



**5**

**DAY**

***Accountability  
Challenge***

***HEROSE EDGE | WEAREHEROSE.COM***

# **FROM PRISON TO PROSPERITY**

Long before HeRose was created, Sammy the founder of HeRose was at the lowest and darkest place. He was in prison and almost totally destroyed his life. Here is the story in Sammy's words:

*A mentor once told me that: I am a force. It is my daily decision to choose if I will be a force for good, or a force for evil. April 2012 my entire life changed. I was pulled over and arrested for driving under the influence of alcohol. I spent a long fourteen hours in a jail cell, not knowing when I was going to be released. That night I almost lost the most important person to me. My then girlfriend and I had been together since freshman year of high school and we were not doing so well. We literally had a fight right before I left that night. Our relationship, like other areas of my life was on the rocks. I was lost, I was alone, I was distracted, I had no purpose.*

*That night was extremely difficult to accept as reality. I looked around and saw twenty other men, all there for different reasons in a room with one toilet and one sink. I could not believe it, I asked myself, how the heck did I get here? I'm not suppose to be here. I'm not a criminal. Yet, the reality was as distinct and gross as the smell of that cell. I did something that night that I had not done for a while, I prayed, I prayed all night long. I asked for forgiveness, I was thankful I did not kill myself or anyone else, I desperately prayed that the love of my life would not leave me. I desired two things that night, the love and embrace of my God and my girlfriend. That night I made a promise to FIGHT. I promised to get back up and fight to be a force for good every single day.*

*During that time I was seeking pleasure and not purpose. I was surrounding myself with other men who were doing the same and were not willing to push themselves or me forward into our best selves. I was complacent with the status quo and the slow fade into mediocrity and average began to engulf me.*

## **A PROMISED FULFILLED**

*Up until that night I thought I was strong enough to put myself in any situation and always do the right thing. I learned that the villain in me is always ready to take over. So, following through on my promise, I woke up and fought everyday against the villain, by applying the daily disciplines and habits of what is now the HeRose Edge. It was a long journey and honestly I don't believe it will ever be over. Along the way I learned that I could not sustain on this journey alone and so I formed HeRose The Men's Mastermind. I am thankful that I realized that alone I am human and vulnerable to my inner villain but together, with men striving for better we can be HeRose.*

*This is hard for me to share because, I am suppose to be a leader and an example for so many men. I still am a little ashamed of the choices I made leading up to that night, but now I am thankful, because that night gave me a second chance to live on purpose. I want you to know the truth so that you can believe that no matter what you are going through, your story is not over. More importantly, I want you to know you have the power to write your story every day. Will you be a force for good or evil?*

*I now live a life that seems unbelievable, well at least to that version of me that was in the cell on that night. By being shown unconditional love from those closest to me, I was given strength, peace, and a fight to journey deep within myself to discover what it would take to live out the hero version of myself daily. Thanks to the HeRose Edge my highschool sweetheart and I are now married with three amazing daughters that I deeply know and love. I gained the courage to start and pursue my purpose in business and we are living a fulfilling life! I pray that the HeRose Edge can do for you, what it does for me daily. I love you brother and I am here for you, heck, we are all here for you!*



# BEFORE YOU START

01

**Take ownership! For your choices. Without ownership, true change can't happen.**

03

**Use the 5 day tracker and increase your ability to be accountable.**

02

**Be patient with the process. The focus with the HeRose Edge is progress not perfection.**

04

**Invite another man to be your accountability partner and join you on this habit building journey.**

05

**Make a promise to yourself, to your family and hopefully to an accountability partner to get up everyday and**



# FIGHT

# GET THE EDGE

We created the HeRose Edge to experience Whole Man Success. In HeRose we believe a whole man is made up of six areas, or as we like to call them, The Super Six:



**HEALTH**



**WEALTH**



**RELATIONSHIPS**



**SPIRITUAL**



**MENTAL**



**ADVENTURE**

## *Let's Get Started*

The HeRose Edge habits are a set of customizable habits that are intended to be done daily. We use the word H.E.R.O.S.E as an acronym correlated to the Super Six areas of life. Since the Super Six areas of life are general categories, each man's actual habit for that letter and day may vary.

For example, in the "H"eart habit which represents the Relationships area of the Super Six, my actual task or habit changes daily. One day I will have "spend intentional time with wife" and the next day I might have, "call mom and check in on her". The letter is a prompt for you to take action in that Super Six area of life.



# H.E.R.O.S.E

As men we are called to succeed in all these areas of life. When men do not take care of themselves we encounter two problems. We can run on empty and burn out. We can also grow resentful because we are constantly serving others, while our needs are not being met. Use these daily habits to get the edge in life and combat these two problems.

## ***Best Way to Use the HeRose Edge***

Our suggestion would be to come up with goals for all of your Super Six areas of life and write those down. Then based on those goals and the timeframe in which you want to achieve those goals, break down smaller weekly and daily actions into HeRose Edge habits, that need to be done to get you to your goal. Look to next pages for a detailed definition of the H.E.R.O.S.E edge, some examples and for 5 days of a free fillable tracker of the HeRose Edge daily habits.

### **An example:**

#### **Heart - Relationships**

Goal: Increase quality and quantity time with wife

Habit: Spend 30 minutes of undivided time with wife. Go on weekly date nights

#### **Energy - Health**

Goal: Lose 5 pounds Health

Habit: Eat at a caloric deficit daily and run for 30 minutes daily

#### **Renew - Mental**

Goal: Improve my skills as a father & become a better public speaker

Habit: Read 15 min from the Dad book & listen to 15 min podcast on public speaking

#### **Own - Wealth**

Goal: Increase my income by \$500 monthly

Habit: Create a abundance focused affirmation statement and schedule time to complete my top 3 work task daily

#### **Source - Soul**

Goal: Deepen my relationship with my God

Habit: Read scripture and pray 15 min daily

#### **Endeavour - Adventure**

Goal: To complete a 3 mile hike

Habit: Do small walks daily increasing the distance with each day



# H.E.R.O.S.E

## **H**ear - (Relationships): Do 1 serving task for a relationship in your life

- It is important to engage actively and lovingly in our relationships. This task could simply be a text message or a call to a loved one letting them know you appreciate them. Choose a task that serves a relationship and do it, daily.

## **E**nergy - (Health): Complete 30 min and daily nutrition plan

- Before you start the 5 day challenge take some time to select a nutrition plan you want to stick to. The important thing is not the plan, the important thing is that you stick to the plan.

## **R**enew - (Mental): Read 15 min & Listen 15 min (self improvement)

- We all know how valuable the right information can be in our lives. Set aside 30 minutes to read that book or listen to that podcast you have been meaning to complete.

## **O**wnership - (Wealth): Affirmation statement & 3 key action items

- Write an affirmation statement stating in present tense positive statements about yourself and your work. For example, "I am the best at what I do" or "I am confident and composed when I speak". Then take 5 minutes to choose the 3 most important task that must be completed today, yes just 3 and write them down.

## **S**ource - (Soul): Pray and or meditate for 15 min

- Everyman is only as good as where he seeks to recharge his power. Take 15 minutes to pray and or meditate to recharge your soul and your purpose in life!

## **E**ndeavor - (Adventure): Do one activity that is adventurous to you

- As men we can be caught on the busy trap of life. For these next 5 days, make it a point to add some fun and adventure to your life. This could be as simple as going for a hike or sitting outside for lunch.



# HEROSE EDGE EXAMPLE

**“MOST PEOPLE’S STRATEGY TO ACHIEVE MORE IS TO DO MORE. BUT WHEN YOU FOCUS ON BECOMING MORE YOU FIND THAT YOU CAN ACHIEVE MORE BY DOING LESS”**

**-HAL ELROD**

## Monday Jan. 21, 2022

Heart  *Intentional 30 min time with wife*

Energy  *30 min workout*

Renew  *Read biz book 15 min & listen to podcast 15 min*

Own  *Read daily affirmation & write 3 main task*

Source  *Pray 15 min*

Endeavour  *Walk with family after dinner*

# **HEROSE EDGE**

## **SUPER SIX GOALS**

**"THE TROUBLE WITH NOT HAVING A GOAL IS THAT YOU CAN SPEND YOUR LIFE RUNNING UP AND DOWN THE FIELD AND NEVER SCORE."  
-BILL COPELAND**

### **Heart - Relationships**

**Goal:**

### **Energy - Health**

**Goal:**

### **Renew - Mental**

**Goal:**

### **Ownership - Wealth**

**Goal:**

### **Source - Spiritual**

**Goal:**

### **Endeavour - Adventure**

**Goal:**



# HEROSE EDGE DAY 1

**"SOMEDAY WILL NEVER COME, TAKE ACTION TODAY. ANYONE CAN DO ANYTHING ONCE."**

**-SAMMY VILLANUEVA**

Date:

Heart

Energy

Renew

Own

Source

Endeavour



# HEROSE EDGE DAY 2

**"WE ARE WHAT WE REPEATEDLY DO. EXCELLENCE, THEN, IS NOT AN ACT, BUT A HABIT."**

**—WILL DURANT**

Date:

Heart

Energy

Renew

Own

Source

Endeavour

# HEROSE EDGE DAY 3

**"THE ONLY PERSON YOU ARE DESTINED TO  
BECOME IS THE PERSON YOU DECIDE TO BE."**

**—RALPH WALDO EMERSON**

Date:

Heart

Energy

Renew

Own

Source

Endeavour

# HEROSE EDGE DAY 4

**“SUCCESSFUL PEOPLE DO WHATEVER IT TAKES TO GET THE JOB DONE, WHETHER OR NOT THEY FEEL LIKE IT.”**

**—JEFF OLSON,**

Date:

Heart

Energy

Renew

Own

Source

Endeavour

# HEROSE EDGE DAY 5

**"FIRST FORGET INSPIRATION. HABIT IS MORE DEPENDABLE. HABIT WILL SUSTAIN YOU WHETHER YOU'RE INSPIRED OR NOT."**

**-OCTAVIA BUTLER**

Date:

Heart

Energy

Renew

Own

Source

Endeavour



## ***Together We Are HeRose***

HeRose was formed with the foundational principle and belief that men should **NOT** have to choose one area of life to succeed in while sacrificing the rest. We don't want men who will kill it in the marketplace while killing the relationships in their lives, or worse yet, killing themselves with horrible health choices.

At HeRose we do not claim to be experts in all of the Super Six Areas of life. What sets us apart from anything even remotely close to other men's' groups is that we are committed to your success as a whole man.

## ***Will You Rise to Join HeRose?***

We bring together men, just like yourself, who desire the "whole man" success. And we incorporate the two secrets that have always granted success and significance: Consistency and Accountability.

Join men, just like yourself, as we journey through the HeRose Transformation Path. We will transform how we view ourselves, how we view our lives, and how we serve the world. Keep us updated on the 5 Day Accountability Facebook group by clicking the button below!

**5 Day Challenge FB  
Group**

*HeRose*  
TIRED OF ALMOST.