

EPISODE 173

[INTRODUCTION]

[00:00:09] ANNOUNCER: Welcome to The Alpha Male Coach Podcast, the only podcast that teaches men the cognitive mastery and alpha mindset that it takes to become an influential and irresistible man of confidence. Here's your host, certified life coach and international man of mystery, Kevin Aillaud.

[EPISODE]

[00:00:33] KA: What's up, my brothers? Welcome back to The Alpha Male Coach Podcast. I am your host, Kevin Aillaud. Happy New Year. We have done it. We have completed 2021. Now, if you're listening to this today, which, who knows what that means, right? Because it's always today. If you're listening to this the day this podcast was released on December 31st, then we haven't quite finished the new year. It actually starts tomorrow, we're still in 2021. If you're listening to this on Saturday, Sunday, or any day following the release day, then it's already 2022, and we got some big things happening this year. But I want to say, Happy New Year.

As always, what I like to do with this last episode of the year, 2021 is talk a little bit about what my year was like and then go into what's coming in 2022, the next year. First, Happy New Year. Brothers, I'm in Oregon visiting my family here for the new year. I'm heading to Peru in about a week, as you all know and I'm really looking forward to sending out some amazing content, some great stuff, including the interviews that I'm going to release to you guys have been prerecorded ready to go this month. Get ready for those, be excited for those. I'm excited for those. I'm eager to release those to you guys that are coming out while I'm going to be gone out of the country and in the Amazon jungle.

I've got one more podcast that I'm doing, it's coming out next week. Then you guys will have the interviews. They're great, amazing, all been prerecorded, ready to go. Super excited about those. But let's get into the content for today. My brothers, this is the time of year that I talk a little bit about myself and what's happened for me in the past year. I don't do this often. I really don't talk about myself often. Usually, at the beginning of the podcast, I'll tell you guys a little bit

about maybe what I did on the weekend, or where I'm at in the world or what's happening in my life. But, you know, I spend maybe 90 seconds, maybe a couple minutes at the most just to kind of give you guys, bring you guys up to speed on what's going on. Usually, I don't talk about myself, I just don't do it. Because I find that what's important for these podcasts is that you guys understand that it's about you. Life is about you, life is about you discovering who you are, knowing what works for you. If I just talked about what worked for me, then it really wouldn't be offering you anything, right?

Because what works for me isn't necessarily going to work for you. It's all about you. It's recognizing that you are the creator, you are the co-creator of your life, you are the awareness, you are here, you are the dreamer. That is the alpha state. The alpha state is the truth, that you are in a place of oneness, that you have the power, you have the gift to create the life that you are meant to live. One time a year, I talk about myself and I don't do this to brag. In fact, I don't believe in boasting at all. We are all different and capable of creating whatever we want in this human life, this human life, this realm of matter and density. Instead, I tell you about my year in review as a way to encourage you, a way to inspire you to live the life that you design for yourself because you have that power, you have that gift, whether you choose to exercise it or not. You've got it, brother. You can do and live however you want

First, I want to go back five years and just hit you with how much my life has changed in such a short time. I have students that you may be doing this yourself as well, who told me that they are in a rush, that they are losing time, when the time is running out that they're getting older, and they just need everything to happen now, that they want to get rich quick or be in a relationship now or start their business immediately. It's the old line from *Field of Dreams*, right? "If you build it, they will come." You know what, they do come. I'm going to tell you that, brother, they do come. If you build it, they do come. If you believe, they will.

But my point is that I have students who want it all right now. What I find is that, if any human who wants something to happen immediately, what the universe will do is automatically teach patients. For any human who has learned patience, the universe provides much money sooner than later. It's fascinating and it has 100% to do with the underlying cognition, which I've taught several times and will continue to do throughout 2022.

Let's take a trip back in time to December 2016. That's right brothers, 2016, five years ago. Boy, does that seem like a long time ago? Five years. Five years, such a short time, but it feels like a long time. Right? I guess it all depends on the way you think about it. Of course, that's the universal truth. Does it feel like a long time? Does it feel like a short time? If I throw out December 2016 as a circumstance, what does your brain tell you? That was a long time ago, or that was a short time ago.

I got to tell you, for me, it seems like both. It seems like a long time ago, and yet at the same time, yesterday. I was in Australia, and I had just completed opening and turning over my sixth CrossFit gym. I had gone to Australia because I had completed opening my fifth gym, which was in China, and I turned that operation over to the employees that I had at the time. Now, this is always my way brothers. If you're a financial guy, if you're a finance wiz, a money man, then you probably say that that is financially stupid. You are free to have your thought, I'll admit that. You're free to think whatever you want. In some ways, it is financially stupid, right? I could hang on to — I could have, hung on to every gym that I open and continued to collect a royalty, right?

I could continue to make money and profits on these gyms that I've opened up over my lifetime. I just never wanted to collect on the operations of the gyms that I created. For me, it was as simple as finding a spot, building a community, training a group of talented young locals and handing them the business. For me, it was more about the job itself. You see, I recognized my purpose, brothers as a teacher. I'm a teacher, I'm a coach, I'm a guide as you know. I would teach and guide people through the ins and outs of being a business owner, or being a coach, or being an athlete and so on. Once my time in the area was complete, I would move on to the next place and I would do it again.

I left China and I went to Australia, because my girlfriend at the time, who I had been with for four years, and I really thought that she was the one. I got to tell you, in 2016, I thought I was going to marry this girl, right? I'd been with her for four years. She had a family in Australia and she was beginning to get homesick during our travels abroad. After nearly three years overseas and opening four gyms, I decided that we could go to Melbourne. Go to Melbourne, Australia and stay with her parents for a few months. During that time, I had no work visa to work in Australia and I didn't want to spend time in another foreign prison, which is another story altogether. You guys didn't know. I've spent some time in a Chinese prison, but that's another story.

I put the sixth gym in her name because she was young enough to get a work visa. In Australia, it's kind of wild. You can't get a work visa if you're over 30. I got a tourist visa, I was 37. She got a work visa because she was 23. In December, I just finished turning over the gym, signing all the paperwork and we were getting ready to head back to the US. Now, it was during this time that I had also decided to get out of the fitness and gym building industry. I had been doing that work since I was in my 20s and I had decided I wanted something different in my life.

Brothers, look, I'd accomplished a lot in that industry. In the fitness industry, I had accomplished a lot. Look, I've trained celebrities. Okay. I got into CrossFit in 2006 and I opened the 67th affiliate in the world. Now, there's over like 15,000 of them. During my time with CrossFit, I achieved a level four coaching status, the highest level of coach you could achieve. I judged the CrossFit Games in 2014 and 2015. I taught level ones and level two certificate courses in over 25 different countries and I spread the CrossFit methodology by opening gyms and creating opportunities for locals to benefit physically and financially. It was time for me to move on. It was just time. It was time for me to complete that career.

At this time, five years ago, I was in the process of deciding on a career change. I had little to no idea what I was going to do. I had no idea what I was going to do, honestly. I mean I have little idea. I really had no idea to be totally honest with you, guys. I was playing with Forex trading. I was trading foreign currency, because I knew I wanted to be able to work from anywhere in the world on my computer. That was really the only criteria I had at the time. To give you guys full disclosure, the only thing I knew I wanted was to be able to continue to travel. I wanted to be able to work from my computer and be able to do it anywhere in the world. Now, remember that brothers, because that will come up again.

That was 2016, jump forward a year. Okay, December 2017. I was living in the spare bedroom of a buddy, a man who I am eternally grateful for and I'm honored to call a friend. Because you see in August of 2017, the girl that I was with for four years and really thought that I was going to marry had decided to complete our relationship. What seemed to me to be out of the blue, she just decided she didn't want to be together anymore. We had left Australia and moved to Arizona where her family was living. During that time, I met up with my friend Reagan, who owns a CrossFit gym in Phoenix. He used to work out at my gym importance Portland several

years earlier, which is ironic, right? It's totally serendipitous, because while I was running my gym in Portland, he was a member there. It just so happened then when we moved to Arizona, he had opened up a gym in the city that we had ended up meeting this girl.

When I left Australia, I had little to my name. I had very little in the way of assets. I had some real estate in Portland and a savings account, but that was it. I had no job. I had no career because I've gotten out of the fitness. I'd left the CrossFit headquarters. I had also just bought a car and brought my bike down from Portland as well. Aside from that, everything I owned, could fit into a sedan. Think about that. For all of you guys that have like a lot of stuff in your life. Like I'll admit that I'm a minimalist, like I'll admit that and I enjoy my minimalist lifestyle. But at the time, everything I owned in my life could fit into a four-door car, a sedan, not a truck, not a van, a four-door car.

In August, the woman I thought that I was going to be with for the rest of my life threw me a curveball and completed our relationship. Although we're still friends to this day, at the time, you could imagine I was pretty devastated. I was living with her in her mom's casita above the garage. Her mom had a house and she had a garage in Phoenix. Above her garage, there was this like little one bedroom apartment, and that's where we were staying. In one day, in one day, my friends, I found myself homeless, carless, jobless, and with about \$2,000 in my savings account, and I still had no idea what I wanted to do as a career. I'll tell you honestly, at the time, this was a year later, December. Forex trading wasn't working out for me. It just wasn't. I realized I didn't have the composure at the time for it. This was before my journey inward brothers, so I still had to learn the lesson of emotional ownership. The volatility of trading foreign currencies was just too emotional for me.

In December of 2017, I was living off the generosity of others. Literally, literally living off the generosity of others; my friend, his wife and their two-year-old son. They had just bought a house and I moved in for a modest rent. I'll tell you, when I say modest rent brothers, it was actually a steal. It was truly charity. My friend was not charging me that much. It was just basically just – it just wasn't free. That's all I'm saying. It wasn't free. It was not a lot of money.

That same month, December of 2017, my bike was stolen, so I started using a bike from another friend who worked out at the same gym. Let me tell you something, as a side note, brothers, I

know I said this before, but I'm going to say it again. CrossFit communities are the most powerful communities I have ever been in. Second only to the Masonic brotherhood. I'm a Mason. Okay, so I'm a free and accepted Mason. The Masonic Brotherhood is the strongest community that I'm a member of. The second strongest communities that you will find around the world are CrossFit communities.

If you love to work out and you are not a part of a CrossFit gym, I want to offer that you just check it out. If not for the fitness training, if not for the programming that goes on there, then for the community itself. Everybody that I've offered that they try out a CrossFit gym have always been happy that they did. Not because of the exercise, although the workouts do get you into incredible shape. It's because of the people that you meet there. You will meet some of the best people across the gym.

I realized that my own views on life has led me to receiving what I have given and I continue to give back what I have received. However, I will always promote a CrossFit gym for the people who train there. They are amazing people. They're just amazing folks. That was 2017 December 2018, three years ago, has me living in Florida, living with my dad. I had to leave Arizona eventually. Reagan, my buddy, he was exceptionally generous. However, he had a family and he was planning on having another baby. It was time for me to go. It's time for me to move on. During 2018, I moved to Jacksonville, Florida and started living with my dad.

Now, before I left Arizona, I had to move. This is where I had the shift. I was staying at my buddy's place and I had the epiphany. I had the rock bottom moment that led to the change in my life. I was sitting in the spare room, completely depressed, heartbroken, depressed, broke, had no money. I mean, look, I had four figures in my bank account and I had no purpose. I had no idea what I was going to do with my life. I came to understand that it was all in my mind. I won't go into how it all happened. There are other podcast episodes that have done that, but I will say that it was a catalyst to get me researching and studying. I started to learn everything I could about psychology, and neurobiology. It was the beginning. I went to Florida and stayed with my dad in 2018.

Now, throughout 2018, I began to put things on credit. If we talk about finances here, all right, brothers. I had a lot of credit. I had over 100k available to me at the time, over \$100,000. The

reason of course is because of my businesses. When I open up a business, I'd make a lot of money. I've opened up gyms all over the world and credit card companies, banks, they love throwing credit at you, right? It's like, "Yeah. Take out a loan." "Sure." "We'd love to give you a higher balance or interest, whatever." They just wanted to give me more money. I had a lot of credit, I didn't have any cash, I didn't have any liquidity, but I had a lot of credit. I started to charge my way through life as I took courses, and bought books, and paid for food and even took care of my dad while I was living in Florida. Like I say, I only had about 2k in cash. Then after a year later, it was quite a bit less. It was actually dwindling very quickly.

Everything went on credit, and then I would make the minimum payments each month. I did this for over two years. Everything was on credit. It was in 2018 that I woke up to the truth and I lived my life the way I wanted to live, through the belief that anything and everything is possible for me as long as I believed it to be so, as long as I knew my way through life. Knowing in each moment what was happening in the next. Knowing and pushing that knowing from my belief, from my mind into the future. I took vacations. I paid for other people's groceries, and gas and I did it on credit, brothers. Look, like I was making minimum payments. I would charge five figures a month, \$10,000 a month, and that would make minimum payments of a couple of 100 bucks.

I had started dating another woman in 2018, and I would fly out to meet her when I could. She was in bootcamp for a few months, and then she went to her advanced military training, the training she goes to after bootcamp. Now, she was free of her military obligations, I would go and see her. 2018 was a year of epiphany, and building of my new life. In December of 2018, I was staying with my dad, taking care of him, living on credit. In December of 2019, two years ago, I was living in Orange County, California. My credit cards were maxed out and I had about 200 bucks in my bank account. I was living in an apartment with my girlfriend and I was paying half the rent, which was about 1600 bucks each. The rent was about 3200 or 3300. I still had no conventional job, brothers. I had spent all my time and money building the business that you all know and love today, The Alpha Male Coach.

Brothers, this was two years ago, two years ago. I was over \$100,000 in credit card debt. I had no money in the bank. When I say 200 bucks in the bank account, it's the same as saying no money, right? Like I had 200 bucks. I was listening to everyone around me, everyone around me. My girlfriend, my family, my friends tell me to just get a job. "Just get a job, Kevin. Just go

out and get a job. Get a job to pay these bills.” I had no car. I did not know how I was going to pay rent. I did not know how I was going to buy food the next day. I was literally living day to day for months. I was living day to day for months, putting minimum payments on my credit card and living off the very few academy students that were coming in. Because I started the academy in September of 2019. I was waking up every morning in cold sweats of anxiety and I was practicing gratitude every morning by saying, “Thank you for each day.”

Every morning I woke up, I would wake up with a cold sweat of anxiety. I would wake up, I'd get out of bed and I'd say thank you for another day to create and contribute what I knew then, and now know is the truth, my truth and the universal truth. Now, like I said, the academy had been in operation for about three months at this point, starting September of 2019. I had about three, four students. The beginnings of it was a community and it was growing. The beginning was there. There were people there. Three students in the academy. However, the income I had from those three amazing individuals, those amazing men who began the academy, the plank owners, the guys who enrolled in the academy with no testimonials. There were no testimonials. This was the beginning. Those guys at the time were bringing in for me in terms of an income of less than \$1,000, and I had rent, and food and bills to pay.

It was a difficult time to say the least, and right when things seem to be at their financial and emotional worst, I had a student reach out to me for private coaching, and then another one. And then more students enrolled in the academy and it was like watching the sun rise over the ocean to send away the darkness of the night. That was December 2019. Then I got Bell's Palsy. You guys remember that? I got Bell's Palsy very early on in 2020. COVID hit us. COVID came in December of 2020. I think it actually started in October of 2020, but we got it in the states of December, January of 2019. Then it came in and hit us hard in 2020 and that's when I got Bell's Palsy, was right around March of 2020.

Now, let's jump forward, December 2020, last year, one year ago. You guys know the story because I did a podcast last year on it. Last year, I ended the year with over 250k in income. I made about a quarter of a million dollars last year. That was due to a combination of the academy, private coaching, book sales, course sales and investments. I was able to pay off my credit card debt and I became debt free. I'm not going to go into too much of 2020, brothers because I have a podcast dedicated to that, that I released last year at about this time and I will continue

to do that every year for you guys, so you know how my journey continues, because I want to start telling you what's happened this year.

I want to begin to talk about 2021, because it is so amazing to me how quickly things change, how quickly things actually happen, even though the mind wants you to tell you stories around not happening fast enough, or nothing is happening. Things just aren't happening fast enough. I need this to happen now, now, now. I want to wake up tomorrow morning and be a billionaire. Things just don't happen quickly enough. I need to invest in cryptocurrency, so I can wake up tomorrow and buy a Maserati. The truth is, what you can accomplish in a year is truly impossible for the mind. The mind wants to be safe, and secure and resist change. It wants you to go along with what everybody else is doing and follow the flow of tradition and conditioning because that is familiar for the mind and familiarity means safety. Brother, I have never gone along with the status quo. I've always done my own thing. And yes, sometimes that leads me into solitude in debt. It has also led me into community and fortune. What matters is belief, and trust, and faith and love. These are the foundations of truth.

Let's get into 2021. Do you want to know how my year has been? We're about 23 minutes into the podcast, I'm about to hit you with this year. Look, brothers, I've been to six countries including the United States. Within the United States, I've been to five different states. I have continued to travel since the travel ban has lifted and I encourage you to think what you want about that. I'll do a couple episodes on COVID, and I'll give you my own opinions on this virus and the world's reaction to it. But you can think whatever you want about me traveling. I'm going to continue to travel. I don't fear a virus. As for me, I haven't let it affect my lifestyle or my destiny at all. No one affects my destiny. I am in control of my environment. I am in control of what I choose to live and what I choose to do.

Most of the countries I visited this year have been Latin American countries. I've spent my days coaching, scuba diving, cave diving, which I've received my certification for this year. I spent my days mountain climbing, even a volcano or two, exercising and meditating, birdwatching and plant exploring. I've been in multiple jungles and two mountain ranges. I spent my evenings reading, and studying, dancing, eating, and enjoying the pleasures of beautiful people. And going into the forest and jungle searching for snakes, frogs and other animals of the night.

I created a coach certification course and have seven students who are taking their own journey to the next level, while at the same time learning the methodology to teach others how to free themselves from the illusion of the matrix and the slavery of conditioning. Some of them are already earning more than what they paid for the course itself by using the methodology that they've learned. I continue to develop the curriculum in the academy and I added the 2.0 Energy Mechanics Program, allowing a deeper insight into the nature and nurture of the energy or the vibrational self.

The academy is still growing, and this year, I will hire coaches to help me with the students that are to enroll in the future. In terms of income, well, let's just say I continue to grow in what I create monetarily. However, I will add that money is abundant. There is no limit to what's possible when it comes to creating wealth. I don't really consider this as something too exciting. I will tell you that I've made more than I did last year. The truth is, the growth that comes from living the life you're meant to live creates a byproduct of wealth that is so abundant, you begin to lose focus on the money itself because there are so many other amazing things in the universe to experience. That money is just a thing. Brothers, remember, money is like the breath, it comes and goes. It's what's happening in the moment that we experience. We're always experiencing the moment.

I have more money than I can keep track of at this point. I'm a simple man, I'm simply living my life according to the inner life within me and there is no distraction that comes up in the form of money or income. I continue to follow my budget, giving 10% away to those who are open to receiving. But brothers, I'm going to tell you that I live simply. I live on \$3,000 to \$4,000 a month and I make 10 times that in a month. I have no idea what to do with this. I want to offer you guys something that I want you to hear and really understand.

If there is one thing that you will learn from me on this podcast, in the academy or via the universal truth, is that you can literally live the life you are meant to when you let go of the fear and control of conditioning. The way I see it, you have two options. These two options were beautifully stated by Jack Nicholson's character in the movie, *The Departed*. I have this on my website, by the way, you guys can read this, you guys can watch *The Departed*. It's an amazing movie. But he said, I don't want to be a product of my environment. I want my environment to be a product of me. These are your choices, my friend. Either you become with the conditioning of

society, the government, the religions, the education system, the friends that you listen to, the family that you listen to and the environment that you live in determines you must be or you follow your own path, create your own destiny, captain your own ship and determine your own life.

Brothers, I've taken this to heart and I live my life according to my own rules and my own inner authority. I live as a free man in this confused and terrified world. You guys know this about me. I live by example. I don't just teach this stuff. I practice it. I do what I want, when I want, where I want, with who I want and as much as I want. This is how Tony Robbins defines success, and I am living that dream. Except it is not a dream. It's my reality. And if it feels like a dream for you, then you can wake up and make it your reality. You have the power. In fact, you could say you have the honor, the privilege and the responsibility to live the way you are meant to live in the world and through your life.

I'm not saying your life will look like mine. You don't have to do what I'm doing. I'm not saying that you will travel around the world living in a different country every six to seven weeks, guiding amazing students into self-discovery during the day, meeting amazing people and beautiful women in the evening, working 20 hours a week while earning nearly half a million dollars a year. Having a morning routine that establishes a mind, body and spirit connection and development, all while balancing the contrast of emotion and managing your mind so you can live in the present and unite yourself with the alpha state. I'm not saying your life will look like that, but it can if you want it to. If you want it to look like something else, you could have that too. I want you to know right here and now, you can create anything you want in your life.

When I say you can live the life of your dreams, I'm not parroting some cliché that leads to nowhere. I'm literally telling you that you can live the life that you are meant to live. However, you must do the work to let go of the conditioning. This is the discomfort that you must pay in order to grow. 2022 is going to be amazing, brothers. It's going to be amazing. I don't care what the media tells you. I don't care how the government tries to control you. I don't care what other people say to shame you or manipulate you. None of that matters. They've all done it to me, so I understand where you are and what your mind is telling you. But I want to offer you that your world, your reality is an expression of your mind, brother. You can live the life you're meant to live when you think the thoughts you're meant to believe. And I promise you that everything in the external world of form is not real. It is an effect, not a cause.

There are no causes in the realm of matter and density. The cause is within you. The effect is outside of you. Brothers, we are at the end of impossible goal month in the academy. However, you can still enroll and begin your cognitive mastery development in January, with the cognitive mastery basics. That's what we do in January. You will learn how to become aware of and let go of your conditioning. This is the first step in the process of living the life you're meant to live. I have so much compassion for my brothers who suffered needlessly around the false images in their minds. There are so many of you who are not living the life of your dreams. You are living the nightmare of your conditioning. And you will tell me, "Oh, well. It's not that bad coach." Right? I hear that all the time. "It's not that bad." I know. I hear you. I know it's all neutral. I understand it is what it is and I know your brain will rationalize your life and all the suffering so that you don't sound weak or insecure. I get it.

But brother, you don't have to play those games. Don't play those games with me. I know you. I am you. Don't you understand that yet? Don't you understand that we are one. You are not separate from me nor I from you. I hear your thoughts and I feel your suffering. Any man who is enlightened knows this basic truth. We are all a part of a universal mind, a oneness of love and light. You don't have to hide from me. You can't hide from me because you are me. Don't you see?

So be honest with yourself. Are you living the life you're meant to live? Are you living the life of mental and emotional detachment free from the bonds, belief in the prison of conditioning? Are you intentionally and purposely creating your own destiny with your inner nature and crystalline nurture? Are you in love with yourself, all other beings and life itself? Are you doing what you love and receiving an abundance of wealth from your contributions? Are you healthy and healed from all cognitive trauma and not self-conditioning?

It is 2022, my brothers. It is time. No, there is no time. There is only the now. It is now. The Earth will take another trip around the sun and we will measure motion and distance with the fabrication of time, but it will always be now. There is no other time. Learn to live each moment in the now as you are meant to in the present and through your alpha state. What is coming in 2022 in the academy, new curriculum, deeper concepts, amazing coaches, what has always been available for you, a path for you to discover the truth of who you are. There is no one path for all.

That is why the academy is the way it is. There is no set process for all humans. Each human must discover themselves through their own process. That is what I offer you in the academy. As Krishnamurti said, "Truth is a pathless land." I offer you a pathless land in the academy. Each student takes their own journey of self-discovery. I am not a literalist. I believe in Gnosis. I believe in self-knowledge and I believe in you.

Until next week, my brother's. Happy New Year and elevate your alpha.

[END OF EPISODE]

[00:33:16] ANNOUNCER: Thank you for listening to this episode of the Alpha Male Coach Podcast. If you enjoyed what you've heard and want even more, sign up for Unleash Your Alpha, your guide to shifting to the alpha mindset, at thealphamalecoach.com/unleash.

[END]