

The Mojo Multiplier Blueprint
Increase Testosterone Naturally

Become The Best Version Of You

Week One:
Psychology For Success
Combating Estrogen

By Neil Cannon



MOJO
MULTIPLIER

In this module...

- Where It All Went Wrong - recap
 - Sperm counts down, man boob operations up
 - Testosterone levels down, estrogen levels up
- Estrogen (UK Spelling oestrogen) and how to avoid it or limit exposure to it:
 - Organic vs. non organic
 - Pesticide, herbicides, preservatives
 - The perils of GMOT - and case study
- Cleanse, Alkalize & Energize
 - Acid and Alkaline



In this module...

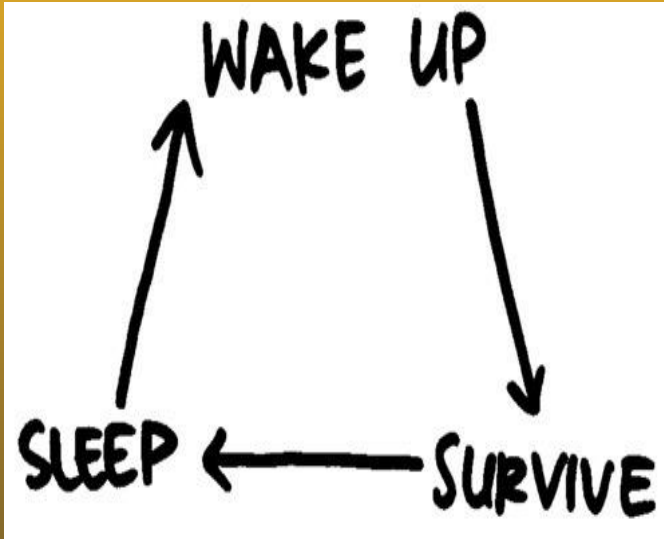
- Psychology For Success
 - What will it take for you to commit to this program and new lifestyle? (This is not an 8 week yo yo diet!)
 - Why do so many people struggle with simple changes to diet and fitness that they know will only benefit them in the long run?
 - You'll find more on this in Fat Loss Motivation; Know Your Reasons, Achieve Your Outcome - a bonus book in the Downloads section.
 - How we human beings are motivated; the two key driving forces of pain & pleasure and how to use them to achieve maximum results



Does This Sound Like You?

- Your alarm goes off during the week and you're far from excited for the day ahead.
 - You're unmotivated.
 - You don't live with passion and enthusiasm
 - You're lacking mental & physical energy
 - You're not living your ideal / dream life
 - You live on 'autopilot' and miss magic moments
- You don't have much sex. If you do, you want much more of it and you realise your sex drive and sex appeal has plummeted
- You lack confidence, you're not assertive and struggle to make decisions. You lack your 'mojo'
- You're out of shape and keep telling yourself 'I must start working out and being healthier'
 - "Manana manana"

Are you spending your life in Survival Mode?



SELECT GAME MODE

- SURF LESSON
- FREESTYLE
- COMPETITION
- SURVIVAL

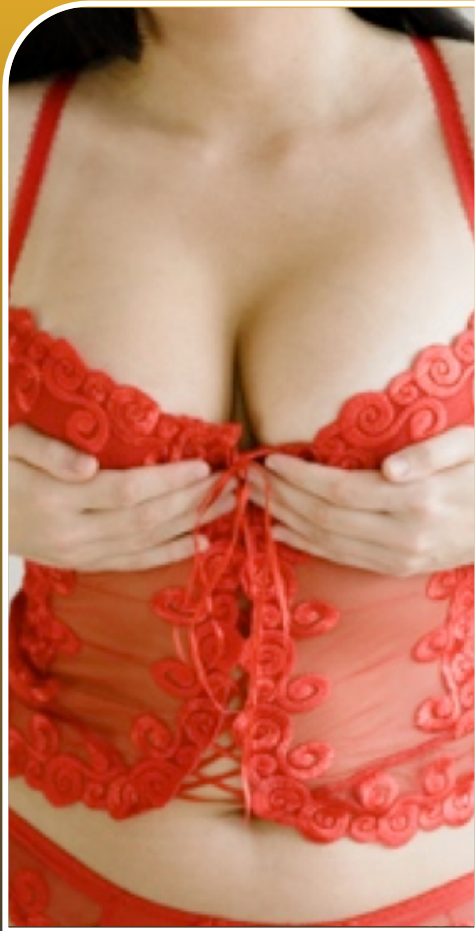
Recap of symptoms of low testosterone...

- Over 30 and experiencing any of the following:
 - Low mental & physical energy
 - Low confidence & self-esteem
 - Plummeting sex drive / libido and lack of sex appeal
 - Lack motivation and enthusiasm to try new things - lack of mental clarity
 - Lack of lean muscle mass and muscle definition
 - Fat or “weight” gain leading to fear of taking your shirt off in public or in intimate situations
 - Man Boobs
 - Low testosterone levels
 - Embarrassingly low sperm counts

The Real Problem?



Reality Is...



- No, breasts are not the problem
- We are surrounded by the female hormone, ESTROGEN - and it's causing havoc with men (and indeed women)
- Let me tell you about a few scientific studies...

Male fish are growing eggs!!!

Third of male fish in rivers are changing sex

By FIONA MACRAE, Daily Mail

Last updated at 19:36 19 July 2006

A third of male fish in English rivers are changing sex due to 'gender-bending' pollution, alarming research shows.

Experts say female hormones from the contraceptive pill and HRT are being washed into our rivers and causing male fish to produce eggs.

The problem - which is country-wide - has raised fears that the pollutants could also be contaminating our drinking water - and even be affecting the fertility of men.

The Environment Agency study looked at the health of more than 1600 roach found in 51 rivers and streams around the country.

Overall, a third of the male fish were between sexes. However, in one waterway, near a particularly heavy discharge of treated sewage more than 80 per cent had female characteristics.

Tests showed the males developed female sex organs and were producing eggs. Such fish also produce less sperm and the sperm that is produced is of low quality. Females may also be affected, producing abnormal eggs.

Previous studies have that cod, trout and flounders are all being feminised.

Researcher Professor Charles Tyler said that the fish are swimming in a soup of oestrogen-like compounds, found in the Pill and in HRT.

How This Affects **YOU**:

TEDxChCh - Ian Shaw - The Mystery of the Shrinking Alligator Penis



- Alligators penises are getting shorter
- Human sperm count is decreasing
- Male trout are expressing vitellogenin
- Girls reach puberty earlier
- French oysters are not breeding

What the hell's going on!

TEDxChCh
an independently organized TED event

00:53 / 15:55

How This Affects **YOU**:

Sperm quality has declined by 38% in a decade - and poor diet and lifestyle could be to blame

- Even in young men, sperm concentration fell by an average of two per cent every year
- Went from 72 million spermatozooids per millilitre in 2001 to 52 million/ml in 2011
- Figures worrying as nearing 'danger level' of 40 million/ml, where conception becomes difficult

By ANNA HODGEKISS

PUBLISHED: 08:30 EST, 21 January 2013 | UPDATED: 12:41 EST, 21 January 2013



 **93**
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Sperm counts are falling at an alarming rate - up to 38 per cent in a decade - with diet and lifestyle largely to blame.

A Spanish study has found that even in young men, sperm concentration fell by an average of two per cent a year - and could soon hit levels where fertility is compromised.

How This Affects **YOU**:

The Testosterone Dilemma

By **DANIEL DUANE** Nov 2011

Toxins, obesity, and even fatherhood could be causing a drop in testosterone. But do you really need hormone therapy?

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Credit: Photograph by Travis Rathbone

If you've ever wondered why modern American life seems bent on making you less of a man, a new study from Northwestern University may have your answer. Raising children **decreases men's testosterone**, reports the study. Its authors, anthropologists at Northwestern, suggest that this decline in testosterone helps facilitate men's "role as fathers and caregivers, as a key component of reproductive success."

Researchers have long known that testosterone, the hormone that confers masculinity, declines naturally with age – about 1 percent per year after you hit your mid-30s, – taking your muscle mass and

libido with it. But emerging evidence suggests that men have less testosterone today than their fathers did, most likely owing to increasing rates of obesity and possible exposure to environmental toxins. Add this to the results of the Northwestern study, and they add up to a grim prognosis for middle-aged men helping their wives raise children in a polluted world. It also adds up to a vast target market for the obvious cure: **testosterone replacement therapy**, or TRT.

How This Affects **YOU**:

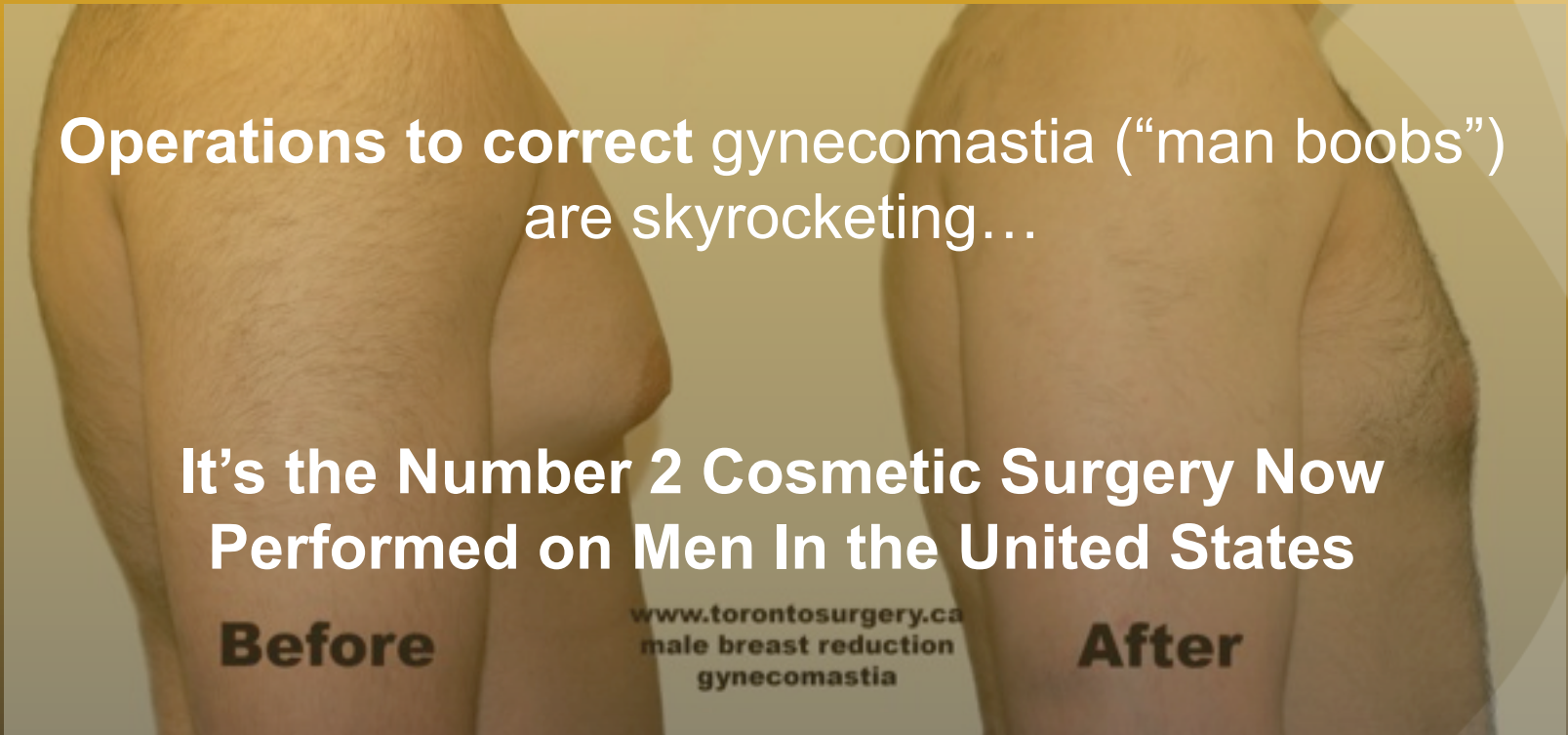
Operations to correct gynecomastia (“man boobs”) are skyrocketing...

It's the Number 2 Cosmetic Surgery Now Performed on Men In the United States

Before

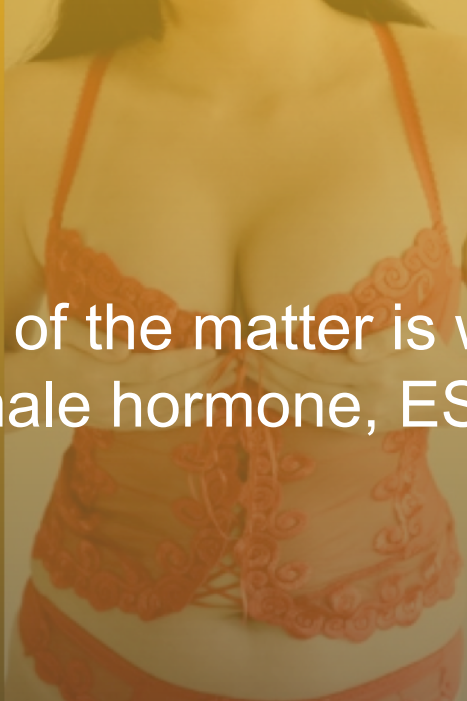
www.torontosurgery.ca
male breast reduction
gynecomastia

After



How This Affects **YOU**:

The truth and fact of the matter is we are surrounded by the female hormone, ESTROGEN.



Where does it all come from?

Estrogen or estrogen-mimicking compounds are found in:

Fumes we breathe

Cosmetics

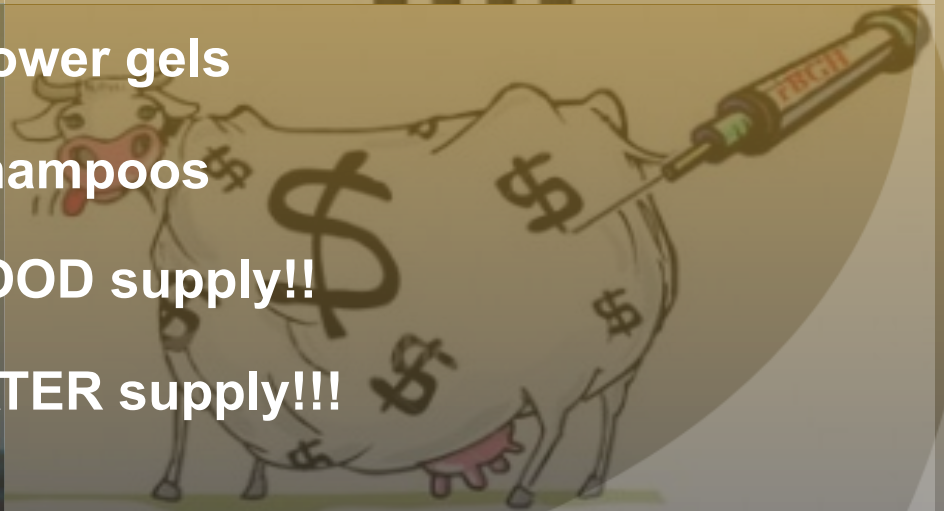
Deodorants

Shower gels

Shampoos

Our FOOD supply!!

Our WATER supply!!!



A Harsh Reality

ESTROGEN not only leads to man boobs, lower sperm counts and lower testosterone levels, but it

Promotes Fat Storage

Making it very difficult to burn fat

A Harsh Reality

Frustratingly, the more fat you store as a result of excess estrogen in your body...

... the more estrogen there is to circulate in the body, resulting in additional fat storage

A Harsh Reality

Not only that, but the more belly fat you carry,
the **LOWER YOUR TESTOSTERONE** levels will be

A Harsh Reality

I hope you're starting to see the big picture here – it's a downward spiral.

If you're suffering from any of the symptoms of low testosterone mentioned earlier, you'll now understand, that it's

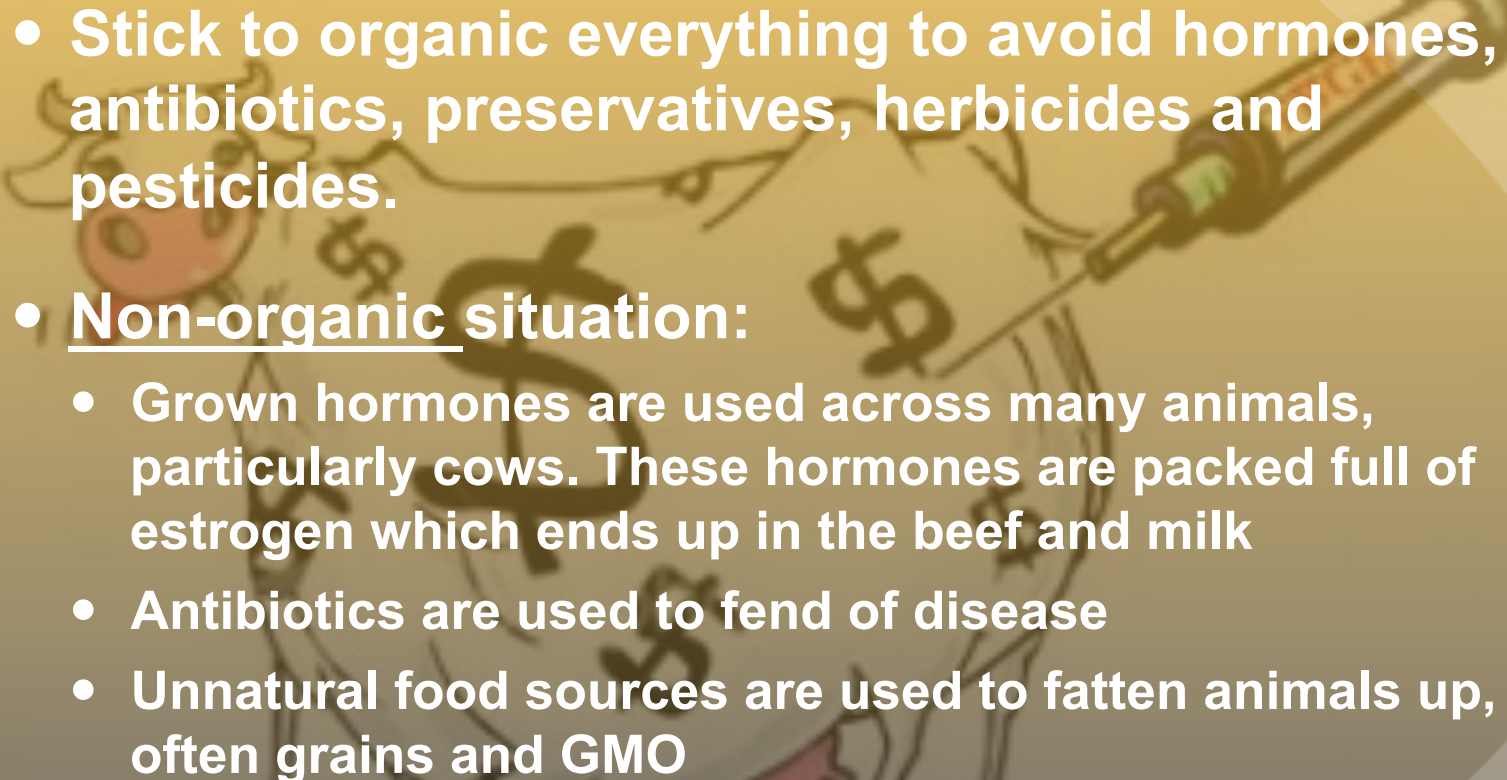
NOT YOUR FAULT.

A Harsh Reality

Without further ado...

Where does all this estrogen come from?

Our Food Supply

- Stick to organic everything to avoid hormones, antibiotics, preservatives, herbicides and pesticides.
 - Non-organic situation:
 - Grown hormones are used across many animals, particularly cows. These hormones are packed full of estrogen which ends up in the beef and milk
 - Antibiotics are used to fend off disease
 - Unnatural food sources are used to fatten animals up, often grains and GMO
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GMO OMG - Another one to watch

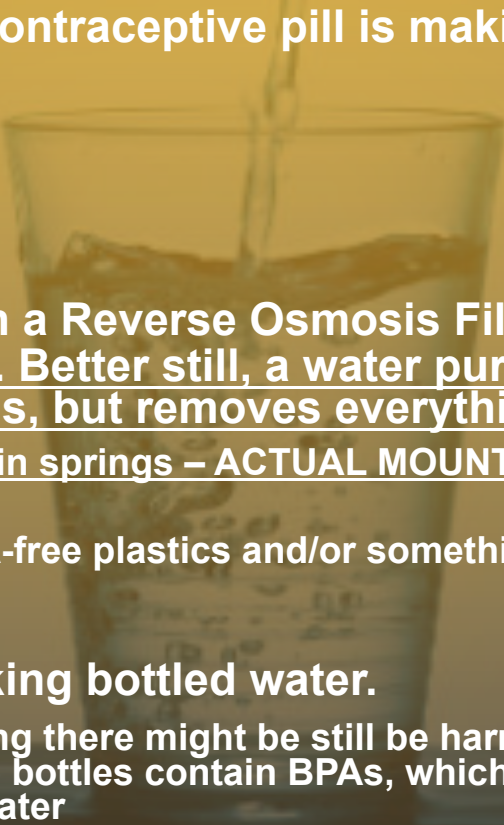
- Genetically Modified Organisms
- Over 75% of processed foods contain GMOs and they're poisoning us.
- If we humans aren't consuming the GMOs directly (which we are), the animals that we eat are being fed GM corn and other GM feed to fatten them up and keep costs low.
- Cows, chicken and beef are raised on corn
- 91% of soybeans are GM, 85% of US corn is GM and 88% of cotton seed is GM. Cotton seed oil is often used in processed foods.
- In Norway, GMOs are forbidden; they are regarded as highly dangerous. In order for GMOs to be approved there, they are required to be sustainable, be a benefit to society and be ethical. They must not pose a health nor environmental risk. They are banned in Norway. Why are they permitted in the US and elsewhere in the world? Think population and money.

GMO OMG - Another one to watch

- Genetically Modified Organisms (GMOs) and herbicides including Round Up, cause major problems with our hormones, liver and kidneys.
- Initial study that led to the approval of the use of Round Up was financed by Monsanto (the manufacturer). It was conducted over just 3 months, and in this time, no defects were detected in the rats.
- French study led by Dr Seralini, found that rats that were exposed to Round Up developed tumors after 5 months. After 12 months, rats had multiple tumors and liver and kidney defects.
- After 24 months, female rats had developed mammary tumors (think breast cancer in women and also men these days). After 24 months, oestrogen levels in male rats had doubled.



Water supply???

- As we saw earlier the female contraceptive pill is making its way into our water supply
 - Animal waste
 - Other drugs
 - Other zenoestrogens
 - Purify your drinking water with a Reverse Osmosis Filter - make sure it's one that replaces minerals. Better still, a water purification system that leaves the minerals, but removes everything else.
 - And / or drink water from mountain springs – ACTUAL MOUNTAIN SPRING WATER! Preferably from glass
 - Carry water in glass bottles / BPA-free plastics and/or something like a Camelbak
 - Careful when it comes to drinking bottled water.
 - Much of it is only purified, meaning there might be still be harmful hormones and chemicals – plus many of the bottles contain BPAs, which release estrogen-mimicking compounds into the water
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Ourselves!

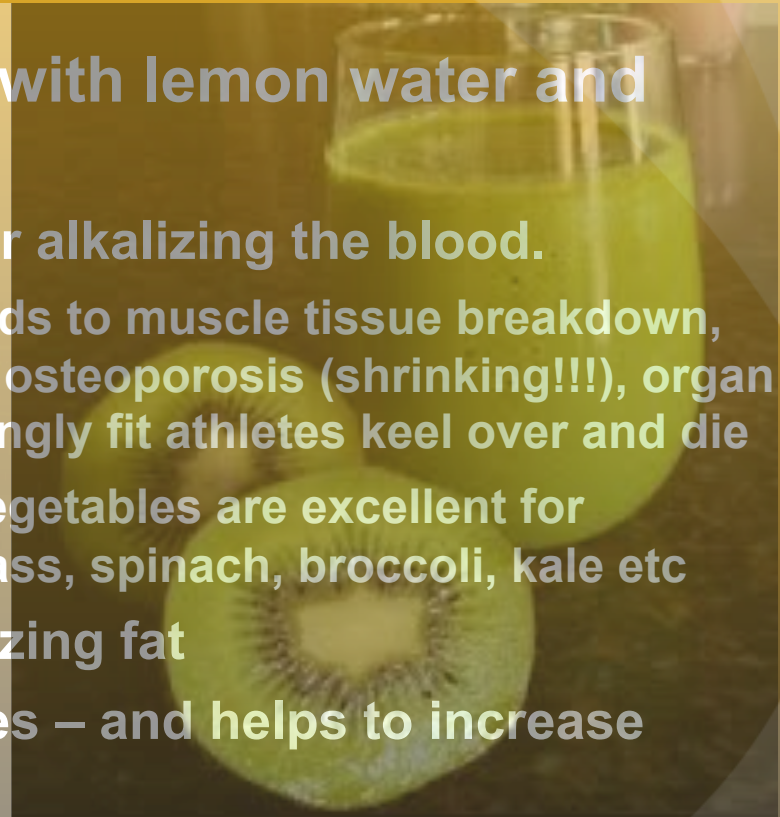
- **Burn belly fat**
 - It contains estrogen and promotes more fat storage
 - It contains the enzyme aromatase, which converts testosterone into two forms of estrogen
 - Become Insulin Sensitive – typical Standard American Diet (SAD) does NOT promote this!!! This leads to Type 2 Diabetes, obesity, high blood pressure and increases your risk of stroke
 - Easiest way to burn belly fat is to switch to a low carb, high fat diet
- **Belly fat is also unsightly – which sabotages your mojo!**

Recap

- Avoid estrogen in food supply
 - Switch to organic as much as is reasonably possible
 - Only eat beef when you know it's grass-fed organic
 - Avoid GMO like The Plague
- Be mindful of your water supply
 - Research hormone-removing filters such as reverse osmosis and make sure it's one that replaces the minerals or doesn't remove the minerals
 - Be weary about bottled water - only buy spring water or from reliable sources
 - Typical filtered water is not good enough as the hormones may still be present

Boost Testosterone Like This

- Alkalize every morning with lemon water and Cayenne Pepper.
- Your body will love you for alkalizing the blood.
 - An acidic environment leads to muscle tissue breakdown, bone density break down, osteoporosis (shrinking!!!), organ problems – it's why seemingly fit athletes keel over and die
 - Green drinks and green vegetables are excellent for alkalizing – think wheatgrass, spinach, broccoli, kale etc
- Supports liver in metabolizing fat
- Helps to balance hormones – and helps to increase **TESTOSTERONE!!**



*And now for something
completely different....*

Psychology For Success

- We are driven by two key driving forces...





THE NEED TO
AVOID **PAIN**



DESIRE TO GAIN
PLEASURE

Why do people give up?

- There's one simple reason why you'll have given up on something in your life thus far
 - You associate more **pain** to taking action (or committing) than you do **pleasure**, or you attach **more pleasure** to **not taking action**, than you do **pain**
 - And / or...you do not attach enough pleasure to your desired outcome (goal) so the pleasure of the outcome does not outweigh the perceived pain of the process
- Past successful event and unsuccessful event example
 - What do you think you focused on to achieve your goal each time?
 - Where was your focus? On the outcome or the process?
- Procrastination example

What's the key to success?

1. Write down every pleasurable reason you can possibly think of for committing to this program and achieving your end result
 1. What do you most want in your life?
 1. Attach these reasons to your universal yearnings including family, love, relationships, safety, well-being, health, finances, career, spirituality & inner growth
2. Write down every painful reason you can think of which will happen if you DON'T achieve your end results
 1. What do you most dread/fear
 1. How will your life be if you don't make changes?
 2. What in your currently life is making you unhappy / unfulfilled / unsuccessful?
 3. Attach these to your deepest universal yearnings

What's the key to success?

- 1) What do you most want? Which goal?
- 2) Declare belief in yourself and your ability to change
- 3) Ask yourself why you want this change
- 4) Explore why more deeply - the motivating factors represented earlier may help - and ask yourself deeper and deeper questions until you exhaust all reasons
- 5) Explore deeper values and emotional drivers and “needs” you yearn by achieving your goal. For example, universal yearnings such as happiness, health, wellbeing, safety, financial security etc)
- 6) What do you most fear in relation to achieving your goal?
 - 1) This may sound odd, but you could ask yourself how you having a massive boost in self-confidence could affect your relationships with family and friends (as an example)
 - 2) Sometimes we fear success without knowing it

What's the key to success?

7) What do you most fear in failing to achieve your goal?

This is one of the best ways to motivate yourself. Most of us are more motivated by fear than we are desire.

8) What do you declare instead for yourself?

This may sound a little “out there” but when you make a declaration, with your hand on your heart, it articulates a new vision for your future. As an example, you may want to declare for yourself that you want to feel confident and have belief in yourself, to be healthy and a positive example for your children

9) What action, big or small, will I commit to start taking from today onwards?

Given that you have a new fitness regime, this should be fairly easy. You need to take action TODAY.

What's the key to success?

10) What affirmations best serve to infuse actions with passion and momentum?

- Now you probably think I have gone nuts! Whilst this is totally out there, try to formulate one or several succinct empowering affirmations which are specific to infusing your particular goals with passion to ac and maintain your momentum
- Turns your goal into a statement which powerfully energizes your optimal emotional states, both for your mind and your body, which you need to support to realise your goal

ACTION STEPS

- Read Mojo Multiplier, the ebook
- Read Fat Loss Motivation; Know Your Reasons, Achieve Your Outcome
- Do the exercises mentioned!
- Cleanse, Alkalize & Energize
 - Start now, from day one, to drink lemon and water every morning - half a liter to a liter with half a fresh organic lemon
 - This cleanses the liver - your fat metabolizing organ and supports it in balancing hormones

ACTION STEPS

- Go Organic!
- Be mindful of your drinking water
- Watch GMO OMG - on Netflix or Amazon
- Email me at support@mojomultiplier.com if you have any questions

ACTION STEPS

I'll leave you with this quote...



The secret of success is learning how to use pain and pleasure instead of having pain and pleasure use you. If you do that, you're in control of your life. If you don't, life controls you.

(Anthony Robbins)

izquotes.com