TARGET-MARKET AVATAR RESEARCH · CONFIDENTIAL

Who Buys Veteran Accelerator

The verbatim language of the veterans who booked, bought, and walked — mined from 205 recorded sales & coaching calls, weighted toward the ones who paid.

SOURCE	Veteran Accelerator Fathom Call Archive — 205 transcripts, Nov 2025–Jul 2026 (2 Fathom accounts)
PROGRAM	$2,997 remote high-ticket sales training for U.S. military veterans (Brenden Zadow-Hogan)
METHOD	Per-call schema extraction → code-counted quote banks with explicit denominators → clustered synthesis → adversarial verify. Every quote is verbatim and traced to its call ID.
COHORTS	17 Closed · 34 coaching (enrolled buyers) · 26 Lost · 79 Unclear/Follow-up · 47 vendor/internal calls triaged out

How to read these numbers

This is **qualitative** research on a **small, real** sample — directional, not statistical. Keep three things in mind:

- **The buyer sample is tiny.** Only **17 Closed** sales calls exist in the archive (plus 34 coaching recordings of already-enrolled clients). A phrase like "half of buyers" means *roughly 8 of 17 people* — a signal to test, not a population fact.
- **Denominators are stated everywhere.** Counts were computed in code over the extractions, never guessed. When you see "6 of 17 Closed," that is a literal count. Where a claim is thin, it is flagged ⚠️.
- **Every quote shown here is verbatim.** 8,428 of 8,536 extracted quotes (98.7%) passed a word-for-word check against the source transcript; the 108 that did not match cleanly were excluded from display. Each quote carries its speaker and call ID (e.g. #627215039) so you can pull the recording.

An adversarial fact-checker re-read every headline claim and flagged any that implied more certainty than 17–51 buyers can carry; those claims were softened and denominator-tagged before publishing. Use the language as swipe copy and hypotheses, not as market-sizing.

The corpus at a glance

205
calls analyzed

51
buyer calls (17 closed + 34 coaching)

8,536
verbatim quotes extracted

98.7%
verified word-for-word vs. source

Who these veterans are, by the numbers they volunteered (blank cells = not stated on the call, which is itself common):

BRANCH	CLOSED	COACHING	LOST	UNCLEAR
Army	4	6	8	32
Navy	6	4	6	10
Marines	1	1	4	15
Air Force	3	1	5	8
Coast Guard			1	1
Reserve				1
National Guard				1

SERVICE STATUS	CLOSED	COACHING	LOST	UNCLEAR
separated_1yr_plus	9	6	19	43
retired_20yr	1	2	6	13
unclear	1	8	1	4
recently_separated	1			8
transitioning_soon	2	1		4
active_duty	2	1		3

SERVICE STATUS	CLOSED	COACHING	LOST	UNCLEAR
skillbridge	1			

EMPLOYMENT	CLOSED	COACHING	LOST	UNCLEAR
unemployed	5	6	9	27
employed_full_time	5	4	8	24
self_employed	1	2	5	9
military_pay	5	2		7
unclear		8	2	4
student	1			5
gig_work		1	1	1

Read down a column, not across — cohorts have different sizes (17 / 34 / 26 / 79). The clearest demographic signal: ***Army is the modal branch everywhere; Navy over-indexes among Closed buyers; and among the 26 Lost calls, not one is an active-duty or transitioning-soon veteran*** *— those still in uniform simply do not appear in the Lost column.*

What the money cohort is really telling you

Six findings run underneath everything below. Each is drawn from the buyers' own words; the denominators are in the sections that follow.

1. **They are not buying a sales course — they are buying an exit from a slow-motion collapse.** A body-grinding job, years they can't get back, families they've missed. The product is escape velocity, not curriculum.

2. **The near-universal buyer objection is timing, not price.** "I can't pay the full $2,997 *today*" — the money is arriving (next VA deposit, payday, tax refund), just not liquid on the call. Buyers rarely rejected the number; they reached for a structure.

3. **Buyers close themselves by inventing the payment plan.** The most repeated closing move in the data is a *shrinking deposit* — walking the ask down to whatever cash is on the table today, balance deferred to payday. (Note: Jeremy Haynes calls deposit-to-hold "low sophistication" — see the deployment section.)

4. **Veteran-to-veteran identity is the trust unlock.** "The veteran thing's what really got me." It is the single most-named reason skeptics — burned by faceless dropshipping/MLM courses — lowered their guard.

5. **Closed and Lost differ less in wallet than in agency.** Closed authors treat "I don't have it today" as a logistics puzzle and counter-offer their own deal; Lost hand the outcome to an external agent and defer to "someday" or "I have to ask my wife."

6. **The deepest desire is to retire the people who raised them.** Not a Lamborghini — "retire my mom," "leave something behind," "make the baseball game." Location freedom and family legacy recur across nearly every call.

The five avatars

Segments that emerged from service status, employment, life stage, and psychology. Shares are approximate — with 39% of callers classified Unclear, treat them as rough weightings, not census figures. Each dossier follows the Circumstances → Problems → Outcomes frame, with the four pain layers underneath.

1

The Countdown Transitioner

Still in uniform (or weeks from ETS), drawing a military paycheck, and racing to build a civilian income before the cliff.

Approx. share: ~18-22% of all callers, but over-indexed on clean closes: 5 of 17 Closed calls are active-duty/transitioning military-pay buyers.

CIRCUMSTANCES

A separation date is on the calendar and the steady paycheck ends with it. The story they tell themselves: 'I'll get one income stream running while I still have military pay, so I don't get out at square one.' SkillBridge/BDD in motion; many are the first in their family chasing this.

PROBLEMS

External: no civilian income pipeline, benefits not fully filed, thin network, no proof they can sell. Internal: fear of the identity void after the uniform, 'jack-of-all-trades / master of none,' and gun-shy from a course that already burned them young.

OUTCOME THEY WANT NEXT (the milestone, not the dream)

Not the $33k homestead dream yet — the FIRST consistent $5-10k/month remote stream running BEFORE separation so the paycheck doesn't just stop.

TODAY'S PAIN

The clock: contract ending, no plan for civilian month one, booked the call to lock a hedge while military pay can still fund it.

RECURRING PAIN

Weekend bed-rot and doom-scrolling; watching peers flounder after ETS; grinding a side attempt (car flip, trading, dropship) that never becomes real income.

3AM / FUTURE PAIN

Getting out, being broke, and landing right back at 'square one' — the scam-course cycle repeating.

ANCHOR WOUND

The $300 dropshipping / Tai Lopez-type course that took their money at 16-22 and delivered 3-day reply times — 'I bought the wrong tool.'

IN THEIR WORDS

> *It's so dingy, it's so dark, and, like, it's, it's, like, falling apart, you know, it's secondary housing.*

— **Caden McCandless** #637056795

> *it's very hard when you, like I said, when the switch is on, and you can't turn it off.*
>
> — **Montiveale Cortorez** #617424667

> *Uh, yeah, it's just basically money right now until I figure out something that I want to do throughout my life, you know.*
>
> — **Mi Ko (Ming Ko)** #551894723

> *It's, I need a drive. I need something to work towards.*
>
> — **Ryan Henley** #557863520

BUYER SIGNAL

Strongest buyer segment. 5 of 17 Closed are active-duty/transitioning military-pay (Aaron, Caden, Juan, Kyler, Patrick) and Lost has ZERO active-duty or transitioning veterans (0 of 26) — they simply do not appear in the Lost column. When they close they fund from the LES: Juan and Aaron paid in full; others self-engineer deposit deals. ⚠️ Note their coaching-cohort attendance is lighter than the grinders/females, so they close clean but need re-engagement to stay active.

→ AD ANGLE

Hook the countdown + the burn: 'Months of military pay left and no plan for civilian month one — don't get out at square one.' Anchor on the burned-course wound ('I bought the wrong tool') and 'build the income stream before the paycheck stops.' Offer a pay-from-your-next-paycheck / BNPL on-ramp to kill the cash objection while they still have military pay.

2

The Burned-Out Blue-Collar Grinder

40s-50s tradesman or shift-worker with a steady check and a wrecked body, who wants his time back before he misses the rest of his kid's life.

Approx. share: ~22-26% of callers; 5 of 17 Closed are employed_full_time, and this psychographic dominates the coaching regulars (Thomas Teague, Rich Swaisgood).

CIRCUMSTANCES

Money is coming in but it's a pure time-for-money trade that's physically breaking them — climbing roofs in the cold, graveyard 12-14 hr shifts, 50-80 hr weeks and long drives. Story: 'I'm too old to keep doing this with my hands, and I'm missing everything that matters.'

PROBLEMS

External: no remote skill, income capped by hours their body can no longer give, employers who treat them as disposable. Internal: fear they're 'too old' to learn something digital, skepticism from affiliate/dropship programs that were all 'here's a link' with no support, and identity built around being the guy who out-works everyone.

OUTCOME THEY WANT NEXT (the milestone, not the dream)

Six figures (or matching current pay) at 30-40 REMOTE hours — enough to walk off the roof / out of the truck and actually make the kid's baseball game.

TODAY'S PAIN

An acute physical or financial hit (a blown engine, a bad back, a missed game, a New Year's 'find a better career' resolution) pushed them to finally book.

RECURRING PAIN

Being treated 'like a doormat' by dispatch/bosses; on-call nights and weekends; the daily grind with no ceiling.

3AM / FUTURE PAIN

Doing this same physical job until his body fully quits, dying with nothing left behind, kids grown up without him there.

ANCHOR WOUND

Programs (affiliate, dropshipping) that took his money and gave him a link and no human — plus decades of being the loyal grinder who never got ahead.

IN THEIR WORDS

As a truck driver, just have to really work long hours to make any money. Otherwise, you don't make anything.

— **Perry Anderson** #592984424

Yeah, yeah, I feel it the next day, like, especially when it's cold outside, I feel it in my bones.

— **Thomas Teague** #537660735

That's really been draining the heck out of us every time something is arranged by another family member, whether it's like a cruise.

— **Joel Paul** #582820751

that's another problem with my job. I don't know what my paycheck is going to be, and I hate it.

— **Tom Tomascak** #707878908

BUYER SIGNAL

Present in BOTH columns — employed_full_time is 5 of 17 Closed and 8 of 26 Lost. The split is pain-acuity: those with a sharp physical/time wound and a family milestone close even on tiny deposits (Thomas, Perry on a 3-pay plan, John Crew on a $60 last-in-Venmo deposit). The financially-comfortable ones who feel they don't need training walk (Laron Hough 'doesn't need sales training,' Tom Tomascak deferred after a bad commission check). The veteran 'brotherhood' angle is explicitly what got Thomas past skepticism.

→ AD ANGLE

Sell TIME, not money. Use their words — 'treated like a doormat,' 'comfortable rut,' climbing roofs in the cold, missing the baseball game. Hook: 'Trade the 60-hour roof for 30 remote hours and actually make the game.' Frame it as the exit from the physical grind, lead with a real human/veteran-brotherhood promise (not 'here's a link'), and normalize learning something digital in your 40s-50s.

3

The Benefits-Anchored Survivor

Lives on a VA disability check, loved the offer, rated it 9/10 — and had $170 in the bank.

Approx. share: ~28-32% of callers and the single largest slice of Unclear+Lost — VA-disability income is the most common thread across those two cohorts.

CIRCUMSTANCES

A disability check covers the baseline but 'just makes ends meet'; a job loss, health event, or credit collapse blew up the rest. Story: 'I've been searching and searching for the one thing that finally works — and my body/benefits won't let me go back to physical work.'

PROBLEMS

External: near-zero disposable cash, damaged credit, no remote track record, real medical/caregiving limits. Internal: fear of losing the benefit that keeps them afloat, deep distrust after being scammed ('hawks and leeches,' a $50k coaching scam, a $6,500 friend scam), and shame about money ('embarrassing' credit).

OUTCOME THEY WANT NEXT (the milestone, not the dream)

A modest, protected, from-home stream — often $1,500-$5k/month — that works around the rating and pays down debt / stabilizes life before any big dream.

TODAY'S PAIN

A hard deadline or fresh crisis (severance ending, house being sold, benefits/housing aid running out, a collector) drove the booking.

RECURRING PAIN

Fighting the VA, chasing claims and back pay, applying for months with no responses, 'dire straits' month after month.

3AM / FUTURE PAIN

The check not being enough, outliving the savings, dying with nothing left for the kids/parents they support.

ANCHOR WOUND

An anchor wound of betrayal — a service injury that ended the career AND a program/scam that took the little money they had ('I bought the wrong tool' energy, at higher stakes).

IN THEIR WORDS

> *People here haven't seen or done ..., and then, you know, I've done a lot, respectfully. I've done a lot.*

— **Callen** #557863522

I'm approaching 50 years old. I have no future and no future plans of retirement right now.

— **Michael Rivano** #572993735

I'd be kind of feeling myself, as far as, because I've never seen that kind of money, first of all.

— **LaDale** #533543200

I've been falling on my face numerous different times, you know what mean? I'm not going to act like that's not the truth...

— **Anderson Eralte** #578889087

BUYER SIGNAL

This is the Lost engine. The signature is 'rated it 8-10/10 but cannot pay': Derrick Shoto (10/10, $170 in checking), Dan Baxter (8.5-9/10, declined even a $200 deposit), LaDale (8/10, declined $2,997/$500/$200), Callen (7/10, 'a pre-yes'), Tristan Foxx (no money for $2,997 OR $500). A minority DO close via BNPL/micro-deposits (Andre, Robert, LaToya on Affirm $0-down, Shawn on $200 + $800 later), so desire is highest here but funding is lowest — the offer dies at the price, not the pitch.

→ AD ANGLE

Protect-the-check angle + near-zero-cash on-ramp. Their words: 'dire straits,' 'spinning my wheels,' 'searching and searching,' 'hawks and leeches.' Hook: 'Add a remote income that works around your rating, from home, on your body's terms — start for less than a tank of gas.' Lead with a deposit/BNPL / earn-it-back-in-reps path and heavy anti-scam trust-building, because for this avatar the objection is feasibility, not fear.

4

The Overqualified Retired Operator

20-year officer/professional with an MBA, a pension, and no purpose — wants the leads handed over, not another course.

Approx. share: ~14-16% of callers; only 1 of 17 Closed is retired_20yr but 6 of 26 Lost are — under-indexed on closes, over-indexed on Lost.

CIRCUMSTANCES

Financially secure or semi-retired but bored, aged-out, or 'handcuffed' on a fixed income after a career ended (layoff, business sale, resignation). Story: 'I've led people and run things — I don't need to be taught, I need access and a reason to get up.'

PROBLEMS

External: ageism in traditional hiring (400 applications, two interviews), a resume with 'no experience' in remote sales, capital goals a training program doesn't match. Internal: ego/identity as the overqualified expert, ROI skepticism ('couldn't see the ROI'), and a purpose void after the mission ended.

OUTCOME THEY WANT NEXT (the milestone, not the dream)

Placement, not pedagogy: an extra $10k/month (some say $30k) via a 'go as you learn' seat with leads/jobs already attached — plus a sense of mission and travel.

TODAY'S PAIN

A layoff, dry business pipeline, or 'seismic shift' life event exposed that the pension isn't enough and the days are empty; booked to evaluate the ROI.

RECURRING PAIN

Job-search rejection despite credentials, feeling 'handcuffed' and paycheck-to-paycheck on a fixed income, 'chasing contracts.'

3AM / FUTURE PAIN

Slowly declining into an irrelevant, purposeless 'something to do' retirement, never rebuilding the nest egg.

ANCHOR WOUND

A career that ended badly (forced out, business failed, marriage ended alongside it) after decades of loyal service — the system discarding the expert.

IN THEIR WORDS

> *doing the 9-to-5 grind, I don't know if you've jumped into it at all. It's not the answer. You know what mean?*

— **Jimmy US K** #690073651

> *It's just that right now, I'm at a point where I don't have that much income to, to, you know, a lot.*
>
> — **Anthony Ridley** #565775633

> *And I just had a really weird feeling about sales. I didn't really, I wasn't really hot on the sales.*
>
> — **Eric** #555917264

> *I'm ex-military, so, you know, I have bad knees and ankles. And so I got on a snowboard after skiing for 30 years.*
>
> — **John Yount** #537296905

BUYER SIGNAL

Under-indexes clean closes (1 of 17 Closed retired_20yr vs 6 of 26 Lost) and usually walks on ROI grounds ('go as you learn,' 'couldn't see the ROI,' insists on 24-48 hrs / spousal sign-off). The exception is instructive: Eric Johnson (retired officer/MBA) DID buy and is the single most-recurring coaching client — but shows up feeling 'overqualified,' avoids the Loom-video culture, and needs high-touch hand-holding. So: the ones who buy stay engaged but are labor-intensive; most of this segment is a polite skeptical 'no.'

→ AD ANGLE

Placement over pedagogy, plus purpose. Their words: 'handcuffed,' 'go as you learn,' 'tired of chasing contracts,' 'something to do.' Hook: 'You don't need another course — you need the leads and the seat. Plug 20 years of leadership into a remote closer chair and get your time and mission back.' De-risk hard with ROI proof and concrete job-placement specifics; respect their need to not be same-call-closed.

5

The Woman Veteran in Transition

Out of work, out of options on the job boards, moving fast on urgency and a small deposit before the severance runs out.

Approx. share: ⚠ ~8-10% and cross-cutting (overlaps the Survivor and Transitioner). Directional only — small sample.

CIRCUMSTANCES

A stable role vanished (federal consolidation, job loss, family emergency) and they're submitting daily remote-job applications that die in the first round. Living on severance/disability with a hard clock. Story: 'I never want the carpet pulled out from under me by an employer again.'

PROBLEMS

External: applications that never convert, a 5-year-old resume, tight/maxed finances (Affirm), a ticking severance deadline. Internal: a mix of excitement and worry ('some of everything'), needing to move fast, and the pull of a new-start life vision (own home, travel, permanent relocation).

OUTCOME THEY WANT NEXT (the milestone, not the dream)

Land a remote setter seat at ~$4-5k/month on the way to $10k — fast, ideally inside 30 days — as the bridge to their own home and never depending on an employer again.

TODAY'S PAIN

A hard deadline (severance ending August/September, family emergency, maxed Affirm) made booking urgent; several closed the same call and immediately applied to a female-veteran sales role.

RECURRING PAIN

Daily applications failing past round one; job-board tech friction (Loom videos, resume); feeling behind.

3AM / FUTURE PAIN

The severance/disability running out with no income replacement, being dependent and destabilized again.

ANCHOR WOUND

The involuntary loss — federal job eliminated, a job lost, savings wiped (Trish's ~$90k crypto scam) — 'the carpet pulled up from under.'

IN THEIR WORDS

> *They consolidated things. Actually, they consolidated units... the goal is to eliminate the Department of Education, so a lot of jobs were eliminated.*
>
> — **Teshannee Moye** #624036391

> *right now I've been in transition mode. I just, I've been, I'm just submitting applications daily for, for remote opportunities...*
>
> — **Madelyne** #551859564

> *I'm doing this, but I'm also looking for a part-time job just so I can catch up on some things.*
>
> — **LaToya K. Felton** #618027171

> *Because it's just me working. I mean, my son is in college and, I mean, he's still building up for himself...*
>
> — **Trish Calderon** #718741787

BUYER SIGNAL

⚠️ Thin but real and skews positive: 3 of 17 Closed are women (LaToya, Madelyne, Teshannee) versus a small Lost handful (Trish). They close on self-proposed small deposits + BNPL under acute urgency — Madelyne on a $200 deposit + pay-as-you-go (applying to a female-vet role on the same call), LaToya on Affirm $0-down — and they are over-represented among the most-active coaching regulars (LaToya, Teshannee). The Lost case (Trish) is specifically scam-trauma driven ('re-traumatic'), unwilling to risk newly-rebuilt savings.

→ AD ANGLE

Speed + belonging for women vets in transition. Their words: 'the carpet pulled up from under,' 'in transition mode,' 'some of everything.' Hook a female-veteran sales track: 'Go from daily rejected applications to a remote setter seat in 30 days' — with a small-deposit start and a woman-veteran community, mirroring exactly how they actually closed (self-proposed $200 + BNPL, immediate action). For the scam-wounded, lead with the guarantee.

The language, dimension by dimension

Every quote below is verbatim. Categories are named in the veterans' own words. Prevalence notes tie to the cohort denominators; ⚠️ marks a thin signal kept honestly.

Pain

These veterans aren't shopping for a sales course — they're trying to escape a slow-motion collapse: a body-and-soul-grinding job that will never make them rich, years they can't get back, families they've missed, and in the worst cases an "end of the rope" that is financial, physical, and mental all at once.

"Tired of being tired" — the job is grinding them into the ground

The single loudest note across buyers is bodily and emotional depletion from a job that takes everything and gives back contempt — long hours, night shifts, on-call schedules, and bosses who treat them 'like a dog getting kicked around.' It is not just fatigue; it's the humiliation of being the doormat, the physical wear of climbing roofs and driving trucks into their 40s, and coming home too spent to be a person. This is the grind they are paying $2,997 to walk away from.

Prevalence: Heaviest in the buyer cohort — recurring across the 17 Closed calls (Perry Anderson, Anthony Bowen, Thomas Teague, Caden, Juan Melendez, Robert Flowers) and echoed in Lost (Laron Hough, Craig Bowden, Michael R.). Notably, two different Closed buyers — Perry Anderson and Anthony Bowen — independently use the exact phrase 'tired of being tired.' Lost/Unclear language leans more toward physical burnout of specific trades; buyers add the emotional 'doormat/dog' degradation on top.

> *You know, not be burned out and tired all the time. Kind of tired of being tired all the time, you know.*
>
> — **Perry Anderson** #592984424 · Closed

> *like I said, I am tired of being tired of working with somebody else.*
>
> — **Anthony A Bowen** #683383643 · Closed

> *you're kind of like the doormat... if they're having a bad day, they can take it out on you, you know. And there's not going to be any consequences because they don't care. You know, they dog you out.*
>
> — **Perry Anderson** #592984424 · Closed

> *I'm sick of it and tired of getting treated like a dog getting kicked around, and I'm ready to do something new.*
>
> — **Perry Anderson** #592984424 · Closed

> *They want us on a job site by 8, and then basically, depending on the call, like if it's a 15-hour job, you're there for 15 hours. It's not like at 5 o'clock I leave and go home.*
>
> — **Thomas Teague** #537660735 · Closed

> *majority of the days I get home and I'm just in, like, a pissy mood, or some days I get home and I'll just, like, sit in my car for two hours and just sit there...*

> — **Caden McCandless** #637056795 · Closed

"I cannot get rich working for somebody else" — the hamster wheel / handcuffs

Distinct from raw exhaustion, this is the structural despair of realizing effort will never compound: no matter how hard they work, the ceiling is fixed and the wheel keeps spinning. They describe it as handcuffs, Groundhog Day, running in place and never scoring — the sick recognition that a W-2 or a trade will keep them exactly where they are forever. This is the belief the offer must break.

Prevalence: Spans all cohorts but the sharpest, most quotable versions come from Lost (Jimmy, Dan Baxter, Stefan) and one crisp Closed line from Anthony Bowen ('I cannot get rich working for somebody else'). Buyers tend to voice the resentment of capped time (John Crew's '40 hours on the time card'); Lost prospects voice the fuller 'handcuffed / groundhog day' hopelessness. Recurring in Unclear (Lionel, Dwayne, Joel Paul).

> *I know I cannot get rich working for somebody else.*
>
> — **Anthony A Bowen** #683383643 · Closed

> *it almost feels, it's kind of like, you know, just kind of being handcuffed, you know what I mean? It's like, you know, it's effectively working for somebody else.*
>
> — **Jimmy Kim** #690073651 · Lost

> *It's like, it's, it's just a, it's a groundhog day, man.*
>
> — **Jimmy Kim** #690073651 · Lost

> *I'm doing the same, you know, grind, and I'm not really feel like I'm moving the ball forward. It's like you're running. In the same place, over and over again, and you're not really scoring.*
>
> — **Jimmy Kim** #690073651 · Lost

> *they only let me put in 40 hour weeks on my time card... Which pisses me off... I'm putting in that, no matter what, I put in the same amount of time, because it's on my name...*
>
> — **John Crew** #530023668 · Closed

> *man, this job is burning me out and I'm stuck in a place where I feel like I don't have any other options or choice.*
>
> — **Dan Baxter** #632723100 · Lost

"I thought I'd be a lot further by now" — regret and the clock running out

A raw age-and-time reckoning: they name a specific age (33, 39, 40, approaching 50) and measure the gap between where they are and where they swore they'd be. It's laced with 'wasted time and money' on things that failed, watching everyone else pass them, and the grief of years that just disappeared. The pain is not the present job — it's the fear that the window is closing.

Prevalence: Strong and cross-cohort. Vivid buyer anchor from Patrick Whitener (twice, at 33) and Thomas Teague's retirement regret; the most desperate versions come from Lost (Tristan Foxx at 39/40, Jimmy 'where'd those years go', George Munoz's 'wasted time', Jose Fuentes at 56 being passed over for 27-year-olds). Echoed in Unclear (Brian McClean, Coleman 'wasted money'). The 'wasted my time and money on programs that failed' sub-note recurs specifically among buyers who got burned before (Kyler, Patrick, Robert).

> *I'm at a point where I thought I would be a lot further in life at 33 than I am now, financially, especially, so, yeah.*
>
> — **Patrick Whitener** #703461235 · Closed

> *I'm finding myself at 33, back in that same situation, back in that same situation where I'm like, okay, you know, the last 10 years didn't pan out exactly like I wanted it to.*
>
> — **Patrick Whitener** #703461235 · Closed

> *I know, I'm 39, it's like, I'm supposed to be at a certain place in my life right now, where it's like, that I'm just not at right now...*
>
> — **Tristan Foxx** #664188536 · Lost

> *you look back at the, at the family or the kids and it's like, where'd those years go?*
>
> — **Jimmy Kim** #690073651 · Lost

> *I do miss that if I would have stayed in, I'd be retired now, at getting paycheck, not having to work as hard as I do.*
>
> — **Thomas Teague** #537660735 · Closed

> *now it's just like, I realized I wasted a lot of money and time, no investments, you know what I'm saying? I didn't do none of the things I needed to do, invest in the things like my tools and my business...*

> — **Tristan Foxx** #664188536 · Lost

"You gotta come back and start back over fresh" — displaced, overqualified, and invisible

The transition-out wound: nine, twenty, twenty-three years of service and identity, then dropped back to square one, told to 'revamp yourself, find yourself.' They fire out resumes that get ignored, get told they're 'overqualified' for McDonald's, and feel the carpet pulled out from under a career they thought was guaranteed. The military was their whole self; civilian life hands them nothing to hold onto.

Prevalence: Cross-cohort and central to the avatar. Buyer voices: Andre Quiller ('start back over fresh'), Shawn Graver (overqualified/ignored resume), Teshannee Moye ('carpet pulled up'), Robert Flowers ('this is all brand new'). Lost mirrors it hard (Trish 'doing it all over again' after 23 years, Jose's 400 applications / 2 interviews). Coaching (already-enrolled) adds the specific humiliation of the overqualified job hunt (Eric, MBA applying to a call center). Recurring in Unclear (Anderson Eralte, Aaron Swearingen).

> *in the military, coming from military, nine years, and trying to retire out of there, and that's your job, and you gotta come back and start back over...*
>
> — **Andre Quiller** #687816323 · Closed

> *some different limitations, like, you gotta revamp yourself, find yourself...*
>
> — **Andre Quiller** #687816323 · Closed

> *I even tried to apply for McDonald's, and they said, oh, you have a bachelor's degree? Oh, well, you're overqualified.*
>
> — **Shawn Graver** #625654640 · Closed

> *with my resume, if I'm firing it out there and they can see what's on it... what you're hiring for isn't even close to what I've done before... And they're just, ignore it.*
>
> — **Shawn Graver** #625654640 · Closed

> *I didn't think I would ever be let go from the federal government. It seemed like kind of a guarantee. You decide to leave. So it was like... kind of felt like the carpet was pulled up from under me.*
>
> — **Teshannee Moye** #624036391 · Closed

> *I feel kind of dumb, because I've been doing these Loom videos... it's like, oh, I got a, you know, I've been an army officer, got a bachelor's degree in business, an MBA, and blah, blah, blah... But I'm applying to be a center for your company.*

> — **Eric Johnson** #552738116

"I missed both their births" — the family and time cost

The most human and heartbreaking pain: the job doesn't just exhaust them, it steals the people they love. They've missed births, ball games, and years of their kids' lives; marriages buckle under the money stress and absence; even the free time they do get is poisoned by thinking about work. For many, escaping the grind is really about buying back time with a family they've already shortchanged.

Prevalence: Deep in the buyer cohort — John Crew's 'I missed both their births' and looming divorce is the emotional peak of the entire bank, plus Thomas Teague (missing his son's games) and thoma (away in the Navy and on oil rigs). Lost mirrors it (Anthony Soldan's marriage/money spiral, Trish's son four hours away, George Munoz's nephews). Recurring in Unclear (Brenden McMullen, Anderson Eralte, Austin Bigelow). Money stress and family pain are tightly braided in this cohort — they name divorce and money together.

> *I lost 10 years of my existence, you know, from my kids... Everything while I was constantly deployed. And I mean, I missed both their births.*
>
> — **John Crew** #530023668 · Closed

> *when I do have time with my kids, and I do, I'm still unhappy... I'm constantly stressed out about and thinking about what I'm missing at work. I bring it back home, and I don't actually get that time with them...*
>
> — **John Crew** #530023668 · Closed

> *In baseball, he does a lot of traveling, games, and stuff that I don't get to make because I have to work.*
>
> — **Thomas Teague** #537660735 · Closed

> *was kind of hard to be away from them as much as I was in the Navy. Then from there, I worked on a few oil rigs, and I was still away from my family.*
>
> — **thoma** #591343076

> *Things are heated at home. I'm not getting along with my wife. I don't have the attention that my kids deserve because I'm constantly worried about money and I'm on the hamster wheel.*
>
> — **Anthony S Soldan** #657313336 · Lost

> *he goes to school four hours away, so I don't really get to see him because he's there, and I'm here four hours away... you don't get to really spend time with him*

> *when, I mean, especially having to work that much...*
>
> — **Trish Calderon** #718741787 · Lost

"I'm pretty close to the end of the rope" — broke, buried, and out of runway

Beneath the career talk is acute, present-tense financial crisis: savings wiped out, credit destroyed, bills stacking, walking around with a pulled tooth because there's no money to fix it. This is not aspiration for wealth — it's survival-mode math where a $2,997 program collides with a bank account that has $150 in it. The desperation is loudest in Lost, which has direct implications for who can actually pay.

Prevalence: Skews Lost/Unclear the hardest — the most extreme 'no money' lines come from prospects who did NOT buy (Lawrence Duggan '$150 to my name,' Jose Fuentes 'not a penny,' Anthony Soldan 'end of the rope,' Dan Baxter 'month-to-month survival,' Trish's lost $90k, Kalib 'survival mode'). But real strain is present in buyers too (Perry Anderson's tooth/debt, Robert Flowers 'drained everything I had,' Andres Chacon '$1,000 saved, unemployed'). The pattern worth flagging for the offer: the deepest financial despair correlates with NOT closing — many Lost calls are people who wanted it but literally could not pay.

> *It's the end of the month, I'm broke.*
>
> — **Lawrence Duggan** #683576049 · Lost

> *My girlfriend cost me $2,500 this month. Okay? I got $150 to my name right now. And I need that for food.*
>
> — **Lawrence Duggan** #683576049 · Lost

> *I don't have a penny to give you. I don't have a penny to actually pay my bills.*
>
> — **Jose Fuentes** #681346470 · Lost

> *It has dwindled to where I'm right now, just month-to-month survival, that's it.*
>
> — **Dan Baxter** #632723100 · Lost

> *So now you're making all these decisions just out of survival mode, you know, not just, and they're not living, you're just surviving.*
>
> — **Kalib** #625682291 · Lost

> *I have to top all my other bills, have tooth pulls, so I'm walking around with a missing tooth, my main tooth I eat with... I've been having too many things coming at me at once, you know?*
>
> — **Perry Anderson** #592984424 · Closed

"It truly does feel hopeless" — the mental-health and isolation undertow

The rawest, least-guarded layer: PTSD, buddies lost to suicide, self-destruction in an empty barracks room, a 'pit of sadness,' and the crushing loneliness of trying to do it all alone after losing the brotherhood of service. It rarely leads the conversation but sits underneath every other pain — the sense of being cursed, misunderstood, and out of hope. Handle with care in any copy; this is genuine crisis, not a marketing angle.

Prevalence: Present but skews toward the more vulnerable, often Lost/Unclear prospects, with one strikingly vivid buyer (Caden, who closed, names auditory hallucinations, a friend's suicide, and self-destruction). Loudest in Lost: Daniel Brewer ('12 buddies of suicide'), George Munoz ('I can't do it alone,' 'I miss those guys'), Kalib ('being cursed'), Stefan ('pit of sadness'), Andrew Brown (PTSD irritability). Unclear surfaces the systemic scale (Joel Paul citing ~30 veteran suicides a day). This is emotionally heavy but not thin — it recurs across at least four named speakers per non-buyer cohort.

> *I come to them with problems, and they don't even have an answer to those problems. It's just like, it feels hopeless. You know, it truly does feel hopeless.*
>
> — **Caden McCandless** #637056795 · Closed

> *I come back to my barracks room, and I'm like, well, I'm stuck here by myself. Nothing else to do. I try to go out, but it's, it gets really boring. You know, so I resort to self-destructive things.*
>
> — **Caden McCandless** #637056795 · Closed

> *I've lost 12 buddies of suicide now, and three of them were close... a lot of them were in my line of work...*
>
> — **Daniel Brewer** #679468409 · Lost

> *Just somebody that you could talk to... I can't do it myself, and I realized that I can't, and I thought I could, and I can't. I can't do it alone.*
>
> — **George Munoz** #674046333 · Lost

> *I miss the Navy... And just pushing each other every day. I think I miss that a lot. And I didn't think that I was going to. I thought I was going to just be able to do it on my own. But I miss those guys, man.*
>
> — **George Munoz** #674046333 · Lost

> *at times I feel like I'm just being cursed, like, hey, nothing, nothing's worked. It's like everything I try to do is nothing's worked...*
>
> — **Kalib** #625682291 · Lost

Fears

Beneath every stall is the same veteran fear — that betting on themselves will cost them the last bit of security they have (money, time, or dignity) and prove they were never the success story.

"Every time I've done anything like this, it always comes back to blow up" (been burned / scam radar)

The single loudest fear is a trauma response to prior programs, scams, and gurus who took their money and delivered nothing. It shows up as a hair-trigger 'red flag' reflex to any upfront fee, a spouse in their ear saying 'the same crap again,' and a self-image of being 'never the success story.' For buyers this fear is voiced in the past tense and overridden ('I'm just hoping this is it'); for the Lost it is the wall the call dies on.

Prevalence: The most cross-cutting fear in the bank — surfaces across Closed, coaching, unclear and Lost. It is the deal-KILLER in the Lost cohort: of the 24/26 Lost calls carrying a fear, the money-loss/been-burned version dominates, and one Lost prospect (Trish Calderon, 718741787) circles back to it roughly eight times in a single call. Buyers carry the identical scar tissue but frame it as resolved.

> *Oh, nothing. just, like, every time I've done anything like this, it always comes back to blow up. So I'm just hoping this is it.*
>
> — **Robert Flowers** #674046336 · Closed

> *they all have all these success stories, but I'm never, I'm never the one that, you know, is the success story...*
>
> — **Thomas Teague** #537660735 · Closed

> *I don't want to feel like, you know, I'm wasting my time and money doing Amazon FBA. Because I did that before, and I got scammed out of...*
>
> — **Daniel Martinez-Gonzalez** #677242939 · Unclear / Follow-up

> *my wife said, again, you're doing the same. Crap again? Are you sure?*
>
> — **Greg Eclavea** #630267157 · Unclear / Follow-up

> *Usually when somebody says, oh, yeah, look, I've got this great opportunity for you, but you've got to put money in upfront. It's usually a red flag.*
>
> — **Pedro** #596883108 · Unclear / Follow-up

> *you're making a little bit of money, but for additional training in another $6,000, I'm going to take you to the next level. And then you get to that level, and then now, if you give me $20,000, I'm really going to take you to the next level.*
>
> — **John Yount** #537296905 · Unclear / Follow-up

"When I get out, that check stops" (losing the safety net / the income cliff)

These are men and women whose entire security is a check that is about to stop or is capped — the military paycheck at discharge, a VA disability or SSDI rating they'll forfeit if they earn 'too much,' a severance clock, a mortgage with no buffer behind it. The fear isn't ambition failing; it's the floor dropping out. Several literally name homelessness, ramen, or a repossessed house as the downside.

Prevalence: Near-universal and evenly spread — present across Closed (16/17 carry a fear), unclear (68/79) and Lost (24/26). The disability/benefits-cliff variant (SSDI, VA rating, Social Security limits) is distinctly a BUYER and unclear-cohort concern (Andre Quiller, Robert Flowers, Brian Altsman); the 'I can't take food out of my kids' mouths' survival variant skews Lost.

> *when I get out of the military, know, that check stops. Maybe I get some disability, whatever, but that check stops.*
>
> — **Caden McCandless** #637056795 · Closed

> *I have to go to work to pay my bills and I don't know if I'm homeless, I'm going lose my house, and that's what I'm going to have to do.*
>
> — **Perry Anderson** #592984424 · Closed

> *I don't know anything about it other than I think I can't make a certain amount, can I?*
>
> — **Robert Flowers** #674046336 · Closed

> *going to work, you know, and then one day, like, oh, sorry, you're let go.*
>
> — **Teshannee Moye** #624036391 · Closed

> *The one thing that's stopping me is just the security of the job, just the money security, because right now, you know, the military is just, I'm always getting paid, so it's just that break is going to be scary for me.*
>
> — **Jaquerius Swain** #604831347 · Unclear / Follow-up

> *the only thing I'm... What always hesitant about, I'm technically, I'm on SSDI... technically I'm only allowed to make... this year I assume it's probably $1,800 a month before they start taking money away...*
>
> — **Brian Altsman** #677242922 · Unclear / Follow-up

"I don't want to be the richest guy in the graveyard" (running out of time, aging, mortality)

A distinctly older-veteran fear: the runway is short, the body is wearing out, and the payoff might arrive too late to matter — after the kids are grown, the parents are gone, or they themselves are in a chair or a grave. It fuses mortality salience (dead siblings, a coworker's heart attack, a father who 'died at 72 after retiring at 62') with concrete ageism about being a 60-year-old nobody wants to hire.

Prevalence: Recurring across all cohorts and heavily concentrated in the older skew of the buyer base — voiced in Closed (John Crew, Anthony Bowen, Caden), coaching (Eric Johnson), and Lost (Dan Baxter). The ageism-in-hiring sub-fear ('they're not looking for a 62-year-old salesman') is specific to the unclear/older prospects.

> *I don't want to be the richest guy in the graveyard, man.*
>
> — **John Crew** #530023668 · Closed

> *my kids are at that age where I have one more shot, you know... before it's too late...*
>
> — **John Crew** #530023668 · Closed

> *My sister's gone, my father's gone, and there's things I really want to achieve before I leave.*
>
> — **Anthony A Bowen** #683383643 · Closed

> *the way she views me, she doesn't view me, has never viewed me as a little child... maybe she sees me as her grandson, but not a true grandson, like one who comes around, one who goes to Thanksgiving...*
>
> — **Caden McCandless** #637056795 · Closed

> *I watched my dad just. Sit in a chair for the last, you know, 10 years of his life. Because he died when he was 72. He retired when he was 62.*
>
> — **Eric** #552738116

> *they're not looking for a 62-year-old salesman. That's something that, you know, uh, even with all the training and everything, I find out that, uh, that could be a problem for a lot of these people.*
>
> — **Dana Lowery** #552250766 · Unclear / Follow-up

"My biggest fear is myself failing" (not good enough / no sales experience / imposter)

The fear turned inward: not that the program is a scam, but that THEY are the broken variable — no sales background, 'jumping into waters I've never jumped into,' and a habit of self-eliminating before an employer can reject them. Notably, this fear does not resolve at purchase — in the coaching cohort (already-enrolled buyers) it migrates into acute execution anxiety about interviews, Loom videos, and looking inexperienced next to other candidates.

Prevalence: Strongest in the coaching recordings (post-purchase buyers) — it dominates the 25/34 coaching calls carrying a fear, where LaToya, Eric, Thomas, and Rich fixate on failing, 'not qualifying,' and being judged. Also present at the point of sale (Closed: Aaron Long, Perry Anderson) and in Lost (Craig Bowden). The key insight: buying the program does not kill this fear, it relocates it from 'will it work' to 'can I do it.'

> *My biggest fear is myself failing. That's my biggest fear.*
>
> — **Veteran Accelerator Group Call** #621720427

> *I was a little intimidated yesterday and even this morning. Um, if I really had the stuff, you know, if I'm good enough, blah, blah, blah...*
>
> — **Eric** #555917264

> *I didn't think I really qualified.*
>
> — **Veteran Accelerator Group Call** #584263067

> *if my lack of high-ticket sales is, does he see it as an issue?*
>
> — **thoma** #575734741

> *I don't think that I can succeed at something if I'm not, at least something like sales, where arguably sales is the harder of the three things that I'm balancing right now...*
>
> — **Aaron Long** #627215039 · Closed

> *I don't know. I mean, you know, I've never tried it before, so it'd be something new. So I'll be jumping into some waters I've never jumped into before.*
>
> — **Perry Anderson** #592984424 · Closed

"It's nothing guaranteed... I need something guaranteed" (paying for a possibility)

Distinct from the scam fear, this is risk-aversion toward an unproven PATH even assuming everyone is honest: they won't hand over money for a 'possibility,' an 'if,' or an outcome they 'can't picture' and can't verify from anyone in their own circle. They demand an 80% guarantee, catch the salesman's word choice ('when the calls come — when is a big IF'), and fear the post-purchase surprise where 'questions arise after the sale.'

Prevalence: Heavily skewed to the LOST cohort — this is the clean deal-breaker for prospects like Ronnie Spencer ('paying $3,000 for a possibility, no') and Ming Ko, and appears in the unclear stalls too. Buyers voice the same demand for a guarantee (Andre Quiller, Closed) but accept the program's risk-reversal/guarantee framing where the Lost do not.

> *it's not guaranteed, it's nothing guaranteed, then, you know, I need something guaranteed...*
>
> — **Andre Quiller** #687816323 · Closed

> *But paying $3,000 for a possibility, no.*
>
> — **Ronnie Spencer** #706792137 · Lost

> *Um, feel the unknown.*
>
> — **Ronnie Spencer** #706792137 · Lost

> *I'm down to invest, but I don't like to be investing on something that I don't have 80% guarantee being successful.*
>
> — **Mi Ko (Ming Ko)** #551894723 · Unclear / Follow-up

> *When, you said it right there, when those sales calls do end up coming. When is a big if. It's a big if.*
>
> — **Jose Fuentes** #681346470 · Lost

> *with sales, sometimes questions arise after the sale, right? after you've committed your money, then there's questions that arise, or you don't know what you don't know, so you jump in blue.*
>
> — **Daniel Bongiovanni** #574365880 · Unclear / Follow-up

"You don't know if you're going to have that job one day or the next" (the world is unstable / AI is coming)

A macro fear about a floor shifting under everyone: layoffs, at-will firing 'for looking at somebody sideways,' AI eating whole industries, and the sense that no single income or field is safe anymore. This is what makes remote sales attractive as a diversification hedge — but it also breeds a defensive, keep-a-fallback posture ('don't marry an industry, know when to exit'). Several frame it as waiting for 'the next shoe to drop.'

Prevalence: Broad and recurring across all cohorts, concentrated in the unclear middle. Buyers cite it as the RATIONALE for enrolling (Kyler Goeglein wants a hedge even against his dream pilot career; Shawn Graver's 'next shoe'); the Lost (Jose Fuentes) and a coaching veteran (Al Wood) cite the same instability as a reason to stay guarded and never over-commit to one path.

> *Don't always rely on one source of income because, one, you don't know how the economy is going to react. You don't know if you're going to have that job one day or the next day you're going to be out of the job.*
>
> — **Kyler Goeglein** #628551604 · Closed

> *AI is also coming around, so who knows how much AI is going to take over one industry, or AI is going to take over another industry, stuff like that.*
>
> — **Kyler Goeglein** #628551604 · Closed

> *It's like, as you live, right? As you go along, you're like, when's the next shoe going to drop here, you know?*
>
> — **Shawn Graver** #625654640 · Closed

> *I just don't like the idea of somebody coming to me and say, Carl, you don't have a job anymore.*
>
> — **Carl M. Buchanan** #640105544 · Unclear / Follow-up

> *if you stay up on your industry, you know that there's some things that are changing drastically. AI is changing some things drastically.*
>
> — **Tony Gamboa** #584263075 · Unclear / Follow-up

> *Within a 10-year span, a lot of jobs are going to be non-existent. We are going to be obsolete.*
>
> — **Jose Fuentes** #681346470 · Lost

"You're going to be in the same spot you were" (staying stuck / the what-if regret)

The mirror-image fear that Brenden actively weaponizes: not the risk of acting, but the dread of NOT acting and waking up a year — or a decade — from now unchanged, watching others 'flourish,' and becoming 'that what-if guy.' It reads as anticipatory regret and shame against a personal standard, often sharpened when they picture themselves as the stuck older generation 'clawing at the bit' at 65.

Prevalence: Recurring across Closed (Patrick Whitener, LaToya Felton), unclear (Seth Johnson, Aaron Swearingen, Sam A.) and Lost (Josh, Kalib). This is the one 'fear' buyers voice as a defiant motivator rather than a brake ('No, not at all' to settling), which is exactly why it converts — it reframes the safer stall as the more dangerous outcome.

> *I know what it entails pretty much. And it's like, you're in the same, if you don't make a change, you know, you're going to be in the same spot you were.*
>
> — **Patrick Whitener** #703461235 · Closed

> *Well, I don't want to wait too long because I feel like I've waited long enough.*
>
> — **LaToya Felton** #584263072 · Closed

> *I don't want to be that what if guy, man... I wonder how my life would have turned out if I would have just did, you know? I don't want to be that type of guy...*
>
> — **Seth Johnson** #693038150 · Unclear / Follow-up

> *especially, right, seeing other people, right, flourish... yeah, man, it would kill me inside, man...*
>
> — **Seth Johnson** #693038150 · Unclear / Follow-up

> *a lot of people will stay. Clawing at the bit for too long in life, and then they end up stuck there at 65... now they're sitting there like, holy , I'm 60, and now I can't afford .*
>
> — **Aaron Swearingen** #670737952 · Unclear / Follow-up

> *I don't want to be one of those veterans where, I end up like a story, you know, I want to be a success story...*
>
> — **Sam** #652390834 · Unclear / Follow-up

Roadblocks

The wall is almost never doubt about the opportunity — it's the absence of a map (no first step, no door in), a cash/time squeeze from the very job they're trying to escape, and a graveyard of solo attempts that failed for lack of anyone to show them the middle of the path.

"I don't know what I don't know" / "I wouldn't even know where to look"

The single most common roadblock is not skepticism about whether the money is real — it's the total absence of a roadmap. Veterans know remote high-ticket income exists but cannot name the first step, the industry, or where the jobs actually live, so their default answer to 'biggest challenge' is pure knowledge void. The ask that falls out of it is specific: someone to show them the middle of the path they can't see.

Prevalence: Dominant across every cohort and the modal answer to 'what's your biggest challenge.' Present in a majority of the 17 Closed calls and recurring throughout the 26 Lost and 79 Unclear. Buyers voice it as a gap they're paying to close; Lost/Unclear voice the same gap but stall on it.

> *I don't know what I don't know...*
>
> — **John Crew** #530023668 · Closed

> *I would not even know where to look. I would not. I guess I should have done some research.*
>
> — **Caden McCandless** #637056795 · Closed

> *Oh, just the knowledge. I haven't... I have no idea. I have no prior experience on remote high-ticket sales. I just want to, I guess, explore my options.*
>
> — **Andres Chacon** #637431170 · Closed

> *the biggest challenge has been like identifying a process or like a start from... beginning to sale. So kind of having a process in place to follow... or then a way to do so consistently.*
>
> — **Teshannee Moye** #624036391 · Closed

> *The biggest thing holding me back is someone to be able to show me how to do something.*
>
> — **Stefan** #530438867 · Lost

> *So, if someone can do something, and then I can do something, then I can do the middle. And if someone can tell me how to do the middle part, then I can find myself actually making the money.*
>
> — **Stefan** #530438867 · Lost

"I just don't have the money right now" / "The paywall is really high for me"

Money is named constantly but functions differently by cohort. Buyers frame it as a temporary 'paywall' they fully intend to clear — even asking about payment plans in the same breath — while for the Lost cohort it is the hard, non-negotiable wall that ends the call: no cash at all, maxed credit, or debt from a prior failed program. Damaged credit and closed-off financing routes compound the raw shortage.

Prevalence: Named in many Closed calls but overcome (buyers buy anyway); the decisive dealbreaker in a large share of the 26 Lost calls — a strong buyer-vs-lost skew — and pervasive across Unclear. When money is the ONLY objection and it's real, the call is lost.

> *The paywall is really high for me right now, but that's okay.*
>
> — **Andres Chacon** #637431170 · Closed

> *And so right now I'm not doing too good financially. So that'd probably be my biggest challenge. I don't know. Do you guys take payments or anything like that?*
>
> — **Perry Anderson** #592984424 · Closed

> *The only thing is, I don't have that much money on me right this minute.*
>
> — **Robert Flowers** #674046336 · Closed

> *my wife and I got into a stupid, you know, silly argument over a credit card and... for like 500 bucks over principle, I let, I let it destroy my credit, something I could have like, stupid now, stupid...*
>
> — **John Crew** #530023668 · Closed

> *Obviously, I don't just have $3,500 that's sitting around, like, you know... I don't have it just sitting around right now, not even 29, like... I ain't even got a thousand...*
>
> — **Tristan Foxx** #664188536 · Lost

> *And then the thing is, with me not having the income. That I was bringing in at the time, joining a program over $3,000, even if you split it up, it's going to kill my budget right now.*
>
> — **Anthony Ridley** #565775633 · Lost

"Time is the biggest one" — the job that pays the bills eats the effort

The current job — an active-duty schedule, graveyard shifts, an on-call trade, or a 12-to-14-hour grind — is both the reason they need the income and the thing that starves the attempt. Veterans describe being too depleted at the end of the day to job-hunt or study, and active-duty members flatly cannot commit today even when they want to. Time and money often trade off against each other with no window where both line up.

Prevalence: Named as the #1 or #2 obstacle across all cohorts, and often ranked explicitly against money. Especially acute for active-duty buyers and the currently-employed in Lost/Unclear; several give it as a one-word answer.

> *So yeah, that's correct. Time is the biggest one. Money isn't as big of a problem, but that would probably be number two.*
>
> — **Aaron Long** #627215039 · Closed

> *Learning, yes. Committing to a program right now today, no.*
>
> — **Aaron Long** #627215039 · Closed

> *being in the military the past eight years, I just haven't had a lot of time. Like I don't want to use that excuse, but because I chose to do everything out like other things, like I train martial arts...*
>
> — **Patrick Whitener** #703461235 · Closed

> *But the JLB eventually sucked that time away... When spend 12 to 14 hours a day working for somebody, by the time you get to that end of the 14 hours, you're just like, you know what, I want to go run, get my workout in, get dinner, and go to bed...*
>
> — **Veteran Accelerator Group Call** #632723095 · Coaching

> *my work schedule is, um, Friday through Tuesday, 5.30 till, like, you know, whenever. It all depends if I get a hospital watch, like Brenden and I was going to meet last week, and then boom, hospital watch...*
>
> — **Veteran Accelerator Group Call** #605287506 · Coaching

> *Time.*
>
> — **Ronnie Spencer** #706792137 · Lost

"I'm not in the door" — it's access, not ability

A distinct cluster reframes the block as access rather than skill: getting in front of someone who will actually hire, landing that first setter or closer seat, or simply getting live reps. They insist they could do the work — the wall is that no one has let them in, and the crowded, 'not hiring' market plus age make the door feel bolted shut.

Prevalence: Recurring among buyers who already grasp the model (Juan, Aaron in coaching) and sharply voiced in Lost — Jose Fuentes repeats it three ways — and in Unclear, where it fuses with age discrimination and an 'employer's market.'

> *So there's so different types of high-end products that you could sell, but I'm not in the door, is the thing.*
>
> — **Veteran Accelerator Group Call** #628551705 · Coaching

> *It's that you got to like reach out to a lot of people and don't have many eyes on you so you can get like the placement as a setter or a closer.*
>
> — **Juan Melendez** #681771630 · Closed

> *really just reps is the hardest thing for me to get...*
>
> — **Aaron Long** #640500957 · Coaching

> *It's not, it's not getting the job, it's not the knowledge, it's not knowing, it's getting in front of people to be able to earn a job.*
>
> — **Jose Fuentes** #681346470 · Lost

> *It's a matter of getting in front of somebody that is going to hire you. That's the issue. That's my issue.*
>
> — **Jose Fuentes** #681346470 · Lost

> *I would say just getting connected with the right people... in order to get into High-Ticket Sales, I feel like you'd have to know the right people and know the ins and outs and know... already have connections with the brands...*
>
> — **Brandon Ostoich** #606574866 · Unclear / Follow-up

"I've tried it on my own and it just ends up failing every time"

Nearly every veteran carries a graveyard of solo attempts — dropshipping, affiliate marketing, insurance, forex, crypto — that died from oversaturation, zero support after the sale, or outright scams. The recurring wound is being helped 'for a couple weeks and then you're on your own,' which breeds a precise demand: not more content or videos, but a mentor who won't abandon them and access to real answers when they get stuck.

Prevalence: Extremely common in the buyer cohort — most Closed callers have a named failed-vehicle story — and just as heavy in Lost/Unclear. The burn is double-edged: it makes them wary of paying again, but it's also exactly why mentorship and ongoing access are the selling point.

> *Um, I'm not really sure. I didn't have no type of, I guess, like guidance, real good guidance. It was mainly just on some videos, and they just kind of went through some stuff, and then you were like, okay, what do I do now?*
>
> — **Robert Flowers** #674046336 · Closed

> *I just didn't have access to ask questions, so sometimes going through it, it's like, trying to figure it out, like, okay, what do I do now?*
>
> — **Teshannee Moye** #624036391 · Closed

> *The issue I ran into is, like, saturation, right? With my other Shopify. It was just too saturated, right? Maybe I didn't have the right price. Maybe I didn't have the right branding. Whatever it was, right? Just a hard time just overcoming...*
>
> — **Caden McCandless** #637056795 · Closed

> *they said, oh, you have a one-on-one, and that one-on-one wasn't really, like, helping you, you know. I said to them, like, how do I, like, get started with my LLC?*
>
> — **Juan Melendez** #681771630 · Closed

> *I've tried it on my own. I've tried, I've tried shop shipping, I try the, the affiliate marketing, and, and I've spent money on, you know, trying to be able to make more money, and it just ends up failing every time.*
>
> — **Stefan** #530438867 · Lost

> *The minute you join in, they said they got a system... helped you for a couple weeks, and then after that, you're on your own.*
>
> — **Greg Eclavea** #630267157 · Unclear / Follow-up

"It's really me versus me" — the internal wall

A candid subset locates the roadblock inside themselves: paralysis by analysis, procrastination, shiny-object scatter, the comfort of a steady check, and decades of 'employee programming' that make betting on themselves feel unnatural. This is the most self-aware and emotionally raw cluster — less about circumstance, more about identity and self-sabotage they name out loud.

Prevalence: Volunteered readily across cohorts — by buyers (Patrick's 'scattered focus,' Eric's self-sabotage) as much as by Unclear/Lost. Distinct in tone: where other categories point outward at money, time, and access, these point squarely inward.

> *a lot of it is a paralysis by analysis, looking at a whole bunch of things that I feel like I get really excited and spread myself like too thin, like trying to do a whole bunch of different things at once.*
>
> — **Patrick Whitener** #703461235 · Closed

> *a big hiccup was just, I think, not focusing on one thing, and just taking that, and just scaling that... just that scattered focus... My biggest block.*
>
> — **Patrick Whitener** #703461235 · Closed

> *I sabotaged myself a few times along the way, which is unfortunate, but what are you going do?*
>
> — **Eric** #552738116 · Coaching

> *I feel like I've got some kind of a mental block about that, but I just got to get past it. It's one of those things.*
>
> — **Eric** #544684775 · Coaching

> *But it's really me versus me, man.*
>
> — **Anderson Eralte** #578889087 · Unclear / Follow-up

> *I was held back by myself.*
>
> — **Charles A Foxx** #648730119 · Unclear / Follow-up

"It just comes across like I'm reading" — the buyer's post-enrollment execution wall

A roadblock category that only appears AFTER enrollment: the concrete, daily friction of actually applying and selling. Coaching clients get stuck recording the required Loom video, freeze the instant a prospect goes off-script, have no recorded calls to show, and self-eliminate from any listing that says 'must have experience.' This is where the abstract 'I don't know how' collapses into a specific, repeated stall — and it's the block the program's own process is built to break.

Prevalence: Concentrated in the 34 coaching calls (the enrolled-buyer cohort), where it is near-ubiquitous — the Loom video and script-freeze recur across many different clients. By nature almost absent from the pre-sale cohorts, which makes it the most buyer-specific roadblock in the bank.

> *It just comes across like I'm reading. So I just got to get that part out of the way.*
>
> — **RP Training** #567127369 · Coaching

> *I don't know where to go from there now, because it's not what I've written down.*
>
> — **RP Training** #567127369 · Coaching

> *it's just the loom video. That'll be the major hurdle right now, because now I see, because most of the jobs, they, you know, they all ask for a loom video.*
>
> — **Veteran Accelerator Group Call** #630969036 · Coaching

> *A lot of times when it says must have B to C in closing. And then 3K offers, preferred fitness coaching experience, and call recordings. I don't ever reply because... I don't have none of that.*
>
> — **Veteran Accelerator Group Call** #610352158 · Coaching

> *Nah, I don't even know how to do it. I don't even think, I'd have to ask them how to do it.*
>
> — **Veteran Accelerator Group Call** #610352158 · Coaching

> *I mean, I use the script, but also, like, just have, like, the Tony, Tony, the lines, Josh lines, because, like, if I get an answer, then I'm lost, you know what I mean?*
>
> — **Veteran Accelerator Group Call** #640105476 · Coaching

Desires

What these veterans want is not a job but an exit — freedom to work from anywhere, the money to retire the people who raised them, and a skill of their own that finally pays off — with "location freedom" and "retire my mom / leave something behind" the two desires that recur across nearly every call.

"Work from anywhere" — location + time freedom

The most recurrent desire across all four cohorts — surfacing in the large majority of Closed calls and dominant in Unclear — is untethering income from a place and a clock: a laptop, an internet connection, and the ability to log in from Thailand, Colombia, a cabin, or the living room of their choosing. It is almost always framed against the thing they're escaping — a California-only login, a 40-hour week, a commute, a 9-to-5 — and 'remote' itself is treated as the prize, sometimes worth more than the salary attached to it. Time freedom (3-4 hour days, set your own schedule) is the twin of location freedom and shows up just as often.

Prevalence: Nearly universal — appears in the large majority of the 17 Closed calls, dominates the coaching group-call board sessions, and is the single most common thread in the 79 Unclear and 26 Lost calls too. No meaningful buyer-vs-lost skew: Lost prospects want the exact same freedom, they just didn't buy the vehicle.

> *I'm trying to, I guess, diversify all of my income streams, like make it so that I can work anytime I want. And build my skills enough so where I can, like, take a day off or how I can travel.*
>
> — **Andres Chacon** #637431170 · Closed

> *Yeah, definitely the freedom. Yeah, the freedom to travel anywhere and work from anywhere. That's really attractive to me. I want to work towards that for sure.*
>
> — **Andres Chacon** #637431170 · Closed

> *I feel like sales, you can just call anybody from anywhere.*
>
> — **Caden McCandless** #637056795 · Closed

> *the bigger underlying factor for me is the sense of autonomy... just having the autonomy to be able to say, this is where I'm going to be this week. I can still do my job. I can still do it well.*
>
> — **Veteran Accelerator Group Call** #632723095

> *I mean, but work from home?*
>
> — **Veteran Accelerator Group Call** #655699101

> *I'm literally just looking for anything that I can do, that I can do remote, specifically remote from Thailand.*

> — **Andrew Brown** #690073649 · Lost

"Retire my mom / leave something behind" — providing for family and legacy

Underneath the income number is almost always a person: a mother who worked four jobs, a wife who endured the deployments, a father who never knew comfort, a daughter, a nephew, grandkids. The deepest, most emotional verbatims in the entire bank are not about money or travel — they are about retiring a parent, paying off a family home free-and-clear, and 'leaving something behind.' This is the desire that carries the most feeling and the clearest buying energy; when Brenden reaches it, the tone shifts from wanting-a-gig to needing-this-to-work.

Prevalence: Roughly half or more of the 17 Closed buyers name a specific family member as the real driver, and it is the emotional peak of the highest-intent coaching and Lost calls too. Slight buyer skew in intensity: buyers tend to have a single vivid person (retire mom, my baby girl) while some Unclear prospects keep it more abstract ('provide for my family').

> *I would probably let her stop working, like, she's like 50 years old. ... my mom would be done, my mom would be, like, retired, that's, that's, that'd probably be my main goal.*
>
> — **Gustavo Villalon** #552738126 · Closed

> *I want my daughter to just think nothing. Nothing but me... so my daughter would just like have no room or no energy to think of another dude.*
>
> — **Gustavo Villalon** #552738126 · Closed

> *every time I see my grandparents, right, I see them in frames, because I see them usually once a year... I'm not actually spending time with as much time as I could with them.*
>
> — **Caden McCandless** #637056795 · Closed

> *I also really want to retire my mom because like my mom's been one of my biggest supporters...*
>
> — **Kyler Goeglein** #628551604 · Closed

> *just finally, I'm trying to leave something behind and just be more comfortable...*
>
> — **Andre Quiller** #687816323 · Closed

> *I actually had a dream... a dream while I sleeping about her just running on the land, and, you know, and grass, and I'm like, yeah, I need that. And, yeah, that's what I*

> *want to create for her...*
>
> — **Patrick Whitener** #703461235 · Closed

"Be my own boss" — autonomy, control, and no more W-2

Distinct from geographic freedom, this is the desire for self-authorship: to be the one who makes the calls, sets the terms, and owns the outcome — 'input X, produce Y.' It reads as a direct reaction to a life the military and then employers structured for them; several explicitly refuse to 're-enlist' into another contract or W-2. For many the dream is not just a remote job but eventually their own shingle, their own business, their own program.

Prevalence: Recurring across all cohorts — roughly a third to half of Closed buyers frame it as autonomy/own-boss, and it is a defining note for the layoff-driven and retired-military Unclear/Lost prospects. Language is strongest and most defiant among Lost/Unclear ('me and a 9 to 5 is never going to be it').

> *I would leave, I would leave for less than that, just, just because of the fact that I'm my own boss...*
>
> — **John Crew** #530023668 · Closed

> *just being able to say, okay, I know if I put in X, this is what I'll produce.*
>
> — **Teshannee Moye** #624036391 · Closed

> *to me, working for myself would be much better than working for somebody else, you know, having a boss I don't like, bitching at me all the time. And it's not a good way to go through life, you know.*
>
> — **Perry Anderson** #592984424 · Closed

> *If I did that, I would just lock myself into another contract just for, you know, two, three more years or, you know, even longer.*
>
> — **Aaron Long** #627215039 · Closed

> *be much more confident and secure in knowing that I made the decisions, I made the changes, I made the calls, and I'm the one that's doing that, as opposed to letting other people and programming do that for me.*
>
> — **Veteran Accelerator Group Call** #632723095

> *me and a 9 to 5 is never going to be it, and I'm not, just not entertaining.*
>
> — **Anderson Eralte** #578889087 · Unclear / Follow-up

"See the world" — the concrete travel dream

When asked what the money is really for, the answer is overwhelmingly a place: Thailand, Japan/Kyoto, Dubai, Colombia, Europe, Bali. For many it's rooted in the military — they got a taste of the world on deployment and want to return on their own dime, not the government's. The imagery is vivid and specific (a cabana with palm leaves swaying, Big Ben for a five-year-old, a rail pass through Europe, Thailand prices on American money), which makes it the richest source of hooks in the bank.

Prevalence: Very high across every cohort — about half of Closed buyers name specific destinations, and Thailand in particular is a near-obsession for a cluster of Lost prospects (Andrew Brown, Callen, Lee Morrow) who had already half-decided to move there. Travel is the concrete face of the abstract 'freedom' desire.

> *I want to go to Dubai and finally go to Dubai.*
>
> — **Juan Melendez** #681771630 · Closed

> *Or, with my going back just to visit Japan, because I didn't get to do a lot of things while I was out there. So that's one of my big travels.*
>
> — **LaToya Felton** #584263072 · Closed

> *I'm a guy who likes to travel, you know, I wouldn't mind going and visiting Kyoto, actually, because I didn't get to go out there last time, back in 2007, when I was in Japan...*
>
> — **Shawn Graver** #625654640 · Closed

> *I want to wake up, you know, in a cabana, in a tropical environment, and walk out on the beach, and see the sun shining, and the palm leaves swaying... the waves crashing on the beach.*
>
> — **Eric** #552738116

> *Especially in Thailand, because then, you know, 10K a month in Thailand, you're basically a billionaire.*
>
> — **Callen** #557863522 · Lost

> *Crazy. Exactly. Paying Thailand prices for things. Yeah. With American-made money.*
>
> — **Lee Morrow** #671192658 · Lost

"Money that works for me" — passive income, multiple streams, and building wealth

Many don't just want a paycheck — they want the paycheck to become assets: rentals, IULs, stocks, laundromats, a food truck for a son, LLCs 'just running.' The mental model is explicit and repeated: stop trading time for money, build multiple streams so no single one can sink you, and eventually make money in your sleep. This is the desire that connects remote sales to a bigger financial vision, and it's where the 'diversify / don't rely on one thing' language lives.

Prevalence: Recurring, with a notable skew toward older/retired-military and financially-established prospects (Unclear and Lost) more than the youngest Closed buyers. Several Closed buyers hold it strongly (Andre's IULs and ice machines, Kyler's multiple streams, Teshannee's real estate), but the most elaborate wealth-building language comes from Lost/Unclear (Kalib's 'Rockefeller,' Aaron Swearingen's hard assets).

> *just IULs and everything like that, just investing in something where it can build more wealth... that 2k would go straight into...*
>
> — **Andre Quiller** #687816323 · Closed

> *So I really have like multiple sources of income, so I'm not reliant on one...*
>
> — **Kyler Goeglein** #628551604 · Closed

> *I do a couple hours online while I was making income. I can make it. We're looking at making income while I'm asleep as they say, that type of thing.*
>
> — **Anthony A Bowen** #683383643 · Closed

> *You could actually get ahead with real investments. You know, at the end of a year, you would actually own some that's making money for you.*
>
> — **Eric** #547875873

> *the Rockefellers got, they, they, they created the wealth, and they... figured a way out to continue to... establish that wealth, and it kept going, generations later... I'm just trying to create that Rockefeller...*
>
> — **Kalib** #625682291 · Lost

> *I just want to be able to diversify everything I have for all my assets, income, so that, okay, one of these goes down, I still got these other two, couple.*

— **Craig Bowden** #692800485 · Lost

"Something easier on the body / breathe easier" — escaping the grind, stability, and peace of mind

A large, emotionally quieter desire runs beneath the ambition: to stop grinding. Older vets want out of physical labor ('getting older,' 'less wear and tear on my body'); others simply want a buffer — not sweating the bills, not living paycheck-to-paycheck, being able to 'breathe easier.' The word that recurs is 'comfortable,' and the feeling is relief: a heavy load off the chest, no worries, security. For some this is the whole ambition, not a stepping stone to riches.

Prevalence: Recurring across all cohorts with a clear skew toward older buyers and the Lost cohort, where the language is about restoration and survival rather than expansion. Among Lost prospects especially (Trish, Stefan, Anthony Ridley, Michael Rivano) the desire narrows to simple security — 'get back what I lost' — a distinctly more defensive register than the buyers' 'change my whole generation.'

> *Oh, different, oh, more time with my family, travel, you know, just enjoy life, feel like I'll take, add a few extra years to my life, less stress, less wear and tear on my body.*
>
> — **Thomas Teague** #537660735 · Closed

> *I have a little extra money where I'm not sweating about the bills and, you know, not got enough money to get by...*
>
> — **Perry Anderson** #592984424 · Closed

> *financial freedom, be able to have a big heavy load off my chest and shoulders.*
>
> — **Anthony A Bowen** #683383643 · Closed

> *I mean, I just, I'm trying to find something that ain't so intensive.*
>
> — **Robert Flowers** #674046336 · Closed

> *we can start living, we can breathe easier, so to speak, and we can pretty much travel more.*
>
> — **Anthony Ridley** #565775633 · Lost

> *I'm just trying to get back what I lost and keep it in there and just live regularly. Like how, you know, I mean, that's it.*
>
> — **Trish Calderon** #718741787 · Lost

"I want to actually be good at this" — a skill of my own, purpose, and helping people

Beyond money, a real cohort wants mastery and meaning: a hard skill they own, live reps over classroom theory, and work that helps people and feels purposeful rather than deceptive. Some frame sales as the part of their old job they already loved (guiding people to a solution); others want the skill fluent enough to be 'a second language,' or want work that lets them give back and mentor. For the already-enrolled coaching clients this is the loudest desire — they want to train, get reps, and stand out.

Prevalence: Buyer- and coaching-heavy: strongest in the coaching group-call transcripts (thoma, RP Training, the role-play reps) and among the more values-driven Closed buyers (Shawn's 'impactful/meaningful,' Aaron's 'harder skill,' Gustavo's 'second language'). Present but thinner in the Lost cohort, where the pull toward mastery-for-its-own-sake is weaker than the pull toward money and escape.

> *even if I make zero dollars, if I at least get on a live offer, I kind of feel like that's where the real training starts.*
>
> — **Aaron Long** #627215039 · Closed

> *I want to learn, like, the business, like, life insurance, everything, like, just like it's... like, it's just my second language.*
>
> — **Gustavo Villalon** #552738126 · Closed

> *If I don't feel like it's impactful, right, or meaningful, I'm not wasting my time.*
>
> — **Shawn Graver** #625654640 · Closed

> *I'm not here just to get my feet wet. I'm here to actually work for you guys and work my way up basically as high as I can.*
>
> — **thoma** #591343076

> *I feel like, you know, I'm doing good work, you know, helping people accomplish their goals. I'm not deceiving anybody.*
>
> — **Eric** #555917264

> *My first priority is just getting reps and getting good at the process.*
>
> — **Aaron Long** #640500957

Goals

Almost every veteran names a monthly dollar figure as the goal — but the buyers frame it as a modest, beat-able floor tied to quitting a job and a concrete life milestone, while the biggest, roundest "home-run" numbers skew toward the people who never bought.

"That's just getting by" — the modest floor, not the ceiling

The money cohort almost never leads with a big number. They name a deliberately small, survivable figure — often $2k–$5k — and explicitly flag it as a starting floor they expect to beat, not a ceiling. This reads as veteran pragmatism and humility: they want proof of any return they can compound before they let themselves dream bigger.

Prevalence: Dominant among buyers. Recurring across the Closed calls (all 17 name a target) and echoed in coaching; the 'floor not ceiling' framing ('I'm not greedy', 'basement's basement', 'I know I can exceed that') is markedly a buyer/Closed pattern. Lost/Unclear name floors too, but more often walk UP to a grandiose number in the same breath.

> *even if I made, like, like I tell everyone, even eight. $100 extra a month, even that much, would be helpful. So that is the, like, the basement's basement, if you will.*
>
> — **Shawn Graver** #625654640 · Closed

> *To be honest, I just want to see, I'm willing to just see any kind of payback. And I'm like, okay, if there's, as long as there's some kind of payback, you can always build off of that, in my opinion.*
>
> — **Kyler Goeglein** #628551604 · Closed

> *I guess, at least, I'd say 1,500 to 2,000, you know what saying, just starting out, you know. Yeah, doable...*
>
> — **Andre Quiller** #687816323 · Closed

> *I know I'm being modest because I'm thinking, you know what, I need to start saying what I'll be thinking...*
>
> — **Andre Quiller** #687816323 · Closed

> *maybe like $3,000, $5,000 just to start. That would be nice.*
>
> — **Robert Flowers** #674046336 · Closed

> *because that would actually substitute what I was doing as a truck driver. I mean, it's like I told Thomas, I'm not greedy.*
>
> — **Shawn Graver** #627047526 · Unclear / Follow-up

"I want to replace my job" — the number that lets me quit

For the buyers the goal is rarely money for its own sake — it's a specific income that unlocks resignation. They peg the figure to their current paycheck and treat hitting it as the trigger to hand in retirement papers or two-weeks' notice. The dollar amount is a permission slip to walk away.

Prevalence: Very buyer-heavy: recurring across Closed calls where the target is explicitly framed as 'replace my job / quit' (Teague, Anderson, Bowen, Moye, Melendez). The same 'then I quit' language appears in Unclear (Tom Tomascak, Austin Bigelow) but often as a someday-condition rather than an imminent move.

> *I want to replace my job with that. That's what I'm looking to get out of it.*
>
> — **Thomas Teague** #537660735 · Closed

> *if I could make $6,000 a month, I'd quit my job, that would be my goal, is to quit my job, to start out with it, and then if I could make more later, that would be great, but, you know, that's just getting by...*
>
> — **Perry Anderson** #592984424 · Closed

> *I am going to leave my job. I'll put in my retirement papers and I'll be going from there and make things like this full-time.*
>
> — **Anthony A Bowen** #683383643 · Closed

> *if I get pretty, you know, by doing well, I could pretty much meet or... I would be able to replace the income that I was making in the federal government.*
>
> — **Teshannee Moye** #624036391 · Closed

> *if I get out, and I start a skill like this, High-Ticket sales, I can go all in, you know, I don't have nothing to lose.*
>
> — **Juan Melendez** #681771630 · Closed

> *let's say I'm doing 10 hours a week... for two months... and I averaged like 7k and like 8k a month. That's enough for me to leave.*
>
> — **Tom Tomascak** #707878908 · Unclear / Follow-up

"I'm looking for a home run" — the big dream number

A distinct cluster reaches for large, round, aspirational figures — $30k, $100k a month, even $180 million a year — sometimes attached to a vision-board image. The energy is bold and identity-driven rather than budget-driven. Notably, the truly grandiose numbers cluster among people who did NOT buy; the one buyer who talks this way (Gustavo) is the exception, and even the biggest buyer targets stay tethered to a real timeline or job to replace.

Prevalence: Skews Lost/Unclear. The eye-watering figures ($100k, $180M, $30k + Rolls Royce, 'home run') come mostly from Unclear/Lost cohorts; Closed buyers who go big (Gustavo $100k, Bowen $15–20k) are rarer and usually pair the number with a concrete deadline. A useful buyer-vs-lost tell: fantasy size correlates with NOT closing.

> *Yeah, $100,000 per month, definitely.*
>
> — **Gustavo Villalon** #552738126 · Closed

> *I'd say 15-20k.*
>
> — **Anthony A Bowen** #683383643 · Closed

> *I'll admit, $30,000 a month is a high bar to see. That's it. But I'm not looking for another base hit. I'm looking for a home run.*
>
> — **Edward Washington** #542969372 · Unclear / Follow-up

> *my goal that I set for myself when I was 18, that I, I've tried to, tried to push myself to stick to is 180 million a year.*
>
> — **Aaron Swearingen** #670737952 · Unclear / Follow-up

> *$30,000 is a really, really solid number for me. I love it. ... $30,000, and I have a picture of a Rolls Royce and everything.*
>
> — **Brian McClean** #572131944 · Unclear / Follow-up

> *What's a Michael Jordan number? 5-digits.*
>
> — **Marcus Eller** #694613744 · Unclear / Follow-up

"The clock is ticking" — deadline-driven, and I want to start now

Buyers overwhelmingly carry a hard external countdown — a discharge date, a retirement window, a severance cliff, an age — and pair it with an internal refusal to wait. The goal isn't just the money; it's having the money in place BEFORE a specific date arrives, and starting immediately rather than in twelve months.

Prevalence: Strongly buyer-weighted. Concrete separation/retirement/severance deadlines recur across the Closed calls (Caden, Bowen, Melendez, Whitener, Moye), and the 'I want to start now / don't want to wait' impatience shows up in both Closed (Andres, Perry) and Unclear (Greg, Brandon Ostoich). Where Lost prospects have deadlines, they more often defer ('come back next month').

> *One year left.*
>
> — **Caden McCandless** #637056795 · Closed

> *because I'll be 62 this coming July.*
>
> — **Anthony A Bowen** #683383643 · Closed

> *I got three months left here, you know.*
>
> — **Juan Melendez** #681771630 · Closed

> *I'm not going to wait till the end of, you know, the end of August, September, and then, okay, I need to figure out what to do. No, I need to figure out what to do now.*
>
> — **Teshannee Moye** #624036391 · Closed

> *No, no, no, No, no, like, I want to start now. But, like, yeah, if you're asking, like, how... long would you be okay with not doing this? It'd be two months.*
>
> — **Andres Chacon** #637431170 · Closed

> *I'd like to change now, if I could.*
>
> — **Perry Anderson** #592984424 · Closed

"I've never had my own house" — the life the money is really for

Underneath the dollar figures sits the emotional 'why' — a first-ever home, retiring a spouse, a kid's tuition, a move abroad, a lifelong invention. These milestones are where the language turns tender and specific, and they're what the income number is quietly in service of. For buyers especially, the goal is a life event with a price tag on it.

Prevalence: Present across all cohorts and the emotionally richest vein of the data. Buyers tie the number to a named milestone (LaToya's first home — stated on both her Closed and coaching calls; Robert's boyhood motor; Bowen's move). Some of the most vivid milestone quotes come from Unclear/Lost (Ronald's 'never had my own house', Charles retiring his wife), signaling the desire is universal even where the sale isn't.

> *now is the time for me to do something or put myself on the right path in order to get my home.*
>
> — **Veteran Accelerator Group Call** #640105476

> *In the next few months, I feel like I'll probably get there. ... Or I will get there.*
>
> — **LaToya Felton** #584263072 · Closed

> *I was a kid, since I was eight.*
>
> — **Robert Flowers** #674046336 · Closed

> *I'm looking along the East Coast, I've been talking, there's some veterans at my job that they want to go to Thailand, few other places.*
>
> — **Anthony A Bowen** #683383643 · Closed

> *I want my own home, my own house. I've never had my own house.*
>
> — **Ronald Ayers** #703395832 · Unclear / Follow-up

> *Yeah, it would take that much for me to get to a point to where my wife could retire... at $15,000.*
>
> — **Charles A Foxx** #648730119 · Unclear / Follow-up

"My first priority is just getting reps" — the daily-execution goal

Once enrolled, the goal language shifts completely — from income figures to concrete daily actions: apply to eleven jobs, record the Loom, study the script, work the setter-to-closer ladder. Buyers who are in the program explicitly de-prioritize the dollar number in favor of process reps and accountability, which is the behavioral fingerprint of a client actually doing the work.

Prevalence: Exclusive to the coaching (enrolled-buyer) cohort of 34 and near-universal within it. This action-goal vocabulary (applications, Looms, scripts, 'become a closer in six months') does not appear in the pre-sale Closed/Lost/Unclear calls, where goals are still stated as income. It is the clearest signal of the buyer-in-motion mindset.

> *My goal isn't to, I mean, obviously I have to pay for the program, but my first priority isn't maximizing income. My first priority is just getting reps and getting good at the process.*
>
> — **Aaron Long** #640500957

> *The next five years is to become a closer. Well, I want to become a closer within, I would say, six months.*
>
> — **thoma** #591343076

> *I'm going to do these 11, and when I'm done, I'll send you a text message saying I'm done.*
>
> — **Eric** #544684775

> *Oh, no, no, definitely won't. I'm diving in feet first, and I'm 100% committed. If I get the position, I will quit and start immediately with you guys, 40 hours.*
>
> — **thoma** #591343076

> *Yeah, hell yeah. I'm trying to, yeah. That would be, that's the goal, honestly. Yeah, get as many as possible.*
>
> — **Veteran Accelerator Group Call** #577426139

> *So maybe I need to, 30 days, I want to move quickly. I put, I put urgent.*
>
> — **Veteran Accelerator Group Call** #628551705

Buying psychology: objections & what actually flipped them

The objection map

What buyers pushed back on — and how common each was in the 17 Closed calls.

"I can't pay the full $2,997 today" — cash-flow TIMING, not price or value. The dominant buyer objection: money is available soon (next VA deposit / payday / tax refund), just not liquid on the call.

Prevalence: The single most common objection in the buyer cohort — present in the large majority of the 17 Closed calls (roughly 13 of 17: Andre, Andres, Anthony, Gustavo, John Crew, LaToya, Madelyne, Patrick, Perry, Robert, Shawn, Thomas, and Aaron Long who ranked money #2). Identical language dominates Lost/Unclear too, where Carl Buchanan drew the line explicitly: cash timing, not price.

> *I'm going be honest, I don't have that right now today.*
>
> — **Thomas Teague** #537660735 · Closed

> *Be honest, I don't have that cash flow right now.*
>
> — **Anthony A Bowen** #683383643 · Closed

> *I can be fully transparent with you. Like I only have $500 in my account right now and that's for, you know, just daily life and stuff until I get paid this weekend.*
>
> — **Patrick Whitener** #703461235 · Closed

> *The only thing is, I don't have that much money on me right this minute.*
>
> — **Robert Flowers** #674046336 · Closed

"Is there a payment plan, or does it have to be all up front?" — the structural ask. Buyers didn't reject the price; they reached for a structure they could afford, often before the number was even quoted.

Prevalence: Recurring across the buyer cohort — at least 6 of 17 Closed asked for a plan/financing unprompted (Andres, Gustavo, LaToya, Perry, John Crew, plus Kyler and Shawn negotiating splits). LaToya and Perry raised it BEFORE hearing the price. Same pattern in Unclear (Coleman, Aimee).

> *Uh, I'm thinking, that's a lot of money, is there a payment plan? Uh, and then the second thing is like, um, just excited, you know?*
>
> — **Andres Chacon** #637431170 · Closed

> *Is there a payment plan, or does it have to be all paid in?*
>
> — **Gustavo Villalon** #552738126 · Closed

> *Um, do they have any, like, monthly plans available, or is it all up front?*
>
> — **LaToya Felton** #584263072 · Closed

> *Do you guys take payments or anything like that? I don't know.*
>
> — **Perry Anderson** #592984424 · Closed

"It's a steep price and I'm not convinced it'll pay off" — value/ROI uncertainty. A minority who HAD the cash still stalled on whether the program (vs. "just words on a page") would actually deliver.

Prevalence: A distinct minority of the buyer cohort — roughly 3 of 17 Closed (Caden and Kyler most sharply, Andres on the 'paywall'). These were the buyers WITH cash ($45K and $15K respectively) whose block was conviction, not liquidity — the mirror image of Objection 1.

> *I'm not very convinced, but I mean, it sounds good, but I'm just not convinced, yeah.*
>
> — **Caden McCandless** #637056795 · Closed

> *No, it's just... The words on a page, just words on a page, yeah.*
>
> — **Caden McCandless** #637056795 · Closed

> *So, it's, it's, it's more about the uncertainty of it. And it's like, yeah, $3,000 is like, hey, spend $3,000 now instead of like maybe a monthly payment or, you know, like, yeah, I see a money-back guarantee, but I don't know.*
>
> — **Kyler Goeglein** #628551604 · Closed

> *Pricing is a little steep, not gonna lie. So I don't know, I gotta check my account, make sure, like I have a couple thousand, but like I don't know if like I'll be good with, you know, even that 3 or 3,500.*
>
> — **Kyler Goeglein** #628551604 · Closed

"I've been burned before / it's not guaranteed / is this a scam?" — earned distrust from prior program burns. Buyers demanded a real guarantee and probed for the drip-feed / take-the-money-and-run pattern.

Prevalence: A strong undercurrent in the buyer cohort — recurring across at least 5 of 17 Closed (Thomas, Andre, Kyler, Juan, Robert), usually as skepticism that COEXISTED with the desire to buy rather than killing the sale. Far more prevalent and more corrosive in Lost/Unclear (Bill, Anderson Eralte, Daniel Martinez-Gonzalez, Cooper, Brandon Ostoich), where it more often ended the call.

> *I'm a little skeptical now, because I've already, I've tried a few...*
>
> — **Thomas Teague** #537660735 · Closed

> *it's not guaranteed, it's nothing guaranteed, then, you know, I need something guaranteed...*
>
> — **Andre Quiller** #687816323 · Closed

> *I've just seen a lot of programs be like, hey, we promised you this, and then like promises are promises, they're just empty, and then so on and so forth.*
>
> — **Kyler Goeglein** #628551604 · Closed

> *they like split the course, they give you half in the first three months... so they split it up, and they don't give you all the information, that's probably it too. I didn't like the other one. Do you guys do that too?*
>
> — **Juan Melendez** #681771630 · Closed

"Time is more precious than money" — the time/attention-commitment objection. A few buyers weren't blocked on cash at all; they feared they couldn't devote the hours, or feared burning three more months like a past course. ⚠ thin

Prevalence: ⚠ THIN in the buyer cohort — clearly primary in only 1 of 17 Closed (Aaron Long, who ranked time #1 and money #2 and rejected a free-month discount because it didn't solve time). Echoed secondarily by Kyler and surfaced as Teshannee's ONLY pre-payment question. Not a dominant money-cohort theme, but decisive where it appeared.

> *Time is the biggest one. Money isn't as big of a problem, but that would probably be number two.*
>
> — **Aaron Long** #627215039 · Closed

> *What I'm saying is that deal doesn't really, at least in my mind, it doesn't solve the problem of the time being an issue.*
>
> — **Aaron Long** #627215039 · Closed

> *well, one thing that's more precious than money is time and like, I don't know, this is. It's really going to be that good for me. Like I just spent, what, three months of my time doing this for, you know.*
>
> — **Kyler Goeglein** #628551604 · Closed

> *how many hours would you say somebody who's successful, not just anybody, who come in there to make a success, how many hours are you? Yeah, either daily or weekly.*
>
> — **Teshannee Moye** #624036391 · Closed

"I have to talk to my wife first" — the spousal-approval wall. A key BUYER-vs-LOST differentiator: this wall barely appears among buyers but is a recurring, often terminal objection in the non-buying cohort. ⚠ thin

Prevalence: ⚠ Nearly ABSENT in the 17 Closed calls — buyers did not hide behind a spouse. It is a recurring wall in Lost/Unclear instead (Bill Heintz, Austin Bigelow, Charles Foxx, Chauncy Frederick, Brandon Keenan). Included here precisely because its absence marks who buys: the divergence is the signal.

> *I'm not sending you $3,000 right now, without discussing this with my wife first.*
>
> — **Bill Heintz** #662282638 · Unclear / Follow-up

> *It would 100%, man, but like I said, I'm a man of integrity, and I gotta talk my wife through it.*
>
> — **Austin Bigelow** #743921383 · Unclear / Follow-up

> *my wife, she asked me, said, Charles, please don't make a decision until we talk.*
>
> — **Charles A Foxx** #648730119 · Unclear / Follow-up

> *Like I said, I'll sit down with my wife, and we'll talk about it tonight.*
>
> — **Chauncey Frederick** #539858045 · Unclear / Follow-up

What resolved the objection on Closed calls

The concrete mechanisms that turned a stall into a sale. Listed most-repeated first.

The shrinking deposit / 'hold-the-spot' close — walk the ask DOWN until it meets whatever cash is on the table today, then defer the balance to a scheduled follow-up timed to payday.

The single most repeated closing move for the cash-timing objection. Brenden stepped from full pay-in-full → 50/50 split → $500 → $200 → $100 → $50, landing on whatever the buyer could actually clear that minute, with the 3-month clock and balance tied to a named future paycheck/VA deposit. Buyers who literally could not touch $200 still closed on $50-$100. Cards frequently declined live and buyers switched cards or Venmo to make even the token deposit go through — proof the desire was real and only liquidity was missing.

- Andre Quiller (687816323): standard $1,500 → $500 → '$200 right now... rest of 300 in for that' on Friday after his VA deposit; first card declined, switched cards to clear the $200
- Patrick Whitener (703461235): walked from full → split → $500 → $200 → closed on '$100' with a July 15 paycheck balance date — 'All I have, honestly, available is $100.' ... 'Yeah, I can do that.'
- Thomas Teague (537660735): '$50 today, I guess. $50 should work today.' — refundable deposit, balance to Friday payday

The buyer-authored payment plan (3-6 month split) with FULL access from day one.

Repeatedly, buyers did the math and proposed their OWN split, then Brenden accepted it while keeping the discounted $2,997 incentive price and granting complete program access immediately. Letting the buyer invent the structure gave them ownership of the decision; the immediate-full-access answer simultaneously killed the drip-feed/scam fear. The most durable resolution pattern in the cohort.

- Andres Chacon (637431170): proposed '$500 over six payments' himself; confirmed 'if I pay $500 today, I'm in the program. I have all this access'
- Caden McCandless (637056795): '$3,000 over the period of three months. $1,000. Would you be willing to do that?'
- Perry Anderson (592984424): '$1,000 now, then $1,000 next month, then $1,000 a month after that' — 'Yeah, that'll work'

The earn-it-back / balance-tied-to-future-commissions arrangement — pay a small deposit now, owe the rest once you start making money on the offers.

For buyers whose cash gap was severe or who wanted risk removed, Brenden deferred the balance until the buyer earned it inside the program, sometimes as set-call/commission credit rather than cash. This converted the price from a sunk cost into a self-funding loop and dissolved both the affordability AND the risk objection at once. Aaron Long extended it into a tax-advantaged 'store credit' structure.

- Robert Flowers (674046336): $500 down, full access, balance deferred until 'you actually start making money on one of the offers,' guarantee intact — 'We could do that, yeah.'
- Madelyne (551859564): $200 deposit + 'pay as I go for the remainder of it' from future earnings — she proposed it herself
- Aaron Long (627215039): $1,000 down + balance owed as set-call value ('use the program to pay for the program'), taken as credit to avoid reportable income while active duty — 'Keep it all at store credit.'

Third-party financing (Klarna / Affirm / PayPal pay-later) with $0 due today, timed to when disability/benefit money lands.

For buyers with no immediate cash but usable credit, a BNPL link with nothing due on the call — and the first charge scheduled to their monthly deposit date — closed the gap. Note the failure mode: buyers with maxed-out BNPL or sub-600 credit got DECLINED live (Madelyne, Patrick, Thomas), forcing a pivot back to the deposit close. Financing worked only where credit was intact.

- LaToya Felton (584263072): Affirm via Stripe, '$0 due today,' first charge timed to her disability deposit — 'I'm on a good payment plan that works for me.'
- Gustavo Villalon (552738126): Klarna ~$150 down, credit-based, paid on the call — cash was locked in his Roth IRA
- Patrick Whitener (703461235): PayPal pay-later DECLINED live ('monthly unavailable to you') at ~600 credit — had to fall back to the $100 deposit

The money-back guarantee — reframing worst-case from 'lose $3,000' to 'get the investment back.'

The guarantee did the trust work rather than the price work: it neutralized the 'is this a scam / what if it doesn't deliver' fear by capping downside. Buyers repeated the guarantee terms back verbatim as a safety net before paying. Most powerful when paired with the earn-back structure (money at risk AND capped).

- Juan Melendez (681771630): repeated it back — 'If I pay the $299.7, I get 3 months off, and if it doesn't work, you give me the $299.9 back.'
- Caden McCandless (637056795): guarantee reframed worst case; combined with surfacing $45K liquid and 'No, it would not take food off my table.'
- Robert Flowers (674046336): 'you get everything, plus you get a money-back guarantee and all that on this call' — the guarantee carried the trust while earn-back solved the cash

Veteran-to-veteran trust + direct founder/personal access — the identity frame that disarmed scam skepticism.

For skeptics burned by faceless programs, two non-financial levers flipped them: the veteran-only 'we wouldn't mess each other over' trust frame, and confirmation that they'd work directly with a real named person (often the founder on the call) rather than 'follow these links.' This resolved the trust objection that a payment plan alone could not touch.

- Thomas Teague (537660735): 'the veteran thing's what really got me... I don't feel like we'd mess each other over'; double-checked 'So I'm actually going be working with you'
- John Crew (530023668): founder-on-the-call flipped his skepticism — 'I feel like I'm talking to a celebrity... so it means that you take it really seriously'
- Juan Melendez (681771630): 'we give you everything' immediate-full-access answer got 'perfect, perfect, perfect, perfect, perfect'

Pre-sold on FIT — for the cleanest close, no objection ever surfaced.

The counter-case worth flagging: at least one buyer had no price, trust, or time objection at all — pre-sold by veteran branding, remote work, income-replacement math, and a hard financial deadline. The three-step process breakdown moved her to a self-rated 10/10 and she asked to pay full price. Guarantee and bonuses were presented but never referenced. Fit + deadline can bypass the entire objection ladder.

- Teshannee Moye (624036391): 'I heard the word Veteran. So I said, okay, I fit in that'; only question was weekly hours (5-10/wk → 'Okay, that's not bad'); 'I want to sign up or make a payment' — paid full $2,997 on the call, driven by an August/September severance deadline

How they talk about the money

Today gonna be a heavy night.

— **Juan Melendez** #681771630 · Closed

it's an investment. So you don't want to, every investment has to make more money for you, you know, you're not going to lose money in investments.

— **Juan Melendez** #681771630 · Closed

There it goes, we $3.00 left, man.

— **John Crew** #530023668 · Closed

I think I'm negative in my checking, I have, I have half a tank of gas, and, and my, all my belongings in the back of this car now, so yeah, but yeah, I am in though...

— **John Crew** #530023668 · Closed

Close to $45,000. I'm pretty okay with money.

— **Caden McCandless** #637056795 · Closed

No, it would not take food off my table.

— **Caden McCandless** #637056795 · Closed

Sure, yeah. $15,000. ... I just like having that money on the standby, just in case.

— **Kyler Goeglein** #628551604 · Closed

Scam radar & earned distrust

You know, I've just always got that little skepticism in the back of my mind.

— **Thomas Teague** #537660735 · Closed

I don't feel like anyone's gonna try to mess over anybody, like, you know, just take the money and run, and never hear from them again.

— **Thomas Teague** #537660735 · Closed

I hate even talking about it because it sounds so stupid now...

— **Robert Flowers** #674046336 · Closed

they just took the money, and went the other way...

— **Andre Quiller** #687816323 · Closed

it was about them getting money, not really, you know...

— **Andre Quiller** #687816323 · Closed

they're charging each time they call you, so I kind of felt like they were just trying to get my money, or I don't know what they were doing...

— **Perry Anderson** #592984424 · Closed

this is another reason why I kind of said a lot of them are fake, is because you can fire your resume out to so many

I always put all my money into a Roth. I have a Roth IRA, so I literally have all my money in there right now.

— **Gustavo Villalon** #552738126 · Closed

different people, and they just don't respond. So it feels fake to me anyway... for all intents and purposes, it is fake to me.

— **Shawn Graver** #625654640 · Closed

I prefer email, yeah, security nerd...

— **Caden McCandless** #637056795 · Closed

Closed vs Lost — the same wallet, a different posture

Where the 17 who bought and the 26 who walked diverge in language. The line is often blurry; these are tendencies, not laws.

Financial framing — how they talk about affording the $2,997

CLOSED

Closed buyers treat 'I don't have it today' as a logistics puzzle to engineer around, not a wall. The reflex is to volunteer their OWN down-payment or schedule so they can start NOW — 'pay something and get started' (Gustavo), a live-checked $200 deposit (Shawn Graver), a self-authored 1K-Thursday-then-2K schedule (John Crew), or a tax-refund counter-offer. Honest blur: this is NOT 'Closed had money, Lost didn't.' Several Closed were just as broke — Robert Flowers couldn't cover half, Patrick Whitener had $100, John Crew's account showed $32 — and still converted to a tiny deposit. The tell is that a Closed prospect keeps proposing a way IN today.

> *Well, I'll be getting my tax refund any time now. Could I give you $1,000 now and then another $2,000 like in a week or so?*
>
> — **Perry Anderson** #592984424

LOST

Lost prospects let the cash gap end the sale — they decline even a refundable $200 deposit or financing and defer to a future date, rather than start on any amount. And it is often not literal inability: George Munoz admits 'I have the 3k, dude, but I can't invest that right now'; Craig Bowden (~$8k/mo), Daniel Brewer (~$7k/mo) and Jimmy Kim ($100k/yr) all had income. So for a large share of the 26 Lost, money-language is really unwillingness-to-move-today language dressed as affordability. (Recurring across the Lost cohort; ~a third also invoke a competing debt they are servicing.)

> *Given the tight budget that I'm on, I'd really rather not tie up the $200 just to tie up the $200 and lock things in.*
>
> — **Dan Baxter** #632723100

Agency / ownership — who is the driver of the outcome

CLOSED

Closed author their own deal. They counter-offer, name their own ceilings, offer a promissory note, check their bank balance live and propose the deposit themselves. The commitment logic is internal — Aaron Long even argues FOR keeping skin in the game ('I still have a reason not to just ditch'). They behave as the person responsible for making it happen.

> *I hate to stall on anything, but, you know, I wouldn't want to... The reason why, like, I could sign something like a promise to pay or like, you know what mean? Like any kind of loan agreement or something...*
>
> — **John Crew** #530023668

LOST

Lost hand the mechanism that changes their life to an external agent — a future paycheck ('book a call for next month when I get paid,' Callen), the VA raising them to 100% ('once I get to 100%, I can go to Thailand... just off that,' Andrew Brown), a spouse's in-person sign-off, or the program itself being required to hand them jobs/leads ('go as you learn, not learn as you go,' Jimmy Kim). The missing piece is always something someone else must supply. Jose Fuentes crystallizes it: the thing he lacks is a list of people to get in front of — an input he expects to be given, not built.

> *The selling part I know, is getting in front of the people... you're selling me a list of people to get in front of. That's what you're selling me. And that's what I don't have.*
>
> — **Jose Fuentes** #681346470

Urgency of the transition — now vs someday

CLOSED

Closed anchor to a concrete, self-owned deadline racing at them — a separation date ('I got three months left here,' Juan; 'One year left,' Caden), a severance cliff, a 62nd birthday — and translate it into 'I need to figure this out NOW / start now.' Andres Chacon corrects Brenden mid-sentence: 'No, no, no... I want to start now,' with two months named as his maximum tolerance, not his plan.

> *I'm not going to wait till the end of, you know, the end of August, September, and then, okay, I need to figure out what to do. No, I need to figure out what to do now.*
>
> — **Teshannee Moye** #624036391

LOST

Lost frame the move as midterm / someday and explicitly not-now: 'a future opportunity... more of midterm' (Jonathan Gibbs), 'I'm not in a rush' (Josh), 'worst case scenario, I come back in a few months' (Craig Bowden). Honest blur: urgency alone did NOT sort the cohorts — several Lost were genuinely urgent ('I'm not trying to wait another year,' Kalib; 'something that can happen relatively quickly,' Soldan) but were blocked by cash. So the cleaner read is: Closed urgency was fused to a deadline they OWNED and could act on; Lost urgency, where it existed, floated free or was externally blocked, and many Lost simply self-classified as 'not this month.'

> *Probably, I'm looking at it much more, probably more of a midterm thing. So definitely maybe a future opportunity for me, but more of midterm, you know, ideally.*
>
> — **Jonathan Gibbs** #570219656

Self-belief — can I see myself getting there

CLOSED

Closed keep belief in THEMSELVES intact and route the doubt to the price or to proof. The signature line is 'money's the only thing in the way, and I'm getting there regardless' — Anthony Bowen flags the money wobble then declares the goal is happening; Robert Flowers says the offer would 'sound as good to me' if he had the cash; LaToya: 'In the next few months... I'll probably get there. Or I will get there.' Their uncertainty is about the vehicle, not their own capacity.

> *It may, how you say, it may just be a little bit of a financial thing going, but I am going to achieve that goal.*
>
> — **Anthony A Bowen** #683383643

LOST

A cluster of Lost cannot VISUALIZE the outcome for themselves — they need to see income or 'the big picture' before they can believe, and can't mentally forecast it. George Munoz can't picture how they get there; Jonathan Gibbs: 'This is just not something I could forecast mentally'; Craig Bowden: 'I have tried sales before, and was not great at it.' Doubt is aimed inward, at their own ability to arrive, which no price concession can fix.

> *To be honest with you, no, I don't have, to be honest with you is, no, I haven't got the confidence yet to, I haven't seen the big picture yet... I haven't seen a picture of how we get there to that.*
>
> — **George Munoz** #674046333

Identity fit — beginner buying a vehicle vs expert who won't pay to be taught

CLOSED

Closed mostly cast themselves as beginners who NEED the system, and lean into the training — asking how to stand out, whether leads are warm, how many hours it takes, whether they can go full-time later. The posture is 'show me how to work this,' so the only hesitation is price or proof, never redundancy. (Recurring across the money cohort — even the confident ones position themselves as needing the machine.)

> *everybody's sending the same videos, what do you think can stand out so they can see if you're more into it, you know, stand out in the videos?*
>
> — **Juan Melendez** #681771630

LOST

A distinct Lost segment — the experienced closers and business owners — rejects the offer as redundant: pay $3k to be taught something they already do. Josh ('impressive resume, why would I need someone to train me'), Jose ('teach me something I already know... makes no sense'), Jimmy Kim, LaRon Hough and Gregory Petersen all sit here. For them money is explicitly NOT the block — fit is. They want placement/leads, not education, and read the program as a training they've outgrown.

> *here's my question. I've got an impressive resume. Why would I need somebody to train me to get a job?*
>
> — **Josh** #537471043

How skepticism resolves — checklist to clear vs unmet ROI demand

CLOSED

Closed surface skepticism as concrete, answerable questions they clear BEFORE paying — checking the program against a past course burn (Juan), verifying it's fully remote or the exact hours (Gustavo, Teshannee), naming uncertainty rather than affordability — and then take the leap. Kyler explicitly says the block is 'the uncertainty of it,' not the money, sees the money-back guarantee, and still closes. Skepticism is a checklist, not a verdict.

> *So, it's, it's, it's more about the uncertainty of it. And it's like, yeah, $3,000 is like, hey, spend $3,000 now instead of like maybe a monthly payment or, you know, like, yeah, I see a money-back guarantee, but I don't know.*
>
> — **Kyler Goeglein** #628551604

LOST

Lost skepticism hardens into an unmet ROI / proof demand that the call never satisfies — 'what's my ROI... I don't have the faith' (Jimmy Kim), the real answers 'sit behind the paywall' so I'd have to pay $3k just to see them (George Munoz), the 90-day-to-$10k plan 'felt theoretical.' They want the return demonstrated before committing; absent that, the doubt becomes the exit. (Distinct from the self-belief cluster: here the distrust is aimed at the vendor's promise, not at themselves.)

> *But for me, it's like, I commit 4500 or 3k. I don't, I don't understand, or I don't, I don't have the faith that, you know, what's my ROI? Like, what am I going to get in turn?*
>
> — **Jimmy US K** #690073651

Cross-cutting patterns

What the corpus says read across avatars, not within one. Convergences first, then the divergences that split the market.

1 Veteran-to-Veteran Is the Trust Unlock

CLOSED + COACHING + UNCLEAR + EVEN LOST

Across nearly every cohort the single most-named reason they booked and lowered their guard was that the program (and Brenden) is veteran-built — not the model, the price, or the income claim. In the Closed calls it recurs as the decisive hook (Thomas Teague, Juan, Kyler, Teshannee, Gustavo, Anthony Bowen); in Unclear it is what set Brenden apart from 'some random person' (Brandon Ostoich, Gary White, Alarik, Cooper); it even warms Lost prospects (Jimmy Kim, Jose Fuentes). The word 'veteran' functions as a scam-filter bypass: 'everyone's veterans, so I don't feel like anyone's gonna try to mess over anybody.'

> *like I said, the veteran thing's what really got me.*
>
> — **Thomas Teague** #537660735

→ Lead every ad, headline, and call opener with veteran identity AND veteran-proof ('sold by a vet who did it, to vets') — it is the trust primitive the whole funnel rides on. Never bury it beneath the income or the mechanics.

2 Placement, Not Abandonment — 'Don't Make Me Figure It Out Alone'

CLOSED + UNCLEAR (BUYERS WEIGHTED)

The pillar that actually closes is done-with-you placement: leads already booked, a private job board, help landing the FIRST client. Buyers explicitly contrast it with the competitor that hands you a cert and says 'figure it out' (Patrick Whitener), and name the first-sale help as the 'golden' / 'game changer' piece (Edward Washington, Kyler, Andre, Juan). It is the antidote to their scar tissue from dropshipping/FBA courses that dumped them at step one.

> *the other one was kind of like that, it was like, hey, we're just going to teach you these sales skills, and then you have a cert, and there you go, and then you figure it out, and I was like, yeah.*
>
> — **Patrick Whitener** #703461235

→ Make placement + first-client support the centerpiece of the offer, and explicitly name the 'teach-you-then-abandon-you' cert program as the enemy. The training is table stakes; the hand-through-the-first-sale is what converts.

3 Mentorship as Time-Collapse — 'I Don't Want to Reinvent the Wheel'

CLOSED + UNCLEAR

Buyers arrive pre-sold on paying for a guide to skip trial-and-error; the ROI logic is theirs, not Brenden's. They frame the mentor as a 'meal ticket' (John Crew), the shortcut past 'unnecessary steps' (Thomas Teague), the way to 'knock off a year or two' (Dana Lowery), and 'worth the investment' because 'you're not wasting time trying to figure it out by yourself' (Andres). 'Reinvent the wheel' recurs across multiple Unclear calls as their own objection-preempt.

> *Why would I want to reinvent the wheel when there's proven programs out there with the right people... I can copy your system, copy your success, and, you know, put myself in the picture, and, you know, knock off a year or two.*
>
> — **Dana Lowery** #552250766

→ Price the program as buying back 1-2 years of self-taught failure, not as a course fee. Mirror their exact phrase — 'you don't have to reinvent the wheel' — back to them; they already believe it.

4 Reduce the Ask to 'Show Up and Do the Reps'

CLOSED + COACHING

When Brenden collapses the requirement to a single soldier-grade behavior — just show up and put in reps — buyers self-affirm at the identity level and their doubt evaporates. Caden ('I've always shown up'), Teshannee ('as long as I show up and do my part'), and the coaching cohort (Thomas: 'basically on here every night', Aaron Long: 'reps is the hardest thing... that's what I'm doing this for') all convert effort-fear into a discipline they already own from service.

> *That, yeah, showing up, doing the reps. I can show up. I can do The reps, you know, it might be a hard, hard day, whatever, but I still show up. I've always shown up. I've shown up.*
>
> — **Caden McCandless** #637056795

→ Frame the only entry requirement as attendance/reps — a behavior veterans already trust themselves to do — instead of talent, sales aptitude, or capital. It disarms the 'am I cut out for sales' fear that stalls the middle cohort.

5 Buyers Close Themselves — They Invent the Payment Plan

CLOSED

The strongest Closed signal is that buyers co-author the structure that closes them: Aaron Long invents a commissions-as-credit earn-back ('is there a way I could use those to pay for the program?'), Perry proposes his own 3x$1,000, Andre volunteers $200 today, Maddy initiates the deposit, Shawn budgets the $800 'like a bill.' A self-built plan carries commitment that a presented plan does not.

> *Oh, man. You know, $1,000 now, then $1,000 next month, then $1,000 a month after that.*
>
> — **Perry Anderson** #592984424

→ Leave deliberate room in pricing — offer a deposit-to-start plus flexible tail and let the prospect construct the plan. Ask 'what would work for you?' rather than presenting a fixed ladder; the plan they build, they keep.

6 DIVERGENCE: Training-First Buyers vs. Job-First Rejecters

CLOSED (ACCEPT TRAINING PATH) VS. LOST EXPERIENCED CLOSERS (LARON HOUGH, JOSE FUENTES, JIMMY KIM)

Buyers accept 'get trained, then placed' as the sequence. But the most articulate Lost segment — seasoned salespeople with real track records — flatly reject paying to be TRAINED; they want a JOB / placement / ROI math and no upfront risk. LaRon (73% close rate, $3.9M year) 'doesn't feel he needs sales training'; Jose offered a lawyer-ratified pay-after-hired affidavit; Jimmy rejected the $2,997 because he couldn't see the ROI on training he felt he didn't need.

> *I think a program like that, I'd be a lot more interested in, you know, but... I would have to see that, like, like, it's like that it's a proven model.*
>
> — **Jimmy US K** #690073651

→ Route experienced-closer leads to a placement-first / ROI-first pitch (ideally a pay-after-hired or performance-tied path), de-emphasizing the word 'training.' Screen for sales tenure early — the training frame that closes the novice repels the veteran closer.

7 DIVERGENCE: Same-Call Deciders vs. Must-Consult / Won't-Decide-Today

CLOSED (SELF-INITIATE ON CALL) VS. UNCLEAR/LOST (SPOUSE-GATE OR PERSONAL RULE)

Buyers decide live and often initiate the close themselves (Gustavo, Juan, Teshannee, Maddy). A large deferring cohort is blocked not by desire but by a hard rule: must run it by 'the boss'/wife (Daniel Bongiovanni, Joel Paul, Daniel Bongiovanni, Bill Heintz who can't spend >$500 without wife), a self-imposed >$1,000 think-it-over rule (Cooper), or refusal to pay someone met that day (George Munoz, Chauncy wanting two weeks).

> *Yeah, definitely. It sounds like something to be fun to do. I just want to run by the boss, so to speak...*
>
> — **Daniel Bongiovanni** #574365880

→ Build a spouse-inclusion play — invite the partner onto the call (Austin Bigelow rebooked specifically to include his wife) — and an honorable 24-hour/scheduled-follow-up track. Forcing a same-call close on a rule-bound deferrer burns the lead; a clean second call with the decision-maker present recovers it.

8 DIVERGENCE: High Desire vs. Empty Wallet (Feasibility, Not Conviction)

CLOSED (HAD ACCESS TO A DEPOSIT) VS. LOST HIGH-RATERS WITH ZERO CASH (KALIB, DERRICK, LADALE, DAN BAXTER, CARL, CHARLES)

The dominant Lost theme is NOT 'not sold' — it is 'sold but broke.' A cluster rated the program 8-10 and said 'without a doubt' it would work, then declined every tier down to $200 because the money genuinely isn't there: Derrick had $170 in checking, Kalib's paycheck goes to his wife under a divorce ultimatum, LaDale declined $2,997/$500/$200, Dan Baxter is zero-sum month-to-month. Their wall is cash-on-hand and VA/paycheck timing, not belief. This is a feasibility gate the pitch cannot argue past.

> *Yeah, without a doubt. Without a doubt. Yeah, without a doubt, a year from now, yeah, definitely.*
>
> — **Kalib** #625682291

→ Add a genuinely-financed or earn-to-enroll / deposit-to-hold path timed to VA back-pay and paydays, and qualify available funds EARLIER to protect closer time — a huge slice of high-desire vets are one funding mechanism away from yes, while others should be follow-up-nurtured, not closed against.

Words they actually use

Drop these verbatim into hooks, subject lines, and VSL openers. Do not clean them up — the texture is the point.

yes, sir *that'll work* *it is what it is* *reinvent the wheel*

the veteran thing's what really got me *I'm all in, brother* *I'm ready to win*

invest in myself / investing in myself *skin in the game*

do the reps / showing up, doing the reps *military mindset / military mode / military bearings*

I did my time with Uncle Sam *proven system* *the blueprint* *high-ticket sales*

another stream of income / multiple streams of income *residual income*

making income while I'm asleep *financial freedom* *location freedom* *the rat race*

paycheck to paycheck *it takes money to make money* *nest egg* *gift of gab*

get my foot in the door *spinning my wheels* *reduce forces and push you out*

retire my mom / retire my parents *seeing them in frames* *one-person business model*

grab life by the balls *greasy car salesman* *too good to be true* *burned out*

not my first rodeo *by any means necessary* *I have to figure it out, or I die*

the concrete jungle *meat and potatoes* *you don't know what you don't know*

you got to show me something first

Emotional archetypes

The Terminal-Leave Launch-Seeker

Active-duty or transitioning, months from ETS/discharge, racing to build a hedge before the military paycheck stops. Time-rich, capital-thin, treats the program as a way to 'get started TODAY' before the gate closes. Engineers his own deal to make it feasible around service constraints. High-intent; the enemy is the clock, not doubt.

anchor: Aaron Long #627215039

The Retire-My-Mom Provider

Young (mid-20s) working-class vet whose north star is lifting his parents/family out of grind — 'let her stop working,' 'first millionaire in my family.' Sales is identity-level destiny ('I know sales is my thing'). Money is a means to generational change, not lifestyle. Converts fast once the veteran + provider frames align.

anchor: Gustavo Villalon #552738126

The Second-Wind Elder

55-65, retired or laid off after 20+ years, 'did my time with Uncle Sam.' Chasing purpose + freedom + travel before a felt mortality window ('there's things I really want to achieve before I leave'). Faith-anchored, family-caretaking, allergic to another boss. Buys the community and the 'keeps my spirits up' more than the raw income.

anchor: Anthony A Bowen #683383643

The Body-Breaks Blue-Collar Escapee

Trades/physical worker (welding, bricklaying, trucking, contracting) whose body is failing or whose income is capped by hours-for-dollars. Wants to move the skill 'into your hands' on the phone instead of on the road. Values that sales isn't 'the same thing every day.' Pivoting out of pain, not boredom.

anchor: Andres Chacon #637431170

The Burned-Skeptic Believer

Been scammed before — dropshipping courses, Amazon FBA, MLM 'trading education' — so skepticism is his default guardrail. He literally says yes while narrating his own doubt. The veteran-to-veteran trust is what disarms the filter enough to move; 'brotherhood' means 'you won't take the money and run.'

anchor: Thomas Teague #537660735

The Seasoned Closer Who Wants a Door, Not a Class

Experienced salesperson (in-home, telecom, insurance) with a real track record who does NOT believe he needs training. Wants placement, connections, ROI math, and refuses upfront risk — offers pay-after-hired instead. Warm to the veteran angle, cold to the 'get trained first' frame. Mostly a Lost/deferral archetype unless routed to a placement-first offer.

anchor: Jose Fuentes #681346470

The High-Desire, Empty-Wallet Vet

Rates the program a 9-10, says 'without a doubt' it would work, believes he'd be good at it — and has no cash, declining every tier down to $200. Blocked by VA-check/payday timing, a spouse who controls the money, or genuine dire straits. Conviction is total; feasibility is zero. Needs a financing/earn-to-enroll bridge or honest nurture, not more selling.

anchor: Kalib #625682291

Deploying the language — the Jeremy Haynes lens

The report's own skeleton is Haynes's framework, so his playbook maps cleanly onto this data. Sourced from the Jeremy Haynes and Jeremy Haynes — Ads NotebookLM notebooks.

The structure is already his

Haynes's **CPO framework** — Circumstances, Problems, Outcomes — is the avatar skeleton above, and his **Pain Spectrum** (Current / Future / Past / Recurring, "pain = intent") is the four-layer pain model. He calls sales-call recordings the "most critical feedback loop" for extracting a market's exact words — which is precisely this exercise.

"Messaging controls targeting"

Parrot the thoughts already in the veteran's head and the algorithm finds the pocket. Use **Majority Hooks** — angles that resonate with the largest slice — from the "Words they actually use" bank. Lead every ad, headline, and call opener with veteran identity: the data says it is the trust unlock.

The offer stack answers the objections

Haynes builds each offer component to overcome one researched objection. This corpus hands you the list: placement/first-client support (the #1 convergence), veteran-to-veteran access (trust), mentorship-as-time-collapse ("don't make me reinvent the wheel"), and a real guarantee (reframes worst-case from "lose $3,000" to "get it back").

⚠ The deposit tension — resolve this deliberately

Brenden's most-repeated closing move in the data is the **shrinking deposit / hold-the-spot** close. Haynes **explicitly discourages** taking a deposit just to talk or hold a spot — he calls it "unnatural" and "low sophistication," arguing a serious buyer should be encouraged to decide, not charged for the privilege. For a $3k offer he prefers **price transparency up front as a qualifier** plus PIF incentives and clean BNPL splits (Klarna/Affirm/Afterpay) — with an FTC warning against pressuring anyone into debt. Worth an explicit call: keep the deposit close, or move to Haynes's qualifier-first model.

The notebooks contain no mention of Veteran Accelerator or Brenden by name; the veteran precedent Haynes cites is a different client ("Josh," selling VA-loan real estate to fellow veterans). Treat this as framework guidance, not a review of this business.

Method & provenance

1. **Split.** The 2,085-page archive was parsed into 205 per-call transcripts with structured headers (name, date, outcome, objection, call ID). All 205 parsed cleanly; 3 were spot-checked against the PDF.
2. **Extract.** One AI agent per call pulled verbatim quotes across 11 dimensions plus identity fields, under a strict "only what is actually said — do not guess" rule with an evidence quote required per field. Buyers and Lost calls were mined at full depth; Unclear at standard depth; the 49 miscellaneous calls were triaged (47 were vendor/internal/test and correctly excluded).
3. **Verify.** 8,428 of 8,536 quotes (98.7%) were checked word-for-word against their source transcript; the 108 that did not match cleanly were excluded from the banks. A 5% re-extraction agreement check scored 100% on branch and 82% on identity fields.
4. **Aggregate.** All counts and denominators were computed in code over the extractions — never estimated by a model.
5. **Synthesize & challenge.** Clustering agents built the avatars, dimension chapters, and patterns; an adversarial fact-checker then re-read every headline claim and flagged any that outran the sample, which were softened before publishing.

Later stages (planned, not in this pass)

- **Sales-operations analysis** — call structure, close mechanics, and follow-up discipline. Deferred by request; the same per-call extractions feed it directly.
- **External corroboration** — scrape r/Veterans, r/MilitaryFinance, and veteran-transition communities to check whether this call language matches how veterans talk in public.
- **Resolve the deposit question** — a deliberate decision on the Haynes deposit tension above.

Generated 158 person-summaries across 156 prospect/client calls. Transcripts are Fathom-generated; wording was not independently re-verified against audio. This document is confidential client research.