



HERO

BE A HERO

ALESSIO FAVARETTO

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All inquiries should be made to info.beahero@gmail.com.

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HERO



Edited by ¹²³⁴⁵⁶⁷⁸⁹⁰

Publisher **BEA HERO™**

I want to take this occasion to deeply thank you my whole family, colleagues, mentors, and friends for their support in all my endeavors.

To all the individuals I have had the opportunity to lead, be led by, or watch their leadership from afar, I want to say thank you for being the inspiration and foundation of this book.

Thank you to Daniel Chadeyras, Eros Favaretto, Daniele Cattai, Alessandro Favaretto,..... and Mark for their constructive advice.

At last, I want to thank my editorand my publishing team for doing such a great job.

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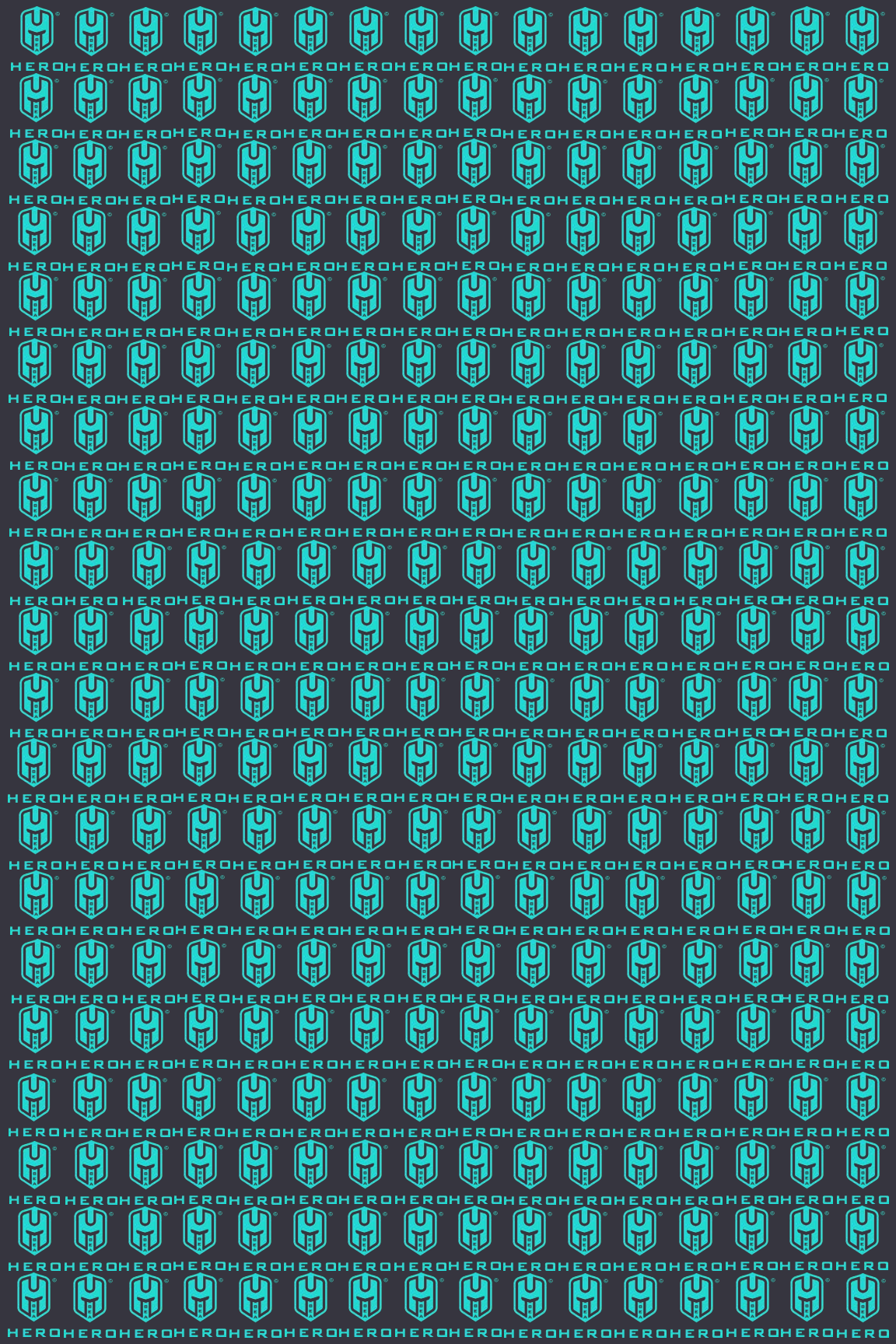






I came, I saw,
I conquered.

JULIUS CAESAR
FORMER ROMAN CONSUL





INTRODUCTION

Book Add-ons



For paper books:
Use your phone camera to scan the QR code. It will take you to the coded link.



For eBooks:
Place the pointer over the tag, and the reference opens the direct link.



I'm a reference tag. Click me and I will send you to the online link.





HERO

A vertical dotted line descends from the bottom center of the word 'HERO', and a horizontal dotted line extends from the left side of the bottom of this vertical line.

My Wish

My first wish is for you to **become a Hero-in-the-making.**

I will often use this expression in this book to describe the process of your transformational journey where, if successful, you will be able to grow beyond any **challenge** life may present.

To fast track your journey I will equip you with the most effective tools, strategies and attitude taught by the best people I discovered.

For now, remember that **nothing, other than yourself, can ever stop you in achieving your true purpose.**

As you already know life is not a linear road. It has many problems and traps on the way. But did you ever consider that every problem is a temporary situation?

It requires you to become bigger than your problem, and guess who has **the solution? Other people.**

Yes, someone has the missing link you're looking for. So, if you can dream it, you can achieve it.

As a tip I want to recommend you not be hard on yourself, even if you are smart, ambitious or strong, an army, a team of hundred people will always be more likely to succeed.

So, focus on reaching out when you wrinkle in. When you will have mastered this book, you will truly be unstoppable.

You already have one advantage and that is that the destiny has placed this book on your hands.

So, if you're willing to accept the challenge, with a bit of discipline, I can already picture you taking the time to develop your passions, to learn more, to be more and to help more.

Finally, you will achieve the skill-set to be whoever you want, to do what ever you want, and to go wherever you want.

You will know how to make things happen and, at that point you will spread your good values, your experiences to create even more, fantasize more, or build something extraordinary. You will have the confidence to take that class, go to that workshop, apply for that high job position, learn that sport, date that gorgeous lady or man.

The world needs more art, more music, more laugh, more passion, more love, **more...you.**

So, let's begin your Hero journey.

My second and last wish is to **leave this planet better than we found it**. We have no right to steal from new generations' future. History has been a b*tch! And I believe that **the primary cause** of this lies on one element, **corruption**.

We must liberate the world of this human disease that has infected everything from big companies, which sponsor politicians, own the press, the law enforcement, to the justice departments, and it goes on and on all the way to how our education system works and the use of LEGAL language. Follow the money and you will find the truth.

Which truth?

The truth that's often silenced by the use of fear tactics, distractions, propaganda, bias fact checkers, trans-humanism world population and resources control agendas, all sponsored by the same few billionaires who control most of the world's wealth and play the gods of this earth.

Result?

Our freedoms are dissipating under our noses, inalienable human rights becoming privileges, our body no longer our choice, our privacy gone, our thoughts the instrument of artificial intelligent logarithm coded to outsmart us, making us a disposable liability to "reset," with AI deciding our destiny.

As I am writing this book we are at the gate of a World War III, with nuclear warheads able to turn this blue planet into dust.

This is the mentality of the little minded power-grab psychopath that we are dealing with, who fight for a gram of sand and a drop of oil when we have an abundant galaxy above our heads at our disposal.

War War I cost \$208 billions, War War II cost \$4 trillions, in 2020 warfare expenditure was almost \$2 trillion, so you do the math and tell me where would we be by now If we invested those money in something useful that empower humans instead of diminishing us?

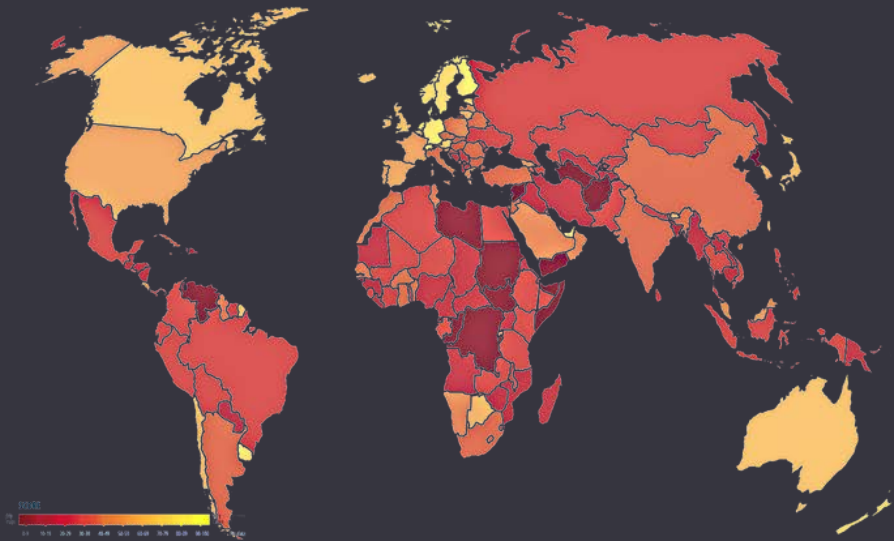


Follow the money, and
you'll find the Mafia.

GIOVANNI FALCONE
ITALIAN JUDGE



Corruption Rank by Country



BY TRADING ECONOMICS
DECEMBER 2021

1
Trading Economics
Online, Corruption
by Country,
Dec 2021.

The challenges that we are facing in this life time are enormous, and all I **demand from you is to become your absolute best!**

You, me, us we must become untouchable. We must not longer be afraid to do what's right, to embrace the truth, to ask the question, and to seek justice. How?

We must grow the heart of a lion, the skin of a rhino and the vision of an eagle to become the antidote of corruption.

So, no longer be afraid to do what's right, no longer fear the voices of the past, no longer accept what the establishment or someone behind a TV says without proper proof, the truth requires questions to be answered not censured, and justice be done.

You, young men, do not loose your masculinity elements, defending and protecting is in your core. Awake your inbuilt courage like a roar.

You, young women, you are stronger than men. There is a "wo" added to your noun. You are the goddesses of this planet, your amiable nourishing spirit is what will save us and lead the way.

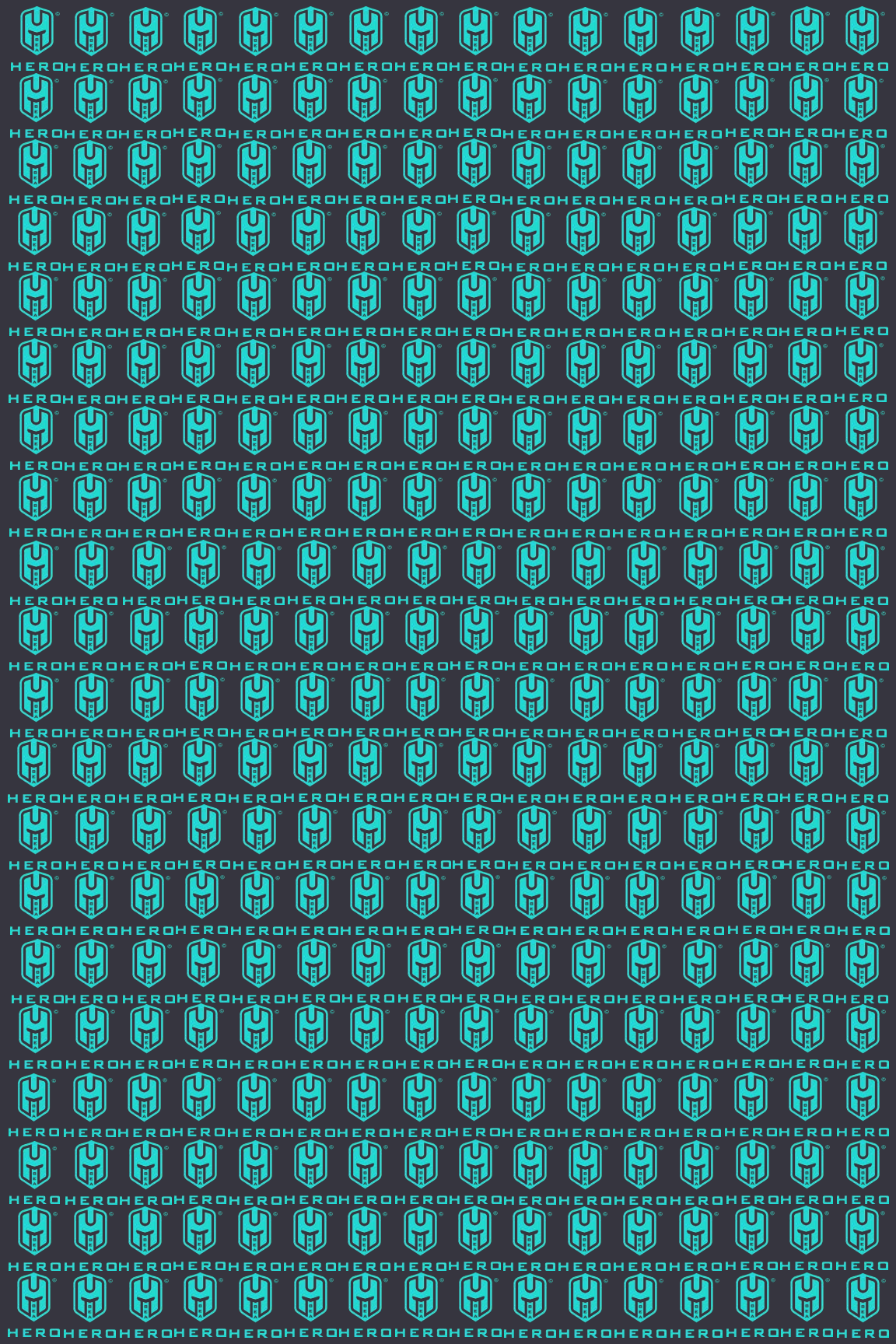
We "only get one life, make it count." I will forever endorse you as my Hero.

Now, without further due, it's time for you to become a legend.



Alessio Favaretto

BEA HERO Founder





CHAPTER 1:
WHY
BE A HERO?

The meaning of Hero

What distinguishes a Hero from others? A Hero is generally defined as someone who sacrifices his or her life for the life of another; someone who risks everything and takes action to save someone else's life.

But what about your own life?

The instant you **dare to follow your dreams**, to swim against the current, to navigate uncharted waters, to **pursue what you believe** is worth living for, to conquer your purpose, aren't you **becoming a Hero-in-the-making?**

Sooner or later you **will grow strong** enough to conquer your quest. By doing so, you'd have **transformed your life** from darkness to light, from despair to accomplishment, from pain to joyfulness, and something very magical will happen.

The moment your dreams come true you directly or indirectly become a source of influence to others. Thanks to **your success** a flame of inspiration **will ignite other peoples' hearts**. They too will begin to see the light of infinite possibilities, and instead of continuing on just existing, you just redeemed their living spirit.

Thanks to you, **many will now be able to envision their purpose, transform their lives, and become another Hero-in-the-making**. You must understand that greatness originates from one another. This is what makes us human. No empire nor great mission was ever conquered or achieved without assistance from others.

So what are you waiting for?
Be a Hero!



HERO



2
The Hero's Journey
according to
Joseph Campbell
2016



2

Assistance

The Hero needs some help, probably someone older, wiser

3

Departure

The Hero crosses the threshold from the old safe world to the new special, adventurous world

Results

The enemies are defeated, bow, or keep chasing the Hero

1

Call To Adventure

Through an invitation, a challenge, a mysterious message

4

Trials

The Hero is challenged to take action, solve a riddle, fight a monster,

7

Treasure

The Hero claims its rewards, special recognition

8

0

Status Quo

All Hero's journey begins in the ordinary world "existing state"

5

Fighting the Dragon

The Hero has to breakthrough its worst fear

6

Crisis

The Hero faces a crisis, possibly even dies only to be reborn

12

Sharing

The Hero shares its experience and knowledge

9

10

New Life

The quest has changed the Hero and outgrow is old life

Return

After all that adventure the Hero returns to its ordinary world

11

Resolution

The Hero obtains a new role in society and its expertised put to use

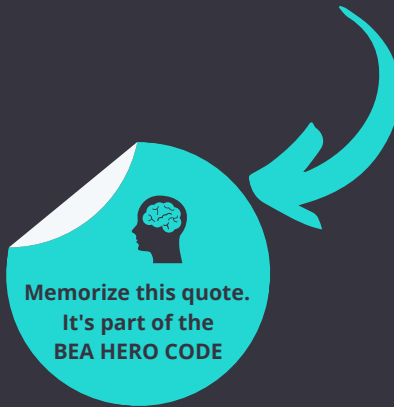




Why are we here?
To grow and make a
difference.



BEA HERO CODE



Memorize this quote.
It's part of the
BEA HERO CODE



1st Milestone Quiz

This is the first of a series of milestone quiz you'll be undertaking throughout this book. Choose the most correct answer according to the BEA HERO™'s teaching. Then, undertake the official quiz online on our website using the link or the QR code.

We'll follow your progress step by step and issuing you at the end the official BEA HERO™ badge and certificate.



2
1st Milestone Test.
Beahero.world

Q1. What defines a Hero?

- a) What others think of me.
- b) Someone who is courageous.
- c) Someone who saved someone else's life.

Q2. Could you indirectly save someone's life?

- a) Yes.
- b) No, it's impossible.

Q3. What happens the moment your dream comes true?

- a) Most people will be jealous and just think that I'm special.
- b) I will inspire other people to pursue their dreams too.
- c) You will most likely tell people not to chase their dreams.

Q4. What does the term "Hero-in-the-making" refer to?

- a) Someone who is willing to conquer their purpose despite the risks.
- b) Someone who feels important.
- c) Someone who follows the traditional path against his or her will.
- d) Someone who listen and does what other people say.

Q5. What's the correct answer to the BEA HERO Code: "Why Are We Here?"

- a) To be happy and fulfilled.
- b) To grow and make a difference.
- c) To be different and unique.

Q6. What's the quote of Joseph Campbell in the previous Hero's journey video?

- a) Every hero has one thousand faces.
- b) The cave you fear to enter holds your treasure.
- c) To be different and unique.
- d) The privilege of a lifetime is being who you are.

Q7. Can you remember the sequence of the Hero's journey according to J. Campbell?

- a) Status Quo, Assistance, Trials, Call to Adventure, Departure, Return, New Life.
- b) Departure, Fighting your Dragon, Trials, Treasure, New Life, Status Quo...
- c) Call to Adventure, Assistance, Departure, Trials, Crisis, Treasure, Return...

The BEA HERO Emblem

As you probably already know, **symbols are a powerful influence.** Road signs for example are symbols with simple meanings. Others have deeper ones. In their own way symbols are a powerful gate to the deeper and less conscious levels of human experience. They can even evoke profound emotions and memories.

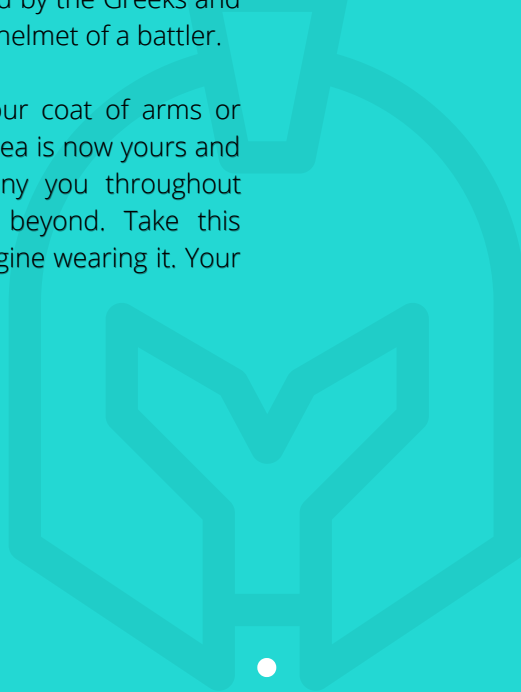
The word "logo" originates from Greek "*Logos*" - meaning "reason". So at **BEA HERO™** I created **a logo resembling the image of a Galea helmet**, inspired by the Greeks and Romans, as the helmet of a battler.

Think of it as our coat of arms or insignia. This galea is now yours and it will accompany you throughout this book and beyond. Take this helmet and imagine wearing it. Your head is inside.

When you look this logo, you are looking back at you, **it officially symbolizes the Hero's journey.**

This galea is here to protect you, to mystify your enemy and to hide your weaknesses. Treasure it as self proof of your transformational phase, and as a charm of good fortune.

"Erit Heros" translated from Latin as "Be a Hero" it's our motto, and the short sentence encapsulating our ideal as individuals and as a growing community.





HERO

The Diamond Hero

There is going to arrive a time, when you no longer need an helmet, or a insignia, to claim who you truly are, an invincible human been.

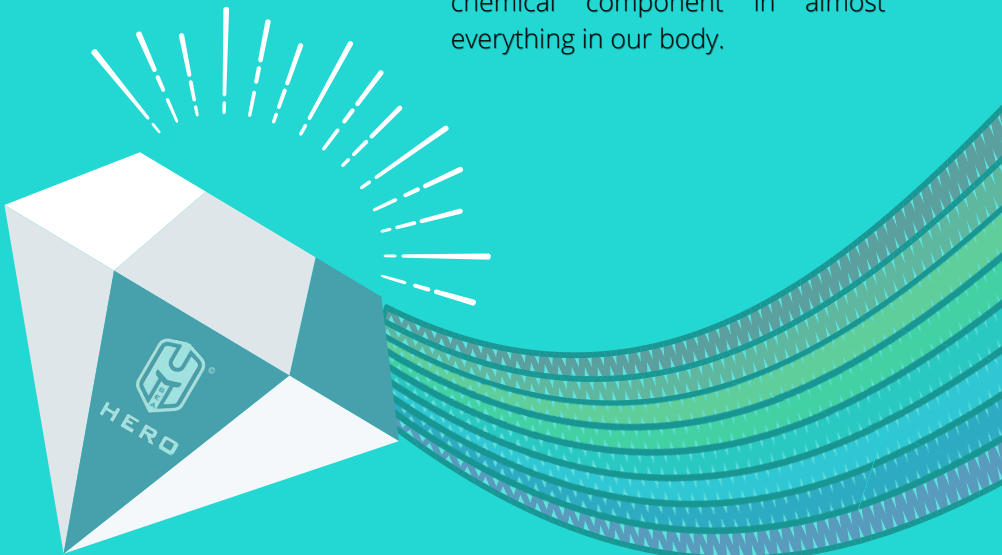
At which point you'll have breakthrough what I metaphorically classify as the **diamond Hero**.

A diamond has many powerful properties, and reaching this symbolic Hero's title means having **become unconquerable, committed to your purpose, and true to oneself**. The energy that you'll radiate to others will be an enriching force of inspiration, riches, and intellectual knowledge.

Most of your prominence won't be egocentric, it will come from reflecting the sparkle in other's eyes, the brilliance in other's hearts, the splendid multicolor spectrum of other's imagination mantle and ingenuity, only to uncover that **what we perform in life for others echos in eternity**.

What most people don't know is that every diamond was originally a piece of carbon; and what's even more awakening is that our human body is made eighteen per cent of this same element.

In fact, it will be impossible for life to exist without carbon, as it's the main chemical component in almost everything in our body.





What if you are a piece of carbon in the process of shining like a diamond?

What transforms carbon into diamonds? Three elements: extreme heat, extreme pressure, and time. The same way that it will take you, **extreme passion, extreme tenacity, and extreme patience** in your Hero's journey to rip apart all deceptions, only to discover the truth in the purest form of a diamond.

Where does this journey begin?

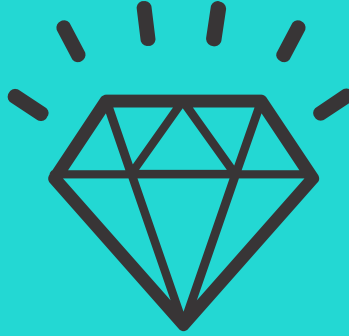
For diamonds it starts hundred miles underneath the earth surface, so is **your transformation**, which will take place very **deep within yourself, afar from the eyes of the world.**

How diamonds can be found?

Once formed from deep within the Earth's mantle, diamonds find their way to the surface through violent volcanic eruptions, while many others still remain deep down waiting for their moment to shine.

Similarly, it may or may not occur in your lifetime to ever reach the sky, despite that be prepared as your moment could arise at anytime.

Thus, **let yourself embrace your true essence** because your atoms are already spinning, since your inception, for greatness, and perfection.



How can we become a Hero?
By following the map to
greatness.

BEA HERO CODE



2nd Milestone Quiz



3

2nd Milestone Test.
Beahero.world

This is the first of a series of milestone quiz you'll be undertaking throughout this book. Choose the most correct answer according to the BEA HERO's teaching. Then, undertake the official quiz online on our website using the link or the QR code.

We'll follow your progress step by step and issuing you at the end the official BEA HERO badge certificate.

Q1. What visual features represent the BEA HERO logo?

- a) It resembles the image of a galea helmet.
- b) It's a cool mask.
- c) It's a big letter "H" in the form of a face.

Q2. Do you remember the origins of the Greek word "Logo"?

- a) It was a Greek god.
- b) It means "picture."
- c) It means "reason."

Q3. Why the BEA HERO™ logo was created?

- a) As a symbol to identify the brand.
- b) As a symbol representing my Hero's journey and to protect me on the way.
- c) Primarily as a symbol of good charm.

Q4. What's the correct answer to the BEA HERO Code: "How can we become a Hero?"

- a) By following other heroes.
- b) By following the map to greatness.
- c) By following the motto "Erit Heros".

Q5. What's intended by the metaphoric title of a "Diamond" Hero?

- a) A Hero who has become unconquerable, committed and truthful.
- b) A Hero who has breakthrough all fears.
- c) A Hero who has reached high intellectual intelligence above many.
- d) A Hero who echoes extreme ego.

Q6. Where does the personal growth to "diamond" mostly occurs in a Hero?

- a) Eternally until it is revealed.
- b) Deep withing the inner self, afar from the outside eyes.
- c) Through the reflection and sparkle in other's people.
- d) From the echoes of extreme ego.

Q7. What does it take to form a diamond?

- a) Three billions years.
- b) Atoms of carbon that are violently erupted by volcanoes.
- c) Carbon subject to extreme temperature, pressure, and a long period of time.



Life has no
limitations, except
the one you make.

LES BROWN
AMERICAN MOTIVATIONAL SPEAKER



HERO

Let's recap...

INTRODUCTION: MY WISH

- Making you unstoppable
- If you can dream it you can achieve it
- Reach out to other people when seeking a solution
- The world needs more you
- Leave this planet better than we found it
- Stop all forms of human corruption
- Become untouchable
- Become your absolute best!

CHAPTER 1: WHY BE A HERO?

- What defines a hero?
- Following your dreams makes you a hero in the making
- Conquering your quest enriches your life and inspire others to follow their purpose
- Thanks to you others will turn into hero-in-the-making
- Greatness originates from one another
- The Hero's Journey by J. Campbell (Video)

The BEA HERO™ Emblem

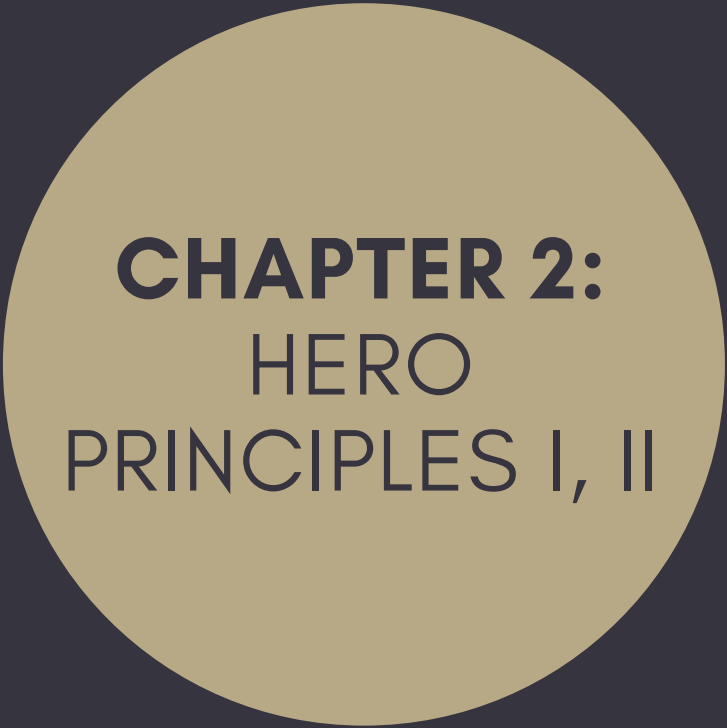
- It resembles your "galea" helmet
- It will protect you, mystify your enemy, and shield your weaknesses
- It's a self proof of your transformation phase
- It's a charm of good fortune
- It's the 1st element symbolizing your journey as a Hero-in-the-making
- "*Herit Heros*" from latin "Be A Hero" is our motto

The Diamond Hero

- Unconquerable, committed, and true to oneself
- Retraces the properties and journey of diamonds
- Requires extreme passion, tenacity, and patience
- What shines through life echoes in eternity







CHAPTER 2:
HERO
PRINCIPLES I, II

Humanistic Approach



Since the ultimate purpose of this book is to craft you into a hero, there are five main principles that will need to take place in order for that to happen.

The **first principle** is to instilled in our **Hero humanistic approach**.

BEA HERO™ is not about making a dollar from a book or a t-shirt. Neither is here for the short term like many businesses nowadays have set a misleading standard for ethical and profit driven behaviors.

I am sure you too would agree with the tons of misleading information we are fed everyday, not to say that our politicians are leading by example.

Nevertheless, despite living in a world with the most PhD and highly educated academics in record history, we are destroying this planet in many ways at an exponential rate never seen before, making going to Mars a priority. Why am I saying this?

Because this book won't show you a way to be more educated, it will show you a **method to be more human**.

A humanistic approach **it's not selfish**. Look at what selfishness has brought us so far, our method is to **cross pollinate and empower anyone**, and it's an absolute honor if through this book you can establish your path, your transformation journey to enhance your future, and the future of other people's lives.

Yes, one day I want to be able to read your book, or hear your testimonials on TED talk show, or magazine.

As, we have learnt earlier as Heroes-in-the-making, we will be directly or indirectly inspire other people. As such, at any moment, if you feel like inviting another friend to this legendary process, or a version of your own, do it.

Talk about it, stretch the boundaries of possibilities, create a cyclonic synergy around you. Remember that if "two or three people agree on a common purpose nothing is impossible" - Jim Rohn.

A humanistic approach is what will make you become a Hero for the greater good.



Talent wins games, but
teamwork and
intelligence wins
championships.

MICHAEL JORDAN
AMERICAN BASKETBALL PLAYER



Human Emotions

The **second principle is to teach you how to master** the strongest human force on Earth: **human emotions.**

You must know that "emotion is motion" and it's **the invisible force that impacts the quality of our lives.**

Our two million years old brain, since the beginning of time, it's coded to create a meaning for everything that happens in our lives. When a meaning is given, whether true or not, **the mind produces an emotional tone of all our experiences and feelings.**

But while the **brain looks for a meaning,** you must know that **you are the orchestrator** of those meanings **whom determines your emotion and feelings.**

So, grand part of **this book will help you shift the meaning you give** to experiences, such as training you to **shift from fear's beliefs to habits of competence,** from blaming others to take responsibility, from self doubt to self confidence, from self sabotage to self conquer, from negative behaviors to powerful habits and other essential tools to be successful and experience true happiness.

But first **you must decide** whether you want to go on living as a thermometer or a thermostat. A thermometer reflects the external circumstances, a thermostat set its desire temperature and works around to achieve it.



The successful warrior
is the average men,
with laser-like focus.

BRUCE LEE
ACTOR MARTIAL ARTIST



Your emotions are the slaves to your thoughts, and you are the slave to your emotions.

ELIZABETH GILBERT
AMERICAN JOURNALIST

If you are up to the test, **this book is going to impart these teaching in an interactive way, through exercises and challenges.** Each one may challenge your current beliefs and harvest better ones. Some people learn about these practices in a lifetime, but not you. You are not going to waste any more time.

So, use this book as a workbook and a manual, practice its techniques, review them, write your own thoughts in the notes sections, get others involved, talk about what you are learning. You're not alone. Begin to apply the concept of synergy and humanistic approach right away.

Remember that nothing really great was built by one individual alone. Part of what makes us humans, the top of the food chain, is that we communicate, we connect, we build trust, we are curious, we care, we dream and we learn from each other.

We're undoubtedly super powerful beings, but it's how we use these powers that determines the outcome of our future. So mastering your emotions and building an "emotional fitness"⁴ is our top priority. **Meaning determines your emotions, your emotions determines the quality of your life.**³

3
How to Master Your Emotions?
Ep.1 EMOTION.
Tony Robbins.



What happens every day?
Everyday we get better and
better everyday.

BEA HERO™ CODE



3rd Milestone Quiz

Choose the most correct answer according to the BEA HERO. When you're ready undertake your official quiz online on our website using the link or QR code.



5

3rd Milestone Test.
Beahero.world

Q1. What's the first principle of BEA HERO™ journey?

- a) To transform you into an invincible legend.
- b) To develop a humanistic approach.
- c) To conquer your fears.

Q2. In BEA HERO™'s terms: what does it mean "humanistic approach"?

- a) A method that puts you at the center.
- b) A method to empower anyone for the greater good.
- c) A method to gain better education.
- d) A method to take advantage of people.

Q3. What's the second principle of the BEA HERO™'s journey?

- a) To transform negative thoughts into positive.
- b) To ignore your weak feelings and focus on the now.
- c) To master human emotions.
- d) To master your brain cognitive process.

Q4. How does our brain give meaning to the things that happen to us?

- a) By selecting what is true and eliminating what is false.
- b) By looking for more information based on our past and logic.
- c) By attaching to every experience an emotion or feeling.

Q5. What or whom determines the ultimate meaning you give to an experience?

- a) I do.
- b) My level of fear versus my confidence.
- c) The people around me.
- d) My past experiences.

Q6. In the BEA HERO™'s code what's the correct answer to the question "What happens everyday?"

- a) Everyday is my lucky day.
- b) Everyday we live to the fullest.
- c) Everyday we get better, and better every day.
- d) Everyday is a gift.

Q7. What does Tony Robbins mean about building an "emotional fitness"?

- a) That we must test our emotional fears to unlock our limits.
- b) That everyday you need to feed your brain with positive emotions.
- c) That the quality of our life depends on the meaning we give to emotions.
- d) That life is challenging, thus you must to make your emotional barrier stronger.



The gift of emotion is
sacred. It is what makes
us human.

TONY ROBBINS
AMERICAN COACH & AUTHOR



HERO

Let's recap...

CHAPTER 2: HERO PRINCIPLES I, II

- Becoming a legend requires five principles

1) Adapt A Humanistic Approach

- Move from selfishness to cross-pollination
- Enhance your life; be more human
- Nothing is impossible once you create synergy
- Changing people life will make you a legend

2) Master Your Human Emotions

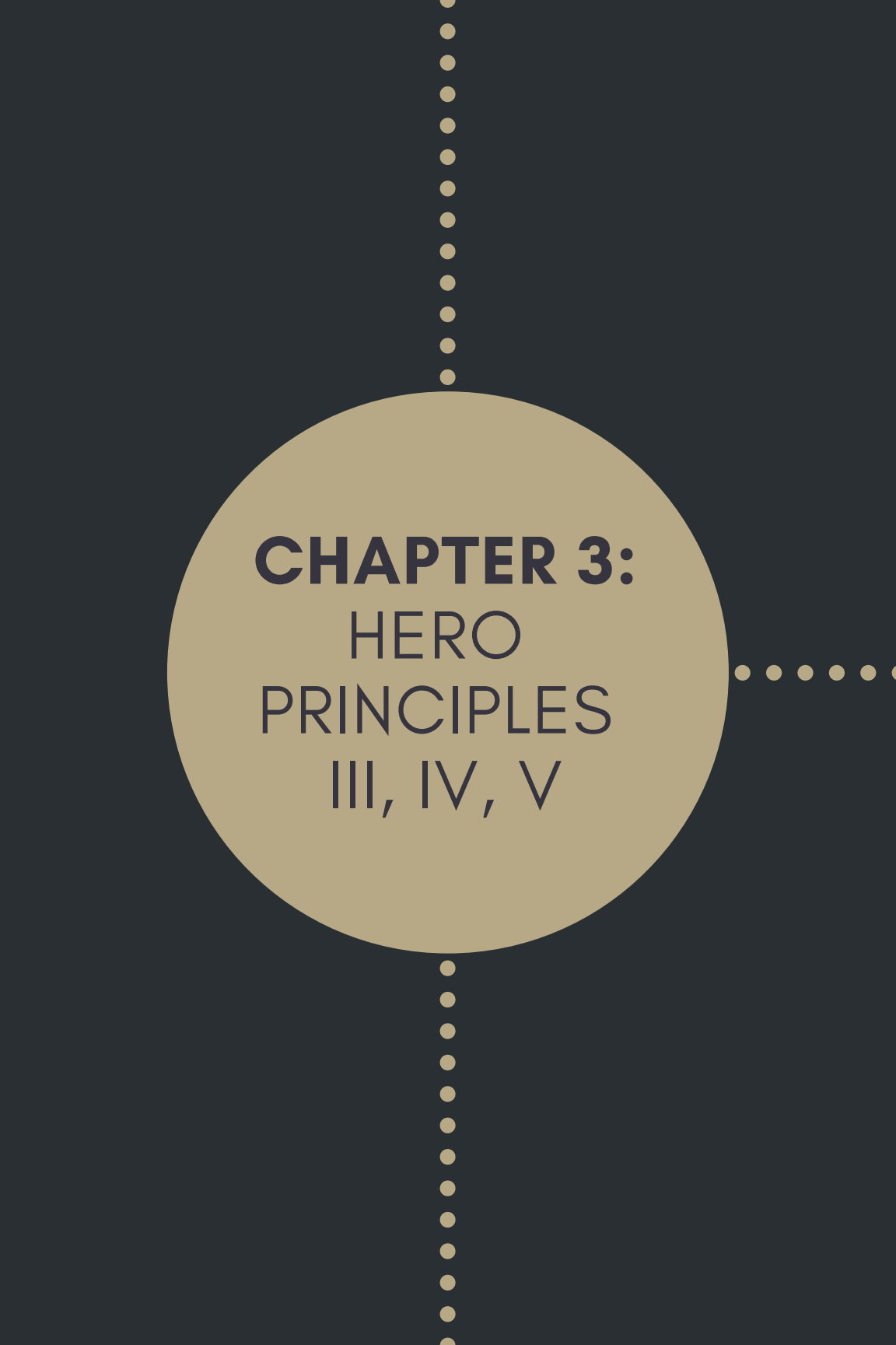
- Human emotion is the most powerful, and invisible force that impacts the quality of our lives
- You are the architect of the meaning you give to events
- Master meaning and you master your emotions
- Master your emotion and you master your life
- Decide if you want to live as a thermometer or a thermostat?

ABOUT THIS BOOK

- Grand part of this book is presented in a interrogative way through exercises and quizzes
- Use this book as a workbook and a manual







CHAPTER 3:
HERO
PRINCIPLES
III, IV, V

Science of Achievement

The third principle is to empower you with effective methods to **master** one of the most important skills in life, the **science of achievement**.

Success leaves clues. In fact, there is a science for being successful in business, fitness, or relationships. Many books have been written on success, although how come that the majority of people still struggle to achieve their desire results. Why?

Logically it makes no sense, but don't forget, as we mention in principle two, the core drive of humans is emotions, not logic.

At BEA HERO™ we constantly strive to improve and find what works best. Thus, the methods I am sharing are a combination of my personal experiences as well as some of the world's best gurus on the subject who I discovered on the way.

For example, Tony Robbins describes that to achieve anything there is a three main step process.⁴

Step 1: What do you want?

What's your specific outcome?

Step 2: Why do you want it?

What's your purpose, your reasons? Clarifying what you want it's a must to **activate your emotional feelings**. As Tony suggests "it's not discipline that kills dreams, it's having impotent goals, goals that have no power to move you in any shape or form."⁵

Step 3: How to achieve it?

Create a massive action plan, something that makes success inevitable.

So, the habits of blaming something or someone for your inaction; or identifying failures as a dead end instead of a detour, will soon be over, why? Because you are becoming a Hero-in-the-making, and there is not going back.

You can apply the science of achievement towards your body, emotion, relationship, time, career, finance, spirituality..etc.

4

Science of Achievement & Art of Fulfillment.
Tony Robbins.
Youtube link

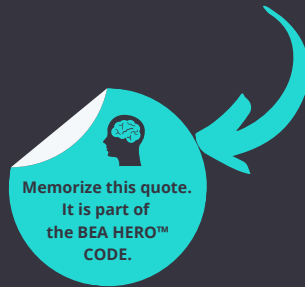
5

Rapid Planning Method (RPM).
Tony Robbins.
PDF.



What do you have total
control of?
My dreams.

BEA HERO CODE™



Art of Fulfillment

The fourth principle is mastering the **art of fulfillment.**

While it is important to be successful at the same time there is another essential skill to master **in order to create a meaningful life,** known as the art of fulfillment.

It's an art because **it's different for everyone,** but without fulfillment, no matter what you will achieve, you will never feel truly happy.

Success doesn't mean ultimate fulfillment. Research shows how the top champions in the world, or the wealthier people on earth, or anyone who is incredible successful, yet can remain unhappy and discontented.

Only by learning the art of fulfillment we can create lasting happiness.

To begin this process, anyone willing to embark in the BEA HERO's journey will be asked to undertake the Oath of Heroes. This is a solemn proceeding aimed to honor your heart. As you'll discover later, this Oath represents your first mark towards mastering your fulfillment and emotions.

The Oath of Heroes also contains a powerful priming gratification meditation aimed to truly stamp the beginning of your Hero's transformation by dignifying your heart. Why?

Think for a moment, at the end of the day, what makes someone to foster an invincible spirit? Is it strength? Is it endurance? Is it intelligence? Is it courage?

Surely, all these traits are very important, but **where does an invincible character originate from?** What casts an invincible spirit? The one thing?

It's when you face defeat, when every part of you body and mind believe "it's over"; when there is nothing you can do...only then, the little voice **inside your heart**, when your true beating essence is tested, you will either fly, freeze or fight back.⁸

The Oath of Heroes will help you, in this delicate moments, to choose the best outcome. Everyone is good at going on living when life is easy without struggles. But unfortunately life can be a bitch.

So, only those who are embarking in this type of personal development journey, like you're doing right now, will have the advantage to succeed.

So, I researched effective habits of success and rituals for you to practice. I divided them into lessons, and I want you to review them regularly. Also, explore the references footnotes attached along the book, most of them are powerful videos that will help absorb your new knowledge further.

Consequently, you'll discover other authors who inspired me to create BEA HERO™. If this book will positively impact the course of your life even just by one degree, six months from now, six years from now, you will be in a complete different destination.

The principles I am sharing all work together in synchronicity, think of them as the rockets of a spacecraft. You need all rockets operating properly not only to reach further towards your goals, but also to avoid getting stack in orbit or blowing up on the way.



Success without
fulfillment is the ultimate
failure.

TONY ROBBINS
AMERICAN AUTHOR & COACH

Power of One

The fifth principle is to **embrace the power of one.**

What does that mean?

The universe teaches us that **to create greatness** and have an impact, **is the unity of the few that defines the force and immensity of the many.**

Picture for a moment the enormity of a galaxy, and ask yourself - what makes a galaxy? Isn't the system of billions of individual stars bound together? Well, yes!

Depending the perspective you look at things, **it's the power of each single star that one by one creates the union of a galaxy.**

How about something smaller. Think about a waterfall, an ocean, or a cyclone, what are they made of?

They're made of trillions and trillions of water drops. One water drop though only weights 0.05 grams, that's twenty times lighter than an ant, but the synergy of unity of water makes such pure and innocent element the most powerful and unstoppable force in our planet.

So, who are you? Where do you fit in this concept?

Well you, like one water drop, have many traits in common. Think about it, you too learn how to be flexible, open minded and shape to any form you may wish. You too have the ability to learn better set of beliefs while leaving old myths behind. Like water, you can learn how to transform, adapt, color change, influence others, energies, and conquer anything you may wish.

Like a water drop or a star you have the power of one. The day you'll learn how to embrace it, and how to create the bonded synergy to work with other people, nothing is impossible.



The whole universe is governed by the combination of small numbers. The number one is in fact the source of all subsequent numbers, and the most powerful to initiate any event.

It takes one note after another to create a symphony. It takes just one split atom to produce a nuclear bomb reaction, one embryo to reproduce after nice months into twenty-six billions and create a new born baby.

So, begin already now to comprehend the power of small numbers, starting with "one".

You count as one. So, never, ever, ever again underestimate your power, nor the power of others!

Moreover, this book will guide you to craft your chosen identity. **Who you are right now has little importance; whom you want to be carries the armor of becoming a legend.**

If you choose to become one of us, be aware that we are a community of Heroes-in-the-making, and like the synergy of a cyclone may the BEA HERO™ journey ignite your passions, inspire you like others to be hungry for more, hungry to create more, hungry to awake your roaring voice, and instead of being classified as Generation X, W, Z... or any other undermining denominator, choose to take charge of your generation history, starting from yours, **right now!**



If not now, when?
If not you, who?

UNKNOWN



Individually, we are one drop. Together, we are an ocean.

RYUNOSUKE SATORO
JAPANESE WRITER

Remember, **you are not alone.**

Let our BEA HERO community kindles your feelings, your values, and become the heartbeat of what we are crafting, you.

Yes, you are becoming through this book the next Hero-in-the-making, a new legend with an invincible spirit, a friend, and an incredible human being.

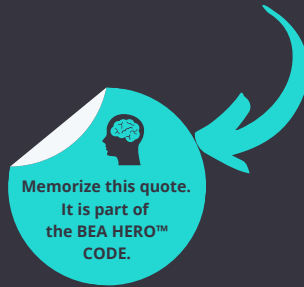
Don't loose your humble spirit, **keep your feet grounded** while you reach for the stars.

You are more powerful and capable than you may think, but many of your current beliefs will need to vaporize and ascent like water in order to reach a higher state, a higher level of success, and a life of true meaning.



What makes you invincible?
My passion.

BEA HERO CODE™



4th Milestone Quiz



9

4th Milestone Test.
Beahero.world.

Choose the most correct answer according to the BEA HERO's teaching. When you're ready undertake your official quiz online on our website using the link or the QR code.

Q1. What's the third principle in the BEA HERO journey?

- a) To transform people into legends.
- b) To master your inner fears.
- c) To master the skill of the science of achievements.
- d) To be happy.

Q2. How can someone achieve success?

- a) People are successful only because they're talented.
- b) By following the steps and strategies of whom is already successful.
- c) By keep trying and failing.
- d) By pure luck.

Q3. What's the core driver for humans?

- a) Logic.
- b) Fear.
- c) Emotion.
- d) Pain.

Q4. What's the fourth principle in the BEA HERO journey"?

- a) To master the skill of creating synergy.
- b) To master the skill of the art of fulfillment.
- c) To master happiness or peace.
- d) To master the art of never quitting.

Q5. Why is the art of fulfillment an important skill to master?

- a) Because it's pleasant to be happy.
- b) Because success is directly proportional to your level of fulfillment.
- c) Because without fulfillment you will never be truly happy in life.
- d) Because success doesn't occur without fulfillment.

Q6. What's the purpose of the Oath of Heroes recommended by BEA HERO?

- a) It's a symbolic ceremony where Heroes swear loyalty and honor to their hearts.
- b) It's an important step towards mastering the "Science of Achievement".
- c) It's the beginning of the Hero's journey.

Q7. What's the fifth principle of the BEA HERO journey?

- a) To share our vision with many people.
- b) To craft everyone into a legend.
- c) To keep learning new things.
- d) To embrace the power of one.

Q8. Why is "the power of one" important?

- a) Because greatness originates from the combination of small numbers.
- b) Because all it takes is one element to create greatness.
- c) Because only by feeling significant as one you find greatness.

Q9. What creates true greatness according to BEA HERO?

- a) The power of water.
- b) The synergy of people able to shape, adapt and ultimately conquer anything.
- c) To solve and conquer anything by yourself.

Q10. The Japanese writer Satoro once said that "Individually we are one drop. Together, we are...."?

- a) ...a waterfall.
- b) ...an ocean.
- c) ...a cyclone.

Q11. What should you ever underestimate?

- a) The power of influence people with my values.
- b) My power, nor the power of others.
- c) The power of change.
- d) The power of other's people opinion.



Remember upon the
conduct of each depends
the fate of all.

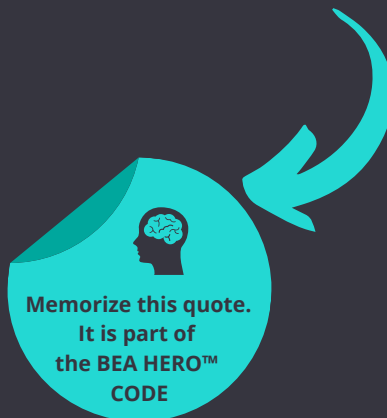
ALEXANDER THE GREAT
FORMER KING OF MACEDONIA



What's the first you can
never buy back?
Time.

And the second?
Memories.

BEA HERO™ CODE





HERO

Let's recap...

- Becoming a legend requires five principles

PRINCIPLE 3: Master The SCIENCE OF SUCCESS

- Success leave clues
- Everything can be achieved modeling the best methodology
- Step 1: Know precisely what you want
- Step 2: Take massive action
- Step 3:

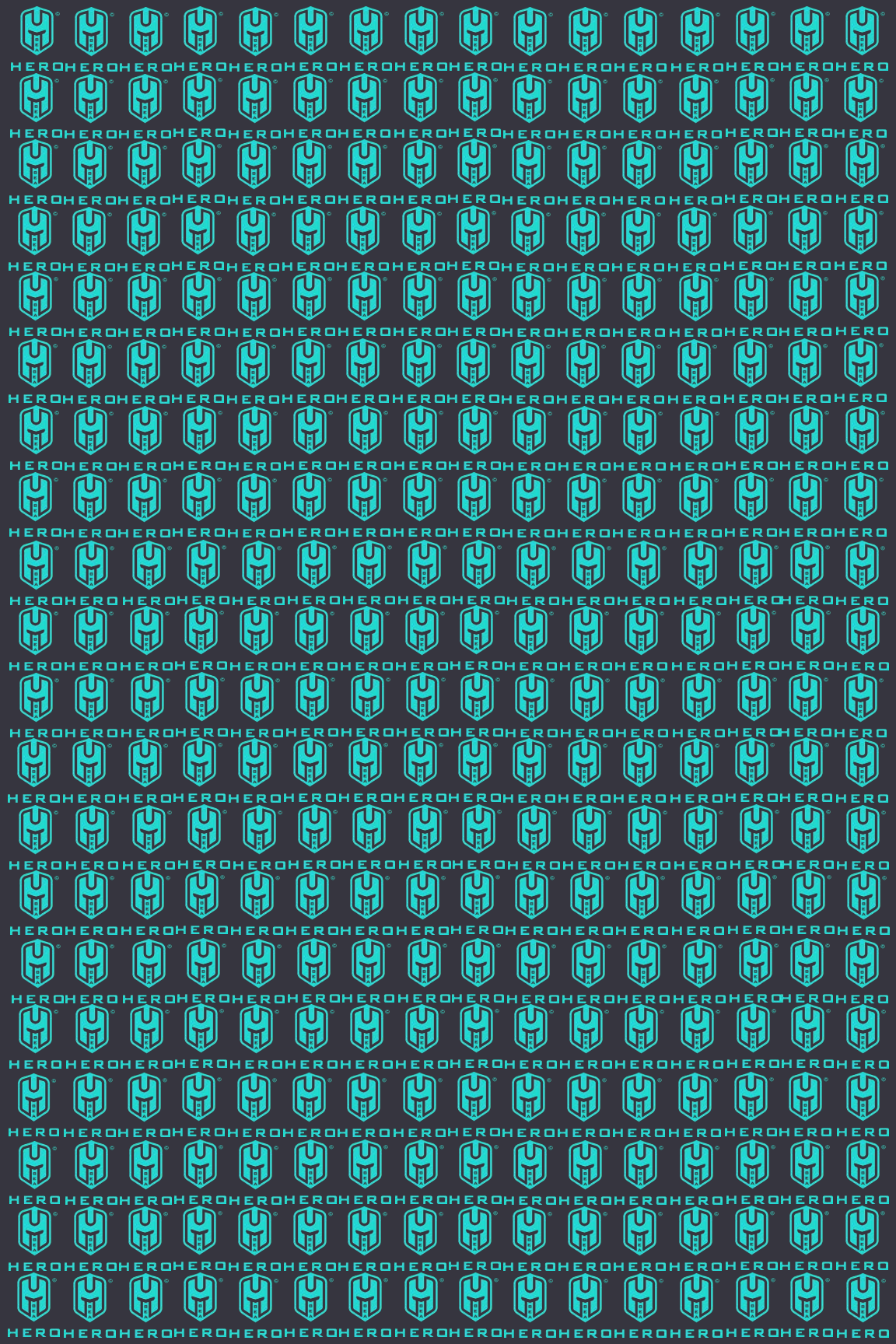
PRINCIPLE 4: Master The ART OF FULFILLMENT

- Success without fulfillment is the ultimate failure
- An invincible spirit originates from the voice inside your heart
- To begin this process every Hero must undertake the Oath of Heroes
- It's during moment of difficulty that your true essence and power will be revealed

PRINCIPLE 5: Embrace the POWER OF ONE

- The universe is governed by the number one
- The unity of the few defines the force and immensity of the many
- You count as one!
- Never, ever again undermine your power, nor the power of others
- You're not alone, BEA HERO™ is a community
- Remain humble, keep your feet grounded
- If not now, when? If not you, who?







**CALL TO
ADVENTURE**

Purpose

If by now you don't believe **you were born for a purpose** is because you haven't found one yet. And because you haven't found it; who said that there isn't one?

I believe that **there is treasure for every human alive in this planet**, including yours. So in case you're winging around like a ghost, stop.

The master key to your treasure has your unique DNA code and only you can access it, nobody else. It's there waiting for you. There is only one big snag. **It's hidden.**

Who hidden it? You did!

What if I can make you believe that you hid your treasure before you were born, and it's hidden for a damn good reason somewhere, **until you prove yourself to be absolutely ready to receive it.**

It's the biggest gift you chose, not me, before you were born, to be the best present worth living for who allowed you to expand your soul.

And the instant you are worthy to receive it, it will reveal to you with power of an atomic pulling force. Yes, it will and it always does.

So, how can you prove to be absolutely worth it to receive your treasure? And why you must be ready for it? Why not be given to you now, since it's yours anyway?

You must understand that this treasure is so powerful, so great, that **it will destroy you if you are not ready for it.** So when the universe knows with absolute certainty that you are truly ready to receive your treasure, it's yours.

It's unpredictable in which way or form your treasure will be revealed. What you already know is that in this cosmic universe you have an important role to play, and every atom of your body is spinning to bound your purpose into eternity.

It would be easier if I just gave to you all the answers, but instead I am going to engage you into legitimately get them. Remember that nobody else, no one other than you can access your treasure. I can't do it for you. So what is it? How can you find it? Where is it?

Think. Concentrate! We're going to do an exercise. Close your eyes, and take few deep breaths.

Where is the one place you would never dare to look? Where is the one place that you would never dare to go? Where?

Take a five minutes break, and seek your best answers to these paramount important questions.


Where is the one place you would never dare to look?

Where is the one place you would **never dare to go?**

Think for a moment, if I knew you very well and I want to **hide something from you**, where would I put it?

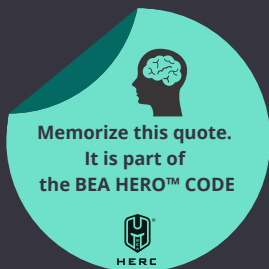
It's there somewhere, but hidden until you prove to be worthy to receive it. So, where is it?

**Don't turn page until you answered those questions.
Take your time. It's important.**




The cave you fear to
enter holds the
treasure you seek.

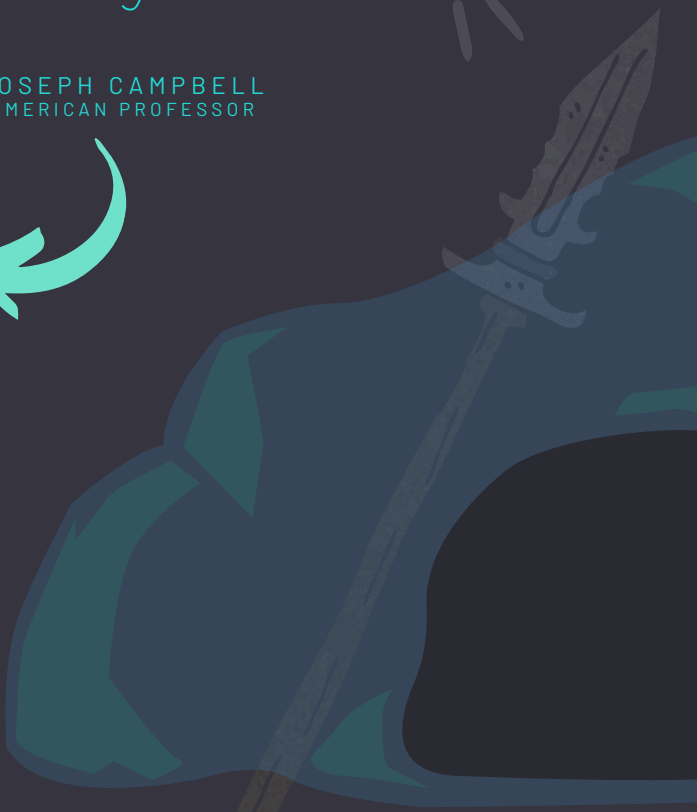
JOSEPH CAMPBELL
AMERICAN PROFESSOR



Memorize this quote.
It is part of
the BEA HERO™ CODE



HERE



Yes! Yes! Right there! Did you read the last quote? Right **where you biggest fear lies, your greatest treasure is waiting for you.**

The bigger the fear the bigger is your reward. There is a giant inside you with unlimited potential sleeping like baby waiting to wake up.

The only place, where you would never dare to go, never dare to look, never dare to touch is exactly where you're most fearful. . .each one of us, **must face our own fears**, our own "dragon"¹⁰ **to win the game of life.** Yes, overall it's just a deceptive game. You born, you play, you die.

You can have a shit game, a boring game, a solo game, a painful game, or a freaking amazing game.

Now, I can't do it for you, but I can equip you with the tools you need to face your dragon, your deepest fear.

You must face this battle with proper protection, with a strategy, and a way to fight back your opponent, otherwise it's going to crash you in million pieces.

So, part of the content in this book is going to empower you with some impenetrable shields. Some sections will make you smarter, wiser, more focus in working out winning strategies, while other sections of this book will give you sharper and more effective "weapons" to fight back. It's a battle until you completely master the game. Where is the fight? It's between you and you.

Repeatedly I will emphasize in this book that **one of life's biggest achievement is to embrace your fear**, transforming it **from an enemy to an ally.** To do that, you must train and grow stronger than fear. Otherwise it will forever succumb you.

If there is only **one thing you should be afraid of**, that **is your greatness.**

Fears are feathers of greatness.

So unleash your fear and allow your wings of greatness to spread more than you could have ever imagined.



Which is your biggest
obstacle?

Myself.

Who is the cause of your
problems?

Myself.

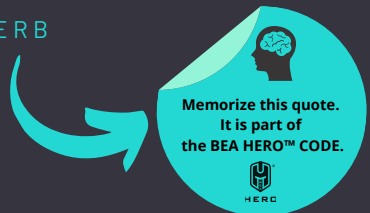
Who is your biggest
enemy?

Myself.

Why?

If there is no enemy
within, the enemy outside
can do us no harm.

AFRICAN PROVERB



To simplify your training and make it more interactive, I am going to use some symbolic elements, so it will be easier later on to recall your new strengths, or visualize their purpose.

The first element we uncover earlier was the BEA HERO™ insignia.

The second element I want to arm you now is **the Sacramentum of Heroes**. This is the oath that every Hero-in-the-making must undertake to be enlisted in this transformational journey.

The oath is **a solemn agreement to honor your heart**. Why? Because your heart has a voice inside, and every beat that resonates within you must originate from **a place of true gratitude, a place of honor, and a place of certainty**.

True gratitude has not fear nor anger. **You cannot be grateful, while simultaneously be fearful or angry.**¹¹

11

How to Truly Be Grateful In Any Situation | Ep. 3
GRATITUDE

#UnleashYourGift.

Tony Robbins

True gratefulness is also pure, it doesn't hide. Training you about this concept is essential when you'll need to reset, to regain control, and as a Hero-in-the-making there will be times you need to re-align yourself to face the challenges and fears that lie ahead.

Also, without true gratefulness you cannot live a meaningful life.

So, now that you're embarking in this journey, let the **Sacramentum of Heroes be the second element to en-light your path towards true fulfillment.**

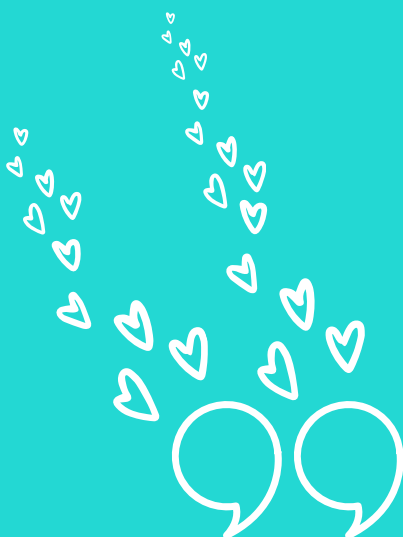
The Sacramentum will empower you to win over fear, and anger while creating a memorable event in which to lock a state of honor and certainty.

During the solemn oath you will instructed to place both your hands in your heart. Your hands represent the dualism between gratitude and fear.

Your ten fingers represents the ten multiple ways and perspectives you should learn to give before making a decision. Any situation or problem can be addressed in multiple ways, be given multiple meanings and be resolved in multiple manners.

Now, if you put this book down and place your hands together as to form the shape of a heart in front of you, your hands should remind you to honor such beating essence.

Your heart beats 100,000 times a day, roughly 2,5 billions times in a lifetime. This is why during any oath, like the Sacramentum of Heroes, you will place your hands in your heart.



The Sacramentum of Heroes is your promise to faithfully honor your heart. Your will, through solemn proceeding, swear upon your true beating essence.



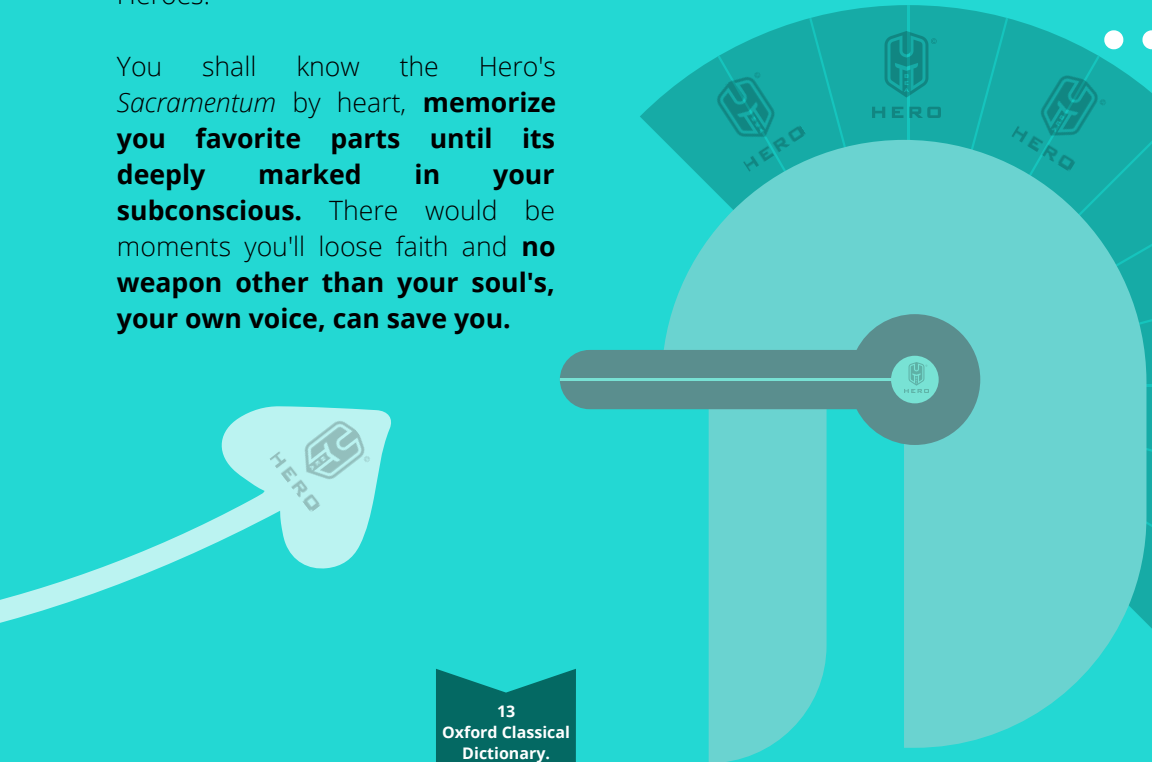
Sacramentum of Heroes

The second element, the Sacramentum of Heroes, is our oath to honor your heart and make you officially a Hero-in-the-making.

Like every oath it speaks to the soul, and when the journey ahead presents its traps, it will prevent you from getting stuck or losing sight of your purpose. This is the first step to officially enlist you as one of our Heroes.

You shall know the Hero's *Sacramentum* by heart, **memorize you favorite parts until its deeply marked in your subconscious.** There would be moments you'll lose faith and **no weapon other than your soul's, your own voice, can save you.**

According to ancient Roman history law, the soldier's pledge of faithful service was called *Sacramentum*. Taking this oath was a very solemn proceeding; it was an appeal to God, by which a person called down divine punishment if he or she swore falsely.¹²



The *Sacramentum* of Heroes will take place in a form of private ceremony properly explained in the next section. Part of the ceremony requires a powerful meditation exercise described later.

This meditation practice is the first step in becoming emotionally fit, to discipline your disappointments and understand that everything is a gift. The meditation is a big step towards mastering the "art of fulfillment" of which I spoke about it earlier.

Your heart is cast with honor.

Your honor is your word.

Your word is your solemn truth.

Fast forward to page

You will find the HERO's *Sacramentum* certificate.

Scan the QR code or click the link below to print your own copy.¹³

Write your full name and place of birth, preferably with a golden ink.

DO NOT date it and autograph, yet. You will do both on the day of your ceremony.

12
Sacramentum of
Heroes'
Certificate.





We do not conquer the
lands, we conquer the
hearts.

MEHMED II
OTTOMAN SULTAN



5th Milestone Quiz



13
5th Milestone Test.
Beahero.world.

Choose the most correct answer according to the BEA HERO's teaching. When you're ready undertake your official quiz online on our website using the link or the QR code.

Q1. Where would your greatest treasure be hidden only to be found when you're ready to receive it?

- a) Inside a deep cave.
- b) Inside my heart.
- c) Behind my greatest fears.
- d) Beyond my imagination.

Q2. Complete the missing word to Joseph Campbell quote: "The cave you to enter holds the you seek."

- a) ...desire....secret...
- b) ...fear.....treasure...
- c) ...avoid...enemy...
- d) ...fear...passion...

Q3. What will happen if you let fears be in charge?

- a) I will always be protected.
- b) I will make good decisions.
- c) I will never discover my true potential.
- d) I will avoid getting hurt.

Q4. How should you ultimately treat your fears?

- a) As my enemy.
- b) As my ally.
- c) As the wisest counselor.
- d) As an illusion.

Q5. What's the only thing you should be afraid of?

- a) My dragon.
- b) My enemy.
- c) My greatness.
- d) My weaknesses.

Q6. What's the official Oath of Heroes' ceremony called?

- a) Heroes Libertas.
- b) Heroes Sacramentum.
- c) Heroes Juramentum..
- d) Heroes *Fides*.

Q7. To which subject the BEA HERO Sacramentum pledges honor?

- a) My heart.
- b) My spirit.
- c) My dreams.
- d) My will.

Q8. What is the countermeasure against hunger and fear?

- a) Peace.
- b) Gratitude.
- c) Distractions.
- d) Learning.

Q9. What meaning do your left and right hand represent in BEA HERO?

- a) The duality between fear and gratitude.
- b) The power of two.
- c) The call to adventure.
- d) The equilibrium of synergy.

Q10. Why it's important to carry out the Oath of Heroes?

- a) It's a ceremony that marks the beginning of your Hero's journey.
- b) It's a solemn moment that dignifies your loyalty to your heart.
- c) It's a promise to honor your truth even when faced with enormous difficulties.
- d) All of the above.



Until you spread your
wings, you'll have no
idea how far you can fly.

NAPOLEON BONAPARTE
FRENCH EMPEROR



HERO

Let's recap...

CALL TO ADVENTURE

PURPOSE

- You were born for a purpose
- There is a unique treasure hidden waiting for you
- You can only claim your treasure when you're worth it to receive it
- Where is your treasure hidden?
- Look behind your deepest fears
- One of life's biggest achievements is to transform fear into an ally, not an enemy
- Fears are your feathers to greatness

SACRAMENTUM OF HEROES

- The 2nd element of the Hero's journey is the *Sacramentum of Heroes*
- This is Hero's official oath pledging honor to your heart
- Your heart is cast with honor, your honor is your word, your word is your solemn truth
- When facing the most difficult moments this oath will help keep your faith and hope beating
- Gratitude and fear cannot coexist at the same time, the choice is yours

- Memorise all or your favorite part of *Sacramentum of Heroes*
- [Print here](#) the *Sacramentum of Heroes*







**HERO'S
OATH**

Gratitude Meditation

Prior to your oath, you are required to cleanse your mind and heart with this "meditation of gratitude".

Find a quiet place where you can carry out this practice for five minutes. Read the instructions below or listen to the voice of the man himself, whom I learned this meditation from using the link.¹³

13
Gratitude
Meditation.
Tony Robbins.
2017.



Play relaxing meditation music.

Lay down or sit in a relaxed position that can allow to feel grounded to the earth. Feel the energy of the earth rising from the ground and flowing to the rest of your body.

Now, take a big breath, and become one with your surrounding. Listen to the wind, the water, the birds, or whatever sound reaches your ears. Look at the colors in the sky, the ground, and all the elements. Engage your senses and become one with everything.

Then, close your eyes and feel the connection from the ground running upwards through your body. Take your time. Feel it. Experience it.


Now, place both your hands into your heart and breathe deeply. As you breathe deeply, think of **what a blessing your heart is, feel the sense of gratitude for the power of your heart, for the beauty of your heart.**

What has your heart given you, shaped you, allowed you to feel and enjoy in this life? What love have you felt because of this beautiful heart?

The greatest feelings in life usually come from our heart, so give thanks to this core that beats one hundred thousands times a day even when you're sleeping. As you keep breathing into your heart, can you feel the blood flow, can you feel the oxygen?

Remember that **you didn't have to earn this heart. It was given to you.** You didn't have to prove your value or your worth, nor you didn't have to accomplish anything.

Something loved you enough to give you the gift of life. You have inherent worth, and for as long as this heart beats, you live.



As you breathe into your heart feeling its power, I want you to **think about one moment in your life, one experience for which you feel deeply grateful for.**

A magic moment if you wanted to, a good moment, a sexy moment, a beautiful experience, a loving memory, anything for which you could be really grateful for. Step into that moment as if you were there. **See it, hear it, feel the gratitude of that experience.** The perfection of that moment. The grace of that memory.

Breathe the way you were breathing back then, and just fill up your heart with those beautiful feelings, feel the smile inside you. In fact, **how do you smile** when you feel so grateful or so overwhelmingly thankful? **What's the look in your eyes,** and your face when you feel really, really gifted?

Now **think of a second moment** you could feel truly grateful for. Again, breathe deeply into your heart. Feel that power and think of any moment; it could be from your childhood, it could be last year, last week, any day, **any moment that you could truly feel like that was grace, that was magical, that was remarkably wonderful.**

Something that gives you the feeling of tremendous gratitude if you really focus on it. **Breathe it, feel it, enjoy it.** Fill up with gratitude.

Double the emotion. **It's in you!**

Finally, **think now of a third moment you can truly be grateful for.** Step in it. See what you have seen, hear what you heard, feel what you felt. **Be there!**

Where were you? Who was there? For sure your heart was there with you. Breathe it deeply into your heart. Can be a big moment or a little one. What were you so grateful for?


Now, think about a coincidence. We all love when life happens to us not for us. We love coincidences because we didn't do anything, something just happened by fate.

You were going to do one thing and you met somebody with whom you develop a partnership with, became a friend, a lover, or the love of your life; or maybe a business opportunity, a career that came from a coincidence.

Think about an insight, an idea, that came from a coincidence that's been so valuable in your life.

Was there any coincidence that leads you to something you are so grateful for today? Perhaps you wouldn't be here if it wasn't for that. Feel the gratitude and was that a coincidence, or was your destiny?






Now as continue to breathe, **I want you to imagine little hearts coming out from your chest.** Picture these light and bubbly looking hearts coming out from your body and spinning around you like electrons thanks to your heart that has so much to give. **Let these little hearts spin freely** and fly around your head, your belly; let them go around all the way to your feet. The same feet that ground you to this earth. Now, **let the earth connect with them, and spread these beautiful hearts to what's around you.**

You are now connecting with all the things that surrounds you, so let your flying hearts reach and spin around the trees, the homes, and the whole town. Imagine your hearts being energized like musical notes, and lighting up the whole city, road by road, park by park, let them reach the farms, the hills, the forests, the rivers, the pick of the mountains, the people, the animals, and all living things in the whole country. Everything around you is illuminated and touched by gazillions of your little hearts, they are everywhere!

Let your hearts continue to multiply even faster and fly their notes of love across the ocean to other countries. Imagine them laughing, giggle as they spread and touch the people you love, the people you miss, the people you haven't seen for so long, and as your hearts touch theirs you become connected.

As you keep breathing and keep feeling grateful, **imagine all your body now become a beacon of light,** your hearts becoming glowing diamonds. Diamonds so bright that their light reaches up towards the sky, and glaze at the clouds, and all invisible particles in the air.




Now, imagine these lights expanding, leaving earth and radiating all the way to the moon; and from the moon they then spread and travel at the speed of light all the way to sun.

Imagine your lighted diamond hearts, joining together and hugging the sun, and as the sun receives your energy, your gratitude, your love, together let this sacred power spread to all other planets, to all other galaxies, like a massive explosion of light, and love.

Imagine the whole universe, bombarded with little hearts, lighten up like diamonds raining everywhere reaching everything there is in all dimensions.

In such abundance of love, now let go of any worries, any fears, any hunger that was trapped inside your body.

Keep breathing into your heart, and if there is any situation, any unfinished business that's concerning you, let the universe with which you are connected give you guidance. Let the universe reply to your love. Allow the universal intelligence to reach your heart by saying three times:



**"all I need to focus on,
all I need to remember,
all I need to do is what?
Your heart knows the answer."**

Practice this meditation as many times as you wish. You must open this new communication channel between you and your heart. It's required for your *Sacramentum* ceremony, and most of all to begin your process towards the art of fulfilment.

Sacramentum Ceremony

This is a solemn moment of your journey. You're about to declare yourself a Hero-in-the-making. As such, we need to make this moment memorable and worthy of its unrevocable cause.

In a perfect world, this ceremony will be run by another declared Hero live or on stream, although as the world is a big place here you have all the instructions for your ceremony. Read them carefully, and use the QR codes below to help you with the process.

a) Print this instruction¹⁴ or bring this book with you to run the ceremony smoothly.

b) Find a special place, preferably outdoor **where you can find peace.**

Ideally, a place where you can come back to it in the future, or anytime you need to regain your strengths, your beliefs, and peace.

c) Your *Sacramentum* must take place at sunrise. As such, you need a spot where you can see the sun rising. It can be somewhere with higher grounds, or the beach, or any place from where you can see the horizon.

d) As you transport to your chosen location, listen to some relaxing empowering music. Avoid checking your messages or making work phone calls.

e) Arrive at your chosen location half an hour before sunrise. Account for any unexpected delays, and be aware of the weather forecast.

f) Bring some water, a towel, a jumper, and a speaker.

g) Set your phone to "do no disturb."

h) Have three music playlists ready, a meditation, an uprising epic, and a soft epic playlist.

LET'S BEGIN

1) Place your towel on the ground and seat comfortably.

2) Set you speaker and play the meditation music playlist.




3) You must feel grounded and connected to the earth. So, **feel the energy of the earth rising from the ground** and running through to the rest of your body.

4) Take a big breath. Become one with your surrounding. Listen to the wind, the water, the birds, or whatever sound reaches your ears. Look at the colors in the sky, the ground, all the elements. Engage your senses and **become one with everything.**

10) When you are ready, close your eyes and **begin your meditation of gratitude.**

(Scan the QR code¹⁵ to play it or go to the previous session to read through it. Practice this meditation often before this special day to be familiar with it).

 **11)** When you've achieved a state of gratitude, open your eyes and **change the playlist music to "uprising" epic.**

AFFIRMATIONS

12) Now, stand up. Make a fist with your right hand and place it next to your heart. Feel the power of your heart. Feel your heartbeat. Feel that hunger for life. Feel the energy.

Tap your chest and repeat these affirmations:

**"NOW I AM THE VOICE,
NOW I AM THE VOICE
I WILL LEAD NOT FOLLOW
I BELIEVE NOT DOUBT
I WILL CREATE NOT DESTROY
I AM A FORCE FOR GOOD
I AM A LEADER
DEFY THE ODDS
SET THESE STANDARDS
TO STEP-UP, STEP-UP, STEP-UP."¹⁵**

Think about what it means when you say **"I am the voice."** Your real voice is never the voice of fear. Your real voice is never the voice of worry. Your real voice has strength and certainty within it. It knows the truth of who you are and what are you made for.

So, breathe like you breathe when you feel strong as you are no longer the voice of fear, you are no longer the voice of your past, it's whom you are made to be.

When you say **"I will lead not follow"** that doesn't mean other people have to follow you, it means you live life on your standards, and that you would never settle for less than you were meant to be, do, or create. That you will not settle. How does it feel when you **"step-up"** and claim who you are? Make a sound on how does it feel in your body?

How does it feel to **believe not doubt, to create not destroy?** To create love, to create joy. To know in your life that you are a giver, not a taker. To know that your life matters.

How does it feel when you know you are here to lead?

What does it feel like when you look at your fear, or you look at your laziness, or you look at your past, and instead of dealing with it, you **defy it.**

How does it feel when you **step-up** and defy anything that would stop you.

How strong you feel when you say "I am giving it my best shot" and you push through it.

What kind of pride you have inside when you step up and claim your true identity.

13) So, let's **repeat the affirmations three more times.**

14
Gratitude
Meditation
T. Robbins.
2017.



15
"Now I am the
Voice" -
T. Robbins.
YouTube.
2013.



14) As you feel the energy building in your body, and the fire of certainty burning in your veins, it's time to carry out your oath.

15) Retrieve your printout, **look at the BEA HERO insignia in your certificate, and imagine wearing the Hero helmet over your head.**


This is now the reflection that will accompany you through your Hero's journey.

16) When you are ready, **knee with your right knee touching the ground.** Feel the vibrations inside your body, listen to your breath and **wait for the sun to kiss the horizon.**

17) When the sun is kissing the horizon, change the **music to soft epic**, then place both hands over your heart, and **read the Sacramentum.**



If you have another Hero running the ceremony, repeat each sentence after him or her.



I
born in.....
solemnly swear to honor my heart,
to commit loyalty
to my beating essence,
leader of my will,
master of my voice,
source of my spirit.

I swear to let my heart
be my shield,
love, my sword,
gratitude, my fortress,
dreams, my light.

I commit
to master my emotions,
to fulfill my purpose,
to be a true living Hero
honoring
this unbreakable oath
until the end of time.

Let victory become inevitable.
Be a Hero. Be a Hero. Be a Hero.



18) In this oath when you say **"to committing loyalty to my beating essence"**....it means that you are swearing trust to your heart. The first organ to be created when you were born, entrusted with immense responsibility, and until it beats, you live.

When you are swearing to let your heart be the **"leader of my will,"** you're surrendering your purpose, your true path to the wisdom of your heart.

When you're proclaiming your heart **"master of my voice,"** you are letting your voice be the king of your truth, the voice of your courage. So, let the words you say to others, and to yourself come from a place of certainty, from the source of valor and honor inherited in you.

When you are swearing to let your heart be the **"source of my spirit,"** you're recognizing the importance of developing the spirituality in you. There is a lot more to this world than what we can see or hear. The dimension of the spirit is infinite, limitless, so today you are honoring your heart by embracing this spiritual essence the lives within you.

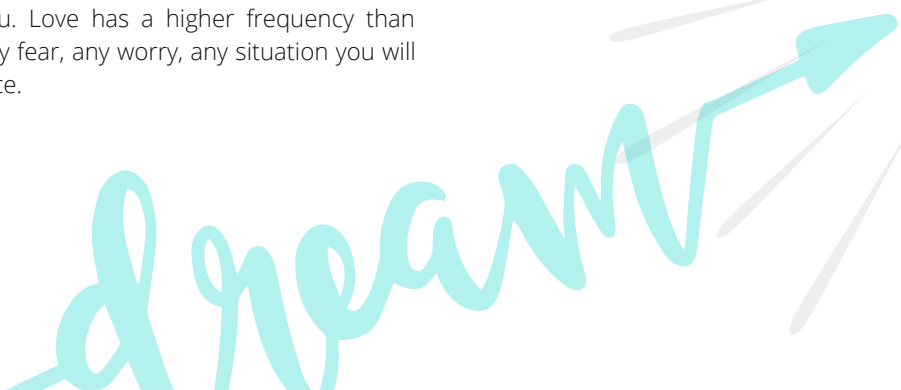
When you're promising **"let my heart be my shield"** you're declaring to use to love over fear. When you do things for love, with faith nothing would penetrate you. Love has a higher frequency than any fear, any worry, any situation you will face.

"Love my sword" should remind you how love is a very sharp blade. A sword that can reap good on one edge, evil on the other, and it has a sharp point that can deeply wound yourselves if self-inflicted.

So, never neglect self-love, self-respect, for your body, your abilities, your potential, and with this awareness be mindful of how you treat others; your parents, your loved ones, your friends, even strangers, the things you own, and the environment. Be kind, be understanding, be forgiving, but don't hesitate to use this sword to end any evil.

"Gratitude my fortress" should remind you that you cannot be in a state of fear, pain, doubts, hanger when you feeling grateful. So, when you're living difficult moments, come to this day, to this place, to this oath, and let this memory and many other great moments feed the grounding walls surrounding your fortress.

"Dreams my light", like the sun rising, let the light of your dreams show you the path ahead. Let your dreams be the beacon of your destiny.





Today you are also saying to commit to **"master my emotions"**. Everything you feel is a wave of motion, a vibration, so in order to master how to give proper meaning to your feelings, never stop learning, never stop growing. Look for the positive meanings in all situations.

In this way through your own personal journey, you will achieve your purpose, whatever that might be, and inevitably many more will remember you, love you, and respect you for who you are - a true living Hero.



19) So let's repeat your Sacramentum one more time.

20) When you finished the third reading, rise from the ground while facing the sun. Stand up straight and strong.



Change playlist to uprising epic playlist

Feel the explosion of emotions running through your body. Let them free.



Make a sound, any sound. Roar your presence to mark this important moment of your life forever.

I, at this point in space and time, officially declare you...Hero-in-the-making, welcome to the Legion!

Enjoy this unique moment as you witness the sun rising. Like this beautiful star, you too have just now re-born.

Your strength too will grow, higher and splendid, spreading light across anything that comes to your pathway. CONGRATULATIONS!!!





What you give you
get to keep.
What you fail to give
you loose forever.

TONY ROBBINS
AMERICAN AUTHOR AND COACH

19) When your furor softens, **take many pictures** of this special moment.

20) Date and sign the certificate in this book. If you wish you can order the official BEA HERO's certificate by scanning QR or clicking the link below.¹⁶

21) As Hero-in-the-making, **you can now also officially wear the HERO's insignia** on your chest, it's yours.

22) Moreover, **you are now allowed to carry out the Sacramentum ceremony to other new Heroes.**

23) Do not hesitate to **share your emotions with me and other Heroes-in-the-making** using our hashtag [@beaherolifestyle](https://www.instagram.com/beaherolifestyle).

NOTE: Have someone helping you with the ceremony. People are our biggest resource of inspiration and accountability. You don't have to keep this a secret. If friends are asking you what you are doing, or why, let them read the preamble of this book.

If you have other friends or family, who also wants to become a Hero-in-the-making, do the proceeding together. Read the affirmations and vows together. The power of synergy is very powerful.





Your heart is the beating
essence from where
your invincible spirit
arises.

THE AUTHOR

Heroes Sacramentum

I,
born in
solemnly swear to honor my heart,
to commit loyalty
to my beating essence,
leader of my will,
master of my voice,
source of my spirit.

I swear allegiance
to let my heart, be my shield,
love, my sword,
gratitude, my fortress,
dreams, my light.

I commit
to master my emotions,
to fulfill my purpose,
to be a true living Hero
honoring
this unbreakable oath
until the end of time.

Let victory become inevitable.
Be a Hero.



Deponent:

Date: _____

Coat of Arms



BEA HERO



HERO

THIS IS TO CERTIFY THAT

Name Surname

HAVING SUCCESSFULLY COMPLETED THE SACRAMENTUM
OF HEROES WAS ENLISTED AS

Hero-in-the-making

DATE 01 January 2020

Alessio Favaretto

Alessio Favaretto
Chancellor and Founder

Daniel Chadeyras

Daniel Chadeyras
Vice-Chancellor and Co-Founder



17
BEA HERO
Official
Certificate





HERO

Let's recap...

OATH OF HEROES

- A powerful exercise to practice gratitude
- Fear and hunger cannot coexist when in a state of gratitude
- Use gratitude to neutralize fear and hanger
- "All I need to focus on, all I need to remember, all I need to do is what? Your heart knows" the answer

- Instructions on how to carry the BEA HERO Sacramentum ceremony
- After your ceremony, you are officially enlisted as a Hero-in-the-making
- You are now approved to carry out this ceremony to other Heroes.

- Date and sign your Sacramentum
- Order or print your BEA HERO's Certificate

- You are now allowed to wear and display the BEA HERO Coat of Arms
- Congratulations!!!
- Sample of BEA HERO Certificate

