you may not share a story like mine, but it's likely you've wrestled with similar underlying problems caused by poor self-worth and not knowing who you truly are...

This is a bigger problem than you may realise; a problem which presents itself in different ways, though quite often result in lying about ourselves by adopting false persona's, becoming chameleon-like, acting and behaving in ways in line with who we believe we need to be to feel accepted and liked by others.

Often presenting ourselves with the 'nice-guy' syndrome and people-pleasing behaviours, fixing and rescuing compulsions or living out the bravado persona.

We already know you're a PEOPLE PLEASER everyone turns to for help. You never say the word "no". At the drop of a hat, you're helping friends and family out with odd jobs in your spare time. You feel good helping others but deep down resent them for never offering to give back. You feel you're being taken advantage of but don't have the strength or courage to speak up and stand your ground because you can't stand confrontation.

It's also likely you share traits from at least one or more of these other character types...

Maybe you're the **LOVE ADDICT** and let your dick run the show, incapable of discerning healthy partner selection. You're attracted to drop-dead gorgeous women who are extremely sexy, seductive and intoxicating. Your relationships begin with an explosion of intimacy and passion. You can't keep your hands off each other. Not long after the honeymoon period, you begin to see some incongruence in her behaviour, which you choose to turn a blind eye to, and just about the time you knew something was off with this girl it was too late; you'd already drunk her poison and were under her spell.

You wrestle with a come here/go away, I love you/I hate you dynamic. You sense there is another man and your insecurities are now getting the better of you. Now your neediness is pushing her further away each and every day. You began as what you thought was a pretty confident guy and now you're nothing but a shell of a man.

The only way you can seem to move on is to try and date other women which feels even more empty because you continue to compare the connection and chemistry you shared with your ex.



Maybe you're the guy who can never move past the **FRIEND ZONE** and most of your friends are women.

You are frequently listening to their problems and are trying to help them move through challenges in their personal life. They tell you "you're such a great listener" and that the woman who ends up with you will be the "luckiest girl on the planet". Despite being who you believe you **NEED** to be for women to like you, you can't work out why they are attracted to 'bad boys', not **nice guys like you**.

Your overly agreeable behaviour and your feminine energy is a turn-off, meaning they like you as a friend but have no sexual desire for you. By the time you work up the courage to ask them out, it creates awkwardness between you, usually ending in the loss of a potential partner and close friend.



Maybe you're the **RESCUER** type of guy.

A heart-centred man who's paired with a woman who portrays herself as a 'damsel in distress'.

During the cultivation of these romances, you find great joy in playing the 'knight in shining armour' role with these beautiful, yet helpless women.

Their inability and lack of capacity to fend for themselves makes you feel wanted, needed and secure. You believe as long as you continue to comfort and soothe them during episodes of emotional distress then they will always need you, which means they would never leave you.

This eliminates any chance of them ripping off your scab and exposing the deep child-hood abandonment wounds within you.

Or maybe you're the **AVOIDER**.

A trip to the bar for another drink, a walk to the bedroom for another wank, or a scavenge through a dating app for another superficial sexual encounter.

Any substance or behaviour which has you chasing the highs to avoid the inevitable lows, that will temporarily allow you to distract yourself from intolerable feelings and emotions you have been attempting to dodge life-long.

Moments of solitude scare the fuck out of you and trigger frantic attempts to numb yourself with substances, distract yourself with business or call a friend to fill the gaps in your day so you're not confronted by having to face your inner demons.

Maybe you're the rebellious **BAD BOY** who gives off the impression of confidence and self-assurance. You think people respect and like you, but really they fear and dislike you. Your short fuse and intimidation acts ensure no one messes with you and that you usually get what you want, giving you a **false sense of power**.

You've needed to develop the "tough guy" act as growing up the only time you were ever noticed was when you acted out. Anger is an emotion which fuels you and ensures today, as an adult, you are noticed, respected and even feared. It also means that you keep people at arm's length, preventing them from seeing how deeply insecure and weak you really are.

Women are initially attracted to your strong personality, confidence and a sense of certainty, until they see how deeply wounded, insecure and emotionally fragile you truly are at the core. This has them walking away, leaving you feeling anxious, lost and in frantic attempts to sabotage things for her with the next guy so she will come back to you.

Maybe you're the **SUCCESSFUL BUSINESSMAN** who is held in high regard by everyone. You have everything that any man would want, the nice house, fast cars and (maybe but not always) attractive women. Your pockets are full but **your heart is empty**.

You've lacked a feeling of significance so you've attempted to create evidence in a life which might convince you you're a man of worth which is based off your wealth. Another target met means another goal set to chase the sharp rise in dopamine followed by a crash.

The busy and chaotic lifestyle means you don't get to slow down to the speed of your harsh inner critic and emptiness and therefore never truly enjoy everything you have worked so hard for.

You've learned that all the success and money in the world can't buy you true inner contentment or a healthy relationship with a woman who values you for you and not the car you drive or the expensive gifts you trade for her superficial love.

We are where
we are due to
the skill set of
our **PARENTS**
& **CARE GIVERS.**



Maybe you're a mix of some or even all of these guys, or maybe you have no idea who the fuck you are anymore.

WHOEVER YOU ARE AND WHATEVER YOUR STORY, I SEE YOU BROTHER, AND I'M HERE WITH YOU TO HELP YOU CHANGE YOUR STORY. YOU'RE NOT ALONE AND IT'S NOT TOO LATE.

What's common amongst these men who come from all walks of life?

Simply put... poor self-worth.

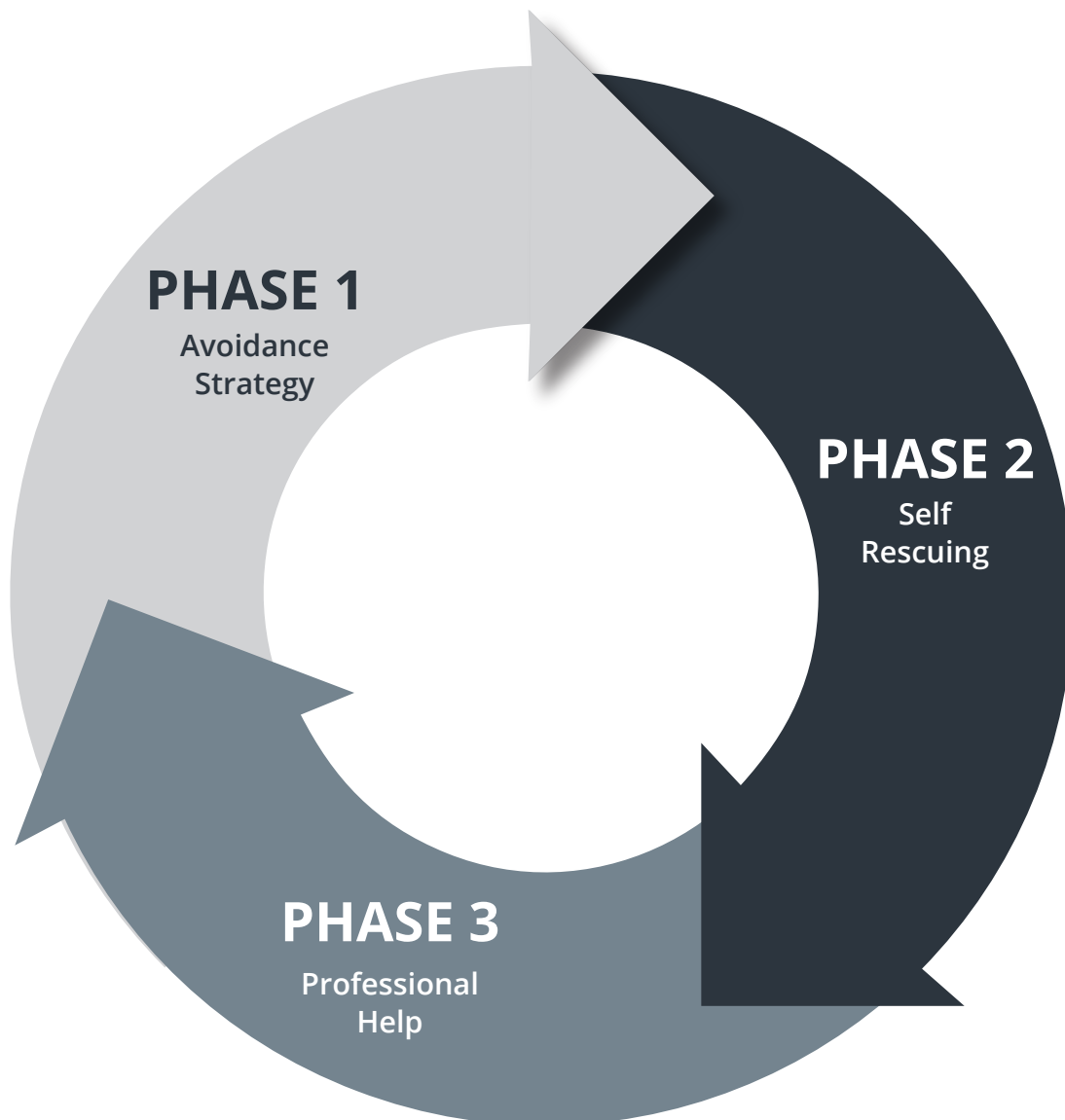
The inability to feel deserving or worthy of receiving what we need and desire. Having a healthy self-esteem means that we're as comfortable receiving as giving and honouring personal boundaries. Poor self-worth has us attempting to fill the inner void with addictions, repeating unresourceful behaviours and MOSTLY pairing with partners who re-activate our insecurities that we've retained since infancy.

The problem with this is our mental and emotional state is at the mercy of external influencing factors, which will always be outside of our control. This means our primary source of happiness, love and fulfilment is obtained through the outside world as opposed to developing a **healthy, loving and self-gratifying relationship with ourselves.**

We are where we are, due to the skill set of our parents and caregivers. Their inability to meet our vital needs as a child instils dysfunctional thinking, beliefs and behavioural patterns, which gives birth to the current symptoms displayed our lives today. Heartbreak is typically the catalyst for change for most men. We need the pain to become unbearable for us to even CONSIDER putting our hand up for help, typically trying to solve all our problems behind closed doors.

THE PAIN CYCLE

The 3 Typical Stages of Resolving Poor Self Worth



PHASE 1 - AVOIDANCE STRATEGY

If you're like some men in this situation you may self-medicate with drugs and alcohol to numb the pain only to realise you are creating more pain and delaying wellness by doing so. Others will engage in unresourceful behaviours such as porn and excessive masturbation to try and distract themselves from their pain, while most men will jump on dating apps and attempt to mend their fractured ego with superficial sexual encounters. Working longer hours, meeting up with friends, basically engaging in anything to "keep yourself busy" and avoid dealing with the issue.

Men who fail to move out of phase one haven't collected enough evidence to prove it is THEM who needs to change and will likely recycle back around to the same painful relationship dynamic and get spat out another 2-3 times before learning their lesson and moving on to phase two. The longer we remain in phase one, the more damage we do to our self-esteem and mental health.



PHASE 2 - SELF RESCUING

We move into phase two feeling good about our positive initiative to better ourselves, and quality of life.

It's not uncommon to join a gym, tidy up our diet and improve our appearance. We begin to receive compliments about how good we look and as a result our confidence grows, we start to feel better about ourselves, and while it's a positive step in the right direction it's still external validation seeking.

Some level of personal discovery also takes place in phase two such as listening to podcasts, reading self-help books, watching youtube videos on "how to get over your ex, how to build confidence, how to feel more masculine, how to pick up women" etc.

You may go on to attract a woman who you consider an "upgrade" from your ex and then realise you are back in the same dynamic and circle back to phase one or move to phase three.

You may have made improvements in your mindset and physical body and learned some cool pick-up tips BUT you haven't grown emotionally or interrupted the faulty childhood programming which has you choose emotionally impaired, unavailable partners who share the same self-worth as you.



PHASE 3 - PROFESSIONAL HELP

Believe it or not, this phase can sometimes be the most damaging of all three phases. Us men will typically attempt to solve our problems behind closed doors first. This is likely to do with the immense shame we hold around being perceived as weak if we seek help.

So, when a man builds up the courage to finally seek professional help it means his pain is greater than his pride and ego, which is a big deal. When we do this, we either engage the services of a councillor, psychologist or psychiatrist and/or use prescribed medications such as SSRI's (anti-depressants).

Quite often a diagnosis will make people IDENTIFY with the emotional state.

Take the diagnosis of "clinical depression", for example. We may FEEL depressed but we are NOT depressed. We can feel an emotional state but we cannot BE an emotional state. An emotional state is not an identity but a set of ingredients to run a certain strategy. "Alcoholics" 20 years after their last drink are told to still call themselves alcoholics, which means they never detach from this identity. People who drink obsessively are using the substance as an avoidance strategy from dealing with an outcome they find painful.

The outcome - dealing with and feeling uncomfortable/painful feelings and emotions.

I want to **SHOW YOU** **THE WAY.**

Ownership is important but holding ourselves to ransom over past behaviours never allows us to truly thrive and adopt a new, empowering identity.

Where do most men venture from here when they put their faith and trust in poor industry standards which let him down, time and time again?

Albert Einstein said, **“The definition of insanity is doing the same thing over and over and expecting different results.”**

Relooping the pain cycle more than once is enough to make a man feel insane. Imagine your life in 10, 20, 30 years from now if you are still circling the block...

Like most, I have cycled through all these stages in my life, and know first hand how debilitating and castrating the journey is. Since opening the Alpha Code Academy doors, we have had hundreds of men enrol as insecure, needy, emotionally fragile students who repel women, who graduate to become dependable, confident, self-assured men who thrive in all areas of life.

I want to show you the way - not so you can get more women.... Precisely the opposite.
So you don't NEED a woman to feel whole and complete.
I want to show you how you can become a healthy, self-assured man and meet all your needs so you can CHOOSE a woman who enthusiastically chooses you!



THE ALPHA CODE

The Alpha Code helps you grow mentally, emotionally and allows you to sharpen your masculine edge.

We do this by taking values, which align and connect with your true identities, then piece-by-piece, we put the puzzle back together and build a work of art - your new character. We create a solid support structure to protect those values which ultimately means we are protecting YOU, as these values are what support your identity as a man in his greatness. When we are clear on your values system we build your very own **Alpha Code**. This becomes the code by which you live your life, every single day.


Your Alpha Code

Through a deep, detailed values elicitation session (one on one) with Alpha Code founder, **Justin Dulihanty**, you will uncover your true identity, that which you have been denying yourself of for years.

Your Alpha Code allows you to:

1. Build a strong sense of self (true inner confidence). Many men have lost themselves in relationships (putting their needs second) and have no idea who they are anymore. You will learn who you truly are in 60mins.
2. Unapologetically speak and live your truth, allowing you to gain respect from those around you.
3. Become decisive. Decisions are easy as they either align to your code or they don't. A decisive man is a trustworthy man, which is sexy.
4. Become truly confident - not the type of confidence that is fleeting and transient but long-lasting inner strength. It's not uncommon for men to begin feeling stronger and more control over their lives within the first couple of weeks from living aligned to their code.





By changing your RAS filtering system you can **SHIFT** your focus, **REMAP** your brain, **CHANGE** your world **FOREVER**.

Emotional Integration & Nervous System Tuning

Your Reticular Activating System RAS filters all the external information through your sensory system (what you see, hear, feel, smell and taste). Your RAS filters are based on your language, memories, decisions about past, present, future & people, values & beliefs and identity. These filters influence your focus either negatively or positively (without you being consciously aware of it, of course).

One of the filtering mechanisms of the RAS is your beliefs. The RAS always seeks information that validates your beliefs (more on beliefs & values later). For example, if you think you are bad in relationships and they always fail, then due to this focus, they probably will. You'll unconsciously search for someone who you know will co-create a failed relationship with you. However, by simply changing your focus and empowering yourself to believe you are great in relationships, you will attract this into your new world.

The RAS is incredibly powerful and transformative when you understand how to change it's filtering mechanism. By changing your RAS's filtering system, you can shift your focus, remap your brain, change your external world and internal experience **FOREVER**.

Once we have reprogrammed your RAS it is now time to release negative energy. Holding on to negative energy takes up energetic space in the body.

Men typically view emotional states or feelings as weakness, tending to shame, blocking and withholding them. Anything withheld remains in the body, creating blocks in behavioural change and even illness. These blocks may ultimately prevent you from creating the change you desire (without you even realising).

Years of old trauma and unexpressed emotions such as anger and sadness may hold us back from making solid progress and have us behave from fear and ego instead of **love** and our **higher self**.

4 STRATEGIES we use to CLEAR NEGATIVE ENERGY from the body:

1. Emotional State Clearing

Extremely powerful techniques (facilitated one on one with Alpha Code Academy founder Justin Dulihanty) collapse negative emotional states and limiting beliefs (which keep you stuck). Together we cut the cords of old relationships, allowing you to mentally and energetically disconnect from that person (ex-girlfriends you can't get out of your head)

2. Somatic Experiencing

Tools and techniques, which allow you to purge years of old stored negative energy/trauma from the body to create room for new positive energetic states.

3. Emotional State Embodiment and Growth

Grow your emotional muscle by learning how to remove shame, fear and judgment around your feelings and emotions which have you choosing dissociative behaviours such as drugs, alcohol, porn, sex, compulsive thoughts). When you learn how to become the master of your mind and emotions you'll no longer need to run away from your pain and grow your emotional age to match your chronological age. Remember, who you are emotionally is who you will attract.

4. Emotional Re-Calibration

Recalibrate your emotional thermostat. Feeling good for extended periods of time for those who have been conditioned for pain is scary, as it's not familiar territory. Our brain is always seeking certainty and predictability, whether internal or external. When times are good for long periods it can often be met with self-sabotaging behaviours which prevent us from truly thriving in our lives and relationships. Sure, it's not pleasant and sometimes it can mean excruciating and almost intolerable pain but it's familiar which means it's safe to the unconscious mind. When you learn to tune the nervous system to adjust to good feelings and good times you will trust they are here to stay.





Masculine Leadership Development

Men with poor self-worth often 'fake' who they are when entering relationships because they have a low opinion of their true character. Over time their partner learns who they truly are beneath the mask including all your insecurities, deficits and flaws.

The truth is, you're not the guy she thought she was getting and as a result, she experiences "buyer's remorse" and leaves. We can only lie for so long before the truth comes out. In this next phase, we need to address your character so you can become and embody the man you're pretending to be.

OWNERSHIP

You will identify the behaviours, deficits, flaws and insecurities you shame in yourself. Ownership allows us to instantly take our power back.

SELF-ACCEPTANCE

You will make peace with these deficits, flaws and insecurities and then accept them. Self-acceptance is a precursor to self-love. You can't love yourself until you learn to fully accept yourself first. And you can't receive love from others until you believe you are loveable. People with poor self-worth are hardwired to be extremely hard on themselves and wonder why they can't stand their own company.

COMPOUND EVIDENCE

Experiencing micro wins in the right areas allows us to create evidence of growth and development, changing the internal dialogue from "I can't" to "I CAN", from "I'm not" to "I AM". Layer by layer you will become stronger, your character and self-worth will begin to grow.

FACE YOUR FEARS

You will confront your fears and remove the behaviours associated with running away from them, allowing you to take on any challenge you face in life.

The masculine in men needs challenge to grow, so it's important we turn around and face problems we have been avoiding.

All our fears, weaknesses and insecurities are disguised gifts, they allow us to sharpen our masculine edge and experience true masculine leadership development.

The conversations you avoid having (because you can't handle confrontation), allow you to find your voice, speak your truth and gain respect.

The toxic relationship you won't leave (for fear of loneliness) allows you to grow to form a new loving relationship.

The addictive behaviours you won't give up (because you fear uncomfortable feelings and emotions) allow you to develop inner peace and joy, to trust good times do last and are here to stay.

The false persona you present to the world (for fear of judgement or rejection) allows you to be your authentic self and attract a partner who loves you simply for being you.

The insecurities you won't confront (because you may see parts of yourself you disapprove of) allows you to accept all that you are and allow your next partner to share the same opinion of you.

So who will you become?

Most men who have a weak character will see their challenges as insurmountable problems and become very creative at making excuses and finding wiggle room to not take ownership of their position today.

But for those who are serious about tidying up their life, improving their character and committing to daily diligent work will experience what most will not.

**You will thrive,
in all areas of life.**

GRADUATE TESTIMONIALS

"Divorce sent me into heavy depression, there were days I couldn't get out of bed. I drank to numb the pain, I had one night stands thinking that would make everything better. I realised the love I was searching for in a woman, was the love that was missing in myself. I reached out to Justin and asked for help. I was sceptical at first, but I can say **The Alpha Code** changed my life. It's something no words could justify unless you experience it for yourself. This has been life-changing, all the brothers can speak for it, it's done so much for us. **I am truly thankful.**"

- *Anthony Dominguez, President/Owner AED Electric LLC. (USA)*

"This 12-week program completely changes who you are. It completely blew my mind. Looking back to who I was and who I am now I'm like, "f*ck me, I'm a completely different person".

- *Oliver Jenkinson, Founder Thynk Consulting (AUS)*

"Before starting the Alpha Code I struggled with panic attacks, I was depressed, I would obsess over women and lived in a ball of anxiety with low self-worth. I no longer place my value in the hands of other people, I have stepped into my power and as a result, I am much more confident and self-assured. If you're reading this, take that step, have some faith and start investing in yourself; that's what I did. **The Alpha Code** has changed my whole life and it can change yours too.

- *Thor Kutterer, Entrepreneur (GER)*

Before joining the Alpha Code I was a massive people-pleaser, I struggled badly with anxiety and depression. I tried self-help books, psychiatrists, therapists, you name it. **The Alpha Code** has given me the opportunity to take my life back. Without **The Alpha Code**, I don't know where I would be today.

- *Nick Derbish, Account Manager (USA)*





You will have
a strong circle
of mates who
you call
BROTHERS.

Who will you become?

You will be proud of who you are and won't feel the need to wear a mask to fit in or "do the right thing" to not rock the boat.

You will be a man who has it all. You will have a feeling of calm confidence, a deep primal masculine presence who's now attractive and magnetic to the feminine. You elegantly demand respect from those around you, but from love and power, not control and ego.

You will be a man who other men appreciate and respect. You will have a strong circle of mates who you call brothers. Brothers who have your best interest at heart and will be there at any moment in times of need.

You will share your wins and challenges and get trusted advice from them. You will become part of a tribe of other men who will go that extra mile for you.

You will finally feel what it's like to have a woman look at you with an adoring gaze. A look of complete admiration, respect and love for the man you are, like you're the only one who exists on the planet.

You may have initially downloaded this guide in the hope to learn tools on "how to get your ex back" or "how to be more successful with women" but by now you're learning the real gift is who you become through the process. A man who has recreated himself to become an asset who now thrives and backs himself in all areas of life.

You will finally feel what it's like to have an inner confidence in having a solid sense of self.

You used to wonder HOW other men came to arrive at this place and now it is something you will get to own and experience for the **rest of your life.**

A man's biggest fear is that he will fail or be single forever, which prevents any action from being taken at all. In this environment you cannot fail, we won't let you. This is a powerhouse brotherhood that holds each other to the highest standard and provides support, feedback and advice for you to then use in the real world.

It is a brotherhood that listens and holds a non-judgmental space for you to feel comfortable being you. Never will you feel isolated, alone trying to work out how to overcome your problems alone.

Most men who are living in fear will make excuses for themselves. They will listen to that inner voice that says, "I can't do it, it won't work for me, I don't have enough time, money, blah blah blah", and they will live small, safe and mediocre lives.

Misery comes easy to these men, because it's familiar, it's predictable, it's safe, so they never venture outside of their comfort zone. True happiness for some can be scary, the fear of the unknown. The less familiar world ahead doesn't provide the bubble wrap, safety and security passive, weak and needy guys need.

Be supported by a brotherhood of other men who are committed to your mission as you are.

Feel what it's like to have a group of men stand behind you when you take on a challenge.

Feel what it's like to have a group of men pick you up when you fall.

Feel what it's like to have other men as committed to your journey as you.





WHAT IF YOUR LIFE COULD CHANGE TODAY?

The decision was and always has been yours, and maybe it wasn't the right time back then, maybe you hadn't finished learning from your painful situation or maybe you were too fucking petrified to take that first step.

I WANT TO INVITE YOU TO IMAGINE THE END OF YOUR STORY...

Imagine the moment before your eyes close forever and your heart beats for the final time.

In a glimpse, you reflect back and smile, feeling a sense of pride about the man you have become, the life you have lived, the relationships you have formed.

You remember this moment right now, the decision to join **The Alpha Code Academy**, a pivotal point in your life, where you said, "fuck it" and took action, making the decision to change your life forever.

Don't deny yourself that freedom and confidence before you leave this planet. **Together, let's change your story forever, brother.**

A person is seen from behind, sitting in a white plastic chair on a rocky shore. They have their hands clasped behind their head and are looking out at the ocean during a sunset. The sky is a mix of orange, yellow, and blue, and the water is calm. The person is wearing a light-colored t-shirt.

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