

"Discipline is the bridge between goals  
and accomplishment." — Jim Rohn

**SHAWN C. O'NEIL**

L I F E P L A N 2 0 2 4



SHAWN C. O'NEIL

# CORE VALUES

## L.E.A.D

**Leadership** - Leadership is not just a role, it's my soul's calling. Every step I take, every decision I make, is infused with the essence of true leadership. I am not just practicing leadership; I am living it, breathing it. It's in the way I speak, listen, and engage with the world. The pursuit of leadership excellence isn't a choice for me, it's a relentless journey towards mastery, a path that I walk with unwavering commitment and fervent dedication.

**Excellence** - Excellence for me is not an act but a habit. It's the unyielding pursuit of greatness in every task, no matter how small. I believe in doing things not just well, but extraordinarily well. My commitment to excellence is relentless; it's a burning desire to elevate every aspect of my life. It's about setting the bar impossibly high and then surpassing it. In the realm of mediocrity, I am an outlier, constantly pushing boundaries and redefining limits.

**Accountability** - Accountability is my compass, guiding me through the complexities of life. It's a sacred pledge to myself and those I cherish, ensuring that every action, every word aligns with the highest standards of integrity and responsibility. I embrace accountability as a tool for empowerment, a means to manifest my dreams into reality. It's not just about being answerable for my actions, but about owning my life's narrative, transforming every challenge into an opportunity for growth and self-realization.

**Discipline** - Discipline is my unwavering flame in the face of life's storms. It's the steel in my resolve, the unshakeable foundation upon which my dreams are built. My discipline is a testament to my strength, a reflection of my commitment to personal excellence. It's not just about control, but about the liberation that comes from mastery over self. Through discipline, I find freedom, clarity,

# 2024 ANNUAL GOALS



SHAWN C. O'NEIL

- \$1M in Consulting billable (ISI)
- 365 Days - Daily Stoic
- 365 Days - Do Not Miss a workout



- 1 - Package 3 or 4 client
- 5 - Package 1 or 2 clients
- Net income: 100K+



- 1 acquisition with Gross Revenue \$1M+
- 1 real estate acquisition (in an LLC)



- 100K account funded by end Q1
- 1M account payout by end of year



- Resist monetization
- Less is more

# 2024 FOCUS

STOICISM



# WHY AN ANNUAL FOCUS?

“ I absolutely believe in systems and processes, it helps remove the decision fatigue. A great example of this in my life was the Live Hard program, which was the mental toughness program kicked off by 75 Hard. Live hard was the continuation of that 75 Day program for an entire year. At the end of the year, having exercised every day twice a day I realized I couldn't turn it off. Now, at the end of 2023, its been roughly 1,140 days since I had a day where I missed a workout, reading session, study session. Holy Habit man. That's results and it has paid compounded dividends in my life. Now its time for the next level, and the next level requires an upgrade. Its time to take this mindset to the next level and I believe the path to that is the mastery of stoicism. ”

- Shawn C.O'Neil, MBA



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SHAWN C. O'NEIL

# STOICISM

**A DAY IN THE LIFE OF A MODERN MASCULINE MAN  
LIVING A LIFE GUIDED BY STOIC VALUES AND  
PRINCIPLES.**

## **The What**

**365 Day program focused on mindset evolution. I have mastered mental toughness through the live hard program. Now I seek enlightenment and acceptance through the “Daily Stoic” and other Stoic texts. I believe that embracing and living a life based on these values and principles., will lead to a level of enlightenment that few men ever reach.**

## **The When**

**Jan 1, 2024 - Dec 31, 2024**

## **The Why**

**Core values mean something to me. This will require an immense amount of discipline. 365 days of recording my contribution to Modern Stoicisms, consisting of recording a video a lesson from an ancient stoic, a perception from a modern stoic and my practical application of the value or principle in a modern world. As always my validation comes from internal sources. 365 days of publishing the most vulnerable depths of my soul to the world is to give me strength of courage, a stoic principle and also humility. A manifesting goal is that the vibrations of my energy reaches my children and they can feel the love my soul...**

## **The How**

**Every day part of my daily disciplines I start the day with a cardio session on the threadmil and during that session I listen to audiobooks, do research, use my AI or prep my team for the day. I am going to implement a system that is supported by my team.**

# STOICISM

## A DAY IN THE LIFE OF A MODERN MASCULINE MAN LIVING A LIFE GUIDED BY STOIC VALUES AND PRINCIPLES.

### Timeline

#### Wake, Hydrate, Dress - 15 Minutes

#### Treadmil - 60 Minutes

- 30 min - Free time (any thing I want)
- 30 min - Stoic time, Read daily page, process thoughts, work with AI to process “Content Copy” for Posts, remained of time is Audible Stoic books (looking for “Content Ideas”)

#### Day Prep - 45 min.

- Hygiene - 30 min.
- Dress - 15 min

#### Stoic Reflection Time - 11 min

- Teaser Video (*15 seconds*) - 1 min
- Record Video (*5-7 min*) - 10
- Send 4 deliverables to Slack channel “Fortitude through Stoicm”
  - 1- Teaser Video
  - 2 - Recorded Video
  - 3 - Content Notes / Post “Copy”
  - 4 - If applicable, Links or other assets to support

#### Upload Content to Team - 4 Min

- Folders are labeled “Day # - Subject Name”
- Ex: Day 1 - Control and Choice
- All content for that Day does into that folder
  - All SCO deliverables
  - VA generated SM items

#### Breakfast - 15 min

### Total AM Routine time: 2 hours 30 min

X - 1 workout (Body)

X - Reading session (Mind)

X - Stoic Reflection (Soul)

# LIFE PLAN 2024

## THE LIFE PLAN - AHEAD TO DEAD.

After deep reflection I realize that my past life plans have been influenced by the wants and needs of those in my life at the time.

This year I am going to take a different approach. I have meditated hard and spent time envisioning my ahead to dead. This year, it will be from my authentic self, unredacted from the influence of others



### **Where do I live?**

I spend time at my different homes throughout the year. Tampa has been my home for decades. Tampa keeps me young at heart, I still visit the zoo and walk Busch Gardens with my loyal slave by my side, like we have done a hundred times. A country boy at heart and still strong and able for the hunt, the Tennessee mountain house is my home for the Whitetail season. My brother Jim has done an amazing job with the ranch and we have one of the best trophy Whitetail herds in Tennessee. It is nice from time to time to visit the Master's Enclave in Western Connecticut. The token of our splendor in the lifestyle, our Magazine winning Black House is most often on retainer for high ticket clients, however Master Black still Hosts his annual New years event before he retreats to his Island home for the winter where he spends his days offshore fishing, scuba diving, and hiking around the island.

# LIFE PLAN 2024

## THE LIFE PLAN – AHEAD TO DEAD.

### Who am I with?

I spend most of my days surrounded by love, loyalty and respect. My loving submissives and my permanent slave have been in my service for over two decades, our energy and bonds are unbreakable, and they have reached such an level of elevation and peace, it brings me tremendous pride. Sera, my oldest daughter and I have developed deep understanding, mutual respect and love. Even though we are both doing “our thing”, we do pass like ships in the night with unending embrace. Finally after many years my 3 youngest children have connected. It will never be the same, or as great as it could have been, but this is our fate. Always by my side is my best friend Blue, a not so young German shepherd that I have raised from a pup coming from my bloodline of Shepherds “Black & Blue”.

### What am I doing?

I still live a very active lifestyle, a habit I developed so many years ago. I still start every morning with a LAW “Long ass Walk” with Blue, and I still get into the guys 4-5 days a week. I can attribute to my wellness and health to a lifelong passion of clean living and staying fit. This level of fitness allows me the freedom to ride my Harley all over the country and spend time hunting and fishing on the ranch at Tennessee Mountain House.

During the cold months of winter, I travel around the Caribbean enjoying some fishing and boating. While the states enjoy the deep freeze. I still invest heavily in my fine tuning, reading and learning has become an obsession that fills my soul with so much enrichment and depth. I spend much of my time mentoring young up and coming entrepreneurs and leaders. It's such a blessing to pass on such hard fought lessons to such eager apprentices. As always, I need the action of “wheeling and dealing” as my father called it. I will always have my hands on or in some kind of business. It's been a blessing touching so many business owners and teams over the years. How could I possibly give that up?



# LIFE PLAN 2024

## THE LIFE PLAN - AHEAD TO DEAD.

### What do I want?

I want to go to sleep every night knowing I have lived my life with purpose and devoted all of my energy and passion to the things and people who are everything to me. If I am fortunate to wake the next day, I am blessed with just one more day to tell my House that I love them. I want to live out my days as happy and as blessed as my life has been. I want my children and grandchildren to live a life of purpose and value and to exceed even their own expectations. Life has many challenges but happiness is a choice, and I want them to make the same choice I made and that's simply to be grateful, fulfilled, and happy.

### How do I feel?

Il feel amazing, years of investing in fitness and nutrition have kept me young and my spirit and soul are as complete and fulfilled as I could have ever wished. I feel that I have led an amazing life. I am truly blessed and feel I have passed on the values to my children to do the same. I am humbled that I have earned the love and respect of my House and my children. That is my life's greatest flex.



# LIFE PLAN 2024

## **Epitaph - Said of Him**

*A man that had an incredible passion for life; he was a devoted friend, a loving father, and a great man.*

## **Said by Him**

*Life has challenged me in innumerable ways and through every adversity I became a better and stronger man. Memento mori*

## **When I Am Gone I Want To Be Remembered As...**

- **A Visionary and a Trailblazer:** Remember me as the man who dared to reshape his destiny. With unwavering vision and boundless energy, I pursued my dreams relentlessly, altering the course of my fate with every passionate stride.
- **A Guiding Dominant:** Recall me as a Dominant who cherished and revered his submissives, guiding them with love, respect, and profound dedication. My legacy in this realm is one of deep connection, mutual growth, and heartfelt appreciation.
- **An Inspirational Father:** Think of me as a father who instilled values of integrity and strength in his children. I balanced firm discipline with compassion, always keeping an open heart and mind. My role was to inspire, to challenge, and to love unconditionally, guiding them to forge their own paths with courage and honor.
- **A Pillar of Support among Friends:** Remember me as a friend who was always there, a steadfast supporter and an inspiring figure. My passion lay in uplifting those around me, offering a shoulder to lean on, and igniting a spark of motivation in times of need.
- **A Lifelong Learner Embracing Life's Journey:** Envision me as a man who never ceased to learn, who faced life's challenges and opportunities with a smile and an open heart. My journey was marked by an insatiable thirst for knowledge and an unwavering embrace of every twist and turn life offered.

# LIFE PLAN 2024

## MY LIFE PLAN

### Defining My Life's Purpose

**A Beacon of Positive Influence:** My core mission is to profoundly impact the lives within my inner circle. I strive to be a source of inspiration and strength, living by example to motivate and uplift those around me.

**Devotion to Enriching Others:** My life is dedicated to adding immense value to the lives of others. Every action, every decision, is guided by the principles of honor and integrity. I am committed to being a catalyst for positive change, fostering an environment of growth and betterment.

**A Mentor for Greatness:** At the heart of my purpose lies the deep-seated desire to guide those I cherish towards their greatest potential. My role transcends mere support; it is about empowering, challenging, and nurturing the paths of those I hold dear, helping them to achieve their highest aspirations.

### Value Areas Hierarchy:

- Health
- Character
- Financial Security
- Personal Growth
- Professional Growth
- Inner Circle
- Leisure



# LIFE PLAN 2024

## MY LIFE PLAN

### Clarifying Vision Statement: **Health**

*My life is highly intense with physical and mental demands. I focus on my body and its fine tuning because this allows me to maintain a high level of positive energy, strength and endurance to enjoy my life and add value to others without fatigue or failure consistently, efficiently, and effectively.*

### Mission Focus: **Health**

I have an active lifestyle that supports my vision to include a healthy and clean diet, workout routines, an alcohol-free lifestyle, and plenty of quality rest so that I can maintain a body weight less than 235 pounds and a waist measuring less than 36 inches.

### Health & Wellness Activities:

- I will employ a professional trainer and nutritionist to ensure I am performing at my peak possible condition at all times.
- I will use full body resistance training 5 to 6 times per week no less than 45 minutes per session as a tool to keep my body strong and to help my overall wellness
- I will focus on a clean eating style, doing so I will follow a macro counting lifestyle. I will eat plenty of vegetables, lean meats, high quality fats, nuts, seeds, and I will always drink plenty of water
- I will utilize meal prepping and a dedicated meal plan to ensure I am getting the macros I need to carry out my goals and execute my WHY
- I will regularly have medical check-ups to ensure a healthy body & mind
- I will utilize a supplement program to assist in my training and wellness
- I will regularly use treatments like cryotherapy, sauna sessions, cold water immersion to maximize my wellness and recovery

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# LIFE PLAN 2024

## MY LIFE PLAN

### Clarifying Vision Statement:

#### **Character - Honor, Trust and Integrity**

*My life is devoted to being an honorable person in thought and deed. I am focused on energizing people's passion and commitment to Honor and Integrity. I strive to set the example for all others and to help them realize that a life devoted to being honorable will better define who we are as people and set the standard of excellence in all aspects of life starting with our respect for ourselves.*

#### **Mission Focus: Character - Honor, Trust and Integrity**

As an honorable person, I must make and keep commitments to build trust and respect. I must hold myself accountable for my all actions; furthermore, I must hold those accountable who make commitments to me. I must live a life devoted to excellence and a rejection of mediocrity. I must allow my actions to speak for themselves as a way to be a leader for my peers.

### Honorable Activities and Actions

- Do not complain about circumstances that negatively impact my life, rather create or find circumstances that will improve the direction or quality of my life
- Develop your discipline. Nothing defines you more than what you do on a regular basis. Create habits that move you closer to your goals
- Concentrate on character. Do what you say you will do and always follow through. When you don't or can't admit your mistakes promptly, ask for forgiveness, and move on
- Strive for excellence. If it can be done better, be the one to do it. If it wasn't excellent the first time, do it again. Quality is one of the most important ingredients for success
- Never be a self-doubter or a negative self-talker
- Always do the right thing, even when no one else will know, thus, never seek recognition for my good deeds or actions
- Always be direct in my communication by being honest about my feelings and actions
- Never stop working on character development. See council when necessary

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# LIFE PLAN 2024

## MY LIFE PLAN

### Clarifying Vision Statement: **Financial Security**

*I have an attitude of fiscal conservatism and believe that discipline is the key to freedom, therefore I fully believe in the compounding effect of interest and living on a budget. I maintain a life that is low of financial debt and stress. I do this so that I can devote my time and energy to all other aspects of my life. This helps me remain positive and allows me to enjoy life with out worry or concern so that I positively impact all the important people in my life.*

### Mission Focus: **Financial Security**

I am committed to wealth building – being able to provide for my children during their developmental years and to teach them that fiscal discipline is essential to long term security. I will contribute a minimum of 10% of my income to wealth accumulation and I will continue to build my retirement with a high level of motivation and consistency.

### Financial Activities and Objectives:

- I will follow a business plan for all of my businesses and ensure a healthy net profit.
- I will continue to develop multiple sources of income.
- I will use my assets to acquire other income producing assets
- I will live on a dedicated and accurate budget for personal spending and all of my businesses.
- I will acquire my next residential property by mid 2025 and monetize it like all other aspects of my life.

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# LIFE PLAN 2024

## MY LIFE PLAN

### Clarifying Vision Statement: **Personal Development**

*I have a passion for growth in all aspects of life and I have an insatiable thirst for knowledge. With knowledge comes wisdom, with wisdom I am more prepared to live out my life in the highest regard, which allows me to add value to the lives of others consistently and effectively.*

### Mission Focus: **Personal Development**

I am a student of life for life; I am focused on daily lessons and readings to help me better understand the world. I will always seek knowledge on an intimate level, keeping an open mind and searching for objective, well-researched answers to allow me to be an asset for others in their search for a higher path.

### Educational and Development Activities

- I will listen to audiobooks as a way to satisfy my audible learning style
- I will commit to spending the last two weeks of the year reviewing my goals and preparing my next annual life plan with new goals
- I will commit to no less than 30 minutes of daily reading on non-fiction books
- I will journal daily in my success journal to keep me on track to hit my goals, 100 days at a time
- I will work closely with my accountability partner to help keep me accountable to my commitments and goals.
- I will partake in a mastermind group to help my personal and professional development
- I will continue to use Mentors like Codie Sanchez and Alex Hormozi to enhance my business acquisition goals
- I will complete the entire Acquisitions course.
- I will complete my 365 Day Stoic journey.

PERSONAL  
DEVELOPMENT

# LIFE PLAN 2024

## MY LIFE PLAN

### Clarifying Vision Statement: **Professional Advancement**

*I am dedicated to focusing my passion and knowledge to adding value to the lives of my company, subordinates, and team members. I always keep their physical, mental, and emotional well being in mind while running a profitable business. I represent my industry with a high level of trust and knowledge to be a leader for all my peers and asset for my company owner.*

### Mission Focus: **Professional Advancement**

I am unwaveringly dedicated to actualizing our business vision with precision and excellence, tirelessly building a world-class enterprise grounded in robust analytics and a vibrant company culture, and positioning myself as a preeminent leader in my field, relentlessly pursuing the creation of a business renowned for its unparalleled service, undeterred by any challenges that come my way.

### Professional Activities and Objectives

- Utilize my core values by always being completely honest and proactive in my practices
- Maintain extremely high standards and demand the same of my team members, subordinates, and corporate leaders
- Always under promise and over deliver, make and keep appointments and hold others accountable for the same
- I will attend a minimum of 1 annual professional seminars conferences
- I will participate in Acquisitions community activity when available
- I will join the contrarian team when resources are available
- I will continue to utilize AI and my VA team to enhance all of my businesses
- I am committed to ultra optimizing my life like Tim Ferris

ADVANCEMENT  
PREMIUM  
PROFESSIONAL

# LIFE PLAN 2024

## MY LIFE PLAN

### Clarifying Vision Statement: **Inner Circle**

*I have an inner circle of the highest magnitude. My inner circle is very supportive and caring, and I reciprocate this level of love and understanding with all my passion. I transfer my positive attitude and high energy to them as I live out the quality of my time building them up with love, respect and accountability.*



### Mission Focus: **Inner Circle**

I am dedicated to putting my inner circle first and will demonstrate this with proper allocation of my time. I am determined to maintain a positive relationship with all and I am purposeful in spending my precious time only with the friends that also add value to my life.

### Inner Circle Activities:

- I will communicate with each member of my inner circle at least once per month and
- sincerely engage in conversation to learn and understand so that I may add value to their lives
- I will find ways to individually add value to those that invest in me
- I will always make myself available as a support figure whenever it is requested, and I
- will consistently offer help or assistance in their life, however, I will avoid infantilizing my inner circle by not offering unsolicited advice
- Despite any challenges in my life, I will remain dedicated to the commitments I have made to my inner circle. I will do what I say I am going to do
- I will participate in family hunting, fishing & shooting events to remain grounded and in-line with our heritage

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# LIFE PLAN 2024

## MY LIFE PLAN

### Clarifying Vision Statement: **Leisure**

*I have a passion for experiences, and I believe in rewarding oneself for victories sustained through the consistent effort of tireless hard work. I am present and heavily invested in the relationships with my House through adventure, fun, learning and experiences. Allowing myself this down time to fully share myself is vital to fulfilling my purpose.*

### Mission Focus: **Leisure**

I am absolutely committed to rewarding myself for hard fought victories.

During my leisure time I spend time investing in my relationship with my House and inner circle. I also take time to invest in my own mental wellbeing. I am committed to finding a proper work life balance so that I can carry out my life purpose.

### Leisure Activities

- I will take a minimum of 1 vacation a year
- I will visit my animals at Busch Gardens at least once per month
- I will go fishing this year to strengthen my relationship with my brother
- I will help the family find a hunting camp
- I will travel to south east Asia
- I will attend a Formula 1 race and a NASCAR race.
- I will actively plan out my weekends with the House so that we have experiences, stay active, have fun, and build our bond
- I will go shooting regularly to maintain my skills
- I am going to focus on activities that will keep me fit and active

LEISURE



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