12-Week Blueprint with Group Coaching • $897 Paid in Full • Blood Panel NOT Included • 30-Day Guarantee

PRIME 40™ ELITE

12-Week Blueprint

with Group Coaching

Bloodwork-First. Faith-Rooted. Built Around the Biology of Men Over 40.

"Do you not know that your bodies are temples of the Holy Spirit? Therefore honor God with your bodies."
1 Corinthians 6:19–20

Read this only if you are a high-performing man over 40 who is ready to stop tolerating the gap between the life you have built and the body you are living in.

You built the company. Or the career. Or the practice.

You have provided for your family at a level most men never will. You have made decisions under pressure that other men walk away from. You are respected in your industry. People follow your lead.

And yet.

You are running on empty.

The energy you used to have — the kind that had you up at 5am, clear-headed, physically capable, and genuinely excited about the day — is gone. Or if it's not gone, it is a shadow of what it was.

You have tried to fix it. Gym memberships. Diets. Trainers. Apps. And somewhere between Week 2 and Week 6, life got in the way and the progress slipped. You told yourself you'd get back to it.

You haven't.

> ***"You can lose money and get it back. You cannot get your time back. And it is ticking — every hour, every day, every week — that passes without you taking your health back."***

THE PRIME 40™ TRUTH

Here is what I know about you:

You are not lazy. You are not undisciplined. In every other area of your life, you are elite. The reason your health has fallen behind is not a character flaw.

It is a systems problem. You have been given pieces. Never the complete picture.

Prime 40™ Elite is the complete picture.

IF ANY OF THIS SOUNDS FAMILIAR, KEEP READING.

- You wake up exhausted regardless of how much you sleep
- You have 20–100 lbs you want gone and nothing is moving it
- Your testosterone is low — confirmed or strongly suspected
- Your sex drive and performance are not what they were — and it's affecting your marriage
- You have brain fog in the meetings and conversations that matter most
- You train like you did at 25 and wonder why your body isn't responding
- You have a gut feeling your bloodwork would tell a story you don't want to hear
- You feel like the gap between the leader you are at work and the man you are physically is growing
- You know your wife and kids see it. That one hurts the most.
- If you are a man of faith: you feel the conviction that you are not stewarding your body the way God designed you to

THE MAN BEHIND THE PROGRAM — WHY YOU SHOULD LISTEN TO ME

I am not a 28-year-old trainer who learned this from a textbook. I am a 45-year-old man who lived everything you are experiencing right now.

I was the athlete. I was the competitor. I was the one who was invincible. And then life happened — career, marriage, children, responsibility — and slowly, year by year, I let myself fall apart while I was busy building everything else.

I have spent nearly 30 years figuring out what actually works for men over 40. I have made every mistake. I have tried every approach. I have owned and operated a fitness bootcamp where I coached and trained hundreds of men and women. I have lived this at the highest level and I have helped men just like you reclaim their bodies, their energy, and their leadership.

The reason Prime 40™ works is not because I designed a clever program. It is because I built the program I needed — and tested it on the man I know best. Myself.

I am unapologetic about my faith. I am unapologetic about the standard. And I am completely committed to every man who walks through this program getting the result he came for.

> ***"These men don't have to continue to wing it or dabble with their health. This solution is the only one of its kind. And it works 100% of the time when you do the work."***
>
> **— Israel LoBue, Prime 40™ Founder**

THE REAL REASON YOU'VE FAILED BEFORE — IT WASN'T YOU.

01

No One Started With Your Bloodwork

You have never had a program begin by looking inside your body first. The Male Panel — testosterone (free and total), estradiol, DHEA, cortisol, insulin, C-reactive protein, vitamin D, and more — tells us exactly what is broken before we build your plan. Every other program skips this. We start here.

02

You Were Training Like a 25-Year-Old

Your hormonal profile, recovery capacity, and metabolic response changed fundamentally after 40. The training methods that built your body in your 20s now work against you. More effort does not fix a hormonal problem. The right method for the right biology does.

03

You Never Completed a Biological Reset

The 10-Day Daniel Reset eliminates the chronic inflammation, blood sugar instability, and metabolic dysfunction that silently blocks all progress. It is not a diet. It is a complete internal recalibration. Daniel proved it. You will prove it in the first 10

days.

04

You Had Pieces, Never the Complete System

Diet. Training. Supplements. Sleep. Stress. Faith. You may have tried any one of these in isolation. None of them work alone. Prime 40™ integrates all six pillars simultaneously — because your body requires all six to transform.

05

You Were Accountable to No One

The men who quit programs quit in isolation. You have never had a Brotherhood of men over 40 who are committed to the same standard, tracking the same metrics, and refusing to let each other settle. That community changes everything.

06

Your Coach Did Not Know Your World

A 28-year-old trainer cannot coach a 50-year-old CEO. He has not lived your life, he does not understand your body, and he does not know the specific challenges of leading at your level while rebuilding your health simultaneously. I do.

WHAT CHANGES IN 12 WEEKS

This is not a weight loss program. This is a complete transformation.

WHERE YOU ARE NOW	WHERE YOU WILL BE IN 12 WEEKS
Waking up exhausted. Running on caffeine by 9am.	✔️ Waking up before the alarm. Real energy that lasts all day.
Belly fat that nothing has moved in years.	✔️ Measurable fat loss beginning in the first 10 days.
Testosterone low enough to affect mood, drive, and focus.	✔️ Natural testosterone optimized through all six pillars working together.
Training randomly. Working harder. Getting less.	✔️ A precise training system built for your biology. Less effort, better results.
Brain fog in the meetings that matter most.	✔️ Mental clarity restored. Operating at full capacity again.
Feeling like your best years are behind you.	✔️ Knowing your best decade is ahead — because the data confirms it.
Accountability to no one. Quitting in isolation.	✔️ A Brotherhood of men over 40 who refuse to let each other settle.
Feeling convicted you aren't stewarding your body as God designed.	✔️ Honoring God with your body. Stewardship as an act of worship.

HOW THE 12-WEEK PROGRAM IS STRUCTURED

Prime 40™ Elite is not 12 weeks of the same thing. It is a deliberately sequenced transformation in three distinct phases. Each phase builds on the previous one. By the time you complete Week 12, you will not just be healthier — you will have built the systems and the identity to sustain it for the rest of your life.

PHASE 1
Weeks 1–2

Reset & Recalibrate

- Complete the 10-Day Daniel Reset — the faith-rooted, science-backed biological recalibration that clears the slate
- Order and receive your Male Panel bloodwork — know exactly what is happening inside before you build
- Establish your Prime 40™ morning protocol, hydration system, and sleep foundation
- Week 2 Group Coaching Call — Daniel Reset debrief, Q&A, protocol review, momentum build
- Most men lose 5–10 lbs, eliminate bloating, and report dramatically improved mental clarity by Day 10

PHASE 2
Weeks 3–6

Rebuild Strength & Structure

- Begin your custom Prime 40™ training program — built around your biology, schedule, and goals
- Week 4 Group Coaching Call — bloodwork review, training launch, nutrition strategy, momentum check
- Implement your nutrition strategy — not a diet, a precision fuel system for men over 40
- Week 6 Group Coaching Call — cortisol reset, sleep optimization, fat loss mechanics deep dive
- Coach feedback 2x per week via the Prime 40™ app — written responses to your logs and check-ins

PHASE 3
Weeks 7–12

Optimize, Sustain & Graduate

- Week 8 Group Coaching Call — identity audit, faith anchor deepening, midpoint milestone celebration
- Advanced training protocols — strength gains, endurance improvements, body composition accelerating
- Week 10 Group Coaching Call — performance peak, advanced protocols, testosterone markers check
- Week 12 Graduation Call — final results review, bloodwork comparison, transformation celebration
- Your 12-Month Continuation Game Plan built and delivered before your 12 weeks end
- Your identity has shifted. You are no longer a man trying to get healthy. You are a healthy man.

THE 12 GROUP COACHING SESSIONS — EVERY EVEN WEEK

2 live Zoom calls per week on Weeks 2, 4, 6, 8, 10, and 12 — 12 total coaching sessions

This is where the transformation gets coached, not just tracked. Every even week of your 12-week program, two live Zoom group coaching calls are scheduled. Real-time Q&A. Real-time course corrections. Real-time accountability from men who are on the same path. Every session recorded and uploaded to Skool within 24 hours.

Here is what gets covered on every call:

Standard 60-Minute Call Structure
0:00–5:00	WINS ROUND — Every man shares one win. No exceptions. Sets the tone and builds the Brotherhood.
5:00–25:00	TEACHING BLOCK — Coach teaches one topic directly relevant to your current program phase.
25:00–55:00	OPEN Q&A — Every question answered live. This is where real coaching happens.
55:00–60:00	ACCOUNTABILITY CLOSE — One commitment per man. Spoken out loud. Brotherhood holds you to it.

Call Schedule — What Gets Coached Each Week

WEEK	CALL FOCUS	WHAT GETS COACHED
Week 2	**Kickoff & Daniel Reset Deep Dive**	Daniel Reset check-in, symptoms & wins, protocol Q&A, mindset for the first 14 days
Week 4	**Bloodwork Review & Training Launch**	Bloodwork results walkthrough, training program launch, nutrition strategy, momentum check
Week 6	**Cortisol, Sleep & Fat Loss Mechanics**	Cortisol reset framework, sleep optimization protocol, why fat is finally moving
Week 8	**Identity, Faith & Midpoint Momentum**	Identity audit, Alpha Declaration review, faith anchor deepening, milestone celebration
Week 10	**Performance Peak & Advanced Protocols**	Advanced training adjustments, testosterone markers check, endurance + strength balance
Week 12	**Graduation, Final Bloodwork & Game Plan**	Final results review, transformation celebration, 12-month game plan, what comes next

Every call is recorded. If you miss a session, the replay is in Skool within 24 hours. Missing a call does not derail your program. Showing up consistently accelerates it.

PRIME 40™ ELITE — EVERYTHING INCLUDED

One Investment. 12 Weeks. Complete Transformation.

🧬 Male Panel Bloodwork Guidance — Your Biology First — 🔓 Instant Access

Value: **Included**

Before we build a plan, we read your body. Full guidance on ordering your Male Panel: testosterone (free and total), estradiol, DHEA, cortisol, C-reactive protein, insulin, homocysteine, vitamin D, PSA, CBC, comprehensive metabolic panel. Results reviewed with your coach on the Week 4 group coaching call. This is the foundation no other program builds on. Note: bloodwork cost paid directly by client through Life Extension or similar lab service.

📋 12-Week Prime 40™ Blueprint — Complete Program — 🔓 Instant Access Value: $647 value

The complete 12-week system: 3-Phase transformation structure, 6-Pillar framework, the 10-Day Daniel Reset, all Phase protocols, every checklist, tracker, and tool. This is your mission manual for the next 12 weeks.

💪 Prime 40™ Custom Training + Nutrition Plan — 🔓 Instant Access Value: **$600 value**

Your workout program is custom-built for your fitness level, injury history, equipment access, and schedule. Delivered through the Prime 40™ app with video demonstrations, built-in progression, and weekly habit tracking. Your nutrition plan is built around your biology, your macros, and your life — not a generic template.

📹 12 Group Coaching Sessions — 2x Per Week on Even Weeks — 🔓 Instant Access Value: **$960 value**

Six weeks of your 12-week program include two live Zoom coaching sessions per week: Weeks 2, 4, 6, 8, 10, and 12. That is 12 total sessions of real-time coaching, Q&A, accountability, and Brotherhood. Every session recorded and available in Skool within 24 hours for replay.

📱 Prime 40™ Coach Feedback — 2x Per Week via App — 🔓 Instant Access Value: $480 value

Your coach reviews your training logs, nutrition entries, and habit check-ins and responds with written feedback twice per week through the Prime 40™ app. Form adjustments, effort calibration, progress observations, and direct accountability. Personal coaching delivered without the price tag of 1-on-1.

🤝🤝 Prime 40™ Brotherhood — Private Skool Community — 🔓 Instant Access

Value: **$300 value**

You will never work alone again. The Brotherhood is a private community of men over 40 committed to the same standard. Daily wins, accountability posts, Q&A threads, milestone celebrations. Men who hold each other to the standard when motivation fades. This community

alone changes the outcome.

📱 Prime 40™ App Access — Everything in One Place — 🔓 Instant Access Value: $200 value

Your training program, nutrition tracking, habit logging, daily check-ins, coach communication, and progress photos all in one app. Built for the man who does not have time to manage multiple platforms. Everything you need is in your pocket every morning.

📚 Skool Platform Access — All Course Content — 🔓 Instant Access Value: $200 value

Every module, every video, every guide, every tool — accessible in one place. The 10-Day Daniel Reset Guide, the 15-Minute Alpha Reset, Dad Bod Destroyer principles, all group coaching replays, and every Prime 40™ training resource available 24/7.

🗺️ Your 12-Month Transformation Game Plan — 🔓 Instant Access Value: $400 value

By Week 12, you have a complete roadmap of exactly where you are going and how you are getting there for the 12 months ahead. No guessing. No winging it. A precise plan built around your bloodwork, your results, and your life. Delivered at your Week 12 graduation call.

📄 All PDFs, Checklists, Trackers & Frameworks — 🔓 Instant Access Value: $197 value

Every printable tool across the entire Prime 40™ system delivered via email, Skool, and the Prime 40™ app. Daily checklists, progress trackers, meal prep systems, sleep protocol cards, faith anchor cards, Daniel Reset daily journal, grocery lists, and more. Everything you need, instantly accessible.

PRIME 40™ ELITE

12-Week Blueprint with Group Coaching

ONE INVESTMENT

$897

Paid in Full — Everything Included — 12 Weeks

WHAT YOU'RE GETTING FOR $897

✔️ **Full 12-Week Prime 40™ Blueprint — complete program access** *$647 value*
✔️ **Prime 40™ CUSTOM Training + Nutrition Plan — built for your body, 12 weeks** *$600 value*
✔️ **12 Group Coaching Sessions (2 per week on Weeks 2,4,6,8,10,12)** *$960 value*
✔️ **Prime 40™ Coach Feedback 2x per Week (written app responses)** *$480 value*
✔️ **Prime 40™ Brotherhood — private community of men on the same mission** *$300*

value

✔️ **Skool Course Access — all modules, videos, guides, and resources** *$200 value*

✔️ **Prime 40™ App Access — daily habit tracking, nutrition, progress, communication** *$200 value*

✔️ **Week 12 Graduation Call + Final Bloodwork Review + 12-Month Game Plan** *$400 value*

✔️ **Male Panel Bloodwork Guidance — order instructions + Week 3–4 group review** *Included*

✔️ **All PDFs, Checklists, Trackers — delivered via email, Skool, and Prime 40™ app** *$197 value*

Total Real-World Value: **$3,984+** | Your Investment Today: **$897**

✔️ THE PRIME 40™ DANIEL GUARANTEE

Daniel dared the king's men to test him for 10 days. He was that confident in the result.

I am making you the same offer.

Complete the first 30 days of Prime 40™ Elite exactly as designed. Follow the 10-Day Daniel Reset. Complete your bloodwork. Show up for your first coaching calls. If at Day 30 you are not seeing measurable progress — in your energy, your waist measurement, your mental clarity, or your bloodwork markers — I will refund every dollar you invested.

No questions. No hoops. No judgment.

The only way this doesn't work is if you do nothing.

30-Day Results Guarantee — Or Your Full Investment Back.

QUESTIONS YOU'RE PROBABLY ASKING

Q: I've tried programs before and failed. Why is this different?

Because every program you've tried gave you one or two pieces of a six-piece puzzle. Prime 40™ starts with your bloodwork — meaning we know exactly what's broken before we build your plan. Then we address all six root causes simultaneously: hormones, movement, cortisol, sleep, nutrition, and faith/identity. You also have live group coaching every even week — 12 sessions where your coach and your Brotherhood hold you accountable in real time. This is the first time you will have the complete system working together. That is why it works when nothing else has.

Q: Does this include the bloodwork cost?

The bloodwork guidance is included — instructions, ordering link, and a full review on the Week 4 group coaching call. The cost of the actual blood draw is paid directly by you through Life Extension or a similar lab service. A comprehensive Male Panel typically runs $325–$400 depending on the provider and the markers included. It is the single most important investment you will make in this program — because it tells us exactly what is broken before we build your plan.

Q: Why are there coaching calls only on even weeks?

The even-week structure is intentional. On odd weeks, you execute. On even weeks, we review, adjust, and coach. This gives you active implementation weeks where you are running the program without interruption, and coaching weeks where we analyze your data, answer every question, and set you up for the next block. Two calls per even week means six weeks of double coaching coverage across your 12 weeks — 12 sessions total.

Q: I'm incredibly busy. Will I have time for this?

Prime 40™ was built around the schedule of a man who runs a company or a practice. The morning protocol takes 15 minutes. Training sessions are 45 minutes, 3–4 times per week. Coaching calls are 60 minutes, twice per even week — six weeks out of 12. Coach feedback is written, delivered to your app, readable in 2 minutes. This is not a time problem. Every man who says he doesn't have time for his health is spending that time being less effective at everything else.

Q: What if I travel frequently for work?

The program is 100% remote and built for travel. Prime 40™ app workouts are modified for hotel rooms or minimal equipment. Coaching calls are virtual. The Brotherhood is accessible anywhere. The nutrition protocols require zero special foods or complex preparation. High-performing men travel. We built the program around that reality.

Q: Is this safe if I have existing health conditions or take medications?

We always recommend consulting with your physician before beginning any new program, especially if you are managing a health condition or on prescription medications. The Male Panel bloodwork we start with gives your doctor — and your coach — a complete picture of your internal health so the program can be adjusted appropriately. Your safety is non-negotiable.

WHO THIS IS FOR — AND WHO IT IS NOT FOR

✔ THIS IS FOR YOU IF...	✖ THIS IS NOT FOR YOU IF...
You are 40–65 and serious about a complete 12-week transformation	You are looking for the cheapest option or a quick fix
You are ready to follow a proven system without shortcuts	You are not willing to get bloodwork guidance in the first two weeks
You want to understand the root cause, not just treat symptoms	You want someone else to do the work while you watch
You are a man of faith or spiritually open	You are not willing to show up for the coaching calls
You understand that $897 is an investment, not a cost	You expect results without doing the work inside the program
You are sick and tired of being sick and tired	You are casually interested rather than genuinely committed

A Word Before You Decide

I want to speak to the part of you that's been quiet for a while.

The part that remembers what it felt like to be in the best shape of your life. The part that knows there is a better version of you available. The part that feels the weight of not becoming the man you told yourself you would be.

That part is not wrong. That part is right.

You were built for more than the version of yourself you've been living. You were designed by God to lead with strength — in your marriage, with your children, in your career, and in your community. Your health is not a vanity project. It is the foundation of your leadership.

Every man who completes Prime 40™ Elite eventually says the same thing:

"I wish I had done this five years ago."

You cannot go back. But you can make the decision today that five years from now you will be grateful you made.

"Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go."
Joshua 1:9

THE MAN YOU'VE BEEN PROMISING TO BECOME IS WAITING ON ONE DECISION.

You have built the career. You have built the family. You have built the reputation. Now it is time to build the body, the energy, and the legacy to match.
Every day you wait, the gap widens.

[ENROLL IN PRIME 40™ ELITE 12-WEEK — $897]

30-Day Guarantee • Immediate Access • Your 12 Weeks Begin Today

QUESTIONS? NEED SOMETHING CLARIFIED?
Email: israellobue@gmail.com • Everything you need to decide is on this page.

30-Day Guarantee • Immediate Access • No Sales Call Required