THE MANIFESTO OF STRENGTH

6 REBEL PRINCIPLES FOR DOMINATION & ACHIEVEMENT IN LIFE
LEGAL

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INTRODUCTION – MEET CLAUDE & CLAUDETTE

MY STORY

ON BEING A CHILD WITH A DIVIDED IDENTITY
ON SEEKING MY TRUE IDENTITY
ON THE DEVELOPMENT OF MY FIRST STRONG IDENTITY
ON THE DETERIORATION OF MY SELF ESTEEM AND IDENTITY
ON THE RESURGENCE OF MY STRONG IDENTITY
ON BECOMING A WARRIOR
ON BECOMING A SAGE
ON BECOMING A FATHER & TRIBAL LEADER
ON THE DISCOVERY OF VALUES & MENTAL REPROGRAMMING
ON THE BIRTH AND DEATH OF MY SECOND STRONG IDENTITY
ELLIOTT HULSE “STRONGMAN” (SEPTEMBER 1, 2007 – MARCH 17TH, 2010)
“SOMETHING BETTER” – ON FOLLOWING THE CALL OF SERVICE
THE NEW MISSION

OVERVIEW OF 6 PRINCIPLES OF STRENGTH & WISDOM:

STRENGTH & WISDOM PRINCIPLE #1
THE SCIENTIFIC CONSTRUCTION OF A STRONG CHARACTER
CHOOSE YOUR VALUES
HOW TO SUCCEED IN QUANTUM LEAPS
THINK STRONGER, BE STRONGER
STRENGTH & WISDOM PRINCIPLE #2
WHAT ARE YOU MADE OF?
THE “STRONG PRICE” FACTOR
THE WORLD’S STRONGEST PEOPLE
PRINCIPLES OF STRONG LIFESTYLE CHOICE
STRENGTH & WISDOM PRINCIPLE #3
EVERY MAN MUST TRAIN LIKE AN ATHLETE
HYBRID STRENGTH TRAINING
PRIMAL TRAINING
CORRECTIVE POWERLIFTING

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HTTP://WWW.HULSESTRENGTHTRIBE.COM
STRONGER HANDS OR DIE ................................................................. 181
STRENGTH & WISDOM PRINCIPLE #4 ........................................... 185
THE ESSENTIALS OF TRIBAL LEADERSHIP .................................... 185
STRENGTHEN YOUR “TRIBE LOCK” ........................................... 190
24 HOURS WITH ELLIOTT HULSE ....................................................... 201
STRENGTH & WISDOM PRINCIPLE #5 ........................................... 214
HOW TO EARN MONEY WITH YOUR TALENTS & PASSION .............. 214
THE ART OF CREATIVE SERVITUDE ............................................... 221
STOP WASTING OUR TIME .............................................................. 225
“What is the worst that could happen?” ......................................... 230
YOUR HIGHEST CALLING ................................................................. 236
STRENGTH & WISDOM PRINCIPLE #6 ........................................... 239
DID YOU FIND THIS YET? ................................................................. 239
WHAT IS GOD & WHO ARE WE? ....................................................... 246

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Introduction – Meet Claude & Claudette

Claude is a good civilian. He goes to work everyday, pays his taxes and takes his vitamins. Claude’s wife, Claudette, is nice. She goes to work everyday, does the laundry and gives Claude sex once a week.

Claude and Claudette live nice lives. They are well fed, have a nice home and invite their nice friends over for “game night” once a month. They have everything that they’ve always dreamed of... except two things. Excitement and Originality.

Mr. & Mrs. C were once energetic, vibrant and vital kids. They had dreams and visions of grandeur. Claude always imagined that he would take his love for football and become a coach or a trainer. He would spend his days doing what he loved most. He would be happy, healthy, good looking and popular. People would like him and enjoy his company. His life would be more than nice -- it would be exciting!

Claudette always wanted a big family - 3 or 4 children to love and nourish. She imagined a beautiful home in a rural town at the end of a street lined with farms. She would walk her children to the bus stop in the mornings and then exchange farm raised eggs
for fresh milk, over a cup of hot coffee with friends and neighbors until the early after-
noon. Her life would be more than just nice -- it would be extraordinary!

An exciting and extraordinary life is what we’ve all, at one time or another, envisioned
for ourselves. We want lots of awesome things, awesome experiences and most of all we
want to become awesome people... the kind of people that bring joy with them wherever
they go, the kind of people that others look to as a source of inspiration, the kind of peo-
ple that wake up every morning and know deep down with their hearts that they are liv-
ing life to its fullest capacity. They are capitalizing on every opportunity that comes
their way to become happy. They are slowly becoming The Strongest Version Of Them-
selves, every, single day!

You are not like Mr. & Mrs. C. In fact, Mr. & Mrs. C would never buy or read a book like
this, even if it were given to them for free. You see, the difference between you and The
C’s is that you have rebelled against all of the societal conditioning that has been forced
upon you since entering your first year of compulsory education. You’ve got thicker skin
than most people and you have a mind of your own. You respond to the world around
you and trust your judgment and the values you’ve chosen, as opposed to the automatic
reactions that most people display.

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For example, unlike most civilians, you don’t watch the local news. You choose not to fill your mind with the false, fear filled, fantasy world displayed on the “brain wash box”. You know that the type of conditioning received by partaking of typical civilian activities, such as watching the news, does nothing more than reinforce poor choices and reactive behavior.

Instead, you respond to the sick, sad, mediocrity that you see all around you by choosing not to partake. You remain neutral and refuse to participate in their immature, unevolved, fear-based and mindless entertainment.

You are a rebel.

You understand that an exciting and extraordinary life is a choice. Extraordinary and exciting people rebel against civilian debasement by choosing to live life by their own rules. Most notably, rebels like you and I choose our own values and live our lives based on principles. We are clear, committed and disciplined about how we shape our lives. We refuse to let the lax, liberal values of a corroding culture influence us, or our tribes.

This book is about values. Its’ about empowering you to choose the values that guide your life instead of falling victim to the shallow, superficial, commercialized values that
perceived in the lesser path. It’s also about recognizing “mental viruses” or “perception parasites” that look good at first glance but rob you of full personal expression and self-actualization.

Ralph Waldo Emerson once wrote, “Nothing is at last sacred, but the integrity of your own mind.” Also, “To believe your own thought, to believe that what is true for you in your private heart is true for all men, —that is genius. It is your thoughts, your contemplation and your experiences that shape the mind, which shapes your life. YOU are free to choose, and YOU will suffer or benefit from the choices you make based on your conditioning.

Emerson also wrote, and I’m paraphrasing, “Read the works of other wise men, not to make their thoughts yours, but so that you may be inspired to command your own.”

No single book or scripture can give you real happiness and a good life. No religion, philosophy or creed can make you a stronger version of yourself. No mulla, priest, rabbi or psychologist can prescribe the right way for you. Only YOU can do this.

The purpose of this book is to inspire you to command your own thoughts, so that you may be empowered to take up arms in rebellion against the sloth and sin that abounds. You are strong, focused and deliberate. You are intelligent, creative and rebellious. You

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are a leader and a master of your own tribe and destiny. Use this book, along with a cache of other Wisdom Literature books, as reference guides for reading when the daily battle smoke has settled and you sit quietly to prepare for the next day and the next challenge.

My Story

On Being A Child With A Divided Identity

Like most middle-class, suburban-raised children in the United States I experienced a pretty boring and uneventful upbringing. I didn’t have any tremendous obstacles to overcome, nor did I receive any special treatment that positioned me for success.

We lived in Baldwin, New York. A town on Long Island about 40 minutes east of New York City. Baldwin was a mostly white, working-class neighborhood at the time. It was set between Freeport to the east, which was about 50% racially mixed between whites and blacks and a few Puerto Ricans; and Hempstead to the west, which was about 90% black.

“Little White Baldwin” traditionally had bigger homes with much, much higher taxes that the surrounding towns, hence the socio-economic segregation. I once read that Long Island was the most segregated suburb in the US. This is pretty evident when driv-
ing through towns that harbored million-dollar mansions and upon “crossing the tracks”, literally stumbling over crack houses.

My parents are from Belize, a small English speaking country in Central America well known for great scuba diving. They both immigrated to the US as children. My mother and her brother (my Uncle Elroy, whom you will get to know very well) traveled here alone to live with their aunt and 6 cousins. My father made his way here after receiving assistance from his father who traveled to the US alone, leaving his wife and 10 children in Belize. His father worked as a truck driver, sent money to Belize and had his entire family moved here... one-by-one!

My parents are as opposite as night and day, which works in their favor. You see, in nature extreme opposites create wholeness. For example night + day = a whole “daily unit” or summer + winter = a whole annual unit. In the Taoist tradition this is represented by the Yin-Yang.

My mother is quite, passive and yielding (Yin) and my father is loud, aggressive and dominating (Yang). You would expect that this contrast would create turmoil in a home, but just the opposite happened... it allowed for BALANCE.
Although my parents seemed to contradict each other on the outside, what was happening on the inside was the most important guiding factor for their relationship and the rearing of my siblings and I. My parents held the same VALUES and PRINCIPLES in high esteem. What you value and the principles by which you navigate your life, determines the choices you’ll make far more than any superficial attribute.

If you look closely, you may notice that I am neither black (African) nor white (European). As I mentioned before, my parents are from Belize.

Belize is a land where natives lived; Europeans settled and brought their African slaves. They must have all been having one big sex orgy because most Belizians look like me... not so black, but not so white and they don’t speak Spanish.

I like to tell myself that my strength and talents are a product of this racial cross breeding... I call this quality “Hybrid Vigor”. In nature hybrid organisms seem to carry the stronger traits from each of its predecessors. True or not, this paradigm has been resourceful for me and my self-esteem.

As a child I was often asked, by mostly white but often times black, schoolmates and teachers, “Elliott, what are you?” — this spawned in me a desperate desire to discover my “real self”.

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On Seeking My True Identity

One of the first things I did was to take a trip to the library in order to discover “what I was”. -- I have found that the answer to ANY question that you will ever have is found in a book somewhere. We may think our are problems unique, but I can assure you that someone, at sometime, has experienced what you are currently challenged with and has published his solutions for others to benefit from.

At the library I found a book written by a man named Rollo May titled, “Mans Search For Himself”. This seemed to me the perfect place to begin my endless search for “Me”.

Although most of the content in the book was described in a fashion well above the comprehension of my 4th grade mind... I did glean one truth from this book that has shaped my life and the choices I make.

*You and I are spiritual beings partaking of a physical experience.* Basically, we are much more than the fleshly creature we see in the mirror and call “Me”. It is the unseen portion of ourselves that contain the CORE of our reality.

The interesting thing about this “unseen” part of us is that it makes use of the physical body to express itself here on the physical plane, Earth. THIS is why I am just as ob-
essed with the strengthening of the physical body as I am with the evolution of our spiritual core and the development of wisdom.

Luckily, I was endowed (or conditioned to exhibit) with an extroverted and friendly personality that caused people to look past my ambiguous racial identity. Also I am blessed with extreme physical strength and athleticism. This allowed the “Elliott”, that no one could decide how to pigeonhole (black or white), to adopt a persona and develop an identity around strength and sports (this identity also lead to many mistakes and poor choices later in life).

Beyond the genetic allowance that granted me strength and physical power was the training I received in my home as a child.

**On The Development Of My First Strong Identity**

My Uncle Elroy, my mother’s brother, was as gifted as I was with amazing strength and athletic capacity. He had excelled in Martial Arts, Gymnastics, Distance Running as well as Bodybuilding. Uncle Elroy was young, strong, energetic and full of vitality.

When my parents moved to Long Island from the small apartment where they lived in Queens, they brought along my mothers baby-brother... Uncle Elroy. He lived with us for several years when I was between the ages of 3 and 6.
In the basement of our large home, Uncle Elroy would train vigorously for Kung Fu. He used a heavy bag, dumb bells, hand / grip strengtheners, spring loaded chest expanders and he even kept a few cinderblocks around for chopping in half with his bare hands. Uncle Elroy would walk on his hands and perform standing back-flips right in front of my little brothers and me. We literally lived with Superman!

Uncle Elroy was not satisfied with us simply watching him so, he would often force us to do chin ups, push ups, sit ups, climb ropes, skip rope and kick the heavy bag with him. He treated us like young Roman Gladiators, and we loved every minute of it.

At school it became very evident that I was physically superior to my classmates. I would rep out several push-ups in gym class while most of my cohorts could barely hold themselves in a push up position. I won every race, every game and every competition that was held at school. I was the King Of Physical Education!

**On The Deterioration Of My Self Esteem And Identity**

In the classroom things were a bit different. I had a difficult time “sitting down and shutting up”. I was easily distracted by the activities going on outside the classroom window, namely the other gym classes taking place.

Some of my elementary school teachers simply classed me with the “below average”
children and delegated me to remedial reading. Other teachers took shots at my excit-
ability and inability to focus by calling me names. One teacher even told me that if, per-
haps, I spent more time holding hands with my best friend (who was a “gifted student”),
his intelligence would be magically transferred to me!

If you don’t think this type of commentary and actions taken by my childhood mentors,
people who should be “educating”, creates an inferiority complex then you are in serious
denial.

In fourth grade I was diagnosed with Attention Deficit Hyperactivity Disorder and be-
came the first child in the Baldwin school district to be placed on prescription drugs for
behavior modification.

I can remember accepting the belief that I was hyperactive and stupid. This new iden-
tity now gave me permission to behave accordingly. My grades got worse and my behav-
ior reflected my “pigeonhole” (which they were finally able to create), as a mentally dis-
abled child.

Middle school was just as bad. I was introduced to a new group of children, from other
parts of town, that were truly disturbed. Most of them came from broken homes and
several had alcoholic and drug addicted parents. As a hyper-impressionable kid, I
quickly became an intricate part of the new “gang”.

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Me and my new crew broke into homes, mugged people on the street, drank heavily and used drugs. Being the strong and athletic kid of the bunch, I would often get into fist-fights to protect my skinny punk friends who got into trouble daily.

The teachers and staff in middle school continued to support my new “ADD” identity and even worked at solidifying it.

The head football coach, whom I very much admired, was also my math teacher. One afternoon during class he informed me that I was going to fail his course and that I had better take an easier math class the following semester. I appreciated his honesty and respected his advice. But later that same day, while on the football field practicing, he told me that I was TOO STUPID to play offense after I misunderstood a given play.

Although I am built like a running back, I did not choose to play offense again until college. I simply told subsequent head coaches that I was not very good at offense... accepting the “reality” that I was really just too stupid.

At home things were turbulent as well. My father often punished me for my poor grades and bad behavior, he once even boxed everything in my room and placed my bed under the basement stairs as my new abode.

My mother was distraught and essentially had zero clue as to how to handle my rebellious nature. My father, on the other hand, was relentless in his correction and disci
pline. He would hand out punishment after punishment in order to alter my behavior. But each punishment acted like fuel doused on the fire of my disturbance.

There was one practice that my father committed to while punishing me that was very different from the others. He would talk AT me. He would sit me down at the kitchen table (or make me stand if he decided) and rant. He would go on for upwards of 5 hours just talking AT me. I would provide no response as he literally beat his ideas and wisdom into my head.

It’s funny that today those who know me well are intrigued by my ability to motivate and inspire others through what they have termed, “Elliott’s Rants”.

My father is very opinionated. He holds some very strong convictions that he would often “brainwash” my siblings and me with. Some of these principles were resourceful and I refer to them even today and some were damaging, although they always contained a thread of truth.

**On The Resurgence Of My Strong Identity**

Despite all of the apparent dysfunction in my, rather normal, suburban upbringing I still had some promise. After all, I was still the fastest and strongest kid in my school! I excelled in all sports that I participated in, especially football and wrestling. Athletics allowed me to create, or revert back to, a resourceful and positive self-image.

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When I began high school my Uncle Elroy, who had moved out several years before, began spending more time in our home again. He had just quit his so-called career as an accountant and began personal training. He decided that strength and fitness was his calling and passion... so why would he spend his time doing anything else?

My uncle taught my brothers and me all types of new exercises using barbells and free weights. My father noticed a positive change in my attitude whenever my uncle came over to train us. So, in an attempt to keep the positive shift in my character alive, my father invested in a barbell set and power rack for my uncle to train us with.

Within a few short months of training with the barbell exercises I began to accelerate my strength and athleticism. My strong work ethic, coupled with my blazing speed and strength drew me the attention of the varsity football coach when I was only a freshman.

By my sophomore year I was starting as a defensive lineman on the varsity football team and ultimately received an athletic scholarship to play football for a division one college program. My new and improved identity as “an athlete” carried me through college. But after college I was again faced with a new identity crisis.

An interesting thing about the ego is that it helps us to create identities that allow us to cope or even excel in the particular environments we are subjected to. For example, when a young man goes off to military boot camp, he often returns as a much more re
sponsible and clean-cut version of himself... his ego has created a new identity for him to cope with the environment that he was immersed in.

This coping mechanism is normal and natural. It is a resourceful tool that we instinctually use and it is usually positive. But, a huge problem occurs when our environment or the demands of our lives have changed and the ego resists adaptation as needed. This is when confusion, dysfunction and depression occur... and this is exactly what happened to me when my scholastic football career ended.

**On Searching For A Purpose**

After a few weak attempts at playing professional football, I gave up. I literally ‘threw in the towel’ for the first time in my life as an athlete. The identity that I created, that allowed me to be recognized as a worthy and highly valuable individual as well as a respected teammate had lost all traction. ‘His’ persona and skills found no place in this new world... the “real world”.

In graduate school and early in my career I carried a deep loneliness. I no longer had a team to train and prepare with, no one to celebrate successes or suffer defeat with as we battled together in pursuit of a common goal. I could barely find a reason to train by myself.
No one in “the real world” cared about anything but themselves and their shallow, superficial pursuits. What I discovered was that most men (and women) that I encountered outside the realm of sports and athletics were purposeless, selfish, lazy, undisciplined, unfocused and WEAK. They never experienced the rigors of HARD WORK and training for a goal. They never celebrated the joys of victory or developed the tenacity to fight back from failure.

For all intents and purposes, they were “normal” people. They did enough to get by without ever subjecting themselves to any challenges; and that is exactly what they have been conditioned to do. They were the incarnation of the “good students” from my childhood. They never worked too hard to excel greatly and never fell below the standard.

I found no home or place of comfort in this new world. The Elliott that I created to support my successful passage through high school and college had quickly become obsolete. For several months I locked myself into the confines of depression. I began using drugs again and sought comfort in deleterious activities such as partying with women and fighting in bars.

**On Becoming A Warrior**

On September 11th, 2001 I sat in awe of the terrorist activities displayed on my television set. Like most Americans I was shocked, sad and angry at the same time. But an
ger was my dominant emotion. So much anger raged within my heart as I watched our
country come under attack that I soon found myself in the Marine Recruiter’s office
begging for a flack jacket and machine gun.

This was the opportunity that I was waiting for! I instantly dropped out of grad school
and began training for acceptance into Officer Candidate School in the Marines.

Being a Marine had been an old dream of mine when I was in high school. I would go to
the library and read all the books on being a Marine that I could find. I was enthralled
with the idea of joining a team of men who banned together for a single purpose with
the willingness to die in order to see their goals met. If you believe in past lives, as I do,
I suspect that I am the reincarnation of a soldier or warrior of some sort.

Vitality, passion and purpose had instantly been reinstalled in my life. I studied day and
night for the OSC cognitive tests and trained for several hours per day for the physical
portion of the exams.

Within 8 weeks of walking into the recruiters office I had passed all of the required tests
with flying colors, I was even told that because my scores were so high on the tests that I
would be eligible for coveted jobs that were less dangerous than the “grunt” work.

But I wanted a gun. I wanted to crawl in the mud, and shout encouraging demands to
the men that I lead into battle. I wanted to die in the pursuit of my mission!
Colleen, my high school girlfriend who now lived with me, and I decided to prepare for marriage so that she could come and live with me on the military base and partake of the benefits the Marines would provide us. I was ready to die and she was willing to follow me. Several years before this commitment I had warned Colleen, I told her that if she wanted to spend her life with me that she had better be prepared for a bumpy and scary road. I gave her the option to stay with me, or to save herself and leave. She chose to stay, and I’m happy she did because every strong man needs a strong women to support him... she is my strongest supporter.

I was practically all packed up and ready to leave for OCS while Colleen had been making arrangements for our small, informal wedding... when I got a phone call. It was the Marine recruiter informing me that because of the massive amounts of applicants for OCS post 9/11, that they had pushed my starting date back by 3 months. I was disappointed but patient.

**On Becoming A Sage**

Colleen and I delayed our wedding, and for the next 3 months I did research on what type of church we would like to get married in. You see, in years past I had joined and quit several churches because in each one that I thought I had found a home, I later discovered that their motives and agendas were no more noble that a Multi-Level Marketing business.
Besides, as an interracial couple we found difficulty due to the fact that most churches, even today, are very segregated. You typically have black churches and white churches, the two rarely mixed. These were the people representing Christ... go figure.

I had adopted a very spiritual perspective on life ever since trying to discover “who I am” as a child. I understood my spiritual reality and even taught Colleen to explore hers. My brothers are of the same mindset, and we are all very curious about who we are and what God is.

In college my brothers and I would download old Allen Watts audios from the Internet and listen with great excitement as he relayed the religious and philosophical perspectives of The East. Everything he taught us about The Tao or The God of The East resonated with us. We developed a hybrid sense of theological wisdom that allowed us to see God from both a personal as well as an objective viewpoint.

Essentially, God is not just with us or looking down from a cloud in the sky... we ARE God. We are literally made in the “likeness and image”.

This God that is us, is also everything else.

God is unfathomable, yet we can sense how he works by observing ourselves and nature (some would call this common sense).
A very resourceful paradigm that I’ve adopted is to remain *completely detached*... it is our weak minds and emotions that want to put a “good or bad” label on the things we see God doing or allowing.

The only thing that is “Evil” is persistent, self-subjected ignorance of Gods nature and close-minded beliefs systems that cause separation between man and man; as well as between man and the true nature of God.

God is unified; Oneness; Wholeness; Both Yin and Yang; Male and Female; Black and White... and He is 100% present in whatever you may call Good as well as Evil! It’s not up to us to distinguish. This is why the whole idea of a Devil is ridiculous, if there was a Devil... it would be God too!

Being unfathomable, God really has no name (so if you call him God, or Allah, or The Tao or Jesus... it really doesn’t matter much!). Hence His response when Abraham of The Bible asks him His name and God responds, “*I Am.*” Basically, what ever you think *I am... I am* that and *I am* not that too, so forget about it!

In the ancient Hebrew tradition (which is the foundation for both Christianity and Islam) as well as in the great eastern religions, the greatest concern was to learn the attributes of God... not to prove weather or not he exists, or if He is for or against science. These types of debates were thought of as useless conversation and moot points.
I agree with Albert Einstein when he propounded that, “I want to know the mind of God, everything else is just details.”

After months of seeking and studying various religions and forms of spiritual practice, Colleen and I had chosen to commence with our wedding commitments through The Bahai Faith. It was with the community of local Bahai’s in Springfield Massachusetts that Colleen and I were introduced to God’s promise of Progressive Revelation.

Progressive Revelation is one of several principles that Bahai’s uphold in the practice of their faith. It essentially means that as mankind evolves mentally, socially, emotionally and spiritually God progressively reveals His message to us through a series of “manifestations” or prophets. Jesus being an example of a manifestation of God, or person who was created to fully exhibit God’s nature for man to learn from and emulate. Bahaullah is thought to be the most recent of manifestations and the one by which Bahai’s received their guidance from God.

The Bahai Faith, as revealed and formulated by Bahaullah, was very attractive to me because of the principles they adhered to including: The oneness of humanity, independent investigation of the truth, religion as a source of unity, equality of men and women, removal of all prejudice, universal peace, and a few more.
The Bahai Faith, along with my extensive research of Eastern philosophies and religion has constructed the foundation of my religious and philosophical belief system. As of late, I have begun to study and have found great truth and wisdom in The Bible and the life and teachings of Christ... although it seems that mankind and the church have raped, bastardized, commercialized and deteriorated most of Christ’s true message for humanity.

People have taken it upon themselves to call me a Christian. But I prefer to be considered simply a student of The Truth and a follower of The Way of Christ.

Colleen and I no longer belong to the Bahai Faith for reasons I will reveal at a later time. My children are being raised to understand their powerful station as children of God, to seek after God’s nature and to emulate the life and teachings of Christ. We take them to church every Sunday, but I am sure to debrief them when we get home.

When I began these deeper religious and philosophical inquires a major shift took place in my character and the rapid development of a new persona began to take hold of my mind and spirit. I grew less attached to my fleshy existence and shifted my physical ambitions to that of spiritual evolution. This new, more yielding, more passive, more empathetic and humble version of Elliott chose to decline the invitation finally granted for admission into Marine Officer School.
Over the course of 4 years I dedicated my life to spiritual evolution and the practice of The Bahai Faith. I lost over 60 pounds of body mass since college football and was nearly emaciated. As I dedicated several hours each day to the reading of scripture and poetry, my words and thoughts began to take on a very idyllic nature. At a reunion with my college football team one old friend commented that I seemed as if I had spent the last 5 years in a monastery.

**On Becoming A Father & Tribal Leader**

Approximately one year after our wedding, Colleen and I were pleased to discover that we were going to be parents. We were living in Colleen’s father’s basement when we learned of our new calling, and I had just been fired from a local health club as a personal trainer for reasons I will reveal at a later time. I spent the next several days in deep contemplation and prayer in order to receive guidance about where I was to plant the young seedling which was my new, fragile, little family.

My parents had decided to sell their large home on Long Island around the same time that Isabelle, our oldest daughter, was born. Colleen and I decided that the best thing for us to do was to pack our few belongings and travel down south with my parents, leaving behind the dark, flea infested basement that our new baby spent her first 5 months of her life living in.

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Around this same time is when we committed to keeping Colleen home in order to raise Isabelle and our younger children, instead of sending them to daycare where they would be subject to the values, or lack there of, of some average American degenerate.

When you are deeply passionate and convinced about the values that you have consciously chosen for you and your “blood tribe” (family, etc), you will take great care that these values are instilled and not undermined by a liberal culture of mediocrity and conditioned ignorance. NO ONE is fit to inculcate their lax values into the minds of my tribe... this is why there is limited television time in our home and I am constantly de-briefing and re-teaching my children with right-thinking.

Be very aware of your own brainwashing and the conditioning of those around you. If you believe that you are free to think and behave as you personally see fit, think again. Most of our values have been insidiously forced upon us and, worse yet is the ignorance of the brainwashed masses that defend and uphold the hypnotic values that government and greedy corporations embedded inside them. Be very aware.

On Becoming A Servant & Warrior For The Tribe

Within the first week of setting roots in Florida I began working 12 hours a day 7 days per week as a personal trainer in one of the largest fitness gym chains in Florida. I was working non-stop, around the clock in order to save enough money that I could buy a

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home for my new family. One late Sunday evening while I was closing a sale with a new client, the regional manager walked over to me and said, “Elliott, you are working too hard... you’ve got to slow down or you might burn out.”

Apparently, he didn’t understand the values of Goal Setting, Commitment and Discipline otherwise he would have realized that I was only a few weeks away from making my next major move towards my goal.

As an incredible trainer, decent salesman and a hard worker it only took me 3 months to shatter all of the gross income records held by the top trainers in the company. Within 6 months of continuous labor I saved enough money to put a down-payment on a townhouse for my young family to live. After 8 months of “playing the game”, I quit working at the gym and attempted to start my own personal training company.

If I can claim to have a single “super-power” it would be my ability to cultivate the courage necessary in order to take action, especially when all the stars are not aligned. I knew what I wanted to do, but I had no idea how to do it. In fact, I didn’t even have enough money to do it with. I just jumped!

For several months I lived with the daily fear that I was going to be a failure. I had only one client and zero clue as to how to build a business. I was so afraid that my business venture would not allow me to feed my family that I even considered sending Colleen
and our new baby to live with my parents while I lived in my van and worked as a day laborer. I had nothing going for me except my commitment.

It took almost a year and a half of living on our credit cards and eating tiny portions of food before I discovered how to get training clients using the Internet and also how to create information products that people would buy online.

Interestingly, even though we were flat broke and living on credit I still invested in my education. During the same time of our famine, I had spent over $10,000 on Internet education seminars and products. I instinctively knew that if I could leverage the Internet to build my client base, I could also use it to reach the world with my ideas and information.

Today I own my own gym and I even teach other trainers how to build their start up gyms and leverage the Internet for getting clients, plus additional income through my online course titled http://warehousegymbusiness.com/

After 2 1/2 years of gut-wrenching, sleep depriving struggle I was able to take my training business, which consisted of me and my van, and move into a warehouse on the “bad side” of St. Petersburg Florida. I was thrilled with my new dusty, hot, little warehouse gym and the clientele that I had built over the previous 2 years were happy to join me there!
On The Discovery Of Values & Mental Reprogramming

Clarity, Commitment and Discipline is the secret formula that allows you to perform “magic”. Essentially, where there is nothing... you will make something appear (out of what seems like thin air), if you are #1 very clear about what you want; #2 committed to making it a reality; #3 you discipline yourself to work hard every single day to make it happen.

You see, I had nothing... less then nothing if you include my tens of thousands in total debt. But I was VERY clear about they type of business I wanted, in fact I even saw the lofted office in my warehouse gym where I am sitting as I write this, in a dream several months before I found this location.

I was so committed to making my business work that I decided that rather than quitting my venture and going back to a job, I would send my family away and I would live in my van until I made it work.

And discipline was the glue that held it all together. Getting up every single day and making a concerted effort towards making my dream a reality was like the fuel that kept the vehicle of my dreams alive.

Besides the adherence to these 3 values there was something else, a secret that I had been using through out this entire process that I will reveal to you now.

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At one of the Internet education seminars that I invested $5,000 in at the start of my venture I met a man named Bob Hess. Bob was a jeweler and had a very successful jewelry company in Green Bay Wisconsin. Bob and I spoke for a few hours at lunch one day, shared email addresses and never spoke again.

About 3 months after the seminar I got an email from Bob asking how I was doing and if I was interested in a tool that he had used for over 20 years to help him build his jewelry business from scratch. I was intrigued and took him up on his offer.

There were 3 parts to the “mental reprogramming process” that Bob taught me. Bob told me that if I used these tools daily that I could relax and rest assured that all of my goals and dreams would come true. This sounded too good to be true, but I had to try it.

First, Bob taught me how to Visualize. He taught me a few simple steps that I would take in order to clarify my vision and embed it into my subconscious mind!

Next, he taught me the power of meditation and gave me a resource that I could use every day that would put my anxiety to rest and allow me the freedom to work without worry (this has been the most powerful tool in my life and I still use it today... we’ll talk much, much more about it later).
Finally, Bob taught me that every person has a set of ANT’s, which are Automatic Negative Thoughts that continuously interrupt our normal thinking patterns throughout the day. So, he taught me how to replace these ANTs with APTs, which are Automatic Positive Thoughts. This third tool alone can usher the most confused and depressed person out of their misery and into a fulfilling life.... it is that powerful.

If you are anything like I was, full of excitement and drive towards reaching meaningful goals, but suffered from self-doubt and many times subconsciously sabotaging results... then I am excited to teach you about these tools. Over the course of the next several months you will get numerous opportunities to join me as I relate and share the details of these life-changing tools with you and other motivated leaders.

**On The Birth and Death Of My Second Strong Identity**

There is something very important about these stories that I am sharing with you, something that most people might miss. The thing that I am talking about is called “Re-Birth”. Becoming 100% brand new at several intervals in life in order to tackle the challenges of the next level.

*What exactly am I talking about?*
Jesus once said something like, “Don’t put NEW wine in an OLD wine container because you will ruin the wine. Instead, get a brand new container for the new wine so that it will be good.”

Basically he’s using the analogy of new wine for a new life commitment that a person may make. In order for the new commitment to really take hold in the persons life they must throw way, get rid of, all other ideas, habits, character and conditioning that’s associated with the old version of themselves. They must become “born again”.

Throughout my life I experienced a series of personal deaths and re-births. Most of these took root out of survival, but as I’ve evolved I’ve noticed that there comes a time when it would be in mine and everyone I served best interest if I were to allow an accept these inevitable deaths and re-births. Always, in order for there to be re-birth... someone or something has to die.

Before I continue I would like to offer you an invitation to consider “dying” to your old self, old habits, old paradigms, old relationships and old ideologies if they are no longer serving you.

I also want to give you permission to do this - to change, if you feel compelled to. You will find that when you have decided to turn over a new leaf and adopt a new set of values that many of the people that the “old you” associated with, be it friends or family,
will not allow this transformation to take place easily. People like you just the way you are because you are predictable, they are comfortable already knowing what you will think or do in given circumstances, so when you disrupt their confidence with your new choices they will become uncomfortable and rebel.

YOU go beyond the fears and limitations of other people. YOU control your life. If your so-called friends are not comfortable with the ‘new you’ then perhaps you should examine your relationships with them and make the necessary adjustments.

Get a new “wine container” for your life.

Elliott Hulse “Strongman” (September 1, 2007 – March 17th, 2010)

Elliott “Strongman” Hulse was born in September of 2007 when I opened Strength Camp, my warehouse gym in St. Petersburg Florida where I still sit today as I write you this article.

When I opened my gym I filled it several tons of Olympic weights as well as odd object strongman implements. I had been training and competing as an amateur strongman for 4 months prior to opening Strength Camp and decided to position myself and my gym and “the place” for strongman training for fitness and athletes.
I figured that the absolute best way for me to solidify this position, in my city and worldwide through the Internet, was for me to win my “Pro Card” to become a Professional Strongman.

For 2 years straight I subjected myself to the rigors of daily training, extreme meal plans and strength building supplements, to the detriment of my health, in order to win strongman shows and advance to become one of the strongest men in America.

Throughout this time I had sacrificed many other responsibilities including the responsibility to serve “my tribes” to the fullest of my capacity. I was very, very strong and winning many shows, but I was losing the sensitive balance of my life.

An enormous percentage of my self-image and my perception in the eyes of onlookers was wrapped up in my physical size, athletic capacity and strength. I was Elliott “The Strongman” Hulse, just the way I planned it!

On April 2009 I competed in a Pro-Am show in Orlando that allowed amateurs to compete against pros. The top amateur at this show wins his pro card.

I won.

I was now Elliott “The Professional Strongman” Hulse.

CLICK HERE to watch a video of the event where I won my Pro Card.

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For 11 months I continued to live and play the role of Professional Strongman while “the still small voice” within urged me to discontinue my pursuits in this direction... until I was FORCED to change!

Here is post from HulseStrength.com that describes the injury and my subsequent transformation:

**Strongman Training Journal #7**

**April 7th 2010**

“For everyone who asks, receives; and the one who seeks, finds; and to the one who knocks, the door will be opened.” (Matthew 7:7-8 NAB)

Last Saturday morning I woke up at 5:12am.

Not because I am a maniac who loves to beat the sun up, but because I HAD to. Normally I’m drooling on my pillow and face until about 7:15am on Saturdays... then my second oldest daughter usually walks into the room and says “Daddy, I have poop. Change me!”

But this morning was different.

I lay wide awake in my bed with the overwhelming feeling that God had been asking me to consult with him (ie. Pray) Really, I never have these types of intuitive moments where I am prompted to act based on a divine summons... but, that morning I knew I had to ACT.

Lately my life has been evolving in Quantum Leaps, basically things are moving VERY fast.
A new baby on the way (#4 and the only boy!) and our need for a bigger home has led Colleen and I to make some very difficult decisions.

When prompted to consult with The Creator early that morning, my assumption was that He wanted me to speak with him about moving my family and our new home options.

So, my prayer went something like this…

“Dear God, you are the All Knowing, All Wise, Omnipotent Creator of all that is good. You have entrusted in me the care of Colleen and our 4 children... you have bestowed this responsibility on me because you trust that I am a good servant and steward. My desire is YOUR desire. I move and serve based on your will and know that you will provide me with all of the tools necessary to fulfill my services to my family, my clients and all those who you have placed in my path. (HERE IS WHERE IT GETS GOOD...)

My Father, I beg that you show me today, with COMPLETE CLARITY the path by which you have set before me in order to fulfill your desires through me. Lord, make my path VERY CLEAR and remove any ambiguity that would allow me to mistake another path for the one that you hold for me.

Blah, blah, blah, AMEN!”

And then I went about my day.

At 8:45 that morning Roger, one of my best friends, clients and Realtor had some great news for me... the house that Colleen and I really wanted had become available and at the exact price that we wanted!!!

Yea!! God really DOES answer prayers!

So, I went about the rest of my day telling everyone the great news AND my nifty little “divine intervention” story along with it.

Strongman training was at 1pm that afternoon.

As I am preparing for my first Professional Show, I went SUPER heavy and had one of my best workouts all year.... I KILLED the Conan’s Wheel at 635lbs. I SMASHED the Farmers Walk at 320 per hand and even did some extra grip work... later I finished up with a few stone loads.

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And it was good.

After Saturday morning training I always take the girls to my parents house for dinner and fun with Grammy and Papa. This day was no different.

After a wonderful dinner of Lamb Chops and Yams I started giving the girls baths in the kitchen sink (they are still small enough to do embarrassing stuff like that), while bathing Emerson my dad popped his head in the door and asked me to help him pull up some old tree roots in his garden.

“Sure dad! Give me 2 minutes and I’ll be there to give you a hand.” (what a good son!)

The old palm tree that my dad planted the summer before had withered away during this, the coldest winter EVER in Tampa Bay. I took one look at the shabby little twig that lay half in the ground and half out, I grabbed it with both of my fiercely strong hands... the same hands that held 320 lb farmers bars only 3 hours earlier, and I PULLED.

As my dad stand by my side watching the old, nasty tree losing root... he and I heard 2 loud cracks. *POP-POP!*

Dad thought it was the tree... I knew it wasn’t!

My arms are pretty strong, and they LOOK strong. But when I glanced down at my left bicep after hearing the loud pops, it looked NOTHING like a “strong arm”.

The bicep muscle had slingshot all the way up my arm into my shoulder where it stayed balled up and looking... weird.

The rest of the evening was even weirder.

While sitting on my parents couch with the ice wrapped around my elbow (which was a BAD idea, never ice a torn bicep as it causes it to contract and retract up into your shoulder!) I rapidly traveled through several emotional stages.

But beyond the emotional responses that caused me to first laugh and shrug it off, then to shake my head in disbelief, then to cry for the first time ever in front of my children... Yes I cried, but not because of the pain my arm but because of the pain of DEATH... I knew that I had ASKED for this tear to occur and I knew exactly what
it meant for me and the identity that I’d created around strongman completions over the past 3 years.

I was going to have to KILL this identity, right then and there. Like the old cowboy who had to shoot his trusty horse after it broke its leg.

The prayer that I extended to God earlier that day had been answered, again. Only this time the answer was much clearer and would create an even BIGGER change in the direction of my family, social and business life.

For about 4 months I have been wrestling with the idea that Strongman Competitions (not training, but competing at the high level that I do) had been draining my vital resources that could be allocated toward serving as a better father, husband, friend, mentor, business owner and role model.

I was spending well over 65% of my energy on preserving and serving a version of “Elliott” that was only fulfilling about 10% of my greatest life capacity. I was serving a “lesser version” of myself and had created an entire “kingdom” around this identity in order to build and protect him.

This “Elliott” was physically strong, no doubt. But this “Elliott” was a weak communicator, a weak lover, a weak friend, a weak servant… and a tired, distracted, self-centered steward of a miraculous kingdom that God had entrusted him with.

He was winning competitions but losing at life.

Now, you may think that I am being silly. You may think that I can do BOTH and that perhaps I am not really doing so bad as a father, coach, etc… but I beg you to consider that we each intuitively know our own TRUE potential and limitations. And regardless of what it may look like to you, I know that I am not operating at 100%… in fact, I’ve been giving less than 35% to all that truly matters.

Love me or hate me… it doesn’t matter. The “Elliott” that you have grown to know – is dead!

I killed him, right then and there, on the couch with a bag of ice on my left arm and my children staring at “the strongest daddy in the world’s” tear-filled eyes.

There is a version of each one of us that is, to quote Mathew Kelly, the “Best Version Of Ourselves”.

We are all born with the capacity to fulfill this station and it is the purpose of life to maximize all of the capacity that God had endowed us with.

Since becoming a father myself and growing closer to my earthly father, Edmund Hulse, I have also come to see why God is called “The Father” in many religious traditions.

As a father, I am a co-creator of my children, I’ve watched them grow, I study them, I know their minds and hearts, I know their capacities and faults. And I love them.

Often times my children will ask me for something that I know is not best for them, they may ask me for cookies or candy, to wear a particular thing, to play with a dangerous object or to put some “choking hazard” in their mouths. They may REALLY want the thing that they are asking for and they usually become very upset when I tell them “no” or take the object way from them.

As their father, I know that their desire is NOT best for them and may detract from what is best. It may damage their capacity to fulfill their potential and become the “Best Version Of Themselves.” I also know what will benefit them and do all in my power to direct their steps towards it.

You and I are no longer 4 years old. We don’t ask our earthly parents for permission to do or have a thing.

But in the eyes of God (our Primal Father), we are still children. He created us, he watches us grow, studies us, knows our minds and hearts, capacities and faults. And He loves us.

When we (especially our “lesser version” or ego) desires a thing, whether or not we blatantly ask Him for it, He knows if it is something that is good for us or something that will detract from us.

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The problem that most of us run into is that we are usually too distracted, attached, or plain old dense to **LISTEN** when our Father directs our steps… especially when we ask him to through prayer (you’d be amazed at how many people pray and never listen for the answer or just don’t like the answer, so they simply continue to live in dysfunction).

We may not like what He has to say about our choices, but neither does my daughter when I remove the steak knife from her tiny little hands at the dinner table, but we should at least acknowledge it.

**ACT.** I once told you that I believe most depression is caused by either doing a thing you feel you shouldn’t be doing or not doing a thing you feel you ought to be doing.

This is why the third part of my message here is to **ACT.** It is not enough to ask and listen to God or our intuition without acting on its promptings. God cannot “take the steak knife out of your hands” but he can cause you to hurt yourself with it. God doesn’t want you to hurt yourself with it, but if you don’t listen to your “daddy” you might hurt yourself…. and that’s usually what happens.

It’s been 4 months that I have been feeling like I should discontinue my Strongman competitions. For 4 months God has been telling me to put down the steak knife!

On Saturday morning, with the steak knife in hand, I asked my Father for some advice… and VERY CLEAR instructions about what to do.

I had one of my best training days ever that Saturday. I played with the knife with such joy and enthusiasm.

Then I cut myself.

I put the knife down.

Now, I can choose something better.

**END ===**
“Something Better” – On Following The Call Of Service

Often, stepping backwards a few feet will propel you forward several miles!

Take a bow and arrow for example. You draw the bowstring backwards a few inches and it propels the arrow forward with such speed and accuracy that it can kill a man.

Well, one of the things that my injury caused was for me to STOP and take a few steps backwards. I swiftly began moving back to my roots. Back to the “still, small voice” within that had guided me as a baby, as a youth, as a teenager and now as a grown man. Some might say that I’ve fallen back into the hands of my “Guardian Angel”.

With the death of “Elliott Hulse Strongman” came the REBIRTH of a Stronger Version of Myself. Stronger in a more balanced manner. I began to understand that REAL strength was multifaceted. That strength needed to be bound with integrity and wholeness. Being strong in one critical domain in the absence of others still exhibits weakness.

For example, when a person is very physically strong at lifting massive amounts of absolute weight yet lacks the work capacity and relative strength to perform just 10 chin ups... he still exhibits weakness.
From a whole life perspective, a man who earns inordinate amounts of money through his skills and gifts as a salesperson yet lacks the humility and selflessness to serve his family in a nourishing fashion... is weak (and with regards to wholeness, he is poor).

This “falling backwards” opened my senses and creativity to possibilities that were unperceivable to the old Elliott. Upon becoming “new”, I drew up a new vision, a new plan, and a new mission for my life.

**The New Mission**

One of the best ways to create clarity for your life’s purpose is to create a personal mission statement.

Corporations create mission statements in order to keep the focus on exactly why they exist. It provides stability and direction. It is a benchmark by which you measure all decisions. If a company is forced to choose, or afforded an new opportunity which they are unsure, all they have to do is refer to their mission statement... it is their guiding light.

And so it is for you and me... when we create a written statement (or draw a mind map, which I often do) describing, in detail, what our purpose and direction is, we afford ourselves focus and peace of mind.
When I changed gears to focus my efforts on the development of “Holistic Strength” and service, the entire trajectory of my life corrected course.

Below you’ll see a picture of my current **service or legacy vision** in the form of a mind map.

You’ll notice that the center bubble has written “Strength & Wisdom Manifesto” in it.

That’s right! This manual, that you have in your hands, encompasses the central themes by which I intent to fulfill my legacy and serve mankind.

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I want you to benefit from the experiences that I’ve had and the mentors who have taught me. I also aim to create an atmosphere for you to become “The Strongest Version of Yourself” through the practice of the 6 Strength & Wisdom Principles outlined in this book.

Below the map you’ll notice a written statement of my Mission.

**It says:** To empower one million stronger men by changing their lives through the virtue of Real Strength found in practicing the 6 Strength & Wisdom Principles.

Together, you and I, can create a deep impact on the world around us and lock-in a strong and empowering legacy based on personal development, Real Strength and service. The fact that you have come this far in reading this manual means that you are ready for something new and powerful. You are ready to become one of the One Million Stronger Men that I talk about in my mission statement.

By getting familiar with the **6 Strength & Wisdom Principles** and the concepts described throughout this book you are joining an elite set of Focused, Determined, Disciplined and Responsible Men who pride ourselves on becoming the “Strongest Version Of Ourselves” and using our strengths to serve others and introduce them to this empowering movement.

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All powerful movements begin small. But it’s the fire and passion deep within the souls of a handful of dedicated people that ultimately set the world ablaze. This small, underground movement will begin by following small, almost invisible, steps but these actions will act as the spark which gives birth to roaring flames.

At the end of this chapter you will see an invitation, and simple instructions, to join The 1 Million Stronger Movement. Make sure you look for the logo and directions after you’ve read this manual also. Enjoy! (and get stronger!)

**YOU ARE INVITED TO JOIN THE 1 MILLION STRONGER MOVEMENT!**

**Step #1** - Become Familiar With The 6 Strength & Wisdom Principles Described In This Manual and at HulseStrength.com.

**Step #2** - Visit [www.1millionstronger.com](http://www.1millionstronger.com) and leave a comment in the “comment area” below the 1 million stronger logo. Please tell us your unique personal development story and how you are building your strength with the 6 principles.

**Step #3** - Share our mission and vision for empowering “1 million stronger men” by sending your friends & family to the [www.hulsestrength.com](http://www.hulsestrength.com) and joining our movement.

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Overview of 6 Principles Of Strength & Wisdom:

Throughout this book, on my blog HulseStrength.com, and in my videos you will repeatedly hear me talk about VALUES, as well as the need to consciously choose and use them as guidelines for the decisions you make in life.

I learned about the importance of choosing your personal values from Brian Tracy. Brian makes it very clear that if you are not actively choosing your own values, then society and popular culture will. And that is a dangerous thing!

Values are basically, the things you value the most. Hulse Strength & Wisdom Tribe members value strong character, physical strength, vibrant health, family/relationships, work/service and spirituality or God.

Each one of these values are represented by the “6 Principles Of Strength & Wisdom” and within each one of these principles are many additional virtues and sub-principles that we value and aim to magnify in our lives.
Below is a brief overview of the “6 Principles Of Strength & Wisdom”. In part 2 of this manual I will bring more clarity to the intricacies and implementation of each one of these principles.

1. DEVELOP A STRONG ChArTER -
   a. Your outer life is a mirror reflection of your inner life. You become what you think about most of the time.
   b. Your life is the composite manifestation of actions and consequences (or sewing & reaping). You are 100% responsible for the actions you take and your reactions to stimuli, therefore, you are 100% responsible for the results in your life. You are NOT a victim.
   c. As the guiding force in your life, you must become familiar with and constantly refer to the virtues of Clarity, Commitment & Discipline.
   d. People will know and remember you by your character and the service you bring to the world... not what kind of car you drive, how much money you have stashed away or even by what you look like; all of these are irrelevant!

2. CONSTRUCT STRONG HANDS -
   a. Your body is the mirror that reflects your character and the greatness that God has placed in you. Keeping it fit, vibrant, vital and strong allows for the full expression of your spirit, intentions and goodness.

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b. A body poorly kept is like a dull and sullied mirror that has not the capacity to fully reflect the goodness that it’s intended to transpire. It is like a broken instrument, a flute, from which The Greatest Musician wishes to manifest beautiful music but becomes frustrated with the unkempt condition He finds it in.

c. To truly strengthen the body and all of its physical functions we must balance “Fire” or “Yang” type exercises with “Water” or “Yin” type exercise modalities. To strengthen our Fire constitution we train with heavy weights and partake of high intensity exercise. To cultivate our Water constitution we perform “moving meditation” exercises such as Chi Gung, Tai Chi and Yoga.

3. NOURISH YOUR STRONG HEART -

   a. You literally are what you eat. Every cell in your body is made of the raw materials of the food you’ve eaten. If you intend to be strong, vital and intelligent then you need strong, vital cells. To have strong vital cells, you’ve got to consume strong, vital food.

   b. We live in a time when most of our natural food sources are severely devitalized or polluted. There are plastics, pesticides, and a host of other chemical pollutants in our food sources. The animal products that we eat are highly contaminated as well. Processed food is in most cases not even food. Make it your concern to seek out high quality food sources for you and your tribe.
c. Approach stress of all kinds (financial, relationships, health, etc.) as temporary circumstances that have no bearing or affect on the real you. Stress is a natural part of life and is placed on our path in order to strengthen us. With the overcoming of each stressor we become stronger and face greater challenges in the same manner that progressive resistance builds our muscles when strength training.

4. ASSEMBLE A STRONG TRIBE -

   a. You are a leader. You lead your friends, your co-workers, employees and most importantly your family. This “Tribe” has been given to you to serve... recognize who these people are and begin to serve them with the greatest of your passions, gifts and talents.

   b. As a leader, you lead from behind. Essentially making everyone that you lead the center of attention and the focus of your service. You’re not a leader to exalt yourself, you are a leader to build-up others.

   c. There are 3 extensions of your Tribe or personal kingdom: First, is the Tribe Of One... this is you. Second is your Blood Tribe, this is your family. Third is your Walking Tribe, these are the people that you meet throughout your day; co-workers, friends, cab drivers etc. The entire tribe concept is discusses in detail in the Strong Tribe Section of this handbook.

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5. EARN A STRONG LIVING -

a. Work is a form or worship and a service to mankind. If you are in a business that causes more harm than good, then get out of it now! If you are in a business that you are not passionate about, then you are wasting your life and taking away from others... selfish.

b. Every man, whether business owner or employee should be building leverageable income streams (that earn money even when you are not working) to add to their current business or as a side project. This is to help you create more time and in turn focus your energies on the equal development of all 6 Strength & Wisdom Principles.

6. CULTIVATE STRONG FAITH -

**NOTE** I use the term God to describe what in Hebrew is “Elohim”, what Muslims call “Allah”, what Hindus may call “Brahma” what Taoists call “The Tao”, what Native Americans may have called “Awonawilona”, what atheists may call “Nature”, and what quantum physicists call “the unbounded, seamless matrix of the universe.”

In my estimate we are all saying the same thing, we are all simply using different language to describe what we experience as the creative, animating energy of the universe and the world we live in. I use the term God because it’s the one I’m most familiar with, not because of an alliance with any particular religion, creed or sect.

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Of course the term God is loaded with all of the positive and negative associations that have been heaped upon it from thousands of years of use, misuse and abuse. These associations allow me to run the risk of being misinterpreted, but I don’t care. The majority of my readers will understand my position and relate to the terms I use, if you are offended by me or my language then I’m sorry. But I refuse to wrap my convictions and musings in a politically correct garment so as to create an easily digestible version of my strong sentiments for sensitive people; or to appease close minded religious zealots who demand conformity with a single opinion, idea and more likely, superstition.

a. All of the great leaders, profits and manifestations of God have intended for religion to be a source of unity, understanding and personal development. Our creator, whatever you choose to call him, shows us that living within the parameters of the natural world he created will makes us happy, vibrant, vital and useful.

b. These parameters are evident in nature and the world around us. Also, there have been, and may still be today, great teachers who have experienced all (or much) that is perfect in living within God’s will and exactly how we too can experience this goodness.

c. These people include Jesus, Buddha, Muhammad, Krishna, Baha’uallah, the prophets of the Old Testament and perhaps dozens more. We learn “the secrets” to a happy, fully self-actualized life by reading their words and the words of other inspired men.
who have tread the path less traveled, have greater insight and have been willing to share their map with us. I call this type of reading, “Wisdom Literature.”

d. Within God’s seamless matrix there is no time, no space, no good, no bad, no victims, or victors... all is one and the same, and He is the creator of it all. -- Isaiah 45:7 (King James Version): *I form the light, and create darkness: I make peace, and create evil: I the LORD do all these things.* -- Truth is relative, and what we choose to make of something (good or bad) is our choice. “Nothing means anything but that man makes it so.”

e. Independent Investigation Of The Truth - WARNING! Do not accept my words as “truth”. For that matter, please do not blindly accept ANYONE’S words (or any single book) as the one and only truth. You must continue to search, seek and uncover what is right and true for you, within the obvious parameters clearly set by our creator. Many people will force and guilt you into believing their set of ideals, be it religion, philosophy or common values. These are not yours until you’ve tested and used them yourself! Be aware.

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Hey guys, Elliott Hulse here, and welcome to an installment of my Strength and Wisdom TV where I will be talking to you about the Six Strength and Wisdom Principles and those of you who are familiar with it know that the very first one is Strong Character.

So, what we’re going to talk about today is how your character determines your legacy. Because, essentially, each one of these principles are building upon each other and have principles and values within them that bring you to your legacy. And essentially, the service that you render to the world that’s everlasting. You see, because our physical bodies die, but the imprint that we leave in this world and on the people that we encounter from day to day, never dies. It’s incredible because the things that you do and the character that you build today, will be felt by generations and generations and generations, well after your passing. I’m not going to get into all of the principles here

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today because most of you know what I’m talking about, and if you’re not familiar with the principles, just visit my blog at HulseStrength.com.

Today we’re going to talk about the scientific construction of a strong character. It all begins down at this end with your thoughts. Essentially, I’m going to show you how your thoughts are manifest, they just turn…they literally take on a physical character and ultimately become your legacy. So, the very first thing is the seed that you begin with. It’s very interesting, because if you look at nature, a seed is almost nothing. They blow in the wind, they can die or they can grow. But, when they’re in the right environment, when they’re given the opportunity to proliferate, to grow and they’re nourished, they can really become a mighty, mighty, mighty force in the world.

Your thoughts are the same way. I recently heard, I think, Paul Chek say something like thoughts attract material. So, essentially, if you nourish it properly, the things that you can tangibly appreciate are attracted to it. Very important and I want to spend a little bit more time here than on the other ones, because thoughts are objective. Completely. They can be good or they can be bad. And whichever one that you decide to nourish is the one that is going to end up being your legacy, is going to be the everlasting expression of who you are. So, it’s very, very, very, very important that we’re careful about how we choose our thoughts.
I even go one step further to differentiate between a positive, resourceful thought and one that’s damaging. I even call it a virus, a thought virus. In later videos and some of the things I’m going to teach you, the thought viruses are just very, very, very, very dangerous to you and to your legacy and to the people around you. And you’d be surprised at how many you’re carrying around in your mind and how they’re stopping you from fulfilling your dreams and fulfilling a very resourceful destiny and legacy for yourself and for your family and your Tribe that I always talk about.

So, choosing your thoughts is something that you’ve got to be very careful about. Now, thoughts come and go, but the ones that we decide to bring into life start with our words. The very first thing that we do is to speak those thoughts out loud.

A very interesting thing, and I’ll tell you a story about myself. When I first started my business and I first started expressing myself in the fashion that I knew I was designed to, I had a lot of anxiety. There were a lot of things I wasn’t sure about, and there were battling thoughts, thoughts that were vying for my attention. And day in and day out, after I came home from a day of work and I talked to my wife, Colleen, I’d say things like…and I knew it was coming, because I’d start like this. I remember leaning my head against the wall and saying, “I’m trying, Colleen. I’m trying. I don’t know what’s going on, but I’m trying.” And I said it with a defeated attitude. I literally can see myself just exhausted, leaning on the wall, lacking energy and using the words in a phrase, “I’m trying.”
Essentially, I was attaching to and bringing words to the thought of defeat, to the idea that this might not work out, that I don’t know what I’m doing and I’m trying, which is a very, very, very dangerous word. I’d urge you to be very careful about when you use the word trying, because there’s a difference between doing something and trying something.

So, for months I would literally perform this ritual, this ritual of words and actions, giving life to that negative seed until one day I recognized that I was doing it. I knew better because I’d been fed this information before, but I really wasn’t applying it at the time.

That day that I realized that I came home and the habit of…notice, that’s one of our behaviors here…that habit of sighing and resting my head on the wall and whining to my wife, I saw it coming and I stopped it. One day I did that. One day I went to the root of the issue, the thought and I stopped it. It came about me, was coming over me, I saw it coming. And that’s very important because being self aware, being able to take an objective look at yourself, basically stepping outside of yourself and seeing what’s happening to you is a very critical component to self actualization and becoming the best version of yourself.

So, when I saw that thought coming I immediately stopped and as the words wanted to come out of my mouth, I shut it down. Now, the thought was still there, the
seed was still there, but I didn’t give it life through my words. I practiced that for about three or four days until it died.

Now, the interesting thing about seeds and viruses is that they’re very, very sensitive. They come about, but they die very easily. They die as quickly as you turn your attention away from them. So, these thought viruses, essentially what I was dealing with was a virus, I put an end to. I literally shut off any communication with it and stopped giving it life. Because ultimately, if I didn’t it was going to become my legacy.

How do we develop or construct a strong character? Well, the very first things is, like I described, the thoughts that we harbor and the thoughts that we nourish through our words, we’ve got to choose them. And the way you do that is to make sure that there are lots of positive seeds coming into your mind. That’s why watching videos like this and reading motivational, uplifting, self-development books, some of my favorites are Brian Tracy and Earl Nightingale, things of that nature. You’re now bombarding yourself with positive seeds. And ultimately, the ones that you really like, they’ll start to manifest themselves in your life and you begin bringing life to those positive seeds through your words. You find yourself saying these things to yourself.

For example, one that I learned from Brian Tracy was that discipline was doing what you have to do whether you feel like it or not. That was a very positive thought seed for me at one particular time in my life when I was doing things in order to reach a
goal that I didn’t feel like doing. I remember saying these words to myself as I’m getting out of bed in the morning. I’d say to myself, “I got to do what I want to do. I have to do it whether I feel like it or not.” I was an affirmation. I didn’t even know what an affirmation was at the time. It’s basically just telling yourself positive things so that you can live your life in accordance with it.

I’d just say it to myself, “I have to get up because,” not even have to. That’s a different connotation. It’s totally different in having to do something. But, I was going to do. I got to do whatever I had to do, whether I felt like it or not. It’s very important because these words will manifest themselves in your actions. You will literally do what you keep saying. Not only for yourself, but because of yourself, because you’re brain-washing yourself with these words, but also because the people that hear you saying these things will now expect you to perform in that particular fashion. And we all have a tendency to want to maintain integrity. That’s what integrity is. It’s an innate need - we want to be consistent with our words.

So, what’s going to happen is people are going to expect you to be consistent with your words. You say that I’m happy, healthy, vibrant, vital and wealthy, than people are going to start expecting to see that. And you are going to take action, subconsciously, that are going to bring you towards that reality. That’s the power of words.
Actions are putting feet on those words. You can always have words. I know lots of people that are just full of words, but they never build the courage, and they’re a big… I mean, I put an arrow here, but there really is a brick wall here between your ability to transform your words into actions. A lot of it happens naturally, but a lot of it is held back by fear. So, you’ve got to start acting these things out.

Interestingly enough, after several weeks, and you notice with my story and my defeated behavior, after a few days they literally become habits. I’ve drawn pictures here just to give a little bit of an analogy, but your actions… When you plant a seed, ultimately somebody has to do something and they’ve got to take action and that’s the watering of the seed.

But, an interesting thing happens when that becomes a habit. Forces that are in your grasp…I say God. You can say nature, you can say Allah, I really don’t care what you say, but there is an unseen, un-understood presence. Like, the sun is an expression of nature and God. We don’t control the sun. But, through our habits, we are now receiving assistance. It’s a crazy thing. I think Brian Tracy said something to the effect of…I’m using a lot of his quotes today…that when you take action, unseen forces will come to your aid. He was speaking in terms of angels. And you can think in any way you want, but ultimately, there’s a greater force that’s going to recognize your efforts and shine down to help bring them to fruition.
It happens both ways, either seed or virus. It’s completely objective. Nature is objective; God is objective. You help steer the wheel and he fills it with the gas. He makes it happen, fills the car with gas. I don’t know if that was a good analogy.

Anyway, that ultimately leads to your character. Now, this is who you are. This is what the culmination of your thoughts, words and actions and habits ultimately create, and that’s a solid, solid, solid thing that’s very difficult to transform. But, it can be done. I can give you an entire lecture on that. This character can be transformed, but it is very solid. If you look at the width of that oak tree’s body, it’s strong. It’s deep rooted. It’s got roots way down into the earth in order to allow it to be stable and strong. Now, the type of tree this is, its strength and its character, what it’s going to do and what it provides to the world and its success, its achievement started way back here.

This is where it gets really, really, really interesting, and this is where I want to see everyone aiming towards. It’s the legacy. It’s how you now take the fruits of your actions, behaviors and habits, the fruits of your character, of who you are, and you multiply it. You give birth to several seeds, fruits, good things that ultimately bring about other seedlings, other trees, other people who are going to benefit from the power that you now possess.

You’re not powerful alone. You’re not powerful simply because you’re thick and strong. You’re powerful when you bear fruits and when your fruits bear seeds that bear

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trees that ultimately bear more fruits and seeds and trees. And your legacy continues on and on whether people know your name or not. What you’ve done with your 75 years here on earth, the seeds that you’ve planted in your heart and then in your life, and in the hearts of others, is your legacy. And each one of us is powerful enough and it’s our responsibility to build the power and the capacity to lead people in this direction, to lead yourself and the world and leave a long lasting, positive legacy.

B. **Choose Your Values**

Most people are not aware that they are allowed to choose their own values. For most people, their values have been chosen for them, usually by greedy corporations via television commercials or old and irrelevant values forced upon them by their parents. The values that most people have adopted do nothing more than keep them imprisoned by fear and focused on mere material life and possessions. This leads to a shallow, unfulfilling and depressed life.

Ask most average civilians about what they value and they’ll have no clue what you are talking about. They may even become offended if you probe too deeply. Jesus once told his students that “you can’t feed pearls to pigs... you’ll lose your pearls and piss off the pig!” So, sometimes its just better that we leave them alone, happy as a pig in shit!
You have concrete goals and have assessed your life to decide what values support your vision. You’ve chosen the values that you cherish, not based on what other people think of you. You consistently measure every opportunity and challenge against your list of strong values in order to respond with confidence.

Below is a list of basic values and their dictionary definitions for you to examine. I suggest making one long list with all of the ones you connect with most and then chop that down to the 3 or 5 most important values to you. Now, with that short list you’ll be able to measure every challenge or opportunity against it and allow you to easily make the right choice, every time!

Your values are much more than what you “think is nice”. They are the guideposts for your life. When forced to choose, you will ALWAYS choose in favor of your stronger values, it can be no other way!

**Commitment** - the act of committing, pledging, or engaging oneself. a pledge or promise; obligation

**Clarity** - clearness or lucidity as to perception or understanding; freedom from indistinctness or ambiguity.
Discipline - training to act in accordance with rules.

Family - a basic social unit consisting of parents and their children, considered as a group, whether dwelling together or not:

Maturity - full development; perfected condition

Integrity - adherence to moral and ethical principles; soundness of moral character; honesty. 2. the state of being whole, entire, or undiminished: to preserve the integrity of the empire. 3. a sound, unimpaired, or perfect condition

Health - the general condition of the body or mind with reference to soundness and vigor: good health; poor health.

Awareness - informed; alert; knowledgeable; sophisticated:

Evolution - any process of formation or growth; development

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Courage - the quality of mind or spirit that enables a person to face difficulty, danger, pain, etc.

Creativity - the ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc.; originality, progressiveness, or imagination

Generosity - readiness or liberality in giving.

Detachment - freedom from prejudice or partiality.

Modesty - regard for decency of behavior, speech, dress, etc. simplicity

Humility - the quality or condition of being humble; modest opinion or estimate of one's own importance, rank, etc.

Trustworthiness - deserving of trust or confidence; dependable; reliable

Service - an act of helpful activity; help; aid

Responsibility - reliability or dependability, esp.
Faithfulness - true to one's word, promises, vows, etc. reliable, trusted, or believed.

C. HOW TO SUCCEED IN QUANTUM LEAPS

Emerson – Colleen’s and my middle daughter has taken what seemed like an eternity to stop sh_tting herself.

Unlike her older sister who spoiled us by being potty trained at 13 months, Emerson had been “pooping her pampers” until she’s almost 3 years old. I’m sure many parents are saying that 3 years of changing “crappy pampies” is really not that bad, but we had enough!

For the past year or so Colleen and I had been “training” Emerson to tell us when she had to poop. We’d say things like, “Emme, be sure to tell mommy or daddy when you need to poop… okay?”

Emerson would shake her head, say “Yes, daddy”… and then proceed to explain why her favorite color is yellow and since the bird outside has yellow feet, she would need to wear yellow shoes (or some random musing of the sort).

Then, no longer than an hour later she would come and climb on my lap smelling no better than the nasty-ass “reclaimed” water that nourishes the public lawns here in Flor
ida (If you’ve never smelled reclaimed water, just imagine sticking your face in a Port-A-Potty toilet bowl.)

Shenanigans of this sort, including the removal of poop from her pamper with her hands, pooping in her Dora The Explorer panties, and pooping in the bathtub with both of her others sisters present went on… FOREVER!

And with each and every “Fecal Failure” Colleen and I would reiterate… “EMERSON! Where does poop belong?” — her reply, “in the potty.”

In one of my least proud Daddy Moments I then proceeded with, “Then WHY do you keep sh_tting yourself!”

Well, I am proud to announce that this weekend… about 5 days ago, Emerson is 100% potty trained. She even wipes her butt and washes her hands like a big girl.

After more than a year of “training”, something clicked. It was like a switch was flipped last Saturday morning.

Friday night, she craps herself…. Saturday morning, potty trained. This was CRAZY! I still can’t believe how this seemingly instant transition took place.

Even crazier… was what I noticed next!
Tuesday morning at breakfast Emerson joined me, Colleen and older sister in saying grace. Prior to this day Emerson would either be babbling obnoxiously with her little sister or kicking her older sister under the table while we attempted to thank The Creator for our food!

After grace I leaned over to Colleen and asked her, “Is it just a shift in my personal perception of Emerson since she’s now potty trained or is there something all together different about her?” Colleen affirmed the latter. “Yea, she is definitely NOT the same child!”

New Personal Advances In Emerson Since Being Potty Trained:

* Talks more and is expressing herself verbosely

* Is more affectionate with her little sister

* Eats (most) of her dinner without being harassed

* More awareness of other people and her environment.

Here is a VERY IMPORTANT principle that I noted that morning and began to explain to Colleen at the table…. “This type of rapid personal transformation NEVER STOPS! Whether you are 4 or 40, your brain, body and spirit is predestined to Continuous Evolution.”

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We NEVER stop growing, unless we decide to.

**Personal Growth Happens In Quantum Leaps!**

It seems that when Emerson became potty trained, she had also accessed an entire new level of consciousness that not only fulfilled her desire to “poop on a potty”, but was accompanied by a basket full of other, new virtues!

I’ve seen it happen before….

A skinny, young, weak baseball player at the age of 13 joins my Strength Camp. He can barely do 10 push-ups and crumbles to the floor when I ask him to perform a body weight squat… he is structurally and functionally – a mess.

12 weeks later he can squat with a barbell weighing 135 pounds; he can do 50 push ups and has gained 23 pounds of lean muscle.

Besides the obvious physical changes, he is also looking me straight in the eyes instead of at his shoes when talking with me; he is text messaging girls when he walks into the gym; he is wearing cut-off sleeve t shirts and his parents tell me his grades are the best they’ve ever been.

He is NOT the same kid. He has evolved… with a Quantum Leap. He has accessed a

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new, more powerful level of consciousness by simply affecting one area in his life… in this case, his physical strength.

**How Do You FORCE Quantum Leaps To Occur?**

Like I said, we always have the capacity to evolve… until the day we die.

But, what it takes in order to grow rapidly is something that most people avoid. They avoid it in one area of their lives, which is reflected by the dysfunction in that area or they avoid it all together.

**The formula for Quantum Leaping is (Challenge + Consistency)**

In order to grow you have to be under pressure. Most people wait until pressure is placed on them (losing a job, divorce, etc.) before making a shift.

But people who are AWARE of this formula create pressure for themselves to grow. Theses people love challenges, not for challenge-sake, but because they know that these challenges if approached with CONSISTENCY and constancy of purpose will reap an enormous reward!

What’s better… is that they understand that when they evolve in one area of their life, they can also expect to reap the rewards of growth in other areas as well (like Emerson

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and the young baseball player). — If they make more money, sex might be better!

hmm?

Here are just a few ideas for ways to challenge yourself in order to stimulate a Quantum Leap in Personal Growth.

1. Get Stronger… strong enough to lift a weight that has always intimated you.

2. Apologize… to someone that you have a strained relationship with.

3. Start… a new business on the side if you have a job (stop wasting weekends).

4. Learn… a new language, instrument or to change your oil.

5. Quit… harmful behaviors (smoking, drinking, drugs, porn)

6. Be nice… to people, even when you don't want to be (smile).

7. Take up… a new hobby, sport or art project you've wanted to.

8. Ask… for a raise, the sale or a date with that hottie in your office.

Basically, do something that you thought you could NEVER do.

Challenge yourself to talk to people, quit something you hate, start something you love or just to sit…. quietly, by yourself, doing nothing, just sitting, alone for 30 minutes per day.

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And in time you will LEAP your way to being a newer, better version of yourself… all around.

**D. THINK STRONGER, BE STRONGER.**

You are WHO you are today based on the “thought seeds” that you have planted in the past. This works in our lives EXACTLY as it works in nature. When a particular seed is planted in a nourishing environment and given what it needs to survive, grow and thrive -- it has the capacity to evolve into a menacing thorn bush, an esteemed sunflower or even a mighty oak tree.

Every thought that crosses the landscape of our mind will take one of two life paths.

Based on our reaction to it, the thought may enter and immediately disperse as a seed that was blown away in the wind. This happens when we hold no regard for the thought. We “see” the idea in our “mind’s eye” but immediately dismiss it… it doesn’t belong to us. Whether the seed had the capacity to become a marigold, money tree, or a weed… it reacts fully to our interpretation of it.

The same seed may also…

**What kinds of seeds are being cast into your garden?** – If you are not sure just take a look around you… What type of music do you listen to? What kind of television shows

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do you watch? What kind of people do you spend your time with? What do you read? –

The answer to each of these questions will give you a good idea of what kinds of seeds are being cast into your garden.

**What kinds of seeds are you nourishing?** – The moment you focus on a single thought it becomes yours. Yes, thoughts will pass into and out of the mind several times a day but it is ONLY the ones that you FOCUS on that begin to germinate and evolve.

The next step in the “evolution” of your destiny are your words.

Each word that you speak acts like a million spoors that are scattered though out the natural environment as it proceeds from your mouth. The words you speak begin to affect the world around you by showing others exactly what your thoughts are; your words are like the windows that show others the inner working of your mind.

Why is what other people think of you so important? – Because “YOUR WORLD IS YOUR MIRROR” and the clearest and brightest of all the shining mirrors in your world are other people. Most people will react to you as you are. There is very little that you can do to hide your virtues and even your vices upon the moment that you converse with another. You get exactly what you give… all the time. Show the world around you compassion, commitment and courage though your words (which are preceded by your

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thoughts and proceeded by your actions) and that is what the world will reflect back to you. Show the world anger, prejudice and impatience… and what do you think you’ll see?

Another observation about words… the less you express them the more power you’ll conserve. Also, “He who ASKS questions rules the conversation.” -- This is in stark contrast to the many who constantly “vomit” their unsolicited words (usually about themselves) on every unsuspecting ear within 10 yards. “What you ARE speaks so loud that no one can hear a word you say.”

“Every action is measured by the depth of the sentiment from which it proceeds” – Emerson

What Emerson is saying is that your actions are only an expression of what is lying deeper within; your thoughts. If you nourish expedient and lazy thoughts, you will act in a like manner. If you VALUE (values are thought seeds which you have long nourished and become so attached to, that you would rather die than to dishonor them) hard work, commitment and integrity… each of your actions will reveal your sentiment, whether you are digging a ditch or sipping a lemonade.
Actions are important; they solidify in the natural world what you believe to be right and true. They propel into motion all inspiration and deep seeded desires. Your actions are like the watering and sun bathing of the seedling of the original thought. Without action “thought seeds” die. No matter how good your “intentions” are, or were, if you haven’t developed the Courage (another value) to take ACTION… nothing manifests.

“Do the thing, and you will have the power” - Emerson (again)

Most people receive an inspiration, a thought seed is cast upon the landscape of the mind, they enjoy the idea and proceed to nourish it with intensified thought and even go one step further and help it grow with their words. But, this is where the dream dies. They hold onto the idea that conditions must be set right in order for them to take action. They are waiting to “have the power before doing the thing”. This is NOT how God works.

The power to execute a thing will be bestowed, when you show God your commitment to it by TAKING ACTION FIRST. Again, this requires great strength of thought and the constant nourishment of the value --Courage.

"We are what we repeatedly do. Excellence then, is not an act, but a habit."

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If “excellence is not an ACT but a HABIT” then it stands true that taking action alone is still only a primary means for manifesting a thought seed. Habits, what we repeatedly do… what we commit to and discipline ourselves to execute every day, whether we “feel like it or not” is what builds character.

A note: as an optimist, I assume that you are considering all of these ideas in the light of a positive and resourceful means. But, the hard reality is that these laws work whether you plant seeds of Good or seeds of Bad. These laws work whether we acknowledge them or not.

If you suffer from depression or anxiety, understand that you have nourished bad seeds and are currently reaping the fruits of that tree. If you are happy, healthy and vital, you too are reaping the fruits of thoughts sewn earlier. In either case, you are not a victim… you’ve created your reality. If you don’t like the fruit you are now eating, don’t explain or complain (no one cares about your sob story anyway); just get busy planting new thoughts and ideas that are consistent with what you want in the future.

Take responsibility! Most people will blame any and everything on why their life is a waste. Genetics, their spouse, their parents, the government, the economy, an illness,
they even go as far as to blame God! – Yes, life will challenge you… but it is YOUR re-
action to the challenges that determine what kind of life you’ll experience. In fact, I go
one step further and say “be THANKFUL for your challenges” for it is the championing
of greater and greater challenges that allows for growth and the evolution of an edu-
cated conscious; wisdom.

Also, be patient! – Seeds take time to grow.

If our actions are measured by our thoughts, and commitment to a particular action be-
comes a habit, then it would follow that our CHARACTER is the natural outgrowth of the
foundation laid mainly by our thoughts. In fact, this entire Strength Camp Success
Principle can be expressed as “Think Strong Thoughts”, but this would be to ephemeral
for most to grasp. Most people need CONCRETE, and there is nothing more concrete
than the character a man displays.

The Latin root of the word “character” is PROOF. Your character is the living proof that
what value, what you say and the actions you take are true to Principles (irrefutable
laws of nature). It is proof as to whether or not you are living with delusion and value
untruths, things that oppose the laws of nature. Like many, you may currently be living
with the delusion that you can violate these laws and still live a good life…

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Bob jumped off of the top of a 30 story building, on his way down, at about the 15th floor a man looks out the window and asks Bob, “How’s it going?” Bob replies, “So far, so good.”

When you try to violate natural laws, like that of gravity in the story above, things may seem OK for some time but you are bound to hit the ground soon. You will be plummeting rapidly towards a very, very unfulfilling DESTINY.

Strength & Wisdom Principle #2
Elevate A Strong Heart

A. WHAT ARE YOU MADE OF?

Below are 14 food quality subjects and guidelines that will send your health and fitness results into overdrive.

Remember, ‘You Are What You Eat’… from the moment that you put something into your mouth your body begins using it to create new cells somewhere in your system.
Are you going to be made of Cheese-Its and Soda or are you going to be made of a robust free-range, organic turkey and unprocessed milk?

The Choice is ALWAYS yours! (later on I will even show you how to go “hunting” for this high quality food)

**Eat Organic Food**

People are always quoting the latest ‘study’ that claims that organic food is no better than conventionally raised foods. Besides being completely misinformed, these folks have fallen victim to corporate greed.

The companies that fund these so-called studies are the same companies that are manufacturing the herbicides, pesticides and fungicides that poison your food. Always look a little deeper!

Another point that I would like to make with regard to conventional vs. organic food is that countries like China have been using organic methods to farm their lands for tens of thousands of years.
They have been such skillful farmers that their soil is just as nutritious as it was thousands of years ago. Also, they have a fraction of the farmable land that we have in the US and a boatload more people to feed. So, do not let anyone tell you that we need conventional farming to feed the world’s people.

In fact, the “world’s people” are so aware of the poor quality of our food that many starving nations will not even accept our grains as a gift!

*Why should I buy organic food?*

For starters, the soil that organic food is grown in is much more nutritious than that of conventionally raised crops. If the nutrients aren’t in the soil, they can’t get into the plant. If the nutrients are not present in the plants, they will not be present in you when you eat it… its as simple as that.

There are several reasons why our soils are so nutrient deficient (it wasn’t always that way), but for now we’ll just say that our farmers have done a lousy job taking care of the land.

When the soils are depleted the crops that they yield will be deficient in:
Secondary Nutrients- there are over 10,000 secondary compounds found in plants. Many of these nutrients have yet to be studied and understood, but every year a new study emerges stating that one or more of them have the capacity to prevent and reverse cancer, diabetes and aging!

Protein Quality –When our food is raised with conventional farming methods the essential microorganisms that ‘feed’ the crops minerals, trace minerals and trace elements, are destroyed by the chemical fertilizers, pesticides, herbicides and fungicides that are administered. When this occurs the amino acid composition is destroyed.

Next, organic food is grown without the use of toxic chemicals such as pesticides and fertilizers. This fact alone makes buying organic food worth the extra pennies.

Don’t be fooled by those who tell you that pesticides will not harm you… the effects are evident and super obvious. A small example… a study done in Latin America to discover why children born at the top of a industrially farmed hill-side had better motor skills, increased intelligence and better behavior than the children at the bottom of the hill… showed that there was an increased amount of pesticides in the
water, food and ground of the homes of the children at the bottom of the hill, this was due to the ‘run off’ effect, when it rains the chemicals made its way down hill.

I don’t know about you, but I would like to see my children reach their full physical and mental capacities without the interference of toxic chemicals that I have the choice to expose them to or not.

Before a food can be labeled as Certified Organic in the US the fields on which it is grown must go through a 3-year ‘gestation' period in which the farmers must use organic farming methods only. This time period assures that the microorganisms have time to digest and eliminate chemical residues. (9)(7)(4)

**So what do I do?**

- Choose organic whenever possible.
- Organic food not only helps you and your family remain healthy and free from toxins, organic farming practices are good for the planet... let's leave a safe home for our great, great grandchildren.
Processed Food

I am appalled at what people think is food these days! Just look at some of the garbage that we are feeding our children… what this heck is hotdog anyway? Nothing on the labels of any of these foods even resembles a food. I guarantee that over half of the “stuff” on the ingredient labels, you can’t even pronounce! It looks more like a label for an air freshener than a food.

These “foods” not only have a long list of “non-foods” on the label but there is a ton of other garbage that doesn’t even need to be labeled (due to our wonderful law makers). Did you know that there is antifreeze in your ice cream? It’s not labeled… that’s because it is an industry standard… that means no label needed!

The Average American eats about 150 pounds of food additive each year… this all comes from processed foods. Also, don’t be fooled by the term ‘all-natural’, rhino feces is ‘all-natural’ but I wouldn’t want it in my soup. Food manufacturers know what you want to hear… so they say it. Beware.

If you refer to the previous section on “The Strong People” that Dr. Weston Price studied, you could never imagine that we were designed to eat all of this garbage. The fact
is, that until we began ‘playing with our food’, we suffered from only a fraction of the disease that we see today. The ‘Strong People’ had no words to describe what we call cancer, yet due to our straying from the Primal Edge we have adopted all sorts of fun stuff like obesity, cancer and auto-immune diseases.

And, I don’t want to hear the “genetics did it to me” excuse. We do it to ourselves. You choose what to eat and you suffer the consequences. Take responsibility for your actions; stop blaming your ancestors… they never blamed anyone for their mistakes.

(9)(5)(4)

So What Do I Do?

· Don’t eat processed foods. If it is in a box, can, or bag and can last on a shelf… you can rest assured that it is processed

· Eat only WHOLE FOODS that you can pronounce and find in nature… can you say carrot or potato?

Franken Foods – GM

How would you like to find out that the corn you are eating has insect DNA spliced into it or that the same piece of corn produces it’s own pesticides?

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Well that is what is happening in the wonderful world of Genetic Engineering also known as Genetic Modification (GM). You think you are eating one thing, but surprise… it’s another!

Practically all processed foods contain one or more GM organism, so it is safe to say that you are probably eating the stuff as we talk. The reason why you didn’t know this is because there is no law that forces food manufacturers to put this on your label. Imagine that they did put it on the label… do you think anyone would buy a box of cereal that stated “Made with Genetically Modified Corn Meal!” Heck No! So our wonderful law-makers, with our best interest in mind, allow the food manufactures to get away with not informing you about what you are eating. (9)(7)(4)

So what do I do?

- In my opinion Genetically Modified foods are not a good idea, if you are serious about your health and the health of your tribe… avoid processed foods and steer clear of GM! Organic standards do not allow GM.

Fruits and Veggies
NOTE: Fruits and veggies are great for you and should be eaten often; just remember to balance your meals according to your metabolic type.

As mentioned in the organic foods section, plant foods contain many secondary nutrients that are essential to vibrant health. But, these vital nutrients can be destroyed if the foods are not prepared properly.

For example, you know that broccoli is good for you. You intend to nourish yourself with the life-giving powers of this ‘super food’, so you throw some in a pot to boil for 20 minutes… when the broccoli is done you scoop out of the pot what looks like green oatmeal. It's been over cooked.

When you cook most fruits and veggies you destroy many of the enzymes and nutrients that make the food worthwhile.

Fruit juice is another issue… if you are using store bought, pasteurized fruit juices… rest assure that you are drinking nothing but sugar water. In fact, any fruit that is ‘juiced’ only have 1 hour before it begins to lose it's value.

So what do I do?

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• Juicing your own fruits and veggies IS a good idea! It is a great way to get numerous servings of raw veggies into your diet without having to eat it all. Just be sure to consume all of the juice within one hour of making it.

• Eating a variety of fruits and veggies is also a good idea; the average American only eats about 10-12 different foods in their entire life. By consuming a larger variety of foods you will get a better balance of nutrients and avoid food allergies.

• Also, be sure to choose organic when possible and always wash produce with a non-toxic soap before eating.

Grains

What a touchy subject this has become over the past few years! Let’s face it… we love our pancakes, waffles, cereals and breads and if anyone tells us that we shouldn’t have them there will be hell to pay.

So, I’m not gonna tell you what to do… I’ll just tell you what I discovered with regard to human consumption of grains.

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According to many scholars, until about 10,000 years ago the staple of the human diet was meat. Animals ate plants, they condensed the nutrition and we ate the condensed nutrition contained in their meat… and said thank you to their spirit!

It wasn’t until very recently that we began farming and using crops to nourish ourselves… before this we were nomadic, we followed the meat.

When our ancestors did use grains however, they prepared them properly. Proper grain preparation is of the utmost importance as grains that are not prepared properly contain many harmful substances including nutrient blocking agents. When these nutrient blocking substances enter the digestive tract they do not allow the absorption of many minerals and nutrients vital to your health.

Today, it is safe to say that not only are our grains not prepared properly but they are also processed to such a degree that they contain zero nutrition. This means that not only are the grains that we use void of nutrition but they can create malnutrition. This is a serious problem, especially when we have doctors and the media telling us to consume 11 servings of this junk every day!

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Grains and breads can be a nutritious addition to your diet if prepared properly. It is as simple as soaking your whole grains overnight before using them. Up until very recently this was a common practice… but in our “microwave fast” culture, this practice has become forgotten. For more info about grain preparation and some great recipes check out, *Nourishing Traditions* by Sally Fallon

Another thing to recognize is that many grains (wheat especially) have a hard to digest protein in them called gluten. Since close to 70% of all people are gluten intolerant… it would be safe to say that you should avoid gluten. Those who have gluten intolerance have been found to have high incidences of digestive disorders and even neurological disorders if they continue to eat gluten-containing foods. The sad thing is that most people don’t know that they are gluten intolerant.

To find out if you are gluten intolerant: Eliminate all grains from your diet except rice, corn, millet and buckwheat… if after a few days to 2 weeks you notice an increase in energy, less bloated-ness and gas or even the disappearance of that jock itch from college – you are probably gluten intolerant and should always avoid (BROWS) Barley, Rye, Oats, Wheat and, Spelt.
Be Wary Of Your Dairy

Although our hunter and gatherer ancestors did not use milk, there are many healthy nomadic societies dating as far back as 9,000 years that used the milk of cows, sheep, goats and even buffalo for its life sustaining properties.

Today, what we call “milk” is truly a poison and a far cry from the nutritious, living food that it once was. Milk consumption is now being blamed for everything from cancer to diabetes. The reasons for this are plenty; I’ll talk to you about just a few.

There was a day when milk came from healthy, happy and, well-fed cows and goats… this is no longer the case. Today, the cows from which we get most of our milk are, what Sally Fallon, founder of the Real Milk Movement, calls “freaks of nature”.

Through strange breeding practices, which produce cows that have unusually large pituitary glands, and through the use of, FDA approved, genetically engineered growth hormones for cows – these Freak Cows produce 3-4 times the milk than a normal cow. Fantastic, we now have cows that are so stressed by the amount of milk that they are producing that not only does the milk contain significantly lower nutrition but also it is higher in puss! Yea, I said puss.
Also, because of the poor quality of grains that these cows are fed (cows should be eating grass anyway) The milk that you are using for your hot coco has been shown to cause liver problems, tumors, sterility and mastitis in the cows that produce it… got milk?

The next problem that we are facing with regard to our milk and dairy supply is in it's processing. Raw milk is the milk of our ancestors. Today all processed milk is pasteurized for the sole purpose of increasing shelf life. We have been conditioned to believe that it is for our safety, but as you will see – this is simply not the case.

Pasteurization is a process by which milk is heated to such a high degree that it destroys all of the bacteria in the milk. Milk is a living organism that contains live cultures (bacteria) that are essential to the immunity of the milk and to the health of the milk drinker. When milk is pasteurized all of the live-cultures and enzymes are destroyed, rendering the milk a dead-food. Once this immune enhancing bacteria is destroyed the milk is now susceptible to invasion by unhealthy bacteria.

The fact is, pasteurized milk has a higher amount of contamination than raw milk. In the worst recorded case of salmonella caused by processed milk, 14,000 people became ill and 1 died in a 1985 outbreak. Pasteurized milk was the culprit. Raw milk on the other
hand has had zero reported cases of salmonella outbreaks! Where is the protection?

So what do I do?

- If you are going to drink milk, your best choice is to find an organic farmer that sells raw milk. If you cannot get your hands on raw milk make sure that you are using certified organic milk from your super market. For more information check out www.realmilk.com

Meat

To get The Primal Edge, you are going to need to include some meat in your diet. The types and amount of meat you eat, is determined by your metabolic type (discussed in a earlier chapter). Here we will discuss the importance of getting the highest quality meats available.

Meat and eggs are the most plentiful source for the essential amino acids that are necessary for normal growth and the formation of hormones. Meat is also loaded in the life enhancing, fat soluble vitamins A and D… as well as saturated fats and cholesterol that help to produce testosterone and keep your cells healthy.

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Please note that proteins cannot be adequately utilized without fat. I advise against any diet that is high in protein and low in fat as this can lead to several metabolic problems. In nature fats always accompany protein.

Dr. Price, in his studies of 15 groups of “primitive” people, found that the populations that included meat in their diets were by far the healthiest. Studies of the remains of these folks reveal that they had excellent bone structure, heavy musculature and flawless teeth.

Many of the “diet dictocrats” will claim that eating meat and animal fat is bad for you. My question to them would be “Then how did we get here?” For thousands of years man has been eating meat – it is the quality of the meat that has changed.

Cows, sheep, and buffalo are designed to eat grass. In today’s factory farms this is not the type of food that they receive. Factory farmers have been known to feed their cattle things such as Cement Dust, Cardboard, Plastic Chips, Wood Chips and Newspaper to name just a few.
When they get sick from eating this garbage and living in a factory, they receive mega doses of antibiotics. Feeding the animals in this way reduces the farmer’s costs and fattens up the cattle for higher profit.

When animals are fed and treated poorly the effects are devastating to the health of the animal and subsequently yours.

Did you know that the USDA says that it is just fine for you to eat cattle that have: Cancer, Pneumonia, Glandular Swelling and Lymphoma, Sores, Infectious Arthritis, Intestinal Worms and Tumors? (9)(4)

So what do I do?

· Do yourself a huge favor and always choose organic meat. Even better, choose organic – grass fed meat. When the animal on your plate has eaten well… so will you.
· Remember, that you are what you eat… if you are eating sick, sad animals that are on drugs. You will join the millions of Americans that are sick, sad and on drugs.

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Seafood

Today we have an interesting problem on our hands… our waterways are so polluted that one of nature’s most nutritious foods have become practically poison!

According to the National Academy of Science in 1991… if you are an average consumer who eats seafood your chances of getting cancer can be 75 times greater than normal. This is due to the high levels of toxic pesticides, industrial chemicals and heavy metals found in our water.

Don’t let the term ‘Farm Raised Fish” fool you either, these fish may even be worse for you. In these “farms”, fish are fed a variety of stuff that is not consistent with their natural diets. Also, fish farms can be located anywhere… even next to a major industrial complex, running you the significant risk of eating fish that is high in pesticides and industrial chemicals. (9)(4)

So what do I do?

- Make sure that if you do eat fish you are rotating it into your diet no more than once a week. Also, bigger fish like shark and swordfish are highest in heavy metals… stick with the small guys like sardines.

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Be sure you check out our resources section to find healthy fish vendors.

**Know Your Fats**

I love to hear all of this talk about good fats and bad fats… the fact is, if it was made by Mother Nature - it’s all-good. It is those ridiculous trans-fats and hydrogenated oils, which are more similar to plastics than food in their chemical composition, which are bad fats!

Animal fats and cholesterol are essential to vital health… our ancestor knew this well, as they would always consume fats with all their meals.

Butter went on grains. Butter went on veggies. You cooked with lard or tallow (none of this spray can garbage). Yolks go with eggs; fat goes with milk (none of this skim milk trash existed). Pork chops go with pork fat. It’s the way nature intended it!

This whole idea that saturated fat and cholesterol produces heart disease is a myth! The fact is, that between the years of 1910 and 1970 the consumption of animal fats have declined from 83% to 62% and butter consumption dropped from 18 pounds per person to 4 pounds. Wouldn’t you expect the rate of heart disease to drop along with...
this decrease in saturated fats? Well, the exact opposite is happening… it has increased!

Guess what has also increased during this time (by 400%) the consumption of so-called “good fats”… vegetable oils in the form of margarine, shortening and refined oils (all man-made garbage). Also, our consumption of processed food has increased by 60%. What a strange coincidence!! (9)(4)

I don’t have time to go into why we are being conditioned to reduce our consumption of a natural food that has given us life for thousands of years and increase our consumption of man-made trash that is obviously making us ill… but I will just tell you this:

So what do I do?

- Eliminate all “fake fats” from your diet; this includes trans-fats and partially hydrogenated oils. Be sure to check the ingredients label on your box of crackers and cake mixes… they hide this stuff in everything!

- Saturated fats are not the bad guys… be sure to include the right amount of animal fats in your diet for your metabolic type.
Cholesterol and Saturated Fats are testosterone precursors; also they keep your cells walls strong among with many other vital functions.

- Choose Organic Fat sources when possible.

- Supplement with Cod Liver Oil and High Vitamin Butter Oil.

Water

I once heard human beings described as a “hairy bag of water, with teeth”. It’s not that simple but the point is clear. We are made of water…and the amount and quality of water that you drink plays a critical role in your health and vitality.

The list of symptoms that are associated with dehydration is mind-boggling. Do any of the following sound familiar to you? Asthma, Allergies, Indigestion, Heart Burn, Hypertension, Migraine Headaches… (this list can go on for pages).

The fact is many of our so-called diseases are simply an expression of dehydration. With as little as 1% dehydration your cognitive abilities begin to decline… not drinking enough water can actually make you stupid! If you are waiting until your mouth is dry before you recognize that you may be dehydrated, then you can be sure that you are...
heading in the same direction as the millions of Americans who are sick, stupid and thirsty.

We have an interesting situation with regard to the amount and quality of water that is currently available on our planet. Only 1% of the Earth's water is accessible to humans for drinking and we have polluted almost every single drop of it!

According to the EPA there are over 700 pollutants that occur regularly in drinking water... both municipal and through wells or springs. In many countries the rivers run yellow with toxins... in China 80% of the countries waterways are so trashed that they no longer support marine life! (9)(8)(4)

So What Do I Do?

- First, make sure that you are drinking enough water. According to Dr. F Batmanghelidj in the book *Your Body’s Many Cries For Water*, it is ideal to drink \( \frac{1}{2} \) your bodyweight in ounces of water every day.

- Next, make sure that your water is artesian. Artesian water is water that has gone through its complete evolutionary process underground and bubbles to the surface naturally. This ensures that your water contains the necessary mineral con-
tent for proper assimilation. Brand of artesian water that you may be familiar with include: Evian, Fiji, Volvic, Vittel and Trinity.

- Use a whole-house, water filtration system. This will ensure that toxic chemicals found in municipal water such as chlorine do not bombard you. Showering in toxic water is just as bad as drinking it… remember “if it is on your skin, you are drinking it.”

Sugar

The average American consumes between 150 and 170 pounds of sugar per year. That is up from only 4 pounds per person just 100 years ago! And we have the nerve to blame genetics for our poor health!

Let’s set the record straight folks, sugar is a drug and a poison. According to the dictionary the definition of a poison is “something that exerts a harmful influence on, or to pervert.” This is sugar, for sure. Sugar was even classified as a poison by Dr. William Coda Martin in 1957.

Sugar robs your body of vital nutrients and is a displacement food. You can rest assured that if you consume sugar in its depleted forms you are going to be fat, sick and stupid.

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Here’s why: Sugar makes you fat because excessive amounts of it are stored in the liver. When the liver is filled to the max with sugar (glycogen) the excess gets shipped back to the blood in the form of fatty acids. These fatty acids find a nice home right under your chubby chin, in your love handles, on your breasts (yes, man-breasts) and around your belly and fat butt.

Sugar makes you sick because it suppresses your immune system. In fact sugar can incapacitate your immune system for up to 48 hours! Don’t blame “the chill in the air” the next time you catch a cold… blame Little Debbie! Maybe she’ll make you some chicken soup so you can feel better.

And stupid… sugar makes you stupid. According to world famous biochemist Candice Pert, sugar has as similar effect on your brain as heroin! So, the next time you open the bottle of ADD drugs for your hyper kid… think about how that glass of Cool-Aid is making him the darling that he is! You’re better off giving him a hit of some good-old heroin. (9)(4)

So what do I do?
· Avoid sugar in all of its deadly forms… sucrose, dextrose, and fructose; basically anything on the label that ends in ‘ose’ is sugar. Don’t let the food manufacturers fool you!

· Sugar is EVERYWHERE… did you know that you can find sugar in lunchmeat or cold cuts. They even put it in cigarettes! This is because food manufacturers know how addicting sugar is – once you pop, you can’t stop.

· Artificially sweeteners suck too. If you think using your little yellow, pink or blue package is going to save you from diabetes, you’ve got another thing coming. These ‘sugar substitutes’ are just as, and sometimes even more, toxic than sugar itself. In fact some of them are even made from chlorine… put that in your coffee!

· Good sugar alternatives are: Raw Honey, Stevia, Fruit, Below Ground Veggies and Succinat. Also, just because the sugar label says natural or the sugar is brown does not make it safe… it’s all the same garbage in a different wrapping.

· Avoid all fruit juices and sodas. I don’t care if your doctor tells you that drinking cranberry juice is good for your STD. It’s trash… once a juice has been pasteur-
Alcohol

Alcohol is not meant for human consumption… I don’t care what they say about the antioxidants in your red wine. It is not healthy for you, plain and simple.

You are all grow-ups, so I am not going to tell you what to do… but I will tell you what happens to you when you drink your booze. And trust me, besides building “Beer Muscles” it is not conducive to getting The Primal Edge.

Like sugar, alcohol is a poison. In fact all alcohol is just another form of simple sugar. When you drink alcohol it is absorbed in to your blood stream immediately causing your insulin to spike like a rocket. Say hello to hypoglycemia. So, actually alcohol is worse than sugar (and remember what I said about the “heroin factor” in the sugar section)!

When you sit down to have your glass of wine or beer before your meal, you are doing several things that will make you fat, sick and absolutely de-vitalized.

First, what ever you are eating with your drink your body begins to recognize as a poison. For example you are eating a bowl of shrimp fried rice with your beer… because

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your body recognizes that there is poison in the form of alcohol in your stomach it gets rid of whatever is in your stomach as fast as possible. As this is happening your immune system is taking notes as to what you have ingested so that it can attack it next time it enters your system. So, next time you sit down to another bowl of shrimp fried rice your body attacks the food like it were a pathogen… this leads to food intolerances. I'll spare you the details, but food intolerances make you fat, makes your belly big, and can end up with all types of autoimmune issues and autointoxication.

Next, alcohol is an irritant to the gut lining and causes leaky gut syndrome. Leaky gut syndrome is just what it sounds like. Your colon wall becomes permeable and allows undigested food particles to enter your bloodstream. When this happens you can look forward to an avalanche of wonderful circumstances such as: a bloated gut, joint pain, rashes, autoimmune disorders, and that's just the beginning!

Finally, besides ruining your gut and making you fat… alcohol makes you stupid. You know it and I know it. If you are going to reach your full potential and become as strong and vital as you deserve to be, then alcohol is not the beverage of choice. (9)

**So what do I do?**

- If you must drink alcohol, do so in moderation

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· Be sure to consume alcohol with a fatty food, such as cheese, to slow absorption.

· The fruits and grains that most alcohol is made from are high in toxic pesticides. Choose organic drinks when possible.

Chew on this for a while!

Although I understand that it may not be reasonable for you to go home and apply all this new knowledge right away, I also know how important it is for you to understand the importance of what you just read.

My suggestion would be to read and reread this chapter a few times. Apply what you feel is reasonable right away. As you begin to feel the positive effects of your minor changes you will be more motivated to take bigger steps.

Buy and read the resources that I suggest, and hang in there. We learn in layers; as something begins to make sense to you, add it to your list of lifestyle improvements. You can do it!
B. THE “STRONG PRICE” FACTOR

“That modern man has been declining in physical fitness has been emphasized by many eminent sociologists and other scientists. That the rate of degeneration is progressively accelerating constitutes a cause for great alarm, particularly since this is taking place in spite of the advance that is being made in modern science along many lines of investigation.”

Dr. Weston A Price

Nutrition & Physical Degeneration

The late Dr. Weston A Price has documented the most comprehensive study ever, of the primal man and his diet / lifestyle in his groundbreaking book Nutrition & Physical Degeneration (1)

Dr. Price was a dentist in the late 1930’s, he began to notice that an increasing number of his patients were contracting dental maladies such as cavities and rotting teeth… don’t we all? And most notably, his younger patients were being born with what Dr. Price called “facial deformities”.

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These ‘facial deformities’ have become commonplace since the 1930’s, they include: crowding of the teeth, crowding of facial features and, a narrowing of the palate and jaw. As well, Dr. Priced noticed an increased susceptibility to illness when these ‘deformities’ were present. (1)

Not only did Dr. Price notice that the physical structure of man was deteriorating but he noted that the function of the mind and the body was wasting away also.

Today, it is common for children to be born with these ‘facial deformities’ as well as behavioral and cognitive dysfunction; prior to the 1930’s this was not the case. Dr. Price knew that something was wrong and he set out to find an answer.

According to Dr. Price:

“Some of the primitive races have avoided certain of the life problems faced by modernized groups and the methods and knowledge used by the primitive peoples are available to assist modernized individuals in solving of their problems. Many primitive races have made habitual use of certain preventive measures in meeting crucial life problems.”
So, like any sane, wealthy, doctor of the time… he set out to find groups of isolated “primitive” peoples through the world. Dr. Price wanted to discover what “Man” was truly intended to eat and how “Man” was truly intended to live.

Why is this information important to us “civilized folk”?

Well…let’s ask Dr. Price:

“These data will be useful in preventing race decay and deformities, in establishing a higher resistance to infective disease…” [As well as chronic disease and improve our performance].” (1)

Not only did Dr. Price discover that “primitive peoples” were happier, healthier and more disease resistant but they were as tough as nails…

Some primitive kids in the Swiss Alps were playing in a stream of water in the middle of the winter while Dr. Price and his colleges were freezing their butts off with their big winter parkas on!

THESE KIDS HAD THE PRIMAL EDGE!

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And that's what I want you to have.

Not necessarily the ability to play in the ocean in February, but to learn to live in such a way that you can be healthier, happier and tougher than most of the guys around you. You deserve to live up to your potential and this begins with your nutrition and lifestyle choices.

You may be asking yourself “Elliott, what the heck do I have in common with these 'uncivilized' tribes?”

Remember, **you are still a primitive man... living in a modern world.** Our DNA has not changed for thousands of years. The only thing that has changed is the way we use and misuse / abuse our bodies.

**C. THE WORLD’S STRONGEST PEOPLE**

*The Primal Edge In The Swiss Alps (1931-1932)*

The first isolated peoples that Dr. Price studied were as group of folks living in the Loetschental Valley waaaay up in the Swiss Alps. Modernized societies found it difficult to
corrupt these guys because trucks containing loads of garbage foods couldn’t make it way up those hills.

In fact, these folks lived on a diet of foods that were completely locally produced… think about that when you’re eating a mango and you live in Canada!

So, what did Dr. Price find in these cold hills…

“The People of the Loetschental Valley make up a community of two thousand who have been a world unto themselves. They have neither physician nor dentist because they have so little need for them; they have neither policeman nor jail, because they have no need for them.”

“It has been the achievement of the valley to build some of the finest physiques in all Europe. This is attested to the fact that many of the famous Swiss guards of the Vatican at Rome who are the admiration of the world and the pride of Switzerland, have been selected from this and other Alpine valleys.” (1)

We are really interested in what these people ate… they were smart, peaceful, and strong as oxen!
Their diets consisted of:

- **Butter** – not just any old butter, this butter was special… so special that they would hold festivals and celebrations in its honor. They instinctively knew that “butter from cows grazing on fresh, growing grass” had amazing life-giving properties. Despite what our honored TV says, butter (from quality sources) is among the healthiest foods on earth. If you want The Primal Edge… eat butter (check the resources section for getting your hands on some good butter…mmm, and more information on the truth about butter!).

- **Cheese** – Again, if you think they were eating Kraft Fun Slices then you’re in deep denial. Their cheese was loaded in all kinds of stuff that would make a bigger man out of you! And if you worried about high cholesterol and other myths of the sort, remember… they had NO DOCTORS. They didn’t need ‘em. If you think ‘Gulaf The Swiss’ was taking Lipitor because his LDL’s were high – then you haven’t been paying attention!

- **Rye Bread** – Dr. Atkins would have a heat attack! These folks loved to take large slabs of Rye bread and put a slice of cheese (equal in thickness) on it for a mid-day snack. This bread is the way bread was meant to be. It was grown in

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healthy soil (this is another story) and prepared with time, effort and lots of love.

A far cry from the processed fortified and, genetically engineered garbage grains that we eat today.

So, it should be obvious to you that a large part of why these folks were so big, strong, happy and healthy is due to the way that they ate....

This was so obvious to Dr. Price that in his journal he wrote:

“One wonders immediately if there is not something in the life-giving vitamins and minerals in the food that builds not only great physical structures within which their souls reside, but builds minds and hearts capable of a higher type of manhood in which the material values of life are made secondary to individual character.” (1)

_The Primal Edge_ in The North American Indians

After some time in Europe Dr. Price came back to America to study the various native peoples of his homeland.
The Native Americans lived for thousands of years completely isolated from “The White Man”. These folks have adapted to their given environments and have learned how to live WITH the land, not just on it.

The Indians of Canada and the Northern Regions

About them:

These folks lived in some cold weather! It was seventy below at some points. This meant that they were definitely not farmers and if you told them that you had to eat 7-12 servings of grains a day (food pyramid) they would put a hex on you!

They ate meat, meat and meat with some meat on the side. Every part of the animal was eaten. Of greatest importance were the organs of the animals that they ate. These wise people knew that it was in the organs that all of the potent nutrition resided… not in the lean meat. In fact if the meat wasn’t fatty enough it was fed to the dogs! (1)

Think about that the next time some puppet tells you to eat only lean meats and chicken breast.

There was no Colon Cancer… so out the window goes the Meat = Colon Cancer Theory.

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These were rugged and intelligent people.

“They lived in a country in which grizzly bears were common. Their pelts were highly prized and they captured many of them with baited pitfalls. Their knowledge of the use of the different organs and tissues of the animals for providing a defense against certain of the affections of the body which we speak of a degenerative diseases was surprising.”

Their “Fad Diet” consisted of:

- **Wild Animals Of The Chase** – Bear, Moose, Deer, Caribou etc. These people were strong because the animals that they ate were strong. The wild game that served as a staple in the Native American's diet were respected for their life-giving properties and lived off of the organic land before being sacrificed for human consumption. I wonder where that chicken nugget you had for lunch came from?

- **Animal Organs** – From the Rooter to the Tooter! The Natives knew that the most nutritionally potent parts of the animal meal were the organs. In fact when a kill was made, our savvy ancestors would immediately cut it open and eat the adre-
nal glands, liver, pancreas and heart first. All the other meat was either stored for later or given to the dogs… especially the despised lean-meat.

- **Veggies** – If they were in the stomach of the animal. Why waste valuable time and energy looking for veggies and cooking them when our friendly animals will do all the work for us. The animals are so kind that they are even willing to pre-digest the plant food for us. Primal man knew that meat is much more nutrient dense than grains and greens so he ate the animals who condensed all of the plant nutrition into tasty little bites.

- **Sea Food** – Fish, Fish Eggs and Sea Weed. Today our oceans are so polluted that it is nearly impossible to get your hands on some clean, untainted fish. So I don’t suggest dining out for sushi every evening. Fish oil is essential and should be a part of every man’s diet. In the resources section I will tell you how to get some really clean fish and what fish oils are the best to use.

Like the Swiss folks these people were not only healthy of body, they were of sound emotional, psychological and spiritual health. Their nourishment and lifestyle is the obvious cause of this.

Listen to Dr. Price:

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“The sense of honor among these tribes seems so strong that practically all cabins, temporarily unoccupied due to the absence of the Indians on their hunting trip, were entirely unprotected by locks… The people were remarkably hospitable, and where they had not been taken advantage of were very kind.” (1)

These, like all of the people that Dr. Price studied were very healthy until they came into contact with “modernized” peoples. It has been noted that medical care and surgeries were almost unheard of amongst the folks living traditional lives but, were rampant among those who adopted the “White Man’s Ways”.

For you to regain your Primal Edge, and avoid sickness and surgeries, take a lesson from these people… Eat Real Food. I don’t care if your favorite athlete tells you that it will make you run faster or hydrate you better than water, if it wasn’t here 10,000 years ago- don’t eat it.

It’s so simple! You can do it and I will show you how, just keep reading.

*The Primal Edge in Africa - Masai Tribe of Western Africa:*

These guys are my favorite… the Milk & Meat People of Western Africa!

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About them:

The Masai are a highly skilled nomadic tribe. They live off of meat and the blood and milk produced by their livestock. The warriors of the tribe used the extremely vital bodybuilding materials, vitamins and fat-soluble activators in the animal’s blood to maintain them as the strongest and most disease resistance tribe in West Africa. Nursing mothers and their young also used blood to keep them strong and disease free. (1)

Their knowledge of animal rearing and care tops that of any industrial farmer in the American North-West today. So particular about which animals were to best to nourish themselves with that if a mother cattle didn’t raise quickly after giving birth to her calf… they would consider her meat, blood and milk inferior. (1)

Think about the cramped, dark and dirty factories where you meat comes from and the fact that the animals in them are so diseased and mistreated that they have to pump them full of antibiotics just so they don’t rot alive before they can get to your dinner table. Do you think Mr. Masai would even look at your meat? Not a chance – he’d rather starve!
Not only did they know how to care for animals but they knew how to hold their own amongst them too. The Masai boys would learn at a very early age how to kill a lion with their spear…. This is a far cry from our little punks who cry when an angry mutt barks at him!

When a Masai gets the munchies he eats:

- **Meat**- The Masai were geniuses when it came to caring for and raising healthy livestock. The meat from their roaming pack was so healthy that it could be eaten exclusively for days.

- **Milk**- Raw, the only way you should drink milk!

- **Blood**- The blood that was carefully draw from their animals, without even a flinch from the blessed beast, was so valued that small children and pregnant or nursing women were required a daily dose.

- **Some Fruits & Veggies**- I’m sure that the vegetation that made up a portion of the Masai diet was not nearly as tasty as the “fruit roll-ups” that we feed our kids. Then again the Masai kids are probably not the candy-asses that our kids are.
D. PRINCIPLES OF STRONG LIFESTYLE CHOICE

The Evil Stressors

Stress is a part of life, it has always been. You may think that primal man had it real easy... he had no deadlines to meet, he didn’t have a jerk-off boss to answer to and, if his loincloth went out of style he would just walk naked!

The truth is, life wasn't easy back then either. If an angry buffalo wasn't chasing Primal Man he was probably digging deep ditches just to find water. Life has never been meant to be easy.

There are many different types of stressors. What is of great importance is how we deal with them.

For example, if my Navy Seal friend and me were both sitting in a restaurant and a psycho walks in with an automatic weapon demanding everyone’s money... I would crap my pants. But, my Navy Seal friend would be calm, cool and collected. He would...
probably be looking around for spoon or something to quickly remove the bad guy’s eyes with.

Realize that it is not the stressor that is the problem, but how the “stressee” deals with the situation. Many times we create our own stress… and it is totally unnecessary!

**In this section we are going to explore:**

- The several different types of stressors to be aware of
- What happens to your body when you get stressed out… and it is not pretty
- What you can do to keep your stress levels low and your vitality high!

Where Is All This Damn Stress Coming From?

**Physical Stress-**

Physical stress is stress imposed on your body by intrinsic (inside you) or extrinsic forces (outside you). In this section we will consider extrinsic stress only.
Physical stress is good for you when it comes in the form of exercises that are appropriate for you. We need this type of stress to keep our bones sturdy, our muscles strong and solid and our metabolism functioning properly.

Your age, fitness level and overall stress levels determine the amount and types of exercises that you should perform. If you are exercising for improved strength, health and vitality it is essential that you base the intensity that you choose accordingly. It is very easy to overdo a good thing.

Exercise becomes a bad stress when you over-exercise or exercise with an already stressed out body. When you over-exercise or exercise under stress you put yourself at risk for having: Suppressed Immunity, Fat Gain, Risk of Injury, Sympathetic Overload (explained later) and Chronic Fatigue.

If you find that you feel worse during or after exercise or if you know that you have a stressed out system, it is recommended that you perform the De-Stressing Exercises described later in this chapter.

**Chemical Stress**

There are thousands of chemical reactions happening inside our body that are good for us, this is good chemical stress. An example of a good chemical reaction in our body is

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when you weight train and in response to the exercise your body releases anabolic hormones such as testosterone, growth hormone, DHEA and melatonin.

There are tons of great chemicals in the form of enzymes, proteins and fats in organic foods.

The bad form of chemical stress is super obvious and evident. Today we are constantly bombarded with tons of chemical pollutants that our bodies cannot synthesize. Our physiology is just not designed to tolerate this crap.

These pollutants come to us in the form of medical drugs, pesticides, herbicides, food additives, preservatives... chemical pollutants are in our air and water, and we can't escape them! In fact, if you have a brand new car... you know that smell? Well that is a chemical pollutant and it is making you sick, just pay attention! Many of our health problems and lack of vitality today is linked to this bombardment of toxic chemicals.

**Electromagnetic Stress (EMG)-**

There is electro magnetism coming from the sun... this is good stress. It helps us stay strong and vital, and regulates our biological rhythms. I don't need to go into the amazing benefits of the sun's power; it's just safe to say that it is a good stress. And to all of you “sun haters” out there, understand that you've got to get some sun... it is essential.

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The trick is not to get burned, don’t sun bathe. Also, if you are eating the right types of fats in your diet and avoiding processed foods, your body will be 100 times more skin cancer resistant.

Electromagnetic stress becomes a burden when it comes in the form of unnatural radiation. Examples of this type of EMG are over exposure to X-Rays. Most people know this, but you must also recognize low levels of radiation that are being emitted by your television, cell phone and computer. Overexposure to these types of EMG can lead to a ton of health problems including some types of cancer.

**Mental Stress**-

You are as you think. This is one of my favorite topics and is covered in greater detail in “The Primal Mind” section of this book.

You can literally change your life with the proper mental stress. Using your mind to set and achieve goals and, overcome obstacles is good stress. This type of good mental stress is essential if we are to grow into well-adjusted individuals. Mental stimulation has also been linked with the prevention of many neurological diseases. Use it or lose it!

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Thinking can also destroy your life and all of your efforts to reach your true potential.

Focusing of negative things will not only cause severe mental stress but will also bring into your life all of those negative things that you are worrying about. “Whatever you focus on will manifest itself in your life”… or your outer world is a mirror reflection of your inner world.

Taking on more responsibility than you can handle, money issues, relationships, verbal abuse from others and religious conditioning can all create mental stress.

**Nutritional Stress**

This is the type of stress that is imposed on your digestive system when you eat food. Granted that you are eating right for your metabolic type (chapter 2) and your food is free of toxins… is good stress.

Problems with nutritional stress occur when you over-eat, under-eat, eat the wrong balance of foods for your metabolic type or eat foods that are high in herbicides, pesticides and fungicides. Also avoid “non-foods” or processed foods. Read the Primal Nutrition chapter for more info.
The list you’ve just read is quite short, but contains most of the possible stresses that you will face throughout your life. It is essential that we recognize these stresses and keep them under control.

**How Does Stress Affect Me?**

Lets take a trip back to your sophomore year in high school… the class is human physiology.

So, there is a branch of your central nervous system called your **Autonomic Nervous System (ANS)**. Your ANS is responsible for all of the nervous functions that you don’t have to think about. This includes heart rate, digestion, the release of hormones, breathing and sweating… among many other things.

Within your ANS you have **two opposing branches**… your **Sympathetic (SNS) and Parasympathetic (PSN) Nervous Branches**. Each branch acts as two ends of a see-saw. As one side is stimulated the other side is suppressed.

As you can see both sides have their benefits… the SNS stimulates adrenaline and cortisol. Both of these hormones are essential for getting you up and going in the morning and giving you energy in a stressful situation (think about being chased by an angry baboon!).

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The PNS releases anabolic and sex hormones such as testosterone and growth hormone... your body’s own natural source of steroids!

The problem is that **most people have a severe imbalance between these two branches.** It is this imbalance that makes us ill, tired, fat and old! – The great thing is that in a few minutes I will show you how you can fix this imbalance quickly.

So if you haven’t figured it out yet... many of us are **Sympathetically Overloaded** – this means that our SNS is over stimulated and in turn we are in a constant state of fight or flight. When in this type of predicament, you can rest assured that all of the anabolic hormones that are associated with the PNS are suppressed

**This leads to:**

- Decreased Strength & Vitality
- Poor Concentration
- Chronic Fatigue
- Foggy Headedness
- Decreased Sex Drive
- Night Sweats
- Orgasm / Genital Inhibition

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• Waking Un-Rest
• Anxiety
• Jittery-ness
• Fungal Infection
• Constipation
• Digestive Disorders
• Rashes & Skin Problems
• Decreased Immunity
• Increased Risk For Injury
• Poor Sleeping Patterns – Wake Up With Cold Sweats
• An Overall Loss In Your Capacity To Realize Your True Potential & Unleash The Primal Edge!!

Does any of this sound familiar to you? If you are experiencing 2 or more of the symptoms described above… **you suffer from an imbalance and need to read this chapter VERY carefully!**

You can take all of the supplements, eat healthy organic diet, exercise regularly and still be getting nowhere. This is due to a fundamental issue that has not been addressed… balancing your nervous system. If your nervous system is dysfunctional – so is everything else!

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So, How Did I Get Like This?

The simple answer is poor lifestyle and nutrition choices… you eat shitty food, don’t drink enough water, your wife pisses you off, your boss is a jerk, you don’t get to sleep on time and don’t get enough sleep, you abuse alcohol and caffeine –

Do you want me to go on?

Like it or not - You’ve dug this hole…

**Excessive Stress Hormones Are Secreted Because Of:**

- Financial Stress
- Poor Food Quality
- Overeating
- Eating Wrong For Your Metabolic Type
- Relationship Problems
- Sex Problems
- A Toxic Environment
- Dirty Air

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So, What Can I Do?

1. **What Is Stressing You Out?** – If you figure this out you half way there. Most of your primary stresses will probably come from Security (survival, financial) Sustainability, or Sex.

2. **Do Something About It** – I can hear you “Elliott, don’t you think I would have already done something about this crazy wife and credit card bills?”

   NO, you haven’t done anything because you have not set it as a goal and you have not made a plan for its accomplishment…. Otherwise it would no longer be a stressor.

   Remember, “Same Old = Same Old” – it is not until YOU decide to take decisive action to rid yourself of the primary stressors in your life that they will go away. It is no one else’s responsibility!

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And you MUST do this! I really don’t want to hear any of the tired old excuses that people use in order to continue living their sick, sad, dysfunctional lives. Drastic results call for drastic measures… just do it!

3. **Eat Right** – Make sure that you are adequately prepared to deal with stress by filling your body with nutritious foods. Drink plenty of water. Eat more fats and proteins during stressful times. Take a Cod Liver Oil Supplement. Avoid toxic foods and processed foods. Eat right for your metabolic type.

If I sound like a broken record – it is because I cannot over emphasize the importance of fueling your system properly.

It is when you are most stressed out that you need the most nutritious foods… it is also the time when junk food seems most appealing. Be mindful!

4. **Exercise, Properly!** – Over-exercising, particularly aerobic exercises can cause more damage than good. In fact, “over-aerobicizing “ can lead to an increase in catabolic hormones (remember the SNS) such as Cortisol and Glucocorticoids.

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Make sure that you include sufficient anaerobic exercises into your program.

This would include weight training (less than 60 minutes at a time) and “The Primal Breath” exercises found later in this chapter. In fact, if you are feeling really stressed out – The Primal Breath exercises will reduce you stress levels and re-balance your nervous system!

5. **Sleep** – Covered later in this chapter.

6. **Think Right** – The power of your thoughts shape your life. You literally are what you think. Regular mind exercises like meditation help you to “see through the clouds” of your life. Also there are many mind power techniques that you can use to keep your mind focused on the things that you want, and off of the things that you don’t want.

Using daily affirmations is a powerful tool… it’s like purposely planting flowers in the garden of your mind. And remember, if you don’t plant flowers your garden will fill up with weeds by default!
Toxicity

There is no doubt that today we are living in an extremely toxic world. Our air is toxic, our water is toxic and our food is toxic. This all adds up to us - toxic people!

One of the reasons we lack vitality is because our body is so busy reducing the toxic load that we encounter as a result of pollution and our toxic habits.

So what does this all mean for you?

It is estimated that someone eating an average diet and drinking unfiltered tap water is likely to be exposed to at least 200 different synthetic chemicals every day!

This is a hell of a big job for the liver to take care of. Not only does your poor liver have to detoxify you from all of the things that you have no control over, but it has to pick up some extra work because of your toxic habits (junk food, alcohol, smoking, drugs) not to mention all of the medical drugs that we are taking! – Most of which are unnecessary.

So what happens to all of this garbage if the liver can’t handle it all?

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Glad you asked… because this is this situation that we are in.

Your liver can only handle so much detoxifying. Once he reaches his threshold he starts to pass of the burden off to the others.

Excessive toxins end up in your blood stream leading to all types of fun things like:

- Autointoxication
- Autoimmune Disorders
- Rashes and Skin Problems (Acne)
- Joint Problems
- Chronic Fatigue
- Bad Breath
- And best of all…

If your liver gets backed up with all of the paperwork he just puts it away for later – IN YOUR FAT CELLS.

That’s right… if your liver has too much work to do, he will put the excess in your fat cells for later. The great thing is that once your fat cells are housing this stuff your body will do anything it can to prevent this fat from mobilizing!

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If you were to try and lose fat, these toxins would re-enter the bloodstream and could cause some serious damage to your organs. So your genius body will make it really hard for you to lose that fat… it’s for your own good!

So, this all sounds really sucky, huh? But there is something that you can do about it!

Avoid Toxic Behaviors…Taa Daa!

1. **Eat Organic Foods** – they are free of toxic pesticides, herbicides and fungicides.

2. **Avoid Tap Water** - Someone once told me that tap water is the most dangerous food on earth! It is loaded with all types of great stuff like chlorine, waste products, pharmaceuticals (that’s right granny’s fungus pills), heavy metals and so much more!

3. **Check Your Home** – Your home can be the most toxic place in your universe. If you use toxic cleaning materials (chlorine, etc.), have a new carpet, a swimming pool / whirlpool, or an attached garage with a door leading directly into your home… you may have a toxic home!

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4. **Drink Lots Of Healthy Water** – (discussed in a previous chapter) “The Best Solution To Pollution Is Dilution”.

5. **Remove Yourself Immediately From Toxic Environments** – Bars where people smoke (not in New York), Traffic Jams (just get on your “Jetson's" shuttle and fly away!) Construction Sites, Newly Painted Rooms, Garages, even New Car Smell is toxic!

---

**You Are Getting Sleepy**

**We are designed to rise and fall with the sun.** It’s as simple as that! It has been this way since man first immerged on this planet. For perhaps tens-of-thousands of years we were in tuned with the light and dark cycles of day and night.

**Our hormones are released based on the positions of the sun.** When the sun rises and light touches our skin we naturally secrete adrenaline and cortisol; stress/activating hormones that give us energy. This is great because we need a boost to get us going in the morning.

At about mid-day adrenaline and cortisol begins to decrease and level out. At about 6 PM we begin to secrete anabolic hormones such as testosterone, growth hormone and

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melatonin. Doesn’t that sound like a nice stack of steroids that you would like to receive to unleash that primal urge bottled up inside you?!

Well, guess what? Your body should produce these steroids…. naturally and for free.

People always ask me “Elliott, how is it that you have such big muscles and a lean body and haven’t use any steroids?” They assume that I’m either doing something illegal or they just dismiss it by saying it’s my genetics. The truth is that I just follow the laws of nature and nature blesses me with its rewards. Sound crazy?

Back to the science.

Once the sun is down your body’s natural inclination is to have completely reduced the stress/activating hormones and spiked your anabolic/building hormones. By 10:30 you should be well on your way to dreamland.

This scenario is the perfect recipe for unleashing the Primal Edge. By following your inherent biological daily clock you will experience:

- More Energy
· Better Focus and Concentration
· Improved Physical Repair
· Improved Mental / Psychological Repair
· Less Aches & Pains
· Better Memory
· Brighter Skin & Eyes
· Better Sex
· Improved Attitude & Behavior
· It’s like stacking Anti-Depressants, Viagra, ADD Meds, and Amphetamines…

NATURALLY!

**Your Body Works Perfectly, You’ve Just Got To Learn How To Use It!**

“Elliott, I have been going to bed after 12AM for 7 years now… I can’t change, it’s just the way I am.”

First of all, that is bullshit. It is not the way that you are… you have just trained yourself into **Comfortable Dysfunction.** Comfortable Dysfunction is a problem that the majority of our population suffers from. If you only remembered what your body felt like at 19 years old you would realize that your life is not all that it could be.

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Anyway, this is what you need to do to **re-establish your natural circadian rhythm:**

1. **Avoid Stimulants** – Especially after 2PM. Most of us are dead tired at around 4 pm. This is a natural reaction from being totally devitalized and having a dysfunctional sleeping pattern. Having a cup of java at 4pm to get your “edge” back is a recipe for long-term disaster. If you are addicted, then toughen up and create a plan to slowly reduce the amount of caffeine that you consume. You must do this, take action now or you will be paying for a long time! Search the term “adrenal fatigue”.

2. **Get Your Head on the Pillow By 10:30PM** – Close your eyes and count the sheep. Don’t *think about* getting to bed at 10:30, you should be down for the count by then.

3. **Turn The Lights Down Low** – (A Bob Marley song for those of you who love reggae) At least 2 hours before hitting the sack make sure that you dim the lights in your house, turn the TV off, get off of the computer and, even light a few candles… it will get you in the mood!

4. **Keep Light Off Of Your Skin** – Make sure the room you sleep in is completely dark. Light touching your skin activates stress hormones.

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5. **Follow All of the Nutritional Guidelines in the Previous Chapter** – Especially drinking enough water and eating right for your metabolic type.

6. **Exercise** – Try to train in the morning, when the activating hormones are highest. Otherwise you can risk disrupting the cycle. Also, if you are stressed out – follow the exercise program in the Primal Breath section of this chapter.

---

**The Primal Urge**

You’re the essence of sex… everything about you is some how related to sex, we are sexual beings. Being able to procreate and contribute to the survival of our species is of the utmost importance. It’s the same way for us as it is for all of the Earth’s creatures.

Although we tend to associate sex with a myriad of social conditionings and emotions - good or bad depending on your conditioning… there is only one reason why you get the Primal Urge. To make more people!

Nature is abundant and seeks abundance but nature also seeks and demands perfection.

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Let's take a quick look at our modern farming practices as it related to our ability to maintain a healthy sex drive and procreate.

We have already established that modern farming practices have devitalized and destroyed the potency of our planet's soils (female). Also, the seeds (male) that are planted, and produced from the devitalized soils, are of poor quality as well.

So when we plant these weak seeds (male) in the devitalized soil (female) we get crops that are susceptible to disease and parasites… essentially these are weak crops. Remember, nature demands perfection!

Due to the weak genetic structure of these crops, Mother Nature signals parasites and pests to destroy them. This is NOT the case with healthy crops grown with strong seeds and vital soil.

Well, being the genius’ that we are… we don’t change and improve our farming practices – we spray the crops so that these inferior organisms can survive and proliferate.

Let’s come back to us… granted that we understand that we are under the same natural laws as the crops, it is safe to say that we are headed for trouble.
NO, we are in trouble...BIG TROUBLE!

Since abandoning our natural ways to adopt our current dysfunctional nutrition and lifestyle habits we have gotten very weak. We are sicker, sadder and fatter than ever before in human history.

Remember Dr. Price (Chapter 2) and his studies of “uncorrupted” societies in the 1930’s? These people we happy, healthy and vital. They knew no word for cancer! This is the true expression of what it means to be human.

Anyway, like the weak and sick crops created from the devitalized soils – we too are prime targets for pests, parasites and disease... most of us are made from weak, malnourished seeds and soil.

If this is too hard to swallow or if I am hitting a sore spot for some of you, accept my apologies... it is not my intention to hurt your feelings but to shed some light on an under appreciated topic.

Let me give you one more example of how this holds true.

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Dr. Francis M Pottenger has done several studies to determine the effects of nutrition on the health of various organisms. His most popular study included extensive research on 3-4 generations of cats.

Dr. Pottenger began with a single generation of healthy cats. He split the group into two.

Group #1 he fed the natural diet of unprocessed (raw) milk and raw meat.

Group #2 he fed processed milk (got milk?) and that cereal garbage that most people give to their animals.

In the first generation of this study, Dr. Price noted the decreased immunity and susceptibility to sickness of Group #2. Also, group #1 displayed a much more vibrant and vital attitude – they were even friendlier towards each other.

In the following generation of cats, Dr. Price noticed a dramatic increase in birth defects and disease in the cats of group #2.

Now here is the real interesting part, by the third generation of feeding the cats processed, devitalized foods the cats’ in-group #2 were becoming sterile!

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The cats were having a hard time making babies…. Sound familiar?

We are having a serious issue with infertility today… just look at all of the fertility clinics popping up. If you are not having a hard time having children, I am sure you know someone who is!

Oh! And guess what? – We are ALSO in our 3rd generation of people eating an abundance of processed, packaged, devitalized garbage!!! – It is just too creepy.

So anyway, Dr. Pottenger’s clinical observations (he was a physician as well) suggested that similar results occur in humans. – Read Pottengers Cats, available at www.price-pottenger.org.

OK, I hear you… Elliott I thought this section was about sex, you know… my Primal Urge. Why the hell are you telling me about plants and cats?!

Well, here is how this all relates to you and your sex drive.

First of all, as we stated earlier nature demands perfection. Don’t argue with me… the signs are obvious. Just look at the crops and cats… we are no exception!
Let’s look at the acute and most immediate causes for your lack of sex drive:

Nature wants you to make more of yourself (survival of the species)… but, if Nature perceives that you cannot even take care of yourself – she sure as hell isn’t going to give you the “go-ahead” to procreate.

“You can’t even feed yourself properly, you are tired and stressed out - NO WAY am I going to activate the mechanisms for you to procreate.” Says Momma Nature. – And down goes your sex drive!

Why have sex when you are only going to create weak, sick organisms that you cannot even care for? -This is Natures rationale, she seeks perfection!

Sure, we still have sex anyway… all you need to do is take a little blue pill or rub some cream on Mr. Pecker and you’re primed and ready to go! – But the side effects are obvious… we are creating a weaker race of humans.

It is VERY common for our children (if you can even have any) to be born deformed. I don’t mean the obviously crippled - deformed (although we see that too), I mean the kind that we see everyday.

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Remember, prior to the 1930’s Dr. Weston A. Price (a dentist, discussed in chapter 2) did not see very many children who needed braces. What he called “facial deformities” only took hold of American children when we began the use of so many processed and devitalized foods.

Think about it… your mouth, it is meant for eating. If anything goes wrong with the mechanisms that are associated with our ability to eat – we are in trouble. We cannot survive if we don’t eat.

Now, look at our children… without braces (a modern innovation) they could possibly have complications with mastication and ultimately, the digestion and assimilation of nutrition! – This is the same generation that is now having problems having babies.

Mother Nature seeks perfection and tries to get rid of weak organisms.

So to establish perfection Mother Nature employed the following list of priorities that must be met in order for an organism to be deemed strong enough to procreate:
3 Primal Priorities (Sex Sucks If These Aren’t Met):

#1. De-Stress – First in order of de-stressing your physiology for improved sex drive, is that your most primal needs must be met! Safety, Security and Sustenance must all be established.

If your body-mind is busy worrying about your safety, your security and sustenance there is not enough energy left over for increasing your sex drive. Also, Nature knows that if you are in danger (fight or flight), insecure, and cannot sustain yourself then you should not procreate.

“So, Elliott… what’s the big deal – I have food and shelter, I’m safe and secure, why does my sex drive still suck?”

Are You Really? Well, let’s take a look at how safe, secure and sustained you truly are.

Although you have “food” (notice the quotes) and shelter, do you really feel safe and secure? If you have been paying attention to the television (you know that black box that “educates” 90% of Americans) then you are NOT safe, secure and you CAN NOT sustain yourself.

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First of all, you can't even afford the Jaguar / BMW that you MUST have in order to be considered socially acceptable… because of this you have no “Primal Association” – You don’t belong, you are not secure!

Is your security system working… it better be, because there is a guy wearing a black winter cap looking through your window right now. Also, don’t you know that the “Terror Alert” is ORANGE! This means that some crazy religious martyr may drive a truck full of explosives into your living room! YOU ARE NOT SAFE. (obviously I am being sarcastic).

And forget about sustenance – ask yourself if the last meal you ate was really food. If you read chapter 2 you know that 90% of the “food” consumed in the US is processed…. It is not food! You are malnourished.

I know that I am ranting, but I want you to know that this is just the tip of the iceberg… Understand that unless you are feeling safe, secure and are providing your body with true sustenance, you will have a sucky sex drive.

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So What Can I Do To “De-Stress” for sex? -

Since my personal calling is to help people fulfill their potential and not scare you to death let me give you some pointers on lower your stress levels and improve your sex drive (also covered a few sections ago)

1. Meditate, Pray (practice your religion or find a new one if you don’t like yours), Find Quite-Time to Reflect.

2. Eat Right & Drink Right. (Chapter 2)

3. Train Hard & Rest Hard (chapter 5)

4. Live A Life of Passion (chapter 4)

Sure, this is my short answer… but you’ve heard it all before!

#2. Nervous & Tissue Repair – #1 De-Stressing… is in your control. You decide how to go about that. Once you’ve set the wheels in motion, be it good or bad – it is out of your control.

Nervous and tissue repair only take course when you are de-stressed… it’s second on the list of priorities.
So, if you are having a hard time losing weight & building muscles, with focus and concentration or, if you have low immunity -- these are all a result of the first priority not being met.

And finally…

**#3. Finally… Sex & Procreation** – It is only when you have fulfilled the requirements of priority #1 and you have a healthy and fully functional musculoskeletal and nervous system (#2) that you will have a super charged sex drive!

---

**The Primal Breath**

Watch a baby breathe… what do you notice?

Their chest never moves, he breathes with his belly. Only his belly moves… up and down with each breath. Like a pump.

Watch an old man breathe, or even better, a dying man… what do you notice?

His belly doesn’t move, he’s breathing with his neck! Watch as he struggles with each shallow breath. You’ll wonder if he is even getting any oxygen.

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Now, you breathe… take a deep breath. Go ahead, do it.

I will bet that 90% of you just took a big chest breath – half way between the belly (baby) and the neck (dying man). So, good news… you’re half way there.

Half way dead.

Babies, who are new to this world and unconditioned, know how to breathe… properly. You have forgotten.

And this forgetfulness will land you in deep shit.

You are designed to take deep, nourishing breaths that expand the belly and pump you full of the most critical, life-giving nutrient… oxygen.

**When did you forget how to breathe?**

The first time you heard the word NO.

This word is our introduction to fear… your parents are to blame (remember that when you are on the Oprah show).

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Whenever you were doing something that your parents deemed inappropriate, they told you no. You heard this and immediately stopped breathing… your breathing became shallow.

You think I’m full of it?

Watch yourself.

Next time you are walking in the street and someone who makes you uncomfortable passes by, watch what happens to your breathing.

Or when you are watching the news, the end of an exciting game or a scary movie… watch your breath.

It stops or gets shallow… just pay attention next time!

**Why does this happen?**

When you are under stress, you get a **sympathetic response** from your nervous system. If you remember, a sympathetic response is one that puts you into the “fight or flight” state or Sympathetic Overload. This is an Autonomic Nervous Dysfunction that the majority of Americans live with day in and day out.

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The symptoms associated with Fight or Flight / Sympathetic Overload are:

- Increased Heart Rate
- Increased Respiratory Rate
- Dilation of the Pupils

**Long term this leads to …**

- Poor Digestion
- Constipation
- Anxiety
- Poor Sleep Quality
- Night Sweats
- Orgasm / Genital Inhibition
- Waking Un-Rest
- Nervousness
- Jittery-ness
- Muscle Tension
- Inflammatory Conditions
- Increased Susceptibility to Infection
I was even told once, by a very respected practitioner in the field of natural health... that 75% of all illness can be traced back to improper breathing technique!

The amazing thing is... **this is all under your control.** You decide how you breathe and therefore control your nervous system!!!

This is incredible!

By simply learning to breathe and practicing it daily you can literally reverse all of the damage done you having an imbalanced Autonomic Nervous System (refer to the section on stress).

**So how do I do it?**

What a great question!

I am going to teach you a simple exercise that you can perform daily to improve your breathing skills.

If you found that you are a chest breather... this exercise is essential. If you know how to belly breathe, this exercise will re-balance your nervous system, give you more en-
ergy, reduce your stress, and act as a reminder to breathe properly on an ongoing ba-
sis.

This is also a great exercise to perform periodically throughout the day, especially when you find yourself in a stressful situation.

It's so simple that even cartoon characters use this exercise… remembers when Elmer Fudd would get pissed off at Bugs?

He got all red! But, because he knew this exercise he would stop, breathe, count to ten and, slowly… you could watch as the red slowly made its way down his body until he was normal again.

**I’m going to teach you Elmer’s Secret:**

**Belly Breathing Exercise**

1. First, find yourself a quite, comfortable location that you will not be interrupted… then lie face up on the floor with your body completely relaxed and limp.
2. Close your eyes and place both of your hands on your belly directly below your belly button.

3. Inhale and pay attention to where you are expanding… is it your neck, chest or belly. Exhale.

4. Now, you are going to inhale again but this time put a little pressure on your belly with your hands… try to push your hands up with your belly when you inhale.

NOTE: This may be very difficult for you to do… don’t become frustrated, just relax and try again.

5. When you exhale, put a little more pressure on your belly with your hands… as if you were squeezing the air out of a balloon.

6. Inhale again and imagine that your belly is a balloon and you are filling it up with air… exhale and empty the balloon once again.

7. Repeat for a minimum of 10 reps but do as many as you feel fit.

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Once you have mastered this exercise you can use the same technique to perform the following “Energy Building” exercises. These are extremely powerful exercises that combine proper breathing with movement.

By practicing these “Energy Building” exercises you will be further engraining your new found skill of breathing as well as... increasing your energy or “life-force”, improving your mental acuity, decreasing stress, balancing your nervous system and best of all boosting your sex drive... just try them and see!

**Energy Creation Exercises**

**Scooping The Sea:**
So, how do I do it?

1. Stand with your feet shoulder width apart, and your arms out to the sides. Eyes closed… visualize that you are waist deep in water (what color is your water?)

2. Begin to inhale as you bow forward as if you are scooping up the water that you are standing in.

3. Still inhaling (sloowwllly)... and bowing for your water.

4. Continue to inhale as you carry the water up towards your face.

5. Continue to inhale as you lean back and prepare to splash the water onto your face.
6. Exhale as you splash the water onto your face. Feel the water as it falls onto your face and trickles down your body towards the pool.

7. Continue to exhale as you follow the water down towards the pool.

8. Begin to inhale as you reach down for more water and repeat the movement.

9. Repeat 10-100 times… slowly and mindfully.

Push Hands

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So, how do I do it?

1. Stand with your feet shoulder width apart, and your arms raised straight out in front of you.

2. Inhale as you bring your hands back in towards your chest.

3. Exhale and push your hands out to the side... imagine that you are pushing your “energy” out from the core of your body with your arms and hands.

4. Inhale as you bring your hands back in towards your chest and push to the opposite side and back to the front.

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5. Continue for 7-10 rounds.

Chi Gung Toe Touch

1. Stand with your feet together and your hands on the tops of your feet... visualize that your feet have roots growing from them into the ground.

2. Inhale as you raise your hips up and feel a slight stretch in your hamstrings.

3. Exhale as you lower your hips down again.

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4. Breathe slowly and naturally. Repeat 10 times.

Strength & Wisdom Principle #3
Construct Strong Hands

A. EVERY MAN MUST TRAIN LIKE AN ATHLETE

If you’re like me, you probably want nothing more than to feel like a ‘super-stud’ every
time you take your shirt off in public. You want to have the confidence to say, “Boy, this
sweaty shirt is chafin’ me”, then reach over your shoulder and tear your shirt off like
Brad Pitt in Fight Club. When you know that your pecs look like two soup bowls inserted
beneath your skin, and your abs are as hard the asphalt you stand on, it’s tough to keep
your shirt on!

Today you are gonna learn the top 5 training principles that you MUST implement in or-
der to make your physique and performance goals… a reality. But, before I open the
info-floodgates, there is something you’ve got to understand. Men… all men, should
recognize that we are athletes and our training programs must reflect this.

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Even if you’re a ‘pencil pusher’ or a ‘white collar crook’, the essence of your being is athletic. In order to see any type of fitness results it is essential to recognize that Squats, Power Cleans, 40 Yard Dashes and Vertical Jumps are not only for NFL Combine participants… they are for you!

1. You’re An Athlete By Design

The foundation principle of everything that I teach all begins with one extremely powerful phrase: “We are primal beings living in a modern world.”

Our physical bodies have been unchanged for thousands of years. In fact, today, our bodies are an exact expression of what our ancestors were over 100,000 years ago. It is believed that it takes about 100,000 years for 0.001 percent of a genome to change… so yourself and Primal Man are for all intents and purposes… the same.

What has changed is how WE have chosen to live, if you can even call it that. As we have ‘advanced’ in technology we have regressed in physical strength and stature.

We function at a much lower capacity than we’re inherently capable of. This is analogous to those people who buy off-road vehicles that will never see anything but concrete! You’ve been given the ultimate athletic tool… use it.

2. Short, Hard and Intense Workouts Yield Lean, Hard and Muscular Bodies

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When you spend over an hour in the gym sitting on useless ‘fitness machines’ while you’re waiting to do your ‘next set’…your nervous system’s primal response is to release Cortisol and Glucocorticoids – which are stress hormones, (These make you sick, sad, fat and, stupid.) in response to your body thinking… “Holy Cow, we’ve been training for over an hour… perhaps we’re being chased by a tiger and need to preserve body fat”, then it begins sacrificing muscle tissue for energy! This is called The Catabolic Effect. Also, workouts exceeding 1 hour have been shown to be associated with a rapid decrease in androgen levels.

This is why marathon runners look so emaciated… I’d much rather look like one of those ‘Lock, Stock & Ready’ sprinters with muscles rippling across their backs and abs.

3. Aerobics and Cardio Training Is Boring & Ineffective

Strength coach Charles Poliquin has coined the phrase “Chunky Aerobic Instructor Syndrome” (CAIS). You’ve seen them, they do cardio all day long… don’t you think that they would be a bit leaner? Well, there is a scientific reason as to why they are cubby even though they bounce up and down on those colorful blocks all day long. In fact research has shown that aerobic instructors who taught an average of 3 hours a day maintained a body fat of 22-24% – mind you, that Olympic athletes hover around 9%.

Especially with repetitive exercises like aerobics the body adapts quickly to the stimulus and ceases to respond to the stimulus. Also, you begin to become very fuel-efficient…

Listen, think of a metabolism that has adapted to long treks of cardio as being a

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Honda… it burns very little fuel (i.e. fat) but can go miles and miles. Think of a metabolism that is roaring with increased mitochondrial activity (as is present in someone who weight trains with circuits) as a Hummer, large fuel combusting metabolism!

Here’s why this is so important! You want a stronger heart, without the fat saving response of long boring cardio treks. That is why I teach my clients how to do work capacity sets. We take 4-6 exercises and complete them back to back with no rest and aim to complete them all with in about 2 minutes… if your heart is not ready to pound out of your chest after that, then maybe you should visit your veterinarian!

Here’s a simple circuit that you can do at home – first 20 squats, then 20 lunges, then 'step ups' on a bench, 10 each leg. Finally, do 10 squat jumps and get it all done in less than 90 seconds! Kick-ass workout!

We begin every session with Plyometrics and then get right into 3-5 “work capacity” sets for upper and lower body.

**4. Get High on Oxygen & Sunshine**

Besides the fact that training on treadmills and ‘sit down’ exercise equipment is less effective than getting your feet on the ground and learning how to use your own body-weight, training indoors can be detrimental to your performance and fitness results.

As ‘primal beings’ we are in need of several vital elements and forms of energy. The sun's rays are nourishing to your mind as well as body. It is well documented that those
who live in the cooler northern climates that enjoy less sunshine through out the year are several times more likely to suffer from depression.

Also, if you’re like most Americans, you work and live indoors (maybe). In fact, the average person spends 90% of their time indoors. Several health experts have propounded that our homes and workplace are the most toxic environments in our lives. Many studies have stated that toxic particles and fumes found in your home and workplace include: air fresheners, spray starch, paints, mothballs and even ‘new car’ smell kills more people every year than automobile accidents!

So, what do you do? Train in the great outdoors! When I train my Strength Camp clients at Vinoy Park in St. Petersburg Florida, not only do we benefit from the sweet bay breeze but also the scenery is beautiful enough to give a nun spring fever!

5. It’s ‘Gotta Be Fun!’

Drop out rates for exercise programs are almost as high as the drop out rate in my old middle school! The bottom line is, if you don’t enjoy it – you won’t do it. The most effective way to ensure that you stick with your training program is to change it often. This doesn’t mean hop from one modality to the next before you get any results. It means stick with your weight-training program for a minimum of 90 days but change the exercises you use for each body part at least every 3 weeks.
This not only keeps you interested, but also your nervous system will be challenged with the new exercises and be forced to adapt. This yields fast and long-lasting results!

**B. Hybrid Strength Training**

Of all the training philosophies we’ve discussed so far, hybrid muscle training is the least well-known. Ask most guys at the gym about it and you’re likely to get not much more than a confused look. I guarantee that before long, that will change and you’ll hear more and more guys talking about the incredible results they’ve gotten from hybrid training. Let’s take a closer look at what it is and how it can ramp up your training results.

The general definition of “hybrid” is combining two or more different things, aimed at achieving a particular objective or goal. For our purposes, the goal of hybrid training would be to take all the good stuff from the training philosophies we’ve been talking about, leaving the “cons” aside. In other words, hybrid training has all the best aspects of the common training philosophies, without the negatives—or cons. It’s really a win-win situation. So you’re thinking, “Okay, that’s great. But I still don’t know what it is.”

By definition, we could combine any of the training philosophies above and have a hybrid training program. In fact, there are plenty of training strategies out there that combine elements of bodybuilding and powerlifting or something like that. But for our purposes, we have a specific goal in mind, which is the development of a hybrid muscle.

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fiber. We’ll talk more about that in a bit. For the goals that we want to achieve, the hybrid training that we’re going to discuss is one that combines both resistance and cardio activities. By combining the two, we’re able to minimize, or even eliminate, many of the drawbacks of the various training philosophies that we’ve just discussed and, more importantly, we’re able to put on lean muscle and burn unwanted body fat at the same time.

Now we’ll talk about what this kind of hybrid training philosophy might look like. We’ll start by taking some of the “best” aspects of each training philosophy, beginning with muscle growth/bodybuilding. Most everyone wants to look good and have muscles that you can see, so we’ll take that part from bodybuilding.

Powerlifting is great because even though it focuses on just three exercises, each of these is a compound exercise that incorporates multiple muscle groups into the movements and really works the body’s core. Plus, everyone loves to brag about how much they can bench or what their best one-rep max lift is. The functionality aspect of strongman training is what really sets it apart from others so this is what we’ll take from it.
Cardio training is the last piece of our hybrid puzzle. As I said, most hybrid training programs leave this one out—but not us, because this is not only what sets this approach apart from others, but it’s also going to be what really maximizes our results.

You can see that what we’ve done is taken the best of each of the training philosophies. Here’s how:

- By incorporating elements of powerlifting and strongman training we’re addressing the “one dimensionality” of bodybuilding.
- By incorporating aspects of bodybuilding and strongman training we’re making the powerlifting training philosophy more well-rounded by adding exercises and more body parts.
- The characteristics that we’ve taken from bodybuilding and powerlifting make the strongman training philosophy more versatile, diverse, and overall, more doable for more guys.
· Adding resistance training—elements of bodybuilding, powerlifting, and strongman training—to aerobic training we’re getting the healthy benefits of cardio without the unwanted loss of muscle mass.

· By incorporating components of bodybuilding, powerlifting, and strongman training, we’re able to draw from a much broader variety of exercises and movements. There are a number of benefits to this. First, it means that regardless of your body type or skill level, you’re going to be able to find exercises that work for you. Second, as we’ve said before, if you don’t regularly change up your routine, your results will eventually halt and even diminish. Hybrid training keeps our muscles guessing and growing. And lastly, it keeps us from getting bored. It’s not just the body that gets too accustomed to the same old routine—the mind does too.

The other part of this approach that’s really awesome is the fact that hybrid training works in harmony with our bodies. Remember that our bodies are still living in the Stone Age, so by their very nature, they’re going to respond best to movements, activities, and regimens that mimic things our ancestors did every day.

C. PRIMAL TRAINING
Nature is amazing. Plants, animals, humans, insects, and ecosystems, left on their own, over time, adapt to their environment to not just exist, but to thrive. Each species is created to do whatever it does best. For example, carnivores like wolves, lions, and tigers are built to hunt and kill. They're strong and fast with sharp teeth and powerful jaws. All this happens naturally. When they are born, their parents don't sit them down and explain to them what they have to do to become skilled hunters—they just go about living their lives and they develop that way naturally.

Animals in nature don't go to the gym. They don't lift weights, they don't do cardio, they don't read about the latest hot training routine, and they don't go on diets. Yet, despite the fact that they don't do any of these things, wolf cubs, lion cubs, and others, grow up to be skilled hunters with lean but incredibly strong bodies. Why? Because they live their lives the way nature intended, doing the activities that nature intended them to be doing without giving it any thought. It's like this throughout nature, with all species. What does this have to do with building a better body? A lot. Why should you care? I am going to tell you why.

Over the last thousand years or so man has gotten soft. By nature, we’re hunter-gatherers, meaning that our bodies are built both to hunt and to forage for food—we kind of get the best of both worlds. But as our society has become more civilized we’ve moved away from doing the things that nature intended our bodies to be doing.
As a result, for the most part, we’ve become flabby, soft, and out-of-shape. We don’t have to hunt down animals and kill them with our bare hands or with simple tools and we don’t have to traverse long distances, searching for fruits, vegetables, and nuts. When we did have to do those things every day in order to survive, we developed naturally lean and strong bodies—without even thinking about it.

Today though, we go to the gym, use machines, moon over the latest fad diet or hot new supplement. And what’s the result? More people than ever before are overweight or obese. Our intellect and knowledge have grown exponentially yet, overall, we’re in progressively worse shape than at any time in our history. What’s the problem? I’ll tell you what the problem is—it’s us. When man intervenes things start to get all mucked up.

We’ve moved away from living the way nature intended us to live. We train at the gym doing exercises that are unnatural and wonder why we don’t get results. Our ancestors didn’t do this yet they thrived. Look at the warrior cultures like the Spartans, the Vikings, the Roman Gladiators, and others. They didn’t have gyms but they developed lean, powerful, muscular bodies. They got that way because they did what they had to do to survive. They trained every day not doing isolated, contrived movements, but using
compound movements that incorporated a variety of training styles and they developed real-world skills.

Our ancestors didn’t order carry-out food. If they were hungry they had to go out and forage or hunt. And while doing this, sometimes they got chased by wolves, bears, or other humans. Food had to be carried across distances. If they killed a bear, they probably had to drag it a long way back to camp. The warrior cultures did the same thing—trekking across the land wearing their heavy battle gear and lugging cumbersome weapons, supplies, and even wounded soldiers. These are the kinds of activities that our bodies were built to do. When we did those things on a daily basis, we just naturally got the best results without even thinking about it. Our ancestors, the hunter/gatherers and the warrior cultures, developed into what they were and thrived because if they didn’t, they would have perished.

If we today want to see the same kind of results and be lean, muscular, strong, and healthy, we need to stop looking for the magic bullet and look to our past. We need to get primal and train the way nature intended our bodies to train. To get really healthy and get the bodies we want we need to exercise the way our ancestors lived by getting primal in our workouts. So how’s a modern guy supposed to “get primal” in his workout? One of the best ways to train like our ancestors is by following training strategies from this Lean Hybrid Muscle Training system.

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As you may already know, hybrid muscle training is a training philosophy. It incorporates the best of bodybuilding, powerlifting, strongman, and cardio, and combines them into a cohesive training philosophy that essentially mimics the sorts of intense physical activities our ancestors would have done on a daily basis. The approach runs totally contrary to what most of you may have read in magazines, but most ‘revolutionary’ ideas have done the same. It’s a way to burn fat and build muscle at the same time, without the hit or miss—mostly miss—hassles of bulking and cutting. Lean Hybrid Muscle Training will really supercharge workouts and completely maximize your results.

**D. CORRECTIVE POWERLIFTING**

Like you, I love slapping more heavy plates onto a barbell as I progressively get stronger. When it comes to adding size and strength to my frame, I throw all caution to the wind and pour every ounce of piss and vinegar into each set I perform. If the thought of injury crosses my mind, I dismiss it immediately. I don’t want that crap in my mind any more than I want salad touching my plate at supper.

Like you, I also want to continue getting stronger year after year and compete at a high level of performance well into my geriatric years. There is nothing worse than a “has been” athlete, a washed up meathead who is no longer of any use to himself or anyone else. I imagine an old racehorse on his way to the glue factory has similar feelings as...
those of a powerlifter or Strongman who can no longer perform a single push-up be-
cause of over-use injuries.

In the following paragraphs, you'll discover a simple technique that I call corrective
powerlifting. It isn't the typical physical therapy stuff that you'll read about on PTonthe-
NET. I won’t advise you to breathe through “pursed lips” or “draw your belly button in.”
However, I will challenge you to take a career-defining look at your physical structure
and program design. If remaining strong and injury-free is important to you (not to men-
tion maximizing your performance), you WILL read and take heed.

#1 Assessment: “Show me what you’re working with.”

I hate generalizations, but I’ve discovered that there are “generally” three areas of the
body where most people have land mines (injury potential). Also, athletes with a land-
mine in one of these three areas usually have one in the other two. In fact, one usually
causes the others to appear.

Shoulders/Neck

The most common land mines in this region look like this:

- Tight: Cervical extensors (back of the neck), sides of the neck, upper traps, pec
  minor
Weak: Deep cervical flexors (front of the neck), scapular adductor muscles, rhomboids (upper, middle back)

Hips

The most common land mines in this region look like this:

- Tight: Periformis (deep glute muscles), posas (hip flexors), upper hamstrings, QLO (sides of the hips), IT bands (sides of the thighs)
- Weak: Glute maximus (superficial butt muscles), big ass = strong and fast, ab-dominals

Ankles

The most common land mines in this region look like this:

- Tight: Soleus (Achilles tendon), flexors of the foot
- Weak: Anterior tibialis (shins), extensors of the foot

“How do I know if I have a land mind in any of these areas?” Simple, stretch the muscles under the tight category and if it feels tight, then guess what?
Also, there are common postural issues associated with each land mine. For example, someone with a shoulder land mine may have rounder shoulders and a forward head (head juts forward). So, if that’s you, be afraid, very afraid!

“Damn, Elliott, what the hell do I do now?” Great question. This leads us to…

#2 Corrective stretching and strengthening

I know what you're thinking, but please understand… I hate physical therapy exercises, too. The name of this article is “Corrective Powerlifting,” not corrective therapy. Below, I’m going to give you some tools that will clean up your exercise form, relieve pain, and get you jacked at the same time, so bear with me.

Shoulder land mine

The shoulder landmine is usually most evident during the squat. Guys with this issue can’t seem to get their neck and shoulders comfortable with the bar on the back. They usually have a very rounded upper back and seem to be jamming the bar into their neck with the elbows pointed straight back. Here’s what you do to correct this issue:
Stretch the sides of your neck by pulling your head to the side. Stretch the back of your neck by pulling your head forward with your chin to your chest. Stretch your pec minor in a door jam, and stretch your lats by holding an upright position and leaning your chest down.

Strengthen your deep cervical flexors by keeping the tongue on the roof of your mouth when doing crunches (if you do crunches). Strengthen your rear delts by doing rear dumbbell flys and rows. Strengthen your middle back by doing bend over rows, seated rows, face pulls, and dumbbell rows.
Hip land mine

This is usually associated with low back or hip pain. The problem with the hip land mine is that it comes in two forms. The first is associated with tight hip flexors and the second with tight upper hamstrings. It’s very rare for someone to have both, but it can happen. However, because most athletes who I train have tight hip flexors, I’ll describe this land mine and its corrective measures.

Stretch your hip flexors by getting on one knee and leaning your hips forward. Stretch your piriformis or deep glutes by laying on your back and pulling your knee into your chest while pulling it toward the center line of your body. Foam roll your IT bands.
Strengthen your glutes by performing deep squats while shoving your ass out. You can also strengthen your glutes by doing high-box step-ups, glute ham raises, and hip extensions.

Ankle land mine

This is usually associated with back pain and shoulder pain. Everything moves from the ground up so if your feet are screwed up, everything else above it will be too. These guys love getting on their toes when they squat and will even place boards under their heels instead of stretching.

Stretch your Achilles tendon by standing with one foot halfway off of a block and the other on top of it. The knee of the foot that you’re stretching should be slightly bent. 

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like to sit on the floor and just pull my toes toward me with my hands, but you can also perform a standard calf stretch.

Strengthen your shins by sitting straight-legged on the floor with your feet together. Pull your toes toward your face and hold it there for timed sets. There are also devices that are designed to strengthen these muscles.

Getting stronger year after year takes a combination of several modalities and patience. However, this is only accomplished if you remain injury free. If you hate pre-habilitation, but want to avoid rehab, use my approach and perform corrective stretching.

**E. STRONGER HANDS OR DIE**

What is termed as “exercise” today is a joke. Just consider… there was a time when man had to run, jump, climb over things, tackle, stab, tear open, butcher, and CHEW his food. If he did not use every physical tool he was given… he starved.

Today food is practically handed to us; we eat until we are sick! Then we go to a health club and walk on treadmills, play with yoga balls, stand on wobble boards and sit in machines… all in an attempt to regain our primal physique which has faded due to disuse, misuse and abuse.

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Man is designed to move, or die.

If you study human embryonic development you’ll notice that amongst the very first things to manifest are the brain and the stomach. These act as the epicenter of human physical development. At our most primordial level, we are a brain that must think of ways to fill the stomach. As development ensues arms and legs are added to us. These are the tools that the brain will use to acquire food for the stomach. Move these organs, use them in the functional manner that they were intended, and you may eat.

It is my contention that a man who doesn’t move is of no use to nature, so nature will riddle him with sickness, disease and physical strife… until he dies.

I once heard that the strength of a man’s hands is a good determinant as to how long he will live. The stronger the hands, the longer the life. This makes sense to me; it is as if Nature is saying, “Yes, he is still making good use of the tools I have granted him, he must live until his work is done.” As well as the opposite, “No, it has been quite some time since he has made good use of these tools, he must be done with them… let us take them away.”
Another point about constructing a strong body… your body acts as a window into your emotions, habits, virtues and vices. **You literally LOOK like WHAT you are!** – If you are calm, confident and highly effective, it will be evident in the way you walk, the way you stand and in your posture. If you are sick, sad, lazy and depressed on the inside, you will look sick, sad and lazy. There are many things that you can lie about… how much money you make, how many women you have been with, what kind of car you drive, but it is very difficult to lie about things that are written all over your body.

According to Paul Chek, there are 7 “Primal Movement Patterns” that developmental man must have been able to execute in order to navigate the treacherous terrain of the earth. These are the very same primal patterns that today’s man must make constant use of if he is to remain strong, healthy, vibrant and vital.

**Squatting** – the most primal of all movements, the squat is a position that developmental man as well as modern men in many non-westernized nations, often approach in order to communicate, eat, build fires and most importantly defecate.

An interesting fact is that we are designed to use the bathroom (poop) in the squat position. When in a squat your thighs rest upon your ascending and descending colon, literally pushing the feces out of your large intestines. Also, the deep squat position relaxes the sphincter and allows feces to easily pass from your anus into the environment.

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This is a far cry from those constipated moments where you are straining on the toilet only to produce a single black pebble.

**Lunging** – Essential for climbing up steep inclines and lurching over large obstacles. Exercises include Walking Lunges, Alternating Lunges, Step Ups and Multi Directional Lunges.

**Bending** – Essential for picking things up off the ground. Exercises include Dead lift variations, and strongman stone loading.

**Twisting** – Essential for throwing things and quick change of direction. Exercises include Russian Twists, Tornado Ball, and throwing.

**Pushing** – Essential for building shelter and moving stubborn mules. Exercises include bench pressing, over head pressing and, strongman log pressing.

**Pulling** – Essential for dragging a dead deer home to eat! Exercises include rowing variations and chin ups.

**Walking** -
This is why I love Strongman Training so much… it is truly the most primal of all exercise modalities. Just think of a tire flip, it consists of a bend, a pull, a lunge, a twist and finally a push! This is a far greater use of our natural physical capacities then say, the use of a leg press machine.

As you know I am a Professional Strongman and I teach men how to train their bodies using strongman exercises at my gym http://www.StrengthCamp.com in St. Petersburg FL. I also have a free Strongman Training Course that you can get here: http://www.StrongmanTrainingCourse.com

Strength & Wisdom Principle #4
Assemble A Strong Tribe

A. THE ESSENTIALS OF TRIBAL LEADERSHIP

This post is in response to The Essential Art of Tribal Leadership video that I created for Strength & Wisdom Tribe Members earlier this week. It is also an intricate part of The 6 Strength & Wisdom Principles, which are the foundation for my new book (that will be available in early July), “The Manifesto Of Strength”.

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The 6 Strength & Wisdom Principles include: Strong Character, Strong Hands, Strong Heart, Strong Tribe, Strong Work and Strong Faith. I can’t wait to bring this book to you, it will bring great awareness to your REAL strength and begin your journey through **Strong Legacy Training!**

—

Whether you realize it or not, you are a leader. The very first part of your leadership role begins with leading yourself, followed by what I call your “Blood Tribe”, your “Walking Tribe” and your “Legacy Tribe”.

**The Tribe of One (self leadership)**

You hold the steering wheel of your life. You cultivate and nourish the thoughts, take the actions, develop the habits, become the character and leave the legacy of YOUR choosing.

You are NOT a victim of your health, your sex, your race, your religion or socioeconomic position. Each of these things are simply circumstances, they have absolutely no bearing on your RESPONSE to them. The word RESPONS-ABLE, if examined from the correct perspective makes it clear that a responsible person is *able to respond* in a resourceful manner… no matter what the circumstances.

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You must learn to be self-objective, focused, committed, disciplined, honest and hold your own integrity to the highest standard if you are to realize your potential for personal leadership and ultimately fulfill your role as a Legacy Leader!

**Your Blood Tribe**

This is comprised of people who are the greatest expression of your energetic power. They are either born of your blood or you have made a life long commitment of service to them. This is your family. Protect their bodies, but more importantly… protect their minds and integrity.

As the most direct extension of you and your character, it is imperative that you go to extensive lengths to see that they are fit. They must have all of their physical, emotional and spiritual needs met. Your values and your convictions will be reflected in your Blood Tribe.

My father used to express his commitment to me and my siblings by demonstrating how he would “cut off my right hand” for us. This was a very crude assertion as to how much he loved us and realized that he is a living sacrifice to us.

By no means should you EVER put any of the tribal rings laying outside of your Blood Tribe ring, before them. To serve your Walking Tribe through acts of service and volun-

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teering, etc., while your Blood Tribe suffers due to lack of creative attention from you is sinful.

You’re first purpose after nurturing your Tribe Of One is to devote yourself fully to the growth and maturation of your Blood Tribe.

Your Walking Tribe

When you leave your home, when you contact people via the internet, when you go to work, when you go grocery shopping, you are encountering your Walking Tribe. These are people who are watching and judging you. Why? — Because they are waiting for you to take the lead. They want you to be their leader… everyone is looking for a leader. We need examples of righteousness, goodness and integrity so that we can have faith in God, life and ourselves.

When your Walking Tribe sees you encourage a downtrodden co-worker who is having marital problems, they hold you high regard. When your Walking Tribe recognizes that you choose not to partake in backbiting or gossip, they will hold you in higher. When your Walking Tribe comes to you because they are looking for direction and support during a difficult time in their life, they are saying to you “I have been watching you, you are someone I can trust, please show me the way because I am lost.”
We are ALL lost, and we all look for leaders in different stages of our lives. When we encounter someone who needs our support it is not because we are superior to them, its because God is asking you to SERVE them. And in opposition of a good friend of mine in the Strength & Conditioning industry, I assert that we are to “Lead From Behind.”

When you have a very strong Tribe of One, when your strength is clearly reflected in your Blood Tribe, your strength will become very evident to those who may be in your Walking Tribe and you will attract a larger and larger Walking Tribe. The better you serve, the more people (Tribe Members) you will be asked to serve. This is a position of great, positive power.

Your Legacy Tribe

When you live a fully self-actualized life, becoming the Best Version Of Yourself, your legacy will be a natural, positive extension of your character. When you have built great internal strength through training The Tribe Of One, when you devote yourself to the lifelong service of your Blood Tribe, and, stand as a living example while teaching and guiding those who you encounter on your Walk (Walking Tribe) your legacy is already written.

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Why do you want a Strong Legacy Tribe? Because well after the passing of your physical body, the positive OR negative effects of the thoughts you’ve harbored, actions you’ve taken, habits you’ve formed, character you’ve built and Tribes you’ve served will be felt for generations.

Your children will wear your crown but, as The Bible says, they may also “bear your sins.”

Your friends and others sent to you in order that you may serve them may alter the trajectory of their lives and transform what may have been a tragic and useless existence into a lasting and positive Legacy for them and the Tribe that they choose to serve.

You are planting seeds today, which will create the trees that your Blood Tribe will sit under or build their homes with. The seeds from the fallen fruit of your tree will plant more trees, which will bear more fruit, which will make more seeds and more trees!

With your life, are you creating a beautiful orchard or a barren wasteland?

B. STRENGTHEN YOUR “TRIBE LOCK”

I recently attended the wedding of a good friend of mine. Like most typical weddings there was angelic-type music, flowers and petals scattered about and over 100 people
dressed in the finest clothes they could afford were in attendance. Like I said, it was beautiful… and typical.

If we are to continue down the typical path, how would we find this newlywed couple in 2, 5, 10 or perhaps even 50 years from now?

Well, most marriages *typically* don't last.

Here is how I see the story developing… Two super sexy singles lock eyes at a upscale restaurant during “Happy Hour” on a warm and sunny Friday in April. She is wearing makeup that costs more than most people’s grocery shopping for a month, He hasn’t been laid in months.

He approaches Her and offers to buy Her a low quality alcoholic beverage mixed with a sort of syrup substance named after a Caribbean Island, that costs about $9. She accepts the drink under the assumption that she is to proceed with smiles and giggles for the next 10 minutes, or until one party reveals their dark and dirty past a little too soon.

All goes smoothly and She accepts His invitation to His home (an apartment apparently inhabited by a man, but decorated with feminine amenity in mind) to have “coffee” or sex.

They are in love.
For 6 months they meet each other after working at their middle management jobs for an insurance agency and Target, until he presents her with a ginormous diamond ring that he’ll be paying off for the next 17 years.

They'll be married come February.

The wedding is, of course, in a church… although neither have attended service since receiving Confirmation in the 7th grade. She mistakenly calls the priest ‘Mister’.

Tens of thousands are spent to ensure a matching theme between the bridesmaid’s red adornments and the blood dripping from the dead dude on the cross above at the alter. It is beautiful.

Grandparents in wheelchairs, alcoholic uncles and seductively dressed aunties hoping to find love that will last a lifetime, again, are in attendance. Gifts of dinner plates, picture frames and vacuum cleaners are presented.

Ah, the elements of a perfect union.

If you’re anything like the majority of adults living in the US, this setting and situation sounds familiar… and so will its conclusion.

1 year post wedding, She changes her mind about their agreement not having children (so they can “travel”) and realizes that at age 39 she can practically smell her eggs rotting. The stench is gut wrenching and her guilt for not fulfilling her maternal instinct is
devastatingly strong. She NEEDS children now! He’s getting ready for their trip to Amsterdam (and banging his best friend’s little sister).

She poses Him with an ultimatum… Children, or Divorce. He has no choice, “This bitch is losing her mind!”, he tells friends.

4 years later She has a daughter (who will repeat her choices and life cycle) out of wedlock with another stranger, and He is preparing for a long life of “freedom” (aka Loneliness).

The Importance Of A Strong Blood Tribe

As far as we have come we are the still the same. We may have more conveniences and choices than ever before but our deepest human needs and authentic desires have remained unchanged for tens of thousands of years.

According to Maslow in his Human Hierarchy Of Needs model, the most basic of human needs beyond safety and security is that of Tribal Association. We need to belong. A strong Blood Tribe is the foundation for association as well as evolution and expression (having or raising children). Creative expression is also a result of the safety afforded by being a member of a strong Blood Tribe.
Your Blood Tribe also affords us safety and protection. Unlike the other “beasts of the land” that have eyes on the sides of their heads for 360 degree vision, primates were the first to have eyes in the front of their heads which allowed us to focus and concentrate on single objects but also limited our vision to a narrow scope. As a result of our limited vision, primates had to “band together” or create tribes. As is often observed today with monkeys in the wild, they sit in circles with their backs to each other in order that each monkey could focus on one area in the 360 degree landscape offering surveillance and protection to the rest of the tribe.

This “banding together” has the tendency to forge trust and stronger relationships within the tribe. Each member places the entire tribe in the best interest of their heart.

As humans, we have retained this need for association, self expression, and protection.

**The Importance of Commitment in a One on One Union**

The foundation value in a Blood Tribe is commitment. If there is a lack of trust or commitment from any one of the members that is meant to “have our back” the entire infrastructure of the family is in jeopardy.

In nature the male and female counterparts are equal halves to all of God’s creations. Basically it takes both male and female qualities to merge in order that life can expand.

For example, for a tree to come into existence (and continue to reproduce in its own

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right) a seed (male) must be inserted into the soil (female). To continue… for electrical charges to exist there must be a positive (male) and a negative (female) charge; the computer you are reading this on is nothing more than a series of switches moving from on (male) or off (female). And of course for any animal to procreate there must be a male and female participating.

The vast difference between human beings and the other beasts of the land is that humans have the capacity and great primal desire for mental, emotional and spiritual evolution. So, where animals pair up to simply make baby animals, humans pair up to physically procreate but to continue in the evolving union that allows for the birth of higher qualities in character, wisdom and understanding.

“Elliott, what the heck are you talking about?” – Because we are so much more than mere flesh and bones, we have the capacity to create or harness unseen gifts and power! For example, we have discovered how to harness the power of electricity, which is completely intangible (it’s like some magic energy juice that we figured out how to use). Like I mentioned before, electricity is a byproduct of the intermingling of positive and negative charges. Another great example is the use of magnets… positive and negative charges that create a VERY powerful intangible force, magnetism!

When human beings overcome the limitations of our flesh and ego, we are afforded the capacity to strengthen the “electricity and magnetism” between the positive (man) and negative (woman) forces between us. In the same fashion that electricity has the power
to light an entire city and bring day into the night realm, the intangible forces between man and woman have the power to create and build a SUPER STRONG BLOOD TRIBE that has the capacity to not only bring light to a single city but to shed its light on the world!

The strength of the Blood Tribe may be responsible for some of the most powerful forces in the universe. Since human beings possess many of the qualities present in our Creator (“made in the likeness and image”) and since God is both male and female it is very clear that in order to fulfill our greatest capacities both male and female must be present to first bring forth (children for example) and cultivate creative strength.

Unity Within (beyond the flesh)

This may be considered moving off track for a moment, but bear with me. Many of the greatest thinkers, artists and contributors to ever live may have lived in separation from the opposite physical sex and did not procreate to form a Blood Tribe. But if you study their lives, they were often times so powerful that moving beyond the proliferation of flesh bodies, they created spiritual bodies with their hearts and minds.

For example, Michelangelo’s physical act of painting the Sistine Chapel (action = male) was balanced with the rest, meditation and contemplation time (rest = female) that he is well known for valuing.
I may be delving a bit deep here but I wanted to make the point that we, like God, can also harbor the qualities of both male and female in order to create in absence of the opposite physical sex... although this takes a highly evolved person to accomplish.

**Prerequisites For A Strong Blood Tribe Lock**

It is often said that “two halves make a whole”, but as it relates to a strong Blood Tribe union... two wholes are needed to create a whole.

What I mean is that both partners must have an evolved enough “Tribe of One” that it will allow for the creation of a strong “Blood Tribe”.

For example, if the seed that is planted in the soil is still immature, no matter how fertile the soil is a tree will never grow. Likewise, if the soil that a mature seed is planted in is not fertile, then a tree will never grow.

Each person must first be whole.

Each person must also harbor the same VALUES as the other. They may be whole, but if they ignore incompatibilities (because they are “in love”), the union will not work. In Florida, palm trees grow in the sand... the values of the palm tree, hot weather, hurricanes and sand provide the right conditions for the tree to grow, the values match. An oak tree will NOT grow in the sand.
If you value modesty yet you marry a woman who likes to dress provocatively (hey, that’s what caught your eye!), no matter how much you think you love her there will always be resentment which will lead to a weak “Tribe Lock”.

I am not saying that you can’t work these things out, but I’d invite you to ensure enough of the core values match up front before making a commitment.

Clarity, Commitment & Discipline

Surely you’ve heard me cite my CCD model for achievement. Well, with regards to choosing a Blood Mate and creating your Blood Tribe, the same parameters apply. You must first be VERY clear about who you are and what your values are before getting married. When you have made a conscious choice (not out of “love”, which is a fickle emotion) to partner with a person you must do everything in your power to serve this person and retain a strong “lock” for insurance of a strong Blood Tribe.

Finally, you must discipline yourself to “re marry” your wife / husband every day. By this I mean that you recommit to them in your words and actions, just like you originally did on the day of marriage. Just because Aunt Marcella is not holding your hands and reciting The Lords Prayer over your marriage, doesn’t mean you’re now free to loosen the ties of your agreement.

Just like you are “born again” everyday, so is your marriage. Re-commit every day!

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Marriage is IRRELEVANT!

Over 50% of marriages fail. Is this because marriage is an antiquated institute? Yes.

Marriage is antiquated and irrelevant today because the values associated with marriage have become irrelevant to our society.

Today, it is no longer relevant to have HONESTY, as is evident by many of the recent developments in the business and financial world.

It is no longer relevant to have LOYALTY, as is evident with all of “open marriages” and infidelity that we observe in our modern world.

It is no longer relevant to develop the TENACITY associated with overcoming challenges and achievement, as is evident in our “everyone’s a winner” society where every child is entitled to a trophy whether they worked hard to win or were lazy and fat, so lost.

It is no longer relevant to have CLARITY, COMMITMENT and especially DISCIPLINE as is evident in, well, everything!

I Am Not Trying To Save The World

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Look, I am not some religious zealot claiming that the end of the world is near and everyone needs to get married and have children to stop Armageddon from erupting. I am NOT trying to save the world. The world is not meant for saving, just evolving. And as a believer in Christ, I am also a believer in Darwin. Survival of the fittest, evolution, is inevitable. Some versions of the human species are meant to evolve, grow and proliferate… while others will become extinct due to an inability to adapt.

Although I will not stand in the way of evolution, I will share a message that may strengthen (or make fit) those who are looking to evolve.

*If my message resonates with you, walk with me. If not, that’s fine too.*

Our physical bodies may be unchanged for the past 10,000 years. No matter what you believe, it is clear that man is physically the same today as he was in prehistoric times. But we *are* changing, rapidly!

We have harnessed the “magic” to fly in the air and to instantly communicate across the globe… but our primal needs are the same.

We need each other.

We need tribal association.

We need creative expression.

We need to evolve.
C. 24 Hours With Elliott Hulse

From what I understand, reality shows are ultra popular. It seems that people just like watching other people going about their lives while experiencing their challenges, successes, failures and faults.

So, today I’m going to give you a “fly on the wall” look at 24 hours spent with me living my weird, rebellious and awesome life

24 Hours With Elliott Hulse 5:00 am – The alarm on my Blackberry Storm proceeds with a gentle humming alert to let me know that it’s time to “GET MY ASS UP”.

For the past 3 years I have been training a focused, dedicated and hard working group of men that average the age of 50-ish at 6 am on Monday – Friday. Although I get requests for admittance into this exclusive training group on a weekly basis, admission to this class has been closed for about 1 year.

These guys have been well trained to work their asses off with little or no instruction on my part, I simply design the daily workouts and make sure they don’t mess it up.

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Since my injury in April I have had to discontinue training for strongman, so I have joined this rough and rugged gang of men in training at 6 am. I am their coach and training partner now.

Today we did a high volume combination of Keg Carries, Sandbag Loading and Knees to Elbows on the chin up bars.

After about 45 mins we are all soaking wet with sweat. We tell a few jokes, share a quick story or two, then shake hands and go about our days.

7:12 am – After taking a 10 minute ride in my 1988 Ford Econoline Van I arrive at our new home in Old North East St. Petersburg to cook breakfast for the ladies.

It had been a dream of mine to live in this neighborhood 5 years ago when Colleen and I migrated to the south from Long Island, New York. I remember driving around these red brick paved roads in Colleen’s raggedy, white Ford Escort studying the large, beautiful colonial style homes that sat like proud relics of the ‘good old days’. After 2-3 hours of burning more gasoline than I could afford, we would putt-putt our way back across town to our little condo in the “bad” part of town.

After I get home and toss my sweaty clothes in the laundry room, I wash my hands and climb the staircase to the bedrooms upstairs. Isabelle, my oldest daughter, meets me at

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the top of the stairs with a big front-toothless smile and says “Good morning daddy”...

it’s enough to make me melt!

Colleen is brushing the younger girl’s hair and getting them ready for their first day of summer camp, and her first day without children for longer than 3 hours. We are blessed (or crazy and committed) enough that we can keep Colleen home to be with our children. Even when we were living on credit cards and on the verge of living in my van, we “stuck to our guns” and never decided for her to work outside of the home… it was THAT important to us. Honestly, what is it worth to have more money (even enough to meet bare necessities) if you have to send your children to be raised by strangers in a daycare somewhere.

“Mothering” is the most honorable job on the face of the earth and should be treated as such!

I am always shocked by people who go to fertility clinics in their desperation to conceive a child and then after the child is born, the mother goes back to work at some stuffy law firm and daddy is nowhere to be seen until after 9 PM when all the executive meetings have finally let him out, leaving their darling little devil to be raised by some overweight, malnourished, middle-aged woman on Prozac and Prilosec, running a daycare.

Excuse my French, but that’s just fucking weird!!
After harvesting my kisses from all the ladies in my house, I head downstairs to cook breakfast.

Now, I have very little control over what my children eat when they are at school or at friends’ houses, so I make a concerted effort to feed them like prize-winning racehorses when they are at home.

Everyday I scramble almost a dozen WHOLE (yolks and all) eggs for my growing tribe to chow on. Many people are confused about the value of animal fats, egg yolks in particular, and make the mistake of eliminating them from their diets. Well, the fact is that the fat and cholesterol found in egg yolks provide TREMENDOUS aid in physical and mental strength… and my girls are strong and smart!

I also give each of them some Fish Oil and a piece of gluten free toast smothered with grass fed butter, mmm!

8:12 am – After breakfast Isabelle and I pack our bags and hunt down the other women for good-bye kisses, then hop in The Van.

As she and I cruise south on I-275, sweating our butts off ‘cuz The Van ain’t got no AC, we dance in our seats while singing our favorite song together in sync with Josh Turner.

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After the song and dance, Isabelle usually interjects with some very inquisitive, 1st grade philosophical question like, “Daddy, why does Ms. Alverez (her teacher) always smell like raisins?

Once I’ve concluded that she really did just ask what I thought she asked, I reply with something ingenious like, “Well baby, maybe Ms. Alverez eats raisins for breakfast!”

At school I always hold her hand as we walk to her classroom. She knows that holding her hand is one of my most favorite things to do in the world, so today instead of waiting for me to grab her hand she made it a point to purposefully place her hand in mine. By the way, our other favorite song is “Hold My Hand” by The Beatles.

8:57 am – My gym, Strength Camp, is about 5 minutes from Isabelle’s school.

I get over to the gym and get cracking on my “Passion Cash” business.

What I call a Passion Cash business is really termed “information marketing”, but that term sounds so cold and technical. Really what it means is that I share my ideas and the things that I am passionate about with other people who also have the same interests, passions and values as I do.

Often times I’ll simply post an article or a video on my blog (which you are now reading) that I think would be interesting, entertaining and valuable to the people who like what I have to say (which, by the way, is NOT everyone!).

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I use the internet to build this business, so all I need as far as equipment is my laptop computer, a camera and an internet connection.

Although misunderstood and believed to be a tool for spam, stealing, money schemes, pornography and E Bay by some (weirdos)… the internet is just a new and very powerful way to reach people.

If I were building my Passion Cash business 20 years ago I would have to write a published book that the publisher would pay me 30 cents for each one sold, do speaking engagements that would take me all over the country leaving my family for weeks at a time and hire a publicist to get me on television.

But we live in the most AMAZING time in human history!! I and people who have Passion Cash business’s like mine (and I personally know dozens), make money by sharing their ideas and passions all while sitting at a computer for a few hours a day. In fact, one very good friend of mine text messaged me last night that he is projecting in the high $SIX FIGURES for income for this year… and I know for a fact that he sleeps until 10 am, goes on vacations all year round and spends about 5 hours a day working on his website all about a SINGLE EXERCISE! (not an exercise program, a single damned exercise!)

When I share information that I’ve learned through many years, many experiences, and tens of thousands of dollars, that people seem to really benefit from… I'll often ask them

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if they would like me to spend time creating a product for them that may help them to
better understand and implement the things I have been talking about on my websites.

To date I have created several “Passion Cash Machines” (or information products) that
help people implement the things that I passionately speak about on my websites.

Examples are my Football Strength Program, How To Open A Warehouse Gym Course,
Lean Hybrid Muscle and, my most recent service The Hulse Strength & Wisdom Tribe
membership (which is currently closed to new enrollment)

If you think that this type of business is cool, you’re right!

It’s awesome! — It allows you to make very good money, work where ever you want,
whenever you want, teaching people about the very things that you are most passionate
about.

But, for all of you Lazy Larrys and skeptical nay-sayer’s out there, understand this…

YES, this requires work (not over working, but a solid commitment and effort) and the
right knowledge to do it.

YES, this can be done legally. If you think that I am a crook, then you’re probably not
going to listen to what I have to say anyway. But if you believe that I am honest; if you
feel that you know, like and trust me… then I invite you to consider that this is EXACTLY
what I do to earn a living and nothing I do compromises my integrity, NOTHING!

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10:04 am - I recorded and sent out a new video about *How To Make Money By Helping People* to my Hulse Strength & Wisdom Tribe Members, while snacking on almond butter and blueberries.

Then I called back several prospective athletes, who have applied through my website, that would like to train at my gym.

11:19 am – One of my best friends and business partners Mike Westerdal charges through my office door holding his laptop under one arm and a cup of Dunkin’ Donuts coffee in the other hand. He’s all excited about the new powerlifting program that he is making for his readers and asks me a ton of questions about the best way to help them.

Mike owns a bunch of strength training and fitness websites including [CriticalBench.com](http://CriticalBench.com) and is partners with me on [Lean Hybrid Muscle](http://LeanHybridMuscle.com). He has been a great friend and tremendous resource to me about building my Passion Cash business. He has been doing this type of work for over 10 years!

It’s funny, last night I was reading an essay by Ralph Waldo Emerson on friendship. In it he describes your real friends as spiritual extensions of yourself. Basically, before you even physically meet, the friends you are meant to attract into your life already have a soul connection with you. Your souls are conjoined, but your bodies have yet to meet!
This is exactly how I feel about Mike. He and I both played high school and college football (in fact, we played against each other and didn’t even know it), we both compete in strength sports, we both started Passion Cash businesses and we both harbor many of the same life, religious and political values. We’re really like soul brothers!

Our meeting was pretty strange also. One day I found his website and called him to order a DVD that I wanted to purchase. After Googling my name he realized that I was a sports trainer that happened to also live in the same city as him! He came down to my gym to train a few weeks later… and the rest is history.

Mike and Ryan Magin along with Chris Barnard, Byron Brazzle (Two college football players that I’ve trained for years) and a few of my long-time clients and training partners, make up the closest extension of my Walking Tribe. I don’t have too many friends and usually keep people at arms distance, but I am grateful for each of these men.

1:22 pm – One of the coolest things about not working for “the man” is that you get to live on “off peak times”. Basically you get to go for lunch when everyone else has already left the restaurants to hurry back to their cubicles before Mr. Ludsberg discovers they are missing.

About twice a week Mike and I take a beautiful scenic trip, over bridges and past million dollar yachts, about 15 minutes south of the gym to eat lunch at a resteraunt named Billy’s. Usually we stuff ourselves with fish and iced tea while sitting where we can see...
the water, but on several occasions we’ve gassed up on Rum Runners and spent 2 hours there… just… bullshitting.

Today I had a grouper sandwich and Mike ate Mahi-Mahi.

3:00 pm - After our 90 minute lunch we headed back to the gym where I met my buddy Brandon who was lifting some stones and logs while I waited for Chris & Byron to show up and help me train the high school athletes at 3:30.

3:30 pm – Chris, Byron and myself trained a group of 6 baseball players for strength and speed.

When they first arrive they go through a series of warm up exercises and stretches.

Next, Chris takes them through about 10 minutes of agility and speed training.

Then they come “inside” and perform their weight training workouts.

Today it was heavy dead lifts and high rep inverted rows followed by a barbell complex that included keg carries for 3 rounds.

After about 60 minutes of kicking ass, they are done! Soaking wet, tired and accomplished. I love watching boys become men while training at my gym!
4:30 pm – The next group of athletes comes in to train but I sneak away to push The Prowler (a horrific training sled that is notorious for making people puke!) with my buddy Ryan while Chris and Byron train the next few groups.

Ryan and I have been pushing The Prowler three times a week for about the last three months. Since my injury I have been focused on losing fat and increasing my conditioning. The Prowler is like a fat burning / cardio massacring apparatus from hell… but it works!

We load it up with two 45’s and two 25’s and push it in turns for 40 yards.

After about 5 sets I was ready to pass out and puke in my sleep!

Once we killed our mini workout we went back in the gym where I could yell some encouraging rants at the athletes training, slap a few butts and exchange high-fives.

20 minutes later Colleen text messages me to get my ass home because she’s “going out with the ladies tonight, so I had better get home and wash these kids!”

5:35 pm - Driving home at 65 MPH which is fast enough to make The Van explode (and happens to be the speed limit in FL) to get home in time for Colleen to serve dinner and for me to get the girls ready for bed.

Colleen made chicken and coleslaw.
She is an AWESOME cook, mainly because my mom taught her how! (don't tell her I said that)

Around the dinner table we deal with the same old shenanigans every night… Simone is screaming for bananas (she calls them “blah!”) and refuses to eat her chicken, Emerson insists that there is something “yacky” on her plate, and Isabelle jams as much food down her throat as fast as possible and proceeds to ask for desert before she has even swallowed.

At this point Colleen has already snatched up all her bags and stumbles out of the front door carrying her shoes in one hand and waving “Hasta la vista baby!” with the other!

I’m stuck with the maniacs, but at least they’re clean.

Colleen bathed them before I got there… what a relief!

6:42 pm -Instead of letting them watch 1964 re-runs of Tom & Jerry I ask Isabelle to take Emerson to the one of our several “thinking walls” (white boards attached to the walls in our home where we draw mind-maps and share ideas) where the affirmations are written and teach her sister how to memorize an affirmation.

I taught Isabelle that in order to teach different people she must discover their preferred method for learning. Unlike Isabelle who is a very auditory learner, Emerson is visual. So, I show Isabelle some physical gestures in order to act out the affirmation in pantomime for her sister.

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7:30 ON THE DOT! – It’s bed time for all little ladies in my house

Emerson and Simone hop into their bunk beds and Emerson protests on her way up the ladder to her bunk. After hugs and kisses I stand next to the bed and stare at Emerson. After about 40 seconds she becomes uncomfortable with me standing there and says, “Daddy, can you let me go to sleep — and you get out of here now?” She is the exact opposite of her older sister Isabelle.

I go into Isabelle’s room to say prayers and kiss goodnight, afterward she asks me to stay a little longer so we can talk about our “favorite part of the day”.

Her’s was going bowling with her Girl Scouts and mine was sharing my ideas and helping people.

After a second attempt to leave her room she calls me back to check if there are any more termites in her bed (we had huge swarm this weekend).

By the third attempt she had to go pee-pee.

7:45 pm – I go downstairs, wash the dishes and then grab a new book that I am reading by Brain Tracy called No Excuses – The Power Of Self Discipline.

8:57 pm – Colleen gets home.

We talk about our days (women love to do this!).
We shower.

We go to bed.

And in 7 hours... it starts all over again!

Strength & Wisdom Principle #5
Provide A Strong Service

A. How To Earn Money With Your Talents & Passion

This post is in response to the How To Earn Money With Your Talents & Passion video that I created for Strength & Wisdom Tribe Members earlier this week. The video gave a solid demonstration of how you can take your unique content, talents, information, hobbies and passions and build a lucrative side business using the internet if you wish.

This is the ULTIMATE way to build a highly leveraged business in this century. You can literally earn 6 or 7 figures with nothing more than your ideas and a computer (and of course some good old hustle) — While spending only a few hours a week working on it.

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Long gone are the days when you needed lots of financial backing, loans, contacts, equipment and employees to build a business. Also, you can spend as little as $700 to get started and 2-4 hours a day building and running your online “information business”! I have one friend who spends about 3 hours each evening after work on his business from his kitchen table and he earns himself an extra $500 per week. That’s about $33 an hour, working from home, working for himself, and doing what he loves to do!

Building a side business like the one I am describing is something that I believe EVERYONE should do. If you can spare the few hours each day that you watch television, drink beer, eat lunch with lazy co-workers or chat on Facebook… then you will be able to:

- Create more freedom and time for doing things that you really love, like spending time with family, working out, reading… whatever!

- Have extra time, money and energy to serve others.

- Help other people through your business (the ultimate way to serve your “Walking Tribe”. If you really enjoy playing the piano, I can show you how to create a product that will help thousands of piano playing beginners.

- Enjoy the freedom that allows you to make your own working hours, and go on vacation whenever you wish!

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- Look, the bottom line is that you can quit your miserable job that undervalues and underpays you and begin to **take control of your TIME, earn the amount of MONEY that you deserve** and work on developing your REAL PASSIONS and Talents!

**This Is Exactly How I Went From $80,000 in debt – to - Earning Over $21,000 Per Month... Part Time!**

In the summer of 2007 I quit a job that I hated and started my own business training athletes in my garage. At the same time as my departure, my wife and I had just purchased a new home and we had a 1 year old baby. I had only one paying client that paid me about $550 per month... my mortgage was $1,400 per month!

Since we had zero savings, we lived off of credit cards for over 12 months while I built my training business.

With no money, no clients and no marketing skills I decided to try and build a website, from scratch, to attract new paying clients. Since I knew that EVERYONE searched the internet for things like “personal trainers”, I would figure out how to make a website that people would find when looking for my type of service.

**But How The Heck Was I Going To Start A Website When I Knew Nothing About Internet Marketing?**

A funny thing happens when you begin using credit cards to buy everything from food to gasoline... the credit card companies increase your spending limit! With increased

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spending limits on all of my credit cards I patched them all together and **spent over $15,000 going to seminars and workshops** to learn how to build my training business with the internet!

After several months of study, implementation and mistakes… I finally discovered how to get LOTS of paying clients using the internet. **I went from standing by the phone waiting for someone to call, to getting 4-6 prospects per day!**

I quickly realized that — The Internet Is A POWERFUL Means For Building Your Business!

Within less than a year **I went from living on credit cards to earning over $10,000 of pure profit every month by training clients I got from the internet.** My overhead was VERY low since marketing on the internet is virtually free!

One day after training clients for over 12 hours straight I had a revelation…

**If I Used The Same Internet Methods To Get Clients In Order To Share My Videos And Books About Fitness Training Online… I Could Work Less, Earn More Money And Help More People!**

It wasn’t long before I took my internet business building skills that I used to get fitness clients… and built a blog, created a product and began sharing my information online.

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Within another 12 months I DOUBLED MY INCOME! — I went from zero clients and 80K in debt to earning 10k a month, and followed that up by earning $20,000 a month only 12 months later!

In about 24 months I went from flat broke to making close to $250,000 per year… by using the internet to share my talents and passions with people who appreciate it!

Look, if you know me, you know that I am not the bragging type. In fact some of my friends (and my mom) think I should brag a little more about the cool things that I do and all the people that I help with my various businesses. But the real reason why I am telling you my “rags to riches” story is because….

I Want To Show You Exactly How I Did It!

You see, just like how I was so passionate about strength and fitness that I HAD to share it with my clients and thousands of people online… I am even MORE passionate about personal development!

I love inspiring people to “Become The Best Versions Of Themselves”.

That is why I created the Tribe Of Strength & Wisdom. I feel passionately that REAL Strength is found in a multifaceted fashion, that you are not really “strong” unless you have 1. A Strong Character; 2. A Strong Body; 3. Strong Health; 4. A Strong Tribe; 5. A Strong Living; 6. Strong Faith.

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Each of these 6 Principles maximized leads to what I call **A Strong Legacy!**

**Strength & Wisdom Principle # 5 – EARN A STRONG LIVING**

If you’ve noticed, I am always talking about being a “Servant” and that “Serving One Another” is the highest calling for every man. I also believe that we are each born with an amazing, God-given talent, passion, or faculty that we are supposed to be sharing with the world.

**It is your responsibility to share your passions with us through your service… and you WILL be paid very well when you do so!**

Look, I hate to get religious in this type of post but the fact is that God provides for everyone and everything that — simply does what He asks them to do. Like Jesus once said, **“Look at the birds… they don’t worry about getting fed, they just sing and fly around and everything they need is given to them. If you stop worrying and start living the way God made you to, like the birds, you will have everything you need.”**

The problem is that most of us are working in jobs or doing things to earn a living that we are not meant to do! And what’s even sillier is that because we are going against Gods will for us, by working as a Mail Carrier instead of building beautiful wooden chairs (or whatever you love), we get less than what we deserve and then WORRY because we can’t make ends meet!

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When you fail to do what you love and serve people with it... you are derelict in your responsibility to yourself, your family, the people you would serve, and God.

Here Is What I Am Going To Share With You...

I am literally boiling over with passion about sharing ALL of my secrets to achieving REAL Strength through personal development using the 6 Strength & Wisdom Principles. I want to give you EVERYTHING that I know about living a full, happy, healthy and wealthy lifestyle.

I want YOU to leave a Strong Legacy!

Principle #5 is all about earning a living by serving people with your talents and passions. It is also about using leverage to make your business fit your lifestyle... If you want to spend more time with your Blood Tribe (like me) or simply want to take several vacations every year, what I am about to show you will allow you to make this a reality. I want you to be able to do what I did, to go from over worked and underpaid – to – earning a fair living by doing what you want, with whoever you want, when ever you want!

And I’m going to share with you each and every one of my step-by-step plans to FREEDOM!

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B. The Art Of Creative Servitude

"Only a life lived for others is a life worthwhile." - Albert Einstein

"The creative person has to go alone, he must drop out from the mob." - Osho

If you're anything like me, you've chosen the profession of fitness trainer or coach in order that you may lead your chosen tribe (clients) towards increased health, strength and vitality.

You have consciously chosen to exemplify the virtue of fitness in your life and in turn lead others towards the same reality.

Armed with your experience and wisdom, you model, teach and guide your clients in order that they may move closer to their physical potential and partake of the gifts of strength. In many ancient or traditional societies you would be considered a medicine man or sage, one who heals the body and nature of man through his awareness and practice.

As Einstein accords, you are living the only type of life worth living… which is that of Service.

It has been said that the "burn out" rate for most personal trainers is extremely high.
After several years or even decades of arising at ungodly hours in the morning and expressing an energetic and motivating demeanor to mobilize the will of your clients in order to help them reach their goals, you’re probably pretty f*cking tired!

Believe it or not, your service as a personal trainer is considered "Energy Work."

You transfer your energy in the form of exercise design, implementation, coaching, and most importantly (yet most draining) through providing motivation to dozens of people on a daily basis.

**This energy that you expend is Highly Creative.**

It allows you to perform technical work such as correcting and coaching. But more importantly it gives you the capacity to distribute the most potent of all energy, and the one most exhausted while providing your service… Love.

If you have ever flown on a commercial airline surely you’ve listened as the stewardess instructs on how you are to proceed using the oxygen masks if there is an emergency. It’s interesting to note they are sure to tell you to FIRST put the mask on your face and then place it on your child or someone you are assisting.

I’ve always thought this strange. I’ve figured that since my very first instinct would be to help my child, I should place the mask on her face first and then mine. But his is not the case. **We are to help ourselves first, then support others.**

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When you earn a living though the apportioning of your energy, in particular your love, it would seem pretty important to possess enough energy to actually share.

But when you wake up early every morning and begin the process of giving and never stop to receive… it is like placing oxygen masks on everyone on an airplane while you are desperately gasping for air!

You need time.

**Time is the raw material for recovery and the rejuvenation of creative energy.**

Without quiet time to rest, meditate and participate in creative pursuits you will inevitably burn out! When you can’t breath, you die. When you die, all of the people you are meant to serve go un-served.

Many people think that it would be "nice" to take some time off, take a walk with their wife, or go on a vacation. They see this as a luxury; our culture has programmed us to see this as a luxury. But I am telling you that it is mandatory, that you MUST find a way to create time.

**The greatest servants in the history of mankind understood that they needed to create time and recovery** in order that they may continue to serve to their highest degree.

It has been said that Thomas Edison would stop all work at mid-day and row a little boat out into the middle of a lake where no one could bother him, and he would do nothing
for a few hours. Upon his return he would have the renewed focus and energy to dream up brilliant ideas… like the invention the light bulb!

I once read this really old book about a guy named Jesus. He happened to create the most stimulating rebellious uprising in the history of mankind, the vibrations of which are still felt today! Before committing his life to the dissipation of his message, he'd sneak off to the middle of the desert and spent 40 days in mediation and self-reflection.

It may be becoming more clear to you that if you are to serve in the full creative capacity that you have intended, that you need to do as Osho mentions in one of my opening quotes… and go alone, drop out from the mob for a while, both literally and figuratively.

What both Edison and Jesus had at the time of their solitude, that you may not have, and is the main reason why they can hang out in boats and drink Rum Runners in the desert for 40 days (okay, maybe not Rum Runners, but I heard he was a big fan of wine) is LEVERAGE.

**Leverage allows your work to continue in your absence.**

Jesus had 12 students doing a ton of his dirty work and Edison was rich. They were able to leave their business alone for a bit while they recovered their passion, enthusiasm and love for their service. They understood that overwork and the absence of concentrated rest-time would dull their skills and diminish the quality of their handiwork.
As a personal trainer, bootcamp instructor, or strength coach you've got to **create leverage points in your business that allow you to work less while at the same time helping more people.**

Not for mindless entrainment activities but as a means to increase the quality of your service and have a greater impact while leading your fitness "tribe".

The fact that you are reading Chris's blog means that you are well aware of all the opportunities that you have to leverage your time and continue to grow your business.

If you are a leader, personal growth is just as important as that act of leading.

Personal growth requires uninterrupted time and rejuvenation. Time is a by-product of leverage. Use the products and systems that Chris offers on this website to create leverage. When you have firmly placed the oxygen mask on your face, you are now fit to begin impacting the life of others… but not before.

### C. STOP WASTING OUR TIME

If you don’t mind, I’d like to ask you a series question…

How much of your time is spent doing things that you’d rather not do?

How much of your time is spent in a job that you hate?

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Perhaps you don’t hate your job, but do you believe that you’d be better off doing something else?

Do you feel like you could be doing much, much more meaningful work?

Perhaps you could be doing work that not only are you passionate about, but work that may change the lives of other people, for the better?

If you weren’t spending so much time on things that you’d rather not do, would you have more time for personal development?

Would you have more time to exercise to get stronger and leaner? To read?

Would you have more time to shop for and cook healthier foods that give you more energy and vitality?

Would you have more time to spend with your attention-starved wife, or children who only see you for a few minutes per day?

If you have more time perhaps you could work on building up the value system and self-esteem of your Tribe (family / friends)?

If you had more time would you be able to finally start that business you’re always talking about?
If you finally started that business that you’ve been talking about perhaps you’d have more money, which would mean spending less time at the job you hate?

If you had more money, that you earned doing something that you love and benefits others…. do you think you have more time to focus on building a Strong Legacy?

To fully maximize your potential, to become the best version of yourself, to be strong in each of the 6 Strength & Wisdom Principles (character, hands, heart, tribe, service and faith)... you need TIME!

Every day that you spend living as a slave, to your boss, to the so-called necessities of life (car payments, cable TV, etc.), to your addictions, to a low self esteem, and the most insidious slave master in the modern world… Entertainment — Every day that you choose to be a slave to these things you are WASTING TIME!

Now, I am NOT the “wake up and smell the roses”, long-haired, doe-eyed type of guru that is going to remind you that life is short, so you had better start to enjoy yourself.

That is NOT the point!

If you live in a country like the United States, you are already enjoying yourself!

If you have more than one pair of shoes, you are already enjoying yourself.

If you have spent most of your life never going a day without food, you are already enjoying yourself.

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If you know how to read, you are already enjoying yourself.

If you have clean water, you are already enjoying yourself!!

Enjoyment, entertainment and a false sense of what is necessary… are NOT the point!

You are wasting time that you could be using to serve others with your gifts, your talents, your faculties, your passions, your blessings, your treasure, and quality TIME!

To waste time doing shit that you’d rather not do, to buy shit that you don’t really need, to impress people who really don’t give a shit about you anyway… is the most widespread, and devastating lifestyle choice made by the majority of men.

Henry David Thoreau once said, “Most men live lives of quiet desperation.”

Why quiet desperation?

Because they live with the haunting feeling that there are much, much better things that they could be doing with their time. They instinctively know that they are wasting time!

Also, they live with the haunting feeling that they DO NOT DESERVE the blessings and shit that they have.

If you live in the US, you partake of a freedom that was won over by thousands of men spilling their blood on the very land that you stand on while holding your Big Gulp bev-
verage in one hand and your iPhone in the other as you curse God because the Yankees
lost to the Rays!

And lets not forget that this land was also stripped from the swollen, bloody hands of the
Natives that once inhabited it.

Do YOU deserve this land, this freedom, that Big fucking Gulp in your hand simply be-
cause you “landed a new account today” or sold a piece of the very land I speak of
through your Real Estate career?

Do you know the root of the term “to de-serve”? — To dē- + servīre to serve

To DESERVE means “To Serve”.

Who are you serving?

How are you serving them?

Are you serving out of love… or fear?

Each and every one of us has been created to perform some sort of VALUABLE
service to mankind.

I often state…that for you to do what you have been created to do is not only your right,
it is your responsibility!

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If you are not sure what you are meant to do then I invite you to consider (deeply consider, contemplate, think!) what your Core Values are. What do you value? What do you believe in? What do you stand for? What don’t you stand for?

If you have no clue what your purpose is and have no sense of values, then you will leave NO legacy.

When you die, it will be…

just

like

you never

existed.

Stop wasting our time.


Earlier this week I created a highly inspirational video titled “Doing Whatever It Takes” for all Strength & Wisdom Tribe members. In the video I tell a very personal story about my challenges as an up-start business owner and how I came very close to living in my van in order to continue pursuing my passion and goals. The reason why I revealed this personal and sensitive story is because I wanted to show you the POWER OF COM-
MITMENT in real life… and inspire you to take action towards your goals, especially when it is NOT “the right time”!!

I also wanted to teach you about a very powerful tool that I use in order to “assess the risks” inherent in any new venture that I begin. If you are thinking about “taking a plunge”… either in your career, your business, your family, or any passion that you hold dear to your heart then this technique is really going to support you and your efforts.

What is the absolute WORST thing that can happen, and can you handle it?

5 years ago when I quit an oppressive job that was stifling my passion and creativity in order to venture out on my own as an entrepreneur I had ALL the chips stacked against me.

First of all, 3 months prior to my departure from slavery, Colleen and I had purchased our very first home. Our oldest child was only 10 months old, and Colleen and I agreed that we would never put our children in daycare… so, I would be the sole “bread winner” and she would stay at home to raise our children.

So here is a snapshot of the situation:

#1. I had a family including 1 young child and a second one that would make her way into the world a few months later.
#2. Colleen was supporting the family with the absolute BEST of her resources as a stay-at-home-mom and homemaker. While I was to provide the income to support our COMMITMENT of raising our children ourselves. (The way nature intended.)

#3. I quit a job I hated.

#4. I started a business with ZERO capital, ZERO experience, ZERO assets, (except my willingness to sacrifice and work hard) and only one client (paying me about $700 per month for training). I didn’t even have a location to train potential clients!

Now… here is where I discovered the powerful mental exercise that allowed me to pull myself, and my family, out of this seemingly impossible situation.

I sat alone in a park one evening where I was to meet a potential client (that never showed up), with my elbows resting on my thighs and my head hung down between my legs as I watched a tear-filled puddle form between my feet.

Then I asked myself out loud, “Elliott, what is the worst thing that could happen RIGHT now?”

When I came up with an answer for the absolute worst thing that could happen to me, I then asked myself “Can you handle that?”

I quickly knew the answer was ‘Yes’!
At the time I devised a worst case scenario being that I would have to give our new home over to the banks; send my young family to go live with my parents, 40 minutes north of our new home; I would go and work as a day laborer seeking menial jobs on a daily basis, such as picking fruit or digging ditches in order to feed myself and fund my failing business venture, all the while living in my van.

As a means to avoid falling back on the trap of employment, I decided that I could handle living in my car and digging ditches as a day laborer while separated from my family for days at a time.

I became very comfortable with this idea. So much so, that whenever things began looking grim I would simply remind myself that “the worst that could happen” was something that I already decided I could handle.

**Doing Whatever It Takes!**

The truth is that most of our fears are completely irrelevant… and from a recent study I read, only 1% of our fears ever come to fruition. Basically, we are scared of NOTHING.

That is why this technique works so well.

I have used this time and again with even more devastating imaginings such as possibly losing a limb, becoming paralyzed, and in the worse case scenario ever devised in my mind... I lost everyone that I love.

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And when I asked myself, “Elliott, can you handle this situation? Are you strong enough?” The answer is always — Yes.

I have conditioned myself to become fearless and to take action… no matter what the pending doom.

Now if the risk that I am about to embark upon requires that I may lose all my money and be late with paying my bills and endure the scourge of “bad credit”, so what? — I’m still willing to “Do Whatever It Takes.”

Stop for a moment right now and think…. What type of life would I choose to live if I knew with 100% certainty that it WILL come true?

Now ask yourself…. What is the very first step that I can take toady that will place me on the path of my vision?

It may mean ending a useless relationship; It may mean committing to a rigorous exercise program; It may mean going back to school; It may mean quitting a job that you hate; It may mean a 180 degree shift in your paradigm that literally changes WHO you are… and chances are that the thing you would have to do in order to fulfill your passion, is going to be something SCARY!

Next, ask yourself what is the ABSOLUTE worst thing that can happen if you take that action?

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You need to literally create, in your mind, the most atrocious and terrifying outcome of taking action towards your dream… and when you have finally painted that picture, look at it and seriously and consider, “Am I tough enough to handle this?”

Here is one more, very resourceful, paradigm or mindset that will ease your fears and give you the confidence to live out the life of your dreams.

God created you to fulfill a unique role amongst mankind, for the short duration of your life. He planted this seed in everyone. We each have a unique calling. Some callings are grand and some are mundane… but each is VERY, VERY IMPORTANT!

God NEEDS you to do your work. He needs people who love music to play it. He needs mothers who love their children to remain in the home where they can raise them. He needs YOU to do what is in your heart… otherwise He would not have placed it there.

The passion screaming in your heart is your purpose; it's God's purpose for you. As our Creator and Father… do you think He would plant a seed in your heart only to set you up for failure?

No! But what He does expect is that you abide in His will. When he asks you to create delicious meals for friends, family and clients… yet, you continue to deliver mail for a living. You are living in disobedience.

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Many times we whine and believe that it would be “nice” if we were to follow and fulfill our dreams.

But I say, that not only would it be nice… not only is it your RIGHT to pursue your passion, it is your RESPONSIBILITY.

Get over your fears, get over yourself, stop whining and do YOUR work!

What is the worst that could happen?

E. YOUR HIGHEST CALLING

“The highest destiny of the individual is to serve…” -Albert Einstein

It is not only your right to choose a career, vocation or business that you enjoy and are blessed with the capacity to do well… it is your responsibility! When you have been given the talents and faculties to serve the world with a unique song that emanates from your heart - and you stifle that song, ignore or dismiss it you are doing a grave disservice to all of humanity.

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This would be analogous to a bird who decides not to sing its song because it is scared of the long flight up to the top of the tree or because an older bird told him that singing his song was irresponsible and that he should choose something more practical like barking, “At least when you bark you are warning others of danger.”

You were given a unique song, a service that must be executed in order for your life to have meaning. Like the bird, if you refuse to discover and sing your song... your life is of little use to yourself and to anyone else. And if you attempt to sing a song that is not yours, it would be as ridiculous as the bird trying to bark for a living.

There are many folks who are singing songs and living lives that do not belong to them... and they are miserable because of it. For example, some people are meant to be healers or doctors. In traditional societies it would be determined at a very young age if a child possessed the qualities and gifts necessary to be a “medicine man”. This person would live a life of joyful sacrifice in order to serve his tribe / community as a healer... singing the only song he was meant to sing.

Today many parents demand that their children aspire to become doctors or surgeons due to the high regard and large salaries that they receive in our societies. These are the same folks who after several years of school and service in a vocation that they do...
not love end up suffering from “mid life crisis’s” and wallow in deep regret. Also, they have probably missed their calling to perform a service that they were better suited to execute and perhaps enrich more lives than they may have as a doctor.

To earn a STRONG living means to discover a way to be nourished by your service to others. To say that there is “no money in…” is to invalidate your gifts and admit to your lack of creativity. Also, it shows a lack of FAITH (Principle #6). The only “security” that man is truly afforded is the confidence that if he “does his work” he will be granted ALL that he needs, and The Creator KNOWS what he needs, to continue his work.

“So, what should I do?”

As an entrepreneur (one who discovers a need in the market and fills it with his service) I obviously have a biased opinion on career and work. I truly believe that every man, even those who earn their living by fulfilling the dreams of another, your boss… should have a “side service”. This side service may not be decided upon by its income potential (although the more money you make via your service, the more people you can serve in better and more creative ways) but it shall be based on how you are most inclined to serve others. If collecting stamps and exhibiting them in a traveling Stamp Exhibit Show lights your fire and enriches the life of just a few others… then you are a success.
Strength & Wisdom Principle #6
Cultivate Strong Faith

A. Did You Find This Yet?

Every once in a while Colleen and I take our daughters to this “healthy” fast food restaurant in our city called Evos. They claim that since they bake their food instead of frying and use organic free-range meat, that eating there is good for you… I’m still not too sure. But we take the girls there once or twice a month to give Colleen a break from cooking.

The girls usually get the chicken strips and I get the Grass-Fed Steakburger. Like little children often do… my middle daughter, Emerson, usually waits until everyone else is done eating to begin picking at her lunch. At this point Colleen and I are pissed off and ready to leave, so we pack up her chicken strips and let her eat it in the car. She really enjoys eating theses strips so it is not a problem getting her to eat once we’re in the minivan.

And we go about our day.

Two weeks later I’m packing the girls into the minivan to go to Grammy’s house, across town, and Emerson starts digging into the cushion of her car seat. When I ask her “what the heck are you doing kid?”, she tells me that she is looking for her chicken strip!
I turn to Colleen for clarity, since I haven’t been in the minivan for almost 14 days, and she tells me that Emer has been looking for the chicken strip that she dropped two weeks ago when we left Evos!

At first I figure that my kid’s a maniac and I had better get her tested, but then I remember… well, she’s only 3 years old; she really, really loves chicken strips from Evos; and it’s pretty normal to continue to search frantically, in some pretty weird places, when you have misplaced something that brings you joy.

In fact, I can totally relate to her since I had spent several YEARS looking in some really, really weird places for something that might bring me joy.

Let me know if any of the weird places that I looked for “the TRUE object of my affection” sounds familiar to you too…

- I first discovered masturbation around the age of 13 and thought that my life was SET… I would never have to look for joy again, since I had it right here in the palm of my hand! But this became very monotonous after a few months.

- I discovered girls at around age 14; this really filled a gap in my life (or I filled it). But being young and immature, we’d often argue about silly things and the relationships never lasted.
- I began drinking alcohol and stuff around the age of 17 (this is also the wonderful time that I began driving!). Being drunk was fun, but I hated hangovers, and it really stopped me from training hard and performing well at football practice.

- Oh, and how can I forget about strength training and football! Although I still train with weights, I don’t even know who played in the Super Bowl last year.

- As an adult with children, I seek happiness in them… but this is pretty unstable since they whine and cry all the time. They poop themselves and break stuff too. Sure, they’re a pleasure to ‘have and hold’ but they really get under my skin at times.

As you’ve probably noticed… this list can go on forever. I can tell you about all of my failed relationships, businesses and hobbies that showed a glimmer of hope upon first sight but ended up being less than “the TRUE object of my affection.”

I have and will always be a “seeker”, one who is in constant search for the essence of life and reality, who I am and what I should do. I am never satisfied with the answers that one person, one book or one religion provides as ‘The Answer”. I really don’t even believe that “The Answer” exists!

But thoughout my searching I have come across some reoccurring themes, ideas, values and principles that point in the direction of “The TRUE object of my affection.”
Growing up going to Catholic church I figured that God was some boring ritual that we had to perform every Sunday morning before we got to eat breakfast at IHOP. Jesus was the statue at the front of the church, and it was his fault I had to be there.

In college there was a group of Christian players that would meet a pastor every Wednesday evening for Bible study. I brought a Bible and followed them to class on more than a dozen occasions. I loved what I was learning about Christ and God’s purpose for people but I couldn’t understand why the Churches we were attending were so segregated. White churches, black churches, Puerto Rican churches, churches that were anti-this kind of person and anti-that kind of person, etc; never did I find a church which exemplified the unity that Christ demonstrated. (Yes, there are many unified churches… I just couldn’t find one at the time)

When I was in college, my brothers and I used to sit at the computer in my bedroom and download audios from Napster and listen to music all day long. One day we came across some audios by a guy named Allen Watts who was an English dude who studied and taught Eastern Philosophy and Religion.

He taught us that “Tao”, a Taoist term meaning “The Way”, was everywhere, at all times, can not be destroyed, is constantly in motion, is always creating, is working in us and

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through us, and really can not truly be understood. This “Tao” was above human un-
derstanding, but we can learn how it works by observing ourselves and nature. (An in-
teresting point, early followers of Christ did not call themselves Christians but followers
of “The Way”)

We had never heard of God described like this before but it really rang true for us. This
was an empowering depiction of who we were, who God is, and how He related to us. I
adopted this idea of God, as The Way, described by the Taoists in a book called the Tao
Te Ching written by a man named Lao Tzu.

Although this new depiction of God revolutionized my entire paradigm and set a power-
ful course for my life, it was NOT all that I had been looking for (although it is probably
the simplest means by which one could navigate his way towards mindfulness and
peace).

Being born and raised in a Judeo-Christian society along with all of the mental program-
ing associated with it I was not satisfied marrying my wife in a weird Taoist place
somewhere. Besides, who is really a Taoist? — I don’t know any. In fact, I think Lao
Tzu would laugh and just say something really ephemeral like, “everything is married to
each other and we are all married in the Tao”... sorry, my thinking is just a little too con-
crete for language like that.

Before getting married, Colleen and I became members of the Bahai Faith. A religion
founded by a man named Baha’ullah claiming to be a manifestation (or perfect reflec-

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tion) of God on Earth, just like Jesus. In fact, Bahais believe that Baha’ullah is actually the “return of Jesus” that many Christians are waiting for.

This faith was, and still is, a very attractive means for me in discovering God’s reality for our lives due to the main principles of the faith, which are: The oneness of humanity, independent investigation of the truth, religion as a source of unity, equality of men and women, removal of all prejudice, universal peace, God’s progressive revaluation and continuity of “the covenant” beginning on Mt. Sinai through Moses, Jesus and now Baha’ullah... as well as a few other principles. — Finally, a faith that provided the conservative structure in practice that I so yearned for, and the pragmatic principles that were more unifying then the separatism I encountered in the Christian church.

Despite my love and admiration of the members of the Bahai Faith, Baha’ullah, and the Bahai principles... we have not been a part of the Bahai community for almost 6 years.

Today we attend a local church in St. Petersburg where I am learning more about living as God desires us to through the teachings of Christ. Like the early followers, I do not call myself a Christian... I am merely a student or disciple of “The Way” of Christ. I seek the mysteries revealed in his life and his teachings as an example for my choices and behavior.

My children are taught to love and trust God, and to appreciate his perfect manifestations, like Christ, by modeling their lives after their examples.

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Currently, I am really enjoying the books and information on the practice of Historical Orthodox Christianity by Rob Bell and Ray Vander Laan. Both of these authors take into account the historical perspective of the Jewish people, Old Testament and The Gospels in order to shed real light on the meaning of these books and how they may, perhaps, be related to our current day and age.

Again, despite my current fascination with Christ and his life I am not handcuffed to ANY idea or theology. I am merely a passionate seeker, serious student and practitioner of what I know to be right and true. I don’t study simply for information, I want to understand and tread confidently in the direction of “The Way”.

This sums up my experiences with passionately searching for God, the REAL object of my affection.

It is my understanding that today most men either a) resort to adopting the faith of their parents and grand parents without question or retort; or b) never ask any questions at all, they merely ignore, reject and even abhor the concept of a god who may fill the emptiness that we all experience as we travel through life believing that we are alone.

Whether we admit it or not, we are all frantically in search of real joy… of a fulfilling existence marked by love, peace of mind, purpose and meaning.

In my experience, this can only be obtained by a deep and evolving union with our creator.

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I invite you to seek.

Look everywhere.

Find the path that most suits you as you look for clues and experience the joy of union while on your journey.

Whatever you choose to call it… God, Allah, The Universe, The Tao or “The Way” really doesn’t matter.

How you choose to search and practice your faith really doesn’t matter.

The color of your skin, the type of headdress you wear, the language you speak, really doesn’t matter.

How you relate to God, your commitment to practice His way, the way you treat others and the way you see yourself though His eyes… this is what really matters.

Keep seeking.

B. What is God & Who Are WE?

All men of discernment would agree that… Our outer lives are a mirror reflection of our inner lives; or we become what we THINK about most of the time.
This fact has been repeated by men of wisdom for countless generations. Jesus constantly scolded his students reciting, “Oh ye of little faith!”, every time they considered outer appearances and circumstances rather than their (and our) divine capacity to see God’s reality broadcast live directly into our very cells of existence via the most complex satellite dish ever created… The Brain.

Before I describe my position on brain conditioning and mental reprogramming for the purpose of fulfilling our TRUE life’s potential and bringing our Ideal into full existence, I will relay my convictions and position on the ever debatable topic of God and The Station of Man.

What Is God and Who Are We?

God is Omnipresent, meaning that He is everywhere at once… not limited by time or space. From the tiniest, most microscopic electron to the largest most magnificent and complex galaxies in the universe, EVERYTHING is infused with the esoteric power that I am referring to as God.

Because I am referring to this entity as “God” does not mean I am attached to names or forms any more than a nursing baby refers to her source of life as “Mama” or “Baba” (I’ve got a 1 year old at home). If the name Mommy was preferred over Mama, it would have zero effect on the entity that gives life… it still exists and is not only the Creator, but also the Sustainer of vitality for the baby. Call It what you will, but understand that our existence is intrinsically tied to It… It is us and we are It.

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To further elaborate, as ridiculous as it would be for a fish to deny the existence of water would be for man to deny the existence of God. Fish cannot SEE the water; in fact there would be very little reason for fish to consider the existence of water, since for most of its life the water is in them and all around the fish. It’s the life giver, sustainer and provider of life for the fish. The only way the fish might know that water exists is if he is removed from it.

Because the entity which I describe as God is “closer to us than our life vein.”, it is very easy to take it for granted. But the fact is that we are surrounded by God in the same fashion that the fish is surrounded by water, and we are constantly communicating with our Source and He is constantly responding (whether we’re satisfied with the response or not). He knows what we need and want even before we can verbalize it.

To observe God and study his patterns, or to immerse yourself in the reading and re-search of “Wisdom Literature”, as can be found in several ancient texts including The Bible, will give you a better understanding of the Principles and Laws that govern our lives and the universe.

This, in my opinion is the most essential of all studies we can undertake. As Albert Ein-stein propounded, “I want to know the mind of God, everything else is just details”, it is clear that this is the SCIENCE of life. (Everything else is just details.)

As for “The Station Of Man”… well, we’re pretty cool! — You see, unlike the plants and animals that are governed by instinct and have a genetic blueprint for the pattern of their
lives, we can choose. As we are “made in the likeness and image of God”, we are not only Creatures… we are Creators. Our capacity to choose and create is bestowed by the direct communication with God that we have been granted through the spirit and into our bodies via The Brain (and nervous system).

The brain acts as a switching station that translates communication received from God and the spirit world, as well as a means of relaying our wishes and desires back to God and the spirit world. We benefit from listening to God because He wrote all of the rules to this game we are playing called Life. When we listen to God, it’s like having the creator of the game and a coach that wants to see you win, all wrapped up in one, sitting by your side and constantly giving you tips and course corrections.

How do you know when your Cosmic Coach is talking to you? — You FEEL it in your body!

**How To Hear God Talking To You**

Our nervous system and hormones shift to produce a contortion or feeling in our body that is consistent with the message being received from the spirit. This explains why some people feel neck pain or clench their jaw when they experience repressive stress… the nerve bundle, called a vortex, that projects from the spinal chord into the neck, shoulders, and jaw is connected to an area in the brain or nervous system that is associated with creative communication and expression.
Your body has several of these “vortexes” and each acts as a messenger to the body with communication from your spirit or God, each one associated with a particular feeling or emotion. Another example is low back pain; the nerve vortex located in the low back and legs are associated with feelings of safety and security. When our safety is challenged (which it is every day via fear mongering expressed on the TV and media) this nerve bundle will TELL you by restricting the positive and vital energies to that area… creating back pain that not even your surgeon can explain.
The most obvious “holler” that God shouts in our direction is that of Depression. We all feel depressed at times and this is normal and natural. But sustained depression in most cases can be traced back to one of 2 things that God is trying to relay to us. First, consider that you may NOT be doing a thing that you know you should be doing –OR– you may be DOING a thing that you feel you shouldn’t be doing. Examples of these could be anything from telling a friend the truth about his new girlfriend, to continuing in a job that you hate.

It is through “feeling” or intuition that God talks to us… not with some deep voice projected over a cosmic loud speaker when you are down on your knees reciting some sad, pathetic prayer. The problem is that most of us have been numbed from these “feelings” due to: ignoring them for so long that they’ve grown faint, and being “high” on pain pills, SSRI medication, alcohol, drugs and caffeine. Our communication systems are JAMMED!

The wonderful thing is that we can ALWAYS choose to become more receptive to the voice of God, and when we do we’ll once again have the creator of the game and coach that wants you to win guiding your every step.

How Do We Talk To God?

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Whether you know it or not, you are constantly giving God feedback and demands via your thoughts. One of the responsibilities that comes with our ability to choose, is that God is pretty neutral about your decisions. He gives you warnings and advice about how to proceed in different circumstances but once you have launched a particular action (and thoughts are action) the steadfast rules will always apply.

Just like if you jump out of the 12th story window of an office building the LAW of gravity dictates that you WILL hit the ground… and hard! — The law of “Sowing & Reaping” dictates that whatever you give, you will receive in equal fashion. The only difference is that the law of gravity is immediate and obvious, and the law of Sowing and Reaping (or The Law of Attraction) takes time to manifest… but, manifest it will!

So, if we are constantly communicating with God via thoughts that we SOW and he is ALWAYS prepared to answer, wouldn’t it make sense that we should only THINK thoughts that are consistent with what we believe to be right and good? Why then would we CHOOSE to focus our thoughts on fear, anxiety, doom and lack?

The answer is that we have been CONDITIONED to focus on fear. If you pay attention to the Outer World (popular culture and media) you will be bombarded with messages convincing you that ”you don’t have enough”, “things are bad and only going to get worse”, “you should be worried for your children”, “you should be scared about the economy”, “you need to be afraid for your health.”

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Fear is a powerful control mechanism, and world leaders, governments and marketers understand this. The cry, “Something MUST be done about this!” is music to the ears of those who seek to control you. Just look at all of the personal rights and liberties that were silently stripped from us post 9/11. We (Americans) were scared and “something had to be done!”… and things aren’t much different now that “something must be done about the economy”.

We live in a fear-based world that is trying to control us with fear. This is why it is ever so important to GUARD YOUR MENTAL INTEGRITY! The first step in eliminating fearful and demeaning thought is to eliminate its source, and for most of us it means turning off the TV and stop talking with negative people.

If you don’t guard your mind from allowing those negative thoughts into your consciousness, then you WILL be SOWING the very seeds of your deepest fears…. and the God who has given us choices and responsibility will respond by giving you EXACTLY what you are asking him for.

The next step is to consciously and purposefully plant positive seeds in your mental garden. This is done in the form of Prayer, Mediation, Affirmation and Visualization.

As I’ve run out of mental gas — I will continue next time with the exact methods that I use to Guard My Mind and to consciously plant positive seeds so as to communicate and receive from God everything that I know to be right and good.

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