PRIME 40™

IDEAL CLIENT PROFILE

No-Phone High-Ticket Offer — $2,000+

Who He Is • What Breaks Him • What He's Really Buying • How to Reach Him

> ***"You can lose money and get it back. You cannot get your time back. And it is ticking by every hour, every day, every week, every year that goes by."***
>
> **The Prime 40™ Truth**

40–65	$150K+	$2K+	10 Days
Age Range	Annual Income	Offer Price Point	First Visible Win

SECTION 1

WHO HE IS

The Avatar — Know him so well he feels like you wrote this about him.

THE PRIME 40™ IDEAL CLIENT — "THE RETURNING KING"

We call him The Returning King because he was once the man. The athlete. The soldier. The competitor. The one who led. And somewhere between building his career, raising his family, and carrying the weight of everyone around him — he stepped off the throne. Not because he quit. Because he gave everything to everyone else and had nothing left for himself.

He hasn't thrown in the towel. He's here because something just happened — a diagnosis, a divorce, a mirror, a birthday, a moment of brutal honesty — that made him realize: the version of himself he's been promising to become is running out of time.

DEMOGRAPHIC SNAPSHOT

Age: 40–65 years old. Peak consequence years. Old enough to feel it. Young enough to fix it.

Income: $150,000–$1M+ per year. He is not price-sensitive. He is value-sensitive and trust-sensitive.

Title: CEO, Founder, CFO, COO, CMO, CSO, Doctor, Attorney, Surgeon, Senior Partner, Military Officer (active or retired), or high-achieving business owner.

Location: Suburban or urban. Has a home, probably multiple properties. Drives a quality car. Appearances matter to him.

Faith: Many are men of faith — Christian, faith-rooted, or spiritually seeking. His faith is connected to his identity and purpose, even if he hasn't been living it out fully.

Family: Married (or recently divorced). Has children, likely teenagers or adult kids. His family sees the decline and so does he.

Background: Former D1 athlete, military veteran, or highly competitive individual in his younger years. Was once physically elite. That identity never fully left him.

PSYCHOGRAPHIC PROFILE — HOW HE THINKS & WHAT HE BELIEVES

- He is a high achiever who has mastered every domain of his life except this one. That gap bothers him deeply.
- He believes he should be able to "figure this out" on his own — asking for help feels like weakness, but the pain now outweighs his pride.
- He is results-oriented and data-driven. He responds to proof, case studies, and measurable outcomes. Not motivation quotes.
- He has tried things before. He is not looking for information. He is looking for a proven system he can execute and trust completely.
- He has a deep-seated identity as a leader. When his body fails, his leadership fails. That connection is personal and painful.
- He secretly misses the version of himself that was fit, disciplined, and respected for his physical presence, not just his title.

© Prime 40™ | Confidential | Do Not Distribute

- He is competitive. When shown a proven path that other men like him have succeeded on, he wants in. He doesn't want to be left behind.
- If he is a man of faith, he feels convicted that neglecting his health is failing his stewardship of the body God gave him. That guilt is motivating.
- He makes fast decisions when he trusts the source. He has the resources and the willingness. He just needs certainty.

"Men don't get what they want in life. They get what they accept."

The Prime 40™ Standard

SECTION 2

THE THORN IN THE PAW

His biggest limitation — the real problem beneath the problem.

THE SURFACE PROBLEM vs. THE REAL PROBLEM

When this man describes his problem, he says things like: “I need to lose weight,” “I’m tired all the time,” “I need to get back in the gym.” Those are symptoms. The real thorn is buried deeper. And until you name it at his level, he won’t feel seen enough to buy.

THE SURFACE SYMPTOMS HE CAN NAME

- 20–100 lbs overweight, concentrated in the belly
- Chronically low energy — exhausted by midday, running on caffeine
- Low testosterone confirmed or strongly suspected
- Declining sexual performance and libido — deeply personal and rarely admitted
- Brain fog, poor focus, reduced cognitive sharpness that used to be a competitive edge
- Loss of strength, muscle mass, and physical presence
- Not sleeping well. Waking up tired regardless of hours slept.
- Joint pain, inflammation, and a body that feels 20 years older than it is

THE REAL THORN — THE WOUND BENEATH THE WOUND

He is grieving the man he used to be.

He was the athlete. The soldier. The one who was invincible. He built his identity on being the strongest person in the room — physically, mentally, and spiritually. And he has watched that identity erode year by year while he poured himself into his career, his family, and everyone else’s needs.

The thorn is not the belly fat. The thorn is this:

- He is failing as a leader at home because his health is failing. His wife sees it. His kids see it. He sees it.
- He is performing at 60% of his capacity in business because his body and mind are running on empty.
- If he is a man of faith, he feels the weight of not stewarding the body and life God gave him. That conviction runs deep.
- He is running out of time. He can feel it. The window to reclaim his health before the damage becomes irreversible is narrowing.
- He has tried before and failed. And that failure story is the loudest voice in the room. It whispers: “Maybe this is just who you are now.”

THAT is the thorn. And Prime 40™ is the only thing that pulls it out completely.

© Prime 40™ | Confidential | Do Not Distribute

Why Everything He's Tried Has Failed

He is not lazy. He is not undisciplined. In every other domain of his life, he is elite. The reason he has failed at health is not a character flaw — it is a systems problem. He has been given pieces, never the complete picture.

THE 6 MISSING PIECES — WHY HE KEEPS FAILING

- He has never had a complete blood panel to identify what is actually broken inside his body — testosterone, cortisol, insulin, inflammation, PSA, DHEA, estradiol, homocysteine, vitamin D. He is training and eating blind.
- He is training like a 25-year-old. His hormonal profile, recovery capacity, and metabolic response have fundamentally changed. The same methods produce the opposite results after 40.
- He has never done a proper biological reset. The 10-Day Daniel Reset eliminates the chronic inflammation, blood sugar instability, and metabolic dysfunction that blocks all progress before it starts.
- He has no integrated system. He has tried diet. He has tried the gym. He has never had all six pillars — hormones, movement, stress, sleep, nutrition, and faith/identity — working together simultaneously.
- He has no real accountability community. The men around him are in the same condition or don't take health seriously. He has never had a Brotherhood of men over 40 fighting for the same standard.
- He has never had a coach who actually lived this and can teach from experience, not theory. Previous trainers were young, unqualified, and unmotivated to truly transform him.

> ***"He doesn't need more information. He doesn't need more motivation. He needs a complete, proven system built specifically for the man he is today — not the man he was at 25."***
>
> **The Prime 40™ Positioning Statement**

SECTION 3

WHAT HE'S REALLY BUYING

The outcome beneath the outcome — what he truly wants.

THE TRANSFORMATION HE IS PAYING FOR

When this man hands over $2,000+, he is not buying a workout program. He is not buying a meal plan. He is not even buying weight loss. He is buying the return of the man he was built to be — the man he promised himself he would become.

BEFORE PRIME 40™ — His Current Reality	AFTER PRIME 40™ — His Transformed Life
⚠️ Wakes up exhausted. Needs coffee before he can function.	Wakes up with energy before the alarm. Ready before the day begins.
⚠️ His wife is attracted to him out of duty, not desire.	His wife is physically and emotionally drawn to him again.
⚠️ Manages his life reactively. Survives each day.	Creates his life intentionally. Leads from strength, not survival.
⚠️ Performing at 60% in business. Brain fog limits his edge.	Operating at peak cognitive and physical capacity. His competitive edge is back.
⚠️ His kids see a tired, distracted version of their father.	His kids see a man of discipline, energy, and presence. He is their standard.
⚠️ Avoids mirrors. Wears clothes that hide his body.	Carries himself with the physical confidence of a man who earned it.
⚠️ Feels like his best years are behind him.	Knows his best decade is in front of him. He is just getting started.
⚠️ If a man of faith: feels convicted about neglecting his temple.	Honors God with his body. Stewardship is no longer a source of shame.
⚠️ Identity: the man I used to be.	Identity: the man I am becoming. Every day, compounding.

The Deepest Outcome — Legacy

Above every physical result is this: he wants to hear "Well done, good and faithful servant." He wants to stand before his Creator and know he stewarded everything he was given — his body, his family, his gifts, his time — with excellence. He wants his children to grow up knowing what a disciplined, purpose-driven man of God looks like. He wants his marriage to be one that other couples point to. He wants his leadership — in business, in his community, in his church — to flow from a place of overflowing strength rather than depleted survival.

That is what Prime 40™ is selling at $2,000+. Not a program. A legacy.

© Prime 40™ | Confidential | Do Not Distribute

> ***“He is looking for a wake-up call to be the man he told himself he wanted to be when he grew up. Now is his time to get back up and take his health before it’s too late.”***
>
> **The Prime 40™ Mission**

© Prime 40™ | Confidential | Do Not Distribute

SECTION 4

WHAT MAKES HIM BUY WITHOUT A CALL

The psychology of the No-Phone sale for a $2K+ high-ticket offer.

THE BUYING TRIGGER — WHAT TIPS HIM FROM INTERESTED TO ENROLLED

This man makes $150K–$1M+ per year. He writes checks for $2,000+ without thinking in business all the time. The barrier is not money. The barrier is trust, certainty, and the fear of another failed attempt. When you remove those three barriers, he buys immediately and decisively.

WHAT MAKES HIM SAY "I'M IN"

- He sees men exactly like him — same age, same income, same background — with documented transformations. Before and after photos. Bloodwork comparisons. Real testimonials.
- He sees that you have lived this. Not a 28-year-old trainer. A man who was him, figured it out, and has spent 30 years proving it works.
- He sees the Daniel Reset as the proof of concept. 10 days. Measurable wins. Biblical foundation. No guessing. Guaranteed results in the first sprint.
- He sees a 30-day money-back guarantee that removes all financial risk. The only way he doesn't win is if he does nothing.
- He sees a complete system — not another piece. All six pillars integrated. Bloodwork included. Brotherhood included. Coaching included.
- He sees urgency. Not fake scarcity. Real urgency: his health is declining by the day. The cost of doing nothing is his life.

WHAT MAKES HIM HESITATE & WALK AWAY

- Generic fitness language. If it sounds like it could be for anyone, it feels like it was built for no one. He needs to feel seen specifically.
- No proof. No testimonials. No bloodwork transformations. High-performers buy on evidence, not enthusiasm.
- A young coach with no lived experience of what he's going through. He can't be coached by someone who doesn't know his world.
- Complexity without clarity. If the offer is confusing, he won't slow down to figure it out. He'll pass.
- No guarantee. At $2K+, he needs to know you stand behind it completely. No guarantee signals low confidence in the product.
- Feeling sold to rather than understood. If the page feels like a pitch, he's out. It must feel like someone wrote it about him.

His Breaking Point Triggers — The Moments He's Most Likely to Buy

This man does not browse fitness programs casually. Something happened. One of these moments brought him here. Your marketing must speak directly to these breaking points:

THE 7 BREAKING POINT MOMENTS

💉 The Doctor's Visit

His physician told him his testosterone is critically low, his blood pressure is high, his inflammation markers are alarming, or he is pre-diabetic. The numbers shocked him into action.

📸 The Photo or Video

He saw himself in a photo or video at a family event, vacation, or work function and didn't recognize the man in the frame. The disconnect between who he is inside and what he sees on the outside hit him like a wall.

💔 The Relationship Wake-Up

His wife said something. Or stopped saying things. The intimacy declined. The attraction faded. He knows it's connected to his health and his presence as a man.

🎂 The Milestone Birthday

He turned 45, 50, 55, or 60 and the number hit differently. He is acutely aware that his best years are either ahead of him or behind him — and the choice is now.

💼 The Business or Career Inflection

His performance at work is slipping. His mental sharpness, his stamina in high-stakes situations, his ability to lead under pressure — all declining. He links it directly to his physical condition.

⚔️ The Faith Conviction

He was in church, reading scripture, or in a moment of prayer when the conviction hit him: his body is a temple and he has been neglecting it. He feels called to change.

👶 The Kids Moment

He watched his child do something athletic and realized he couldn't keep up. Or his teenager asked him why he doesn't work out anymore. The father-identity wound opened.

© Prime 40™ | Confidential | Do Not Distribute

SECTION 5

HIS OBJECTIONS & YOUR ANSWERS

Every wall he'll put up. How you knock it down on the page.

⚠️ **HE THINKS:** *"I've tried programs before and they didn't work."*

✔️ **YOUR ANSWER:**

They didn't work because they were designed for a different man. They gave you one or two pieces of a six-piece puzzle. Prime 40™ is the only program built specifically for men over 40 that addresses all six root causes simultaneously — including getting your bloodwork done so we know exactly what's broken before we build your plan.

⚠️ **HE THINKS:** *"I don't have time for another program."*

✔️ **YOUR ANSWER:**

Prime 40™ was engineered for men who run companies and families. The 15-Minute Alpha Reset, the structured workouts, the done-for-you meal system — everything is built around the schedule of a high-performing man. If you have 15 minutes in the morning and 45 minutes three times a week, you have time for this.

⚠️ **HE THINKS:** *"$2,000 is a lot of money."*

✔️ **YOUR ANSWER:**

You spend $2,000 on a weekend trip without hesitating. You invest $2,000 in your business without thinking about it. This is an investment in the asset that drives every other result in your life — your body and your mind. And if you complete the program and aren't satisfied with your results in the first 30 days, we will refund every dollar. The only risk is doing nothing.

⚠️ **HE THINKS:** *"How do I know this will work for me specifically?"*

✔️ **YOUR ANSWER:**

Because we start with your bloodwork. Before anything else, we get a full Male Panel on what's actually happening inside your body — testosterone, cortisol, insulin, inflammation, and more. Your program is built around your biology, not a generic template. We have never had a man complete the full program and not see significant measurable results.

⚠️ **HE THINKS:** *"I don't want to do a sales call."*

✔️ **YOUR ANSWER:**

You don't have to. Everything you need to make this decision is on this page. The proof is here. The guarantee is here. The system is here. Men like you make million-dollar decisions every day without a phone call when the evidence is clear and the risk is removed. This is no different.

⚠️ **HE THINKS:** *"What if I can't stick to it?"*

✔️ **YOUR ANSWER:**
That's why the Brotherhood exists. You won't be doing this alone. You will be surrounded by a community of men over 40 who are on the same mission, with the same standard. The men who quit programs quit in isolation. The men in Prime 40™ don't have that option — and they don't want it.

© Prime 40™ | Confidential | Do Not Distribute

SECTION 6

THE MESSAGING PLAYBOOK

The exact language, hooks, and frames that speak directly to him.

LANGUAGE THAT LANDS WITH THIS MAN

This man has a finely tuned radar for inauthenticity. He has been pitched to his entire life. Generic fitness copy will not move him. The language below is specifically calibrated to his identity, his pain, his values, and the way he makes decisions.

WORDS & PHRASES THAT CONNECT WITH HIM

- Proven — He trusts what has been tested and validated, not what sounds good in theory.
- Built for men over 40 — He needs to know this was designed for his biology, not adapted from a general program.
- Complete system — He has been burned by partial solutions. The word “complete” addresses his deepest frustration.
- Your bloodwork — Data. Specificity. Personalization. He responds to the fact that you start with his biology.
- The Daniel Reset — Biblical foundation + scientific proof + rapid visible results. All three resonate deeply.
- Brotherhood — He craves male accountability but would never admit it. Frame it as a standard, not a support group.
- Legacy / Eternity / Calling — For men of faith, these words unlock the deepest motivation available.
- The only way it doesn’t work is if you do nothing — Removes the failure fear by externalizing responsibility.
- 30-day guarantee — Zero risk. Pure confidence. This phrase alone removes the last wall.
- I was you — Your credibility is your story. Not your certifications. The fact that you lived this for 30 years.

WORDS & PHRASES TO AVOID

- "Transform your body" — Too generic. Every program says this. Means nothing to him.
- "Get fit" or "lose weight" — Too surface level. He knows the real problem runs deeper.
- "Easy" or "simple" — He doesn’t want easy. He wants effective. Easy feels like it won’t work.
- "Meal plan" or "workout program" — He’s had those. They didn’t fix him. Don’t lead with the deliverable.
- "Join our community" — Sounds soft. Say Brotherhood. Brotherhood has standards. Communities have members.
- "Feel better" — Too vague. Speak to energy levels, testosterone, cognitive performance, presence, leadership.
- "Just 15 minutes a day" — Don’t undersell with “just.” Say “15 targeted minutes.” Precision over convenience.

© Prime 40™ | Confidential | Do Not Distribute

- "Limited time offer" — He'll see through fake scarcity. The urgency is real: his health is declining daily. Use that.

Headline & Hook Frameworks

The Complete System for Men Over 40 Who Are Done Playing Small With Their Health

Bloodwork-first. Faith-rooted. Built around the man you are today — not the one you were at 25.

You Built an Exceptional Career. An Exceptional Family. Now It's Time to Build an Exceptional Body.

Prime 40™ is the only 12-week program designed specifically around the biology, schedule, and identity of the high-performing man over 40.

What If the Reason You've Failed Before Wasn't Willpower — It Was the Wrong System?

For men over 40, the rules of health have changed. Prime 40™ is built around those new rules.

In 10 Days, Daniel Proved That Discipline and Faith Produce Results That 'More Effort' Never Could.

The 10-Day Daniel Reset is your starting line. Your bloodwork is your map. The Brotherhood is your standard.

© Prime 40™ | Confidential | Do Not Distribute

SECTION 7

THE NO-PHONE OFFER STRUCTURE

Everything the $2K+ offer page must contain to close without a call.

WHAT THE HIGH-TICKET NO-PHONE OFFER MUST DELIVER

A $2,000+ no-phone offer works when the page does the full job of a sales call. Every question he would ask on a call must be answered on the page. Every objection must be pre-handled. The trust must be established before he clicks buy. Here is everything the offer must include:

#	ELEMENT	WHY IT'S ESSENTIAL FOR THIS BUYER
1	**Your Personal Story (The Origin)**	He must see himself in you. 30 years of lived experience. Former fitness professional. Same age group. Same faith. This is not a young trainer selling theory.
2	**The Problem Statement (Speak His Pain)**	Name the exact thorn: the declining testosterone, the failing leadership, the grief over the man he used to be. If he reads it and thinks "this is about me," you've won the page.
3	**Why Everything Else Failed (The Missing Pieces Frame)**	Explain the 6 missing pieces before introducing the solution. This removes the "I've tried this before" objection preemptively.
4	**The Bloodwork Differentiator**	This alone separates Prime 40™ from every other program. Lead with it. He has never had a program start with his biology.
5	**The Daniel Reset as Proof of Concept**	10 days. Measurable results. Biblical precedent. This is his first win and his first proof that the system works before he even begins Phase 2.
6	**What's Included (Complete System, Not Pieces)**	All 6 pillars. Bloodwork. Trainerize. Skool Brotherhood. Blueprint. Coaching. The completeness is the differentiator.
7	**Social Proof — Men Exactly Like Him**	Before/after photos. Bloodwork comparisons. Video testimonials. The more specific to his avatar, the more powerful. Age, title, weight lost, energy gained.
8	**The Guarantee**	30-day satisfaction guarantee. Complete the program and if not satisfied with results, full refund. This is your Daniel moment: confident enough to dare them to test it.
9	**The Faith Integration**	For men of faith, this must be stated clearly and unapologetically. You are not hiding your faith to appeal to a wider audience. His faith is his deepest motivator.
10	**The Legacy Close**	End with the eternal framing. "Well done, good and faithful servant." The investment they are making is not in a program. It is in becoming the man they were

© Prime 40™ | Confidential | Do Not Distribute

		called to be.

© Prime 40™ | Confidential | Do Not Distribute

THE PRIME 40™ IDEAL CLIENT IN ONE SENTENCE

A high-performing, faith-driven man between 40 and 65 who has built an exceptional life for everyone around him while slowly losing himself — and who is now standing at a crossroads where the pain of staying the same has finally exceeded the fear of doing something about it.

He doesn't need motivation. He needs a system he can trust, a coach who has lived it, and a Brotherhood of men holding the standard.

That is exactly what Prime 40™ is.

> ***"The pain of staying the same is far worse than paying the money and changing your health once and for all."***
>
> **— The Prime 40™ Closing Truth**

© Prime 40™ | Confidential | Do Not Distribute