Start Living the James Bond Lifestyle Today

1. Start building your James Bond body
2. Eat real food
3. Get a haircut and shave
4. Upgrade your wardrobe
5. Improve your attitude
6. Learn a useful skill
7. Embrace discomfort
Build Your James Bond Body

Becoming 007 starts with building your body. Physical transformation will have a positive effect on your overall health, sense of style, and confidence.

You can get started immediately with no equipment other than your body weight.

To get started, focus on pullups/chinups, pushups, and squats in a 1x, 2x, and 3x ratio. The program is designed as a Monday/Wednesday/Friday program, so you’ll do:

- 3 rounds on Monday, 4 rounds on Wednesday, and 5 rounds on Friday.
- Add 1 pullup, 2 pushups, and 3 squats each week, then repeat the sequence.
- Once you can complete the full 5 rounds of 10 pullups, 20 pushups, and 30 squats, you can move forward to more advanced training.

Don’t worry about getting your “cardio” in when you’re starting out. First you need to get stronger. This bodyweight workout program will do more for you than countless miles spent on the treadmill. If you must run or swim, focus on sprints, speed work, or technique drills, but don't overdo it.
### Build Your James Bond Body

<table>
<thead>
<tr>
<th></th>
<th>Monday: 3 rounds</th>
<th>Wednesday: 4 rounds</th>
<th>Friday: 5 rounds</th>
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</thead>
</table>
| **Level 1** | 1 pullup  
2 pushups  
3 squats | 1 chinup  
2 pushups  
3 squats | 1 pullup  
2 pushups  
3 squats |
| **Level 2** | 2 chinups  
4 pushups  
6 squats | 2 pullups  
4 pushups  
6 squats | 2 chinups  
4 pushups  
6 squats |
| **Level 9** | 9 pullups  
18 pushups  
27 squats | 9 chinups  
18 pushups  
27 squats | 9 pullups  
18 pushups  
27 squats |
| **Level 10** | 10 chinups  
20 pushups  
30 squats | 10 pullups  
20 pushups  
30 squats | 10 chinups  
20 pushups  
30 squats |

Continue adding 1 pullup, 2 pushups, and 3 squats each week...

Continue the bodyweight workout program until you can consistently complete 5 rounds of 10 pullups, 20 pushups, and 30 squats without stopping to rest between rounds.
James Bond doesn’t skimp on the finer things, and that includes what he eats. You won’t find Bond pigging out on TV dinners, fast food, or sodas. You shouldn’t either. Focus on real food.

- **Go to the pantry and remove everything that is in a box, bag, or can.** Soda, juice, cookies, bread, pasta, refined vegetable oils, margarine: get rid of all processed foods.
- **Eat meat, poultry, fish, and vegetables** in any quantity you want, as often as you want.
- Some nuts, berries, and fruits are okay.
- **If you’re trying to lose weight, keep starches such as potatoes, beans, and rice to a minimum.** If you’re trying to put on muscle, eat these foods only after you workout.
- **Eat more good fat** – grass fed or pastured animals, butter, avocados, coconut and olive oil.
- **Eat when you’re hungry. Eat until you’re full. Then stop.**
- If you’re not already an excellent cook, learn how to become one. **Alton Brown’s I’m Just Here for the Food** and **Tim Ferriss’ 4-Hour Chef** are good starting points.
The first thing anybody will ever notice about you is how you look and how well-groomed you are. It’s time to get rid of the shaggy hair and five o’clock shadow, goatee, or hipster beard. **You should be as at-home in the boardroom as you are at the beach; that means a sophisticated, clean-shaven look.**

Living like Bond means looking the part.

- Get on [Yelp](https://www.yelp.com) or Google and find the best-reviewed barber shop in your area. Book an appointment as soon as possible.

- **Most men look great with a short, low maintenance haircut.** Aim for a short to medium length on top, with short and tapered sides and back so it blends with the top. If there’s a specific look you’re going for, it helps to bring in a picture for reference. Stick to a style that fits your hair type.
  - If you’re balding, don’t try to comb it over or hide it. Get a buzz cut or shave it bald.

- After the haircut comes the shave. Most men have no idea what a good shave is; it’s time you find out.
  - At the very least, **ditch the electric and go back to a blade and premium shaving cream.**
  - Better yet, step up your game by going old school - **wet shave with a double-edge razor and shaving soap.**
Always dressed for the occasion, Bond’s style is functional and fashionable. Replace worn out clothes, scraggly t-shirts, and faded or baggy jeans with a stylish wardrobe that works well together. Focus on fit, and don’t buy one-off pieces.

Build a “style system” where every article of clothing pairs well with most others.

- **Clean out your closet.** Remove items that are too big or small, are faded or torn, or you haven’t worn in the past six months.
- **Get your remaining wardrobe tailored to fit better.** Most men wear clothes a full size too big.
  - A good tailor will be able to affordably alter your remaining wardrobe.
- **Purchase staple pieces that all work together.**
  - Dark denim jeans, wool slacks, quality t-shirts and polo shirts, fitted dress shirts, and a blazer.
  - Every piece should work well with the rest of your wardrobe, making you look well put together.
- If you own mostly athletic or sporty styles, invest in something more substantial. Leave athletic wear for exercising and sports.
  - **Get quality leather shoes and a matching belt.**
  - Sunglasses, look for aviators, wayfarers, or half-frame glasses
  - For watches, ditch the rubber and plastic. **Choose metal and leather for a clean, sophisticated look.**
- Focus your early efforts on casual clothing that is forgiving to changes in body composition.

  Don’t spend hundreds or thousands on suits that won’t fit as you progress in your physical training.
Bond is known for his confidence. That attitude is built upon his skill of always knowing what’s going on around him and being prepared for any situation. Whether he’s scoping out the lay of the land, or seducing a beautiful woman, Bond’s situational awareness and social skills give him the self-confidence he’s known for.

- **Improve your body language.** Perfecting your posture immediately increases your confidence. Stand up straight, make eye contact, smile, and greet people with a firm handshake.
- **Enhance your situational awareness.** Put down the phone. Pay attention to your surroundings. On the road, what is happening in front of you and behind you? In the restaurant, theater, or bar, where are the exits? Watch situations as they develop and be prepared to act. You don’t have to always be on guard, but you should never be tuned out, or you’ll get caught by surprise.
- **Get over your approach anxiety.** Overcome the fear of talking to new people by going out and talking to as many people, in as many situations as possible. Men, women, groups. Talk to everyone.
- **Your eyes are your most powerful weapon.** Very few men make enough or even proper eye contact. Start making eye contact with everybody you meet. At the office, at the bar, grocery shopping – look everybody in the eye. If you’re not rapt by the incredible power you can wield with your eyes, you’re not making enough or proper eye contact.
What sets Bond apart from other men is his ability to handle himself in any situation. The ultimate Jack of all trades, Bond may not be the best at any one discipline, but he’s better than most in many different areas. If there is a particular skill you’ve been wanting to learn, but haven’t tried it yet, then make a plan and start learning today.

Break out of your comfort zone and learn something new.

- **Learn first aid.** First aid training may one day save your life or that of someone you love. Your local [Red Cross](https://www.redcross.org) will have an introductory class that will take one evening and costs around than $100.
- **Learn how to swim and get comfortable in the water.** Knowing how to swim and being comfortable in the water are an essential part of living like 007. Sign up for the [Total Immersion](https://www.totalimmersion.com) program and start practicing.
- **Learn a second (or third, or fourth) language.** Learn a language that you can use regularly – Americans are probably better off learning Spanish than jumping right into Russian or Chinese. Go all-in with [Benny Lewis’ Fluent in 3 Months program](https://www.fluentin3months.com) or use the proven combination of [Pimsleur audio programs](https://www.pimsleur.com) plus [Lonely Planet phrasebooks](https://www.lonelyplanet.com) to put your training on autopilot.
- **Learn self defense.** Find a mixed martial arts (MMA) or boxing gym in your area and enroll in a class. The first lesson or two are usually free, so try multiple gyms before picking one you like and stick with it.
You need to step outside of your comfort zone to truly live the James Bond lifestyle. Living life to the fullest means taking risks, and stepping up your game. Here are some ideas:

- Many guys have no problem talking to some people, but clam up near exquisite women or powerful men. Step up your game: **make it a point to talk to as many beautiful or powerful people you can.**
- Instead of sitting back at work, **take on a new project or assume new responsibilities.** Ask for the raise that comes with it.
- If you have a hobby, **step up your game.** If you’re a skier who is only confident on blue runs, start hitting the blacks. If you’re a recreational runner, get a coach and start training to set your personal record in a race. If you’re a scuba diver, enroll in a course like [GUE-Fundamentals](#) which will challenge you to get better.
- If you’ve been thinking about a new business idea, or branching out on your own, **go for it.** Develop your idea, test it against friends or existing customers, and jump in with both feet.
- Embracing discomfort is not about taking stupid risks, but if you’re not risking anything, you’re not pushing hard enough.

**Make a decision, draft a plan, and get to work.**
Get Started Today!

- Take 5 minutes to get online and find the best rated barber shop in your area. Call and make the earliest appointment possible.
- If you want to get started with learning a new skill, don’t procrastinate. Book your first training session, order your materials, or otherwise make a commitment to start now.
- Complete the first bodyweight workout.
- Shower. Shave.
- Go to your closet. Filter out everything old and put it in a bag to donate to Goodwill or a homeless shelter.
- Go to your pantry and bag up all the junk food.
- Put on the nicest, best fitting clothes you have.
- Go shopping. Buy a steak and some vegetables for dinner tonight.
- While you’re out, stop and talk to three complete strangers. Look them in the eye and smile.
- Head home, cook dinner, and relax. It’s been a productive day.

Congratulations on beginning your journey, Mr. Bond.