



## The Time has come.

Welcome on board. If you have decided to subscribe to this newsletter, the **fire of change** lives and burns within you. Well, not only do you have the duty to keep it from going out, but also to **fuel it**.

Sometimes self-improvement is seen as a hobby, a secondary task, it is even described as an obsession.

This project is based on the belief that **self-improvement is a moral duty**.

If you are reading this, you probably live a normal life with access to both primary and secondary resources.

You need to understand **how fortunate you are** and that you are not entitled to waste unexpressed potential. What you consider normal may be someone else's dream.

The **consequences of self-improvement are global and far-reaching**; they extend beyond just yourself.

You need to maximize your potential to achieve levels of **capabilities, capacities, wealth and knowledge** that can **sustain and contribute in an optimal way** to you, people around you and ultimately the world.

By receiving this email, you have decided to take part in an ambitious project as a **pioneer**.

You understand that **time passes relentlessly** and that will lead you **nowhere** if you continue to wallow in **mediocrity** and **stagnation**.

You have decided to **better yourself** and, consequently, the world around you.

You have decided to **support** those around you to the best of your abilities.

You have decided that **mere survival** is no longer enough.

You have decided that the time to explore **your potential** has come.

You have made the decision that, no matter what happens, there's **no turning back** this time.

You fully understand that you **live only once**, and every moment—like the one you just spent reading to this point—is **gone forever**.

**Your time is invaluable.**

Do not gift it. Do not waste it. **Invest it on yourself.**

It's time to **take action** and evolve into decent human being. The end of this journey is just the beginning of a new version of you.

This first iteration of the project will take the form of a newsletter, in which topics related to different areas will be communicated periodically.

Each newsletter will aim to get straight to the point and is structured as follows:

- **Title:** brief heading that emphasizes the CORE CONCEPT
- **Duration:** the minimum amount of CONSTANT PRACTICE required to grasp the subject
- **Description:** WHY should this subject be learned and absorbed?
- **Expected Results:** what is the expected outcome derived from TRAINING
- **Tasks:** specific ACTIONS you need to take.

The essential part is **understanding why** the lesson being conveyed is important and especially how to integrate it into your daily life.

I won't bombard you daily with meaningless emails, because I think that's pointless. I'm sure you're already overwhelmed by your current environment.

Starting with the right approach is fundamental. The goal is **NOT** to treat the concepts presented as yet another checklist of self-help clichés, but to **internalize** them through **repetition** and **daily application**.

You need to **read**, **study**, and **expand** on them. Most importantly, you need to **live** and **integrate** them.

Remember, you are **what you repeatedly do**.

If you think skimming through the newsletter, just to feel like you're doing something productive, will help you... I have bad news. That approach never worked, and it **won't work** now.

You have to put **effort** in it.

You have to be **serious** about this, as it is a matter of **life or death**.

You understand that there are times when you can't treat life as a playful game.

Four foundational pillars will be discussed:

- Mental View and Mental Strength (**MVS**)
- Daily Habits (**DH**)
- Health and Performance (**HP**)
- Personal Finance (**PF**)

We will start from the first one. Your mind is your command and control center. Your mental view, perception and reaction shape your reality.

There is no predetermined number of topics for each pillar. This first iteration is experimental. Feedbacks are appreciated.

Welcome on board.

For any feedback, criticism, suggestions, chat:

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