
A game-changing exercise by

WHOLE MAN ACADEMY

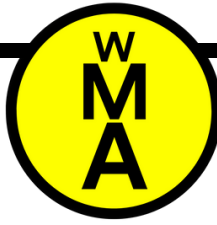


**THE HERO'S
JOURNEY**

***GET POWERFUL
RESULTS INSTANTLY***

Project aim:

**REINVIGORATE YOURSELF WITH THE SAME SENSE OF EXCITEMENT,
MOTIVATION AND POSSIBILITY YOU HAD IN YOUR TWENTIES**



Grab yourself a coffee/beer

Turn your phone off.

Let's get started...

Have you heard of 'The Hero's Journey'?

If you've never heard of it - I can be sure you've felt it.

And that feeling is something you might want to consider following.

Let me explain...

Have you ever watched a movie and felt yourself get sucked into the story?

Where you're so engrossed with the plot and the fate of the characters that you're on the edge of your seat willing for the main guy to save the world, get the girl or whatever he must accomplish?

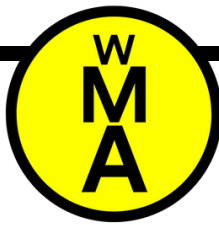
If that happened the chances are you were watching a 'Hero's Journey' story.

How can I be so sure?

Because it's the secret of Hollywood blockbusters and the highly paid script writers behind them.

The stories follow a very specific outline because it speaks to the unconscious desires of the viewer (more in this in a second).





Rocky...

Star Wars...

Die Hard...

Indiana Jones...

Batman, Superman And All Superhero Movies...

Gladiator...

James Bond...

Jason Bourne...

I could go on...

Most of the films you've watched, loved and felt thrilled by follow the 'Hero's Journey' formula.

The question is - why is it used so often?

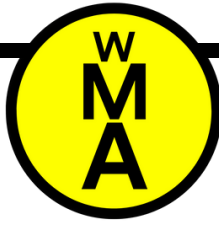
And why is it so thrilling to watch a film that follows this structure?

The answer to those two questions might just change your life forever...

Welcome To A Mind Blowing Discovery.

Before we get to that let me give you a little background on the 'Hero's Journey' and how it was discovered...





Joseph Campbell was a student of one of the most famous psychologists of all time - Carl Jung.

Campbell learned about the mind, emotions, why people do or don't do things and a whole lot more from Jung.

He understood people deeply.

And then he went on to make a fascinating discovery that built on Jung's work...

See, Campbell was a student of fiction.

He LOVED stories.

Back in the 1940's he started studying stories in depth and comparing it to what he had learned from Jung.

He studied Greek myths and the stories from around the world that were centuries old...

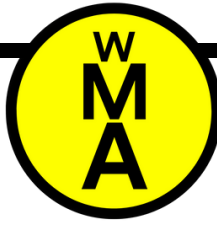
He studied stories from different cultures and tribes...

He studied more modern stories like Shakespeare and Dickens...

And during this period something blew his mind.

He noticed there was a common pattern of story that showed up again...and again...and again.

This pattern showed up regardless of the culture...country...or era...



It was the story of how someone overcame fears, obstacles and challenges to become who they wanted to be.

Let me repeat that because this bit is vital...

The pattern Campbell found that showed up in stories time and time again, for centuries, was a pattern where the main character overcame fears, obstacles and challenges to become who they wanted to be.

He called this structure 'The Hero's Journey' and wrote a book about it.

Then Hollywood started to use this structure in films and the movie industry went through the roof and grew massively.

Why?

Because the 'Hero's Journey' speaks to an often unconscious part of ourselves that is desperate to be unleashed...

This Is A Perfect Example...

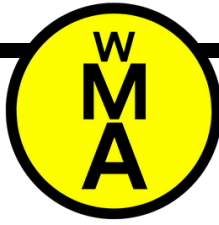
One of the best examples of this is Rocky.

You have seen Rocky, right?

Well, how does it start?

Rocky is living his normal day to day life.

Nothing special.



He's a journeyman boxer with a pretty mundane existence.

Bored.

Going through the motions.

Then he see's there's a chance for a local fighter to go up against the heavyweight champion of the world, Apollo Creed.

That could be him that fights Creed.

But he's reluctant...fearful...wants to stay in his comfort zone.

Riddled with self doubt, he initially dismisses the chance of doing something so adventurous.

Something in him though, something deep inside, calls for more excitement in life.

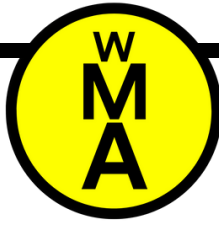
He WANTS to become a new man.

And so he decides to accept the fight.

We watch as Rocky trains, tries to win the heart of Addrriiaannn, consistently battles inner demons that are telling him he has no right to step inside the ring with such a great boxer...

We sit on the edge of our seats as others tell him he's a fraud...a loser... a nobody...

We feel our spirit soar during that famous training montage which ends with him running up those famous stairs...



And then...

We hold our breath as he nervously walks into the ring.

Our own belly flutters as though it was us about to step through the ropes.

We wince...we bob...we weave...as Rocky gets a pounding.

But then it happens...

The fightback is on!!

Rocky starts to believe in himself.

He stops listening to those inner demons...and goes for it!

Our heart picks up pace...

Our breath quickens...

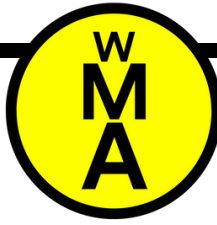
The world around us, our living room or wherever we are watching, has disappeared.

We're in that ring ourselves!

And whilst Rocky doesn't win the match...

It's almost impossible to not be hit with a flood of emotion when that final bell rings and he's not only lasted the full fight with the dangerous Apollo Creed - he nearly bloody won!

“Yo Adddrriiaannn...I did it!”.



See Rocky isn't a film about a boxer.

It's a film about a man becoming who he thinks he cannot be and doing what he thinks he cannot do.

And THAT'S the Hero's Journey.

THAT'S what speaks to people.

It's Already Inside Of You

Joseph Campbell found this type of story appeared over and over again.

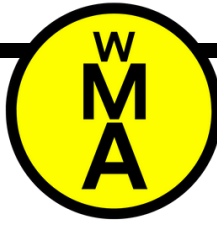
It goes roughly like this...

Ordinary World - the hero (main character) lives a pretty ordinary existence. Something is missing from their life but they ignore it.

Call To Adventure - something happens that requires the main character to do something that is outside of their ordinary world. Something different.

Refusal Of The Call - at first the character refuses to do the thing they're called to do. Their insecurities, fears and limiting beliefs get in the way.

Crossing The Threshold - eventually they decide they have to do what they've been called to do. Be it because they're forced to (like in Gladiator when Maximus is taken prisoner) or because they know that, if they don't, they'll regret it forever.



Trials And Failures - along the way they fail, struggle, battle self doubt and have to overcome challenges that grow them as a person.

Death And Rebirth - the hero achieves whatever it was that they were called to try to achieve. They defeat the empire (Star Wars), get the girl (any romantic comedy), beat the bad guy (any action movie) and so on. And in the process of this journey the old version of them dies and the new version, the version of them they wanted to be, is born.

New World - because the hero has now grown and become someone different, the world they live in is now different. They are no longer ruled by the fears and beliefs that held them stuck in the ordinary world at the start of the film.

Movie after movie...

Book after book...

Tale after tale around the campfire...

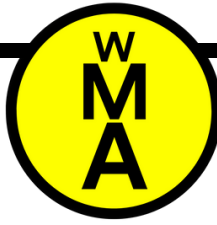
Myth after myth...

This story structure is deeply embedded in cultures around the world.

Why?

Because it speaks to a part of ourselves that has been buried.

Remember how, growing up, you thought you could be an astronaut... football player...actor...superhero or whatever else...



You dreamt big and let your imagination run wild!

Well, somewhere along the way, “reality” hits.

And you made a decision...

“Maybe I can’t be that after all”.

You let dreams and the imagination of who you could become turn to dust.

That decision then sent you on a path...

Society's path.

Where, rather than be the hero in your own story, you followed the path and story society and the culture you grew up in handed to you.

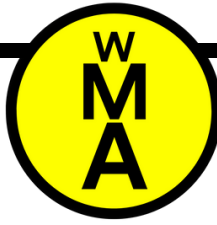
And THAT’S why these films speak to so many people.

Especially men.

Because most men who are over 30 have gone down a commonly tread path that leads to boredom and a lack of fulfilment.

Instead of living a hero’s journey type story - you end up living Groundhog Day.

That’s the bad news.



The good news is that inside of you there is already a spark waiting to be lit.

A spark that says...

“Could I be more than I currently am?”.

Joseph Campbell believed that, unconsciously, we all have the drive to go on a hero’s journey of some kind ourselves.

But that fear holds us back.

So instead of going on a hero’s journey ourselves, we love getting excited watching someone else go on theirs.

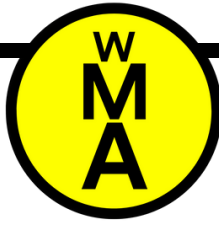
Which brings us to why the Whole Man Academy exists and this fun but life changing exercise...

My name is Anthony Astbury and I’m the founder of the Whole Man Academy.

I started Whole Man Academy because a few years ago I found myself, quite frankly, bored shitless with life.

This was despite the fact that I had followed the path society tells us to go on...

Go to school...go to higher education...get a decent job...climb the career ladder and get paid really well...



I'd done all of that and was earning the kind of money most men would dream of...

Yet life felt like it lacked excitement and adventure.

I was living a Groundhog Day existence.

The excitement of my twenties and that “worlds your oyster” feeling I had was getting replaced with thoughts of “Is this it?” and fears I had made wrong decisions that meant my life was going to be a slow, unfulfilling descent into old age.

I've never been one to just accept things the way they are when I don't feel right.

So I set out on a journey of discovery...

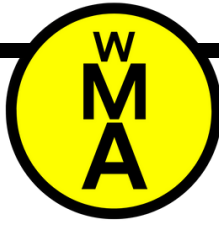
I wanted to find out WHY it was so common for men after 30 to feel this way...

WHAT I could do to stop that feeling and get excitement back into my life...

And HOW I could actually slow down the ageing process a bit because, let's face it, no man wants to feel old before his time (warning: MOST men are going to feel that way if they don't make a change due to the modern lifestyle).

Along the way I found some of the most fascinating things I'd ever heard in my life.

Stuff that made me stop and think - “Why the hell aren't men being taught this?”.



Stuff that totally changed my life...my body...my confidence and pride.

Soon I actually started getting pissed off that nobody had told me this stuff before and so I set out on a mission to share what I'd learned.

The Whole Man Academy was born!

It started off with me doing public talks and I spoke at banks like Lloyds and Barclays as well as other prestigious companies like Spotify...

Then I put on events for men and had inspirational men talk to them like male model and entrepreneur David Gandy...professional fighters and football players...military men and a whole lot more...

Then I started a podcast when the lockdowns happened and events weren't possible.

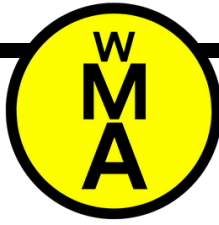
And now we're here, trying to spread the information that it cost me tens of thousands to learn, via fun little exercises like the one I want to share with you now.

Enough about me though...

Let's talk about you.

If you've downloaded this it's because you are where I was not too long ago.

Boredom...a lack of excitement in life...a lack of fulfilment...feelings of "is this it?" And concerns life is passing you by...signs in the mirror and in your body that age is starting to creep in...



I get it.

The good news is you're not "stuck" where you are.

I can help you rediscover the excitement, energy and fun of your earlier years and turn your life into one of genuine excitement.

Let's begin with a simple exercise...

This one is based on the Hero's Journey and films.

See, as I've mentioned, we love watching films because they speak to our unspoken dreams about ourselves on a deep, deep level.

They feature, and speak to, what Joseph Campbell and Carl Jung called "Archetypes".

I won't go into detail on what an "archetype" is now, just understand that there IS a reason why we love films and stories so much.

OK, here's a really simple exercise to start you on your journey...

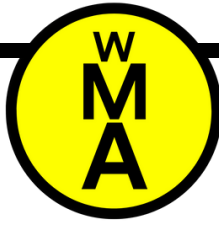
Have a think about some of your favourite films with a male lead actor.

Get up Netflix or go to your DVD cupboard if you have one and need to.

Write a list down.

3-5 films is good.

But if you can only do one that's a fine start.



Then ask yourself these questions...

1) What do I find inspiring about the lead actor in that film?

List as many characteristics as you can. (If you need to go to Google and search for “list of positive characteristics” and then click on “images”.)

You’ll see lots of images that contain lists of characteristics.

Look through them and see which ones match the character in the film).

2) Where am I NOT showing these characteristics in my life?

**3) If I embodied these characteristics myself, who would I become?
What could I do?**

That’s it.

That’s the whole exercise.

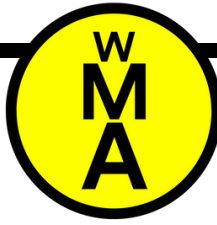
Sounds simple right?

Ah but it’s trickier when you actually do it and it can be really eye opening.

Here’s a quick example...

Let’s say I love the film Rocky (I do!).

Courage is something I find inspiring about Rocky.



His motivation is another.

His self belief is another.

I could go on.

That's all question 1.

Where was I NOT showing courage, motivation and self belief in my life back when I was bored and lacked excitement?

In starting my own business - would have been one answer.

I kept making excuses about it not being the "right time" and so on.

That's question 2.

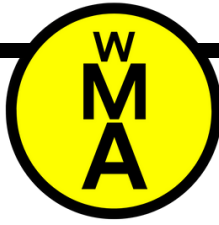
Who could I become if I had the courage, motivation and self belief Rocky did?

Ah now THAT'S where things got exciting...

I realised if I embodied those traits I could build a successful business that paid me well...allowed me to travel the world...buy my dream home...experience excitement and adventure...wake up every day excited...and so on.

And THIS is the point of the exercise...

You realise the whole reason that the film resonates with you so deeply...



The whole reason you love the film and find the male character so inspiring...

Is because he is how you want to be.

His character has characteristics you want to have more of.

This was all likely unconscious before.

But once you do the exercise and see it for yourself...

You start thinking, "Holy shit, I DO want to be like that!".

You start to get excited about thinking who you could become and how life would be if you were like that.

And that, my friend, is the beginning of your quest.

This is the start of the spark of your new adventure in life.

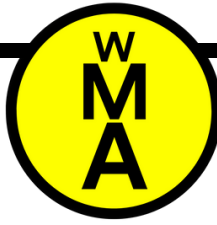
To become that person.

You are here to become the person your soul is screaming out to become and films and stories are like a window into that soul.

The ones that resonate with you are telling you something about what you really want, deep down, and who you want to become.

I'll be sharing more on this with you very soon.

In the meantime get stuck into that exercise and begin your new adventure today.



Do it with a beer or coffee and a notebook and have fun with it.

Identify the characteristics you want to develop more.

I promise you, hidden inside of those characteristics, is the path to a more exciting life.

More on that soon showing up in your inbox from me.

In the meantime...

Welcome to Whole Man Academy.

And welcome to the start of a new you...

Talk soon.

Anthony Astbury

Anthony Astbury.

Founder. Whole Man Academy.

LEAD AN EPIC LIFE
