

Dear you, thanks for registering your interest in [eso reo].

This is your welcome pack. Or as I like to think of it, a personal letter that gives you a peek into what [eso reo] is, who it is for, and how it works.

I am your guide, Turndog. I'm here to help you figure out if this experience is what you need. Our mission is a simple one: **to help you build your purpose-driven business without feeling like it's driving you into the ground.**

To help you take back time and control.

To help you go a mile deep with those you serve.

To help you *fill your own cup*, so you can be there for those that need you.

To help you escape the *hustle* and never look back!

We strive to ensure you transcend the status quo so you can truly live life on your terms. No more striving for someone else's version of success. No more ticking boxes or *getting in line*. No more comparing yourself to someone else. This is about you doing you; *being* you.

Awaken. Ascend. Evolve.

and then...TRANSCEND.

This is the process we focus on within [eso reo].

Whatever growth you aspire to requires you to awaken, ascend, and evolve.

To question your current situation and ask if this is how you want it to be. If it is, you can choose to roll over and go back to sleep. If not, you can go *beyond the pale* and make changes.

It's a choice... your choice.

A few years ago, it's one I had to make myself.



"I'm pregnant"... two simple words that changed everything.

My heart sank. I was happy and excited, don't get me wrong. Yet... you know, also completely and utterly terrified!

Life was good. At least, it was better than it used to be. I finally had good clients, a more consistent income, and a business riding the wave of momentum.

Each month, we hit new goals.

No longer surviving... we were thriving!

Yet all that changed when I heard those two words. Not because we would soon have a daughter, but because I knew deep down the life I lived wasn't sustainable.

You see, each morning I woke up and turned on my laptop. Still in bed, I would check emails, complete a few tasks, and quickly get ready.

I'd then work non-stop until six... seven... eight o'clock in the evening.

In bed again, I'd continue tapping away as my now pregnant partner lay beside me. Too often, I worked weekends -- but even if I didn't I couldn't get work off my mind.

I had a reason, of course. At least, this is what I kept telling myself (and my partner). *I desired success. a good life. a better life for my family; both now and in the future...*

Yet I made sacrifices in the pursuit of all this: *time, energy, my relationships*. The constant in my life was busyness. I always had something to do. I worked for myself and was building my own business. But it was during this time I realized it owned me; not the other way around.

My heart sank once more. This isn't why I took the leap and left my job. I did so for freedom. Yet I felt less free than ever before. I was stuck.

Imprisoned in a prison I built for myself.

So I took some time to think and reflect, the first time in a long-long time. It didn't take me long to realize I not only had to double my income (*which felt possible*) but also halve my workload (*which felt impossible*) if I was to be even a half-decent and present father.

At first, I felt hopeless and destined to fail. Yet then something surprising happened... relief.

Even though I would soon have a new mouth to feed, I felt relief because I realized how much needless pressure I'd put myself under; how I'd been working longer and harder than I had to; how most of this work wasn't essential or even worthwhile; how I said yes to things (and people) I should have said no to; how I was stuck in the *hustle*, exhausted and on the brink of burnout.

Worst of all, I realized I'd pursued a version of success that meant nothing to me. *That I had fallen in line and tried to become the person I presumed I needed to be.*

So when I say those two words "*I'm pregnant*" changed everything, I mean it. Just not in the bad sense. They saved my life and changed how I lived it.

Within a matter of months I:

- More than halved my workload

- Made significantly more money than ever before
- Stressed less, worried less, felt less pressure
- Improved my health, made time for myself (and for those I love)
- Changed the direction of my business (*and overall purpose*)
- Learned to say “no” and appreciate what a HELL YES looks like!

Those two all-important words forced me to question my situation. I realized I wasn't in a bad place, per se... just not the one I desired.

I just assumed it was the only way because we're taught to work hard and study hard and do more than the person next to us... to *hustle* hard and burn that midnight oil!!

it's how successful people become successful, right?!?

No. This is not true.

A good work ethic, yes.

But one centered around working long and hard for the sake of it...? Hell no!!

I made a new choice, drew a line in the sand, and never looked back.

Yet I soon realized the place I was in wasn't rare... most people I met were stuck there.

overworked, overstressed, struggling to keep up, and stuck inside a prison they made for themselves; business owners that were “owned” by their business... like me, pursuing someone else's version of success.

My daughter forced me to awake, ascend, and evolve.

I will always be thankful to her for that. But forever annoyed at waiting so long. It's this that ignited the [eso reo] experience, and it is this that continues to fuel it now and in the future.

What is [eso reo]

Pronounced *esso rio*, it translates into “inner flow”, and that is what's at the heart of this unique experience. We're an elite growth-minded, soul-centered community here to help you transcend the status quo.

It's about creating a true alignment between your Personal and Professional self so you no longer have to pursue work/life balance and can instead commit to a **Whole Life Balance**.

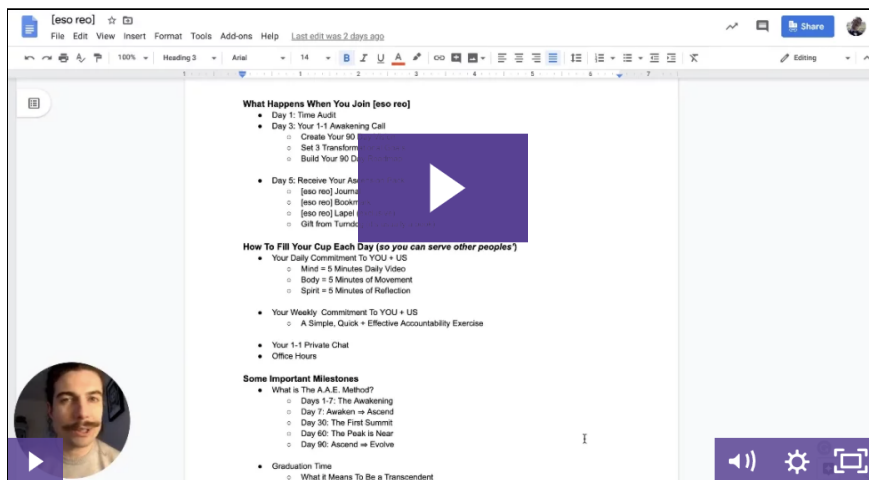
There are three essential elements to this:

1: **COMMUNITY**: [eso reo] is a safe haven for purpose-driven entrepreneurs, authors, coaches, and consultants committed to going a mile deep with those they serve (instead of only scratching the surface). It's a place where we share ideas, mentor each other, keep one another accountable, and support the other in our ascension up the mountainside.

2: **GUIDANCE:** as well as guidance from your fellow [eso reo] members, you get continuous help from me and my team. There is no out-of-the-box solution to your situation. We are here to give you the support you need when you need it. Through coaching, mentorship, friendship, and more... we're here to guide you on your way as you ascend up and beyond.

3: **TRAINING:** from the guest experts we invite into our community to provide their unique knowledge and insight, to your exclusive access into *The Vault* (which houses hundreds of exercises, challenges, masterclasses, interviews, and more...), and special invites to our real-world retreats and getaways... we offer an array of practical training that aids your personal and professional growth.

There's more that goes into the [eso reo] experience, which this video covers in greater detail...



If you'd like the full tour of what happens when you join [eso reo]...

As well as key milestones
A full list of features
AND other unique gifts...

[=> Watch This Now <=](#)

Whereas if you prefer to read, here are the key highlights:

- **The 90 Day Ascension Plan & Roadmap:** starting with a Time Audit and continuing with a 1-1 call where we carefully craft your 90 Day Plan+Goals, we create the roadmap you need so you can regain time and make instant progress.
- **Your 90 Day Ascension Pack:** this heartfelt package comes complete with a beautiful [eso reo] journal--*among other gifts*-- so you can record your thoughts, track your progress, and reflect each day.
- **The Daily Practice:** the key to success is consistency, which is why everything we focus on inside [eso reo] centers around a few (simple) daily practices that help you fill your cup and take back control of your life.
- **Weekly Accountability:** your situation is unique and the goals you set will change over time. What remains constant throughout is the importance of accountability. We'll teach you how to keep yourself accountable, but we'll also remain by your side each step of the way--ensuring you achieve what you set out to.

- **Continuous Guidance & Support:** we promise to make the first 90 days inside of [eso reo] truly transformational. But the help and support we offer don't end after this period. We continue to guide you up the mountainside with coaching, calls, mentorship & more.
- **Real-World Events & Retreats:** community sits at the heart of this entire experience, and as good as the virtual world is, it's not the same as meeting someone in person. We want to get to know you on a deep level and to connect you with your fellow members. These events and retreats are unlike any other, as we'll discuss on our call.
- **Graduation into *The Transcendents*:** after you complete the first 90 days--*and assuming you commit to the promise you make*--we invite you into the inner circle where you get to collaborate with other members that have gone through the same experience as you--this is when the real magic begins!

There's more to this unique experience, as the above video dives into. The reason I've sent you this letter is to explore this further with me.

If you feel like [eso reo] is the transformational experience you need, I encourage you to [Schedule an Exploration Call](#) so we can interview one another and figure out if you're a good fit for "this" -- and if "this" is right for you.

Not only can you schedule your call on [this page](#), but hear about the transformational experiences other [eso reo] members have already gone through (and continue to). Our community is at the heart of this experience, and it's one I'm honored to share with you.

The [eso reo] FAQ

Before I bid you fare-thee-well, I'd like to share a few common questions I hear and the answers I give. If you still have a question about me or the [eso reo] experience, we likely cover it below.

If not, I invite you to ask yours at T@Turndog.co

Why is [eso reo] different from other programs, courses, and masterminds?

[eso reo] is a private sanctuary that will never be open to the masses. That's the case now, and that will remain the case as we move into the future. Right now we're watering the seeds so this community can flourish with incredible minds committed to a purposeful mission.

[eso reo] is a culture: a culture of *Transcendents* who know and understand the value of evolution and becoming more than who we believe we have the potential to be.

This whole experience is about going DEEP. You won't find any life hacks or quick fixes here. This is about diving deep so you can create real transformation.

Who is [eso reo] for?

[eso reo] is for the soul-driven entrepreneur who has a purpose and is on the way to achieving or has achieved it but knows there's more to life than the *hustle*. They want time for themselves

and the relationships they cherish. And they want to stop feeling like they've created 6-figure employee positions for themselves, rather than a purpose-driven legacy.

What is the daily time commitment needed?

You'll need to commit to only 15 minutes a day to help begin building your powerful Mind+Body+Spirit Trifecta of change. This is a low-burden commitment because the changes you experience in [eso reo] are designed to be high-impact that affect more than one area of your life at a time.

What is the Vault?

The Vault is a library of various content that members have access to, ensuring you have the support you need for changes in things like mindset, productivity, and achievement. The content is not mandatory, but it's there in case you want to sit in on presentations that have been created to help you create change.

What is the investment to become a member of [eso reo]?

[eso reo] is a paid community that consists of an initial program fee and an ongoing monthly membership. To learn more about our current fees and schedule a complimentary exploration call, visit: www.esoreo.com/enroll

Of course, money is only part of your investment.

The most important kind is your time and **commitment** to this community.

You get out what you put in, which is why we interview one another before any next steps.

What if I find that [eso reo] is not for me?

Hopefully, since we are interviewing each other before you join, you are a "HELL YES" and already know it's for you. However, sometimes things do happen and they don't work out. If that's the case, we cannot offer a money-back guarantee as the foundational work will have already been laid down. However, we will cancel your ongoing membership fee.

Will there be workshops and classes to attend?

Sometimes we may have a workshop or class or a guest expert. Attendance isn't mandatory and recordings of workshops and classes will be housed in the Vault for later viewing.

Is this a virtual community and program?

Much of this experience takes place online, as this is the most efficient way to work with you. HOWEVER, we do run certain real-world events, retreats, and getaways so we can bring you and your fellow [eso reo] members together while simultaneously treating you to extraordinary situations designed to fuel your mind, body, and spirit.

We talk more about these retreats on our [exploration call](#) ...

If you have any other questions, please send them to T@Turndog.co

Better yet, why not make a note of them so we can discuss them on our call.

[This Exploration Call](#) is a chance for us to interview one another, ensuring you are a good fit for [eso reo] and so we (and "this") is a good fit for you.

I personally regret waiting as long as I did to implement the techniques, exercises, and way of life I would love to share with you. It took those two words, *I'm pregnant*, to open my eyes.

You don't have to wait to open yours... you can choose to do so right now.

Here's to your transcendence,

Turndog

[\(schedule your call now\)](#)