



7 Things You Can Do TODAY to
**START LIVING THE
GENTLEMAN SPY
LIFESTYLE**



WHY GENTLEMAN SPY?

**JAMES BOND. JASON BOURNE.
ETHAN HUNT. THE KINGSMEN.**

**The Gentleman Spy is the ultimate expression of a man.
Men want to be him. Women want to be with him.**

He is the modern knight: confident, cultured, and capable.

Unapologetically masculine, he is strong and adventurous, dashing and dangerous.

Well dressed, well spoken, and well equipped to take care of himself and those around him, he is as comfortable dining with the Queen as he is downing beers in a dive bar in Mexico, and everywhere in between.

**This is why the Gentleman Spy program exists:
to forge a new class of modern renaissance men.**

- Men who exude confidence and class.
- Men who can handle themselves in a fight and at a five-star dinner.
- Men who can save a life, take a life, travel the world, get the girl, and live on their terms.



START LIVING THE GENTLEMAN SPY LIFESTYLE TODAY

1. Build your body
2. Eat real food
3. Get a haircut and shave
4. Upgrade your wardrobe
5. Improve your attitude
6. Learn a useful skill
7. Embrace discomfort



BUILD YOUR BODY

VISIBLE LEAN MUSCLE IS THE ULTIMATE STATUS SYMBOL.

It is the one thing that can't be purchased, inherited, or faked – **you must earn it.** Becoming stronger and more capable will improve every aspect of your life – for the rest of your life – so get started now.

You don't need a fancy gym membership. Here's how to get jacked using nothing but your bodyweight and a pullup bar:

Focus on pullups/chinups, pushups, and squats in a 1x, 2x, 3x ratio. The program is designed as a Monday / Wednesday / Friday program, so you'll do:

- 3 rounds on Monday, 4 rounds on Wednesday, and 5 rounds on Friday
- Add 1 pullup, 2 pushups, and 3 squats each week
- When you can complete the full 5 rounds of 10 pullups, 20 pushups, and 30 squats, you'll be ready to move forward to more advanced training

Don't worry about getting your "cardio" in when you're starting out.

GET STRONG FIRST.

If you want to run or swim, focus on sprints, speed work, or technique drills, but don't overdo it; strength comes first.



BUILD YOUR BODY

	Monday: 3 rounds	Wednesday: 4 rounds	Friday: 5 rounds
Level 1	1 pullup 2 pushups 3 squats	1 chinup 2 pushups 3 squats	1 pullup 2 pushups 3 squats
Level 2	2 chinups 4 pushups 6 squats	2 pullups 4 pushups 6 squats	2 chinups 4 pushups 6 squats
Level 3	3 pullups 6 pushups 9 squats	3 chinups 6 pushups 9 squats	3 pullups 6 pushups 9 squats
Continue adding 1 pullup, 2 pushups, and 3 squats each week...			
Level 8	8 chinups 16 pushups 24 squats	8 pullups 16 pushups 24 squats	8 chinups 16 pushups 24 squats
Level 9	9 pullups 18 pushups 27 squats	9 chinups 18 pushups 27 squats	9 pullups 18 pushups 27 squats
Level 10	10 chinups 20 pushups 30 squats	10 pullups 20 pushups 30 squats	10 chinups 20 pushups 30 squats

Continue this bodyweight workout program until you can consistently complete 5 rounds of 10 pullups, 20 pushups, and 30 squats without stopping to rest between rounds.



EAT WELL

“I TAKE A RIDICULOUS PLEASURE IN WHAT I EAT AND DRINK.”

– James Bond in *Casino Royale*

You would never find 007 pigging out on TV dinners, fast food, or sodas. You shouldn't either. Eating well will make you look better, feel better, perform better, and is one of the foundations of a life well lived.

FOCUS ON REAL FOOD.

- **Go to your pantry and remove everything that is in a box, bag, or can.** Soda, juice, cookies, bread, pasta, refined vegetable oils, margarine: get rid of the junk.
- **Eat meat, poultry, fish, and vegetables** in any quantity you want, as often as you want.
- Some nuts, berries, and fruits are okay.
 - **If you're trying to lose weight, keep starches such as potatoes, beans, and rice to a minimum.**
 - If you're trying to put on muscle, **DO** eat these foods after your workout.
- **Eat more good fat** — grass fed or pastured animals, butter, avocados, coconut, and olive oil.
- **Eat when you're hungry.**
- **Eat until you're full.**
- **Then stop.**
- If you're not already an excellent cook, start learning now. Alton Brown's *I'm Just Here for the Food* and Tim Ferriss' *4-Hour Chef* are good starting points.



GET A HAIRCUT AND SHAVE

LIVING LIKE A GENTLEMAN SPY MEANS LOOKING THE PART.

The first thing anybody will ever notice about you is how you look and how well-groomed you are. It's time to get rid of the shaggy hair and five o'clock shadow, goatee, or hipster beard.

You should be as at-home in the boardroom as you are at the beach; that means a sophisticated, clean-shaven look.

- Get on Yelp or Google and find the best-reviewed barber shop in your area. Book an appointment as soon as possible.
- **Most men look great with a short, low maintenance haircut.** Aim for a short to medium length on top, with short and tapered sides and back so it blends with the top. If there's a specific look you're going for, bring in a picture for reference. Stick to a style that fits your hair type.
 - If you're balding, don't try to comb it over or hide it. Get a buzz cut or shave it bald.
- After the haircut comes the shave. Most men have no idea what a good shave is; it's time you find out.
 - At the very least, **ditch the electric and use a real blade with premium shaving cream.**
 - Better yet, step up your game by going old school: **wet shave with a double-edge razor and shaving soap.**



DRESS THE PART

Always dressed for the occasion, your style should be functional and fashionable. Replace worn out clothes, scraggly t-shirts, and faded or baggy jeans with a stylish wardrobe that works well together.

Focus on fit, and don't buy one-off pieces.

BUILD A "STYLE SYSTEM" WHERE EVERY ARTICLE OF CLOTHING PAIRS WELL WITH MOST OTHERS.

- **Clean out your closet.** Remove items that are too big or small, are faded or torn, or you haven't worn in the past six months.
- **Get your remaining wardrobe tailored to fit better.** Most men wear clothes a full size too big.
 - A good tailor will be able to affordably alter your remaining wardrobe.
- **Purchase staple pieces that all work together.**
 - Dark denim jeans, wool slacks, quality t-shirts and polo shirts, fitted dress shirts, and a blazer.
 - Every piece should work well with the rest of your wardrobe, making you look well put together.
- If you own mostly athletic or sporty styles, invest in something more substantial. Leave athletic wear for exercising and sports.
 - **Get quality leather shoes and a matching belt.**
 - Sunglasses, look for **aviators, wayfarers, or half-frame glasses**
 - For watches, ditch the rubber and plastic. **Choose metal and leather for a clean, sophisticated look.**
- Focus your early efforts on casual clothing that is forgiving to changes in body composition. Don't spend hundreds or thousands on suits that won't fit as you progress in your physical training.



ACT THE PART

007 IS KNOWN FOR HIS CONFIDENCE AND COOL-UNDER-PRESSURE DEMEANOR. YOU CAN BE TOO.

That attitude is built upon always knowing what's going on around you and being prepared for any situation. Whether you're scoping out the lay of the land, or seducing a beautiful woman, your situational awareness and social skills will give you the self-confidence you need.

- **Improve your body language.** Perfecting your posture immediately increases your confidence. Stand up straight, make eye contact, smile, and greet people with a firm handshake.
- **Enhance your situational awareness.** Put down the phone and pay attention to your surroundings. On the road, what is happening in front of you and behind you? In the restaurant, theater, or bar, where are the exits? Watch situations as they develop and be prepared to act. You don't have to always be on guard, but you should never be tuned out and unaware or you'll get caught by surprise.
- **Get over your approach anxiety.** Overcome the fear of talking to new people by going out and talking to as many people, in as many situations as possible. Men, women, groups. Talk to everyone.
- **Your eyes are your most powerful weapon.** Very few men make enough or even proper eye contact. Start making eye contact with everybody you meet. At the office, at the bar, grocery shopping – look everybody in the eye. If you're not rapt by the incredible power you can wield with your eyes, you're not making enough or proper eye contact.



UPGRADE YOUR SKILL SET

What sets spies—in movies and real life—apart from other men is their ability to handle themselves in any situation. The ultimate Jack of all trades, you may not be the best at any one discipline, but you can be better than most in many different areas. If there is a skill you've been wanting to learn but haven't tried yet, make a plan and start learning today.

BREAK OUT OF YOUR COMFORT ZONE AND LEARN SOMETHING NEW.

Not sure where to start? Here are some ideas:

- **Learn first aid.** First aid training may save your life or that of someone you love. Your local Red Cross will have an introductory class that will take one evening and costs less than \$100.
- **Learn how to swim and get comfortable in the water.** Knowing how to swim and being comfortable in the water are essential parts of living like 007. Sign up for the Total Immersion program and start practicing.
- **Learn a second (or third, or fourth) language.** Learn a language that you can use regularly – Americans are probably better off learning Spanish than jumping right into Russian or Chinese. Go all-in with Benny Lewis' Fluent in 3 Months program or use the proven combination of Pimsleur audio programs plus Lonely Planet phrasebooks to put your training on autopilot.
- **Learn self-defense.** Find a Brazilian Jiu-Jitsu (BJJ), mixed martial arts (MMA), or boxing gym in your area and enroll in a class. The first lesson or two are usually free, so try multiple gyms before picking one you like and stick with it.



EMBRACE DISCOMFORT

LIVING LIFE TO THE FULLEST MEANS TAKING RISKS AND STEPPING UP YOUR GAME.

You need to step outside of your comfort zone to truly live the Gentleman Spy lifestyle.

Here are some ideas:

- Many guys have no problem talking to some people but clam up near exquisite women or powerful men. Step up your game: **make it a point to talk to as many beautiful or powerful people you can.**
- Instead of sitting back at work, **take on a new project or assume new responsibilities.** Ask for the raise that comes with it.
- If you have a hobby, **take it to the next level.**
 - If you're a skier who is only confident on blue runs, start hitting the blacks.
 - If you're a recreational athlete, get a coach and start training to set your personal record in a race.
 - If you're a scuba diver, enroll in a course like GUE-Fundamentals which will challenge you to get better.
 - If you like to cook, attend a cooking class, and if you like to dance, take up ballroom dancing, tango, salsa, or whatever floats your boat.
- If you've been thinking about a new business idea, or branching out on your own, **go for it.** Develop your idea, test it against friends or existing customers, and jump in with both feet.

Embracing discomfort is not about taking stupid risks, but if you're not risking anything, you're not pushing hard enough.

Make a decision, draft a plan, and get to work.



GET STARTED TODAY

- Take 5 minutes to get online and find the best rated barber shop in your area. Call and make the earliest appointment possible.
- If you want to get started with learning a new skill, don't procrastinate. Book your first training session, order your materials, or otherwise make a commitment to start now.
- Complete the first bodyweight workout.
- Shower. Shave.
- Go to your closet. Filter out everything old and put it in a bag to donate to Goodwill or a homeless shelter.
- Go to your pantry and bag up all the junk food.
- Put on the nicest, best fitting clothes you have.
- Go shopping. Buy a steak and some vegetables for dinner tonight.
- While you're out, stop and talk to at least three complete strangers. Look them in the eye and smile.
- Head home, cook dinner, and relax. It's been a productive day.



Everything in this report is designed to give you actionable ways to start living the Gentleman Spy lifestyle as soon as possible.

YOU CAN IMPLEMENT MOST OF THE IDEAS IN A SINGLE DAY AND SEE NOTICEABLE CHANGES ALMOST INSTANTLY.

And you can build on what you learned in this report for weeks, maybe even months. **But the best way to stay motivated and on-task is to have help and structure.**

**THAT'S WHY I'M HERE.
THAT'S WHY I CREATED GENTLEMAN SPY.**

When you're ready for the next step, here's what you'll get:

- The **full Gentleman Spy program** to build on everything you're working on now and more, with detailed lesson plans covering everything you need to know to build the life of confidence, adventure, and passion you're after.
- The **12-Week Transformation e-mail series** will keep you motivated and on-track as your new lifestyle becomes second nature.
- You'll get **downloads, checklists, cheat sheets, and shopping lists** to make it as fool-proof as possible.
- Plus, given current events at home and around the world, you'll also get access to the **"Ready for Anything" preparedness modules** to make sure that you, your family, and your freedom are safe and secure from anything life can throw at you.

JOIN GENTLEMAN SPY NOW