

**"THE LIONS DEN is the most powerful, life changing mastermind  
I've ever been a part of"  
- Jeff G.**









FROM: SEAN WHALEN

"How the hell do I CHANGE?"

"How the hell do I build a WORK / LIFE balance?"

"How do I enjoy my life and do more FUN THINGS?"

"How do I make more money?"

These were questions I asked myself after I lost \$12,500,000 when the real estate market crashed.

These questions seemed simple, but I didn't have the answers and neither did anyone around me.

I did not have coaches and mentors around to help guide me so I had to learn lessons on my own.

It took me losing my marriage and millions of dollars to understand what I was doing wrong and how to actually do it right.

So if you are someone who wants to make more money, spend more time doing the sh\*t you love with people you love, and actually take control of YOUR LIFE, keep reading...

## WHY DON'T I HAVE WHAT I WANT?

You don't have what you want because you are full of shit.

(how's that for an opening line! If that stings or pisses you off a little, KEEP READING)

Look, most people bang their head against the wall over and over expecting a different result each time (this is the definition of insanity).

It's frustrating as hell really.

I did it for YEARS!

So let me break down a little TRUTH for you:

- **If you knew how to be a MILLIONAIRE, you'd already be one!**
- **If you knew how to get in great shape you'd already be in great shape!**
- **If you knew how to have a home/work balance, you would already have it!**
- **If you knew how to have a better relationship, you'd have already created it!**

THIS IS TRUTH AND YOU KNOW IT!

We can pretend we know everything about BUSINESS, RELATIONSHIPS, PARENTING etc, but the TRUTH is **WE DON'T**.

But we are damn good at **MAKING EXCUSES** why we don't have what we want!

"My divorce"  
"My bankruptcy"  
"My parents"  
"My disease"  
"My depression"  
"My kids"  
"My job"  
"My disability"

The list of EXCUSES is a mile long.

And it's a mile long list of BULLSHIT.

The truth is in this exact moment **you have 2 choices...**

- 1. Keep making the same lame ass excuses and keep getting the same results.**
- 2. Make a fu\*king change!**

I'm not saying you are BROKEN or DAMAGED or in NEED, I'm simply saying that if you say "I'm good" but you don't have what you are wanting, you are lying to yourself.

So what is the **QUICKEST WAY TO CREATE CHANGE AND STOP LYING?**

**FIND SOMEONE WHO IS DOING WHAT YOU WANT TO BE DOING, AND HAVE THEM TEACH YOU HOW THEY ARE DOING IT!**

Think about it, you don't ask your fat friends how to get in shape, you ask the people in shape!

You don't ask your broke friends how to make millions, you ask millionaires!

You don't ask the basketball player how to race cars, you ask a race car driver!

**This is why I created THE LIONS DEN.**

Because **FOR YEARS I LIED** and said "I'm good" when I wasn't, for years **I LIED about what I really wanted** and why I didn't have it.

EVERY WEEK I teach a course inside The Lions Den on how to get results with:

- MAKING MORE MONEY.
- GETTING IN SHAPE.
- BUILDING A STRONG RELATIONSHIP.
- ELIMINATING CHAOS.

Why would you listen to me?

**BECAUSE I HAVE FU\*KING DONE THIS SHIT!**

I made and lost millions.  
I was married then divorced.  
I was suicidal.  
I was depressed.  
I hated my ex wife.  
I scaled businesses.  
I employed hundreds of people.  
I started from scratch.

Pretty much every LIE that could be told, I TOLD!

**And that is why I'M REALLY FU\*KING GOOD AT WHAT I DO.**

Look, you can be a MILLIONAIRE or working a 9-5 job for \$15 an hour.

I've been in both positions.

**But the TRUTH is the TRUTH regardless where you are financially or in life!**

We ALL want to make more money!  
We ALL want to be in better shape!  
We ALL want less chaos and drama!  
We ALL want to stop lying and hiding.

And this is why the hundreds of members inside THE LIONS DEN are killing it.

Because we strip away all the bullshit programming you currently have, help you get CRYSTAL FU\*KING CLEAR on what you want, then we help you BUILD IT!

**Where the hell else are you getting that right now?**

**Getting TRUTH AND CLARITY AND SUPPORT TO BUILD YOUR LIFE AND DREAMS?**

There are:  
FITNESS PROFESSIONALS,  
ENTREPRENEURS,  
FIREFIGHTERS,

POLICE OFFICERS,  
SALES PROFESSIONALS,  
CONSTRUCTION COMPANIES,  
AUTO MECHANICS,  
DIGITAL MARKETERS,  
WEB PROGRAMMERS  
etc in THE LIONS DEN sharing their knowledge and resources.

A tribe of people with their own specialties.  
A tribe of people that when you join The Lions Den becomes YOUR TRIBE.  
A tribe of people that decided they were sick of the rat race and wanted more.

### **SO WHY DOES THIS MATTER TO YOU?**

Because no matter where you are right now, YOU WANT MORE.

It doesn't matter if you are rich or just getting started, a stay at home mom or a firefighter.

### **WE ALL WANT MORE.**

- More money.
- More time.
- More connection.
- More muscle.

You and I both know it and if you said "I'm good" you'd be lying!

I don't care if that offends you, IT IS TRUTH and many times TRUTH stings a little.

THAT IS A GOOD THING!

Maybe you are still asking "well why should I listen to you Sean?"

Look man, I don't have every answer, but I know how to MAKE SHIT HAPPEN because I have risked losing more than most people!

I have taken A LOT of chances! I have won more than I have lost and I HAVE LEARNED along the entire way!

I have built and burned down.  
I have made and lost millions.  
I have battled depression and suicide.  
I have been happily married and miserably divorced.  
I have raised 3 children.  
I have built 2 companies that both made over \$25,000,000 annually.  
I have started 17 companies.  
I have employed over 200 people.  
I have scaled and shrunk companies.  
I have battled with my weight.  
I have spoken in front of THOUSANDS of people.

I have had 5 MMA fights and had my ass kicked.  
I have done 2 Ironman races.

That are just a few of the reasons this group is powerful.

**BECAUSE I BELIEVE IN DOING SHIT, NOT JUST TALKING SHIT!**

I don't say these things to brag or boast, I say them because they are real!

I do not believe in theory or say "HEY TRY THIS, IT MIGHT WORK" if I have not done it.

I teach the sh\*t that WORKS!

And how do I know it works?

**BECAUSE I HAVE PERSONALLY DONE IT.**

Some say "what do you know about marriage, you got divorced!"

Very true. That is why I can help people SEE then AVOID the dumb shit I did.

Some say "you lost millions and went bankrupt!"

Very true. That is why I can help entrepreneurs avoid the pitfalls I did not see when working 20 hours a day while trying to build a family, and at the same time managing 171 employees while trying to scale a company.

**The people who have never FAILED have never taken a risk or a chance.**

**But the people with the most experience and most REAL education are the people who got in the ring and took the risks!**

And I don't need to even know you to know that if you are NOT where you want to be in life, that means NEITHER ARE THE PEOPLE AROUND YOU!

And if they aren't, and you aren't, how the fu\*k do you think you are going to LEARN THE SHIT NEEDED TO GET THERE?!

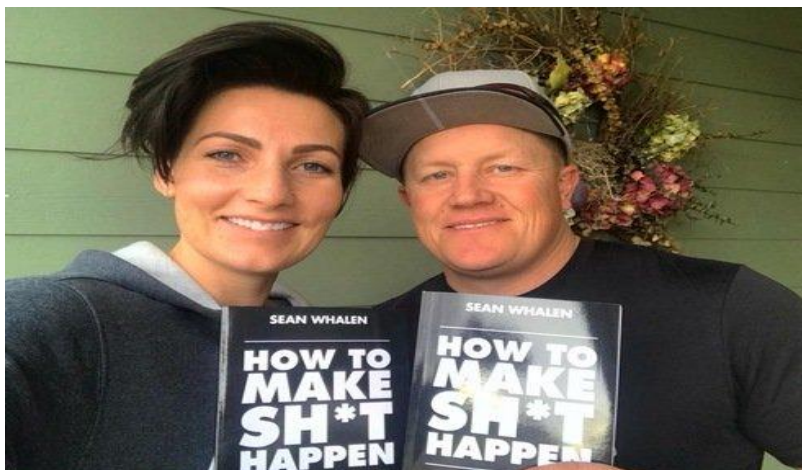
Youtube?  
Social Media?

If that was the case, YOU WOULD ALREADY BE THERE.

So let me share with you EXACTLY what I mean not in my words, but from the members of THE LIONS DEN who joined and have CHANGED THEIR LIFE....



# WHAT DO OUR MEMBERS SAY?



"As a married couple and business owners, THE LIONS DEN has been an incredible investment for us not only personally, but also for our business. We own a gym in Idaho, and the marketing, sales, and systems information we have learned from **THE LIONS DEN has helped us double our membership, double the size of our gym, and double our own income!** The Lions Den is one of the best investments we have ever made.

-Nate & Jennifer



"As a small business owner and coach, I have found every time I need some guidance regardless if it's with my business or personal life, there is literally a dozen people ready and willing to jump on the phone with me any time.

I have never had such a strong group of people in my life that all have the same goals as me. We may be different in age and have different income levels, but we are all working towards mastering our lives through Core 4."

-Jeff

# A TRIBE WILL HELP YOU GET RESULTS FASTER

**You DO NOT need to be a business owner to join.**  
**You DO NOT need to have a college education to join.**  
**You DO NOT need to be a millionaire to join.**

***YOU DO NEED TO WANT TO BUILD A BAD ASS LIFE!***



Richard Novia Jr ► THE LIONS DEN

7 mins ·

I've been here 2 weeks now, and I'm already benefitting from the resources presented here and relationships I'm building in here. I see it in my business, my home life, relationship and working on my body plan now.

It's simple really- USE the information provided. Soak it in. STUDY whatever you can. IMPLEMENT the programs, and follow through. I see where many of you are at and I want to improve to be there too. We pay for it; why not squeeze the opportunity dry of all it has to offer. Thanks **Sean** for building this man.

**#WorthEveryPenny**



Stephen Jon ► THE LIONS DEN

5 hrs · 🌐

The positive energy and knowledge from this group is fucking amazing! I spend more time in this group reading all the kick ass material and comments than I do my regular feed...congrats to everyone I've seen recently making changes for themselves for the better!! Sean, be back in the country Friday, let's chat about coaching brother..actually excited to get back and take everything to the next level!

## HERE'S WHAT YOU GET AS A MEMBER

- + **SECRET FACEBOOK GROUP** for members only. We have a secret group that only members have access to. People are active in the group 24/7 and we have members from all over the world so you can be up at 3am and have a question, post it in the Den and have people helping you with it right away.
- + **HUNDREDS OF EXCLUSIVE TRAINING VIDEOS** on BUSINESS, FITNESS, RELATIONSHIPS, MENTAL CLARITY, ELIMINATING DRAMA, MARKETING, SALES etc. Literally 3+ years worth of trainings and instruction that you have access to 24/7.
- + **LIVE WEEKLY TRAINING w/ SEAN** I do a LIVE TRAINING once a week inside the group. The Trainings are POWERFUL! At the end of the call we have a LIVE Q & A with me to answer all your questions. BUSINESS, FITNESS, RELATIONSHIPS & MENTAL CLARITY.
- + **CORE 4 DAILY STRUCTURE** A daily structure and framework all based around CORE 4, the powerful and life changing system I talked about in my book 'HOW TO MAKE SH\*T HAPPEN.' This is the system that will help YOU eliminate CHAOS & DRAMA and MAKE MORE MONEY!
- + **VIP ACCESS TO LIONS DEN LIVE EVENTS** Every year we do 1-2 LIVE in person trainings where all the members get together for a 2 day training. When we do these events they are reserved exclusively for Lions Den members.
- + **PLANNING AND DAILY SCHEDULING DOCUMENTS.** There is nothing more important than planning and structuring your day. As a member you will get exclusive daily structure information and documents to ensure you WIN.
- + **24/7 ACCESS TO MEMBERS.** As a member you have access to communicate with the entire tribe 24/7 to help you solve problems, answer business questions and get guidance with things happening in your life right now!

# I'M READY TO JOIN

The pictures below are from our LIONS DEN LIVE EVENTS.  
As a member you get EXCLUSIVE ACCESS to this LIVE 2 DAY TRAINING!



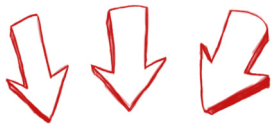








## **MORE OF OUR MEMBERS!**



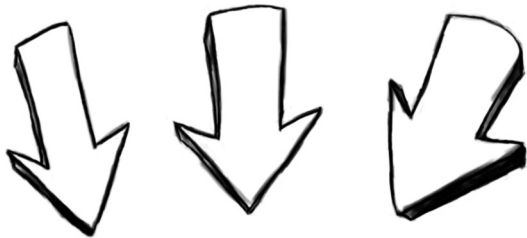
**Jamie Joined The Lions Den 3 Years Ago.**

**"The Lions Den Helped Me Save My Marriage." – Mark**

**"MY BUSINESS HAS DOUBLED SINCE JOINING THE LIONS DEN AND IT'S ON IT'S WAY TO  
TRIPLING." –Nate**



# RIGHT NOW YOU HAVE 2 CHOICES



**1. STAY EXACTLY WHERE YOU ARE AND DO NOTHING.**

or

**2. MAKE A FU\*KING CHANGE!**

One of my favorite quotes is:

**"RADICAL CHANGE REQUIRES RADICAL CHANGE."**

If you have been working hard but not getting RESULTS.

If you have been watching other people get RESULTS.

If you have been "thinking about it" but not TAKING ACTION.

If you are tired of being tired.

If you hang out with losers who don't want to WIN like you do.

**IT'S TIME TO MAKE A FU\*KING CHANGE!**

You have been in this place before.

Where you need to make a decision but instead you make excuses.

"I can't afford it."

"What if it doesn't work?"

"I don't have the time."

"Sean is mean."

"I don't like his beard."

The simple TRUTH is this.

If you have read this far you know you need to join.

It's that simple.

I'm not gonna sugar coat shit for you, that's what mom is for.

Maybe you make big bucks but your marriage is falling apart.

Maybe you are living paycheck to paycheck and are tired of it.

Maybe you are sick and tired of being around shitty people all day.

I don't know what your WHY is right now, but what I do know is this...

**Joining THE LIONS DEN will CHANGE YOUR LIFE.**

So when you click on the red button below...

## **YOU WILL IMMEDIATELY RECEIVE**

- **✓ PRIVATE FACEBOOK GROUP:** Within 24 hours of joining you will be added to a secret Facebook group with over 400+ other members.
- **✓ OVER 250 TRAINING VIDEOS:** 3+ years worth of training videos on BUSINESS, FITNESS, RELATIONSHIPS, MENTAL CLARITY, SYSTEMS, STRUCTURE, HOW TO START A BUSINESS, HOW TO SCALE A BUSINESS etc. Literally HUNDREDS of hours of trainings!
- **✓ ACCESS TO THE NEXT LIVE EVENT:** A private members only LIONS DEN LIVE where hundreds of our members get together for a LIVE 2 day training and networking event!
- **✓ 24/7 ACCESS TO THE GROUP:** This may be one of the most powerful tools you receive in THE LIONS DEN. 24/7 access to every member of the Den for questions, guidance, suggestions and advice. We have multiple multi-millionaires to answer business questions, mothers and fathers to answer parenting questions. Hell, there much I can think of that we inside THE LIONS DEN can't help you with!
- **✓ PLANNING & STRUCTURE DOCUMENTS:** Instant access to CORE 4 daily and weekly planning documents to help you get the most out of your day and achieve the optimum amount of success each and every day!
- **✓ A POWERFUL TRIBE:** You are who your friends are and I can assure you that not only will you find bad ass people to do business with but you will build real friendships with real people when you join.

**CLICK HERE TO JOIN!**

One last thing.

**The best thing I ever did for myself was INVEST IN ME.**

If you are NOT currently spending money on YOUR SKILLSETS what the hell are you thinking?

**HOW THE HELL DO YOU THINK YOU ARE GOING TO CHANGE?**

Without learning new SKILLS you WILL keep doing the same shit over and over!

Without surrounding yourself with new people, you will keep getting the same bad advise.

When you join THE LIONS DEN you are instantly surrounded by bad ass people who can help you.

You INSTANTLY have access to HUNDREDS OF TRAINING VIDEOS on how to make more money, help your relationships, get in better shape etc.

**YOU CAN INSTANTLY START CREATING THE CHANGE YOU FU\*KING WANT!**

TODAY! NOW! Not next week or month, RIGHT FU\*KING NOW!

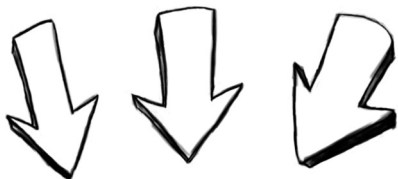
MAKE A CHANGE NOW!

If you already had the answers you'd already have the RESULTS and you sure as shit would not have kept reading this far, so quit fu\*king lying to yourself, and **CLICK ON THE RED BUTTON BELOW AND JOIN US!**

*Sean*

P.S. Every day that goes by is a day you are either CLOSER or FURTHER AWAY from where you want to be. It's that simple. By joining the Lions Den TODAY you are literally jumping on a train that will help you get where you want to be NOW vs being in the same spot 60 days from now.





**[CLICK HERE TO JOIN!](#)**